



**SHAPING TOMORROW**  
*together*  
**2018 NASW NATIONAL CONFERENCE**

**JUNE 20-23, 2018**  
WASHINGTON, DC



**EMPLOYER  
JUSTIFICATION  
TOOLKIT**

**A STEP-BY-STEP GUIDE  
TO JUSTIFYING NASW  
NATIONAL CONFERENCE  
ATTENDANCE TO  
YOUR EMPLOYER**

# EMPLOYER JUSTIFICATION TOOLKIT

## A STEP-BY-STEP GUIDE TO JUSTIFYING NASW NATIONAL CONFERENCE ATTENDANCE TO YOUR EMPLOYER



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2018 NASW NATIONAL CONFERENCE

The National Association of Social Workers (NASW) aims to create a professional association experience that provides frequent opportunities for you to earn continuing education, feel invigorated and validated, and gives you full access to knowledge and networks that help you advance as a social worker and strengthen our communities.

One such event we are excited to host is the **2018 NASW National Conference: Shaping Tomorrow Together.**

NASW's meeting of the profession, the 2018 NASW National Conference, is the ultimate gathering of more than 2,000 social workers and like-minded professionals. Over the span of four days, you will have access to inspiring speakers, interactive workshops, and unparalleled opportunities for professional development as well as continuing education credits. You will also make valuable connections with your peers across the nation, recognized social work thought leaders, and industry relevant exhibitors through our unique networking opportunities.

To assist you in communicating the value of attending the 2018 NASW National Conference, we've put together this Employer Justification toolkit, which includes these sections:

- » **About the 2018 NASW National Conference –**  
*Who Attends & What's the Value Provided?*
- » **Getting Started –**  
*Why Attend the 2018 NASW National Conference?*
- » **Sample Cost Benefit Breakdown –**  
*What is the financial incentive to attend the conference?*
- » **Sample Expense & Benefits Worksheets –**  
*What is the Return on Investment (ROI) to Justify Attendance?*
- » **Sample Attendee Justification Letter –**  
*How Do You Draft a Convincing Proposal?*
- » **Next Steps –**  
*Your proposal is submitted, now what?*

We look forward to seeing you in DC!  
2018 NASW National Conference Team

# ABOUT THE 2018 NASW NATIONAL CONFERENCE

## WHO ATTENDS?

- » Social Work Practitioners
- » BSW, MSW, DSW – Social Work Students
- » Deans of Schools of Social Work
- » College and University Senior Administrators / Faculty
- » Academic Department Heads
- » Personnel from Allied Organizations
- » Government Personnel
- » Private Practitioners

## WHERE ARE THEY FROM AND WHAT IS THEIR PRACTICE AREA?

Attendees come from all fifty states, Washington, DC; Puerto Rico; Guam & the Virgin Islands, and internationally.

They represent, but are not limited to, these areas of focus:

- » Addictions
- » Adolescents
- » Aging
- » Caregiving
- » Child Welfare / Family / Foster Care
- » Civil Rights / Human Rights
- » Clinical
- » Community Development
- » Criminal Justice / Juvenile Justice
- » Developmental Disabilities / Rehabilitation
- » Displaced Persons / Homeless / Refugees
- » Education
- » Ethics
- » Health
- » Housing / Homelessness
- » HIV / AIDS
- » International Social Work
- » Mental Health
- » Occupational SW / EAP
- » Political Social Work
- » Public Health
- » School Social Work
- » Social Justice
- » Substance Use
- » Service Members / Military / Veterans
- » Violence

## WHAT ARE THEIR ROLES?

- » Addiction Counselors
- » Administrators
- » Case Managers / Patient Navigators
- » Child Welfare Advocates
- » Children & Family Counselors / Therapists
- » Clinical Social Workers
- » Community Organizers
- » Educators
- » Employee Assistance Counselors
- » Gerontologists
- » Mental Health Counselors / Therapists
- » Occupational Social Workers
- » Political Advocates
- » Private Practitioners
- » School Social Workers
- » Supervisors / Managers

## WHAT DID PAST ATTENDEES SAY?

*"I found the opportunity to learn from social work colleagues from other areas of the country beneficial. Also, the gathering of SW practitioners, SW researchers, as well as seasoned social workers under the same roof was helpful to individual participants as well as the profession as a whole."*

– Past Conference Attendee

*"The Keynote sessions seemed to resonate with me on a personal level, helping me to improve the person and social worker that I am, while the breakout sessions gave me the practical tools and ideas for my day to day work on a professional level."*

– Past Conference Attendee

*"It was extremely beneficial to have the opportunity to earn so many CEU's in so many diverse areas... The evening reception provided great opportunities for networking..."*

— Past Conference Attendee

## GETTING STARTED

### WHY ATTEND THE 2018 NASW NATIONAL CONFERENCE?

With all the facets of the 2018 NASW National Conference, there is sure to be something pertinent for everyone. Tighter budgets, however, mean that it's more important than ever to justify the expense, especially when seeking employer support. We recommend putting together a clearly outlined proposal.

To assist you in drafting your proposal, here is a list of points you should consider:

- » The NASW National Conference is designed to meet the intent and spirit of the NASW *Code of Ethics*, NASW Standards for Continuing Education, NASW Standards of Cultural Competence, and the NASW Standards for various social work practice areas.
- » Attendees have the opportunity to earn more than 20 continuing education (CE) hours, including credits in ethics. If you are working to obtain or maintain your social work license, remind your supervisor that this is a great opportunity to earn these required hours in a short amount of time.
- » The NASW National conference offers unparalleled networking opportunities with more than 2,000 social work experts and thought leaders from around the world as well as industry relevant exhibitors.

#### QUICK TIPS:

- » **Check out our registration page**, where you'll find the various conference rates including our early bird special.
- » **Share your new knowledge!** Once you return from the NASW National Conference, offer to deliver a short presentation and Q&A session for your coworkers. By sharing the information you've obtained, including presentations and speaker handouts, the organization receives a higher return on its investment in you.

- » **Finally, identify who will cover for you and your responsibilities** while you're attending the conference and share that with your supervisor.

## SAMPLE COST BENEFIT BREAKDOWN

What is the financial incentive to attend the conference?

Early-bird MEMBER Registration	\$415
<b>INCLUDED WITH REGISTRATION</b>	<b>VALUE</b>
» 18 Education Sessions	\$1,350
» 3 Breakfasts	\$150
» 2 Refreshment Breaks	\$50
» 1 Opening Reception	\$100
» 1 Film Festival with Popcorn	\$20
<b>Value of NASW National Conference</b>	<b>\$1,670</b>
<b>Member Cost</b>	<b>-\$415</b>
<b>MEMBER SAVINGS</b>	<b>\$1,255</b>

An educational powerhouse, the NASW National Conference offers more than 20 continuing education credits. As an attendee, you'll have the opportunity to earn your credits, including essential ethics CEs, in just four days!

# SAMPLE EXPENSE & BENEFITS WORKSHEETS

## WHAT IS THE RETURN ON INVESTMENT TO JUSTIFY ATTENDANCE?

To help calculate the return on investment (ROI), we've put together a worksheet below that helps itemize some of the main conference related costs that could be incurred by attending. Use this, coupled with the conference benefits worksheet, when highlighting the ROI for your justification proposal.

### Conference Expenses Worksheet

EXPENSE	EXPLANATION	COST
National Conference Registration (see <a href="http://rebrand.ly/2018NASWConference">rebrand.ly/2018NASWConference</a> for rates)	Rate includes: » Entry to the NASW Opening Reception » Conference Sessions » Exhibit Hall » All Materials » Refreshment Breaks	\$
Pre-Conference Workshops	Optional	\$
Flight (if applicable)		\$
Accommodations (if applicable)	\$229/night at Marriott Wardman Park Hotel	\$
Transportation	To/from airport and/or rental car	\$
Mileage Reimbursement	To/from airport and/or conference – calculate distances, and then multiply miles by 53.5 cents/mile (IRS standard for 2017)	\$
Parking Reimbursement	Airport parking fees and/or hotel where the conference is located	\$
Food Per Diem	Consult your organization's policy to determine possibility of reimbursement and rates	\$
Total:		\$

## IDENTIFYING & EVALUATING THE BENEFITS

In the prior section, we helped you outline the potential cost of attendance. The flip side of the equation is to identify what you are getting for the money and how that will benefit your organization. We've begun filling out the worksheet below to get you started.

### Conference Benefits Worksheet

ORGANIZATIONAL NEED	CONFERENCE OFFERING
Compliance with the NASW <i>Code of Ethics</i>	As a focus area of the conference, ethics will be addressed throughout various workshops, panels, and breakouts. Attendees will have the opportunity to earn multiple Ethics-related CE credits.
Well-educated and skilled employees	The 2018 conference will offer more than 20 CE credits and over 100 educational sessions addressing all social work practice areas, and at all levels of practice (micro, mezzo, or macro). The interactive sessions will help develop new skill sets and further develop existing ones.

## ORGANIZATIONAL NEED

Utilizing new technology and generating new ideas

## CONFERENCE OFFERING

- » Listen to nationally recognized thought leaders within the social work profession and discuss the current challenges as well as what can be done to create and implement change in the social work practice.
- » Interact with the experts. Gain insights, solutions, and strategies for technology and innovation. Learn about emerging and future trends and research that will advance the future of the profession.
- » Hear from government, academic and industry leaders on strategies that offer innovative and value rich solutions to prevailing social work related challenges.

Hands-on training on the role of technology in clinical practice

Technology is changing the way social workers and related professionals are providing their services. Conference workshops will address ethical and regulatory considerations related to utilizing social media and available software tools such as telemedicine in clinical practice.

Keep current with CPT and other coding updates, compliance rules, and federal and state regulations and statutes.

Various conference workshops will address coding topics such as CPT coding, place of service codes, and other codes necessary to receive reimbursement and how to effectively document them in the clinical record.

## ADDITIONAL BENEFITS

Networking with peers

## POTENTIAL ORGANIZATIONAL RETURN

With more than 2,000 attendees, the conference provides a plethora of networking opportunities including meetups, workshops, and evening activities and events.

Vendor search

Nearly 100 companies and organizations will be exhibiting to showcase the latest in social work related products and services.

*\*Schedule/program is tentative and subject to change.*

# SAMPLE ATTENDEE JUSTIFICATION LETTER

## HOW DO YOU DRAFT A CONVINCING PROPOSAL?

As part of your proposal you'll want to include a letter or email requesting permission and financial assistance to attend the conference. This letter should summarize all the costs and benefits, to both you and the organization, associated with your attendance.

We've provided a general template to share with your supervisor on the next page. Feel free to tweak to match your tone and organization's needs and be sure to personalize the information in bold.

## 2018 NASW NATIONAL CONFERENCE JUSTIFICATION LETTER/EMAIL TEMPLATE

>>Date<<

Dear >>Supervisor's Name<<:

I would like to request approval to attend the 2018 NASW National Conference—the meeting of the profession for social workers and allied professionals. The conference, held on June 20-23 in Washington DC, will enable me to attend a number of education sessions and workshops that are directly pertinent to my work and will allow me to network with a variety of like-minded professionals, social work thought leaders, and colleagues from around the nation and internationally.

After reviewing the conference website ([rebrand.ly/2018NASWConference](http://rebrand.ly/2018NASWConference)), I have identified a number of sessions that will allow me to gain knowledge and understanding about how we can improve our work here at >>Company Name<<. The sessions will be led by social workers, academicians, as well as other allied professionals who are considered subject matter experts in the field of social work.

I am seeking support of my attendance, which would include the registration fees, travel expenses and living expenses while at the conference. The full registration fee is **\$475**, but can be reduced to **\$415** by registering before March 31, 2018.

Here is the breakdown of conference costs: >>All registration fees are listed at [rebrand.ly/2018NASWConference](http://rebrand.ly/2018NASWConference). The travel costs vary as well and should be changed to reflect your situation.<<

Registration Fee: \_\_\_\_\_ Roundtrip Airfare/Transportation: \_\_\_\_\_  
Meal Per Diem: \_\_\_\_\_ Hotel Accommodations: \$229 with NASW group rate  
**TOTAL:** \_\_\_\_\_

Thank you for your consideration. The opportunity for me to build my network and gain knowledge specifically in >>your area of focus<< makes my attendance at the 2018 NASW National Conference an excellent investment, and both a personal and professional benefit.

Sincerely,  
>>Name<<

### YOUR PROPOSAL IS SUBMITTED, NOW WHAT?

## NEXT STEPS

Now you wait. Your employer will review your proposal and determine whether your attendance to the conference will be covered in whole, in part, or not at all. Should you be required to cover part or all of your expenses, be sure to look at any applicable tax deductions. Deduction considerations could include the registration fee, travel – airfare or mileage, accommodations, and meals.

Consult with your tax professional for advice and to determine whether the IRS regulations and deductions apply to your specific circumstances.



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