

NASW PROGRAM PRIORITY GOALS (2018–2021)

Approved by the Delegate Assembly, August 4, 2017

These proposed Program Priority Goals, for the three-year period of 2018–2021, derive from the current NASW mission, the core values and ethics of the social work profession, and the NASW *Code of Ethics*.

1. CORE VALUES FIRST

GOAL: To Advance Social Justice

Rationale: One of social work's ethical principles is social justice: "Social workers challenge social injustice and pursue social change on behalf of vulnerable and oppressed individuals and groups of people" (NASW Code of Ethics, p. 5). Social work's knowledge base requires cultural competence, that is, an understanding of power, privilege, and oppression. Social work practice skills afford professionals the opportunity to intervene with clients, community systems, and society at large and to advance human rights, racial and economic equality, and social fairness. Social justice is the beacon of the social work profession, and association members are bound to protect the rights and dignity of all people and work with populations who seek equality and justice.

2. NASW RELATIONSHIPS

GOAL: To Revitalize the Association Connectivity

Rationale: NASW must promote and embrace the profession's commitment to build and strengthen social work's capacity to communicate and engage in relationship building for all constituents, including members, chapters, consumers of services, agencies, and organizations locally, nationally, and globally. The association must invest and use technological innovations that advance the connectivity of the social work profession to all related professional disciplines within our society.

3. EMBRACE CHANGE

GOAL: To Expand and Enhance the Membership Experience

Rationale: Members of NASW must experience pride and appreciation for the role the association plays in their professional lives. As the leading professional membership base association in social work, NASW must create and promote numerous tangible benefits in the careers of its members. Benefits should include training opportunities, insurance packages, and frequent networking opportunities. NASW must also be visible -- in media, in statehouses throughout the country, and on Capitol Hill. NASW is the voice for the social work profession and the conduit through which our members engage. Expanding the membership experience is critical to recruit, retain, and engage in the work on critical issues that face our consumers of service.

4. EMPOWERMENT THROUGH KNOWLEDGE

GOAL: To Increase Exemplar Social Work Leadership

Rationale: Social workers are expert problem solvers and change agents at all levels of practice. Social work's requisite skills and abilities must always be honed and nurtured for social work professionals to seek various leadership positions and roles in the public and private sectors, and in members' various associations. Finally, NASW must promote and develop certification courses that broaden the continuum in leadership development.

5. ADVOCACY IN ACTION

GOAL: To Strengthen Public Policy at All Levels

Rationale: NASW must advocate for policies and relevant legislation related to government actions and decisions that contribute to the well-being of the population, individuals, and the social work community on the local, state, and federal levels.