

# DRAFT STRATEGIC PLAN 2018 - 2020

## Mission

Together we represent, strengthen and celebrate the social work profession and fulfill the regulatory requirements of the *Health Professions Act*.

## Values

- Excellence
- Communication
- Service
- Collaboration

## Vision

Social Workers passionately engaged through commitment to professionalism, advocacy and social justice.

Together and through our RELATIONSHIPS

## KEY AREAS FOR ACTION

### Advocacy & Leadership

- ❖ Advocate for social workers
- ❖ Advocate for marginalized populations
- ❖ Champion facilitation of social work practice across borders
- ❖ Develop and encourage capacity for Advocacy within membership
- ❖ Continue to build relationships with Government

### Communication

- ❖ Complete organizational communication plan
  - Timely response to issues
  - Maximize social media
  - Educate public about social work
- ❖ Use technology for training and networking
- ❖ Engage/educate employers

### Membership

- ❖ Revise and enhance Member resources
- ❖ Uphold accountability of Registration
  - Government employees
  - Indigenous social workers
  - Employers
  - Students

### Solid Foundations

- ❖ Technology infrastructure to ensure capacity to serve members and meet our mandate

### Indigenous Perspective

- ❖ Build relationships with Indigenous Communities
- ❖ Be active agents of de-colonization
- ❖ Champion key calls to action from TRC
- ❖ Support completion of Indigenous Practice Standards project