State SSW Organizations – Best Practices Survey Results

**Membership**
- 61% of state organizations are somewhat effective in recruiting, renewing, and involving members that are **practitioners**.
- 17% are very effective or highly effective with practitioner membership.
- 44% of state organizations are somewhat effective in recruiting, renewing, and involving members that are **University staff**.
- 22% are very effective or highly effective with University staff membership.
- 44% of state organizations are somewhat effective in recruiting, renewing, and involving members that are **students**.
- 11% are very effective or highly effective with student membership.

<table>
<thead>
<tr>
<th>• 100% of state organizations have a “Regular Member” category.</th>
<th>Membership “Bright Ideas”</th>
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</thead>
<tbody>
<tr>
<td>• 78% of state organizations have a “Retired Member” category.</td>
<td>★ Find a way to address students and promote their membership</td>
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<tr>
<td>• 94% of state organizations have a “Student Member” category.</td>
<td>★ Offer free 1-yr membership to SW students or “New to the Field” members</td>
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<tr>
<td>• 11% of state organizations have a “University Member” category.</td>
<td>★ Offer a discount to a member who recruits a new member</td>
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**Professional Development**
- 17% of state organizations are somewhat effective in providing professional development.
- 72% of states are very or highly effective in providing professional development.

<table>
<thead>
<tr>
<th>There is variety in <strong>How Often</strong> to offer PD:</th>
<th>There is variety in <strong>How Much</strong> PD costs:</th>
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</thead>
<tbody>
<tr>
<td>5% offer PD monthly</td>
<td>27% charge $20-$40</td>
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<tr>
<td>22% offer PD twice per year</td>
<td>11% charge $50-$75</td>
</tr>
<tr>
<td>27% offer PD annually</td>
<td>50% charge $100-$150</td>
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<tr>
<td>44% offer some combination of State conference &amp; regional meetings</td>
<td>11% charge over $150</td>
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</tbody>
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**many states offer free or low cost regional workshops**

*Best Practice results are based on data from those states who participated in SSWAA’s Best Practice survey.*
Board Communications & Board Elections

- 22% of state boards are somewhat effective in communicating amongst each other to share information and complete tasks.
- 78% of state boards are very or highly effective in communicating.
- 17% of state boards communicate **weekly**.
- 17% of state boards communicate **twice per month**.
- 39% of state boards communicate **monthly**.
- 28% of state boards communicate **quarterly**.
- 27% of state boards are somewhat effective in managing board nominations, elections, appointments, and transitions.
- 50% of state boards are very or highly effective in managing elections.
- The majority of state boards (78%) have board terms of 2 years.
- The majority of state boards (89%) have staggered elections.

<table>
<thead>
<tr>
<th>Methods used to communicate vary:</th>
<th>School Social Workers who serve on their state Boards are SUPER ⭐️!</th>
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<tbody>
<tr>
<td>83% of Boards use face-to-face meetings</td>
<td>The great majority VOLUNTEER their time, communicate by email between official Board meetings, work on various committees, and provide dedicated leadership in their state!</td>
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<tr>
<td>22% of Boards use Skype to meet</td>
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<tr>
<td>39% of Boards use “Go to Meetings”</td>
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<tr>
<td>61% of Boards use email</td>
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<tr>
<td>61% of Boards use conference calls</td>
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</table>

List-Serve and Website

- 39% of states are somewhat effective in their use of a list-serve to share or generate information.
- 44% of states are very or highly effective in their use of a list-serve.
- The majority of states contact **members only** (56%) or **current members and past members** (61%) with their list-serve.
- 38% of states do contact **“other professionals”** with their list-serve.
- 67% of states are somewhat effective in sharing information about the organization and profession via a website.
- 11% of states are very or highly effective in sharing information via a website.
- The majority of states (72%) manage their website through a board member.
- 50% of states have a “members only” areas on their website and 50% do not limit access to non-members.

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Strategic Planning
- 50% of state organizations are somewhat effective in using planning and goal setting to guide the organization.
- 28% of state organizations are very or highly effective in using planning and goal setting.
- The majority of states (56%) have a strategic plan.
- 34% of state organizations have a strategic plan of 3 years or more.

PR & Marketing and Social Media
- 44% of states are somewhat effective in their use of marketing and PR techniques.
- 5% of states are very or highly effective in their use of marketing and PR.
- 33% of states are somewhat effective in their use of social media to promote the organization and the profession.
- 11% of states are very or highly effective in their use of social media.

A variety of Social Media sites are used:
- 72% use Facebook
- 17% use Twitter
- 11% use LinkedIn
- 6% use Pinterest
- 27% use other sites

A variety of PR and Marketing Techniques are used:
- State organizations are using email blasts (83%), newsletters (67%), social media (39%), University contacts (6%) and membership “give aways” (like T-shirts and lanyards).

Partnerships and Legislative Advocacy
- 44% of states are somewhat effective in building and maintaining relationships with other professional groups.
- 44% of states are very or highly effective in building relationships with other professional groups.
- 39% of states are somewhat effective in their legislative advocacy for the profession.

State organizations collaborate with a variety of other professional organizations including SSWAA, NASW, Universities, School Psychologists, Nurses, and Counselors.

To build legislative advocacy, some states have a legislative committee, hire a lobbyist, collaborate with NASW, and send board members to the SSWAA Summer Legislative Event.

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