

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.

- 100% of state organizations have a “Regular Member” category.
- 78% of state organizations have a “Retired Member” category.
- 94% of state organizations have a “Student Member” category.
- 11% of state organizations have a “University Member” category.

Membership “Bright Ideas”

- ☆ Find a way to address students and promote their membership
- ☆ Offer free 1-yr membership to SW students or “New to the Field” members
- ☆ Offer a discount to a member who recruits a new member

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.

There is variety in **How Often** to offer PD:
5% offer PD monthly
22% offer PD twice per year
27% offer PD annually
44% offer some combination of State conference & regional meetings

There is variety in **How Much** PD costs:
27% charge \$20-\$40
11% charge \$50-\$75
50% charge \$100-\$150
11% charge over \$150
***many states offer free or low cost regional workshops*

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.

Methods used to communicate vary:
83% of Boards use face-to-face meetings
22% of Boards use Skype to meet
39% of Boards use “Go to Meetings”
61% of Boards use email
61% of Boards use conference calls

School Social Workers who serve on their state Boards are SUPER s!
The great majority VOLUNTEER their time, communicate by email between official Board meetings, work on various committees, and provide dedicated leadership in their state!

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.

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

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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