



STATE OF NEVADA  
BOARD OF EXAMINERS FOR SOCIAL WORKERS  
4600 Kietzke Lane, Suite C121, Reno, Nevada 89502  
775-688-2555

MINUTES OF BOARD RETREAT  
August 16, 2018

**BOARD RETREAT CALLED TO ORDER:** The meeting of the Board of Examiners for Social Workers was called to order by Vikki Erickson, Board President, at 9:04 a.m. The meeting was held at the Social Entrepreneurs Inc. (SEI) Conference Room, 6548 S. McCarran Blvd., Suite B Reno, Nevada 89509. President Erickson noted that the meeting had been properly posted and that the Board members present constituted a quorum. Roll call was initiated by President Erickson, with the following individuals present:

Members Present:

Vikki Erickson, LCSW, President (**Erickson**)  
Jodi Ussher, LCSW, Vice President (**Ussher**)  
Susan Nielsen, Secretary / Treasurer (**Nielsen**)  
Monique Harris, LCSW, Board Member (**Harris**)  
Stefaine Maplethorpe, LCSW, Board Member (**Maplethorpe**)

Staff and Facilitators Present

Karen Barsell, LISW, Executive Director (**Barsell**)  
Sandy Lowery, LCSW, LCADC, Deputy Director (**Lowery**)  
Greg Ott, Esq., Senior Deputy Attorney General (**Ott**)  
Kelly Marschall, SEI (**Marschall**)  
Hettie Ploeger, SEI (**Ploeger**)

*Board members, Board staff and Facilitators will be identified by the above **bolded** means throughout the minutes.*

**PUBLIC COMMENT:** No public comment was offered at this time.

The Board of Examiners for Social Workers (BESW) held the first day of a two day strategic planning retreat on August 16, 2018. The retreat was facilitated by Kelly **Marschall** and Hettie **Ploeger** from Social Entrepreneurs Inc (SEI). BESW was hosted at the SEI conference room. SEI was selected by BESW for their experience in helping nonprofits and human service organizations to achieve results and improve people's lives through customized services, best practice tools, and other products.

**Training: Strategic Planning**

To begin the day, SEI conducted a short ice breaker to help attendees to get to know each other. Then, **Marschall** began to review concepts related to strategic planning and ways that it is useful in determining a roadmap for the future and why this is important. She went over typical approaches to strategic planning. The group reviewed a survey conducted by SEI; questionnaires were sent to Board members and staff leadership; Five individuals answered all of the questions

asked and seven answered some of the questions. After reviewing the survey results, the group was able to utilize this information to begin identifying critical issues.

Also, attendees reviewed the BESW "mission" which is the fundamental purpose of the Board. The group learned that a "vision" is what would be different if the Board was able to execute the mission as effectively as possible. They learned about how to evaluate the BESW mission and learned about establishing a vision.

The training helped the group to draw similarities between developing an action plan for the Board and how social workers use practice techniques e.g. treatment planning. The group could easily understand the parallels between these concepts e.g. preparation, assessment, implementation, communication and evaluation.

The training and ensuing discussion helped the group to go over key questions that would guide their strategic planning process. The group worked closely together to look at "Where are we starting?", "Where are we heading?", "How will we get there?", "How will we evaluate along the way?" They identified critical issues to be addressed in the strategic plan. Using a "goals-driven" and "critical issues" focus, everyone began working together to co-create a living document that will be used to guide the Board. During the process the group identified barriers; developed and refined goals that included organizational mandates; defined strategies and prioritized critical issues; and continued to evaluate and refine identified strategies.

As the day continued the group worked together using a format that allowed everyone to contribute to wordsmithing critical issues, reprioritizing goals, taking an initial stab at strategies to meet each of the key goals. During the first day, the group discussed ideas revolving around communications and public relations, operations, disciplinary, financial positioning, and risk management. While the strategic plan was beginning to take shape, it was generally understood that the group had not had time to look at timelines for completion and identify lead staff and Board members to be responsible to execute upon the ideas generated.

**CLOSING COMMENTS:** Erickson thanked the group for their special efforts throughout the day.

**PUBLIC COMMENT:** No public comment was offered at this time.

**ADJOURNMENT:** President Erickson adjourned the Strategic Planning Retreat at 5 p.m.

Meeting Minutes Respectfully Submitted,  
Karen Barsell, LISW, Executive Director