



**Board of Examiners for Social  
Workers**

# **March 2022 Board Meeting**

**March 16, 2022**

**Presented by: Megan Jones and Kelly Marschall  
Social Entrepreneurs, Inc.**

# HELLO!

## Social Entrepreneurs, Inc. (SEI)

We help nonprofits and human service organizations achieve results and improve people's lives through customized services, best practice tools, and other products.



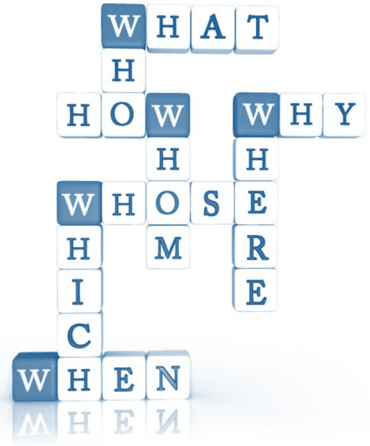
# Types of Strategic Planning



- 1) **Foundational** planning
- 2) **Goals-driven** planning
- 3) **Critical issues** approach
- 4) **Scenario** analysis
- 5) **Capabilities-based** planning

# 5 Key Questions to Guide Strategic Planning Efforts

1. Where are you starting?
2. Where are you heading?
3. What signals progress?
4. How will you get there?
5. How to evaluate along the way?





# How to Use Social Work Practice Techniques

# Social Work and Strategic Planning

- » Think of strategic planning from a clinical practice perspective
  - Identify long-term goals
  - What strategies will help you move closer to the goal?
  - How will you measure progress?
  - What interventions are needed?

# Updated vs. New Strategic Plan Process

Today's goal is to discuss updates for the final year of the current Strategic Plan in preparation for adoption in June 2022.

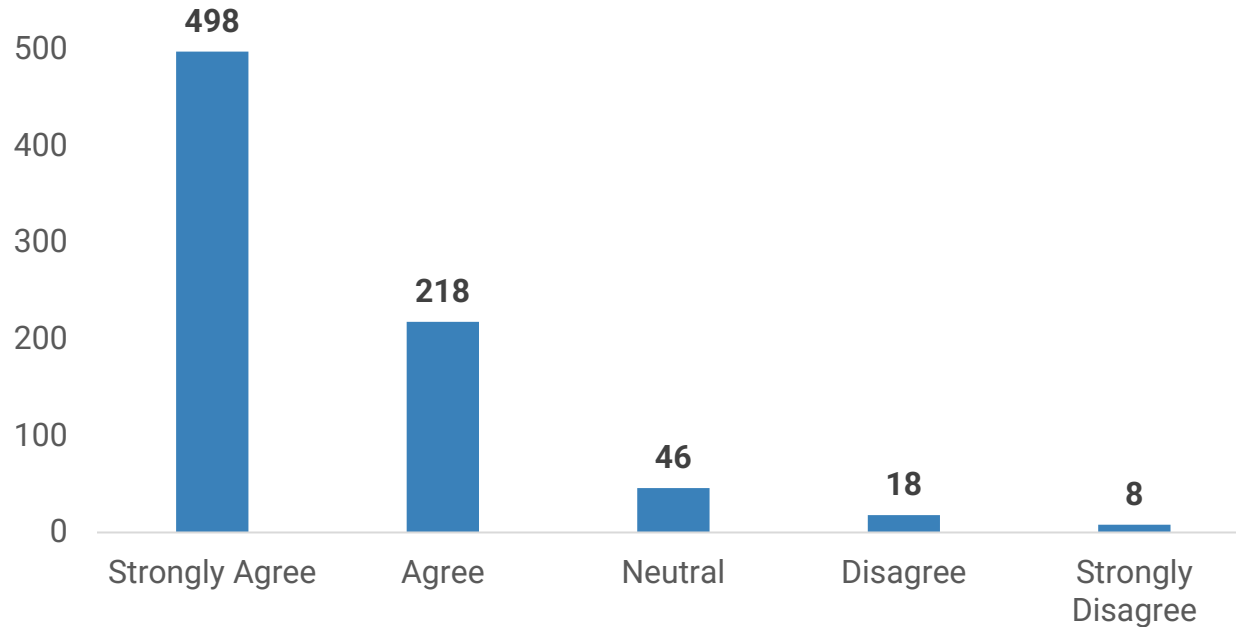
Updated Strategic Plan	January 2022	<ul style="list-style-type: none"> <li>January Board Meeting: Orientation to the strategic planning process</li> <li>Board Survey and Key Informant Interviews</li> </ul>
	March 2022	<ul style="list-style-type: none"> <li>March Board Meeting: Presentation of the Board survey and Key Informant Interview findings, identify additions and changes to Board priorities, and prepare to revise and adopt goals for 2022-2023</li> </ul>
	May 2022	<ul style="list-style-type: none"> <li>May Board Meeting: Revise and finalize goals and strategies for 2022-2023</li> </ul>
New Strategic Plan	July 2022 – January 2023	<ul style="list-style-type: none"> <li>July, September, November, and January Board Meetings: Ongoing activities to identify priorities and goals for the upcoming strategic plan</li> </ul>
	March 2023	<ul style="list-style-type: none"> <li>Two Day Board Retreat: Develop goals and strategies for the 2024-2027 strategic plan</li> </ul>
	May 2023	<ul style="list-style-type: none"> <li>Present strategic plan to Board for final feedback and revisions</li> </ul>

# Context to Inform Strategic Planning



# Satisfaction Survey Results

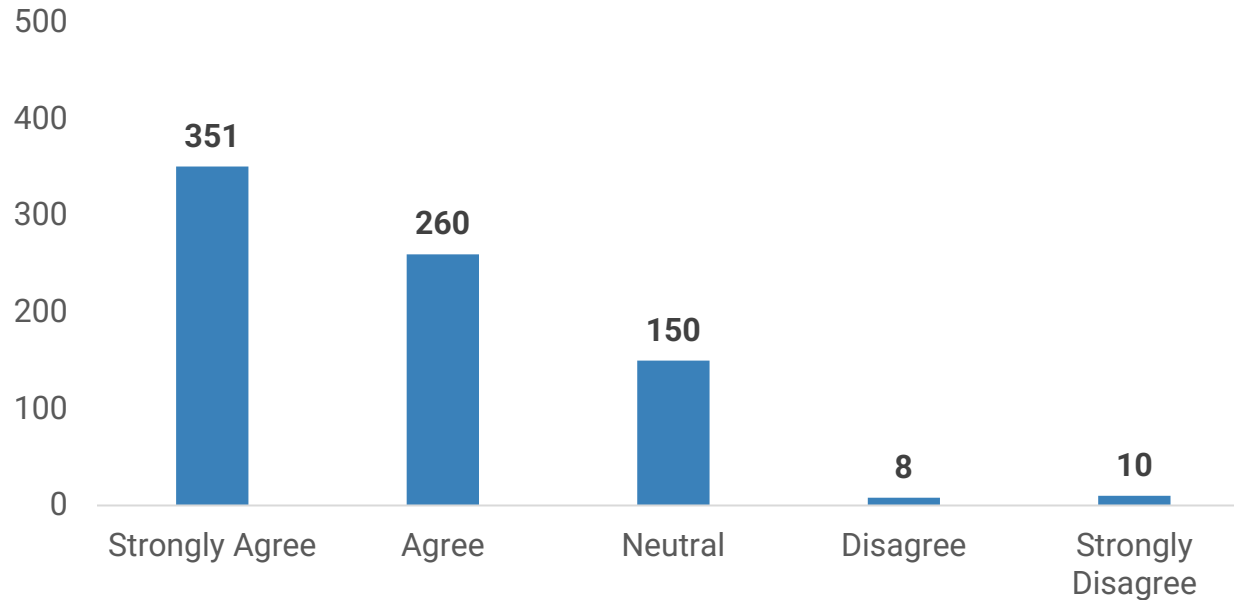
Overall, I am very satisfied with the new renewal process provided by the Board of Examiners for Social Workers.



# Satisfaction Survey Results

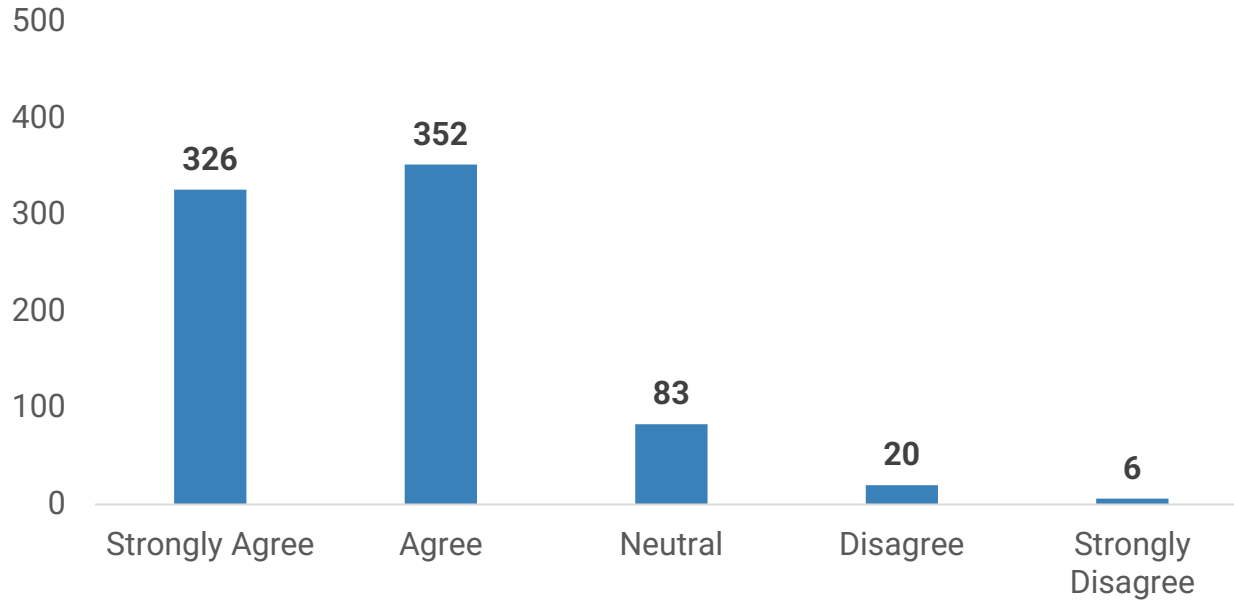
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Board staff are well informed and helpful when addressing my questions and concerns.



# Satisfaction Survey Results

Materials provided by the Board are clear, helpful, and understandable.



# Preliminary Interview and Survey Results

## » Strengths

- ◇ Trust between board members and board staff
- ◇ Executive Director leadership
- ◇ Board members competence and passion in promoting the purpose of the board
- ◇ Networking and partnerships
- ◇ Progress with investigations
- ◇ Technology updates


## » Weaknesses

- ◇ Lack of dedicated personnel and staff capacity

## » Opportunities

- ◇ Develop regulatory pathways and partnerships between schools and the board
- ◇ Address regulations around telehealth
- ◇ Examine licensing exemptions
- ◇ Provide education on the board to the two university social work program graduates

## » Threats

- ◇ Shifts in political and cultural landscape
  - ◇ Potential transition to a combined behavioral health board
  - ◇ Lack of public knowledge of social work field of practice
  - ◇ Tracking provisional licenses issued during the pandemic
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# Potential Critical Issues and Concerns for New Strategic Plan

- » Performance evaluation process of the Executive Director
- » Interstate compacts
- » Telehealth regulations
- » Increasing education around the practice of social work within the state
- » Develop a board social media presence
- » Improving partnerships with lawmakers and public officials to increase awareness and opportunities for social work practice
- » Creating pathways for more licensed social workers within k-12 schools
- » Address the recommendations from most recent audit

# Review Status of Current Strategic Plan

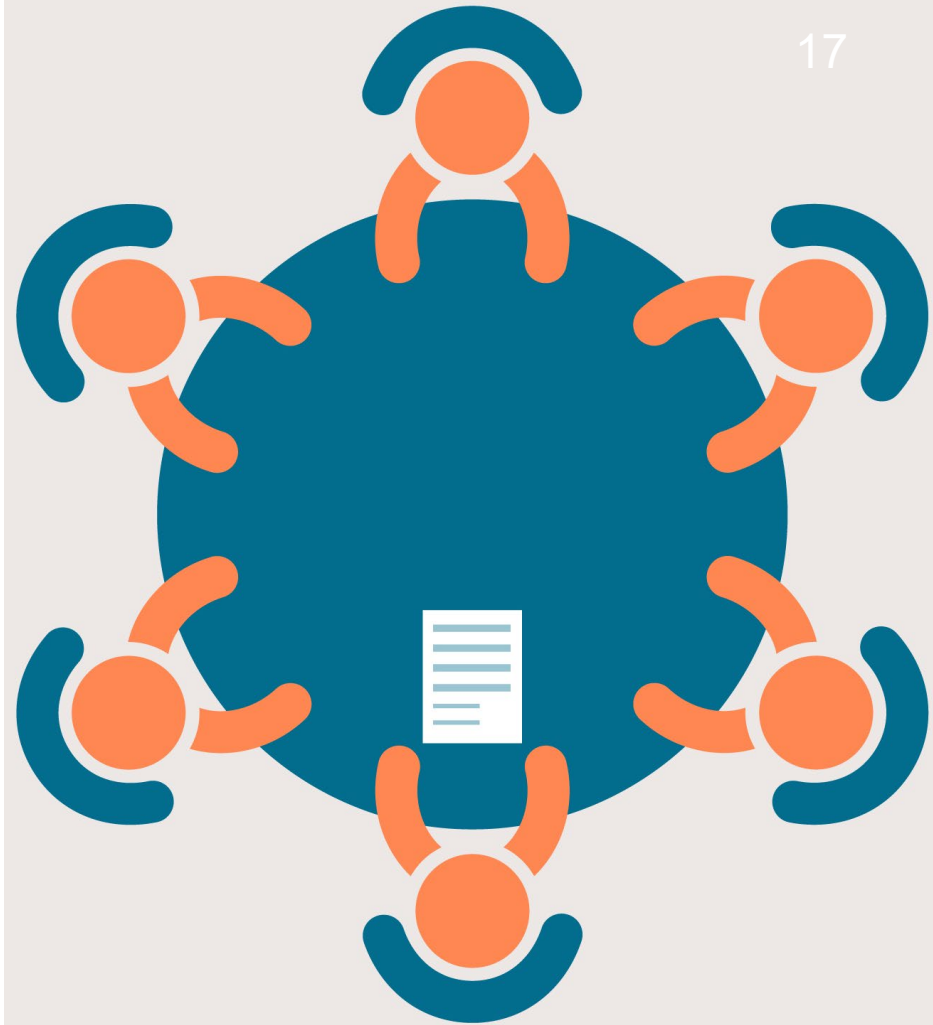
Goals and Strategies





## Review Process

- » Review Critical Issues and Areas of Focus
- » Summary of Updates to the Current Strategic Plan
- » Discussion and Decision of Recommendations for Updated Strategic Plan



## » **Communications and Public Relations**

- » BESW to improve its relationships with licensees, external partners, and other stakeholders, and be perceived as responsive, easy to work with, collaborative, and fair.

## » **Board Operations**

- » BESW operations are streamlined, efficient, and user friendly.

## » **Disciplinary Function of the Board**

- » BESW will ensure appropriate, timely processing of complaints against licensee(s).

## » **Financial Positioning**

- » BESW needs to strengthen accounting practices and ensure financial sustainability.
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**Questions  
or Comments**

# Wrap Up and Next Steps

- Review and make final edits to the Updated Strategic Plan at the May 18<sup>th</sup> Board Meeting
- Adopt Updated Strategic Plan at the June 15<sup>th</sup> Board Meeting
- Conduct strategic planning process for the New Strategic Plan beginning at the July 20<sup>th</sup> Board Meeting 2022 for adoption in June 2023

# Thank You

If you have any questions, please contact  
**Megan Jones** at [mjones@socialent.com](mailto:mjones@socialent.com)