



COUNCIL ON SOCIAL WORK EDUCATION

**Report to the Board of Directors
February 2020**

Division of Communications and Marketing

Introduction

It is my pleasure to present this report to the Council on Social Work Education (CSWE) Board of Directors on the activities and strategies of the communications and marketing division.

This division is made up of staff supporting CSWE Press, Journal of Social Work Education (JSWE), Journal of Baccalaureate Social Work (JBSW), APM exhibit/sponsorship/ad sales, and all CSWE communications and marketing efforts. That staff includes:

- Patrick Dunne, Vice President, Communications and Marketing
- Elizabeth Simon, Manager, Publications
Staff Liaison to the Council on Publications (COP) and the JSWE Editorial Advisory Board
- Mia Moreno-Hines, Production Editor
- Malcolm Randall, Coordinator, Communications and Marketing

Executive Summary

The New Year brought new leadership to CSWE's communications and marketing team. Patrick Dunne was hired as the vice president of communications and marketing and is eager to align the strategies and activities of the team to the Council's strategic goals and framework. He brings a 15-year track record of successful communications, public relations, and marketing strategies that connect members to the mission of their organization and allow the organization to demonstrate value to members.

Executing marketing campaigns to drive sponsorship, advertisement, and exhibitor revenue for the 2020 Annual Program Meeting continues to be a focus of the team.

CSWE's audience on social media continues to grow almost completely organically. This year, the team anticipates sponsoring posts and content in order to support audience growth – which improves the reach of CSWE on social networks. In addition to social media, CSWE's member newsletters and print products continue to be sought after by social work educators.

After careful consideration, the launch of SPARK connected communities will be delayed until the Spring. Good work was done to build a pool of over 400 users, but there needs to be a strategic marketing plan in place to not only launch the platform and raise awareness among our target audiences of its value and existence.

As of this report's deadline, Patrick began to roll out a program of in-person visits with faculty, program directors, and administrators to better understand the members of CSWE and search for opportunities to better connect members to the council.

Publications Report

The CSWE Council on Publications (COP) serves as the policy-making body with respect to publications and as an editorial board in acquiring publication ideas and assessing the viability of publication proposals. Current members of the council are Jacqueline Corcoran (chair), Phyllis N. Black, Danielle E. Parrish, and Elizabeth Pomeroy.

CSWE Press

CSWE Press debuted two new books at the 2019 Annual Program Meeting (APM):

- *Teaching Group Work Content in Social Work Education*, by Dominique Moyses Steinberg
- *Learning to Teach, Teaching to Learn: A Guide for Social Work Field Education*, 3rd edition, by Jeanne Bertrand Finch, Cheryl L. Franks, Ovita F. Williams, & Jacqueline B. Mondros

Along with last year's *Teaching Social Work With Digital Technology* (Laurel Hitchcock, Melanie Sage, & Nancy Smyth), the new books contributed to very successful sales at the CSWE Press Bookstore at the APM. *Teaching Social Work With Digital Technology* has become CSWE Press' new bestseller, recouping production costs in less than 6 months and requiring a reprint in its first year of publication.

Journal of Social Work Education

Danielle E. Parrish, PhD, became the new editor-in-chief of the JSWE on January 1, 2020, taking over from Dr. Joanne Yaffe. Parrish is an associate professor at Baylor University who has served on the JSWE Editorial Advisory Board, the CSWE Council on Publications, and most recently as associate editor of JSWE. Parrish (Baylor University), will serve a 3-year term ending in 2022. As editor-in-chief, Dr. Parrish will head the JSWE Editorial Advisory Board. JSWE and CSWE Press are managed by Elizabeth Simon, CSWE publications editor.

Journal Statistics at a Glance

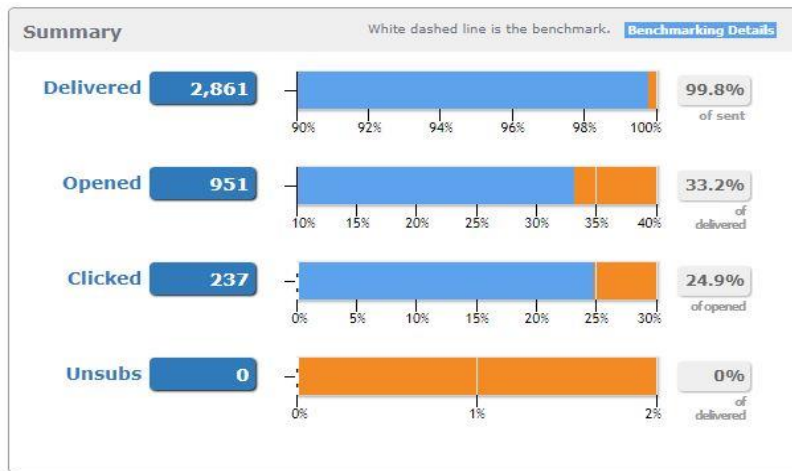
- The impact factor for the Journal of Social Work Education (JSWE) has decreased from 1.030 to 0.906
- The most recently published issue of the Journal of Social Work Education is the 2020 winter edition (volume 56, number 1)
- We have one special issue in production scheduled for publication in Spring 2020: Special Issue on Advancing Social Work Education to Meet the Grand Challenge of Ending Homelessness (Guest Editors: Amanda Aykanian & Benjamin Henwood)
- YTD submissions: 27 manuscripts (we received 205 submissions last year)
- 2019 avg. days from submission to first decision: 72 days
- 2019 avg. days from submission to final decision (including revisions): 94 days
- 2019 Editor-in-Chief acceptance rate: 41.8%
- Current accepted manuscripts in pre-production: 20

CSWE Compass

The CSWE Compass newsletter is a critical tool to communicating with CSWE members and programs. January 2020 marked the 18th issue as the redesigned *CSWE Compass* (formerly *Full Circle*). Open rates and click rates for this newsletter are above average for nonprofits and associations, based on industry data. This shows that readers are looking for this newsletter and actively engaging with its content.

Key Metrics

- 2,868 subscribers, 33 percent open rate, 25 percent click rate.
- Most popular January story: The NAME Steps: Addressing Anti-LGBTQIA2S+ Microaggressions
- Most popular 2019 story: Newly Elected CSWE Board and NNC Members Announced



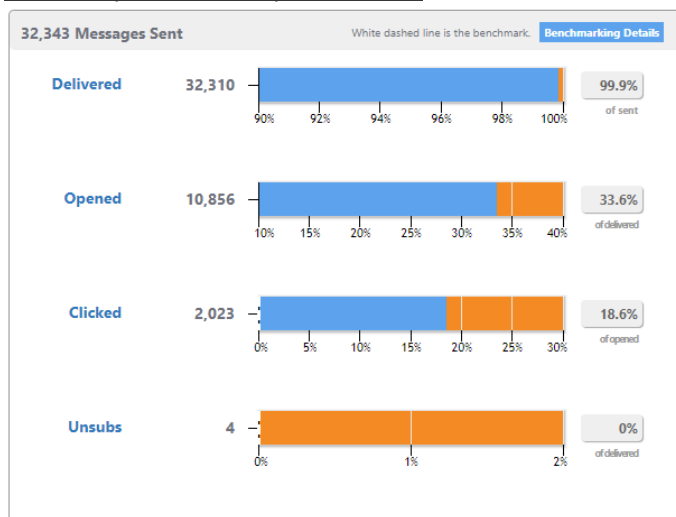
Top stories for January 2020 issue

- [The NAME Steps: Addressing Anti-LGBTQIA2S+ Microaggressions](#) – 83 readers
- [Free Webinar: Using SBIRT to Talk to Adolescents About Substance Use](#) – 67 readers
- [Download the JSWE Article Voting Is Social Work](#) – 61 readers

The top stories of 2019

- [Newly Elected CSWE Board and NNC Members Announced](#) - 229 readers
- [Site Visitor Volunteer Opportunities](#) - 119 readers
- [Looking Back on the History of Social Work Education Video](#) 90 readers

2019 Snapshot of Compass Metrics



Annual Report

The digital annual report was promoted to CSWE members through Compass and other marketing channels. As of this report's initial draft, 45 people visited the Annual Report since it was posted to the website in October 2019. The report was designed in a new, visual style with Blue House DC under the direction of Mia Moreno-Hines, CSWE publications editor. Below are images of the cover and pages demonstrating the new visual approach.

2018-2019 ANNUAL REPORT

893 Social Work Programs
A 501(c)(3) organization

- 46.3% of all programs are at Master's Colleges and Universities
- 39.2% of all programs are at Doctoral Universities
- 15.6% of all programs are at RI Institutions

205 programs are at Minority Serving Institutions (23.0%)

- 106 programs are at Historically Black Colleges and Universities (51.7%)
- 69 programs are at Hispanic Serving Institutions (33.7%)
- 15 programs are at Tribal Colleges and Universities (7.3%)

Top Carnegie Classification of Institutions for Each Level, Social Work Program:

- 174 of 184 programs are at M1 institutions
- 102 of 108 programs are at M2 institutions
- 7 of 7 practice Doctorate Programs are at R1 institutions
- 45 of 112 programs are at RI institutions

STATE OF SOCIAL WORK EDUCATION

Arizona State University HEALS Scholars with Kyrsten Sinema, U.S. senator and former social work faculty member to discuss important social work health care policy during the Social Work HEALS Policy Summit on March 13th in Washington, D.C.

The 2019 Social Work HEALS Scholars on Capitol Hill preparing to meet with their representatives on March 13, 2019.

University of South Carolina HEALS scholars with Tim Scott, U.S. senator from South Carolina, during the 2019 HEALS Policy Summit in Washington, D.C.

HEALS scholars from Southern University at New Orleans met with staff from Senator Bill Cassidy's office during the 2019 HEALS Policy Summit on March 13 in Washington, D.C.

Social Work HEALS: Bridging Practice to Policy in Healthcare Education

- Forty-eight social work students, baccalaureate through doctoral, were selected to be *Healthcare Education and Leadership Scholars* (HEALS) ranging from BSW to PhD levels. HEALS is a collaboration between CSWE and NASW, funded by the New York Community Trust.
- Through grant funds, programs produced policy events addressing health care and social work in their local communities.
- HEALS convened the fourth Student Policy Summit in Washington, DC, where students met with legislators on the Hill advocating for critical health care-related policy. A video from the 2019 Social Work HEALS summit is available online.

Awarded 48 Social Work Healthcare Education and Leadership Scholars (HEALS) ranging from BSW to PhD levels.

2018-2019 CSWE Annual Report 7

SPARK Report



CSWE's connected community, SPARK, enjoyed a successful soft launch during 2019 APM in Denver. Staff (Malcolm Randall, communications coordinator, pictured on the left) helped to drive nearly 500 people to register for the platform to date.

(continued)



Strategic Marketing of SPARK

A full marketing campaign to drive awareness and use of the platform among CSWE members, the broader social work educator community, social workers, will launch in Spring 2020.

Website content, social media advertisements, print mailers to CSWE members and other items will be planned out to draw users into SPARK and participate in conversations.

We anticipate that launching this campaign in conjunction with the released APM schedule will “spark” users to discuss the proposals and presentations in the community.

Staff Trainings

Malcolm Randall has led staff trainings to familiarize the CSWE team with the platform so that they can be a resource for FAQs from councils, commissions, and frequent users.

APM Tracks to Facilitate Most Discussions

Per industry best practices, the “APM Tracks” community expects to host the majority of public conversations in SPARK. Users can post conversations and replies to 40 APM track “topics” to organize conversations.

Private Groups for Councils and Commissions

Malcolm is spearheading efforts to update the rosters of the SPARK communities for CSWE councils and commissions, which are private.

Social Media Report

CSWE’s social media presence grew from Nov. 1, 2019, to Feb. 1, 2020, completely organically, meaning without any paid or sponsored posts to drive engagement. This is a strong figure that the communications and marketing team plans to improve upon with regular content and funding to support a broader reach.

Twitter

- 863 new followers
- 15,700 total followers
- Fast Fact: Without any advertising funds, CSWE’s twitter activity earned 399 mentions and 168,000 impressions (times that CSWE content or mentions appeared in the feeds of Twitter users)

Facebook

- 533 new followers
- 5,719 total followers
- Fast Fact: Without any advertising funds, the top two posts reached more than 1,595 people within the time frame.

LinkedIn

- 1,919 new followers
- 9,984 total followers
- Fast Fact: Daily impressions (times we appeared in LinkedIn news feeds of users) vacillated between 205 and 1,024 from Nov. 1, 2019, to Feb. 2, 2020

Marketing Report

The Council is dedicated to effectively communicating with members and connecting them with the resources and opportunities available through CSWE.

The engagement rates for the 27 emails sent to segments of the membership from Nov. 1, 2019, to Feb. 2, 2020, were high compared to association industry standards. On average, an email from CSWE to members was opened an average of 34% and drove an average of 15% of readers to the Council's website.

APM Report

The Communications and Marketing team continued to secure sponsorship and advertising for the 2020 Annual Program Meeting. The following commitments represent the 2020 APM advertisers, sponsors and exhibitors as of Feb. 6, 2020. **Note:** A wait list of committed sponsors, advertisers, and exhibitors has not been approached to fulfill their commitments at this time. However, staff continues to process orders and work towards selling out all opportunities for members to advertise, exhibit and sponsor the event.

A major push for additional sponsorships and advertisers has been placed on hold until duties can be transitioned to a new employee to thoroughly manage the exhibit hall and fulfilling sponsorships, advertisers and exhibitors.

- 17 sponsorship opportunities have been filled
- 28 confirmed advertisers
- 62 exhibit booths have been secured
- \$90,660 in current estimated revenue from committed.