



CSWE Communications and Marketing Team

Report to the Board of Directors

February 2022

Communications and Marketing Staff

- 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*
- Marianne Varkiani, Communications and Marketing Manager
- Mia Moreno-Hines, Production Editor
- Kianna Mckenzie, Communications and Marketing Coordinator

Executive Summary

The CSWE Communications and Marketing team was able to support many efforts across the organization since October 11, 2021, and lead projects related to member engagement and positioning the organization and members as thought leaders.

Our team is excited to announce that a new publication is available through CSWE Press and that members will receive a postcard mailer highlighting *Social Work for Social Justice: Beyond Cultural Competence to Anti-Oppressive Practice* and other books. We believe a renewed focus on promoting our Press publications will help us secure more manuscripts in the future.

Our strategies to promote the incredible content in the *Journal of Social Work Education* resulted in **record growth in our impact score (up 63%) and article downloads (up 24%), according to data from our publisher Taylor & Francis**. Details on this growth and our plans to capitalize on the journal's momentum are included below – along with a host of updates and details on our efforts to engage members and position CSWE as a leading social work organization.

We also launched a video series on YouTube, *Leading Critical Conversations*, to provide faculty members with a platform to share their research and expertise that tie into national conversations and topics. These videos continue to be a big draw for viewers and source of growth for our channel. Our social networks continued to grow because of a focus on producing engaging content and with paid support.

Respectfully submitted,

Patrick Dunne

CSWE Vice President, Communications and Marketing

Goal 1: Provide leadership for the future of social work education

Social Work Responds Ends but Collaboration Continues

ASWB, CSWE, and NASW have decided to sunset the Social Work Responds newsletter after 20 editions. Reader survey responses (both comments and the lack of response) paint a clear picture that the newsletters are no longer an effective way to engage members of our organizations. However, it was made extremely clear that respondents want to see our organizations continue to collaborate. We will maintain regular contact with the other organizations and will seek out ways to collaborate and visibly support the profession in the future.

Key Facts

- 20 Social Work Responds newsletters
- Open rates as high as 40% of CSWE members

Building Our Audience and Engagement on Social Networks

CSWE's social network audience continues to grow because of new advertising methods and a focus on sharing engaging content and calls to action. In fact, our rate of growth in some areas is higher than other national social work organizations.

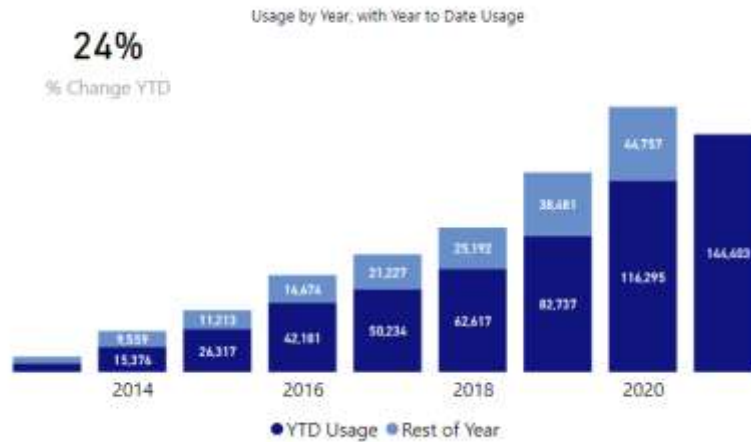
Goal 2: Promote quality teaching, learning, and scholarship to prepare graduates for the future of social work practice.

JSWE Sets Readership Records

The *Journal of Social Work Education* set a record level of article downloads and scored the highest impact factor ever for the publication. According to Taylor & Francis, we set a record for article downloads in 2020 and then beat those records in 2021.

We sought to put JSWE articles in front of members through social media posts, dedicated marketing campaigns, featured positions in our weekly member newsletter. Additionally, the practice of choosing three articles that address racism and social justice to be open to the public (created by Production Manager Mia Moreno-Hines in 2020) and renewed marketing support from Taylor & Francis has drawn an incredible number of readers to JSWE over the past two years.

JSWE article downloads increased by 24% from 2020 to 2021; **there were 206,619 downloads of Volume 57 (2021) articles.**



The JSWE impact factor increased 63% from 0.845 to 1.377.



New Publication Available at CSWE Press

CSWE Press expects to offer *Social Work for Social Justice: Beyond Cultural Competence to Anti-Oppressive Practice* (Garcia & Van Soest) in the fall of 2021. All program contacts will receive a promotional postcard describing this book and others available at CSWE Press in February 2022.

Open Access Articles for Q1 2022

The publications team, the JSWE editor-in-chief, and the Council on Publications identified three articles that will be available to the public for several months. This practice, devised by CSWE Production Editor Mia Moreno-Hines in 2020, has proven to increase engagement with JSWE and played a key role in the journal's increased impact factor.

- Bowles, D. D., Hopps, J. G., & Clayton, O. (2016). The Impact and Influence of HBCUs on the Social Work Profession. <https://doi.org/10.1080/10437797.2016.1112650>
- Hopps, J. G., Lowe, T. B., & Clayton, O. (2021). “I’ll Find a Way or Make One”: Atlanta University and the Emergence of Professional Social Work Education in the Deep South. <https://doi.org/10.1080/10437797.2019.1671255>
- Parker, A. (2022). Black Social Workers Matter: Using Parallel Narratives to Discuss Social Work History. <https://doi.org/10.1080/10437797.2021.2019634>

Goal 4: Foster a diverse, interconnected, and inclusive community of social work educators.

Critical Conversations Video Series Report

To promote the research and thought leadership of members, CSWE launched the Leading Critical Conversations video series in February 2021. The latest video was published February 8.

Professors continue to be offered a small honorarium for their time, in an effort for CSWE to support their research.

Key Facts

- The videos have been watched more than 3,400 times, collectively.

Sparking Growth on CSWE Spark

CSWE Spark growth since October was ... well, sparked ... with a renewed focus on retiring CSWE’s listservs, improved functionality in the communities, and an upgrade to the actual Spark web page. Led by CSWE Communications Coordinator Kianna Mckenzie and supported by her supervisor Marianne Varkiani, CSWE communications and marketing manager, the platform saw a spike in users – particularly among Field Directors after their listserv was closed and subscribers offered at least four changes to sign up for the new Spark community.

The team has learned how to effectively migrate active subscribers from listservs and will replicate the process for all CSWE listservs in 2022.

CSWE Staff Liaisons to Commissions and Councils will also encourage their groups to use their Spark communities for Spring Governance and other meetings.

Key Facts

- 1,500+ user on Spark and 485 joined from 10/11/21 – 02/07/22
- 73 of the total 76 members of the Field Director community joined after January 24, 2022

Social Media Audience Reaches Milestone

Our social media audiences continue to grow on Twitter, Facebook, LinkedIn, and YouTube under the direction of Marianne Varkiani, CSWE communications and marketing manager. In fact, our Twitter audience passed 20,000 followers in February 2022. **Please see the following chart to see how CSWE’s audience growth continues to outpace other national social work organizations in most ways.**

	CSWE	NASW	ASWB
Twitter	3.0% growth (19,456 to 20,034)	1.7% growth (52,712 to 53,616)	2.7% growth (3,687 to 3,787)
Facebook (likes)	1.4% growth (9,873to 10,008)	0.36% growth (174,535 to 175,170)	0.24% growth (14,103 to 14,137)
Facebook (followers)	1.9% growth (11,182 to 11,393)	0.59% growth (182,970 to 184,046)	0.60% growth (14,921 to 15,011)
LinkedIn	4.5% growth (17,429 to 18,220)	7.5% growth (62,104 to 66,766)	21% growth (2,995 to 3,623)
YouTube	8.3% growth (806 to 873)	6.4% growth (3.62K to 3.85K)	N/A

Most Engaging Social Media Posts

Twitter

5,046 impressions (number of times people saw the tweet, not unique)

215 total engagements including 12 retweets, 15 favorites, and 72 link clicks



Draft 2 of the 2022 Educational Policy and Accreditation Standards (EPAS) is now available for public review, comment, and feedback! Providing feedback at this stage is imperative because this will be the last public comment period for the EPAS. Details: bit.ly/3nwxJSA



Facebook

5,584 people reached (unique)

442 total engagements including 85 reactions, 11 comments, 8 shares, and 82 post link clicks



Present your research to social work educators this year! CSWE invites proposals from multiple perspectives and voices for the 2022 Annual Program Meeting in Anaheim, CA, November 10-13.

There are two types of proposals:

- Peer-reviewed proposals submitted to one of 40 tracks (four presentation format options)
- Non-peer reviewed proposals (seven format options): Field Education Institute, Teaching Institute for Faculty, Leadership Development Institute, Assessment Academy, CSWE Connect sessions, Hot Topic sessions, partnership presentations.

Proposals must be submitted through the 2022 APM submission site, CadmiumCD, by February 7, 2022. View the proposal categories and types: <https://bit.ly/3qgKbZ0>



LinkedIn

3,448 impressions (not unique)

202 total engagements including 85 reactions, 19 comments, 3 shares, and 95 post link clicks



Goal 5: Ensure CSWE provides exceptional value to its members and member institutions.

Compass Newsletter Goes Weekly, Engages Members, Earns Revenue

The CSWE Compass newsletter continues to engage members on a weekly basis. Mia Moreno-Hines continues to be the project manager for CSWE Compass content each week and works across the organization to produce engaging newsletters. She is supported by CSWE’s Communications and Marketing staff with technical support from Multiview, a company that specializes in member newsletters. Multiview also secures advertisements for Compass, giving member programs a chance to reach other programs and members and giving companies a chance to promote products and service to CSWE members. CSWE receives a percentage of each ad sale as revenue. CSWE will continue this partnership through 2024.

Key Facts

- More than \$9,000 in advertising revenue generated from weekly Compass in fiscal 2022
- Most read articles from October 2021 to February 2022:
 - Submit a proposal for the 2022 APM (364 clicks)
 - CSWE Seeks Proposal Reviewers (160 clicks)
 - Virtual Field Experiences Boost Students Confidence (82 clicks)
 - Submit a Book Proposal to CSWE (70 clicks)
 - Become a JSWE Peer Reviewer (69 clicks)

Engaging Members with Monthly Newsletters

Managed by Marianne Varkiani, the CSWE Communications and Marketing team continues to be a support arm for the entire organization. We collaborate and help design marquee newsletters with the Education team each month in order to engage key stakeholders and members.

Educator Resource of the Month

Educator Resource of the Month continues to be an incredibly effective way to present resources to social work educators. From October through January, out of 18,000+ contacts, the newsletter averaged a 26.1% unique open rate and a 54.7% total open rate. Each newsletter averaged 352 unique clicks (one per recipient) and a total of 1,031 clicks on average – meaning that people returned to the newsletter several times to open new links and/or forwarded the newsletter to others.

Minority Fellowship Program Connect

MFP Connect not only engages current fellows and alumni of the program, it serves as a way for CSWE to reinforce key messages and offers – like APM registration, YouTube videos, and other content. It is clear from the open and click rates that MFP Connect is forwarded by fellows and alumni to a broader audience.

There are 631 subscribers of MFP Connect. From October to January (with a combined November/December issue), the newsletters saw 275 unique opens (a 44.2% open rate) and a total of 627 opens (a 100.8% open rate). In total, links were clicked 56 times (for a unique click rate of 21.3% of the recipients) and 144 times in total at a 24.1% rate.