

# Goals, Plans, and Strategies (GPS) | 2016–2019

**Vision Statement** The Pennsylvania Chapter of the National Association of Social Workers serves as the leading voice of the profession in the Commonwealth to enhance the value and respect of social workers, to influence public policy, and to promote social justice.

Professional Enhancement and Recognition	Advocacy	Membership Value	Organizational Excellence
<p>NASW-PA recognizes the importance and value of the social work profession and will demonstrate its contributions and accomplishments to the public.</p> <ol style="list-style-type: none"> <li>1. Enhance public awareness through strategic communications.</li> <li>2. Identify and promote competent, ethical, and evidence-based practice.</li> <li>3. Elevate professional respect among fellow professionals, social service agencies and organizations, and the community at large.</li> <li>4. Attract and cultivate future practitioners and leaders within the profession.</li> </ol>	<p>NASW-PA will be a recognized leader in effectively advocating on behalf of its members, the social work profession, and the populations we serve.</p> <ol style="list-style-type: none"> <li>1. Strengthen relationships within the General Assembly.</li> <li>2. Advocate for a robust legislative agenda at a state and federal level.</li> <li>3. Expand alliances and coalitions that improve social welfare.</li> <li>4. Empower social workers to participate in the legislative process.</li> </ol>	<p>NASW-PA will serve as a member-first organization by providing resources for professional growth and development at a Chapter and division level.</p> <ol style="list-style-type: none"> <li>1. Sponsor continuing education and networking opportunities through quality conferences and events.</li> <li>2. Assess and respond to membership needs in an efficient and effective manner.</li> <li>3. Provide exceptional customer-focused service.</li> <li>4. Highlight and demonstrate the extensive benefits of NASW membership.</li> </ol>	<p>NASW-PA is committed to achieving organizational effectiveness and sustainability in all operations and programs.</p> <ol style="list-style-type: none"> <li>1. Ensure financial security through responsible stewardship of member resources and diversified revenue streams.</li> <li>2. Increase membership through value-added initiatives.</li> <li>3. Invest in Chapter infrastructure and ongoing staff development.</li> <li>4. Maintain strong governance and a robust volunteer base in order to secure leadership for the future.</li> </ol>