

2023-2028

STRATEGIC PLAN

KENTUCKY SOCIETY FOR CLINICAL SOCIAL WORK

Mission

To advocate for and promote the practice of clinical social work in the Commonwealth of Kentucky

Purpose

To advance and promote the practice of clinical social work by:

- The promotion of professional standards and qualifications of social workers who practice in a variety of clinical settings
- The advancement of the professional status and roles of clinical social workers in private and public practice environments throughout the Commonwealth
- The advocacy for improved clinical training and education in the graduate curricula of social work programs in the Commonwealth of Kentucky
- The advocacy for changes in public policies affecting the practice of clinical social work
- The promotion and development of continuing education programs and clinical supervision services particularly in underserved areas of the Commonwealth
- The promotion of consumer education concerning mental health services and of the specialized skills of clinical social work psychotherapists

From the Board President

It is with great optimism and excitement that I offer this introduction to a strategic vision of the Kentucky Society for Clinical Social Work! The KSCSW Board's most recent work has undoubtedly been inspired by the past 50 years of pioneers! This rich heritage has enriched and highlighted the path forward in the advancement of advocacy that espouses the values we all hold dear, not only in the field of Social Work, but with a kindred spirit that considers the diversity, equity, inclusivity and belonging of all.

The Board has worked diligently to consider the accomplishments of the past five decades of work in Kentucky. This effort intends to build on this momentum and aspire to rally an informed, strategic approach that will be even more inclusive and impactful. As our society and political landscape evolve we are emboldened to identify the challenges and work collaboratively to advocate in ways that humanistically understand and influence micro, mezzo and macro social work issues.

Between October and December 2022, a survey was completed which captured ideas, contributions and recommendations by KSCSW members, and even some non-members. On January 6, 2023 the Board met for a day-long retreat whereby survey data was analyzed and scrutinized, resulting in a written expression to capture hopes for the Board's future and intended gains to be made.

In no particular order, the following themes were identified, considered and discussed. This included, but was not limited to the following:

- Personal and professional connection
- Events and celebrations
- Impactful advocacy
- Community engagement
- High quality professional development and supervision
- Diversification of the social work profession
- 50th year anniversary celebration

It is with these themes, driven by survey respondents, that this Board has highlighted key strategic planning efforts with thoughtful and passionately intentional focus. Please join me in advancing these efforts towards the end goal of transformation and thoughtful alignment of social work values resulting in a wide range of involvement opportunities for Kentuckians and beyond.

As a licensed clinical social worker for over 20 years in Kentucky I am so very proud of this plan and its potential to lead us into the next 50 years and beyond. This is an exciting time to be a part of the Society, and I am committed to helping advance the identified ideals. I hope you will too!

Christopher D. Whitsell, LCSW-S
President of the Kentucky Society for Clinical Social Work

Strategic Priorities

⇒ Diversity, Equity, Inclusion & Belonging

⇒ Board Sustainability and Growth

⇒ Visibility and Outreach

⇒ Professional Development

⇒ Advocacy



STRATEGIC PRIORITY 1

DIVERSITY, EQUITY, INCLUSION & BELONGING

KSCSW will be a catalyst for diversity, inclusion, equity and belonging in all facets of social work practice

STRATEGIES

- Establish a Diversity, Equity, Inclusion & Belonging Committee
- Define diversity, inclusion, equity and belonging as an organization
- Ensure equitable recruitment of members and board members
- Model cultural awareness among board members and the Society
- Ensure all Society activities are carried out with a focus on supporting under-represented groups

STRATEGIC PRIORITY 2

BOARD SUSTAINABILITY & GROWTH

The Board will nurture and advance a thriving and growth-focused Board of Directors

STRATEGIES

- Increase opportunities for cohesion and connection
- Promote sense of belonging for all
- Develop and implement an intentional succession plan
- Develop and implement a board recruitment plan
- Develop and implement a board retention plan
- Maintain updated and accessible board documents
- Evaluate progress towards strategic goals annually

STRATEGIC PRIORITY 3

VISIBILITY AND OUTREACH

KSCSW will increase its visibility and outreach to expand membership

STRATEGIES

- Retain members to achieve a 90% retention rate
- Ensure that KSCSW activities are accessible and understandable to other professions, the public and key decision makers
- Utilize social media, website to maximize visibility and messaging
- Incorporate diversity, equity, inclusion and belonging into outreach efforts
- Forge connections with two locations outside of Lexington to focus member recruitment
- Institute bi-monthly social networking events
- Explore/expand/promote use of directory as a member benefit
- Hold a large event to celebrate the 50th anniversary of KSCSW
- Extend recruitment efforts to attract, develop and support the next generation of social workers

STRATEGIC PRIORITY 4

PROFESSIONAL DEVELOPMENT

KSCSW will provide high quality, accessible and inclusive professional development opportunities

STRATEGIES

- Increase diversity of CEU presenters
- Widen the array of educational training offerings
- Build and maintain a catalog of highly qualified CEU presenters
- Create on-line library of CEUs
- Ensure long term sustainability of CEU offerings
- Support quality LCSW supervision
- Develop a peer consultation group

STRATEGIC PRIORITY 5

ADVOCACY

KSCSW will foster a vibrant and engaged advocacy community

STRATEGIES

- Expand membership and public perception to accurately reflect KSCSW's involvement in advocacy
- Increase and enhance opportunities for members to learn about advocacy and develop advocacy skills
- Increase member attendance at Lobby Day by 10%
- Increase understanding and communication about proposed legislation
- Utilize experienced and knowledgeable resources to support advocacy education
- Increase physical presence at state Capitol to at least one time per legislative session

