



European Association
of Schools of Social Work

Supplement strategic plan EASSW 2021-2024

Updating the 2016-20 Strategic Plan (SP) and Road Map (RM) -

Introduction

The designation of the new president prof. Teresa Bertotti, the election of new members of the executive committee and the expiry of the previous term of the strategic plan lead to an evaluation and adjustment of the association's strategic plan. This was put on the agenda of the meeting of the Executive Committee in Nicosia, November 2019. The decision to update the Strategic Plan and the Road Map approved in 2016, was made in Madrid. The starting point was that the mission and vision of the Association as well as the preceding SWOT analyses and Key strategic objectives of EASSW had not lost their actuality and relevance. It was therefore decided to focus the evaluation and adjustment primarily on the organization and planning of EASSW Executive Board (EC) activities.

To this end, an evaluation of the task forces of the Executive Committee was first carried out. Subsequently, the focus and coherence of activities of the EC for the next two years was discussed, as well as the way in which a working structure with goals and activities and distribution among the EC members can be derived from this.

Presentation and evaluation of activities 2016-2019

The coordinator of each of the task forces presented and evaluated activities that were planned and carried out.

Task Group "Communication and membership"

Strategic objectives:

To increase the number of SW schools members and to activate the membership: to create the strategy for external and internal communication with potential and existing member schools; to facilitate and activate the participation of present members; to create a mechanism to find out the needs and expectations of members; to strengthen the regional policy of EASSW by developing regional events and establishing regional correspondents. To create the Member's map.

Activities

- development and implementation of an interactive web site with member's map, schools' webpages and Forums;
- promotion of members activity on that field;
- survey conducted about the strategic plan;
- regional coordinator positions;



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- promotion of initiatives related to World Social Work Day;
- regular publication newsletter;
- development of a welcome package and other promotion materials;
- promotion of social media (Face book, Twitter).

Evaluation

The task group was successful in many fields but also some goals were more difficult to be reached. Group members had too many duties and also an impression was expressed that the group relied on other groups that could/should support its activity (for example sending information for newsletters).

Task Group “Knowledge development Social Work Education”

Strategic Objectives:

To improve and strengthen the Knowledge of Social Work Education: to engage in the building of the new SWEK and increase dissemination of SWEK; to increase the quality of teaching and learning environment and involvement of teachers, students and other interest groups; to encourage and support member schools to share experience, organize workshops, forums and international

Activities:

- EASSW conferences in Paris 20017 and Madrid 2019.
- Publications: Special issues related to EASSW Conferences, (European Journal of Social Work Journal, edited by Sue Lawrence and A. Sicora, 2016 and Social Work Education International journal, edited by T. Bertotti, J. Ward and N. Zganec, for the Paris conference); forthcoming in the Cuadernos de Trabajo Social Works (ed. By I. Amaro); publications related to small projects; creation of Book series (Springer Publisher)
- Small projects.
- The implementation of the Social Works Award (SWA). A written document has to be developed.
- Regional Activities to be improved and stimulated.

Evaluation

Conferences were succesfull as well as the activities concerning publications and small project fundings. The Social Work Award has to incorporate more activities and it needs to take in consideration regional activities. Exchange with the other taskgroups is a condition.

Task Group “Network development”

Strategic Objectives:

To create, engage and promote networking, visibility and influence of EASSW: To foster and promote collaboration with international organizations (ESWRA, ENSACT, IFSW Europe); to foster and increase partnership with other relevant European networks and external bodies/organizations (including political); to increase visibility and influence of the EASSW.

Activities

- Policy document network strategic 2018
- Transition of European Network Social Action (Ensact) to European Social Work Coalition



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- Draft Memorandum of Understanding
- Preparation of Advisory Board

Evaluation

Positive results are the development of a strategic document and the contribution to develop new innovative network with European organizations. More attention is needed as to improve visibility and influence of EASSW.

Conclusions

The evaluation session made clear that executive board during the last four years has planned, implemented and completed a considerable number of activities. The division into task groups on the one hand provided a clear working structure, while at the same time it was noted that many of the tasks of the working groups are interrelated and sometimes overlap. Better coordination between the activities turned out to be an important goal.

A second outcome of the evaluation, is that there is a multitude of activities that appear to be difficult to realize because of the limited time available to board members. This calls for more focus in the choice of activities and efficiency in the work.

A third outcome is that EASSW has to realize more visibility of the added value for member schools. This can be achieved **by strengthening member-focused activities** and by developing a closer collaboration with different National and Regional Associations of School of SW.

Strategic focus and working structure 2020-2022

Core activity of the ExCo is to focus on the added value of the EASSW for its members by contributing to the quality of member schools of social work and by strengthening and expansion of the association.

This will be achieved by:

- i) the improvement of communication and collaboration within EASSW (between the EC and member schools and between member schools themselves);
- ii) the development and dissemination of knowledge of social work education and
- iii) the positioning and influence of EASSW in the European (political) context.

Working structure, thematic and task groups

As a result of this strategic focus, there has been an agreement amongst EC members, on a new structure of working groups. Two different kinds of groups were created:

Thematic groups:

Thematic groups will be dealing with broad themes, fundamental for the life and the management of the association. Two groups were created:



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1. The thematic group **membership** includes strategies for recruitment, regional Coordination and the advisory Council.
2. The thematic group **communication** includes website, newsletter and social media.

Task groups,

Task groups are smaller groups with more specific member focused tasks. Four task groups were established:

- A. **Small Projects Group** with the aim of Project Funding for promoting SWE in Europe through sharing and developing knowledge, curriculum and pedagogical ideas. (continuing the work of the current one),
- B. **Special Interest Group**, with the task of establishing and launching sigs groups
- C. **Regional Conferences and Award**, sponsor and support of regional conference and launching the social work education award
- D. **EASSW publications** (with the task of promoting and enhancing EASSW publications)

Composition and process of Thematic and Task Groups

Each EC member should participate at least to one thematic group and to one task group. Coordinators of group should not be the officers. Each group report their plans and evaluation during the autumn meeting of the EC. Part of the plan is a budget which will be submitted to the treasurer.

This Supplement to the Strategic Plan was approved by the ExCo during the On-Line Board Meeting held in March 2020

By the end of 2020, the working groups have outlined the specific road map for the period 2020 – 2023.

Road map of the EASSW Working Groups for the development of the Supplement to the Strategic Plan for the period 2020 – 2023

Strategic Objectives and measures working groups	specific activities	Priority	2020 I°	II°	2021 I°	II°	2022 I°	II°	2023 I°	II°
I. Membership To increase the number of SW school's member and participation, including strategies for recruitment, regional coordination and the advisory council.	Specific Activities	Priority	2 0 2 0	II°	2021 I°	II°	2022 I°	II°	2023 I°	II°
1) Increasing membership (recruitment, support, promoting advantages of being members.	a) improving materials for association presentation to new members (including school page and coupon system); b) update the list of members; c) presentation to new members; d) reconsidering fees policy.		X	x	x	x	x	x	x	x
2) Develop the role of country coordinators ((activities/ position/responsibility).	a. strengthening the role of the country coordinators; b. disseminating the knowledge of the EASSW country coordinators among schools; c. increasing the students' participation to EASSW activities; d. collecting regularly reports regarding SWE situation in the countries.			x	x	x				
3) Increasing EASSW visibility.	a. connects with Communication Group for advertising the activities; b. Support member school to create		x	x						

	its individual school page on the website.										
4) Mapping local /regional SWE organizations.	a. contact regional organizations and make a list of them.			x	x						
5) Establishing the advisory council.	a. propose Advisory council structure and task propose; b. establish Advisory council.				x		x	x			

II. Communication - To contribute to higher visibility of EASSW activities and to promote visibility of SW education in Europe. Communication about the activities of member schools and info about IASSW and other global activities	Specific Activities	Priority	2 0 2 0	II°	2021 I°	II°	2022 I°	II°	2023 I°	II°
1. To improve communication about the association and its visibility.	a) select and engage a paid support to communication; b) newsletter – twice a year.	P1		x	x					
2. Advertise and Support the communication of the activities of the working groups (small projects, sigs, publication, award and regional events).	a) improvement of the website; b) disseminating the activities of the working Group; c) improving the provision contents related to SWE and SW for the website; d) increase the use of different social media (e.g. Twitter, YouTube, Instagram).	P1	x	x	x	x	x	x	x	x

3. To improve the visibility of activities of member schools.	Improve communication and involvement of members schools: use of the interactive schools.	P1/2			x	x	x		x	x		x
4. Creating a repository with SWE materials (available for members.		P2/3		x	x	x	x		x	x		x

A. SMALL PROJECT TASK GROUP												
To promote SWE in Europe through sharing and developing knowledge, curriculum and pedagogical ideas, also in connection with the Global Agenda and other international activities (IASSW, IFSW and ICSW)												
	Specific Activities	Priority	2020 I°	II°	2021 I°	II°	2022 I°	II°	2023 I°	II°		
I) To achieve a solid amount of high-quality applications for both of the two annual Calls for project applications.	1. Advertisement of project Calls and identification of eventual specific thematic calls.		x	x	x	x	x	x	x	x		x
II) To maintain a transparent and fluent evaluation process of applications and management of project funding.	2. Evaluating project applications.											
III) To safeguard a broad dissemination and exploitation of the project results for promoting SWE.	3. Managements of the project agreements, funding and project reports of 2 – 3 projects annually.		x	x								
	4. Communication with the project coordinators of the running projects.											
	5. Communication and fine tuning with the task and thematic coordinators (establishing synergies).											

	6. Establishing connection with the communication group for dissemination of reports ad (Support to schools to advertised their project on the school page.										

B. Special interest groups To provide a meeting point for networking, exchange of ideas, information and collaboration in an area related to Social Work Education. It is expected that SIGs will promote EASSW's work within and outside of the Association and it will develop networks with partners interested in EASSW work.	Specific Activities	Priority	2020 I°	II°	2021 I°	II°	2022 I°	II°	2023 I°	II°
a. Arrange activities/meetings within the biannual EASSW conference related to their research interest area with the aim of contributing to the enhancement of SWE as a whole.	1. Re launching the call and regular communication.	P1	x	x	x	x	x	x	x	x
b. Communicate their ideas/activities/work by highlighting this on the EASSW website.	2. Collecting and selection of proposals.	P1			x	x	x	x	x	x
c. Contribute to the EASSW conference through the organization of symposia, papers.	3. Initial support to sigs and promoting participation to the conference.	P1			x	x	x	x	x	x
d. encourage participation and promote the benefits of their SIG within and outside each specific SIG.	4. Creating the space on the website	P1			x	x	x	x	x	x

e. Provide an annual update to the Board of their activities.	5. Monitoring.	P2/3			x	x	x	x	x	x
f. Organize a regional event as a result of the SIGs activities.	6. Advertising and communication establishing effective connection with communication group.	P1			x	x	x	x	x	x
g. Establishing the ongoing structure to select new proposals and to support the SIGs.	7. Defining procedures and ways for SIGs support	P1			x	x	x	x	x	x

C. REGIONAL EVENTS AND SWE AWARDS To provide opportunities and participation of the social work community in the dissemination of the knowledge on SWE.	Specific Activities	Priority	2020 I°	II°	2021 I°	II°	2022 I°	II°	2023 I°	II°
1) Regional events: Dissemination of knowledge and experience on SWE.	a) define supporting structure; b) define clear criteria for support and sponsoring; c) launch call for support and/or sponsorship on website and other communication channels; d) create application form on website; e) create template for written report; f) selection by Executive Committee and communicate results; g) follow up sponsoring and support; h) communicate during and after event.	P1 P1 P2 P2	X	x	x	x	x	x	x	x

2) Establishing EASSW awards.	<p>a) describe evaluation criteria for each award category;</p> <p>b) launch call of awards on website and other communication channels;</p> <p>c) create three kind of applications: application by videos process, nominations of papers by peers and descriptive report;</p> <p>d) create certificate of the awards: 1 + 2 mentions of honor for each category (9 in total);</p> <p>e) create committee to evaluate and decide on winning nominations;</p> <p>f) prepare announcement and presentation during bi-annual conference.</p>	P1 P1 P2 P1	X	x	x	x	x	x	x	x
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D. PUBLICATION to Support SWE through EASSW lead publications	Specific activities	Priority	2020 I°	II°	2021 I°	II°	2022 I°	II°	2023 I°	II°
1) Publishing post-conference articles in special issues of well recognized (high indexed) Journals	1. Taking care of successful publication of special issues related to Madrid conference.	P1	x	x	x					
	2. Publishing Special issues related to Tallinn conference.	P1/2		x	x	x	x		x	

2) Editing and coordinating Book series on Social Work Education	3. Successful proceeding the ongoing cycle of series of 8 books being published in cooperation with Springer Verlag.	P1		x	x	x			
	4. Planning and managing a new cycle of book series being published in cooperation with Springer Verlag.	P1/P2			x	x	x	x	x
	5. Closer cooperation with SIG, Small Projects Group and Regional events coordinators to ensure the results of their work to be published.	P2				x	x		x
3) Promoting important publications of member schools	6. Promoting important publications of member schools.	P3				x	x	x	x

December, 2020.