



European Association  
of Schools of Social Work

## Supplement strategic plan EASSW 2020-2023

*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.