

2018 Education Conference • Halifax, Nova Scotia • May 17-19

# DEVELOPING TOOLS FOR SOCIAL WORK MOBILITY



 **ASWB**  
Association of Social Work Boards



## Mobility Tool Kit Step 3: Analyze stakeholders

*mar·ket·ing n:*

The management process through which goods and services move from concept to the customer.

It includes the coordination of four elements called the

## Four P's of marketing:

1. Identification, selection, and development of a **product**
2. Determination of its **price**
3. Selection of a distribution channel to reach the customer's **place**
4. Development and implementation of a **promotional strategy**

*mar·ket·ing n:*

The management process through which goods and services move from concept to the customer.

## To keep in mind:

For service-based business, the marketing mix is made up of seven P's:

1. Price
2. Promotion
3. Place
4. Product
5. People
6. Physical evidence
7. Process

*com•mu•ni•ca•tions n.:*

Two-way process of reaching mutual understanding, in which participants not only exchange (encode-decode) information, news, ideas, and feelings but also create and share meaning.

**Communication is a means of connecting people or places.**

In business, it is a key function of management – an organization cannot operate without communication between levels, departments, and employees.

# marketing

Increase participation in the market or  
strengthen current market presence  
Support the growth and profitability of the  
organization

Areas of focus:

- Strategy
- Market research
- Product development
- Communications
- Support to sales efforts
- Networking

- Inform
- Educate
- Persuade

Areas of focus:

- **Messages**
- **Channels**
- **Audiences / Personas**

# communications

# Marketing and communications and your organization



## Vision

An aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future.

It is intended to serve as a clear guide for choosing current and future courses of action.

# Marketing and communications and your organization



## Mission Statement

A written declaration of an organization's core purpose and focus that normally remains unchanged over time. Properly crafted mission statements

- Serve as filters to separate what is important from what is not
- Clearly state which markets will be served and how
- Communicate a sense of intended direction to the entire organization.

# Marketing and communications and your organization



## Corporate Values

The operating philosophies or principles that guide an organization's internal conduct as well as its relationship with its customers, partners, and shareholders.

Core values are usually summarized in the mission statement or in the company's statement of core values.



# Marketing and communications and your organization



## Organizational Goals

The overall objectives, purpose, and mission of a business that have been established by its management and communicated to its employees.

The organizational goals of a company typically focus on its long-range intentions for operating and its overall business philosophy that can provide useful guidance for staff.

# Marketing and communications and your organization



## How does this apply to social work regulatory boards?

- Boards already have websites to inform licensees and consumers
- Should boards use other marketing channels?
- Facebook? Twitter? Email?

**Marketing and  
communications  
and your  
organization**



**How does this  
apply to social  
work regulatory  
boards?**

Effective marketing and  
communication make  
your job easier!

Effective  
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## Better informed stakeholders mean:

- ✓ More complete applications
- ✓ Fewer questions from candidates
- ✓ Better informed legislators
- ✓ Better informed licensees
- ✓ Bigger pool of potential board members



*Have questions about the exam?*

*Here's everything you should know  
about the exam as you apply to become  
an RSW in British Columbia.*

February 23, 2017



## Before the Exam



Complete the application for registration with the BC College of Social Workers.

[bccsw.ca](http://bccsw.ca)



After receiving approval from BCCSW to write the exam, register with ASWB.

[aswb.org](http://aswb.org)



Using the authorization ID given by ASWB, book your exam with your Pearson Vue exam centre.

[pearsonvue.com/aswb](http://pearsonvue.com/aswb)

*stake•hold•er n:*

A person, group,  
or organization  
that has interest or  
concern in an  
organization.

**Stakeholders**  
can affect or be  
affected by the  
organization's  
actions, objectives,  
and policies.

# Marketing Persona

An in-depth representation of your ideal customer that reveals **insights** about your buyers' decisions **(specific attitudes, concerns, and criteria)** that drive prospective customers to choose you, your competitor, or the status quo.





Persona name

Amanda

Roles

Digital Marketing Manager, Marketing Manager, Agency Owner

Education

Bachelors in Marketing, Advertising, Communications, or equivalent experience

Industry,  
geographic or  
other segments

B2B

Reports to

VP Marketing or Agency Owner

Solutions,  
Sales Play or  
Campaign

Email Marketing

**MY RESPONSIBILITIES**

- Effective planning and implementation of marketing content
- Establishing and adjusting strategies to meet goals
- Engaging in business partner relationships with clients and/or cross- functional resources
- Project management, executing reporting and presenting results
- Delivering work product and staying current with industry standards and trends.

**HOW I AM EVALUATED**

- Knowledge of marketing project workflow process and digital process lifecycle
- Attention to detail and accuracy
- Quality of written, presentation and verbal communication skills
- Knowledge of digital and social media analytics
- Budget management, metrics and reporting, especially demand generation
- Ability to work as a member of a persuasive and effective team

**INFORMATION RESOURCES I TRUST**

- Business professionals (peers)
- Consultants
- Internet / websites
- Business social media
- Events / conferences
- Personal social media

## SHARON - THE PRACTICE OWNER



### BACKGROUND:

- Business Owner / Practitioner (small practice)
- Highly educated (Masters)
- 5-20 years as a social worker
- Married, 2 kids, own a home

### DEMOGRAPHICS:

- Skews Female (Ethnically diverse)
- Age 30-45
- Dual HH Income: \$110,000
- Metropolitan

### IDENTIFIERS:

- Drives a modest vehicle
- Achiever
- Stand for social justice
- LGBT issues
- Social media / Web / mobile / text
- Prefers to scan emails in the evenings

### GOALS:

- Sustainable client list
- Minimize non-client time spent
- Improving reimbursements
- Stay current through continuing education

### CHALLENGES:

- Safety
- Workload/Limited Resources
- Stress/Compassion Fatigue
- Challenging Clients
- Managing a financially viable practice
- Feels stretched at times

# Marketing Persona

An in-depth representation of your ideal customer that reveals **insights** about your buyers' decisions **(specific attitudes, concerns and criteria)** that drive prospective customers to choose you, your competitor, or the status quo.

# Activity:

## Who are your stakeholders?



- Create a list of stakeholders for social work mobility in your jurisdiction
- Develop personas for those stakeholders

# Persona: Established licensed clinical social worker



- ✓ Established career, could be in agency setting or private practice
- ✓ Passed ASWB exam to become licensed
- ✓ Provides supervision for social workers pursuing clinical licensure
- ✓ Children are finishing high school/in college
- ✓ Older parents live out of state and are starting to need more help
- ✓ Considering long-term career options—part-time work? Electronic practice?

# Developing a persona: Start at the top



## What are the biggest categories within your audiences?

- Licensees?  
Public?  
Legislators?  
Fellow regulators?  
Applicants?
- What distinctions matter?  
Age? Gender? Career path? Personal life?
- What do you already know about your audiences on average?

# Go!

- Develop a top-level list of your audience categories
- Identify one subgroup of one category and develop a marketing persona for that audience

# Channels



Marketing and communication **channels** are the media used to reach you audience:

- ✓ Email
- ✓ Social media
- ✓ Website
- ✓ News releases
- ✓ Presentations
- ✓ What else?



# Actions



Coordinated messages sent through established channels to your audiences

- ✓ Email announcing new online renewal processes
- ✓ Social media post explaining CE requirements
- ✓ Website announcement about board meeting schedule
- ✓ News release about new regulators appointed to your board
- ✓ Presentations to social work students in MSW and BSW programs about licensing
- ✓ What else?

# Go!

- Using one of the personas you developed earlier, what channels would you use to get a MOBILITY MESSAGE to that person?
- Considering the strengths of that channel, what would your MOBILITY MESSAGE say?

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