

Closing the Social Work Digital Divide: National Association of Social Workers Illinois Chapter and Its Membership

Joel L. Rubin, MSW, CAE

Executive Director

NASW Illinois Chapter

jlrubin@naswil.org 312-212-3717 ext. 110

April 22, 2011



Today's Presentation

- NASW IL Chapter background
- Changes in services provision – the case of child welfare
- Brief overview of NASW and ASWB Standards for Technology
- Responsible use of social media for social workers
- NASW Illinois Chapter membership adaptation to rapid changes in technology.



NASW Illinois Chapter Background

- Largest professional association of social workers in the state of Illinois – 7,000 members strong, 9% of membership are students
- Sixth largest chapter in the country
- Works to enhance the professional growth and development of its members, to create and maintain professional standards, and to advance sound social policies.
- Provides advocacy and leadership



Changes in services provision – the case of child welfare

- Technology transforming social work profession, changes in the workplace
- Child welfare workers – serving more families with fewer resources
- Technology – boosting efficiency



NASW & ASWB Standards for Technology (2005)

NASW & ASWB Standards for Technology (2005)



- To maintain and improve the quality of technology-related services provided by social workers
- To serve as a guide to social workers incorporating



NASW & ASWB Standards for Technology (2005)

- Standard 1: Ethics and Values
 - Standard 2: Access
 - Standard 3: Cultural Competence and Vulnerable Populations
 - Standard 4: Technical Competencies
 - Standard 5: Regulatory Competencies
 - Standard 6: Identification and Verification
 - Standard 7: Privacy, Confidentiality, Documentation and Security
 - Standard 8: Risk Management
- 
- A decorative graphic in the bottom right corner of the slide. It features several white dice with blue symbols on their faces, set against a light blue sky background with soft white clouds. The dice are arranged in a scattered, overlapping manner, with some appearing to be in motion or falling.

NASW & ASWB Standards for Technology (2005) (con't)

- Standard 9: Practice Competencies
 - 9-1: Advocacy and Social Action
 - 9-2: Community Practice
 - 9-3: Administrative Practice
 - 9-4: Clinical Competencies
 - 9-5: Research
 - 9-6: Supervision



Responsible use of social media for social workers

- Road map needed to help navigate intersection of ethics and social media
- Maintaining confidentiality
- Onus on individual social worker to establish boundaries which protect, respect, honor clients



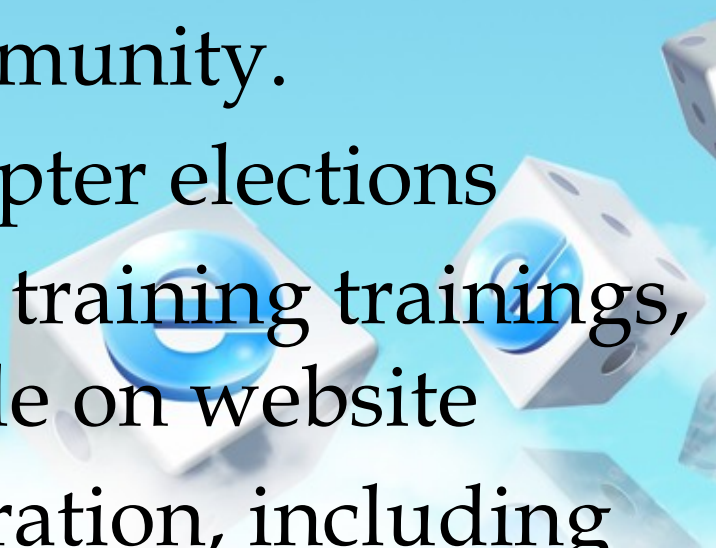
NASW Illinois Technology Transition

Background

- Rising cost of print newsletter (paper, postage)
- Print newsletter timeliness



NASW Illinois Technology Transition

- Fall 2008 – hybrid print/online option for members
 - Rapid increase in Chapter's online communication with members and general social work community.
 - Online balloting for Chapter elections
 - Growth of live & virtual training trainings, recorded classes available on website
 - All Chapter event registration, including
- 

July 1, 2010

New NASW Illinois Chapter website launched.

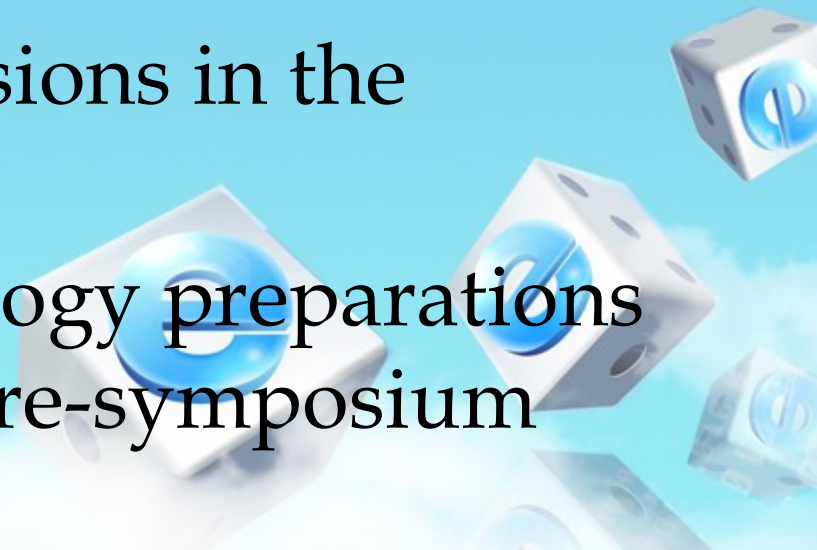
- Interactive
- Main offerings of newsletter integrated into site making it completely virtual
- Keeps members updated on the latest social work news and chapter updates
- Promotional tool for the profession
- Central location for advocacy news
- Guide to how our members can get more involved.



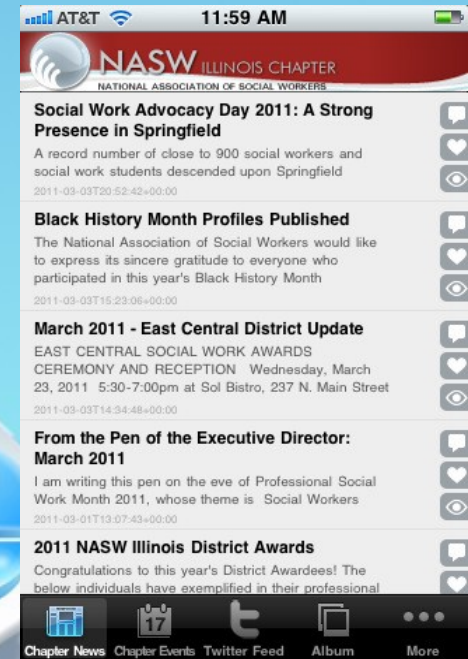
Inaugural NASW IL Statewide Virtual Symposium

September 14 , 2011

- Chapter's first Virtual Symposium on Ethics.
- Online and in-person at the NASW Illinois Chapter offices in Chicago, IL
- 200 people participated, 80% online
- Face to face evening sessions in the districts
- Key to success = technology preparations of participants (three pre-symposium tests)



Social media, member e- blasts, e-advocacy

The Facebook logo, featuring the word "facebook" in white lowercase letters on a dark blue rectangular background.The LinkedIn logo, consisting of the word "Linked" in black and "in" in white inside a blue square, with a trademark symbol.The Twitter logo, the word "twitter" in a light blue, rounded, lowercase font.The capwizXC logo, with "capwiz" in blue and "XC" in red, with three red dots above the "i".The iContact logo, with "iContact" in blue and "We Simplify Communication™" in a smaller font below it.

Reaction of Members

- Frustration
- Intimidation
- Outdated technology
- Significant learning curve
- Acceptance
- Satisfaction



Resources

NASW & ASWB Standards for Technology and Social Work Practice

<http://www.socialworkers.org/practice/standards/NASWTechnologyStandards.pdf>

Preventing And Responding To Electronic Privacy Breaches

http://www.socialworkers.org/ldf/legal_issue/2010/201009.asp

Pause Before Posting – Using Social Media Responsibly, Matthew Robb, MSW, LCSW-C *Social Work Today*, Vol. 11 No. 1 P. 8

<http://www.socialworktoday.com/archive/020911p8.shtml>

Child Welfare Social Workers' Attitudes Toward Mobile Technology Tools: Is There a General Gap?

<http://workforce.socialworkers.org/studies/2010/Child%20Welfare%20Technology%20Tools.pdf>

