

School of Social Welfare

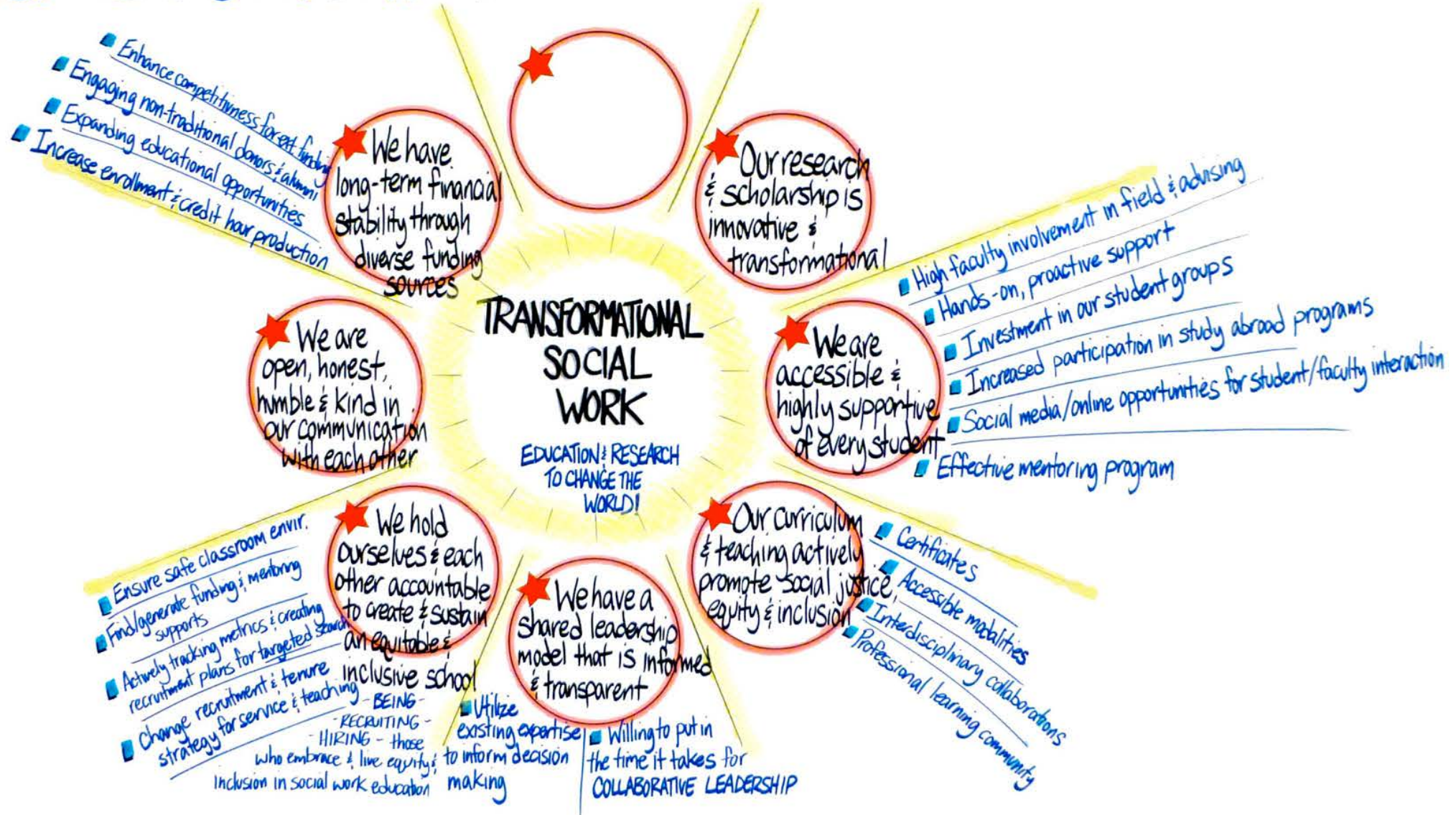
Visioning Campaign

Innovation Mapping and Discussions


HOW DOES THIS ALL COME TOGETHER?

Vision, Value Star, Innovations

VISION KU SCHOOL OF SOCIAL WELFARE



- Enhance competitiveness for external funding
- Engaging non-traditional donors and alumni
- Expanding educational opportunities
- Increase enrollment and credit hour production



**We have
Long-term
Financial Stability
Through Diverse
Funding Sources**

Long-term financial stability through diverse funding sources

EXPANDING EDUCATIONAL OPPORTUNITIES

- CURRICULUM INNOVATIONS GROUP (R)
 - Active alumni involvement (R)
- PROGRAM/CURRICULUM CHANGES
 - Micro/macro - cross design program (R)
 - Inter-disciplinary collaboration reflected in curriculum
 - More rigorous AS curriculum - master's is a repeat of BSW
 - Educate to be researchers, program evaluators (R)
 - Second language required
 - Concentrations in Health, Mental Health, International (R)
 - Certificate programs (R)
 - Capstone projects that involve community
 - Re-design coursework to in the long run we educate social workers with skills to do prevention or think preventatively



MONEY

- Budget constraints and reductions
- Alternative sources of funding

IMAGE

- Irrelevant/Disconnected

EXPERIENCE

- Lack of variety in class offerings, formats, curriculum, practicum placements
- Research and academic missions are not integrated

Long-term financial stability through diverse funding sources

EXPANDING EDUCATIONAL OPPORTUNITIES



CONT...

- **CENTERS/RESEARCH INTEGRATION**

- Increase research opportunities for BSW & MSW students (R)
 - Advertise current opportunities on dedicated web page
 - Add BSW research scholars
- Research informed curriculum (R)
 - Research staff allowed to be instructors
 - Sharing research materials in classroom

- **FIELD OFFICE**

- More non-traditional field placements with increase salary ranges
- Partner with private foundations

MONEY

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EXPERIENCE

- Research and academic missions are not integrated
- Lack of variety in class offerings, formats, curriculum, practicum placements

IMAGE

- Irrelevant/Disconnected
- Salary range of profession is low

Long-term financial stability through diverse funding sources

INCREASE ENROLLMENT & CREDIT HOUR PRODUCTION



- RECRUITMENT BUDGET (R)
- PROGRAM/CURRICULUM CHANGES
 - Certificate programs (R)
 - Online programs, technology – telehealth, social media, advocacy (R)
- RECRUITMENT ACTIVITIES
 - Connect personally with prospective students “personal touch” (R)
 - Social activist boot camp for different age groups (R)
 - Community service projects to promote SW in general and KUSSW specifically (R)
 - Attend national conferences outside of SW to advertise profession and school (R)

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IMAGE

- Irrelevant/Disconnected

EXPERIENCE

- Hard to get into classes students want
- Lack of variety in class offerings, formats, curriculum, practicum placements

ENERGY

- Ability to achieve recruitment objectives given \$\$ pressures
- Profession unknown among bachelor's
- Family and life conflicts with rigorous class schedule

Long-term financial stability through diverse funding sources

INCREASE ENROLLMENT & CREDIT HOUR PRODUCTION

CONT...

- **PROMOTIONAL MESSAGING AND PLACEMENT**
 - Advertise on student buses (R)
 - Increase the use of social media (R)
 - Use technology to expand our reach – a student used a memorial fund and raised awareness about an issue on Twitter.
 - Identify other ways that students access information re: degree choices (R)
 - Recruit to younger age group (middle school) with message:
 - How do you become a social worker
 - Diversity of the program and careers
 - How to be leader
 - Share stories of why others chose social work, how can it transform lives
 - Refer to practicum as internship



MONEY

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IMAGE

- Not a priority to share notable achievements or research

ENERGY

- Profession unknown among bachelor's

Long-term financial stability through diverse funding sources

INCREASE ENROLLMENT & CREDIT HOUR PRODUCTION

CONT...

• NEW AUDIENCES

- Interdisciplinary Opportunities
 - Allow other majors to take social work classes
 - Promote social work practice approaches to other disciplines to recruit into profession (R)
 - Integration with other disciplines: Women Studies, American Studies, Public Administration, Business, Journalism; Community partner: KU Med, Public Health (R)
 - Cross/transdisciplinary training & educational opportunities (R)
 - Human lifespan integration (R)
- Explore prospective markets - market surveys, current student surveys, focus groups to better understand demographics of today's students (R)
- Multi-cultural recruitment (R)



MONEY

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IMAGE

- Not a priority to share notable achievements or research

EXPERIENCE

- Aspire to greater inclusivity

ENERGY

- Profession unknown among bachelor's



**We are
Accessible and
Highly Supportive
of Every Student**

■ High faculty involvement in field and advisory

■ Hands-on, proactive support

■ Investment in our student groups

■ Increased participation in study abroad programs

■ Social media/online opportunities for student/faculty interaction

■ Effective mentoring program

Accessible and highly supportive of every student

HANDS-ON, PROACTIVE SUPPORT

- **FIELD EDUCATION**

- Full-time field staff who carry caseload instead of liaisons

- **CREATE A SENSE OF TRUST**

- Organize focus groups that give student voice on issues that impact them.

- **PROCESSES**

- Create and implement a process to respond more quickly to system issues
- Utilize website to post resources and events

- **CONVENIENCE**

- Online classes, flexible field placements, block placements, residency model (already implemented in summer) (R)



IMAGE

- Not a priority to share notable achievements or research

EXPERIENCE

- Aspire to greater inclusivity
- Lack of advising and guidance
- Field Practicum doesn't align with practice class
- Lack of variety in class offerings, formats, curriculum, practicum placements
- Hard to get into classes students want

ENERGY

- Family and life conflicts with rigorous class schedule

Accessible and highly supportive of every student

INVESTMENT IN OUR STUDENT GROUPS

Nothing was listed



IMAGE

- Irrelevant, Disconnected
- Resistant

EXPERIENCE

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INCREASE PARTICIPATION IN STUDY ABROAD PROGRAMS

Nothing was listed



IMAGE

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SOCIAL MEDIA/ONLINE OPPORTUNITIES FOR STUDENT/FACULTY INTERACTION

- **SOCIALS**

- S'more Support events – once a month host a gathering in Twente Hall lobby mingling and sharing a s'more inspired dessert

- **WHO'S WHO RESOURCES**

- Promote faculty, researchers, lecturers, field, staff expertise

- **SOCIAL MEDIA**

- Advertise research (R)



IMAGE

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- Resistant
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ENERGY

- Profession unknown among bachelor's
- Silos make sharing achievements or research challenging

Accessible and highly supportive of every student

EFFECTIVE MENTORING PROGRAM

- **MARKETING**

- Provide understanding of the breadth of social work
- Graduate with an employable degree

- **CURRICULUM**

- Seminar class connecting macro to social work
- Community 101 class available to all KU students

- **ORIENTATIONS**

- How to choose a concentration?



IMAGE

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**Our
Curriculum &
Teaching Actively
Promotes Social
Justice, Equity &
Inclusion**

■ Certificates

■ Accessible modalities

■ Interdisciplinary collaborations

■ Professional learning communities

Curriculum & teaching actively promotes social justice, equity & inclusion

CERTIFICATES

- **CONCENTRATIONS (R)**
 - Health
 - Mental health
 - International
- **CERTIFICATE PROGRAMS (R)**
 - Substance use
 - Child welfare



IMAGE

- Irrelevant, Disconnected
- Resistant

EXPERIENCE

- Lack of variety in class offerings, formats, curriculum, practicum placements

Curriculum & teaching actively promotes social justice, equity & inclusion

ACCESSIBLE MODALITIES

- **TECHNOLOGY**
 - Online programs (R)
 - Telehealth, social media advocacy (R)
- **FIELD PLACEMENTS**
 - Flexible field placements (R)
 - Block placements (R)
 - Residency model (we already do summer) (R)



IMAGE

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INTERDISCIPLINARY COLLABORATIONS

• INTERDISCIPLINARY OPPORTUNITIES

- Allow other majors to take social work classes
 - Promote social work practice approaches to other disciplines to recruit into profession (R)
- Integration with other disciplines: Women Studies, American Studies, Public Administration, Business, Journalism (R)
- Community partner: KU Med, Public Health (R)
- Create cross/transdisciplinary training & educational opportunities (R)
- Promote value of social work in business and other professions (R)



IMAGE

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ENERGY

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PROFESSIONAL LEARNING COMMUNITY

- ACTIVE ALUMNI INVOLVEMENT (R)
- SHARE COURSE APPROACHES, STRATEGIES
INTELLECTUAL RESOURCES



IMAGE

- Irrelevant, Disconnected

ENERGY

- Multiple pressures and responsibilities placed on both faculty and staff
- Silos make sharing achievements or research challenging

Value Star challenges not addressed with innovations

- Lack of career services
- Class schedule changes

Next Steps?

THANK YOU