



COUNCIL ON SOCIAL WORK EDUCATION

Report to the Board of Directors March 2019

Division of Communications and Marketing

I am pleased to present this report outlining the activities of the Division of Communications and Marketing.

Staffing:

This division is made up of staff supporting CSWE Press, Journal of Social Work Education (JSWE), Journal of Baccalaureate Social Work (JBSW), APM exhibit/sponsorship/ad sales, and all CSWE communications and marketing efforts. That staff includes:

- Julie Ackerman Montross, Vice President of Communications and Marketing
- Elizabeth Simon, Manager, Publications
Staff Liaison to the Council on Publications (COP) and the JSWE Editorial Advisory Board
- Allison Moon, Communications and Marketing Manager
- Mia Moreno-Hines, Production Editor
- Malcolm Randall, Communications and Marketing Coordinator

The work of the Communications and Marketing division advances the following CSWE's strategic goals:

1. Strengthen the position of social work within higher education, the national political environment, and in the perception of the general public.
2. Strengthen social work through identification and dissemination of emerging technology and innovative models, pedagogies, and practices.
3. Ensure the quality and sustainability of social work education through accreditation of baccalaureate and master's degree programs, research, and responsive faculty development.
4. Develop partnerships with organizations, agencies, corporations, and foundations both within and external to social work to enhance collaboration on issues critical to social work education.
5. Promote the preparation of social work graduates who can practice effectively in an increasingly diverse and global practice environment.
6. Develop and maintain a healthy, viable organization by ensuring effective management; strong leadership; diversity of the staff; and open communication among the staff, Board of Directors, commissions, councils, and other governance and programmatic entities.

APM Activities

The Division of Communications and Marketing oversees the sales of exhibits, sponsorships, and ads for CSWE's Annual Program Meeting (APM).

2018 APM Sales – Final numbers

A. Exhibit Booths

- Booth sales revenue was \$166,115, a 23% increase over 2017 booth sales revenue.

B. Sponsorships

- Sponsorship revenue was \$212,380, a 47% increase over 2017 sponsorship revenue.
 - **Premier Sponsors—\$10,000**
 - Four organizations were premier sponsor – up from one premier sponsor in 2017
 - **Platinum Sponsors—\$7,500**
 - Ten organizations were platinum sponsors – up from three platinum sponsors in 2017
 - **Gold Sponsors—\$5,000**
 - Eleven organizations were gold sponsors, compared to twelve gold sponsors in 2017
 - **Silver Sponsor—\$2,000**
 - Six organizations were silver sponsors – up from one silver sponsor in 2017
 - **Bronze Sponsors—\$1,000**
 - Nine organizations were bronze sponsors – up from one bronze sponsor in 2017
 - **Media Partner**
 - *Social Work Today* returned as APM's media partner in 2018.

C. Advertisements

- Advertising revenue was \$92,275, a 3% increase over 2017 advertising revenue.

2019 APM Activities to date

Booth Sales to Date – 2019 APM Exhibit floor is currently 52% sold

New Webinar

The exhibitor marketing prospectus, first introduced in 2017, was our first step in better educating prospective exhibitors in the benefits of having a presence on the APM exhibit floor. We continue to see a large uptick in sales and attribute a better educated participant pool. The question remains every year – how can we continue to improve and grow sales. We are now developing a webinar called ***Exhibitor University***. Through this webinar we will:

1. Share effective ways to reach our audience through a variety of channels – paid and unpaid
2. Discuss new rules and regulations
3. Share a checklist to avoid any surprises onsite
4. Share key contact information
5. Hear from our exhibitor services provider, Freeman Co., about important deadlines and instructions on ordering
6. Q&A

The webinar will be recorded and available for viewing for the duration leading up to APM.

[Supporting Strategic Goal #6]

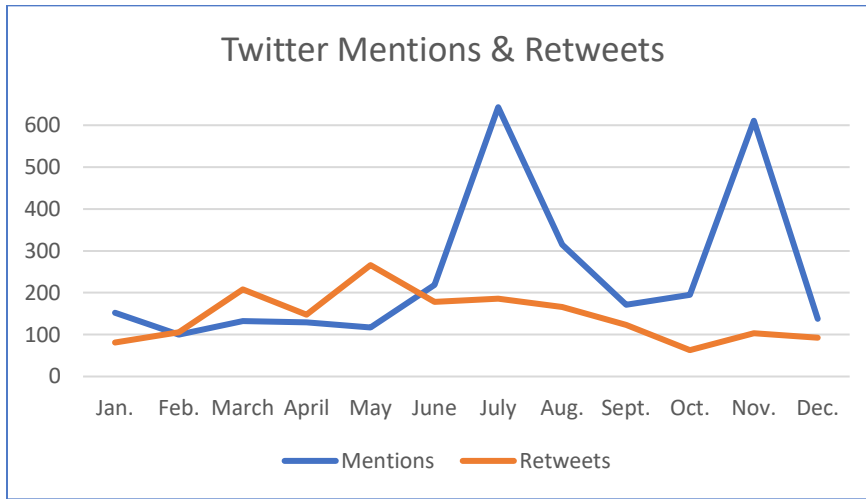
CSWE Social Media Efforts

The Communications and Marketing Division has focused on increasing reach and engagement with followers over the past year by utilizing retweets/sharing functions, using conversational prompts, commenting on follower shares, including photos/videos in every post, engaging in social listening, and following relevant accounts and hashtags. The following graphs and statistics demonstrate increased engagement, follower growth, and amplified reach on social media.

[Supporting Strategic Goal #1]

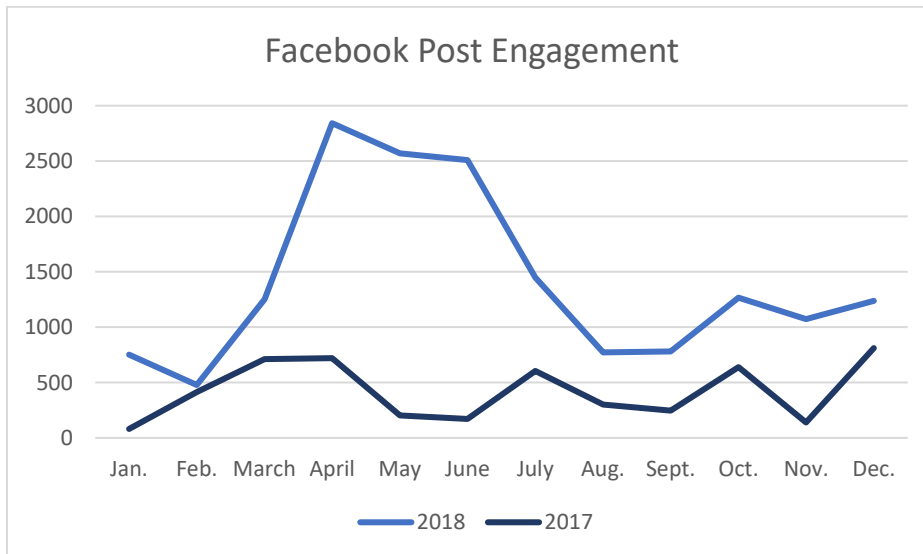
I. ENGAGEMENT

Twitter Engagement



Average mentions per month= **243 mentions/month**, a 115% increase from 2017
Average retweets per month= **143 retweets/month**, an 83% increase from 2017

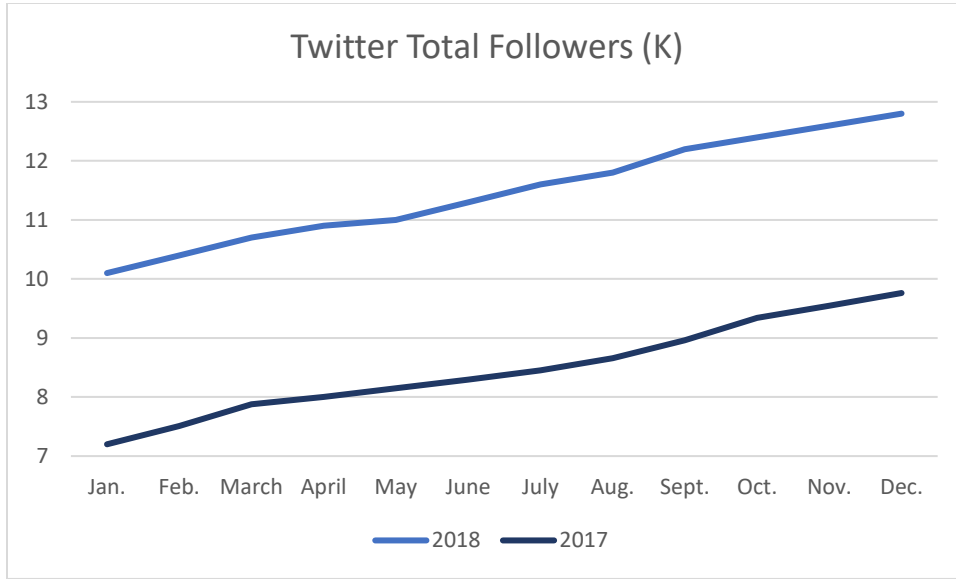
Facebook Engagement



Average post engagements per month= **1472 post engagements**, a 250% increase from 2017

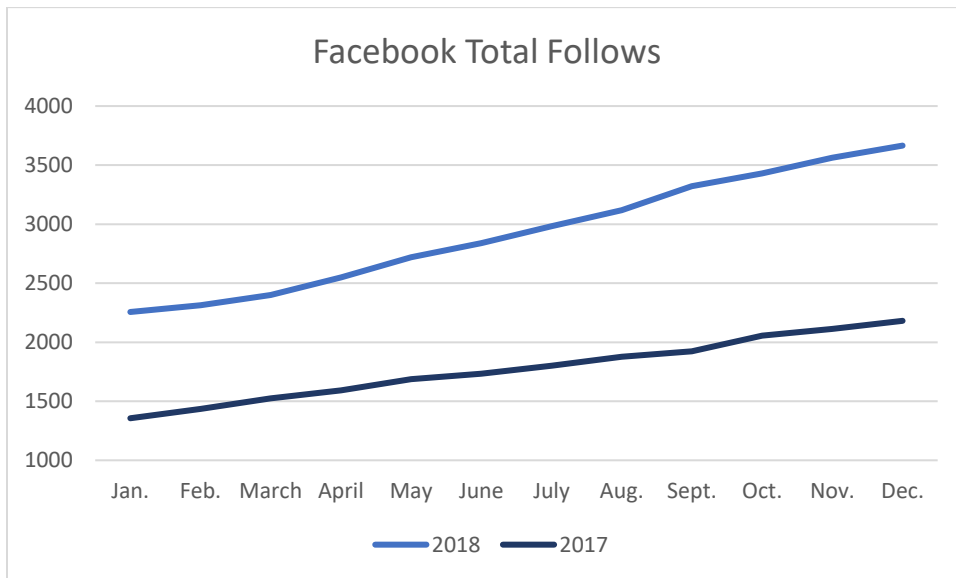
II. GROWTH

Twitter



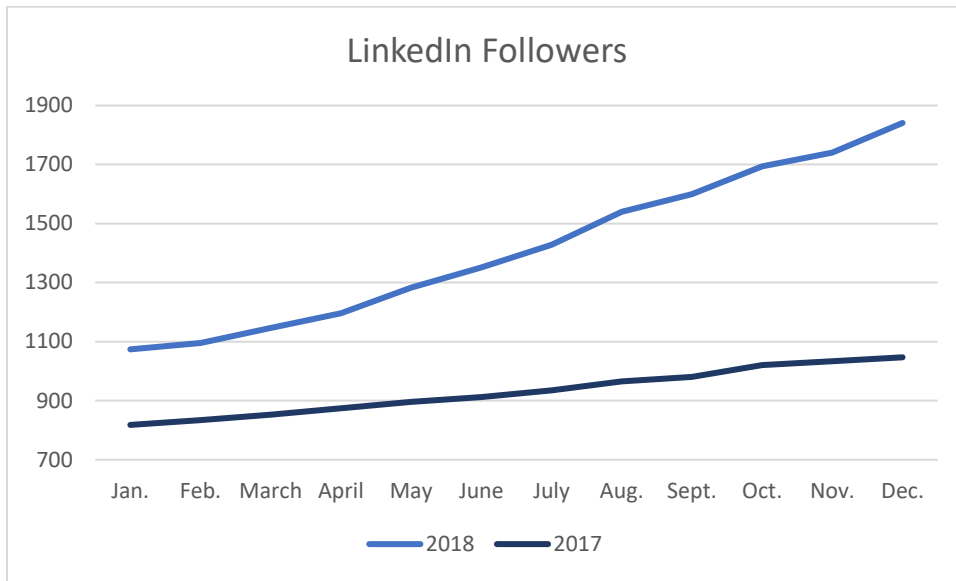
Gained 3,038 followers in 2018, bringing the total to 12,800 followers, a 31% increase from the total follower count at 2017 year-end.

Facebook



Gained 1,484 follows in 2018, bringing total follows to 3665, a 68% increase from total follows at 2017 year-end.

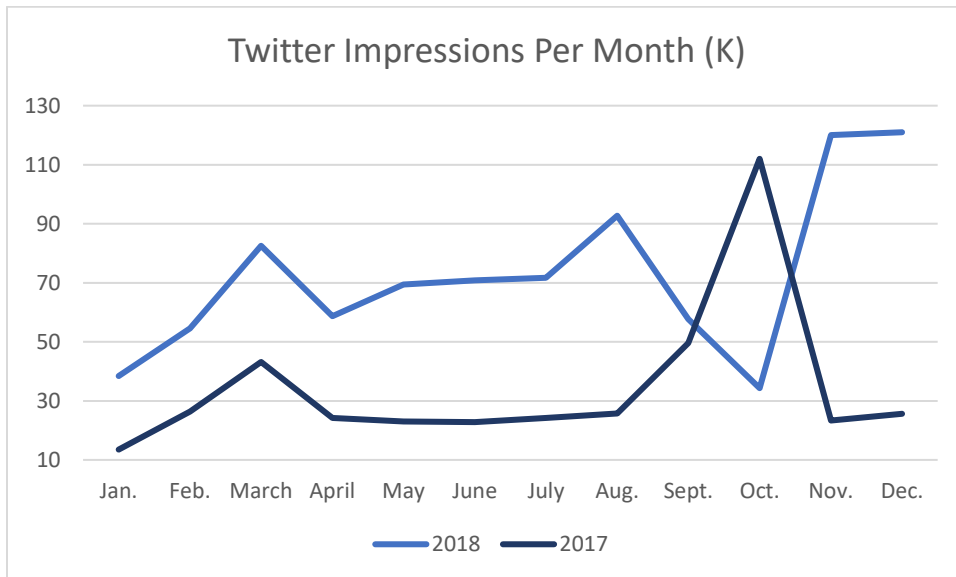
LinkedIn



Gained 794 followers in 2018, bringing the total to 1,841 followers, a 75% increase from the total follower count at 2017 year-end.

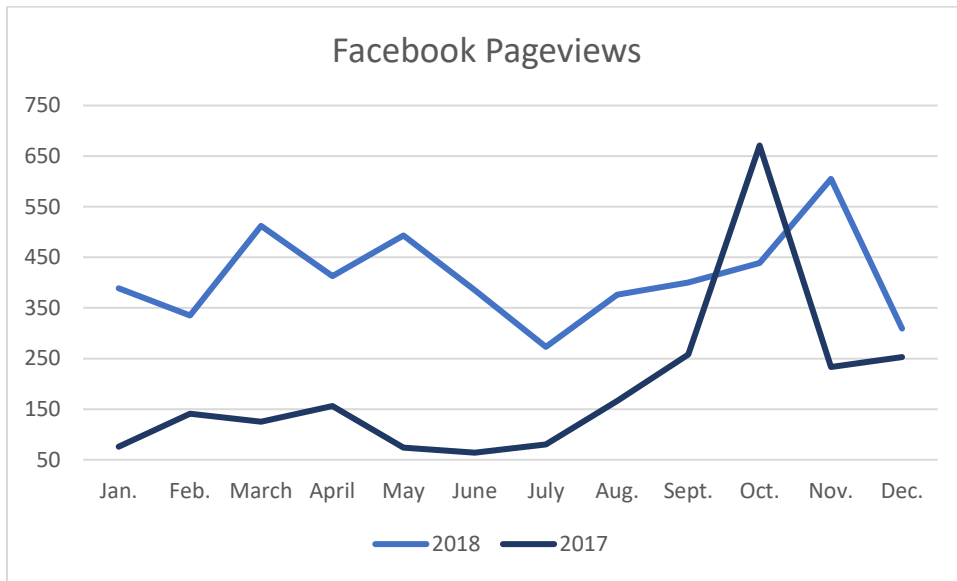
III. REACH

Twitter



Average impressions per month= **72,500 impressions**, a 104% increase over the average impressions per month in 2017.

Facebook



Average pageviews per month= 411 pageviews, a 115% increase from the 2017 monthly pageview average.

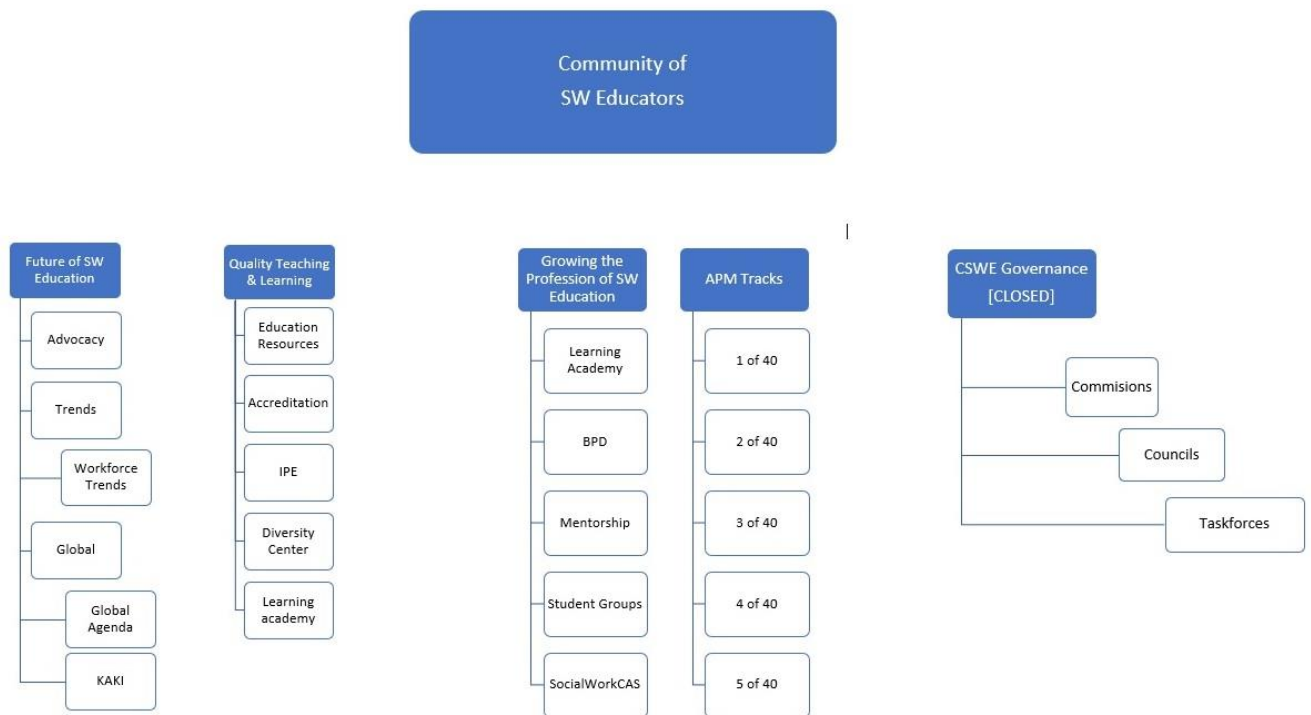
Higher Logic – Connected Communities

Implementation of CSWE’s new connected communities on the Higher Logic Connected Communities platform is underway.

The purpose of the connected communities is to:

1. Promote collaboration among volunteer groups
2. Grow strategic partnerships with like-minded organizations both in the social work space and beyond, further promoting interprofessional collaboration
3. Engage members, providing an opportunity for all CSWE members to dialogue and share ideas
4. Raise the profile of CSWE
5. Collecting Data – gaining a better understanding of current issues, trends, pain points

The proposed structure of CSWE’s connected communities directly supports the DRAFT strategic framework that is being developed.



CSWE website effectiveness:

The Communications Division continues to prioritize the assessment of - and making improvements to – the CSWE website. We have completed revamps to a number of pages [Student website and CSWE’s Center for Diversity and Social & Economic Justice] and continue with current work on the following:

Advocacy and Policy Webpages

The Communications and Marketing Division collaborated with Lewis-Burke to restructure and revamp the advocacy and policy section of the CSWE website. The homepage will now feature timely information and resources related to four main content areas: education, social justice, healthcare, and funding. This section of the website will also house monthly public policy news and highlight strategic partnerships.

Policy Agenda

CSWE advocates for issues important to social work education by interacting with the U.S. Congress, the various agencies within the federal government, and other organizations throughout the social work and higher education communities. Click the images below to view the testimony and correspondence on behalf of CSWE regarding various policy issues.



CSWE Publications Department

CSWE Press

CSWE Press debuted two new books at the 2018 Annual Program Meeting (APM). Sales of the books, *Activating a Teaching–Learning Philosophy: A Practical Guide for Educators* (by Erlene Grise-Owens, J. Jay Miller, & Larry Owens) and *A Guide for Interprofessional Collaboration* (edited by Aidyn Iachini, Laura Bronstein, & Elizabeth Mellin), were aided by social media messaging and a meet-the-authors event at the APM. The authors of a third new book, *Teaching Social Work With Digital Technology* (Laurel Hitchcock, Melanie Sage, & Nancy Smyth), due for publication in March 2019, helped ensure brisk preorders at the APM by meeting with attendees to answer questions about the use of technology in teaching.

Two new book projects are currently in production. Summer 2019 releases are planned for *Teaching Group Work Content in Social Work Education* (Dominique Moyses Steinberg) and *Learning to Teach, Teaching to Learn: A Guide for Social Work Field Education*, 3rd edition (Jeanne Bertrand Finch, Cheryl L.

Franks, Ovita F. Williams, & Jacqueline B. Mondros). *Learning to Teach* has been the bestseller for CSWE Press since its first edition, published in 2005.

With additional resources within the Communications and Marketing division, new more focused book marketing campaigns will begin to emerge in 2019.

JSWE

The most recent impact factor for the *Journal of Social Work Education* (JSWE) increased from 0.847 to 1.030, continuing a steady increase over the past 5 years. Article downloads from the Taylor & Francis Online JSWE site also increased; downloads for 2018 were up by 20% (62,728 total downloads) over the same period in 2017. Most of the downloads (55%) were to purchasers in North America, with smaller numbers going to Northern and Central Europe (15%); Australasia (14%); Asia Pacific (7%); Africa (3%); Southern Europe (2%); and the Middle East, Latin America, and Eastern Europe (1% or less).