



COUNCIL ON SOCIAL WORK EDUCATION

## **Division of Finance and Operations Report to the Board of Directors**

**March 2019**

The Division of Finance and Operations assists the organization in meeting the 2010 – 2020 CSWE strategic plan goals by providing the financial and operational needs of the organization. The Division assists in maintaining a healthy and viable organization by making sure that the organization is financially sound. Operationally, the Division handles the yearly Annual Program Meeting as well as providing the logistical duties for other onsite and offsite meetings and events that pertain to accreditation certifications, accreditation training, networking and faculty development, all of which assist to ensure quality and sustainability of social work education.

### **Fiscal Year 2018 Tax Return (Form 990)**

It is customary and the fiduciary responsibility of the Board of Directors to review the Council's fiscal tax return. Part VI, Section B, Line 11a, as well as Schedule O, page 43 of the fiscal year 2018 tax return informs the Internal Revenue Service that the Board of Directors has met this fiduciary responsibility. The tax return will be filed with the Internal Revenue Service after the Board of Directors approve the draft version of the fiscal year 2018 tax return at the March 2019 board meeting.

Form 990 is an annual reporting return that most federally tax-exempt organizations must file with the IRS. Form 990 initially requires the organization to describe its mission or other significant activities. The organization must then disclose financial details on its revenues, expenses, assets and liabilities.

The IRS also wants to ensure that the organization is worthy of maintaining its tax-exempt status and requires more details on the types of activities it engages in during the year. A significant portion of the form requires information on governance, and specifically requests the names of its officers, directors, highly compensated employees and other employees who are involved with managing the organization.

The final draft copy of fiscal year 2018's 990 has been provided for board review and approval.

### **Accreditation and Membership Database**

The buildout of the accreditation database is ongoing. Beta testing of the accreditation module by volunteers and CSWE members will take place prior to the database going live.

The following items are scheduled to be accomplished in the months to follow:

- Database Testing Phase
  - Benchmarking
  - Annual Survey
  - Accreditation by
    - Program directors
    - Volunteers
    - Other various users
  - Program Membership
- Link to accounting system
- Project finalization

While the cost of the project is above the original contract, CSWE has been active in negotiating changes/modifications and has been able to absorb any additional costs without dipping in to its organizational reserves.

In November CSWE reached out to the vendor for them to provide a quote for the creation of an interface between the CSWE website and the current Dynamics CRM database. This request was needed as the current CRM database has not been updated in years due to the anticipation of the membership and accreditation databases. Due to the lack of updates, the CRM database is beginning to degrade and several of the membership and payment processes that in the past were automated are now needed to be done manually. The requested interface will assist in bringing some of this automation back.

## **2020 Budget**

The creation of the 2020 budget will begin in March of 2019. CSWE uses a zero-based budgeting process. This process means that every function within the organization is analyzed for its needs and costs. Zero based budgeting allows for top level strategic goals to be implemented into the budgeting process by tying them to specific function areas of the organization. The final draft version of the 2020 budget will be provided to the board for discussion and approval during the June 2019 board call.

## **Trademarks**

The 30 marks that CSWE has applied for have been approved by the U.S. Patent and Trademark Office. Several of these marks have come up for renewal and the process of renewing these marks has begun. The renewal process will become a yearly process as the 30 marks were approved at some point during the last 6 years. No new trademarks have been requested in the past six months.

## **Annual Program Meeting**

APM revenue figures for the November 2018 Annual Program Meeting in Orlando Florida exceeded budget by \$49,210 or 3%, as well as exceeding the total revenue figure for APM 2017. Revenue for the pre and post-conference events came in below the budgeted revenue amount.

Total registered attendance for the 2018 Annual Program Meeting finished at 3,314 with a breakdown of 2,804 attendees and 370 exhibitors. Attendance for the 2018 APM finished 534 attendees higher than that of APM 2017. Registration revenue surpassed the FY 2018 budgeted figure by 1.6%.

## **Membership**

March 31, 2019 marks the end of the individual membership year for 2019. With the fixed individual membership end date of March 31, the tracking of individual membership dues on a monthly as well as a yearly basis will make the analysis more meaningful. As an example, CSWE finished the individual membership year of March 31, 2018 with 2,261 members. The individual membership figure through January 31, 2019 was 2,436, this is 175 more members than the final membership figure for fiscal year 2018.

## **Website ADA Compliance**

On June 2018 a new American with Disability Act, (ADA) compliance regulation for websites went into effect. This regulation imposes four major criteria that a website needs to meet to be ADA compliant. CSWE reached out to vendors for quotes on the cost of making the CSWE website ADA compliant. After much discussion and vendor comparison CSWE chose Accessible 360 LLC as the vendor to provide the compliance work.

## **Travel Expense Software**

In the coming months CSWE will be rolling out a travel expense reimbursement tool that will all but eliminate the need for travel expense reimbursements in paper form. CSWE has purchased software from PN3 solutions that will allow all travel reimbursement transactions for employees, board, commission and council members as well as volunteers to be sent to CSWE electronically. Not only will this reduce CSWE's paper usage footprint, but it will also streamline the reimbursement process allowing for faster reimbursements.

## **Office Lease Space**

In March of 2010 CSWE signed an eleven-year lease with Carr Properties for the current CSWE office space located at 1701 Duke Street. The lease for this space will end in March 2021. As mentioned at the November board meeting, CSWE paused the search of potential office space to allow for a better understanding of office space needs based on new telework and remote work policies. Now that these new policies are in the final draft stage we will resume the office space search.

Respectfully submitted,

Arminn Leopold

Vice President of Finance and Operations