I am pleased to present the first report outlining the activities of the new Division of Communications and Marketing. In October of 2016, this new division was established in an effort to more strategically promote the mission and vision of CSWE. At that same time, I joined CSWE to begin building this division along with supporting infrastructure.

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
- Mia Moreno-Hines, Production Editor
- Allison Moon, Communications and Marketing Coordinator

**COMMUNICATIONS**

With the new CSWE website now live, the Division of Communications and Marketing has been focusing efforts on establishing consistent messaging that not only promotes CSWE member initiatives but that supports the mission of the organization.

Strategy:
New processes have been implemented to ensure that all communications are streamlined and concise with a focused purpose. By creating a Communications Brief, CSWE staff is now participating in an exercise that ensures that there is purpose in every communication that we send out. We are confident that this will result in better performance of our promotion collateral and more traffic driven to the CSWE website.

Public Relations and Media Engagement:
Work has begun on developing a comprehensive media engagement plan that involves outreach to media outlets that represents the interests of CSWE members and key stakeholders. Beyond publications with a focus on social work education, we have identified editorial contacts in leading higher education publications and the campus outlets for our programs. This media engagement plan involves ramping up press release distributions - three press releases have gone out to support that plan- that speak to newsworthy activities surrounding CSWE and its members. The purpose of a strategic media outreach plan is to:

- Establish CSWE and its membership as thought leaders in the area of social work education
- Get pick-up in an expanded pool of media outlets yields exposure
- Improve Search Engine Optimization (SEO)
- Provide an opportunity to archive highlights of CSWE activities

[Supporting Strategic Goal #1]
Advocacy:
Coming off of a successful visit to Capitol Hill for Swearing In Day, I began to understand the complexity not only of the audiences that we speak to but also of those stakeholders that speak FOR us. CSWE members are passionate about the work they do and, as such, are willing to pound the pavement to get our message to lawmakers on Capitol Hill. That said, work has begun in crafting consistent key messages for persons advocating on behalf of CSWE.
[Supporting Strategic Goal #1]

MARKETING
CSWE has an abundance of marketing campaigns that require organization, strategic direction and a common voice. The Division of Communications and Marketing has implemented a project management dashboard that allows us to maintain that organization and focus as well as archive work that has supported past campaigns. Now all marketing campaigns are developed with the assistance of a Creative Brief that is produced in collaboration with the Communications and Marketing Team and the staff liaison. Much like the Communications Brief, this process guides the messaging and ensures that the marketing content is focused and consistent with CSWE’s mission.
[Supporting Strategic Goal #6]

Social Media:
Work has begun in corralling our somewhat unruly social media presence. We have conducted an audit of our pages and activity and are now cleaning up our messaging and eliminating redundant pages. We have begun work on a dedicated social media strategy that will allow us to be consistent in our efforts and to understand how those efforts are performing. With the help of platforms like HootSuite and SimplyMeasured and their analytics reporting, we are now able to make informed decisions about messaging, timing, engagement, etc.
[Supporting Strategic Goal #1]

Email marketing:
Upon returning from APM, the first priority was to adopt an email marketing platform from which to deploy all of our email campaigns. Platforms like this allow us to understand what percentage of recipients are opening our emails, how many of those individuals are clicking on the links and who is taking action as a result of that specific message. Email marketing platforms also have the capability to talk to our CRM so that we can begin to gather important data about what our members are interested in. After vetting four different vendors, we decided to implement the Informz email marketing platform. Beginning earlier this week, with the help of the Informz platform, we are now able to segment our messaging, ensuring that our members are receiving email promotions that we understand are pertinent to them.
[Supporting Strategic Goal #1]

APM:
The Division of Communications and Marketing has been tasked with overseeing the sales for exhibits, sponsorships and ads for CSWE’s Annual Program Meeting (APM). We have developed some new initiatives to support these efforts:

- New Exhibitor Prospectus (formerly known as the marketing toolkit) that will educate exhibitors about their audience and their promotional opportunities
- New sponsorship opportunities

In Atlanta at the 2016 APM, we assessed the on-site exhibit pre-sale process for securing booth space for the following year and have designed a new system that allows exhibitors to secure their booth and ads for the following year and discuss unique sponsorship opportunities that meets their needs specifically. We did have a pre-sale opportunity in Atlanta that resulted in Premium Booth Space selling out. At this time, we have 25
booths sold, two major sponsorships secured and a host of ad space reserved for the 2017 APM. The new exhibitor prospectus went out to members and vendors in early March.

[Supporting Strategic Goal #6]

DEPARTMENT OF PUBLICATIONS
Elizabeth Simon, Manager, Publications

CSWE’s publications program develops new tools to help social workers and social work educators serve their clients and advance their profession. CSWE staff members work in conjunction with the volunteer Council on Publications (COP) to produce books, e-books, and electronic resources through CSWE Press; staff members work with the Journal of Social Work Education (JSWE) Editorial Advisory Board, and Taylor & Francis/Routledge to publish original, cutting-edge articles in JSWE.

CSWE Press
The forthcoming Teaching Social Work With Digital Technology (Hitchcock, Sage, & Smyth) has been postponed due to the delay in acceptance of the new NASW & ASWB Standards for Technology and Social Work Practice. The authors and the COP agree that the standards should be discussed in the new book if it is to be a thorough treatment of the subject.

Practicing as a Social Work Educator in International Collaboration (Alice Butterfield, University of Illinois at Chicago; and Carol Cohen, Adelphi University) will be available in April 2017. New books on cultural deafness, interprofessional collaboration, group work, and developing a comprehensive teaching-learning philosophy also are in the pipeline.

Journal of Social Work Education
Joanne Yaffe, PhD, ACSW, began her term as editor-in-chief of the Journal of Social Work Education (JSWE) in January 2017. She will serve a 3-year term during which she will also head the JSWE Editorial Advisory Board and serve as an ex officio member of the COP. Yaffe is professor, College of Social Work, University of Utah, and adjunct professor of psychiatry, College of Medicine, University of Utah. Her scholarly interests are in evidence-based practice, using scientific knowledge for policy and practice decisions, and scholarly communication. She is particularly interested in the synthesis of research through systematic reviews and meta-analysis and currently, with colleagues at the University of Virginia, is working to establish what is known about the accuracy of eyewitness identification in criminal investigations.

JSWE has two special issues scheduled:

- “Innovations in MSW Education and Training for Practice in Integrated Care Environments,” guest editors Jorgé Delva (University of Michigan) and Mary Ruffolo (University of Michigan), spring 2017
- “Integrating Evidence-Based Practice and Implementation Science in MSW Academic and Field Curricula,” guest editors Rosalyn Bertram (University of Missouri-Kansas City), Sue Kerns (University of Washington), and Patricia Kohl (Washington University), spring 2018

One special section also has been scheduled, “Practices and Policies for Doctoral Education and Leadership,” guest editors Cynthia Franklin (University of Texas at Austin), Elizabeth Lightfoot (University of Minnesota), and Sheryl Zimmerman (University of North Carolina at Chapel Hill), for winter 2018.

Spurred by early electronic publication via Taylor & Francis’ iFirst platform, the backlog of accepted articles for JSWE has been reduced to fewer than 20 manuscripts. As hoped, iFirst has made it possible to make JSWE articles available to readers within weeks, rather than months, of acceptance.