

The **Manitoba College of Social Workers' Strategic Plan** is established with the overarching goal of supporting the profession of social work, accomplished through the promotion of regulation; reconciliation; equity, diversity and inclusion; and public awareness and engagement.





# 1. Regulation



## Goal

Provide accountability and regulation of social workers as primary mandate of the Manitoba College of Social Workers.



## Priorities

### Review regulatory tools

- Review Code of Ethics and Standards of Practice and revise as necessary

### Promote regulation and practice standards

- Provide education and resources to support safe, competent and ethical social work practice
- Engage with government, employers and the public to increase awareness and advocate for the importance of professional regulation

### Engagement

- Seek to further understand the position of community members and partners, including equity groups, regarding professional regulation
- Engage with community members and partners in order to build relationships and trust as part of the goal towards regulation of the profession

# 2. Reconciliation



## Goal

Implement and integrate reconciliation actions, policies and services that respond to the Truth and Reconciliation Commission of Canada (TRC) Calls to Action.



## Priorities

### Create strategies and tools to support reconciliation

- Identify and support education, resources and activities to promote knowledge related to the history, culture and spirituality of Indigenous Peoples; Canada's relationship with Indigenous Peoples; and reconciliation, mutually respectful relationships and cultural safety
- Increase focus on Indigenous learning as part of Continuing Competence Program
- Review College standards, policies and processes to reflect reconciliation and decolonization
- Engage in advocacy efforts to support reconciliation and the TRC Calls to Action

### Build reciprocal relationships

- Develop and implement relationship building strategy with Indigenous communities and individuals
- Approach communication using the "two-eyed seeing connection" <sup>1</sup>
- Increase Indigenous representation on staff team, committees and Board of the MCSW
- Develop partnerships with Indigenous communities and individuals to implement the TRC Calls to Action

*"Two eyed seeing connection": an approach of inquiry and solutions in which people come together to view the work through an Indigenous lens with one eye (perspective) while the other eye sees through a Western lens.*



## 3: Equity, Diversity and Inclusion



### Goal

Build the foundation needed to promote and support Equity, Diversity and Inclusion (EDI)



### Priorities

#### Create strategies and tools to support EDI

- Identify and support education, resources and activities to promote knowledge related to EDI
- Increase focus on EDI learning as part of Continuing Competence Program
- Provide cultural safety awareness for College representatives
- Review College standards, policies and processes to reflect EDI

#### Build reciprocal relationships

- Develop and implement relationship building strategy with diverse communities and individuals
- Increase diverse representation within the staff team, committees and Board of the MCSW

#### Establish EDI baseline measures

- Define and collect membership demographic EDI data by promoting voluntary declaration process
- Define and collect EDI data related to complaints, discipline and enforcement

## 4: Public Awareness and Engagement



### Goal

Increase awareness of the role of social workers and achieve a strong professional identity for the social work profession.



### Priorities

#### Develop and implement public awareness strategy and processes

- Identify target audiences and core messaging
- Explore opportunities to improve member and community engagement
- Develop and implement social media strategy

#### Increase understanding of role and importance of social workers

- Engage with members through activities and events to reinforce pride in the profession
- Provide education and resources to highlight role, values and importance of social workers

#### Increase engagement and the public profile of the College

- Provide information and resources on how to become involved with the College
- Promote the social work profession by participating in community initiatives, presentations and events
- Participate in public consultations that relate to the social work profession
- Respond to relevant and current provincial social justice issues