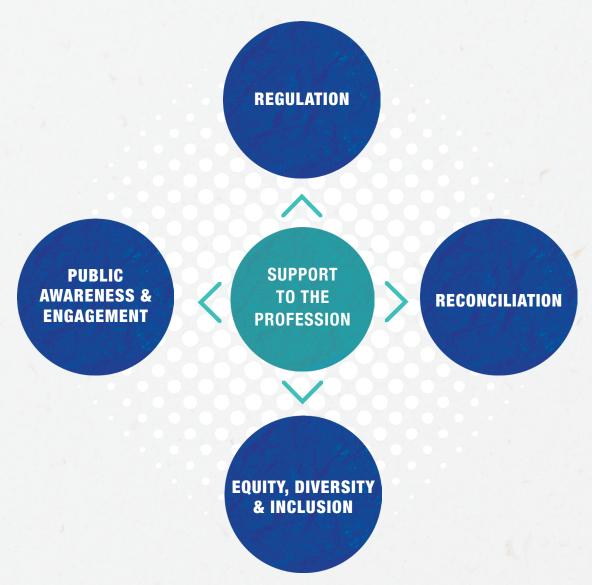
The Manitoba College of Social Workers' Strategic Plan is established with the overarching goal of supporting the profession of social work, accomplished through the promotion of regulation; reconciliation; equity, diversity and inclusion; and public awareness and engagement.



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" ¹
- 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

¹"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