

Our Vision

NBASW envisions a professional organization that reflects the values of social work, provides ethical leadership and instills public confidence.

Our Mission

The NBASW is an association that protects the public and promotes excellence in social work practice.

Our Values

The New Brunswick Association of Social Workers (NBASW) code of Ethics (2007) identifies these core values:

- Respect for the inherent dignity and worth of persons and the pursuit of social justice
- Integrity in professional practice
- Confidentiality in professional practice
- Competence in professional practice
- Diversity

Member Engagement

Improve Sense of Belonging

- The NBASW offers professional development and career services;
- The NBASW facilitates opportunities for meaningful member contribution; and
- The NBASW implements specialized member networks.

Improve Communication

- The NBASW members are consulted on communication;
- The NBASW implements a detailed communication strategy; and
- The NBASW members have a positive member service experience.

Improve Participation

- The NBASW members are consulted about the types of participation they value;
- The NBASW implements the types of participation opportunities that members value; and
- Participation opportunities are reviewed for effectiveness.

Promotion of the Profession

Improve Image

- The NBASW strikes a promotion of the profession committee;
- The NBASW uses media coverage to promote a positive image of the social work profession;
- The NBASW is a leader in speaking out on social justice and social issues; and
- The NBASW has a public campaign promoting the social work profession.

Better Education

- The NBASW delivers tailored education about the social work profession to target audiences; and
- The NBASW uses a variety of technologies to educate others about the social work profession.

Build Partnerships

- The NBASW identifies the most effective partnerships to establish for the promotion of the profession.

Protection of the Public

Accountability

- Policies, procedures and guidelines are reviewed for effectiveness; and
- The NBASW identifies the most effective processes for regulation of entry to the profession, including consideration of the ASWB Exam.

Transparency

- The information about registration status and disciplinary processes are made highly visible to the public; and
- The NBASW delivers tailored education about the disciplinary process.

Accessibility

- The NBASW ensures that registration status/process is easy to find;
- The NBASW ensures that materials about disciplinary process and NBASW role are available in plain language and multiple formats; and
- The NBASW complaint submission format is expanded.

Governance and Resources

Accountability

- The NBASW budgets are used efficiently and effectively;
- The NBASW has an updated board manual and training; and
- The NBASW has an up to date policy/procedures manual.

Sustainability

- The NBASW preserves organizational knowledge by documenting processes and formalizing policies;
- Dues reflect operational costs;
- The NBASW leverages partnerships to create non-dues revenue; and
- The NBASW uses current technologies to remain relevant, accessible, and to reduce costs.

Organizational Structure & Functions

- The NBASW modernizes its legislation, by-laws and other policies and procedures.

Develop a Culture of Continuous Improvement

- The NBASW fosters a culture of innovation, adaptability and flexibility;
- The NBASW introduces a mechanism to evaluate all Association activities; and
- An organizational audit is completed by an external company.