



## IASWG marketing and practice committee combined meeting

November 12, 2016

In attendance: Martin Brinbaum, Anna Noska, Ginette Berteau, Mamadou Seck, Barb Muskat, Kyle McGee, Mark Macgowan, Olga Molina, Hilde Meuller, Tanja Schmitz-Remberg, Werner Lieblang, Jennie Fleming, Mark Doel, Jorune Vysniauskyte-Rimkiene, Zaneta Smith, Rashawna Chapple, Willa Casstevens, Charles Garvin, Brian Kelly

Respectfully Submitted by Brian Kelly

- For the purposes of collaboration, the marketing and practice committees met together at November 2016 board meeting
- The marketing committee presented on several areas:
  - Conferences
    - IASWG was well represented at the 2016 Annual Program Meeting of the Council on Social Work Education
    - With a proposed increase in the marketing committee budget for 2017, the committee discussed the option of attending an international conference to promote the organization
    - **ACTION ITEM:** Marketing committee chair invited the board to be in contact with the committee re: international conferences opportunities, with the understanding that any efforts require membership support at the conference In addition, the marketing chair will explore international conference options with IASWG membership.
  - Social media
    - The committee discussed the presence of IASWG on social media on several platforms, including Facebook, Twitter, Instagram, and LinkedIn
    - While the organization has a limited presence on Facebook and LinkedIn, and several members have shared their experiences of IASWG events on Instagram and Twitter, IASWG may benefit form an increased social media presence
    - Questions of messaging and purpose were discussed, which served to clarify a social media action item

- **ACTION ITEM:** A sub-committee of the marketing committee will work to promote the 2017 IASWG Symposium on 1-2 social media platforms, to be determined by the subcommittee
    - **ACTION ITEM:** Marketing committee suggests adding a question to the member survey assessing members social media preferences
  - Other ideas proposed for marketing IASWG included
    - Advertising IASWG through NASW News
    - Developing an updated IASWG brochure
- The practice committee presented on several areas
  - Practice tips
    - The practice and marketing committees have combined efforts to developed a formatted model for producing member authored practice tips for the IASWG website
    - **ACTION ITEM:** In 2017, practice and marketing committees will identify and invite authors for quarterly practice tips and work with Emily to develop a method for publishing quarterly practice tips on the IASWG website
  - Webinar
    - The webinar subcommittee provided a brief update on their efforts in piloting webinars on group work practice and education
    - Currently, the subcommittee is working through some technical issues with the server and software.
    - **ACTION ITEM:** The subcommittee will run another pilot webinar this spring, with the plan of providing a more formal update to the board at the June 2017 board meeting
    - It will be important to know sooner than later if the board is invested in supporting this effort due to the significant time commitment