Web-based Certificate in Political Social Work

Fall 2018

Program Description
The Certificate in Political Social Work is designed for all social workers, regardless of area of primary practice, to fulfill their ethical obligation to engage in social and political action. Participants of this certificate program will learn how politics impacts the lives of those that they serve on both a micro and macro level, practice skills for advocating to policymakers, gain tools to empower clients to become politically engaged, and explore opportunities for running for office.

Foundations of Political Social Work
This module will include the historical and current role of social workers in the political process, emerging political social work research and theory, as well as the NASW Code of Ethics standard which calls for social workers to engage in “social and political action” as part of their ethical responsibilities to the broader society.

Learning Objectives:
1. Define “political social work” and identify how it differs from social work policy practice, political science, and political psychology.
2. Outline the history of political social work and social workers who pushed the field in the direction of fighting for social change and justice through policy and politics.
3. Describe the careers and accomplishments of political social workers who have held elected or appointed office.
4. Describe the ethical responsibility of social workers to engage in political work.
5. Explore potential ethical dilemmas that social workers encounter while doing political work.
6. Describe major political social work theories.
7. Describe the research methods and findings in political social work.

Tools for Political Social Work Practice
This module will cover skills and strategies that social workers can apply to effectively engage and communicate with constituents, policymakers, and elected and appointed officials to enact change across practice settings.
Learning Objectives:
8. Identify opportunities for coalition building within communities and organizations.
9. Describe the skills needed to establish and maintain key relationships to ensure coalition success.
10. Describe how to apply graphic design best practices to enhance data visualizations with simple, implementable steps.
11. Describe how to present data that tells a story, leading to increased audience engagement and data-driven decision-making.
12. Identify strategies and skills to hold and facilitate discussions across political divides.
13. Describe the ethical basis for being involved in resolving division within organizations and communities.
14. Describe methods of engaging in political advocacy and activism.
15. Apply political social work practice in a workplace setting.
16. Describe acceptable ways to advocate for your agency’s mission and to engage clients in advocating for themselves.
17. Describe how to identify and advocate to your appointed and elected officials.
18. Describe the skills needed to successfully campaign for elected office.
19. Describe the skills needed to successfully fundraise for electoral campaigns.
20. Apply a model of public policy communication designed to generate seven types of policy documents.
21. Develop a plan for social media presence of a cause, action or event.
22. Apply political social work skills to influence policy and politics in local communities.

Special Knowledge Areas for Political Social Work
This module covers important topic areas social workers should be familiar with when engaging in political social work practice, including organized labor and immigration. This module is intended to be responsive to emerging political topics relevant to social work and will be built upon and expanded in later iterations of the program.

Learning Objectives:
23. Describe the past, present, and potential future relationships between social work and organized labor.
24. Identify mutual interests and opportunities between social work and labor.
25. Describe the foundational skills of working with undocumented and mix status communities.
26. Identify best practices, legal restrictions, and resources that impact the lives of undocumented immigrants.
TIMED AGENDA: LIVE COURSEWORK
*All times listed are in the Eastern time zone

Tuesday, September 25, 2018
6:00 - 8:00pm, J. Hodge, “Introduction and Overview of Political Social Work”

Tuesday, October 9, 2018
6:00 - 8:00pm, H. Roe, “Building and Maintaining Coalitions”

Tuesday, October 16, 2018
6:00 - 7:00pm, J. Hodge, “Ethics in Political Social Work”
7:00 - 8:00pm, J. Hodge, “Small Group Videoconference - Ethics”

Tuesday, October 23, 2018
6:00 - 8:00pm, J. Lyons, “Introduction to Building Effective Visuals”

Tuesday, October 30, 2018
6:00 - 7:00pm, S. Grettenberger, “Social Workers as Bridges Across Political Divides”
7:00 - 8:00pm, S. Grettenberger, “Small Group Videoconference - Social Work in Politics”

Tuesday, November 13, 2018
6:00 - 8:00pm, J. Hodge, “Taking Action and Next Steps”

SELF-PACED VIDEO LECTURES

L. Gant, “Socially Just Policy Writing and Analysis”
L. Gant, “Social Work and Social Media”
S. Grettenberger, “Activism and Advocacy”
S. Grettenberger, “Political Social Work in the Workplace”
J. Hodge, “Knowing the Elected and Appointed Officials in Your Community”
S. Lane, “Political Social Work Research”
S. Pritzker, “Political Social Work Theories”
J. Hodge, “Campaigning”
J. Hodge, “Fundraising”

Definitions:

“Live coursework” consists of interactive lectures viewed online from a home or work computer. All participants in the program log on at the same time and view the live streaming lecture and PowerPoint presentation. You can see the instructors, but they can’t see you. During live
coursework, participants have instant access to the instructors for questions and comments via chat bar.

“Self-paced video lectures” consists of pre-recorded podcasts and web modules. Participants can view these materials at any time during the course.

“Small group videoconferences” are part of the live coursework component, and consist of meetings with classmates. At appointed times, participants are invited to enter the online videoconferences and discuss course materials and projects with their peers. Each participant can see and hear their small group of five to seven peers, and can be seen and heard by them. In certain cases, participants from the same agency meet together in person during these times in lieu of entering a videoconference.