

NOW! MAKE MACRO MATTER: *Taking Further Action to Address the Macro Imbalance in Social Work Education*

At last year's APM-Oct. 2014, the **Special Commission to Advance Macro Practice in Social Work** launched a campaign called "Ask Me Why Macro Matters." Given that only 8.8% percent of all MSW students are enrolled a macro concentration [1], we seek to engage CSWE leaders and members in an effort to redress the imbalance between macro and micro practice in our profession. The low numbers of macro trained social workers threaten the profession's ability to influence and shape public policy, social service provision and community well-being. This is especially so today when we practice in a context greatly impacted by dramatically increased economic inequality and poverty, deteriorating police-community relations, institutional racism, sexual violence, and environmental degradation.

In 2014, the Special Commission, members, allies, and supporters launched an ambitious campaign called, "20 in 2020." Our goal is to have enrollment in a macro concentration or method up to 20% of all social work graduate students country-wide by the year 2020. We also want to ensure that by 2020 the curricula of all BSW and MSW programs include more robust macro direct content and more equitably bridge micro and macro- focused courses [2].

To date we have had many successes! Here are just a few:

- Stimulating discussion about the macro-micro imbalance within many the professional venues;
- Speaking at key political and policy venues such as C.R.I.S.P.'s "Social Work on Capitol Hill Day" with the Social Work Congressional Caucus [March 2015];
- Convening a meeting in Washington DC with the leadership of NASW, CSWE, ASWB to ensure that macro practice remain strong;
- Producing materials for national distribution including: Work Group 2 submission of *Five Frameworks for Macro Practice in Social Work*; Michael Reisch's essay *Why Macro Matters* highlighting macro contributions to the profession; and a paper by Mike Austin and colleagues on linking micro and macro methods; and many videos produced by SC investor schools and programs featuring macro alumni;
- Delivering scores of workshop sessions and other presentations at local, state, and national professional and scholarly conferences;
- Securing revisions to the Social Work entry in the Department of Labor/BLS Occupational Handbook;
- Working with CSWE to strengthen EPAS 2015 and standardize the collection of CSWE enrollment data by categories;
- Participating in a newly-formed alliance of national social work organizations convened by CSWE and the Fund for Social Policy Education & Practice--*The Coalition for Policy Education and Practice in Social Work*.

[1] Council on Social Work Education (2012). 2011 Statistics on Social Work Education in the United States. New York: Council on Social Work Education.

[2] See the "Rothman Report," 2013, also available on-line at the ACOSA website.

As this partial listing suggests, it is a mix of small and large-scale actions across the country that underpins standards, frameworks, and competencies to highlight how much macro-direct practice indeed does matter. To continue this movement, at this 2015 APM, we are kicking off our third year in the drive to “*make macro matter*” by building on our accomplishments and the leadership of more than 200 BSW and MSW programs, faculty, and practitioners. To this end, The Special Commission has planned a variety of concrete activities designed to advance our goals within in CSWE, with other social work organizations, and in individual social work schools and programs.

We hope you will join us during and after the APM by (1) wearing our green button “**NOW! Make Macro Matter**”; (2) picking-up “Why Macro Matters” information at the ACOSA Booth (#609); (3) following us Twitter at #2015APM and by checking out the ACOSA web page (www.acosa.org); (4) participating as an elected or appointed member of the various CSWE Councils and Commissions, including serving as a Site Visitor for the Commission on Accreditation; and (5) meeting and engaging with our CSWE officers and members of the CSWE national board about the Special Commission agenda. These colleagues are:

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Friends and colleagues of our Special Commission, and fellow members of our Special Commission, as you enjoy our 2015 APM attending our macro sessions and others, we urge you to identify ways you will **Make Macro Matter**” here at the CSWE-APM, and back home in your school, community, and professional associations.

Acting together, our positive message will soon be clear to all: The members, allies, and investor schools and programs of our Special Commission to Advance Macro Practice in Social Work are eager and prepared to work with everyone in our profession as well as other stakeholders to strengthen the macro components of Social Work. Only in so doing will we fully reaffirm our profession’s purpose of ensuring social justice and societal well-being for all, for generations to come.

Thank you so much! On behalf of the Special Commission to Advance Macro Practice in Social Work Co-Chairs;

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