

Analysis and Report 'Getting to The Heart of What Matters'

IASW Member Survey 2020



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Background

The first stage of the Membership Marketing process is Understanding Members. This consists of 2 stages – Research and Analysis.



Who are our members? What are they trying to get done in their work?



What pain points do our members have?



How does our society relieve these pain points and create member gains?

An internal perspective was taken initially with five members of the IASW's team. Analysis and findings of this initial discovery were published and communicated to the 5 participants. It was used largely as a basis for an informed approach to the composition of the member survey.

This was followed by 2 surveys. The first a survey of IASW current members, titled Getting to the Heart of What Matters, and the second a survey of non-members. This report covers the Member Survey.

The purpose of the Member Survey is:

- To get a better understanding of who IASW members are
- To understand members current perceptions of the IASW
- To understand what their wants are
- To know what they really need from the IASW.

What kind of data were we looking for?

- The kind of data we were looking for was quality data that delivers marketing insights and moves the IASW from the position of 'What we think' to 'What we know'.
- Data that will ultimately improve the quality of membership marketing decisions and results, which in turn will result in more member acquisition and retention.

Methodology

1,300 surveys were sent out and 412 responses were received to the members survey. To achieve a confidence level of 95%+, 267 responses were required. The overall result significantly exceeds that ensuring there were enough respondents in the research sample that reflect, as accurately as possible, the larger member population.

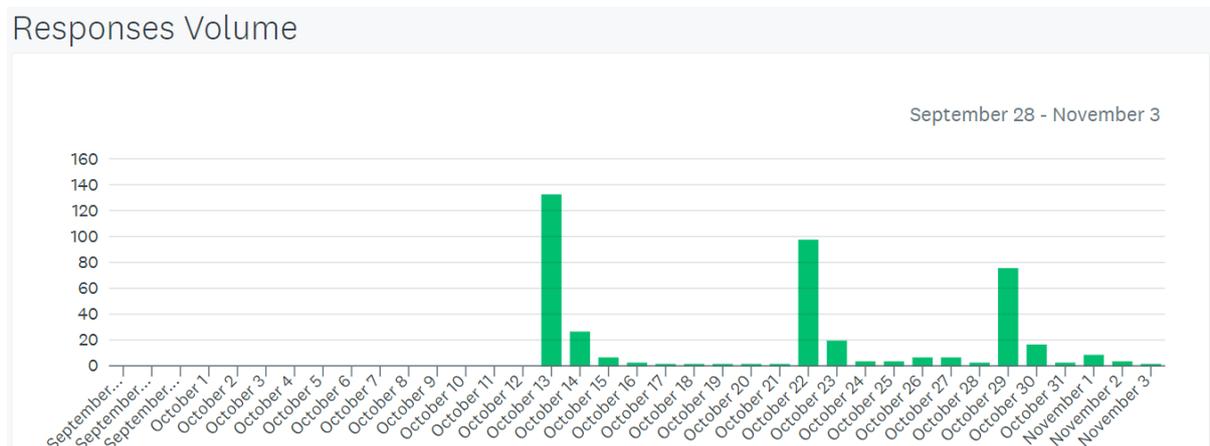
Member Survey Communications Plan

The survey was communicated to members via email and on the IASW website. There were 4 emails sent: 1 pre survey, 1 go live, 1 reminder and 1 last call.

IASW Member Survey 2020 – Email Communications Plan

Day	Date	Time	Description	Comments
Thursday	01/10/2020	N/A	Pre-Survey communication included in IASW quarterly member newsletter	Complete
Tuesday	13/10/2020	Between 10am – 2pm	Member Survey 2020 Go Live Email including survey link to SurveyMonkey	Survey start 13/10/2020 Complete
Thursday	22/10/2020	Between 10am - 2pm	Reminder Member Survey 2020 email	Complete
Thursday	29/10/2020	Between 10am – 2pm	Last Call Member Survey 2020 email	Survey End 02/11/2020
Monday	16/11/2020	N/A	Notify Prize Draw winners x 3 email	

Responses to the email communications show a direct correlation to between email receipt and survey completion.



Report Layout

This report is divided into 4 sections:

Section 1: Key Findings

Section 2: Analysis of each survey question including charts, data tables and a conclusion.

Section 3: Discussion

Section 3: Participant comment highlights which provide verbatim insights and recommendations shared by participants on the key findings in the survey.

Section 1: Key Findings

- Training/CPD is one of the strongest themes in the survey responses. It is included at consistently high levels in participant responses relating to membership benefits, problems the IASW can solve for members, as a main communication method, where members ideally like to engage with the IASW, under the headings of what the IASW should start and continue to do, and as advice members would like to share with the IASW.
- Advocacy/Representing Interests/Raising Awareness is also a strong message from participants in their responses to questions on member benefits, the top problem the IASW can solve for members, what the association should start doing, what they should continue with and as advice members would give the IASW.
- Members are positive towards the IASW. This is seen in how they rate the IASW for satisfaction, good value and the importance of communication, how they best describe IASW, their favourability rating, the 5-star membership renewal rating, and what the association should continue.
- Job Opportunities feature strongly across the survey responses, particularly in top member benefits, what the IASW should start and continue doing and the top problem the association can solve for members and.
- As does Fitness to Practice which is recognised as a top member benefit and a top problem that is solved by the IASW.
- A wide range of member benefits is desired by members. However, when asked for their top benefits members are clear what they are – training, fitness to practice cover, job opportunities and a combination of representing interests/advocacy/raising awareness
- Email is king. Albeit that a high number of members indicate that there are no other ways members would like IASW to communicate with them, email emerges strongly as the main communication method and is significantly the preferred content type. It is also recognised as a source of information, with a low-level nod in the responses that the IASW should take the opportunity to streamline and review content. However, they should undoubtedly continue with email communications.
- The importance of the IASW website is highlighted. It is identified as a main communication channel, and the top place members want to engage and access the IASW. Members are also high users of the internet and websites for information and express a desire for more online content and activities.
- Webinar popularity. There is positive commentary about the use of webinars throughout the pandemic to date. It is also highlighted as another way the association can communicate with members. There is a strong indication that is a preferred content type for members

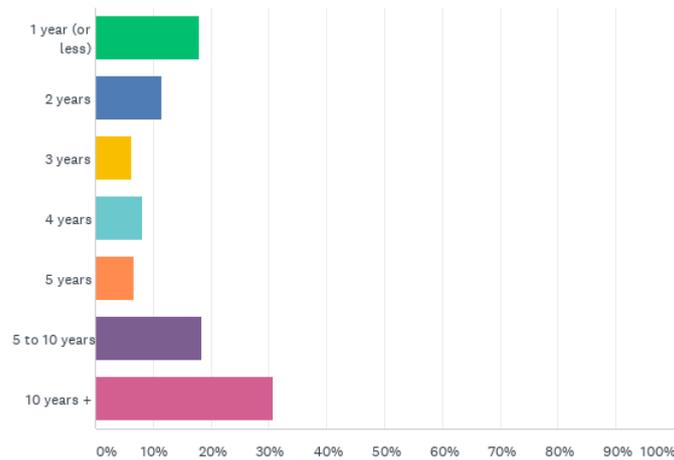
who ranked it 2nd after email. It is also proposed as an area that the IASW should start doing and as advice members would like to give to the IASW.

- Traditional communication and content formats still have a role. The Journal, Case Studies/Articles/Journals and Presentations/PowerPoint – these more traditional formats form a second tier of participants preferred content types.
- Social media features at a relatively modest level for how the IASW communicates with members, as a preferred content type and as a source of information. However, when you combine Facebook, Twitter, LinkedIn and YouTube as somewhere members would ideally like to engage with the IASW it is of more significance. The general commentary relating to social media across survey responses is that more activity is desired.
- Opportunities for new content and communication formats. Some new formats such as SMS and podcasts feature and are referred to at a lower level across the survey.
- Communication is important borne out by the members rating of it, with a weekly to monthly frequency desired. Members indicate that the IASW should start more communication, continue internal and external communication and with the current good communication. It also features in advice that members could give the IASW.
- There is a low level of commentary across the survey responses in relation to multiculturalism, diversity, regionalised or out of Dublin activity, a mobile app, and online collaboration.

Section 2: Survey Question Analysis

Q1: How Long Have You Been A Member of The IASW? Select One Option.

Q1 How long have you been a member of the IASW? Select one option.



Analysis:

- The largest group of respondents to the survey are 10+ years IASW members (30.83% of participants).
- The second largest group are 5 to 10 years members (18.45% of participants).
- The third largest group are 1+ years or less (17.96% of participants).
- The fourth largest are 2+ years members (11.41% of participants).

Remaining respondents make up smaller groups spanning from 3 to 5 years membership.

Conclusion:

There is a larger participant representation of longer-term members, however there is a reasonable balance with shorter term members and some representation of mid-term members.

Q2: How satisfied are you with the IASW? Please rate by selecting the appropriate star.

Answered: 412 Skipped: 0

3.4★
average rating



	NOT SATISFIED	FAIRLY SATISFIED	SATISFIED	VERY SATISFIED	EXTREMELY SATISFIED	TOTAL	WEIGHTED AVERAGE
★	1.46% 6	12.86% 53	42.72% 176	33.98% 140	8.98% 37	412	3.36

Analysis

- 42.72% of respondents gave a rating of Satisfied.
- 33.98% gave a rating of very satisfied.

The commentary relating to the rating was positive particularly in relation to training/CPD, support, information sharing, job opportunities and the service provided by the IASW. There was some commentary on the need for more visibility and representation as well as out of Dublin activities.

Conclusion:

With nearly 77% of members either Satisfied or Very Satisfied and a generally positive sentiment coming through from members in their comments, this gives a good indication of member satisfaction levels.

This is a good position for the IASW to hold in the minds of its members and provides a strong platform to build on both for existing members and new members. Leveraging this to spread the word within the profession and recruit new members would be recommended. Maintaining it will be key for the association.

Q3: Do you think you get good value from the IASW? Please rate by selecting the appropriate star.

Answered: 412 Skipped: 0

3.1★
average rating



	POOR VALUE	FAIR VALUE	GOOD VALUE	VERY GOOD VALUE	EXTREMELY GOOD VALUE	TOTAL	WEIGHTED AVERAGE
★	3.16% 13	24.76% 102	41.50% 171	20.15% 83	10.44% 43	412	3.10

Analysis:

- 41.5% indicated that they get Good Value.
- 20.15% rated it as Very Good Value
- 24.76% rated it as Fair value

Accompanying commentary to the rating from participants was mostly positive with many indicating that they see the value they get for what they pay, that it's comparable to other professional associations, that the support and insurance cover are worth it and that the services delivered are good. A minority of participants did not see the value or couldn't avail of it enough.

Conclusion:

With 61.65% of respondents rating the value from the IASW as Good and Very Good this would indicate that there is an overall level of comfort with the fee versus the perceived value members get from the association. However, with 24.76% rating the value as Fair it would indicate that there

are enough members who are not seeing significant enough value for the fees to be increased right now without some potential risk or push back from almost a quarter of members.

The overall commentary from respondents was good indicating that the value delivered for the fee does not appear to pose a particular issue in the minds of most members currently.

Q4: How would you rate your recent experience with the IASW? (This includes your interaction with people, processes and the environment or place where the IASW service is delivered).

Answered: 412 Skipped: 0



	POOR EXPERIENCE	FAIR EXPERIENCE	GOOD EXPERIENCE	VERY GOOD EXPERIENCE	EXCELLENT EXPERIENCE	TOTAL	WEIGHTED AVERAGE
☆	2.43% 10	11.17% 46	39.81% 164	33.50% 138	13.11% 54	412	3.44

Analysis:

- 39.81% of participants rated their recent experience with the IASW as a Good Experience
- 33.50% of participants rated it as a Very Good Experience.
- 13.11% rated their experience at Excellent
- 11.17% rated it as Fair.

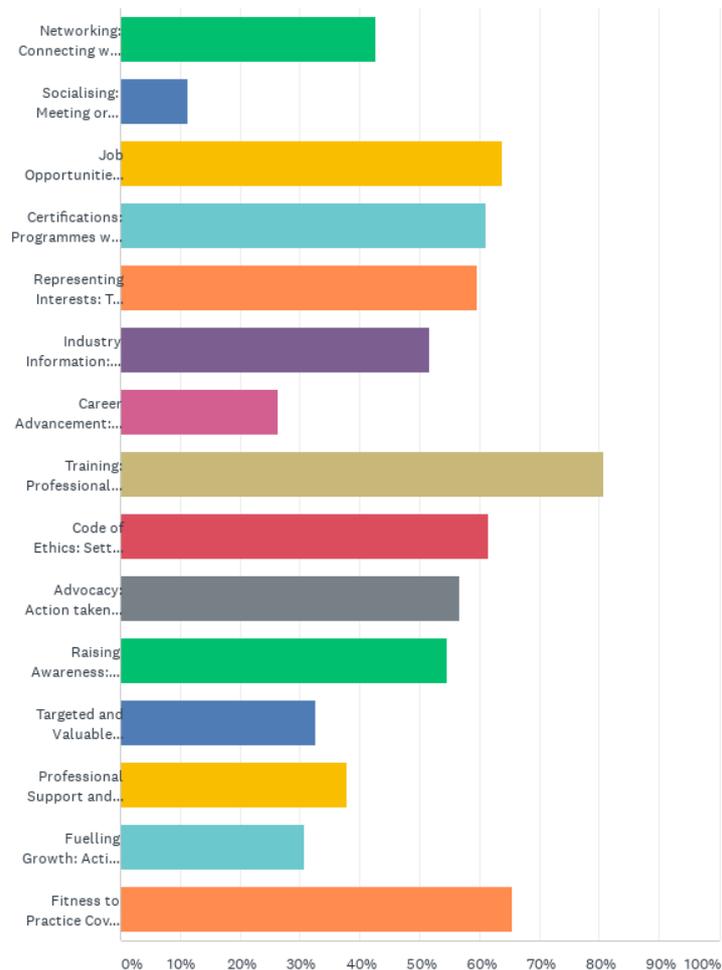
Conclusion:

86% of participants had a good or very good experience with the IASW and a smaller group rated their experience as excellent. This can be considered an area of strength for the association.

Positive experience is an indicator of loyalty, retention, and potential brand advocacy. It is a positive aspect of the IASW offering that can be included in communication with members and prospects and is a strength of the IASW.

Q5: Which of the IASW member benefits are helpful to you? Select all that apply.

Q5 Which IASW member benefits are helpful to you? Select all that apply.



Analysis:

The responses have been grouped together, based on similarities of categories in some instances, and are divided into 2 tiers below, based on the percentages against each benefit. This groups and prioritises the benefits from a member’s perspective, Tier 1 being the priority benefits for members.

Tier 1

1. Training (80.65%), Certifications (61.06%)
2. FTP (65.58%)
3. Job Opportunities (63.82%)
4. Code of Ethics ((61.56%)
5. Representing Interests (59.55%), Advocacy (56.78%), Raising Awareness (54.52%)

Tier 2

6. Industry Information (51.76%)
7. Networking (42.71%)
8. Professional Support and Resources (37.94%)
9. Targeted and Valuable Content (32.66%)
10. Fuelling Growth (30.65%)
11. Career Advancement (26.38%)

The top benefit helpful to members by a significant margin is Training/CPD. The importance of Training/CPD is borne out across several other survey questions. Participants view it as a helpful and beneficial service from the IASW. They are positive about the training offered and the opportunities, as well as providing commentary on the need for more online training, some more varied training, and there are some comments on availability and geographical spread.

FTP, Job Opportunities and Code of Ethics were all selected by more than 60% of members placing them high on their agenda of member benefits.

Representing Interests, Advocacy and Raising Awareness combined fall into similar territory and are also a priority for members.

Tier 2 is topped by Industry Information. Throughout the survey members indicate that they get good information, are informed on the profession and up to date and see it as a key benefit of being a member of the IASW.

The remaining benefits offered by the IASW were selected by a smaller percentage of participants. It is important for the IASW to continue to deliver these, however, they are a lower priority for members.

Conclusion:

It is clear what the top benefits are that members find helpful. This should help the IASW to prioritise and understand from a member perspective what is important. It will help in the IASW communications to have a succinct list of the key benefits.

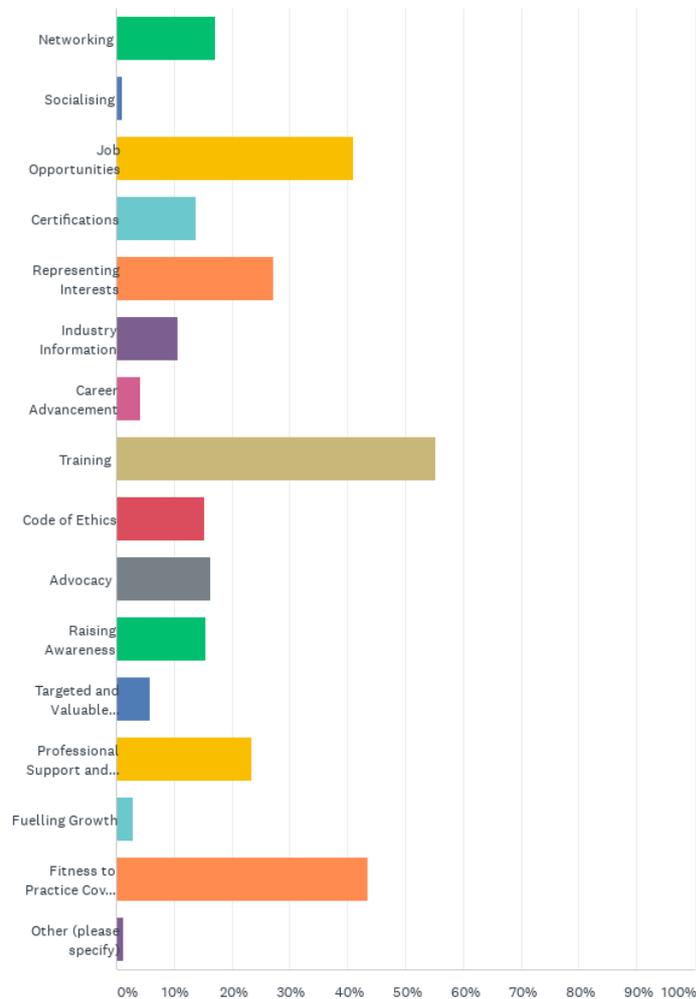
With this information from members the IASW can confidently reinforce the value of membership to current and prospective members. It can also help position the IASW as the go to for Social Workers in terms of their training needs, their legal protection, to maintain standards within the profession and their representative professional body.

The IASW can continue to meet the needs of its members by continually delivering the desired benefits and members will see return on investment as well as being engaged which is good for loyalty, advocacy and member retention.

In time an analysis of which benefits at which career stage are required should be understood. As Social Workers evolve through their careers what may have been important at the early stages may fall away and other priorities could emerge.

Q6: Now please tell us which are the top 3 most helpful IASW member benefits. Select 3 options.

Q6 Now, please tell us which are the top 3 most helpful IASW benefits to you? Select 3 options



Analysis:

The top 3 most helpful IASW member benefits are:

- Training (55.2% of participants)
- FTP (43.47% of participants)
- Job Opportunities (41.07% of participants).

This aligns with question 5. Below the top three is the combination of Representing Interests, Advocacy and Raising Awareness.

Conclusion:

This provides a high level of certainty to the IASW as to what members find most helpful and what the top member benefits are. It facilitates prioritisation by the association and clarity when delivering and communicating key benefits to members and prospects.

Q7: What is the top problem the IASW can help you solve in your job?

This was an open question and there was a large variety of answers given. The top 13 categories of responses have been quantified below which comprise 85% of the total answers. A narrative for the top 7 categories of responses has been provided below.

Analysis:

Category	No. of Responses
Training	81
Advocacy	48
Raising Awareness	46
Professional Support Resources	41
No help required	34
Information/Industry Information	24
Representing Interests	23
Job Opportunities	14
Career Issues Support	13
Fitness To Practice	13
Networking	13
Role Recognition	12
Management Issues	10

- Training features top of the list of problems that the IASW can help members solve in their jobs. Answers included mentions of accessing training and training opportunities, appropriate, relevant, specialist, skills based, local, variety and ongoing. In relation to CPD members referred to understanding, help and support.
- Advocacy and Raising Awareness are next ranked, with members looking for advocacy across many areas and raising awareness of the social work profession, the social work role and a range of social work issues.
- Professional Support and Resources ranked 4th with members looking for support for social workers at work, everyday support, guidance, resources and information.

- At number 5 there were 34 answers where social workers indicated that no help was required.
- Ranked 6 was Industry Information where members indicated a desire for general information related to social work and information on the profession and industry.
- At number 7 Representing Interests which aligns with Advocacy and Raising Awareness, members responded that the IASW can help by representing the social work profession interests, representing social work at national level and representing a range of specific social work issues.
- Below the top 13 categories of responses there are 17 other categories, all in single digit quantities down to individual responses. These can be reviewed by the IASW for individual participant comments.

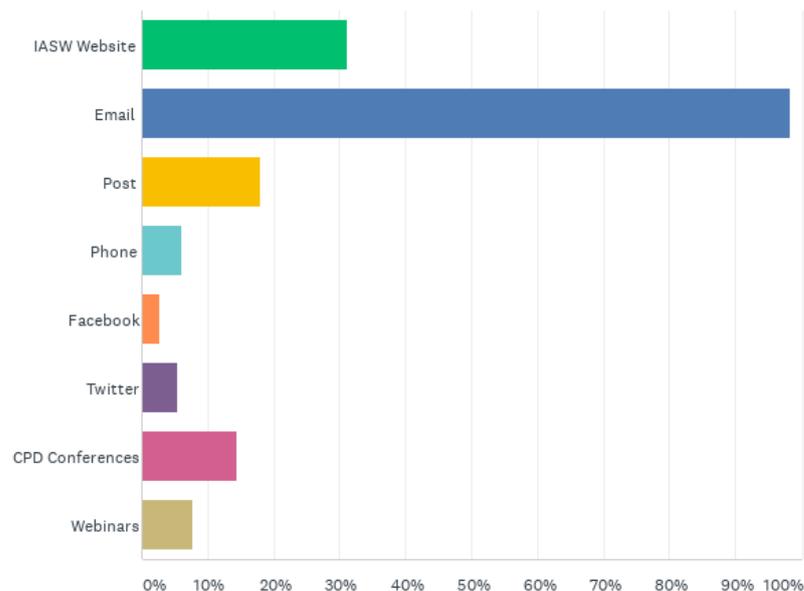
Conclusion:

There is a wide range of areas where the IASW can help social workers in their jobs. Training is the most significant area. Advocacy, Raising Awareness and Representing Interests as a collective group are also a priority. Professional Support and Resources, and Information/Industry Information also rank highly. These are the top pain points for members.

It is good to highlight these and in an evidence-based way to members and prospective members, showing that the IASW has a track record of solving them. Over time, by solving these issues, the IASW can build trust and give members a reason to keep coming back. This puts the association in a positive position with members and has the potential to encourage them to refer their colleagues to the IASW.

Q8: How does the IASW mainly communicate with you? Select all that apply.

Q8 How does the IASW mainly communicate with you? Select all that apply.



Analysis:

- 98.34% of participants indicated that Email is the main form of communication from the IASW.
- Followed by the IASW Website (31.22% of participants).
- Post (17.96% of participants) is 3rd ranked.
- In 4th ranked position is CPD Conferences (14.36% of participants).
- Other forms of communication including Webinars, Phone, Twitter and Facebook account for a much smaller percentage of current communication activity.

Conclusion:

Members indicate that Email is a significant communication method used by the IASW. The Website is important as a communication channel also. Other communication methods rank much lower.

Current research indicates that email continues to reign supreme for professional organisations. Cited as the easiest to consume, most likely to keep members engaged and most powerful for telling the organisations story. However, sending email alone is not the golden ticket to communication. The IASW must also track email effectiveness, ask members what content they want and how frequently. From there they can develop a broad communication plan.

While email may be the backbone of the IASW's communications, having multiple modes and number of touchpoints can help maximise reach and engagement. Communications planning should consider each communication mode the IASW currently uses or would consider using, and then map out what types of messages get pushed out through each and how often.

With the website featuring as the second communication channel, it is important for the IASW to keep it up to date, to add relevant and interesting content, to link back to it as much as possible from other communications, to optimise it for performance and to continually evaluate and track its effectiveness.

Q9: Are there any other ways you would like the IASW to communicate with you? Please indicate below.

This was an open question and optional to answer. 235 respondents chose to skip it with the result that the sample size is smaller compared to other questions.

Analysis:

Category	No. of Responses
No	77
Email	34
Social Media	34 (Facebook 13, Twitter 11, Instagram 10)
SMS/Texts	17
Post	13
Webinars	9
Events, Conferences	6

Phone	6
Zoom/Teams	6

An interesting aspect of the 177 responses received was that 77, the highest number in any one category of response, indicated that there was 'No Other Way' they would like the IASW to communicate with them. This would suggest that they are generally happy with the ways in which the IASW currently communicates with them.

Reinforcing the popularity of email as a method of communication 34 respondents indicated that they would like the IASW to communicate with them in this way.

Equally popular is Social Media, which also had 34 responses split across Facebook, Twitter and Instagram.

Other ways to communicate include Text Messaging, not currently used by the IASW, and Post which is in use for items such as the The Journal.

A lower level of responses was received for Webinars, Events/Conferences, Phone and Zoom/Teams. The use of online channels such as webinars and Zoom or Teams pops up throughout the survey with reference to Covid 19 and in light of the fact that the opportunity for face to face communication has been much diminished. The general feeling among members is that they are good and more of them would be welcome.

There were 18 other categories of responses which went from 6 to individual responses.

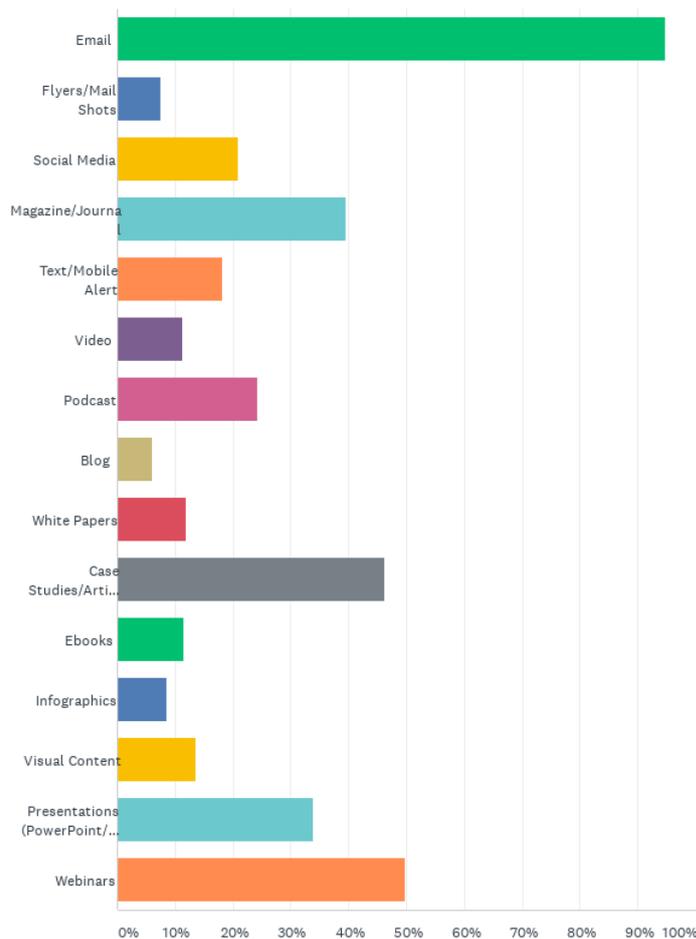
Conclusion:

It would appear that members are generally happy with how the IASW communicates with them with a majority specifying no other method.

Members have reaffirmed that they would like the IASW to communicate with them by email. There is scope however for other methods including social media, more of it, and the use of text messaging. There is an indication that online communication such as webinars and collaboration platforms like Zoom and Teams could also be popular with members.

Q10: What are your preferred content types. Tick all that apply.

Q10 What are your preferred content types? Tick all that apply.



Analysis:

- Almost all respondents (94.75%) indicated that email is their preferred content type. This reaffirms the key role email plays in member communications and content dissemination.
- Webinars (49.72%) is the second preferred content types. The IASW has done webinars during the pandemic and they have proven popular with members, with many requesting more.
- Case Studies and Articles (46.13%) rank third for preferred content type – across the survey there is some commentary from respondents in relation to having more case studies, articles and journals shared/with or available to them.
- Ranked 4th is Magazine/Journal (39.5%). Considered important to members some comments across other questions relate to the Journal possibly being available online.
- Ranked 5th is PowerPoint Presentations/Slide Share (33.98%). This can be an effective method of sharing information, especially where there is a lot of content or there is complexity, and also for content that members want to then share with others in a ready to go format.

- Podcasts (24.31%) and Social Media (20.99%) fall into a lower or 2nd tier of preferred content ranked 6th and 7th respectively. Commentary across other questions on the survey indicates a desire for podcasts and for more social media content and communication.
- Other content types include:
 - Text/Mobile Alerts (18.23%)
 - Visual Content (13.54%)
 - White Papers (11.88%)
 - Ebooks (11.60%)
 - Video(11.33%)
 - Infographics (8.56%)
 - Flyers/Mail Shots (7.46%)
 - Blogs (6.08%)

These comprise a third tier of preferred content types. Some of these are not currently in use by the IASW and could be considered moving forward, even on a trial basis to assess popularity and effectiveness.

Conclusion:

Email once again asserts its strong position as the leading preferred content type for members. There should be a planned approach to email. The technology platform and databases should be reviewed to ensure they are the most effective and deliver best in class, user friendly content to members.

There are some newer content types that that IASW could implement and leverage in line with members preferences and general content trends. Webinars, ranked second, could have a key role to play. They give the IASW extended reach and visibility, position the association as an expert, are engaging and are also cost effective amongst other things.

A communications audit is recommended to see how aligned currently the IASW’s content is with members preferences and a plan developed based on the findings.

Q11: How important to you is communication from the IASW? Please rate by selecting the appropriate star.

Answered: 362 Skipped: 50

3.9★
average rating



	I'LL CONTACT YOU	UPDATE ME AS LITTLE AS POSSIBLE	JUST COMMUNICATE THE BIG NEWS	UPDATE ME REGULARLY	I WANT TO KNOW EVERYTHING	TOTAL	WEIGHTED AVERAGE
★	0.28% 1	0.55% 2	22.38% 81	62.98% 228	13.81% 50	362	3.90

Analysis:

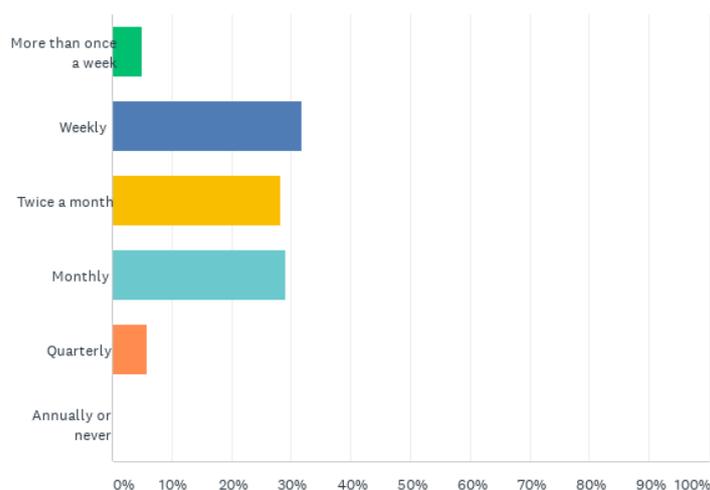
- 62.98% of participants selected Update Me Regularly. This shows a strong indication from members that they are happy to receive regular communication and updates from the IASW and are receptive to them.
- 22.38% of participants selected Just Communicate the Big News.
- 13.81% selected I Want to Know Everything.
- 14% of participants would be happy to have more communication from the IASW.

Conclusion:

Most members consider the IASW communication with them important. This gives the IASW a strong level of permission to communicate with its members. The IASW should continue to focus on continual improvement and communication innovation through new and varied content types and channels.

Q12: How frequently do you want the IASW to communicate with you. Select one option.

Q12 How frequently do you want the IASW to communicate with you? Select 1 option



Analysis:

The optimum frequency for communication with members rests somewhere between monthly and weekly. The assumption is that this would be for the main communication to members from the IASW such as email/newsletter. Where there is an expectation of more frequent communication such as social media or text messaging these should be considered separately as should significant communications such as the journal which is published much less frequently.

Conclusion:

Communication with members on a regular basis is an important part of the IASW engagement strategy. Not only does it help members feel tied to the association, but it also ensures they receive important news and opportunities for involvement.

The IASW should look at all of its communication with members and consider the current frequency of them, as part of a wider communications audit. If necessary, streamline and consolidate if the current frequency is too often, or increase frequency in communication channels where there is the expectation and desire from members. What should be considered when looking at frequency of communication is whether members opted in, are there segmented email lists, are the communications related to specific events and are they for working or interest groups.

A communications strategy should be developed and implemented. It should ensure a consistent and repeatable approach to member communications, take into account members needs and meet them, should not be piece meal or ad hoc and should be measurable for its effectiveness.

Q13: Where do you mainly go for information? Any type of information you are looking for?

This was an open question. There were 33 categories of sources of information from respondents for this question. The top 10 are shown below.

Source of Information	No. of Respondents
Internet/Google	238
Websites	91
Colleagues Peers Friends	59
Journals/ Literature/Research Articles	55
Newspaper	27
Social Media	25
IASW	24
Emails Newsletters	23
Library	16

Analysis:

- Unsurprisingly in this digital age most members go to the Internet/Google for information.
- This is followed by websites.
- On a different level are Colleagues/Peers/Friends – although much lower than internet and online sources it ranks third overall with members.
- Academic – Journals/Literature/Research Articles rank 4th which is in keeping with the nature of the Social Work profession.
- Beyond this there is a wide a varied range of information sources but at a lower level amongst members.

Conclusion:

IASW members are using a wide range of sources for information. The internet is significantly the biggest source. This indicates amongst other things members who are generally at ease and familiar

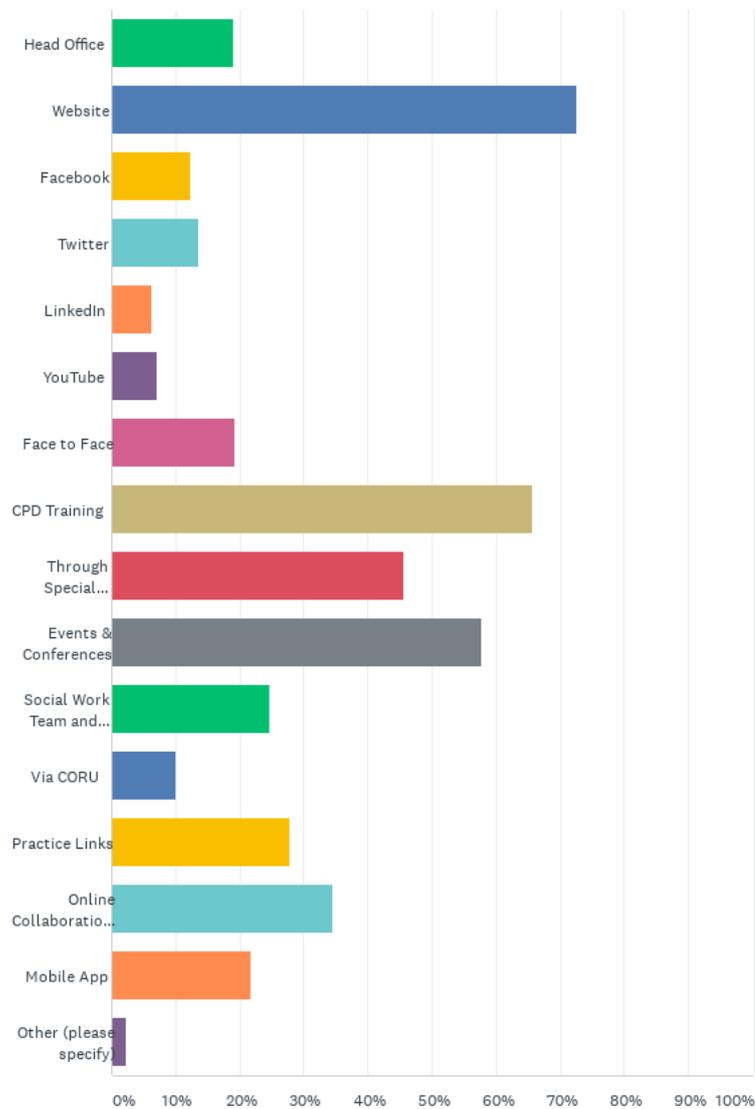
with online activity and usage. Between internet and websites, the potential for information dissemination online to members is significant.

Connection to peers and colleagues ranks third and it could potentially be facilitated even more by the IASW both face to face and online. Members have expressed an interest in responses to other questions for more online collaboration using platforms such as Zoom and Teams.

There is an appetite for journals and articles, and this is something that bubbles up through other questions in the survey. This is something the IASW could potentially leverage.

Q14: Where would you ideally like to access and engage with the IASW? Tick all that apply.

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Analysis:

The top three places where members would ideally like to access and engage with the IASW are:

- Website (72.65% of participants)
- CPD Training (65.75% of participants)
- Events and Conferences (57.73% of participants)

Followed by:

- Special Interest Groups (45.58%)
- Online Collaboration Platforms – Teams, Zoom (34.53%).

Below that is:

- Practice Links (27.90%)
- Social Work Team and Student Talks (24.59%)
- Mobile App (21.82).

There are essentially three main tiers across a wide selection of places where members want to access and engage with the IASW. Of significant importance and ranked first is the IASW website. There are also some new engagement choices such as a mobile app and more recently used places such as online collaboration platforms Teams and Zoom. As well as the offline places it appears that members have an appetite for online engagement to quite a high degree and appear willing to try new things.

Conclusion:

As part of member engagement, it is important to provide the right opportunities, places, and environments for members to engage with the IASW.

The IASW should develop and grow their website as the number one place that members want to engage with the association. This offers lots of scope as websites can be continually adapted to meet member needs. New content features and functionality can be added, technology integrated to support and streamline member processes and performance can be continually enhanced. It will be critical to monitor and measure effectiveness and continually improve. Appropriate resources should be allocated to the website.

The IASW invests significantly in CPD and training and is working hard in this area. CPD and Training feature throughout survey responses as the top member benefit and need. Ongoing resourcing, development and delivery should continue.

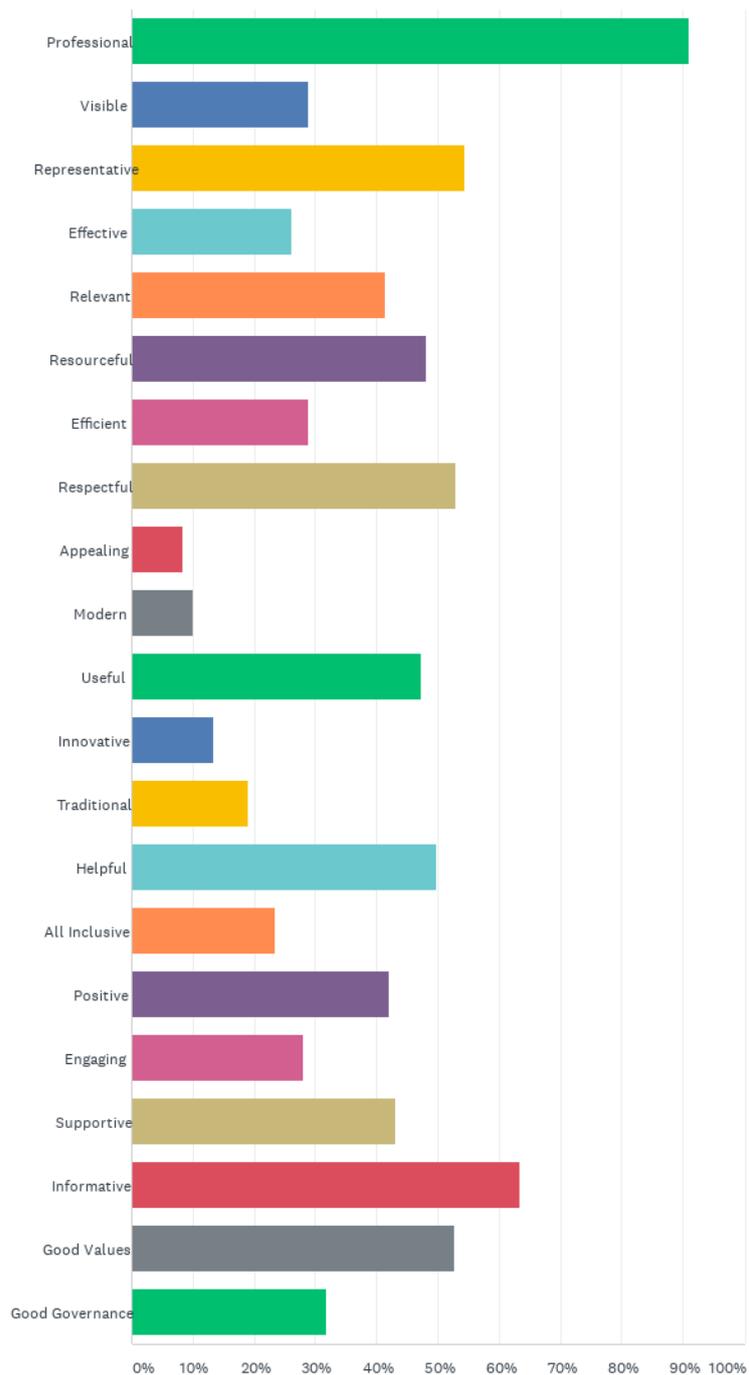
Events and conferences should continue to feature as a key part of the service offering from the IASW. If it is not possible in the current climate to do them then online alternatives such as collaboration, meetings and webinars should be implemented.

Special Interest Groups perform several functions and rank highly with members as place to engage with the IASW.

Other places to engage indicated by members in their response should be evaluated and their potential explored to meet member's needs.

Q15: Which of the following would you use to describe the IASW? Select all that apply.

Q15 Which of the following would you use to describe the IASW? Select all that apply.



Analysis:

Above all members have described the IASW as Professional (91.07% of participants).

Below that IASW members describe the association as:

- Informative (63.39%)

- Representative (54.46%)
- Respectful (52.98%)
- Good Values (52.68%).

At the next level members describe the IASW as:

- Helpful (49.70%)
- Resourceful (48.21%)
- Useful (47.32%)
- Supportive (43.15%)
- Relevant (41.37%)
- Positive (41.96%).

At the lower end a much smaller number of participants describe the IASW as:

- Traditional (19.05%)
- Innovative (13.39%)
- Modern (10.12%)
- Appealing (8.33%)

Conclusion:

Asking members to describe the IASW is a way of understanding their perception of the association. Member perception refers to the member's opinions, beliefs, and feelings about the organisation or services. It summarises how members feel about the brand including every direct or indirect experience they have had with the organisation. The way members feel about the IASW can have a big influence on its success or otherwise.

Based on the responses to this question members descriptions are aligned with the role and purpose of the IASW and reside in positive territory for a professional association. It is important for the association to maintain and build on this. It can also be leveraged by the IASW for member retention and new member recruitment.

Continuing to understand members, to engage with them, to create positive experiences, being open to them and adopting a strategy of continual improvement will support this.

Categories that have a lower percentage should be reviewed and may represent areas of focus for the IASW. It would be good for both member retention and recruitment to have a stronger perception of being an innovative, modern, and appealing association.

Q16: How favourably do you think of the IASW? Please rate by selecting the appropriate star.

Answered: 336 Skipped: 76

3.6★
average rating



	NOT FAVOURABLY	FAIRLY FAVOURABLY	FAVOURABLY	VERY FAVOURABLY	EXTREMELY FAVOURABLY	TOTAL	WEIGHTED AVERAGE
☆	0.89% 3	6.85% 23	41.07% 138	36.90% 124	14.29% 48	336	3.57

Analysis:

- 41% of participants rated the IASW Favourably
- 36.9% rated it Very Favourably
- 14.29% rated it Extremely Favourably.
- Just 6.85% rated it Fairly Favourably.

The general disposition of members is favourable to very favourable.

Conclusion:

Favourability generally is an indicator of satisfaction. A good satisfaction score generally lies between 75% and 85%. The score here when you take Favourably, Very Favourably and Extremely Favourably is 92%. This is a positive indicator for the IASW.

If members are favourably inclined towards the IASW this could be used as a good member retention indicator and may also lead to good word of mouth and referrals from members to prospective members, clients and other stakeholders.

This indicator could be used by the IASW in its communication to reinforce the positivity of members towards the organisation and acts as a general testimonial. A key requirement for the IASW will be to continue to maintain and nurture this favourability with members.

Q17: How likely are you to renew your IASW membership? Please rate by selecting the appropriate star.

Answered: 336 Skipped: 76



	I WILL NOT RENEW	NOT LIKELY	FAIRLY LIKELY	LIKELY	VERY LIKELY	EXTREMELY LIKELY	TOTAL	WEIGHTED AVERAGE
☆	0.30% 1	0.89% 3	10.42% 35	18.75% 63	29.46% 99	40.18% 135	336	4.97

Analysis:

This scored a 5-star rating with the highest rating of Extremely Likely (40.18% of participants).

Conclusion:

This gives a good current indicator of renewal levels for 2021 and is positive for the IASW in terms of renewals for the coming year. It represents a real vote of confidence from members for the association.

Q18: The IASW wants to continue to improve what it does for members. What do you think the IASW should Start, Stop and Continue to do? Briefly describe in the boxes below.

Analysis:

Start	No. of Responses	Commentary
More Communication	30	Internally and externally, more visible, PR, diff platforms
Training Online Training	35	More, variety, outside Dublin, skills, online (8)
Media	27	More visible, increase, campaigns
Representing Interests represent SW	22	Stronger, more vocal, on the ground, gov, national,
Advocacy SW's, political	21	National, for specific issues/groups, better, more of, for
Student Engagement	9	Engage, resources, help
Webinars	9	
Job Alerts/Opportunities	8	More
Online Engagement	8	Use, more

- Within the top 5 there are 4 things that members think the IASW should start that fall into similar territory:
 - More Communication
 - Media
 - Representing Interests
 - Advocacy
- Ranked 4th is Training in the context of start doing more, variety, skills based and outside Dublin.
- Beyond the top 5 things to start and at a lower level are:
 - student engagement
 - webinars
 - more job alerts and job opportunities
 - online engagement

These categories also feature in other participant responses throughout the survey.

Stop	No. of Responses	Commentary
Emails	24	Too many, repeat
Fees	8	Increasing
Training	8	Same, overcharging, advertising when full
Journal Issues	5	Hard copy
Paper, Printed Items	5	Reduce, journal
Postal Items	5	Reduce, stop
SIGs	5	Access, misrepresentations
Reactive Slow	4	Being, delays
Communication	3	Not enough, too much
Dublin Centric	3	

These are the top 10 things respondents think the IASW should stop doing. Overall, the numbers are lower and there were less categories of things included. Albeit that email is the backbone of the IASW communications and preferred method of communication that members have identified, there are a small number who feel there are too many and they can be repetitive. The best action from this is to review email communication and see if changes are needed in terms of frequency and content.

The remaining things identified by participants that the IASW should stop doing are at a low level. It is worth the IASW reviewing them to monitor them over time to see if they need to be further explored or any action needs to be taken.

Continue	No. of Responses	Commentary
Training	50	Opportunities, varied, good, relevant,
What You're Already Doing	41	
CPD	39	
Job Alerts/Opportunities	34	
Advocacy	25	For SW, profession, users, specific issues, nationally
Information/Updates	24	
Emails	23	continue, relevant, information
Communication	20	internal, external, good
Representing Interests	14	
Support Help	14	
Conferences Events	10	
Media	10	promote, press releases, campaign
SIGs	10	

The top 12 things respondents have indicated that the IASW should continue doing are listed above. Training is the top thing. This can be grouped with CPD which is third ranked. This prioritisation of Training and CPD by members is a recurring theme throughout the survey. Comments included mentions of training opportunities, variety, good training and relevant.

Ranked second is What You Are Already Doing. The commentary accompanying the responses is positive in relation to the services, staff, help and support members are getting from the IASW. This points to a good level of member satisfaction which is important for ongoing engagement and retention of members.

Job Alerts/Opportunities ranks in 4th place and feature as a priority for members across the survey responses.

Advocacy, Communication, Representing Interests and Media are also in the top 12.

Conclusion:

This is a good barometer for the IASW of what members are happy or not happy with.

Proportionately there were more responses in relation to what the IASW should continue versus what it should start and stop. Also, in the Continue categories is 'What You Are Already Doing', giving an indication that members are generally satisfied and happy with what the IASW is doing and would like it to continue to do.

The Start responses point to areas where new things can be started or improvements to current activities. Members are looking for more or better.

The Stop responses were proportionately the smallest group of responses. There are some things to note within this group of answers and some areas for the IASW to reflect on or monitor over time as potential areas that need addressing or areas for change.

Q19: Please share with us any advice you would like to give the IASW.

Analysis:

There was a wide range of categories of advice offered by respondents. The top 12 categories are detailed below. Beyond this the number of responses per category drops further down to individual responses per category.

Category	No. of Responses	Commentary
What You're Already Doing	102	Positive responses
Media	20	More. Raise profile, right spokesperson
Training	18	Access, Online, Price, subject matter
Representing Interests	17	More vocal, more, speak out, represent SW
Advocacy	16	Stronger, more, for SW's, for SW profession
Communication	13	Internal and external, more
Membership	11	Increase, promote
Use of Technology	11	Online, collaboration, more
Visibility	11	Increase. More. Higher profile
Webinars	11	Share, more, available
Student Engagement Aware	10	Visibility, awareness, engagement
Support Help	10	General, on specific issues

336 members responded to this question. Of those 30% of respondent's advice for the IASW was to continue what you are already doing. The comments from respondents were positive to very positive and complimentary of what is already being done. There was encouragement to keep up the good work and positive comments about staff.

Representing Interests, Advocacy, Media and Communication all feature in the top 6 with Visibility ranked 9th.

Training is ranked third as an individual category.

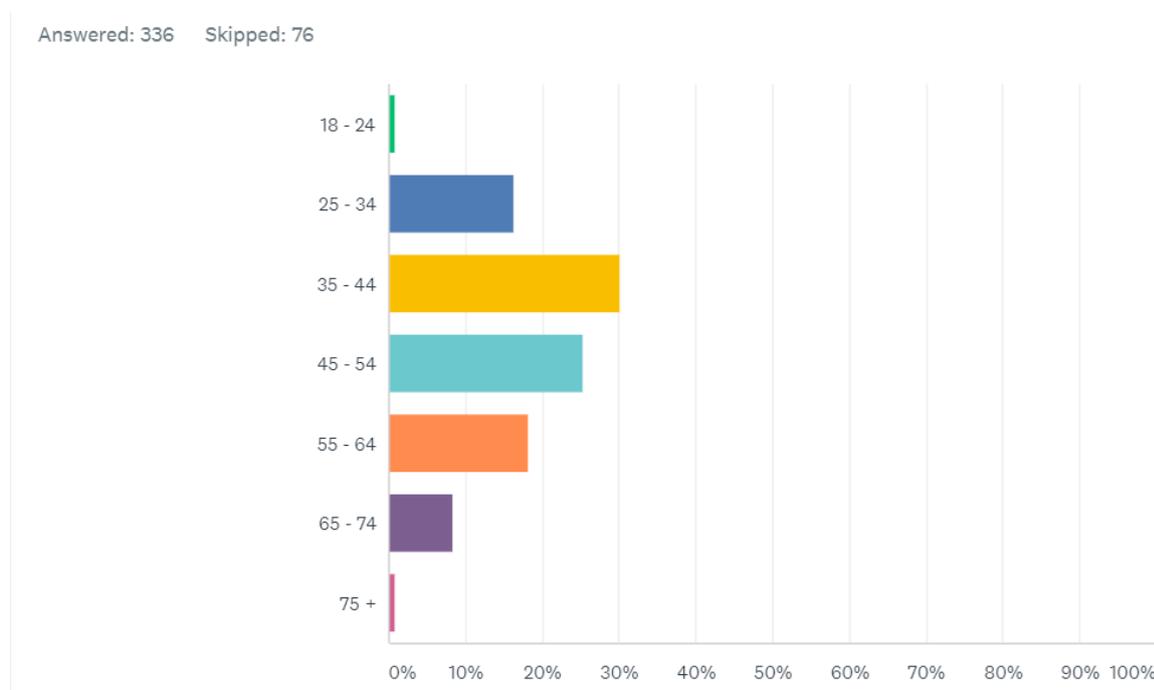
Conclusion:

There is another clear indication of satisfaction from members in their main response to this question which is for the IASW to keep doing what it is already doing.

When you group together representing interests, advocacy, media, communication, and visibility which are all within the top 10 there is a clear message in terms of what members are advising the IASW to do more of and be stronger at.

Training features high again and members are consistent throughout the questionnaire as identifying it as a member priority.

Q20: How old are you?



Analysis:

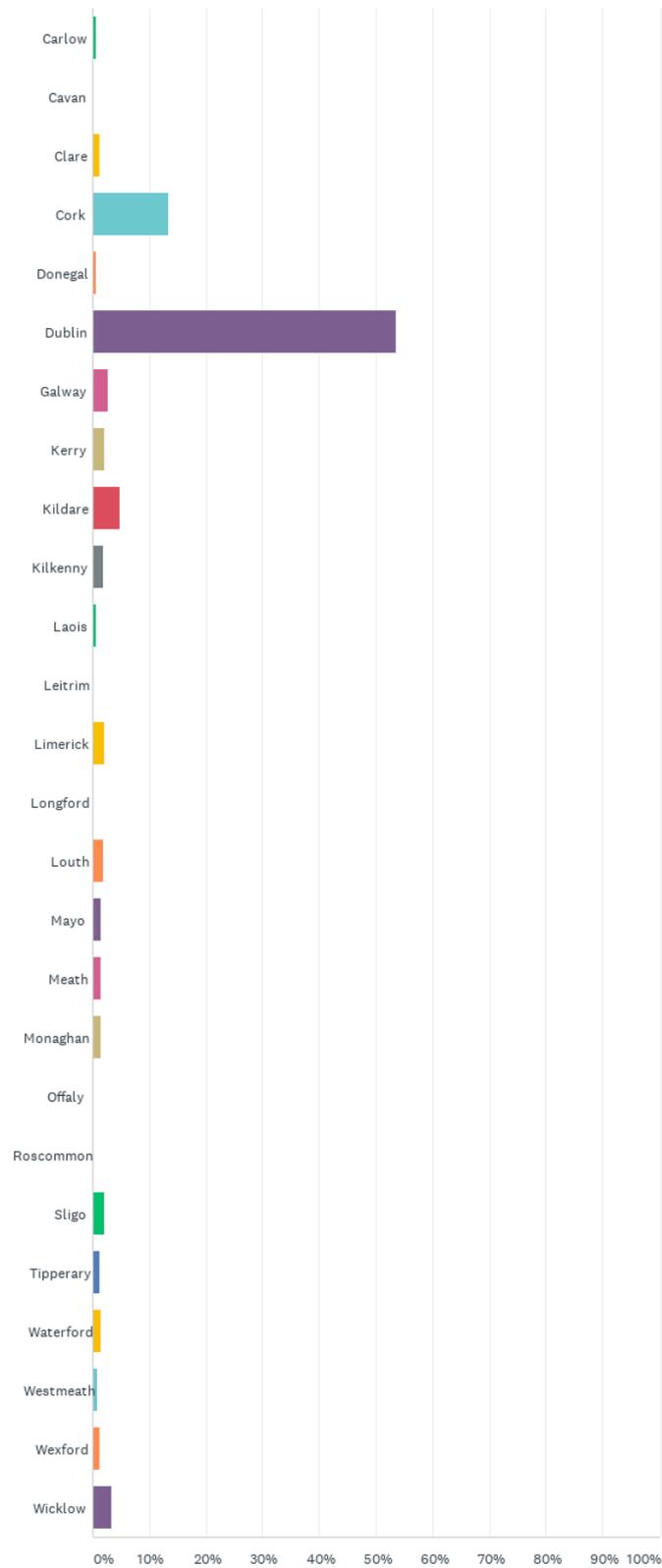
- The largest group of respondents was in the 35-44 age range (30.06%)
- The second largest was in the 45-54 age range (25.30%)
- 55-64-year olds (18.15%)
- 25-34 year olds (16.37%)
- There were a very small number of 18-24 and 75+ year old respondents.

Conclusion:

There is a good spread of age ranges in the participants. Knowledge of the age ranges of members can help in developing more segmented and targeted approach to service delivery, communications and activities. Ideally further research on age and career stage could help understand at a more granular level the needs of members.

Q21: Where do you currently work? Select 1 county.

Q21 Where do you currently work? Select 1 county



Analysis

- 53% of participants currently work in Dublin
- 13.39% work in Cork
- 4.76% work in Kildare
- 3.27% work in Wicklow.
- After that respondents are spread in low numbers around the country.
- No participants work in Cavan, Leitrim, Longford, Offaly or Roscommon.

IASW active members and CORU registered members data would indicate that a significant number of social workers in Ireland are Dublin based. Based on IASW active member numbers Dublin could represent 40% members.

There are 3 times as many Dublin members of the IASW as Cork members, so the survey representation is slightly understated for Cork.

A small number of social workers from Cavan, Leitrim, Longford, Offaly and Roscommon are members of the IASW but are not represented in this survey.

Conclusion:

There is a heavy Dublin bias to the survey response however that appears to be generally aligned proportionately to the geographic location of IASW members and registered social workers.

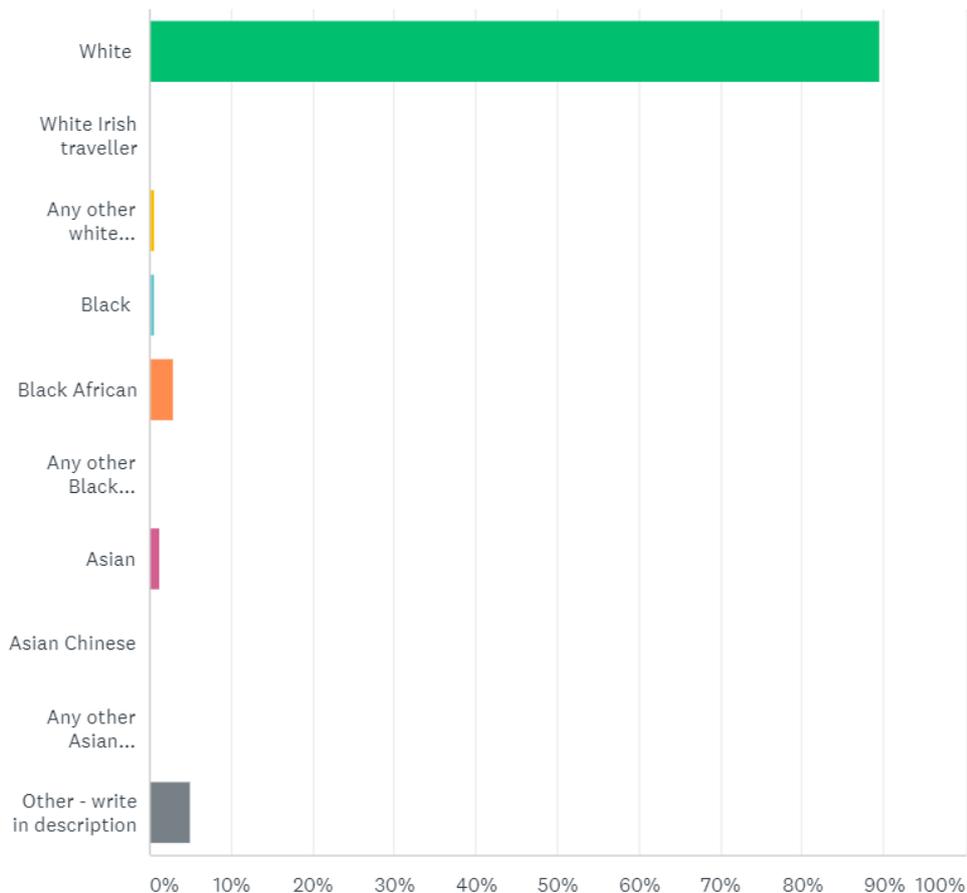
The Cork representation is slightly under based on IASW members. However based on CORU registered social workers data available it is underrepresenting the Cork social worker base.

Ideally any county where there are social workers should be part of the survey response so having no participants in 5 counties is something that should be addressed moving forward.

There is representation from all other counties albeit at a low level.

There is a low undercurrent in the responses and commentary throughout the survey of Dublin bias in the IASW in terms of activities and engagement with social workers.

Q22: To which ethnic background do you most identify?



Analysis:

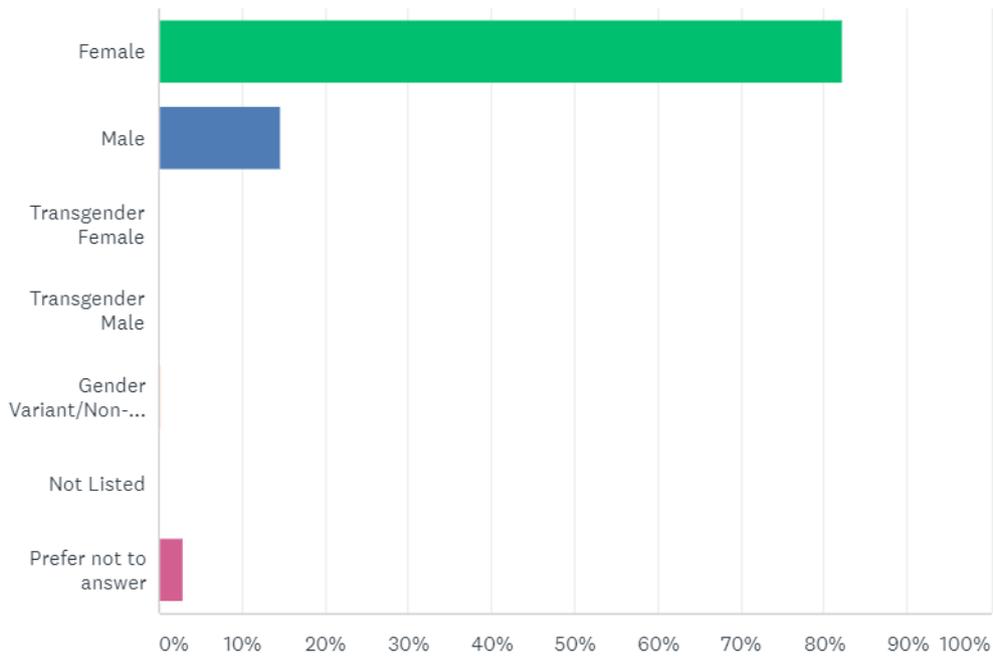
- 89.58% of participants identified as white.
- 2.98% identified as Black African.
- 1.19% identified as Asian.
- Any Other White background and Black were both identified by 0.60% each of participants.
- 5.06% identified as Other. Descriptions included in the Other category were: New Zealander, Black Irish (2), Mixed Race, White Irish, Working Class (3), Male Cork Northside, Irish Indian.
- There were 4 respondents who indicated that they either did not want to specify or did not subscribe to ethnic categorisation.
- 1 respondent supplied a definition of ethnicity.

Conclusion:

The majority of participants have identified as white. A small number of respondents have identified as Black African, Asian, any other white or black background as well as some respondents in the Other category. It is important for the IASW to understand its member base and be inclusive of all members. Inclusion creates a sense of belonging, nurtures engagement, and positivity.

There was a low level of commentary throughout the survey relating to diversity, multiculturalism, and inclusion. The general message is for the IASW to embrace it, represent it, create visibility around it and there were some requests in relation to training.

Q23: To which gender do you most identify?



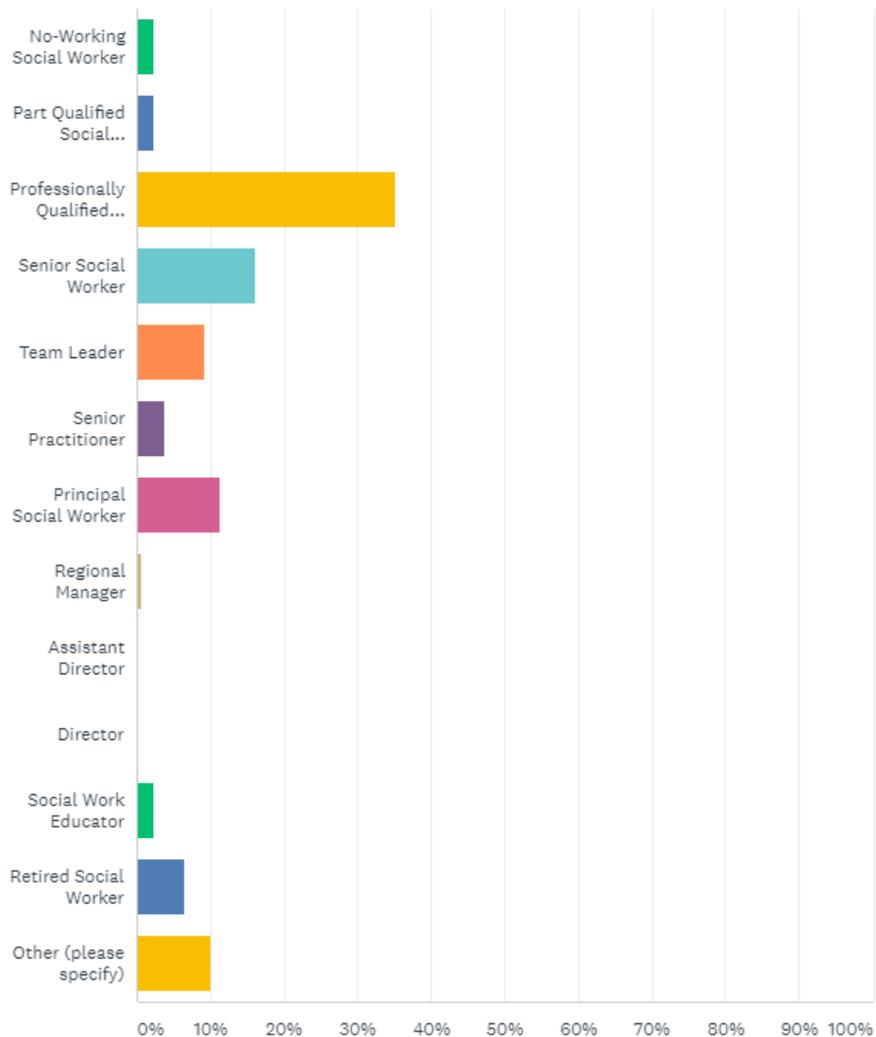
Analysis:

- 82.14% or 276 respondents identified as female
- 14.58% or 49 respondents as Male.
- 1 respondent identified as Gender Variant/Non-Conforming.
- 2.98% indicated that they would prefer not to answer.

Conclusion:

Most participants identified as female and a small group identified as male. As with ethnicity it is important for any organisation to embrace diversity and all genders. It is also recommended that diversity is acknowledged and nurtured as well as being given visibility.

Q24: Which of the following best describes your career stage?



Analysis:

- 35.12% of respondents indicated Professionally Qualified
- 16.07% indicated Senior Social Worker
- Followed by Principal Social Worker at 11.31%
- And Team Leader at 9.23%.
- There was 6.55% who are Retired Social workers
- And 3.87% Senior Practitioner.
- Smaller representation from participants comes from those who are non-working, part qualified and social work educator.

Conclusion:

There is representation across the social worker career stages apart from the most senior roles of Assistant Director and Director. Professionally Qualified is the largest group of respondents.

It would be good in the future to understand members career stages in more depth and to meet their specific career stage needs from the IASW. Research shows that member needs evolve and change as career stages change.

Q25: Briefly describe the most satisfying aspect of your job.

Analysis:

There are a wide variety of responses to this question. I have included the top 11 below.

Category	No. of Responses
Helping/Supporting/Empowering People/Clients	105
People Engagement Relationships	44
Positive Outcomes	26
Working with Families	26
Working with Children	23
Achieve Effect Change	22
Team	18
Advocacy Advocating	17
Direct Work	17
Making a Difference	17

The topmost satisfying aspect of respondent’s jobs is Helping, Supporting and Empowering People/ Clients. This response was made in general terms and there were specific ways included in some of the responses too:

- Helping clients make plans for themselves.
- Supporting people to progress their circumstances so they don’t need Tusla in their lives.
- Working with people to address the grief and loss associated with illness.
- Loss, or adjustment to injury.
- When I support a client to have success or access a resource, having a supportive relationship with clients where I can make a contribution to a situation or issue.

The second most satisfying aspect of the job is People Engagement and Relationships. Participants comments relate to contacting, meeting, connecting with, engaging, and building relationships with people, teams and clients.

Below this at a lower level there is a variety of aspects that deliver job satisfaction to respondents.

Conclusion:

There is one standout aspect of a social workers role that delivers job satisfaction 'Helping, Supporting and Empowering People/Clients'. There are then a wide range of other aspects that social workers also derive job satisfaction from but at a lower level.

This is a critical insight as it provides us with the 'Why' social workers do what they do. Understanding this is at the core of why the association exists for social workers and the profession.

Understanding this helps with the IASW overall understanding of its members, making it easier to relate to them and serve their needs. It also helps the IASW know what is important to members and explore ways the association can support them.

The IASW can reinforce these aspects of a social workers role to members in communications and as motivating factors for the profession. They can also be used to demonstrate the importance of the profession and social workers.

Q26: Outside of the time you spend sleeping and working what is the top thing you spend most of your time doing? Please provide a brief description.

Analysis:

Category:	No. of Responses
Family Time with Family	103
Parenting with Children	62
Fitness Exercise Sport	59
Reading	45
With Friends Socialising	45
Walking	41
Study Research Personal Development	20
Watching TV Netflix Movies	18
Housework Cleaning	17
Relaxing	16
Cooking Baking	15
Gardening	15
Music	10

- The top thing respondents spend their time doing is Family Time and Being with Family.
- Followed by Parenting.
- Ranked third is Fitness, Sport, Exercise.
- There is a wide range of things participants spend their time doing - 41 categories in total. Most respondents included several things in their answers.

Conclusion:

Family, time with family and parenting come top of the list for things people do outside of work. The IASW can have a better understanding of its members by knowing what they do both in and out of work. It helps identify their life priorities. It can also help the IASW walk in their shoes so to speak and take a member's perspective.

It also provides an opportunity for the IASW to have softer messaging or resources related to out of work interests and activities that may relate well to members.

Section 3: Discussion

Overall, the sentiment in the survey responses is positive, with good prioritisation and clear messaging from participants on what they are currently getting from the association and what they need and want from it.

- This survey has helped to get a better understanding of who IASW members are through the demographic and lifestyle responses and through their views and opinions expressed in response to other questions across the survey.

We know they are predominantly female and mostly identify as being of white ethnic background. Ages range mainly from 25 to 64 years old with the largest group of participants in the 35 to 44 age range. In terms of career stage, the largest group describe themselves as Professionally Qualified. The top thing most participants do outside of sleeping and work is family time or being with their family. They have a wide range of pastimes and hobbies including fitness, exercise, sport, reading, being with friends, socialising and walking at the top of their list. Most participants indicated that there are several things they spent their free time doing.

- We now understand members current perceptions of the IASW specifically and in more general terms from the sentiment garnered across a number of survey questions.

The top stated perception of members of the IASW is that it is professional. There was a wide range of descriptions included in their responses to this question which align the IASW with its role and purpose and are in a positive territory. Members also expressed high satisfaction and favourability levels. They also indicated that they perceive the IASW as delivering value and positive experiences. Ultimately, they gave the IASW a 5-star rating for renewing of membership – a tangible vote of confidence. They have also given a strong vote of confidence through their message to keep doing what you are already doing – their views on this were positive and encouraging. It featured heavily as advice to the IASW and something the association should continue with. These perceptions form the basis of a trusting and committed relationship between its members and the IASW.

- We have been given a clear indication of what members wants are and their priorities. We also know what they really need from the IASW, where their pain points are and in what ways the association can solve their professional problems.

Members have indicated that they require a wide range of benefits but are clear as to what their priorities are – Training/CPD, FTP, Job Opportunities. Beyond that it's about the IASW being visible and being the voice of social work in Ireland. CPD and Training is one of the strongest themes in the survey and the number one need and want. FTP is an essential service that they need, and it is valued by participants as part of the membership fee. Job opportunities feature highly as a service from the IASW. Advocacy, representing interests and raising awareness are seen as a key function of the association and something participants would like to see more of and to see the IASW build as a core strength.

Participants are happy with IASW communication with them and have highlighted their preferences and priorities when it comes to both communication channels and content formats. Email is king. The website is significantly important both for communication and as

the top place to access and engage with the IASW. There is a desire for more webinars which have been used to good effect in the last 10 months during the pandemic. There is also a desire for more social media. New formats are on members' radar such as podcasts and SMS at a lower level, however traditional communication channels and formats still have a role to play.

There is low level messaging across the survey responses from participants about multiculturalism and diversity. This is an area that members would like to see a focus on and actions that demonstrate that the association is inclusive and diverse both from a member and client perspective. There is also low-level messaging about needing to engage and be active with members more outside of Dublin. With a member appetite for online engagement there are opportunities that can be exploited by the IASW in the short term to meet this need. This is an area where member growth could be achieved through geographic means particularly in counties that have high numbers of registered social workers. There are also some indications of students not being as aware of the IASW as they could be and an opportunity may exist in this area too for awareness building and member recruitment.

This survey is about 'Getting to The Heart of What Matters'. It has provided useful information, feedback and insights about members that does just that and that can help grow and improve the association for the benefit of all. It will help the IASW identify potential service enhancements highlighting areas of strength and those with potential for improvement.

It has provided a robust engagement opportunity, that has been generally well received, with members following on from the Irish Social Work During Covid-19 research work. It is a good exercise for benchmarking and future similar member research is recommended, possibly on an annual basis.

It has provided quality data that will feed into making well informed decisions for the member marketing strategy. External validation is important and will be part of the marketing strategy process which will examine the macro environment through processes including PESTEL analysis, trends and comparison analysis.

Section 4: Participant Comment Highlights

Please share with us any advice you would like to give the IASW.	
Having more webinars and training online as a result of pandemic restrictions has been a positive thing because it allows for more members to access events who were unable to due to geographical constraints.	Very difficult times we now are in. Need to be innovative with media platforms and" get in" and be seen and heard when relevant issues to profession are aired.
Continue with training advertising specific/ general training/ groups in all areas of social work.	Keep offering a way for social workers to speak out on behalf of clients in a safe and independent manner and with well researched information
Provide a portal that signposts us to reliable evidence-based training/ presenters in relevant areas of practice that we can access/ make a proposal for funding within our own organisations.	I think we should have representation in the public arena and the positive work we achieve should be promoted and not having the media represent social work from a negative perspective influencing people's understanding of what we want to achieve for children and families
"Keep adding to what you do. Listen to the membership. Be a positive advocate for the great work being done by SW around the country"	Continue to provide a social work perspective to the world via the Press. Continue to work jointly with other organisations. We are stronger if we unite with other.
Keep developing the way ye have been doing in recent years. More visibility. Perhaps a greater relevance to needs of registered SWs (e.g. thematic national issues emerging e.g. management of consent with clients), work with others (e.g. CORU) to address poor professional standards at a high level and promote positive role of SWs in Ireland across many sectors.	Thank you for all your hard work! As an Irish social worker who qualified in the UK, the IASW has been invaluable for me to stay in touch with the wider profession and to network. Thank you!
Be more visible in society. Be the go-to organisation for comment re social justice issues particularly child protection and welfare issues.	Keep doing what you are doing, this is important as a professional link during difficult times like Covid.
To keep advocating and encouraging social workers to join. To look at funding research for social workers in practice.	I am not sure I have any, just keep doing what you are doing I love the emails! It makes me feel connected right now especially in lockdown
Effective use of media and increasing public profile of Social work regarding social issues- this work has been improving and would be great to see it develop even further.	Many thanks to those who put themselves forward to represent our profession in a very difficult role. Please keep up the good work
This is a marvellous resource, but I think the social work message needs to be out there, media training for social workers to respond in the media	Reach out to non-members regarding the benefits of membership. Perhaps each current member would be open to bringing another on board.

How satisfied are you with the IASW?

Since becoming a member of IASW they have provided many opportunities for continuing professional development, offered me advice on work related matters and have been so approachable in discussing matters pertaining to my social work profession.

Feel that the organisation needs to have a stronger visibility and lobbying role and more clout in terms of being represented in the media around SW relevant issues. Totally understand the lack of funding support from government and issues trying to sell/promote membership given that SW's already need to pay CORU fees and a lot don't seem to realise the benefit of joining IASW.

Sharing and learning, keeping abreast of developments in general and in professional social work. Connectedness and belonging. Stronger advocacy is needed. Value for money through access to education and information.

A lot of good work is being conducted with limited resources, but I feel the organisation needs to be more visible, more frequently, on issues related to social work and related areas.

In recent years, the IASW has built up considerable resource material as well as access to CPD opportunities. Also, general communication/information sharing has improved to the advantage of members

Excellent staff, lots of information on CPD events and very good at passing on relevant information from a large range of relevant agencies.

Very good contacts and supports are regularly emailed which I like and options for other jobs etc. is very good. I like the literature that has been sent through publication and its underlying political social importance. also enjoyed the meetings I have attended through local professional annexed group.

I really enjoy the trainings offered and the talk times. I think the IASW is an excellent resource and all the staff are very approachable and quick to respond to any query.

IASW works consistently hard to represent social workers, as well as providing support and development opportunities etc.

Great resources, webinars during the pandemic for peer support, inform you of upcoming training relevant to our profession, inform of job opportunities

I love the connection with other social workers and knowing what issues or innovations are arising nationwide

The staff in the office are really helpful and efficient. Good value training. Opportunities to publish in peer reviewed journal.

I had previously been a member and left. The improvement in training opportunities is the main reason for my satisfaction and the special interest groups now.

I am involved in some special interest groups and feel that they are doing a good job. I also appreciate that the cost for membership has not gone up.

I think the IASW has become far more relevant and dynamic in recent years and has lots of really interesting courses and resources on the website.

I have felt supported as a social worker and am learning from the ongoing courses constantly provided by IASW.

IASW always rises to any challenge, supports us on the ground social workers and provides suitable training.

I find the conferences very useful, as well as feeling part of a social work community

Happy to be part of a professional body. Limited impact when living outside Dublin

The IASW wants to continue to improve what it does for members. What do you think the IASW should Start, Stop and Continue to do?

Start	Stop	Continue
Communicate over more platforms and mediums, it's a very busy profession, don't have time to go looking for info that's not easier accessible.	Not sure if we need to print the expensive Research Journal, as it might be cheaper online. However, I do have it stored on my library shelf!!!	More practical CPD support please for CORU maintenance. If I get audited, I'm in trouble even though I know I have enough done but nothing written up.
More visibility; encourage social workers to make submissions and share findings and knowledge of social problems on the ground.	Volume of emails - twice monthly is enough - there is a lot of content and I think communicating this via twitter may be more effective and may reduce email volume.	CPD, and to build on stronger sense of community and solidarity within our profession, and promote SW.
More media input/ communications.	Reduce number of emails. One per week is plenty.	Running CPD events and emails with relevant updates.
Providing more web-based trainings.	Sending letters and emails about the same thing.	Offering a range of CPD courses & supporting work of SIGs.
Online training and CPD opportunities.	Sometimes training can be expensive when IASW members already pay a good fee each year.	Sending out information with useful links, training, and job opportunities.
Need to look at expanding the training /CPD events beyond Dublin. Very little available CPD events available outside the capital. Would love to be able to attend some in my county – Kerry.		Special interest groups and great job you do on behalf of social work - thank you!
Looking at skills/ practise- based, evidence-based training.		Online training & meeting opportunities.
Promoting Social Work in the media / having a media presence.		Being professional, committed and interested in members.
Advocating and having a larger presence in the media advocating for social workers.		My experience of friendly, engaging, and effective staff.
Engaging students early on to encourage membership.		To be a voice for disadvantaged, but significantly increase that voice.
Promoting membership directly to social work students in college, final two years say by direct contact with facility and direct presentations in lectures.		Doing press releases and try to get mainstream media attention eg TV Radio RTE News etc.
Online webinar discussion and information.		Advocating for rights of service users and those working with them.
		Informing us of news events and trainings etc.

What is the top problem the IASW can help you solve in your job?	
Access to training to ensure continuous professional development and continuous learning.	Helping to make clearer what social workers do and the public value of that.
The main benefit for me at the moment is access to training for CPD because I don't get many opportunities from my employment.	Promoting our profession positively.
I would love to see opportunities to apply for funding for post graduate training, being made available through the IASW. It is the one area where we are seriously disadvantaged compared to our nursing and medical colleagues and it is reflected across senior management in the HSE in particular.	Raising awareness in concrete, figurative, hands-on terms of the work social workers do – not "we do important work". It has to be absolutely concrete so that people outside the profession understand what we are doing.
Access to suitable training and develop career structures/ opportunities for social workers to progress.	Social workers are often under-represented in policy making and resourcing due to poor understanding of our role. Greater PR and media exposure would support this.
Keeping up to date with new information/training and skills development. As someone out of college nearly 30 years great to have ongoing information on new approaches in social work!	Raising awareness both in relation to social issues for clients of our services and in support of what the profession can offer.
More local training opportunities would be good.	Available resources and information regarding important topics and social issues.
Training on the role of lone working in MDT Team.	Recent support related to covid19 pandemic e.g., zoom events and seminars very useful and supportive.
Tailored training to my role. And offering peer support sessions with online working.	Knowing IASW is there and can direct me to appropriate support & advice regarding specific issues if they arise.
Getting issues of equality and diversity to be part of the CPD programme.	Equality and job support for the newly qualified social workers.
Advocacy with the Public and Employers.	Guidance as a newly qualified Social Worker.
Acting as a platform to advocate on behalf of social workers and human rights and social justice issues. It has been really heartening to see the IASW work over the course of Covid to speak nationally on behalf of the membership to highlight both the distinct skillset of Social Workers and the inequalities in Irish society.	Managing everyday practical problems in social work that require discussion and peer support - like dealing with agency bureaucracy, caseload size, advocacy issues...
Support and advocate on behalf of the role of the social worker and important role they play in the lives of children and families.	Being a national advocate for the role of social work across all sectors to ensure social workers are not left out of key developments and services. A national voice on this helps support social workers locally as we can link the IASW voice to local issues. me.
Continue to advocate and welcome more recent increase in press releases on important social work issues.	I am a student so industry information is invaluable to me right now.
If my fitness to practice is questioned, they can support.	Ensuring that I continue to have access to information re current issues.

Briefly describe the most satisfying aspect of your job.

Being able to help people not only families that we work with but also help improve and develop practice and support team to grow develop and increase competency and confidence.

Supporting people to progress their circumstances so they don't need TUSLA in their lives.

Having the opportunity of working with families from diverse backgrounds and supporting a positive outcome.

Seeing the smile on older people's faces when they manage to make a change for the positive or learn something new or connect after a period of isolation and loneliness!!

Those little moments where you know you've made a difference, provided insight or was simply a support during a stressful time.

Helping others is what I love doing listening and hearing and empowering them is a blessing.

When I support a client to have success or access a resource. Having a supportive relationship with clients where I can make a contribution to a situation or issue. Working with my colleagues on delivering parent training

Working together with others (with clients, inter and intra agency) to make things better for clients and their communities and on a macro level, to shape national policy and outcomes to be achieved.

Experiencing Service Users moving through the rehabilitation process and moving into their own accommodation.

Helping the children and young people to own their voices and become able to self-advocate.

Meeting face to face with clients Helping them to access and arrange practical supports that make a difference to their lives and making an emotional connection with someone.

Building relationships with people and through these relationships supporting them in various different ways.

Working and getting to meet many people and hearing their stories.

Meeting people face to face and helping them resolve their own problems.

I'm an assessing fostering social worker. It is a privilege when people share their life stories with me.

Client facing work. Seeing clients do well in life.

Being out and about in the community with people. Grassroots stuff.

Engaging with a variety of people across society. Assisting in creating change within their lives. Hoping that I add value to their lived experiences.

Building and sustaining valid and positive relationships with the team and with service users.

Working with amazing clients.

Challenging structural barriers successfully to achieve change. Getting social work voice on national agenda.

Seeing change for service users or change in the systems to improve services.

Working with children and families on the worries they or others have expressed, supporting them to move forward to develop upon their strengths and build upon their supports so that the changes needed are positively felt and benefits all.

Supporting my teams to work with children & families to ensure better outcomes & brighter futures.

