San Diego State University – School of Social Work

Macro Practice in Social Work

Professor Maria DeGennaro, SDSU

<u>**Examples of Macro Practice Activities**</u> **for MSW I Foundation Year - SW 650 Field Practicum Course Students and Undergraduate – SW 489 Field Experience Course Students:**

1. **Meeting Analysis**: Attend and prepare analysis (written or oral) of meetings, such as agency Board of Directors, County Board of Supervisors, City Council, and then present analysis to supervisor, colleagues, or agency staff. (Note: Attending meetings is not in itself an adequate macro practice experience.)

2. **Trainings:** Coordinate an in-service staff training session; conduct the training, if appropriate.

3. **Policy Brief:** Prepare a policy brief related to a proposed bill or piece of legislation that might affect the agency's provision, planning, or evaluation of services; present the brief to supervisor, colleagues, or agency staff.

4. **Needs Assessment**: Assist in conducting a needs assessment for a grant or contract proposal. Write up the assessment; assist with the proposal, if appropriate.

5. **Public Relations:** Develop or update public relations materials for agency.

6. **Review Agency Procedure:** Review procedures for updating resource directory, and if appropriate, recommend revisions in the data collection process. (Note: Updating resource file is not in itself an adequate macro practice experience.)

7. **Project Development**: Participate in the design and/or implementation of a new project, such as a program proposal, evaluation proposal, etc.

8. **Operations Review:** Review agency's operations manual (i.e., policies, protocols, etc.) and if appropriate, recommend revisions for improving operating procedures.

9. **Networking:** Participate in or coordinate a networking session with other agencies around a shared concern, such as working with a community collaborative.

10. **Staff Development:** Conduct an assessment of a staff training needs within the agency, or in collaboration with other agencies, to consider topics for future staff development training. Write up a proposal based on the needs assessment.

11. **Evaluation:** Assist the agency in monitoring or evaluating outcomes, such as developing data collection forms or conducting a literature search on behavioral measurements that can be used to assess outcomes.

12. **Technology:** Assist the agency in improving its use of technology (i.e., listserv, database, etc.)

13. **Cultural Competency Assessment:** Assist the agency in assessing its level of cultural competence and suggest recommendations for improving its cultural sensitivity and diversity.

14. **Community Development:** Participate in outreach or organizing activities that support the community served by the agency.

Conceptualization

Macro practice is the application of generalist practice skills in a macro (organizational or community) context to pursue planned change on behalf of a macro client system (Kirst-Ashman, 2001). Within this context, a macro practitioner needs to develop a fundamental understanding of the presenting problem(s) before selecting a strategy of intervention. A problem should be identified and carefully analyzed so that the intervention has a high probability of producing effective outcomes. A systematic problem-solving model is an important analytic component of macro practice. Through this model, students will gain skills in assessing the needs of a target population, analyzing the dynamics of community problems, and planning services. These skills can be used in developing services at the community or organizational level, as well as constructing, interpreting, and using agency policy in the planning process.

A macro practitioner performs such roles as enabler, mediator, integrator/coordinator, general manager, educator, analyst/evaluator, broker, facilitator, initiator, negotiator, mobilizer,

and advocate (Kirst-Ashman, 2001). In these roles, a macro practitioner aims to achieve a wide range of purposes. Among them are establishing new community services and programs; facilitating collaboration among them; and building the capacity of grassroots citizens' groups to solve community problems (Rothman, 2001). Also of importance are activities to seek justice for oppressed minorities, bring about social reform, and conduct programs of community relations or public education (Delgado, 1997; Rivera and Erlich, 1998).

References:

Delgado, G. (1997). Beyond the Politics of Place: New Directions in Community Organizing. Berkeley, CA: Chardon Press.

Kirst-Ashman, K., and Hull, G. (2001). Generalist Practice with Organizations & Communities. Belmont, CA: Brooks/Cole.

Rivera, F., and Erlich, J. (1998). Community Organizing in a Diverse Society. Boston: Allyn & Bacon.

Rothman, J. (2001). Introduction. In Rothman, J., Erlich, J., and Tropman, J. (Eds.), Strategies of Community Intervention, (pp. 3-26). Itasca, IL: Peacock.