



COUNCIL ON SOCIAL WORK EDUCATION

**Division of Finance and Operations
Report to the Board of Directors**

March 2021

The Division of Finance and Operations assists the organization in meeting the 2020 – 2022 CSWE strategic plan goals by providing the financial and operational needs of the organization. The Division assists in maintaining a healthy and viable organization by making sure that the organization is financially sound. Operationally, the Division handles membership, the yearly Annual Program Meeting as well as providing the logistical duties for other onsite and offsite meetings and events that pertain to accreditation certifications, accreditation training, networking and faculty development, all of which assist to ensure quality and sustainability of social work education.

Fiscal Year 2020 Tax Return (Form 990)

It is customary and the fiduciary responsibility of the Board of Directors to review the Council's fiscal tax return. Part VI, Section B, Line 11a, as well as Schedule O, page 44 of the fiscal year 2020 tax return informs the Internal Revenue Service that the Board of Directors has met this fiduciary responsibility. The tax return will be filed with the Internal Revenue Service after the Board of Directors approve the draft version of the fiscal year 2020 tax return at the March 2021 board meeting.

Form 990 is an annual reporting return that most federally tax-exempt organizations must file with the IRS. Form 990 initially requires the organization to describe its mission and other significant activities. The organization must then disclose financial details of its revenues, expenses, assets and liabilities.

The IRS also wants to ensure that the organization is worthy of maintaining its tax-exempt status and requires more details on the types of activities it engages in during the year. A significant portion of the form requires information on governance, and specifically requests the names of its officers, directors, highly compensated employees and other employees who are involved with managing the organization.

The final draft copy of fiscal year 2020's 990 has been provided for board review and approval.

Information Technology Projects

I. Website

Development and work on the redesign of the CSWE website is ongoing. The executive team, IT staff and department heads met with the AmericanEagle team in December to review the findings regarding the size of our current website. CSWE staff has been diligently working to reduce the number of pages shown on our current website, this will allow AmericanEagle to redesign a better and easier navigable website. CSWE staff will complete their work by the middle of February, at which time, AmericanEagle can begin the design phase of the project. The deployment of the redesigned website is scheduled for September 1, 2021.

II. Current Website Database Updates

AmericanEagle.com has been contracted to work with finance on the integration of the website database and the Great Plains accounting system. This process has been a manual process since April of 2019. This integration has been pushed back in order to prioritize the integration needed for the accreditation department. The expected deployment date for this integration is June 30, 2021.

The integration that is being created for the Accreditation department, for the directory of accredited programs, that will integrate the Dynamic CRM and the current website, has been completed with a rollout in February of 2021. This integration will automate the update process of the directory of accredited programs on the current website of which is currently done manually.

III. Dynamics CRM – Program database

Invoicing of the accreditation fees to programs has been a manual process. CSWE contracted with the Dynamics CRM vendor to automate this process. This automation will significantly reduce staff's time in the creating and distribution of the accreditation invoices. This process was deployed in December of 2020.

IV. Accreditation System

Discussions on an accreditation system have been put on hold. This is due to multiple factors, such as the development of systems that will assist the accreditation department with their current processes and the need of a new system based on the current processes. It is the hope that a discussion will take place in fiscal year 2022 to finalize a decision on whether the Accreditation department is in need of an accreditation system.

2022 Budget

The creation of the 2022 budget will begin in March of 2021. CSWE uses a zero-based budgeting process. This process means that every function within the organization is analyzed for its needs and costs. Zero based budgeting allows for top level strategic goals to be implemented into the budgeting process by tying them to specific function areas of the organization. The 2022 budget will include ten strategic plan priority outcomes that align with the budget. The final draft version of the 2022 budget will be provided to the board for discussion and approval during the June 2021 board call.

Annual Program Meeting

APM revenue figures for the November 2020 virtual Annual Program Meeting were below budget by \$32,824 or 5.2%,

Total registered attendance for the 2020 virtual Annual Program Meeting finished at 1,797. Due to the change in format to a virtual Annual Program Meeting, attendance for the 2020 virtual Annual Program Meeting was approximately 58% of that of an onsite Annual Program Meeting. Registration revenues were below the FY 2021 budgeted figure by 4%.

Membership

March 31, 2021 marks the end of the individual membership year for 2021. With the fixed individual membership end date of March 31, the tracking of individual membership dues on a monthly as well as a yearly basis has made the analysis of individual membership dues more meaningful. As an example, CSWE finished the individual membership year of March 31, 2020 with 2,689 members. The individual membership figure through December 31, 2020 was 1661, 61% of the final membership figure for fiscal year 2020. The COVID-19 pandemic significantly affected the individual membership renewals for the 2021 individual membership year.

Office Space

CSWE moved to the new office space at 333 John Carlyle Street suite 400 Alexandria, Virginia in late December of 2020, the first day for staff was January 4, 2021. CSWE will be at this new location for a minimum of nine years and a maximum of fifteen years with an option to renew for an additional five years. Branding of the space is currently being worked on with a majority of the branding to be added to the office space as early as the fourth week of February.

CSWE's lease for the current space at 1701 Duke Street ends in March of 2021. Multiple attempts have been made to terminate the lease of this space prior to the March date. CSWE will not be able to terminate this lease prior to the March lease end date.

Respectfully submitted,

Armin Leopold

Vice President of Finance and Operations