Macro Practice Skills

Capacity Development	**Legislative Advocacy**	**Program Monitoring**
Coaching	**Marketing**	**Program Planning**
Coalition Building	**Needs Assessment**	**Public Relations**
Community Building	**Organizational Development**	**Quality Assurance**
Community Mobilizing	**Policy Analysis**	**Resource Development**
Consultation	**Program Development**	**Staff Development**
Fundraising	**Program Evaluation**	**Strategic Planning**
Grant Writing/Development	**Program Implementation**	**Training**

The development, awareness, and definition of macro practice skills is critical to your learning experience in field education and the work done by social work macro practitioners. As you perform activities in your field placement, try to begin to identify and make the connection between the activities performed and the list of skills above.

Use this sheet while working on your EBRs to identify your emerging macro practice skills. You will not be performing all of these tasks; still, it is critical that you develop an understanding of what you are doing, when you are doing it.

Work with your Field Instructor towards greater identification and articulation of your emerging macro practice skills during individual supervision. As this list is not comprehensive, you may add other macro skills that you are learning.

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Capacity Development	A locally driven process of transformational learning by leaders, coalitions and other agents that leads to actions that support changes in institutional capacity areas—ownership, policy, and organizational—to advance development goals.
Coaching	A form of professional service focusing on assisting individuals, couples, and organizations with specific efforts to create and maintain a desired program. A form of training where the supervisor/manager models or demonstrates a behavior or task and uses feedback to guide the employee while s/he practices the behavior or task.
Coalition Building	A process which brings together organizations and individuals to assist communities in better addressing their quality of life issues and developing long-term solutions to complex and interrelated issues.
Community Building	The creation or enhancement of community among individuals within a regional area (such as a neighborhood) or with a common interest.
Community Mobilizing	An attempt to bring both human and non-human resources together to undertake developmental activities in order to achieve sustainable development.
Consultation	A professional arrangement in which parties exchange views, opinions, or ideas for the purpose of future planning or creating solutions to identified problems.
Fundraising	The process of soliciting & gathering voluntary contributions, such as money or other resources, from individuals, businesses, charitable foundations, or governmental agencies.
Grant Writing/ Grant Development	The practice of completing an application process for funding provided by an institution such as a government department, corporation, foundation or trust.
Legislative Advocacy	Communicating the importance of a policy issue or law to people who are in a position to change it. Presenting the views of a group or organization to legislators.
Marketing	The process of communicating the value of a product or service to customers.
Needs Assessment	A systematic process for determining and addressing gaps between current and desired conditions.
Organizational Development	A deliberately planned effort to increase an organization's relevance and viability. A systemic learning and development strategy intended to change beliefs, attitudes and relevance of values, and structure of the organization to better absorb disruptive technologies, shrinking or exploding markets and ensuing challenges and chaos.

Policy Analysis	Determining which of various alternative policies will most achieve a given set of goals in light of the relations between the policies and the goals. An analysis used to help managers understand the extent of the problem or need that exists and to set realistic goals and objectives in response to such problem or need.
Program Development	A series of activities, including analysis, planning, developing, implementing, and evaluating, designed to create a program that addresses an identified problem, meets a specific need, or advances the strategic plan of an organization.
Program Evaluation	A systematic method for collecting, analyzing, and using information to answer questions about the effectiveness and efficiency of projects, policies and programs.
Program Implementation	To put a system of procedures or activities that has a specific purpose into effect or action – "putting a system into effect."
Program Monitoring	The ongoing collection of information on program implementation and functioning to determine if programs are operating according to plan.
Program Planning	A process to develop the components of a workplace program including goal determination, implementation and evaluation strategies.
Public Relations	Managing information flow between an organization and the public.
Quality Assurance	The planned and systematic activities implemented in a quality system so that quality requirements for a product or service will be fulfilled.
Resource Development	Taking something such as money, personnel, equipment, personal qualities or internalized characteristics and changing it to become larger, stronger, or more impressive, successful, or advanced, or of causing somebody or something to change in this way.
Staff Development	Various, usually formal, training or activities, funded by employers to enhance the attitudes, knowledge and skills of current employees.
Strategic Planning	The process of comprehensive, integrative program planning that considers, at a minimum, the future of current decisions, overall policy, organizational development, and links to operational plans.
Training	The acquisition of knowledge, skills, and competencies as a result of the teaching of vocational or practical skills and knowledge that relate to specific useful competencies.