University of Washington School of Social Work
Marketing Communications and Website Style Guide

The purpose of the School of Social Work style guide is to promote consistency and professionalism in the School's communications, including its website. This style guide aligns with the University of Washington's style and supports a credible literate voice that speaks to the School's ability to address some of the most pressing social issues of our time.

School of Social Work Voice

- Communicate in a friendly and conversational tone. Use familiar language; avoid scientific or jargon-laden descriptions.
- Lead with a shared human concern for challenges being addressed by School of Social Work students, faculty and research centers; reflect on the importance of the School in the region and the world.
- When articulating the School's achievements, use a voice that is proud but humble. (See pride points in Section 5 of this guide.)
- In news briefs, maintain a straightforward journalistic style that does not overstate the facts.
- For emphasis:
  - Do not use all caps, underlining or exclamation points for emphasis.
  - Emphasis is increased in the following way (Note: not for use in news articles):
    1. Italics
    2. Boldface italics
    3. Boldface all caps, no italics, Web only (color may be used in some cases, such as admission's deadlines)

Style Sources

- *For academic and research publications*, the School follows American Psychological Association (APA) Style®.
- *For public relations materials*, the School follows (with some exceptions) *The Associated Press Stylebook,* or what's commonly referred to as AP style. A guide to AP style is available online for UW users at http://www.apstylebook.com/washington_edu/. Highlights of AP style are at http://owl.english.purdue.edu/owl/resource/735/02/
- *Webster's New World College Dictionary*, 4th edition, is the dictionary of choice for AP style. www.yourdictionary.com

Style Guide Sections
The School of Social Work style guide is divided into the following sections:
1. UW and School of Social Work style notes
2. School of Social Work word lists
3. General style notes
4. School of Social Work and academic program descriptors (boilerplate)
5. Pride points or fast facts for the School of Social Work

<u>Section 1. UW and School of Social Work Style Notes</u>

Abbreviations and Acronyms

- Do not use abbreviations or acronyms that readers outside of the School of Social Work would not recognize.
- Well-known abbreviations include the following:
  - GPA (grade point average)
  - PST, PDT (Pacific Standard Time, Pacific Daylight Time)
  - Degrees:
    BASW (Bachelor of Arts in Social Welfare)
    MSW (Master of Social Work)
    PhD (Doctor of Philosophy in Social Welfare)

Academic Awards

- Use "title case" (each word initial-capped except for articles and prepositions of three or fewer letters) when referring to the <u>complete</u> formal name of an award;
- When using a shortened form to refer to the award, initial-cap only the proper names in the award name.
  Example: *2013 UW Distinguished Contributions to Lifelong Learning Award*
  Example: [in headline] *James DeLong wins UW distinguished contributions award*

Academic Degrees

- In text, when space is not an issue, the preferred form is a general phrase that denotes degree attainment; for example: *John Jones, who has a doctorate in psychology, spoke to the class.*

<u>Degree Name</u>	<u>Phrase Style</u>
Bachelor of Arts in Social Welfare (BASW)	a bachelor's degree in social welfare
Master of Social Work (MSW)	a master's degree in social work
Doctor of Philosophy in Social Welfare (PhD)	a doctorate in social welfare

- The possessive *'s* is never used with the formal degree name.
  Example: *Master of Social Work* <u>not</u> *master's of social work*

- In general references, the field of study is lowercased and the possessive forms *bachelor's* and *master's* are used.
  Examples: *a bachelor's in social welfare* or *a bachelor's degree in social welfare*

- Use abbreviations for academic degrees only when identifying an individual or individuals with multiple degrees would make the preferred phrase-style (see table above) cumbersome. Note that the abbreviations do not have periods.

- In short profiles of graduates of the University of Washington School of Social Work programs, degrees can be indicated as follows: Examples: *Beth Farmer (MSW '08); Chizuko Norton (BASW '49, MSW '51)*

Academic Disciplines and Courses

- Lowercase general references to disciplines (unless the discipline is a proper noun, for example, English, Spanish).
  Example: *She has a double major: history and French.*

- Capitalize formal names of courses; lowercase general references to a course.
  Example: *Students must pass an introductory statistics course before enrolling in Soc W 505, Social Welfare Research.*

Academic Quarters and Year

- Lowercase academic quarters.
  Examples: *fall 2010* or *fall quarter 2010*

- With year ranges, use an en dash closed up to the figures.
  Example: *2012–2013*

Academic Schools, Colleges, Departments, Programs and Groups

- Spell out School of Social Work at first reference. On second reference, *the School* may be used; avoid *SSW*.

- Capitalize the formal name of an academic school or department.
  Examples: *Department of Communication*, *College of Arts & Sciences*

- Lowercase the informal name of a school or department (except for words that are proper nouns or adjectives).
  Examples: *the geography department*, *the law school*, *the English department*

- Capitalize "program" and "group" when it is part of an official name.
  Examples: *Master of Social Work Program, Social Development Research Group (SDRG), Henry Maier Practitioner-in-Residence Program, Field Education Program*

Academic Titles

- Capitalize only when the title immediately precedes or follows the person's name.
  Examples:
  Associate Dean for Research Karina Walters has an office in this building.
  Karina Walters, Associate Dean for Research, has an office in this building.
  Karina Walters is the associate dean for research at the School of Social Work.
  Eddie Uehara, Professor and Ballmer Endowed Dean in Social Work
  Dean Uehara
- Lowercase modifiers—such as *department* or *former*—that precede a title.
  Examples: *She telephoned department Chairman Jerome Wiesner. They contacted former Secretary of State Madeleine Albright.*

Addresses, University of Washington

- **School of Social Work mailing address**
  School of Social Work
  University of Washington
  Box 354900
  Seattle, WA 98195-4900

  Note: The ZIP code applies to the campus box number, not the street address. Only fire and rescue personnel use the street address. University mail is sorted by the campus box number.

- **USPS abbreviations for states**
  Use the U.S. Postal Service state abbreviations for postal addresses only, never in text.
  Example: *Seattle, WA 98195-4900*

  Note: For state abbreviations for use in text, see "States and Cities" in the General Style Notes section.

- **Street addresses on the UW campus**
  To conform to University of Washington style, write the street address of the School of Social Work as follows:
  4101 15th Avenue NE

  Note: <u>In uses other than University addresses</u>, the abbreviations *Ave., St.* and *Blvd.* are acceptable with numbered street addresses.

- **Directional abbreviation *NE***
  Examples: *1400 NE Campus Parkway*, *4101 15th Avenue NE*

- **USPS mail delivery boxes on the UW campus**
  For U.S. Postal Service addresses for departments and schools, use *Box* followed by the number.
  Example: *Box 354900*

- **Street names**
  - Spell out and initial-cap "First" through "Ninth" when used as street names; use figures for streets named 10th or a higher number.
  - Spell out "Street," Avenue," etc., and "Northeast" if a street number is not given.
    Examples: *Northeast Campus Parkway, 15th Avenue Northeast*

Board of Directors, Board of Trustees

- Capitalize only when part of a formal board name; otherwise, lowercase.
  Examples: *Partners for Our Children Board of Directors*; *the board of trustees*

Organizations and Initiatives

- **Agencies**
  - Centers for Disease Control and Prevention (CDC)
  - National Institute on Drug Abuse (NIDA)
  - National Institutes of Health (NIH)
  - Washington State Department of Social and Health Services

- **Alliances**
  - Alliance for Child Welfare Excellence (the Alliance)—a statewide partnership of the School of Social Work, the Washington State Department of Social and Health Services, the social work program at the University of Washington Tacoma, and the School of Social Work at Eastern Washington University

- **Associations, councils, professional organizations**
  - American Academy of Social Work and Social Welfare (AASWSW)
  - Commission on Educational Policy, Council on Social Work Education
  - Council on Social Work Education (CSWE)
  - National Association of Deans and Directors of Schools of Social Work (NADD)
  - National Association of Social Workers (NASW)

- **Foundations**
  - The Annie E. Casey Foundation
  - Bill & Melinda Gates Foundation
  - Casey Family Programs
  - Robert Wood Johnson Foundation

- **Partnerships, affiliations**
  - Use the word "affiliated" when referring to the School's relationship to research centers and partnerships.
    Example: *Partners for Our Children is a School of Social Work–affiliated center for….*

- **Initiatives**
  - Grand Challenges for Social Work initiative

Rankings
- When referring to a ranking for the University or the School of Social Work, use the following style:
  - *The UW School of Social Work ranks third in….*

University of Washington Campus and Place Names
- **University of Washington and all campuses**
  - Upon first reference, spell out *University of Washington*; in subsequent references, the abbreviation *the University* is acceptable.
  - Use *University of Washington* when referring to the university as a whole or in statements that apply to all three campuses.
- **Tacoma and Bothell campuses**
  - When referring to the Tacoma and Bothell campuses, use the following styles:
    University of Washington Tacoma (no commas, no hyphen*)* or *UW Tacoma*
    University of Washington Bothell (no commas, no hyphen) or *UW Bothell*
  - Do not use the term "branch campus" when talking about UW Tacoma and UW Bothell. *Tacoma campus* and *Bothell campus* are acceptable; however, *campus* is not part of the official name and, therefore, is never capitalized.
  - Avoid using "UWT" or "UWB" except in internal documentation.
- **Place names**
  - Allen Library; Suzzallo Library; but Suzzallo and Allen libraries
  - Mary Gates Hall
  - PACCAR Hall
  - HUB (Husky Union Building)

Section 2. School of Social Work Word Lists

Alphabetical Word List
Prefixes and Suffixes
Internet and Technology Terms

Word List

A

accommodate

adviser

African-American (n, adj)

Alaska Native

alumnus, alumni, alumna, alumnae — Use *alumnus* (*alumni* in the plural) when referring to a man who has attended or graduated from a school. Use *alumna* (*alumnae* in the plural) for similar references to a woman. Use *alumni* when referring to a group of men and women who attended or graduated from a school.

American Indian, Native American

Asian-American

Asian Pacific Islander

B

biannual (twice a year)

biennial (every two years)

C

canceled, canceling, but cancellation

caregiver, caregiving

child care

Child Well-Being Data Portal

co-author, co-founder, co-host (retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status)

Congress, congressional

D

datum (singular), data (plural)

decision maker, decision making (but policymaker, policymaking)

F

FAQ – always use the abbreviation

field education (avoid "practicum" or "community engagement.") But, "Field Education Program"

follow up (verb), follow-up (noun, adj.)

fundraiser, fundraising

H

health care (noun, adj.)

I
interprofessional education (IPE)

M
multidiscipline, multi-issue, multiyear
MyForum

N
nonprofit

P
policymaker, policymaking (but decision maker, decision making)

T
The New York Times

U
underrepresented

W
Washington state (in general references, but capitalize "State" in formal agency names, for example,
Washington State Department of Social and Health Services)
Washington Legislature (AP style)
well-being
work-study

Prefixes and Suffixes

- anti-   Examples: *antidepressant*, but *anti-war* and *anti-social* (AP style)
- bi-   Examples: *bilateral, bipartisan, bimonthly, biennial*
- multi-   Examples: *multimedia, multi-issue, multicultural*
- non-   Examples: *nonprofit, nonexempt, nontechnical*
- over-   Examples*: overrepresented*
- re-   Examples: *reapply,* but *re-entry*
- under- Examples: *underrepresented*
- -long   Examples: *monthlong, yearlong*
- -wide   Examples: *campuswide, citywide, statewide*, but *community-wide, university-wide*

Internet and Technology Terminology

email [*Note:* Embed hyperlink to email account.]
e-newsletter
home page
hyperlink
Internet (initial-cap)
intranet (lowercase)

listserv
online
Web (short for World Wide Web; the Web is a subset of the Internet)
Web feed
Web page
Web-based tool
webcam
webcast
website
webmaster

Section 3. General Style Notes

Abbreviations and Acronyms

- **For example (e.g.) and that is (i.e.)**
  - In text, spell out *for example* and *that is*. If space is at a premium, it is acceptable to abbreviate the phrases. Set off the phrases (or their abbreviations, if used) with commas.
  - The abbreviation *e.g.* is short for the Latin phrase *exempli gratia*, meaning "for example." That implies the subsequent examples do not constitute a complete list. Therefore, do not add *etc.* to the end of a list introduced by *e.g.* because "for example" already indicates that the list is not inclusive.
  - The abbreviation *i.e.* is short for the Latin phrase *id est*, meaning "that is." This implies that the list is specific and inclusive.
- **Spelling out abbreviations and acronyms at first use**
  - In general, spell out the complete name for an abbreviation or acronym at first use. After that, the abbreviation or acronym may be used without explanation.
    - ➢ Exception: When an acronym or abbreviation has moved into the language or when it as well known as the original name, for example, *laser*, *radar*, *AARP* and *NAACP*.
    - ➢ Exception: Even at first use, the titles *Dr.*, *Gov.*, *Lt. Gov.*, *Mr.*, *Mrs.*, *Rep.*, *the Rev.*, and *Sen.* are abbreviated when they precede a person's full name.
    - ➢ Exception: a.m., p.m., PST
  - In general, omit periods in acronyms unless the result would spell an unrelated word. But use periods in most two-letter abbreviations: *U.S.*, *U.N.*, *U.K.*, *B.A.*
  - Use all caps, but no periods, in longer abbreviations in which the individual letters are pronounced, for example: *ABC*, *NPR*, *MBA*.

Addresses

- **Numbered street addresses**
  - In uses other than University addresses, the abbreviations *Ave.*, *St.* and *Blvd.* are acceptable with <u>numbered</u> street addresses. All other road designations (drive, road, terrace, etc.) are spelled out.
    Example: *1600 Pennsylvania Ave.*
  - Use figures for a numbered street address.
    Example: *9 Morningside Circle*
  - Compass directions with numbered street addresses: Abbreviate—and follow with a period—compass points used to indicate directional ends of a street. However, do not use periods in NE, SE, NW, SW.
    Examples: *222 E. 42nd St.*, *562 W. 43rd St.*, *4100 NE Campus Parkway*
- **Street names**
  - Spell out and initial-cap "First" through "Ninth" when used as street names; use figures for streets 10th and higher.
    Examples: *7 Fifth Ave., 100 21st St.*
  - Do not abbreviate the compass points if the street number is not given.
    Examples: *East 42nd Street*, *Northeast Campus Parkway*
  - Spell out *Avenue*, *Street* and *Boulevard* when no street number is referenced.
    Example: *Pennsylvania Avenue*
  - Spell out and lowercase *avenues*, *streets*, *boulevards* when used with more than one street name.
    Example: *Massachusetts and Pennsylvania avenues*

Books, Periodicals, Reference Works and Other Titles

- Italicize titles of books, periodicals, newspapers, television series, computer games, movies, operas, plays and long musical compositions.
- Place quotation marks around names of songs and television program episodes.
- Capitalize principal words in the titles and all prepositions of four or more letters.

Capitalization

- Note: As used here, "capitalize" means to use uppercase for the first letter of a word. If additional letters must be in upper case, the editor will put a triple underscore under the letters that must be capped and/or an instruction such as "Use all caps."
- Capitalize the first word of each component of a bulleted or numbered list.
- Use title case (capitalize the principal words, including prepositions and conjunctions of four or more letters), and the first and last words of a title for the following: books, movies, operas, albums and songs, radio and television programs, computer games, lectures, speeches and works of art.
- Headlines
  - For news briefs: Use sentence case.
  - For website: Use title case.

Dates, Months, Years

- Use cardinal, not ordinal, numbers for dates.
  Examples: *April 1*, <u>not</u> *April 1st*; *July 4*, <u>not</u> July 4th.
- When giving a full date (month, day, year), abbreviate the following months: Jan., Feb., Aug., Sept., Oct. Nov., Dec. When using just the month or the month and the year, spell out the month.
- Use a comma after the year if placing a date within a sentence.
  Example: *They met on Sept. 15, 2002, to discuss the plan.*
- Do not use a comma if only listing the month and the year.
  Example: *Graduates can apply throughout January 2013 according to the press release.*

Datelines:

- [Date], Seattle [followed by an em dash]

Lists: Bulleted and Numbered

- Unless numerals or letters serve a purpose in a vertical list (for example, to suggest order of steps, chronological sequence or relative importance among the items), use bullet points or a similar graphic display element in a list that is broken out from the text.
- Make the construction of all the entries in the list parallel, for example, make all items in a list either sentences or topics; or if you use an imperative verb for the first item, use a verb in the imperative for all the items.
- If each item in the list is a complete sentence, end each with a period.
- Start each list entry with a capital letter to anchor the items visually.

Names and Titles

- **Names**
  - Use a person's first and last name the first time the person is mentioned. Use the person's last name on subsequent references.
  - Do not use courtesy titles such as *Mr., Mrs., Miss* or *Ms.* unless they are part of a direct quotation or are needed to differentiate between people who have the same last name.
- **Titles**
  - Capitalize only when the title immediately precedes or follows the person's name.
  - Lowercase positions/titles if they are used informally or used alone.
  - Lowercase modifiers—such as *department* or *former*—that precede a title.
    Example: *They contacted former Secretary of State Madeleine Albright.*
  - Even at first use, the titles *Dr., Gov., Lt. Gov., Mr., Mrs., Rep., the Rev.,* and *Sen.* are abbreviated when they precede a person's full name.

Numbers

- Numbers that <u>begin</u> a sentence are spelled out.
  - Exception: If a sentence begins with a year–2010, 2013, for example–use a figure for the year, or, preferably, recast the sentence so that the year does not begin the sentence.

- o In general, spell out one through nine, and use figures for 10 and above.
- o Examples: *fifth century, 21st century*
- Use figures only, however, to express the following (unless the sentence begins with the number; in that case, spell out the number or recast the sentence so that the number does not begin the sentence):
  - o Academic course numbers; room numbers
  - o Ages
    - ➢ Examples: *The student is 20 years old. The man is in his 30s.* A *5-year-old boy*, but *The boy is 5 years old.*
    - ➢ Exception: If the age begins the sentence, spell it out. *Five-year-old Kelly Smith is in first grade. Thirty-year-old John Mack finished his degree last fall.*
  - o Dates, years and decades
  - o Decimals, fractions, ratios (1 in 4)
  - o Dimensions: depth, height, length, width
  - o Measurements: feet, miles, ounces, etc.
  - o Millions, billions, trillions
    - ➢ Examples: *1 million people*, *$5 billion*
  - o Percentages
    - ➢ Examples: *a pay increase of 3–4 percent* or *a pay increase between 3 and 4 percent* or *a pay increase from 3 to 4 percent*
    - ➢ In text, use the word "percent" rather than the symbol % when expressing percentages.
    - ➢ In charts and tables, use the symbol %, closed up to the number. In ranges, do not repeat the percent symbol. Example: *5–10%.*
  - o Telephone numbers
    - ➢ 206-616-9504; 1-800-616-9504;
    - ➢ In printed pieces, use periods instead of hyphens: 206.616.9504
  - o Temperature (exception: *zero*)
  - o Time of day (exceptions: *noon* and *midnight*)
    - ➢ For ranges of time: Use "from" and "to" or an en dash closed up to the times.
    - ➢ The abbreviations EST, CDT, etc., are acceptable on first reference for zones used within the continental United States, Canada and Mexico only if the abbreviation is linked with a clock reading: *noon EST*, *9 a.m. PST*. (Do not set off the abbreviations with commas.)
    - ➢ Examples: *11 a.m. PDT, noon, 1 p.m., 3:30 p.m., from 9 a.m. to 11 a.m.* or *9–11 a.m.*, *from 9 a.m. to 5 p.m.* or *9 a.m.–5 p.m.*

PowerPoint Slide Titles
- Titles for PowerPoint slides that are "continued" from a previous slide should be followed by *(cont.)* in parentheses.

Punctuation

- **Comma**
  - o Do not use a comma before the last item in a <u>simple</u> series.
    Example: *Red, yellow and blue are primary colors.*
  - o Use the final comma, however, if the series consists of longer phrases/clauses or if there's a chance of a misread.
    Example: *She took a photograph of her parents, the president and the vice president.* (Lack of the serial comma here makes the sentence ambiguous: Are the subject's parents the president and vice president? If not, punctuate as follows: *She took a photograph of her parents, the president, and the vice president.*)
- **Dashes**
  - o An em dash (so-called because its width is based on the width of the "m" character of the typeface) may be used in place of commas, semicolons, colons or parentheses to indicate added emphasis, further explanation, an interruption, or an abrupt change of thought.
    Example: *She was the only person—the only student—who offered to help.*
  - o An en dash (so-called because its width is based on the width of the "n" character of the typeface) is used for date, time and number ranges and to combine open compounds.
    Examples: *1942–1945*, *New York City–based actors*
  - o Close up em and en dashes to the preceding and succeeding words or figures.
- **Quotation marks**
  - o **Position of quotation marks in relationship to punctuation**
    - ➤ The period and the comma go within the quotation marks.
    - ➤ The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.
  - o **Direct quotations**: Surround the exact words of a speaker or writer when reported in a story:
    - ➤ *"I have no intention of staying," he replied.*
    - ➤ *"I do not object," he said, "to the tenor of the report."*
  - o **Running quotations**: If a full paragraph of quoted material is followed by a paragraph that continues the quotation, do not put close-quote marks at the end of the first paragraph. Do, however, put open-quote marks at the start of the second paragraph. Continue in this fashion for any succeeding paragraphs, using close-quote marks only at the end of the quoted material.
  - o Note: Use italic type, <u>not</u> quotation marks, for unfamiliar terms and foreign words. Set the word or words being introduced to readers in italic type on *first* reference only.
- **Semicolon**
  - o Avoid using semicolons. Studies have shown that most readers do not understand this punctuation mark. Use a period instead to end an independent clause.

States and Cities

- When the name of a state stands alone in a sentence, spell it out.
- When the name of a city and its state are used together, abbreviate the name of the state (except for *Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas* and *Utah*).

State Abbreviations

Ala.	Ill.	Miss.	N.C.	Vt.
Ariz.	Ind.	Mo.	N.D.	Va.
Ark.	Kan.	Mont.	Okla.	Wash.
Calif.	Ky.	Neb.	Ore.	W.Va.
Colo.	La.	Nev.	Pa.	Wis.
Conn.	Md.	N.H.	R.I.	Wyo.
Del.	Mass.	N.J.	S.C.	
Fla.	Mich.	N.M.	S.D.	
Ga.	Minn.	N.Y.	Tenn.	

- AP style does not require the name of a state to accompany the following cities:

Atlanta	Detroit	Minneapolis	Salt Lake City
Baltimore	Honolulu	New Orleans	San Antonio
Boston	Houston	New York	San Diego
Chicago	Indianapolis	Oklahoma City	San Francisco
Cincinnati	Las Vegas	Philadelphia	Seattle
Cleveland	Los Angeles	Phoenix	Washington
Dallas	Miami	Pittsburgh	
Denver	Milwaukee	St. Louis	

Symbols

- **Ampersand**
  - o Do not use in text, except when referring to organizations and companies in which the ampersand is part of the established formal name.
    Example: *Bill & Melinda Gates Foundation*, *College of Arts & Sciences*
  - o In website navigation bars, ampersands may be used for space considerations
- **Asterisk**
  - o Avoid except on forms with multiple fields in which some fields are optional.
- **Percent**
  - o Use the percent symbol in tables and charts; in text, spell out *percent*.

Website and Email Addresses

- socialwork.uw.edu
- Do not use "www" in front of website addresses.
- Embed URLs and email addresses in running text. Do not give actual URL or email address.

Section 4. School of Social Work and Academic Program Descriptors

The one-sentence descriptors below are called "boilerplates." They are School-approved wordings and, if used in external communications, should not be changed.

- **UW School of Social Work**
  The University of Washington School of Social Work is a recognized leader in solving the most demanding social issues of our day through rigorous research, academic innovation and public service.

- **Bachelor of Arts in Social Welfare**
  The BASW program provides a foundation in social welfare, cultural diversity, research skills and prevention strategies to improve lives.

- **MSW Program**
  The MSW program develops social work skills that can help empower individuals, families and communities through policy analysis, service delivery, research methods and organizational development.

- **Field Education Program**
  The Field Education Program strengthens and develops critical social work skills by integrating social work theory with hands-on practice.

- **Doctor of Philosophy in Social Welfare**
  The doctoral program prepares social work scholars and educators for roles in research, teaching and leadership.

- **Alliance for Child Welfare Excellence** (referred to as "the Alliance" after the first mention)
  The Alliance for Child Welfare Excellence is a statewide partnership of the School of Social Work, the Washington Department of Social and Health Services, the social work program at the University of Washington Tacoma, and the School of Social Work at Eastern Washington University.

Section 5. Pride Points for the UW School of Social Work

The following pride points (or fast facts) can be used in presentations and other communications with key audiences.

Historical Note
Established in 1934 at the height of the Great Depression, the School of Social Work educated a generation of social work leaders for relief and recovery programs that grew out of Franklin Roosevelt's New Deal. Today, the School is a recognized leader in solving the most demanding social issues of our day through rigorous research, academic innovation and public service.

Pride Points

- Ranked third among the nation's nearly 220 Master of Social Work degree programs in the 2012 Best Graduate Schools ranking by *U.S News & World Report*.

- Most diverse professional school at the University of Washington, with students of color—many the first in their families to attend a university—making up nearly 50 percent of the School's enrollment.

- Recipient of the first endowed deanship in social work at a U.S. public university.

- Recipient of more than $47 million in research funding from the National Institutes of Health and other leading health and welfare agencies in fiscal years 2011 and 2012.

- Recipient of a National Institute of Minority Health and Health Disparities P60 Center of Excellence grant for the School's Indigenous Wellness Research Institute, the first awarded to a school of social work.

- An award-winning faculty whose influence extends beyond the classroom—from groundbreaking legislation in Washington state to building the first social work degree program at Cambodia's leading university.

- Annually enrolls about 600 students, who contribute more than 176,000 volunteer service hours at more than 300 Puget Sound–area nonprofit and public service organizations as part of their social work education.

- Annually graduates about 250 students, who become social work professionals, educators and leaders, transforming communities and supporting vulnerable families and children in Washington state and beyond.