

新时代中社工机构的发展路径思考

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摘要：社会工作以帮助困难人群走出困境、发挥潜能、追求社会公平正义为目标，问需于民、问计于民、服务于民，它有助于维护社会稳定、实现社会公平正义、推动社会发展、促进社会和谐，因此，社工机构在构建和谐社会中占有重要地位，这是新时代赋予社工机构的新机遇，社工机构可以从以下方面进行发展，以更好地践行社会责任，彰显社会价值。

关键词：新时代；社工机构；发展；路径

Thinking about the development path of social work institutions in the new era

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Abstract: Social work aims to help people in need get out of difficulties, develop their potential, and pursue social fairness and justice. It asks for people's needs, cares for people, and serves people. It helps maintain social stability, achieve social fairness and justice, promote social development, and promote social harmony. Therefore, social work institutions play an important role in building a harmonious society, which is a new opportunity given to social work institutions in the new era, Social work institutions can be developed from the following aspects to better practice social responsibility and highlight social value.

Key words: New era; Social work institutions; Development; Route

1.Focusing on the construction of integrity, building the credibility of social organizations through strict self-discipline

Public trust is the most fundamental core issue of social organization construction and the key factor to measure and evaluate the effectiveness of social organization construction. On the one hand, we should improve the transparency of information disclosure, take the initiative to accept social accountability, use the Internet, information communication and other technologies to promote the construction of integrity, and build a social credit system. By regularly disclosing the operation status, personnel status, financial revenue and expenditure, project implementation and other specific contents of the relevant institutions to the public, actively accept the supervision of the public, the media, public opinion and the supervision of the third party, to meet the public's right to know about the operation of the institutions; On the other hand, establish and improve the internal governance structure, form a mature and perfect self supervision system, define specific standards, improve self-discipline awareness,

improve the construction of self-discipline mechanism, and achieve self-restraint and self supervision; Moreover, standardize the operation of social work institutions, strengthen their own capacity building, improve service quality, establish a positive image, enhance the social reputation of institutions with good social influence, improve social status, and promote the healthy growth and benign development of institutions.

2.Take the system construction as the guarantee, and change from expansion type growth to connotation type development

System construction is the premise of standardized management of social work institutions, the basis for ensuring the sound operation of social work institutions, and an important work of overall, fundamental and fundamental nature in the construction of social work institutions. Social work institutions in the new era should focus on system construction, promote standardized management, and provide a solid guarantee for promoting the development of connotation and high

quality. First, clear the working idea of system construction, take a long-term view, incorporate the system construction into the overall layout of the organization's development, establish and improve the internal management rules and regulations, and through scientific, reasonable and effective systems, let the organization's work have rules to follow, so that the behavior of employees can be regulated; The second is to strengthen the implementation and supervision of the institutional system, maintain the seriousness and authority of the system, and ensure that everyone is responsible for everything, has rules to follow, has evidence to check, and has supervision over everything, so as to truly give play to the binding force and guarantee of the system in management; Third, keep pace with the times and do a good job of "establishing, changing and abolishing" the system according to the time and place. It is impossible to build a system once and for all. With the development of the institution and the change of the social environment, the existing management system will inevitably not meet the new needs of the management work. Therefore, according to the changes in the situation, we should develop, implement, improve and constantly improve to adapt to the new situation of the development of social work.

3.Take brand creation as the carrier, improve service quality and forge core competitiveness

The brand building of social work institutions is a long-term and complex project, which requires scientific planning, practical connotation and continuous promotion. First, we should do a good job in brand planning, clarify the positioning and development direction of institutional brands, and determine the most suitable brand strategy. Social work institutions can, in combination with their own mission, vision and values, and based on their own resources, project advantages, social needs and other factors, make clear the brand goals and brand aspirations, and develop enforceable brand strategies that conform to the development of the institution; Second, we should optimize the investment and use of

funds and focus on resource breakthroughs. Money should be used on the cutting edge. By increasing income and reducing expenditure, more funds should be used for brand projects, and more investment should be made in key service areas to establish a basic guarantee for brand building; Third, we should continue to innovate and pursue brand quality. Through continuous exploration and practice, summing up experience, innovating ideas, expanding and extending the scope and field of social work services, and expanding the brand radiation.

4.Take talent training as the starting point to build a qualified social worker team in the reserve echelon

The smooth operation and continuous development of the institution need to rely on the efforts of all social workers. Talents are the most important assets of the social work institution. Social workers are the support of services, the users of professional technology and the communicators of social work ideas. On the one hand, we can establish a sound internal talent training mechanism, systematically formulate a scientific talent training plan, broaden the vision of social workers, improve professional ability, optimize the knowledge structure, enrich working methods, and cultivate more high-quality social workers with innovative awareness and ability, who can be guided by social needs and lead the healthy development of society; On the other hand, we can pay attention to the self-development of social workers, assist them in career planning, establish goals, and share the destiny of the organization. By creating a platform for social workers' promotion and growth, social workers can realize their own value from the improvement of their working benefits and the promotion of their posts; Finally, we should rationally employ people, provide social workers with space to play and create, and a stage to display their talents. We should arrange appropriate posts according to their expertise, know people well, and ensure that people and posts are matched to make full use of them.