Hello and welcome to the final episode in the second season of Toward a More Just Future, a podcast from Rutgers School of Social Work. My name is Marla Blunt-Carter, and I'm an assistant professor of professional practice at Rutgers School of Social Work. So far this season, we've connected with inspiring individuals who are working on the ground to make progress toward justice and equality. I spoke with Delaware United States Senator, Chris Coons and international non-profit executive, Nicole Epps. We hope you find these conversations useful, whether you're a social work student practitioner, or just someone who's interested in learning about how to make a difference.

Today, I'll be speaking with Jennifer Thompson, Executive Director of the New Jersey and Delaware Chapters of the National Association of Social Workers (NASW). Thompson has been a non-profit and public sector leader for more than a decade, serving in programmatic, advocacy, and management roles. She began her career at the [New York City] NYC Taxi and Limousine Commission, and served as a senior adviser to Mayor Michael Bloomberg on several citywide initiatives including homeless services, affordable housing, transportation, and infrastructure. In the non-profit sector, she developed programs funded by the Centers for Disease Control and Prevention for young breast cancer survivors. And most recently, was the Chief Marketing and Communications Officer for the Girl Scouts, where she led advocacy initiatives that included a collaboration with the Office of the First Lady, Michelle Obama, and her initiative, Let Girls Learn.

Thompson graduated from Kansas State University with a BS in social work, and obtained her MSW from Columbia University in 2005. When she is not advocating for the profession, she is active in her community, serving on a number of committees and volunteering at her son's school.

So tell us, who is Jennifer Thompson?

First and foremost, I'm a social worker, I am a lifelong social worker, and I believe in our profession. And it's something that I've always wanted to do, and I think really defines me as a person and where I operate in the ones that I look at everything through.

Also a wife and a mother, and a passionate advocate, whether it be in the field of social work, or in my community, or my son's school, I really believe in leaning in, and identifying problems on a daily basis and figuring out how I can be part of the solution. I'm always up for some good trouble. And so I really believe that's a large part of who I am.

So how did you come to social work, Jennifer?
Jennifer Thompson, Executive Director, NASW-NJ/DE 03:22
That's a great question. I believe firmly that I was born to be a social worker. And I was raised in a community and by parents who really devoted their lives to giving back in little, everyday ways. And in larger ways. I can remember as when I was very young, my parents would take me to volunteer in my school, we had programs that put us in, working in shelters that we worked at the Goodwill sorting their donations. And so it's always been part of my world to give back into the service. And I love doing it.

Jennifer Thompson, Executive Director, NASW-NJ/DE 04:02
When I was in college, I had a work study program. And as part of my financial aid, I worked in an organization and it was a homeless shelter in Manhattan, Kansas, and I fell in love with the work that I was doing there. I really saw that I could bring my skills and be creative and work with people and do all the things I love to do, and even develop programs and do business work. But the ultimate impact was improving our community and making it stronger and helping people have access to what they needed. And there's no better way to spend your day than doing things that you love making a difference. And it was such a natural fit to me. I thought about a lot of other majors and careers. But it really was very clear to me that you can bring all of your skills to the table here and social work and make the most impact with what you've been given.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 04:57
So how does the little girl from Kansas end up in the Big Apple?

Jennifer Thompson, Executive Director, NASW-NJ/DE 05:04
Chance. Luck. I always tell the story that we're, I went to school, my undergraduate from Kansas State University, they call that affectionately, the Little Apple. And so I went from the Little Apple to the Big Apple. I really always knew that I wanted to go into travel. I grew up in a very small town that I had been dreams. And I knew that I didn't want to stay in this little community that I wanted to see the world and to be challenged. And right after I graduated from undergraduate, my father passed away. And I just thought it's now or never, it's time to go into dream big. And I applied to graduate schools, I applied to them all over the country. And even in Kansas City and thought, you know, this is great, obviously, I'll stay close to home.

Jennifer Thompson, Executive Director, NASW-NJ/DE 05:52
But I don't know whim I applied to Columbia University. And I thought I didn't necessarily have the grades for my undergraduate, but that was sort of my one shot, you know, just I was just going to take it. And I remember sitting at work one day, and I'm in my little office, and I got an email from Columbia- the Admissions Office-congratulating me. And my first thought was, is this spam? What are you talking about? This cannot be real. And then I called my mother and I said, Mom, I think I just got accepted to Columbia University. And my mother, who is so grounding and is so supportive, was like, do you think they sent it to the wrong person? And I chuckled, because that's just my mother. She's very humble. And she's like, well, you know, you just your grades weren't all that great. I got through, but, you know, I worked and she was like, let's just explore it, see what's going on. So I called the Admission Office, and I said, did you have a shortage of like, people apply this year, I was really just disbelief that I could get into this elite university in this program that I really viewed the top notch. And when they said, no, your admissions essay was exceptional, you told your story of why you wanted to be here.
And not only had I gotten accepted, I was one of only 20 advanced standing students in the policy program. You know, I went back to my mother and I said, I got accepted.

Jennifer Thompson, Executive Director, NASW-NJ/DE 07:19
And I don’t know how I’m going to pay for this, because I’m a middle class kid from the Midwest with my family doesn’t have any money. But my mom and I came together and I fill out all the financial aid packages, and I looked for scholarships, and I just decided to take a chance on myself and I packed my little suitcase up and arrived in New York City, with three suitcases and ready to go.

Jennifer Thompson, Executive Director, NASW-NJ/DE 07:41
If there’s anything that I could tell young people, it’s dream big, and sometimes take that chance on yourself. It’s scary. But that one decision to apply led to getting in led to an extraordinary career of service. It also led me to my husband and my family and just building this life that wilder than I ever could have dreamt.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 08:07
Wow, that’s a Cinderella story. You didn’t just come to New York, you came to the Ivy League. And just went from there. Tell me about your transition to public service as a senior advisor to the mayor of New York City, Michael Bloomberg. I’m interested to know, how was social work practice different in New York from social work practice in Kansas? And how was it the same?

Jennifer Thompson, Executive Director, NASW-NJ/DE 08:37
That’s a great question, too. And, you know, I, I think it’s the same in so many aspects. And the skills that you use as a social worker are very similar, and they are applicable to all settings. And I think, often when people think about social workers, they have a very narrow view of what we do, or the places that we would work. And that’s just not the case. And I’d love to talk about specifically where I started out in city government.

Jennifer Thompson, Executive Director, NASW-NJ/DE 09:05
So, in my graduate program, my field placement was with the Department of Homeless Services, which is such a natural fit for social workers and city government. Like that’s just- makes a lot of sense. And I had a phenomenal mentor there with the Commissioner, who gave a students access and challenges. And one of the projects that we worked on was re envisioning how New York City addresses and works with homeless individuals. And we did a whole project called decentralization. I got to be part of those leadership conversations, a lot of access to that, and I got to learn about city government and the way that you work together and the way that policy is informed.

Jennifer Thompson, Executive Director, NASW-NJ/DE 09:45
Around the time of graduation, I knew that I had to find a job. So I applied to every city agency or every job I possibly could find available because I thought I do not want to leave New York City after one year, and I ended up with a Taxi and Limousine Commission and they had off opened a new department a new office of constituent affairs. And my background was in policy. And they had never hired a social worker, because they were not aware that social workers bring exceptional skills and research to the table, they didn’t understand that we have these very robust policy skills. And my job there was really to be the bridge between the
community, the riding public, the drivers, and the Taxi and Limousine community, and the city agency, and to be that go between and to build those connections, to bring the voice of the passengers to city government and to make policies that really are human centered. And it was such an honor to be the first social worker that they had brought into the organization and the agency, because I got to show them what we do, right.

Jennifer Thompson, Executive Director, NASW-NJ/DE 10:48
I got to help them understand the depth and breadth of our profession. And it's very similar. The work is very similar. You're working with communities, you're building coalitions, you're doing what social workers know how to do best, which is ask great questions, and listen, and be able to connect all of the various stakeholders, understand common threads and themes, and piece together solutions that are the best outcome for the most people. So whether it's in Kansas, or Nebraska, or California, or New York City, that's what we do really well. Now, it did it on a larger scale. In New York City, I got to work with people who were more notable. I, my communities were very different, much more diversity and language and culture, which is phenomenal. The functions of the job are very similar. I just got to do it with more people. And I also I got to find a different love of transportation of all things, and the nuances and complexities of it, I will talk to anybody all day about transportation now. Because it really challenged me even to grow, and to learn about how fascinating some of the sectors that we normally don't think of social workers in they're just really extraordinarily interesting.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 12:08
Yeah, that story and just your whole career really demonstrates the versatility of the degree of an MSW, but also the various skills we have that can serve multiple people in both the nonprofit sector and the public sector. And you really demonstrate all that a social worker can do. And I'm sure that Mayor Bloomberg was grateful for your service to New York. And we all need a taxi when we're in New York City.

Jennifer Thompson, Executive Director, NASW-NJ/DE 12:40
It is interesting to think about the ways that my experience as a social worker changed even in the for-hire industry. So often, we don't think about, you know, how people communicate with taxi drivers. How if you're an individual living with a hearing impairment, is there technology in that cab that would allow you to communicate, and we could have put a lot of people in the role of understanding what constituents needs but they may not have asked the questions that a social worker did. But because of social worker was in that role, I got to speak with the hearing impaired community, I got to bring in pilot programs for induction technology, I got to talk about accessibility in wheelchairs, and how many vehicles that are accessible are on the streets of New York. So that lens is absolutely critical, and has forever changes the landscape of what something that we all need looks like. So I hope that my service as a social worker was appreciated. And at the end of the day, I know that we made really good changes that helped communities that often aren't seen and that feel so important to me as a social worker,

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 13:50
I'm without a doubt sure that it was much appreciated, as well as the work that you've done with the CDC for young breast cancer survivors. And the work that you did with the First Lady Michelle Obama. Tell us a little bit about that.
Jennifer Thompson, Executive Director, NASW-NJ/DE  14:04
Abolutely. So, in my journey of strange but true social work roles, I left the city government, right as Bloomberg was ending his term as mayor and went to work in the non-profit sector. I did some time at Sharsheret but ended up at the Girl Scouts, and I served as the Chief Marketing and Communications Officer. And again, that's something that traditionally we don't think of social workers in that title. But in the non-profit world, Marketing and Communications officers and leadership really oversee advocacy, and advocacy is social work.

Jennifer Thompson, Executive Director, NASW-NJ/DE  14:39
So, I had the opportunity to work with our legislators to work with our advocacy initiatives. And one of the really phenomenal collaborations was with the First Lady Michelle Obama and she had an initiative called Let Girls Learn. Really empowering girls to learn about science and technology and have access to education all over the world. And in that role, I'd like to bring eight girl scouts from New Jersey to the White House where they had an opportunity to film with the First Lady in the private residence, then they got to meet her. And got to talk about, you know, why Girl Scouts was so important to them and their learning and what access that it had given them. We got to take these young girls who never dreamt of this because why would you?

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work  15:25
Right

Jennifer Thompson, Executive Director, NASW-NJ/DE  15:25
To meet one of the most influential women in our nation's history, and they also have the opportunity to meet some of the legislators that I've come to know and love over the years. They got an opportunity to meet Senator Cory Booker. They had the opportunity, you know, to sit down and meet with him and talk to him about what was important in girls education. So really building that connection with them in some global initiatives was incredible. And to see young women have access to that, at such an early age is just an incredible opportunity

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work  15:57
Very much so. I had the good fortune of working with the Obama administration, and to be able to present that opportunity to young girls is truly a gift. And so now, you are serving as the Executive Director of not one, but two chapters of NASW, the National Association of Social Workers, New Jersey, and Delaware chapters, which both serve me, because I teach in New Jersey, and I live in Delaware. That's where we met. That's how we met. And I really feel that your work with NASW is so important.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work  16:41
Now more than ever, as you spoke about advocacy work, the way that you advocate for our profession, as the leader of both of these chapters is just commendable. How did you end up with NASW? Because I know how important it is to me, as a professor, I stress the code of ethics, and it is our moral compass. I value NASW because I believe that there was power in the collective, I would love to hear how Jennifer Thompson came into NASW. And how in the world did you take on the responsibility of not one, but to one of the largest and one of the smallest chapters in the country?

Jennifer Thompson, Executive Director, NASW-NJ/DE  17:22
Coming to NASW has been like coming home, it is such an honor to serve my people, my tribe, my social workers. And throughout my career, I feel like it has really given me the tools to bring to this organization and to use them on behalf of a profession that I so deeply love and care about. So it’s the best place that I’ve ever been. Because I get to be of service to community of social workers. And I know that we need that.

Jennifer Thompson, Executive Director, NASW-NJ/DE  17:51
People don't often understand what we do as a profession, they don't understand our story. And I get to be part of elevating that and fighting for the people that are really making such a difference on the day to day lives and on the ground. So it's absolutely like coming home.

Jennifer Thompson, Executive Director, NASW-NJ/DE  18:08
And I was at another organization and I knew and I loved it. And I was having a really great time. And actually my mother of all people involved in my life said, hey, I saw this job posting at NASW, you know, you might want to look at it. And I had looked at it. And I said yeah, that's perfect. Absolutely. I would love to do that. I, you know, just sent my application in and they actually called for an interview. And it was two days before I was having surgery. And they said, can you come in on this Saturday for your interview? And I said, I don't know if I'll be able to make it. But if I can't, can we do it virtually? They said yes. Not a problem. I got out of surgery, I was fine. I said someone is going to drive me to that interview two days later, I don't care what's going to happen. I really want to be there. And I just knew that this was where I belonged. And I'm so fortunate to have had a great hiring board that agreed, and I've been here for going on three years, it has been not only an incredible growth, opportunity for me, but an opportunity for me to help change the understanding for so many people of what NASW does.

Jennifer Thompson, Executive Director, NASW-NJ/DE  19:15
I got to do that for about a year here in New Jersey and the Delaware role became available. And our senior or national leadership came to me and said, is this something that you'd be interested in in doing two chapters, and I thought, well, I've only been here a very short amount of time. That seems a little crazy. But I guess if you think that I'm capable of it, I think I can be capable of it.

Jennifer Thompson, Executive Director, NASW-NJ/DE  19:15
And I think for years, people have thought NASW was about the clinical home, the clinical social workers, the private practitioners, and I share candidly that I often didn't find that it was my home because I did strange things as a social worker. I was in the macro world and city government and I never had the same types of needs. So I've been able to come into the organization and say, yes, we are clinical practice, but we are also so much more. We are also macro, and education, and advocacy, community organizing, and we should be including all of these great nooks and crannies of our profession into what we do. And that's been my goal as we think about where our organization is headed to really be the home for all social workers.

Jennifer Thompson, Executive Director, NASW-NJ/DE  20:24
It has been such an interesting opportunity to see how social workers in different states operate and how the systems that we operate can be very similar, but also very different. It's such a great lens to see how licensing is different in different states. And also the challenges that that presents us on a national level. Delaware is in a
very different state in its licensure journey than New Jersey, as New Jersey has some of the strictest laws in the country regulations. Delaware, is just beginning to tiptoe into the licensure arena, and particularly at the onset of COVID, how negatively these individual states, all across the country, our licensing regulations, how that impacted so negatively, you know, we had clients and locking and hunkering down in different parts of the country and students who had been seeing therapists in different parts of the country who now doesn’t have access.

Jennifer Thompson, Executive Director, NASW-NJ/DE 21:23
And it's really elevated for me, our need for national strategy and national advocacy and national leadership, and for universal licensure and portability, and just to elevate all profession, to the same level that other helping professions are at. You know, we see doctors and nurses and teachers, and they're extraordinary, and they tell their stories, so well. But we really need to do that for social workers. So a big chapter in a small chapter, seeing all the similarities and differences has really helped me understand that we have a lot of work to do nationally to help our profession and its visibility.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 22:01
Yeah, you know, and in your answer to that question, everything you said mirrors what the code of ethics states that the responsibility of the NASW is to one, strengthen and unify the profession, two, promote the development of social work practice and three, advanced sound social policies.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 22:21
Looking at your resume, and just hearing what you're sharing with us today, you are putting into practice what the code of ethics says that we should be doing. And I would like to hear from you. So, what are some of the exciting parts of being the executive director, and then some of the challenges, but I know in Delaware, one of the strengths is that everybody knows everybody, it's so small, you know, so that is truly a strength, whereas New Jersey is so big, that it's much harder to make change, or create policies or standards that are statewide. Whereas in Delaware, that's, you know, you run into the governor at the supermarket.

Jennifer Thompson, Executive Director, NASW-NJ/DE 22:59
The most impactful thing, and probably the most exciting thing for me, is the ability to build connections that strengthen the work that we do. And I love that I can connect with you and introduce you to someone and you have relationships that we can all build upon. And it's not only within social workers, and those of us in the profession, but it's also the companies and the organizations and institutions and the for profit entities who we're starting to be able to tell our story of why social workers are critical in their space.

Jennifer Thompson, Executive Director, NASW-NJ/DE 23:31
For example, we're working with some VR developers and virtual reality developers, and they've introduced us to what is now meta, and for us to have conversations about why social workers should be involved in like their development and their technology. We're able to bring people together into the community and to bring resources and use the work that we do. That connection in that building is for social good. And that's my favorite thing to do. It's the most exciting thing to do to see companies that you think do not have any vested interest in
what we’re doing. But help them see that they do, and bring them into the conversation so that we have more access, and we can accomplish more together. That's one of my absolute favorite things.

Jennifer Thompson, Executive Director, NASW-NJ/DE 24:16
The other really fun thing for me has been the opportunity and freedom to think about what our profession needs to hear from social workers on the front-line, to hear the extraordinary stories of 90 year old social workers who are still practicing and have their own practice style and love it and do it because it's their heart. So we've gotten the opportunity to hear those stories. And so now we're creating the Institute of oral history for social work, and it will be housed in the Library of Congress. So we're recording these stories so that they don't get lost and that generations of social workers and the community at large will be able to hear our stories, and there'll be a legacy

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 24:57
That is so exciting. That is so exciting and I hope to take part in recording...

Jennifer Thompson, Executive Director, NASW-NJ/DE 25:02
Absolutely

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 25:03
... an oral history being three generations of social workers in my own family, that is really exciting. So what role does NASW play for social workers? On a national level? What role should we see NASW playing as regards to shaping policy?

Jennifer Thompson, Executive Director, NASW-NJ/DE 25:23
NASW should be at every table in every room and every conversation with every legislator, with every advocate with every community organizer on any topic. And I say that with such passion, because there is not one place issue area in this country, that we do not have direct expertise, knowledge or access to, we can tell the story of as a as a profession of the people on the ground, the ultimate beneficiaries of programs, we have access to the research, we know how to conduct the research, we know how to bring people together for consensus building, we know how to work across both sides of the aisle to get to legislation that is sound.

Jennifer Thompson, Executive Director, NASW-NJ/DE 26:11
And so when I think about my experience in taxi cabs and people thinking, Well, why would a social worker be in transportation, because we know how to do all those things, because we know who the passengers are, because we know that the driving community is 99% immigrant populations, we know how to build consensus, we know how to do these things. So when I think about NASW, and social workers, uh, my challenge to every elected official would be, is there a table that you're sitting at, please ask where the social worker seat is. And it doesn't always have to be the same person, it can be a therapist, it can be a researcher, it can be somebody in an addiction specialist, there's a role for us there. So for them to hold it.

Jennifer Thompson, Executive Director, NASW-NJ/DE 26:50
And NASW should be, you know, in charge of bringing the right social worker into that space, because we have access to all the social workers, you know, we have the ability and the opportunity, and really the responsibility of telling the public what we do. Social workers are not your singular lens.

Jennifer Thompson, Executive Director, NASW-NJ/DE 27:05

There is not a day that any of us have that you don't encounter a social worker in some capacity. Maybe it's at a hospital, maybe it's at your doctor's facility, maybe it's assisted living with aging parents, your school, your children's school, social worker, either navigating city government, there's a social worker, and really telling that story through the media is such a profound responsibility. Because I think if people understood us in the same way, they understood doctors and nurses and teachers, it would be greater for all of us, I think people, there would be higher pay and less burnout, and we'd be able to affect more change.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 27:41

Yes, yes. Yes, Jennifer. Man, I'm snapping my fingers, because you are just preaching to the choir, you were fantastic.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 27:49

What advice would you give current students who want to pursue a similar path to yours? Because yours similar to mine, is very unorthodox. It is not? You know, it is not the traditional, like you said, clinician, what advice would you give to the student that wants to do all that social workers can do, the way that you've done it?

Jennifer Thompson, Executive Director, NASW-NJ/DE 28:13

I think you probably would agree with me that it's don't look for social work title jobs, right. And I think to our detriment, as a profession we often look for, and we will look for social work title, or we'll look for that. But the title of social worker isn't used all that often. And these will go into city government, it's, you know, constituent affairs, it's a different title, it's marketing and communications.

Jennifer Thompson, Executive Director, NASW-NJ/DE 28:36

So to anyone, I would say, throw away the title that you think you should be looking for. Also, let go of your passion issue. Initially, many of us get into social work, because we love working with an addictions or trauma, or there's a thing that we've all been called to do. But if we let go of that, we set that down to say, my goal initially is to build my skills and my repertoire. And I need to do advocacy. And I need to do budgets, and I need to dive into learning how the inner workings of the systems are, go look for jobs that will put you in those spaces that give you access to that type of learning, build upon your skill set, so that at the end of the day, you know, 10-15 years down your career, you can come home to wherever that home is for you. But you will have done so and been prepared to take a leadership role in that home, because you've had little interesting jobs and journeys along the way that builds your skill set.

Jennifer Thompson, Executive Director, NASW-NJ/DE 29:34

And I think that's probably why I am where I am today. I've done advocacy. I've been in city government, I was a lobbyist for a couple of years. I've done marketing stuff, I know how to build websites. All of that gives you the skills ultimately to take into an organization that you're really passionate about that you want to settle into for
the long haul. And we don't necessarily build our career strategically sometimes social workers and when you do so I think there's a really interesting pathway.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 30:01
A great way to end this wonderful interview, don't be afraid to venture out and to do things that are different because it will definitely serve humanity if we are in all kinds of spaces. And I think that you are the example of that.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 30:17
And I thank you, again for the work that you're doing for this interview today. And I look forward to working with you and I hope that the listeners find in NASW chapter near them, and understand the importance of strengthening and unifying our profession. That's what the NASW hopes to do. Jennifer Thompson does a great job of lifting up our banner in two states. So thank you, Jennifer.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 31:01
Today, Jennifer Thompson walked us through her personal history, starting in her home state of Kansas, to pursuing her master's degree launching her career in New York. Jennifer is passionate about connecting and unifying social workers from different sectors to affect change on a national level.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 31:23
In season two of toward a more just future, we've jumped across sectors featuring conversations with leaders and public service and nonprofit management, all serving different stakeholders and with different professional and personal experience, but all intersecting at the core principles of social work, recognising the importance of service, social justice, and the dignity and worth of a person. We hope our conversations with Delaware United States Senator Chris Coons, international non-profit executive, Nicole Epps, and director of the National Association of Social Workers in New Jersey and Delaware, Jennifer Thompson, are useful as we work to inspiring and acting out change in our communities.

Marla Blunt-Carter, Assistant Professor, Rutgers School of Social Work 32:13
Thank you for following along with us this season, and as Nicole Epps taught us, 'go brave'.