



Social Work

The Brooks/Cole Social Work E-Communicator
Brought to you by Thomson Wadsworth

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Welcome to the Brooks/Cole Social Work E-Communicator. The goal of our newsletter is to communicate with you, our valued customer. Our intent is to provide you with informative news, announcements, great ideas in teaching, and an opportunity for you to find out more about us.

In This Issue

Use these quick links to jump to the section that most interests you.

>> Announcements >> Spotlight On >> Online Tools >> Instructor Resources
>> Great Ideas in Teaching >> Brooks/Cole News >> Support Your Online Activities >> Additional Resources

Announcements

Do you have any announcements that you would like us to include in our next edition? Please e-mail Shaunte with your announcement by **9/15/06** at Shaunte.Scott@thomson.com

Great Ideas in Teaching

We'd like to highlight and share great ideas in teaching social work... whether it's an activity, a unique lesson, or a self-created web component, we'd love to showcase your great teaching efforts. To submit a "Great Ideas in Teaching" Counseling example, please e-mail Shaunte at Shaunte.Scott@thomson.com OR, if you have a text proposal in mind that reflects YOUR great teaching, please email Acquisitions Editor, Dan Alpert at Dan.Alpert@thomson.com.

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Spotlight On

Teaching an International Perspective

Article submitted by: Katherine van Wormer

Is it possible to think globally without ever leaving home? Indeed it is, and the opposite is true also: tourists can retain their narrow, ethnocentric view of the world even as they travel from country to country. Yet to be truly educated for life in today's rapidly globalizing world, an international perspective is essential.

In today's global village, issues of concern to social workers increasingly are international in scope. The impact of war and the relocation of its refugees, migration from national disasters, and environmental pollution that crosses borders confront social workers all over the world. Learning how other countries address these and other issues such as care of the very young and the very old can provide insight and ideas. Such knowledge can be invaluable in revealing not just problems, but also solutions to problems that have been tried successfully elsewhere.

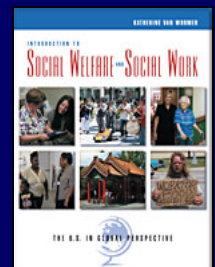
Across continents, aided by the tools of computer technology, the flow of capital and ideas is happening at the speed of light. The flow of people across the national boundaries is proceeding rapidly too to the extent that virtually every social work agency is impacted. For example, to meet the needs of today's clients, Spanish- and Bosnian-speaking social workers are in big demand. But language proficiency alone is not enough. Social workers require cultural sensitivity and a sense of perspective about their own cultural values. In working with immigrant populations and other marginalized individuals, moreover, social workers will come face to face with the truth that personal issues often stem from political sources. And so much of politics today is related to global competition from global markets.

With its free flow of people, information, and products, globalization presents new challenges and new opportunities. As we face these challenges in this age characterized by ethnic cleansing, suicide bombings, air strikes, war on terrorism, suspension of civil liberties, and the dismantling of the welfare state—there is a need for new understandings, new approaches. New understandings and new approaches can be acquired, in part, through the use of the new information technologies that bring foreign perspectives into the home on one's computer screen.

Yes, students can obtain an international perspective without ever leaving home. Through social work policy courses that link the local and global, personal and political, students can be prepared to take initiative toward social change. For influencing state legislation in the spheres of social work concern—health care, child welfare, elder care, etc.—knowledge of the workings of innovative models that have been tried elsewhere can be highly effective. Coursework that includes such international content can help provide the kind of critical thinking skills required for social work practice in today's rapidly globalizing world. ♦

(Source: Katherine van Wormer, University of Northern Iowa, is the author of *Introduction to Social Welfare and Social Work: The US in Global Perspective* and co-author of *Addiction Treatment: A Strengths Perspective*, both published by Brooks-Cole/ Thomson.)

Katherine van Wormer is Professor of Social Work at the University of Northern Iowa. She teaches addiction treatment, injustice and oppression, and international social work. She is the author or co-author of recent books in addiction treatment, international social work, and confronting oppression. Her most recent book is **Introduction to Social Welfare and Social Work: The U.S. in Global Perspective** with Thomson Wadsworth. Her research areas are harm reduction and restorative justice.



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Brooks/Cole News

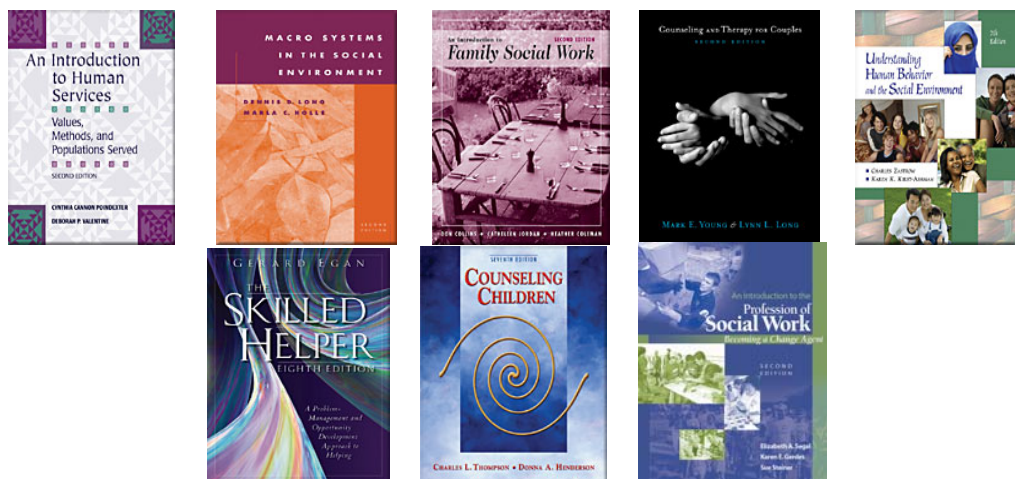
Keep your eyes open this summer for these
2007 FIRST EDITIONS, which will be available in June & July!*



- Forte, *Human Behavior and the Social Environment*, 1st Edition
- Greer, *Social Work Practice: A Risk and Resilience Perspective (with CD ROM)*, 1st Edition
- Halpern/Tramontin, *Disaster Mental Health: Theory and Practice*, 1st Edition
- McClam/Woodside, *Generalist Case Management – A Workbook for Skill Development*. 1st Edition



Look for these 2007 revisions, which will be available in June & July too!!*



- Poindexter/Valentine, *An Introduction to Human Services: Values, Methods, and Populations Served*, 2nd Edition
- Long/Holle, *Macro Systems in the Social Environment*, 2nd Edition
- Collins/Jordan/Coleman, *An Introduction to Family Social Work*, 2nd Edition
- Long/Young, *Counseling and Therapy for Couples*, 2nd Edition
- Zastrow/Kirst-Ashman, *Understanding Human Behavior and the Social Environment*, 7th Edition
- Egan, *The Skilled Helper: A Problem Management and Opportunity Development Approach to Helping*, 8th Edition
- Thompson/Henderson, *Counseling Children*, 7th Edition
- Segal/Gerdes/Steiner, *An Introduction to the Profession of Social Work – Becoming a Change Agent*, 2nd Edition

*Additional © 2007 titles will be highlighted in subsequent newsletters

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Online Tools

With our powerful online tools, we provide you ways to take your course beyond classroom boundaries!

Start your test drive now!

TO PROVIDE STUDENTS WITH AN ONLINE COURSE AND STUDY COMPONENT

AVAILABLE MAY 2006! THE NEW HELPING PROFESSIONS LEARNING CENTER



✓ **New!!**

Designed to help students bridge the gap between coursework and practice, the Helping Professions Learning Center (HPLC) offers students a centralized online resources that allows them to build their skills and gain even more confidence and familiarity with the principles that govern the life of the helping professional. The interactive site consists of six learning components: Video Activities organized by curriculum area and accompanied by critical thinking questions; Ethics, Diversity and Theory-based Case Studies; Flashcards and Practice Quizzes; a Professional Development Center, and a Research and Writing Center. This password-protected site will be available May 2006. [Click here](#) for a demo.

COMING in 2006! PERSONALIZED ONLINE LEARNING PROGRAM



✓ **New!!**

Offering choice and flexibility, ThomsonNOW™ saves you time through its automatic grading and easy-to-use grade book and provides your students with an efficient way to study. For every chapter, personalized learning plans allow students to focus on what they still need to learn and to select the activities that best match their learning styles (such as **videos, web links, and text pages**). In addition, with ThomsonNOW™, students can choose **how** they want to read the textbook – via integrated digital eBook or by reading the print version.

Assigning chapters in ThomsonNOW™ takes just seconds and student results flow automatically into your online gradebook. And ThomsonNOW™ gives you choices in the way you deliver its services and tools. **Thomson Wadsworth** offers integration of ThomsonNOW™ with many course management platforms, including WebCT and Blackboard. Students can log in at their school's course management platform, access all the ThomsonNOW™ content with no additional login, and see their grades in a single gradebook.

ThomsonNOW™ is accompanied by *User Manuals* that will help you and your students *get up and running quickly and allow you to take full advantage of its capabilities*. And to ensure you maximize the results you desire, we offer a dedicated service and training program: **Thomson Learning Connects**. This program includes a 24/7 ThomsonNOW™ service and support website, a lead teacher program, extensive first day of class services, and more.

For details, [click here](#), or feel free to contact: www.thomsonedu.com/thomsonnow

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ThomsonNOW™ Available in 2006 with:

Corey/Corey/Callanan's *Issues and Ethics in the Helping Professions*, 7e
Zastrow/Kirst-Ashman's *Understanding Human Behavior and the Social Environment*, 7e
Kirst-Ashman/Hull's *Understanding Generalist Practice*, 4e



This proven online plagiarism-prevention software promotes fairness in the classroom by helping students learn to correctly cite sources and allowing instructors to check for originality before reading and grading papers. **Turnitin®** quickly checks student papers against billions of pages of Internet content, millions of published works, and millions of student papers and within seconds generates a comprehensive originality report. Access to this package is available bundled with any Thomson text. [Click here](#) for additional information.



Combined with your choice of several leading keypad systems, **JoinIn™ on Turning Point®** turns your ordinary Microsoft® PowerPoint® application into powerful audience response software. With just a click on a hand-held device, your students can respond to multiple-choice questions, short polls, interactive exercises, and peer review questions. You can take attendance, check student comprehension of difficult concepts, collect student demographics to better assess student needs, and even administer quizzes without collecting papers or grading. [Click here](#) for a demo.

✓ **The Brooks/Cole Social Work Curriculum Connector**

(demo accessible from the left nav bar of our social work home page: www.thomsonedu.com/social_work)

The Curriculum Connector is a unique, easy-to-navigate website that allows you and your students to explore Brooks/Cole's online resources--including glossaries, flash cards, Web links, quizzes and exams, InfoTrac College Edition research exercises, and videos-- **by curriculum area**, by **system size** addressed in the material, and by **fields of practice** to which the material is relevant. The site also contains password protected instructor materials including Instructor Manuals and Microsoft® PowerPoint® slides when available.

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Carol Williams, (SWK Professor, Kean University) BPDer and tech expert extraordinaire was our content consultant for this project. She advises the content/online materials that are most relevant for each of these topic areas.

Students/Profs can access our online resources according to curriculum needs versus by book – there is also a link to the book site from the resource

User can drill down to access multiple resources

✓ Social Work Online Lecture Series

Throughout the academic year we will be conducting live sessions with Brooks/Cole authors on specific topics within Social Work; each lecture features topics of interest to today's professors and students. Each session, generally 30 minutes in length, will be followed by a question and answer session with the author.

The sessions will be conducted via conference call and a simultaneous online meeting program. You will be able to listen to the lecture and see the visual handouts. In order to participate in this event, you must have an internet connection and a separate phone line. If you are not able to participate live time for these informative lectures, each session will be recorded into a downloadable format and housed on this site.

This series was kicked off in October by **Lawrence Shulman**, University of Buffalo and author of *The Skills of Helping Individuals, Families, Groups and Communities*. Lawrence facilitated a one hour session on The Dynamics and Skills of Leading Mutual Aid Support Groups.

Session Description: This lecture will describe the various forms of mutual aid that members can provide each other in a support group. The presentation will be generic in that it can apply to any population, problem or setting. The role of the group leader in helping to create a supportive "culture-for-work" will be discussed and illustrated with examples from a range of groups (for example, substance abuse recovery, AIDS, parenting, school children, foster children). The lecture will examine the concept of the group-as-a-whole and illustrate how the leader can be "with" each member of the group as well as the "second client", the group. Dealing with individuals such as the deviant member, scapegoat, internal leader, monopolize, quiet member will be described and illustrated.

To view the recording of the following session, [Click here](#)

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✓ The Brooks/Cole Self-Study Resource Center

(accessible from the left nav bar of our social work home page: www.thomsonedu.com/social_work)

We know that preparing for accreditation or re-accreditation requires an enormous amount of time, research, and resources to complete the process. In an effort to support this process, we have created this website to help you and your programs access various resources.

Disclaimer: We did not ask CSWE to endorse this site. Our intention is just to provide you with easy access to Brooks/Cole information. We believe that a number of our books reflect content consistent with EPAS, but interpretation is obviously up to each program and site visitor.

✓ Opposing Viewpoints Resource Center – An Online Library of Current Event Topics Exclusively from Thomson/Wadsworth & the Gale Group!



Expose your students to *all* sides of today's most compelling issues! The *Opposing Viewpoints Resource Center* draws on Greenhaven Press' acclaimed social issues series, as well as core reference content from other Gale and Macmillan Reference USA sources. The result is a dynamic online library of current event topics--the facts *as well* as the arguments of each topic's proponents and detractors. For more information, please contact your Thomson Wadsworth representative or [Click here](#) to take a guided tour!

✓ Online Database of Research Articles from academic journals and popular sources



- **FREE** when bundled with any Brooks/Cole Social Work Texts
- While visiting [InfoTrac® College Edition](#) online, be sure to visit the Instructor Resource Center, where you'll find information on receiving an Instructor 30-day trial, tips for using InfoTrac® College Edition in the classroom, and more.
- Review the list of Journals in InfoTrac® College Edition at: <http://infotrac.thomsonlearning.com/journals.html>
- Test drive InfoTrac® College Edition today at: <http://infotrac.thomsonlearning.com/Demo/page1.html>

New to InfoTrac® College Edition! Students now have instant access to InfoWrite™ a handy resource that covers paper writing, critical thinking, and more. InfoWrite™ covers:

- "Research and the Research Paper"
- "Grammar"
- "The Writing Process"
- "Special Kinds of Writing"
- "Modes of Exposition"
- "Critical Thinking"

Review InfoWrite™ at <http://infotrac.thomsonlearning.com/infowrite/index.html>



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✓ FREE Online Study & Course Management Tools

WebTUTOR™ on Blackboard

WebTUTOR™ on WebCT

- Creating an engaging e-learning environment is easier than ever with WebTutor™ content from Thomson. Whether you want to Web-enhance your class, or offer an entire course online, WebTutor™ allows you to focus on what you do best-Teaching!
- Blend your course materials with WebTutor™ to:
 - Save time building your online course
 - Reinforce concepts with online summaries and multimedia flashcards
 - Provide immediate feedback on quizzes and exams
 - Appeal to diverse learning styles with audio/video lectures, animations, simulations, interactive exercises, and games
 - Promote active learning with online discussion topics
 - Assist research efforts with InfoTrac® College Edition
- Preloaded with content and available **FREE** via pin code when packaged with **selected texts**, WebTutor™ ToolBox for WebCT pairs all the content of a text's rich Book Companion Web Site with all the sophisticated course management functionality of a WebCT product. You can assign materials (including online quizzes) and have the results flow AUTOMATICALLY to your grade book. Contact your Thomson representative for information on packaging WebTutor™ ToolBox with your text.
- Selected books have online resources such as web links, online quizzes and professor instructor materials. To see if your book has such resources, please visit our Education website and select Instructor Resources.
- Test drive WebTutor™ on WebCT and Blackboard today at:
<http://webtutor.thomsonlearning.com/default.asp?platform=Blackboard&action=bap>
<http://webtutor.thomsonlearning.com/default.asp?platform=WebCT&action=wap>

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To Support Your Online Activities

Becoming A Successful Online Learner: A Primer for Students

Make the most of today's technology resources--and help your students become successful online learners--with this hands-on guide to interactive tools for students in the helping professions. A useful supplement for both traditional and online courses, this guide contains information and resources that encourage the love of learning through technology. This guide also provides highlights from the literature, conversations with experts in the field, lessons learned from professional experience, and tips on how to use the **Curriculum Connector**. **Available free only when packaged with Brooks/Cole Helping Professions texts. Please contact your local representative for details and bundle ISBNs.**

Using Brooks/Cole's Online Resources Effectively: A Primer for Instructors

This booklet is written to provide professors with basic information to assist in integrating technology into teaching. The information and resources are useful for electronic assignments in a traditionally taught course, implementing a hybrid course (partially taught live and partially online), or for a course fully online. Features include: an outline of competency components for a successful online instructor, examples of instructional assignments utilizing various **Curriculum Connector** resources, and guiding principles for teaching online that include instructional design suggestions. Also included is a faculty favorite section where faculty using Brooks/Cole texts and online resources share samples of assignments they currently use in their courses. **Available to any professor using a Brooks/Cole Helping Professions title. Please contact your local representative to request a copy.**



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Instructor Resources

Should you decide to adopt any Thomson Brooks/Cole texts for the next semester, please feel free to take advantage of our support materials such as, our hub of *free online resources*, the *Curriculum Connector*, our *book-specific Website(s)*; and our *print support materials*.

Of course, availability of book-specific materials depends upon the text(s) you adopt. To find out what materials are available with your book(s), please visit the book's home page to learn about the print and electronic resources.

To learn about our online resources for specific books, please [Click here](#) to visit our **Instructor Resource Center** or feel free to contact your local representative for details.

The Instructor Companion Site is password-protected and provides teaching resources such as (varies by book) downloadable *Microsoft PowerPoint slides*, *Instructor's Manual*, and *teaching tips*.

FIRST DAY OF CLASS HELP

This program facilitates the integration of technology into the classroom and allows professors to download tools to help them successfully start their course. For students, it shows how to take advantage of the various learning tools available to them as well as providing essential information on study skills, paying for college, staying healthy, tech tools, and getting a job!

Professor First Day of Class Website: www.thomsonedu.com/fcis/instructor

Student First Day of Class Website: www.thomsonedu.com/fcis/student

SERVICE & TRAINING WEBSITE

www.thomsonedu.com/tlc

Thomson Learning Connects (TLC) is a complete and flexible service and training program! Through TLC, we provide the training and service you need for a smooth and seamless integration of textbook and technology resources into your course. Our comprehensive program offers everything from product demonstrations to online seminars to customized onsite training sessions!

ADJUNCT DIRECT

<http://servicedirect.thomsonlearning.com/servicedirect/adjunct>

We know that adjunct instructors face challenges as well--last minute course assignments, courses at multiple schools and juggling a busy schedule without an office on campus. We created a Service Direct Web site, which will allow adjuncts to browse our product catalogs, request and track review or desk copies for classes 24 hours a day, and request support materials.

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Additional Resources

- To request **Review Copies** [Click here](#).
- **Visit our Newtexts** site to learn about our latest titles.
- Tips to **submitting manuscript proposals**: Go to our home page (www.thomsonedu.com/social_work), select **Contact Us**, then select **Visit Our Author's Corner** (see box located at the right of the screen).
- Instructor Support materials are not automatically sent to adopters. To receive available text support materials, contact your local Wadsworth sales representative. Go to our home page (www.thomsonedu.com/social_work), select **Find your Rep**.

Do you have any comments or suggestions concerning this newsletter?
Would you like to submit materials?
Please contact Shaunte at Shaunte.Scott@thomson.com.

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