WIIFM – as an SSW student. The Profession of Social Service Work relies heavily on the soft skills of social service workers. Each course has elements of interpersonal skills in combination with the practical 'how to' guidance of common tasks. Reflection is a major theme, and the hope is for students to grow into the role and be able to understand the why? Some of the things that students can take away from the program are

* Personal growth through learning and self-reflection
* Professional skills development
* Theory that informs practice, knowing the why behind the work.
* Networking connections through faculty, classmates, and placements
* Graduation from the program leads to a professional designation
* Specific knowledge and skills practice (counselling, case management, policy relating to SSW, ethics and professional practice standards for SSW, social movements, finding proposals)