Below are the guidelines for composing the personal statement required for all MSW applicants.

**Traditional (Non-Advanced Standing) Statement of Purpose**

Your statement is very important. The content and writing quality allows reviewers to:

- Gain a sense of who you are as an individual, as well as what led you to choose a career in social work;
- Determine the extent to which you are prepared and motivated for graduate education in social work;
- Assess how your experiences, social work and non-social work related, have prepared you for graduate studies in social work.
- Understand why you chose to apply to the UW-Whitewater School of Social Work; and,
- Recognize the challenges you may face in completing your degree and your ability to address them.

In your statement, be sure to address fully each of the following bullet points/questions:

- Explain why you want to get your graduate degree and pursue a career in social work.
- How do your career goals in social work align with the UW-Whitewater MSW Program?
- Which area of emphasis (mental health, substance use, advanced generalist, school social work, military, macro, physical disabilities, or aging, etc.) are you planning to pursue and explain why. Which concentration area are you planning to pursue? Why?
- Describe your past and current volunteer or internship experiences and how they prepared you for graduate studies in social work.
- Explain how your past and current coursework in social work and other disciplines, employment, and/or other experiences have prepared you for graduate studies in social work.
- Social workers must continuously enhance their knowledge and skills in engaging with the culture and diversity of clients to appropriately serve them. Discuss how your knowledge, experience, or perspectives on working with diverse populations informs your desire to obtain an MSW.
- Social justice is a core value of the social work profession. Define social justice and discuss how your knowledge, experience, and perspectives on social justice inform your desire to obtain an MSW degree (being mindful of all aspects of social justice, including social, economic, and/or environmental justice).
- Format: 12pt Times New Roman, double-spaced, with one-inch margin, and about 3 pages.

**Advanced Generalist Standing Statement of Purpose**

Your statement is very important. The content and writing quality allows reviewers to:

- Gain a sense of who you are as an individual, as well as what led you to choose a career in social work;
• Determine the extent to which you are prepared and motivated for graduate education in social work;
• Assess how your experiences, social work and non-social work related, have prepared you for graduate studies in social work.
• Understand why you chose to apply to the UW-Whitewater School of Social Work; and,
• Recognize the challenges you may face in completing your degree and your ability to address them.

In your statement, be sure to address full each of the following questions:

• Explain why you want to get your graduate degree and pursue a career in social work.
• How do your career goals in social work align with the UW-Whitewater MSW Program?
• Which area of emphasis (mental health, substance use, advanced generalist, school social work, military, macro, physical disabilities, or aging, etc.) are you planning to pursue and explain why. Which concentration area are you planning to pursue? Why?
• How have your past and current volunteer, internship, fieldwork, coursework in social work and other disciplines, employment, and/or other experiences prepared you for graduate studies in social work?
• Social workers must continuously enhance their knowledge and skills in engaging with the culture and diversity of clients to appropriately serve them. Discuss how your knowledge, experience, or perspectives on working with diverse populations informs your desire to obtain an MSW.
• Social justice is a core value of the social work profession. Define social justice and discuss how your knowledge, experience, and perspectives on social justice inform your desire to obtain an MSW degree (being mindful of all aspects of social justice, including social, economic, and/or environmental justice).
• If you received a BSW more than 5 years ago, explain how you have been staying informed and current with the latest information in social work profession.
• Format: 12pt Times New Roman, double-spaced, with one-inch margin, and about 3 pages.