



**Mendocino County**  
**Department of Social Services**  
*Healthy People, Healthy Communities*

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**FOR IMMEDIATE RELEASE**

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**Social Worker Appreciation Month Spotlight: Amanda Coggins**

Mendocino County - Social work can vary greatly depending on the agency and setting. Whether working in child welfare, hospitals, elder care, or other social service environments, one thing remains consistent—the drive to do meaningful work that helps others.

One such Social Worker in the Mendocino County Department of Social Services' Family & Children's Services division is Amanda Coggins. Amanda began her journey in social services working in Alcohol and Other Drug (AOD) programs.

Her personal experiences eventually brought her to Ukiah, where she became involved in the child welfare system and saw firsthand the difference a Social Worker can make.



"I experienced really great social workers and some challenging ones," Amanda shared. "That opened my eyes to the difference it can make in someone's life, and I wanted to be the kind of social worker who helps make a positive difference."

Amanda began pursuing her education at Mendocino College, where she earned certificates in Human Services and AOD Counseling. She completed internships with the Ukiah Community Center, Mendocino County AIDS and Viral Hepatitis Network (MCAVHN), and Lucky Deuce. Having faced many of the same barriers as the individuals she was helping, Amanda found that her lived experience gave her a deeper understanding and ability to connect with those she serves.

As a single mother of two, Amanda balanced family responsibilities while pursuing her education. After earning her Associate degree from Mendocino College, she transferred to Cal Poly Humboldt to complete her Bachelor of Social Work. With support from the Title IV-E Education Stipend Program, she will graduate with her Master of Social Work (MSW) this May.

Amanda brings a strong background in AOD services to her work with children and families. She explains that substance use is often connected to deeper issues.

"Substance abuse is often a symptom of underlying trauma that goes unrecognized," she said. "My favorite part of this work is seeing the moment when something clicks."

She describes her approach as helping families move "from surviving to thriving."

Currently, Amanda works as an investigating social worker, managing cases that may last from a short period to several months. In a small community, she emphasizes honesty and respect when working with families.

“I try to be upfront about confidentiality and communicate directly while remaining respectful,” Amanda explained. “I show up as my authentic self rather than relying on power or authority.”

When asked what advice she would give to those considering a career in social work, Amanda emphasizes the importance of self-reflection.

“Do your own work first,” she said. “It’s a lifelong process to be successful in this role. The more you reflect on your own biases and needs ahead of time, the less you will have to navigate them in the moment, which can be really challenging.”

Amanda credits the Title IV-E Education Stipend Program for helping make her educational journey possible.

“I wouldn’t have pursued my MSW if it hadn’t been for the program,” she said. “It made it possible for me to complete my schooling.”

Through dedication, education, and lived experience, Amanda continues to make a meaningful difference in the lives of children and families throughout Mendocino County.

Social workers are in high demand throughout Mendocino County, California, and across the United States. If you are interested in pursuing a career in social work, consider Mendocino College’s Human Services degree and certificate program by visiting [Mendocino College Human Services Programs](#).

For more information on the California Title IV-E Education Program, visit [UC Davis Human Services Title IV-E Program](#).

To explore Social Work opportunities with the County of Mendocino Department of Social Services, please visit [Mendocino County Careers](#) or call (707) 468-7080 to speak with a Social Services staff member for assistance with the application process.

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