

Phyllis and Joseph Caroff Foundation for Health and Mental Health

What is the Phyllis and Joseph Caroff Foundation for Health and Mental Health?

This scholarship is in honor of Phyllis DSW, Professor Emerita at the Hunter College School of Social Work, and her husband, Designer Joseph Caroff. This scholarship will be given to a student who demonstrates financial need and who is interested in mental health. Multiple scholarships will be awarded: amounts vary.



Who are Phyllis and Joseph Caroff?

Dr. Phyllis Caroff (1924-?) is a pioneering theorist, administrator, teacher, and practitioner in the field of social work. As a professor at the Hunter College School of Social Work, she created the first advanced clinical training program in a school of social work. She was responsible for the development of the first model of multi-professional training in social work in a health setting. Dr. Caroff served on a number of university-wide committees, most notably on the task force for the development of curriculum for conjoint teaching of medical and social work students at Mt. Sinai Hospital, an early example of multidisciplinary efforts.

Dr. Caroff received her DSW from Columbia's School of Social Work in 1969 and her MSW from Columbia in 1947. She earned her BA from Douglass College in New Jersey in 1944. She also received a Doctorate in Humane Letters from Hunter College.

Dr. Caroff was very active at Hunter College and the City University of New York's Graduate Center and is now Professor Emerita at these institutions. She served as Professor of Social Work at the Hunter School of Social Work beginning in 1976. Dr. Caroff served as Chairperson of the Mt. Sinai TaskForce on Interprofessional Education from 1972-1974 and as Co-chairperson to

the Committee on Professional Education and Training at Mt. Sinai's School of Medicine/Hunter College Long Term Care Gerontology Center in 1979. She was Founder and Director of the Post-Master's Program in Advanced Clinical Social Work from 1976-1986. She also served as Adjunct Professor at Mt. Sinai's School of Medicine's Division of Community Medicine and maintained a private practice in family and marital therapy. Additionally Dr. Caroff was a member of the Society for Social Work Administrators in Health Care, the Council on Social Work Education, a Fellow of the Society of Clinical Social Workers, and served on the editorial boards of *Social Work in Health Care* for more than 20 years and on the *Journal of Gerontological Social Work* for more than 25 years.

Designer **Joseph Caroff** (1917-?) attended Pratt University and later apprenticed with Jean Carlo, the French Poster Artist. He worked on U.S. Office of War Information propaganda leaflets air-dropped in Europe during World War II and also served in the army during the war. Once honorably discharged he began his career as a package designer for Alan Berni Associates where he designed book jackets for many publishers. He also designed and produced projects for TIME, LIFE, AND FORTUNE, United Press and RCA.

In 1965 he formed J. Caroff Associates, Inc. and went on to design and produce over 300 film campaigns for most movie studios. Mr. Caroff's first film campaign was *West Side Story*; he also designed the 007 logo for the James Bond film series, created the Orion Film logo and title signature, created the Fox trademark, designed 18 album covers for Decca Records, and created the stadium color scheme, signage system, banners, flags, and information kiosk of the New York Racing Association including logos for Belmont, Aqueduct, and Sarasota among other projects.

Mr. Caroff retired from commercial art in 1980; post-retirement he did pro-bono work for Hunter College, Friends of the Hunter College Art Galleries, Mount Sinai School of Medicine, the Marchand Center, Aspire, Young Volunteers of Mount Sinai, Breast Research Center: Pediatric Department, and he designed and wrote the fundraiser booklet, *These Are Our Children*.

From: <http://www.naswfoundation.org/pioneers/c/PhyllisCaroff.htm>
<http://sergottart.com/artists/joseph-caroff/biography/>