

Title:

Create Your Communications Plan Now (and Thank Yourself Later)

Keywords:

chapter communications, communication plan and member communications

Description/Overview:

Most chapters have A LOT of great news and initiatives to share with members, but no formal plan to communicate successfully. Join Sigma staff to create a plan that you will be thankful to have

Abstract Text:

Most chapters have A LOT of great news and initiatives to share with members, but no formal plan to communicate successfully. Join Sigma staff to create a plan that you will be thankful to have!

This session will be lead by a Sigma staff member with many years of communication experience. She will discuss the benefits to strategically planning what you say to members, when you say it, and who is responsible.

There will be an activity where chapter leaders will learn how to create an effective communication plan. The goal is to take tangible items back to the chapter that can be implemented right away, as well as items for the chapter board to discuss and implement at a later date.

There will be time for questions and idea sharing at the end of the session.

This session will reference "A Chapter's Guide to Successful Retention," available in the All Chapter Officers Workgroup.

References:

"A Chapter's Guide to Successful Retention," Sigma Theta Tau International

Content Outline:

- Introduction by a member of Sigma's training and engagement team
- Activity to create a chapter communication plan
- Questions

Moderator

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Professional Experience: I have 43 years of nursing experience, 21 of which were as an Army nurse and 21 years as a geriatric nurse practitioner. I have extensive medical-surgical nursing background and have been a full time nurse educator for the past 4 years.

Author Summary: Cathy Kush has been a nurse for 43 years, 21 years active duty in the Army Nurse Corps, and 21 years as a geriatric nurse practitioner. She has extensive experience in medical-surgical nursing and is currently an assistant professor of nursing at Goldfarb School of Nursing at Barnes-Jewish College in St. Louis, MO

Organizer

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Professional Experience: Noelle Pickler is the Community Training Specialist for Sigma Theta Tau International. She specializes in chapter communication tools and tips, especially for their chapter websites hosted in The Circle.

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