

Title:

Tips to Turn New Members Into Lifelong Members

Keywords:

chapter retention tips, member retention and new member retention

Summary:

Your chapter is likely to lose half of your new members after the first year! This session will discuss ways to turn the newly inducted into lifelong members.

Abstract Text:

Your chapter is likely to lose half of your new members after the first year! This session will discuss ways to turn the newly inducted into lifelong members.

This session will utilize Sigma Theta Tau International resources such as "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:

- Discuss retention rate of new members
- Learn tips to retain new members
- Time for questions

Moderator

Karen O'Connell, PhD, RN, CEN, NEA-BC
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Professional Experience: 2017 – Present; Assistant Professor, College of Health Professions, Department of Nursing Northern Kentucky University, Highland Heights, KY 1993 – 2017; United States Air Force Nurse Corps Multiple assignments including emergency/trauma care; Flight nursing; nursing education; and nursing administration; deployed to Iraq in support of OPERATION Iraqi Freedom; deployed to Kuwait in support of OPERATION ENDURING FREEDOM 2008 - 2012; PhD student, Uniformed Services University of the Health Sciences, MD Dissertation: "Evaluating the Joint Theater Trauma Registry to Benchmark Care of Casualties with TBI"

Author Summary: Dr. Karen O'Connell is Assistant Professor of Nursing at Northern Kentucky University. She is a retired Air Force Nurse Corps Officer with two deployments to Southeast Asia. Her research focus is care of the wounded warrior. Dr. O'Connell believes those who do not learn from history are destined to repeat it. She is using historically accurate media to empower nursing's future.

Organizer

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Professional Experience: Laura Perkins has more than 7 years of experience in the non-profit association industry. She is very familiar in the areas of member recruitment and retention, as well as community involvement in online networking platforms.

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