

Title:

Assess and Act: Tips to Retain At-Risk Members

Keywords:

member engagement, member retention and retaining at-risk members

Summary:

This session will help your chapter identify those who are at-risk of becoming inactive members and what your chapter's leaders can do to change their mind!

Abstract Text:

This session will help your chapter identify members who are at-risk of becoming inactive and what you can do to change their mind! This session will utilize resources such as "A Chapter's Guide to Successful Retention," available in the All Chapter Officers Workgroup in The Circle.

References:

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

Content Outline:

- Discuss at-risk members
- Learn the best practices to retain members

Moderator

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Professional Experience: Karen Beranek, BSN, RN, is the Manager, International Leadership Institute at STTI. She has spent most of her career in cardiac & critical care nursing and in various leadership roles. She has been a Critical Care Staff Nurse, Manager of Cardiovascular Telemetry and Angioplasty Units, and nursing Director of the Cardiovascular and Critical Care Department at Deaconess Hospital, Evansville, IN. She has also served as Nursing Operations Director of the Cardiac and Vascular Care Center (CVCC), at St. Francis, Hospital, Indianapolis, IN.

Author Summary: All EEAI Scholars will present a poster during STTI's Biennial Convention. The focus of the poster presentation will be the Scholar's project. Your Faculty Advisor and Mentor will help you develop your poster. A traditional

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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