Established in 1991, the Chapter Key Award acknowledges Chapter excellence (Chapter Key Award Purpose, 2018). This poster describes strategies used by one chapter to successfully attain thirteen Chapter Key Awards. The poster addresses the theme of the conference, Transformative Nursing Leadership, by providing Chapter-related best practices that have been shown by experience to produce optimal results (Merriam-Webster, 2018). The information presented will help leaders develop chapter-related activities and processes for leadership development, membership engagement, Chapter operations and publicity and recruitment.

Strategies resulting in successful key award applications will be outlined and illustrated on the poster. This includes, but is not limited to, Chapter-related best practice strategies for leadership development, membership engagement, Chapter operations and publicity and recruitment. Examples of successful practices will be provided, such as designating a responsible person or group to collect data throughout the biennium, aligning the Chapter strategic plan with the Key Award criteria, developing processes to sustain and expand successful programs, developing new programs to address changes in the Key Award criteria, ensuring chapter activities are advertised and documented in multiple communication formats, and using available Sigma resources. Specific examples from previous chapter key award applications will be included to help Chapters achieve and sustain efforts to maintain excellence in their activities.

Challenges to attaining and sustaining Chapter excellence in leadership development, membership engagement, Chapter operations and publicity and recruitment will be described. Challenges may include a lack of internal expertise to develop processes that can be sustained, changes in Chapter leadership and activity level of members, not compiling and submitting the annual report in a timely manner, gaps in meeting officer responsibilities, lack of sufficient detail in the narrative on the Chapter Key Award application, not recognizing overlaps that may lead to using the same program or activity for multiple categories, reluctance to incorporate social media as a communication approach, resistance to moving from face to face meetings to embracing online video and web conferencing to increase participation of Board and committee members, and/or not responding quickly enough when updated criteria and forms become available after the biennial convention.

Examples of Chapter-related best practice strategies to overcome challenges will be incorporated in the poster to provide attendees with a toolbox of ideas to successfully develop, implement, and evaluate Chapter Excellence and the processes used to prepare and submit the Chapter Key Award application.

Title:
Strategies That Work: Recognition of Chapter Excellence Through the Chapter Key Award

Keywords:
Chapter Excellence, Chapter Key Award and Chapter-Related Best Practices

References:
**Abstract Summary:**
Since it was established in 1991, the Chapter Key Award acknowledges Chapter excellence. This poster provides attendees with a toolbox of ideas, used by a chapter that has received 13 Key Awards, to develop, implement and evaluate Chapter Excellence in preparing and submitting the Chapter Key Award application!

**Content Outline:**
I. Introduction
   A. Overview and description of Chapter Key Award
II. Chapter excellence strategies and challenges
   A. Chapter-related best practice strategies for success
      1. Leadership Development
         a) Intern and extern program and responsibilities
         b) Support for members to attend and/or present at conferences
         c) Board and Committee annual transition meeting
      2. Membership engagement
         a) Support member participation in local, national, and international collaboration
         b) Collaborate with other Chapters to provide research professional development program
         c) Provide members volunteer service opportunity to provide lunch, food and needed items to the needy
      3. Chapter Operations
         a) Aligning strategic planning with Chapter Key Award criteria
         b) Book scholarships to students
         c) Research grant and recognition awards program
   4. Publicity and recruitment
      a) Newsletter quarterly
      b) Page on School of Nursing website
      c) Recruitment of students
d) Recruitment of Nurse Leaders

B. Challenges

1. Leadership Development
   a) Succession planning
   b) Developing and sustaining processes to support members

2. Membership engagement
   a) Providing programs that meet members diverse learning needs
   b) Determining what fits Chapter member needs when planning social, networking and educational programs

3. Chapter operations
   a) Identifying internal expertise to develop processes that can be sustained
   b) Changes in Chapter leadership
   c) Variable activity level of members
   d) Not compiling and submitting the annual report in a timely manner
   e) Gaps in meeting Chapter and officer responsibilities

4. Publicity and recruitment
   a) Reluctance to incorporate social media as a communication approach
   b) Resistance to moving from face to face meetings to embracing online video and web conferencing to increase participation of Board and committee members

General Challenges

a) Lack of sufficient detail in the narrative on the Chapter Key Award application
b) Not recognizing overlap that may lead to using the same program or activity for multiple categories
c) Failing to designate a responsible person or group to collect data throughout the biennium
d) Not responding quickly enough when the update criteria come out after the biennial convention

III. Conclusion

A. Employing these Chapter-related best practice strategies and addressing the challenges has resulted in our Chapter receiving 13 Chapter Key Awards.
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