The immediate past president of Sigma Theta Tau International, Dr. Cathy Catrambone, challenged us to address the three fundamental elements of STTI: Scholarship, Leadership, and Service. During our summer chapter leadership retreat, a subcommittee developed a 3-question survey via Survey Monkey to understand the needs of our new inductees with the intention to retain and engage members within our chapter. Our target participants were the 234 newly inducted members. Out of this, we had 46 members (20%) participate. Those who participated were entered in a raffle for a $75 gift card.

For the first question: “Has STTI Gamma Tau-at-Large met your expectations as a professional organization?”, the results showed that 69.5% (32) replied Yes, 4.35% (2) replied No, I would have liked more contact from local chapter, 17.39% (8) replied No, I wasn’t sure of chapter benefits, and 8.7% (4) replied "other". Out of those that answered “other”, 3 felt it was too early to tell, 1 wanted to be a member with a greater focus on trying to advance education and then interact with the chapter more once employed.

For the second question: “How can our chapter improve the experience for new members and maintain your membership?”, the results showed that 73.91% (34) replied Improve networking opportunities for members, 43.48% (20) replied Improve chapter activities for new members, 15.22% (7) replied Improve communication to new members, and 4.35% (2) replied "Other". For those who answered "other", 1 suggested “Provide more education through hosting classes and seminar”, and 1 had no complaints.

For the third question: “What kinds of activities would interest you as a new member?” we asked the participants to choose their top three reasons. The results showed that 67.39% (31) replied Networking and social events with members, 60.87% (28) replied Educational Events, 56.52% (26) replied Career Guidance, 36.96% (17) replied Community service events, 34.78% (16) replied both Nursing practice events and Recreational outdoor events, 32.61% (15) replied Resume reviews, 30.43% (14) replied both Mock Interviews and Happy hour with Gamma Tau board members, 28.26% (13) replied Research events, 23.91% (11) replied Online webinars, 6.52% (3) replied 40th anniversary chapter fundraising events, 2.17% (1) replied other and specified “Roundtable events that allow members to meet established nurses in the concentration that members have a desire to explore in their career; CRNAs, NPs, RNFAs”. Overall, the results revealed that majority would like more opportunities for networking and professional development.
Membership Engagement and Retention Strategy: New Member Survey

Keywords:
Member Survey, Membership Engagement and Membership Retention

References:

Abstract Summary:
At the annual board retreat, Gamma-Tau-at-Large Chapter board members discussed different membership retention strategies. One recommendation from the board was to conduct a needs assessment survey of the new members. This survey was disseminated to 256 new inductees for a period of 3 weeks. Findings and follow-up are discussed here.

Content Outline:
Purpose
- Membership retention strategy
- Membership engagement

Methodology
- Target audience
  - 234 new inductees
  - 46 actual participants (20%)
- Content
  - STTI Gamma Tau-at-Large met your expectations as a professional organization?
  - How can our chapter improve the experience for new members and maintain your membership?
  - What kinds of activities would interest you as a new member?

Results Themes
Networking Opportunities
Professional development

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**Primary Presenting Author**

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Fourth Author

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**Author Summary:** Have been on the Gamma Tau-at-Large board over the years. Currently Faculty at UCLA School of Nursing and current Chapter Faculty Counsellor and contributed to the development of the survey.
Sixth Author
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**Author Summary:** Rosine Der-Tavitian is the CSUN counselor on the Gamma Tau-at-Large chapter. She shares her years of experience in the academic setting, where she is faculty, to educate and prepare competent nursing students. She is active in professional nursing organizations and has received numerous legislative certificates from councilmen and senators, for her exemplary volunteer work in the community.