

## Leadership Connection 2018 (15-18 September)

### Membership Engagement and Retention Strategy: New Member Survey

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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.

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#### **Title:**

Membership Engagement and Retention Strategy: New Member Survey

**Keywords:**

Member Survey, Membership Engagement and Membership Retention

**References:**

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**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

First Primary Presenting Author

**Primary Presenting Author**

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**Professional Experience:** UCLA School of Nursing Quality Improvement/Evidence-Based Research Project: "Promoting Sleep Hygiene in Heart Failure Patients" (2016) Recognized and awarded numerous graduate financial scholarships/financial merit during nursing school ( UCLA School of Nursing 2015-2016) 2016-2017: Providence Saint Johns Hospital: Post Critical Care Registered Nurse 2017-2018: Cedars Sinai Medical Center: Advanced Heart Failure Registered Nurse 2018: Cedars Sinai Medical Center: Unit Practice Council Committee Member 2018: Code Blue and Rapid Response Team Committee Member

**Author Summary:** Christine Lagman MSN, RN, is a Clinical Nurse in the Advanced Heart Failure Unit at Cedars Sinai Medical Center. She received a Bachelor's of Science in Health Science from California State University, Fullerton in 2014 and a Masters of Science in Nursing from UCLA School of Nursing in 2016.

Second Secondary Presenting Author  
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**Professional Experience:** Huntington Hospital: 2017-Present - Perioperative RN - Involved in the Informatics Council and OR Task Force for sustainability of EHR implementation and optimization UCLA Health: 2012-2017 - Enhanced teach-back method techniques for pain management in non-verbal patients and their families in adult intensive care unit (ICU) - Served as the department liaison for ongoing support for electronic health record (EHR) sustainability and optimization, and participated in multiple projects involving Nursing Informatics - Participated in multiple process improvement projects such as cast removal workflow and scheduling new patients for Osteoporosis consults

**Author Summary:** Renee Krystle Doll Lazaro MSN, RN, PHN is a Perioperative Nurse at Huntington Hospital. She received a Bachelor's of Science in Nursing from Velez College in Cebu City, Philippines in 2011, and a Master's of Science in Nursing from University of San Francisco in 2015. She also completed her post-graduate studies in Healthcare Informatics from University of Phoenix in 2016.

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**Professional Experience:** Multiple presentations on clinical topics, professional development, networking, evidence-based practice, leadership, and healthy work environments at local, regional and national conferences. Past presenter and attendee at the Biennial Convention and International Nursing Research Congress.

**Author Summary:** Anna Dermenchyan is a PhD student at the UCLA School of Nursing and Senior

Clinical Quality Specialist in the Department of Medicine at UCLA Health, Los Angeles, CA. She is the Past-President and current Treasurer of the Gamma Tau-at-Large Chapter in Los Angeles and past Chair of the regional Odyssey Conference.

Fourth Author

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**Author Summary:** Career spanning 45+ years in nursing, critical care, leadership, and education. Certified in Nursing Professional Development by ANCC. Active in the chapter and on the Gamma Tau-at-Large Board since induction as a nurse leader in 2011.

Fifth 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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**Professional Experience:** Over 20 years of leadership and organizational experience in professional nursing development and community based services. Prior experiences include pediatric and neonatal intensive care at a level three tertiary hospital. Local and national presenter at nursing conferences. Participated in the 2017 STTI Biennial Convention.

**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.