Innovative Methods for Engaging Online Chapter Members

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OBJECTIVE

Chapters whose membership are primarily comprised of remotely dispersed members have unique challenges with participation and developing a sense of community necessary for chapter growth. This presentation will focus on strategies chapters can implement to remotely engage members, develop a sense of community, and professionally network, using available technology.

BACKGROUND

Predictors of Membership Retention

• Education, cost, professional development, and networking (Walton 2017)
• Communication of the membership benefits of engagement (Walton, 2017)
• Member attitudes (Kim, 2018)
• Members must value the benefits offered (Eyun-Jung & Yuan, 2016)
• Members who value the organization are more apt to engage and volunteer in these instances (Hager, 2014)
• Dissemination of organization materials (Markova et al., 2013)

CHI TAU STRATEGIC PLAN GOAL

Member Retention

Establish value through active chapter member engagement by developing a sense of community

NEEDS ASSESSMENT SURVEY

Q1: Membership History

Why did you join Sigma Chi Tau chapter? (check all that apply)

- I became aware of the chapter
- Member of another chapter
- Friends or family member
- Excellent reputation
- Like chapter mission
- Professional development
- Other

RESPONSES

- 59.42%
- 39.69%
- 17.39%
- 10.36%
- 9.45%
- 3.51%
- 1.94%

Q2: If you are or have decided to be an inactive member of Sigma Chi Tau can you tell us what prompted this decision? (check all that apply)

RESPONSES

- I transferred to another chapter
- Dislike the current chapter
- Member of another chapter
- Excellent reputation
- Professional development
- Other

- 39.62%
- 17.39%
- 10.36%
- 9.45%
- 3.51%
- 1.94%

MEMBER ENGAGEMENT STRATEGIES

Communication

Email & Snail Mail
- Welcome card sent to new members post-induction

Quarterly Newsletter
- President Update
- Members in the News
- Calendar of Events

The Circle
- Recent photographs (i.e. Founder’s Day Challenge)
- Member Spotlight
- Calendar of Events
- Consider a Facebook push to increase traffic

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Virtual Events (Zoom, Skype, Adobe)
- Coffee Chat
- Inclusion of remote members in on campus inductions & events
- Virtual induction & chapter orientation
- Online meet and greet social
- Record and upload to chapter YouTube channel

Community Service

- Founder’s Day Community Service Challenge in member locale
- Community service weekend event (i.e. Remote Area Medical)

CONCLUSIONS

- Be creative and think outside the box
- Know your members preferences & understand their needs
- Annual strategic planning is critical
- Advanced planning and member communication well in advance of events are essential
- Technology is essential for creating a sense of community for remote chapter engagement

References


