

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 (Ki (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

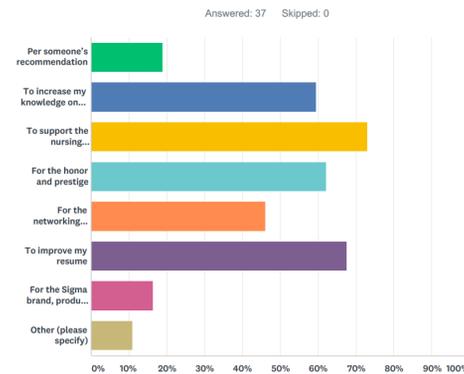
Establish **value** through active chapter **member engagement** by developing a **sense of community**



References
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 Hager, M. A. (2014). Engagement motivations in professional associations. *Nonprofit and Voluntary Sector Quarterly*, 43(2_suppl), 395-605.
 Ki, Ki E-J. (2018). Determinants of health care professional association members' intention to renew and recommend membership to others. *International Journal of Nonprofit and Voluntary Sector Marketing*, e1610. doi: 10.1002/nvsm.1610
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 Walton, K. (2017). *Barriers to membership in a professional organization for advanced practice nurses* (Doctoral dissertation, Walden University).

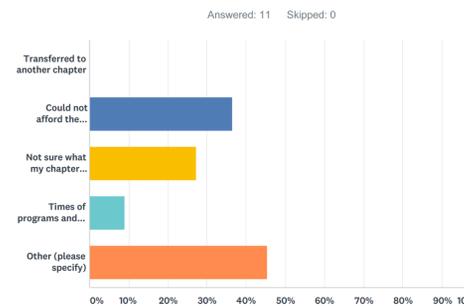
NEEDS ASSESSMENT SURVEY

Q1 Membership History Why did you join Sigma Chi Tau chapter? (check all that apply)



#	OTHER (PLEASE SPECIFY)	DATE
1	Request	5/4/2018 12:25 PM
2	I am proud to have my BSN!	5/4/2018 7:16 AM
3	interest in global nursing	5/3/2018 2:24 PM
4	transferred from a different chapter	5/3/2018 8:55 AM

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



#	OTHER (PLEASE SPECIFY)	DATE
1	I will be renewing since my employer will be paying	5/17/2018 7:28 AM
2	I'm paying dues but not finding any benefit from being a member. I thought there would be up to date and interesting information shared but I haven't learned anything new or valuable enough to pay dues.	5/15/2018 1:50 PM
3	Renewal notice not sent	5/15/2018 12:37 PM
4	Delhi is 2 hours from my residence	5/15/2018 12:03 PM
5	to many emails, did not find anything beneficial	5/15/2018 12:02 PM

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
- Member & Board Profile Updates

Facebook or other Social Media Platforms

- Chapter Announcements
- Photographs
- Calendar of Events
- Consider a Facebook push to increase traffic

SUNY Delhi BSN & MSN Student Forum

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