

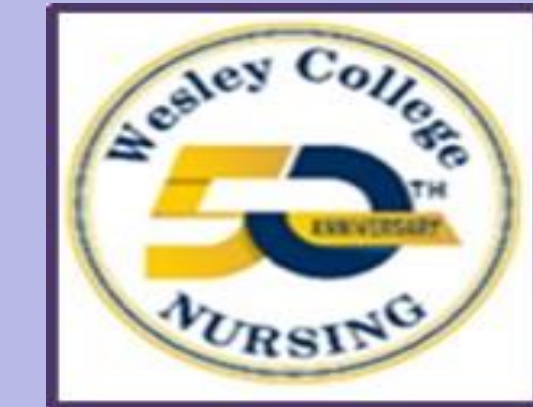
Strategies to Connect to the Next Generation of Nurse Leaders

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Abstract Summary

In development of our Chapter's strategic plan, it was recognized that there were a decrease in event participation, acceptance of invitation for membership (less than 100%), and lack of awareness by prospective members of the mission of Sigma and the Chapter. Based on identification of these gaps, the Board of Directors met to establish goals that could address these deficiencies. Strategies needed to be simple, cost-effective, and timely to accommodate tight schedules. The Chapter created the following activities: Coco and Cookies, Portfolio Night, and International Night to increase visibility, engagement, and participation. These strategies have been a simple and cost effective method to familiarize and promote Sigma's global nursing excellence. These events provided methods to meet Chapter goals in a fun and engaging environment.

Introduction

In an effort to increase Chapter visibility, engagement, and participation, the Board of Directors met to establish goals that could address these deficiencies by creating the following activities: Coco and Cookies, Portfolio Night, and International Night.

During the Coco and Cookies event, Chapter members served coco and cookies to students, nursing faculty on campus, and current members in an effort to connect with fellow nurses and students, and to share the Chapter's strategic goals.

Portfolio Night was designed to provide a venue in which freshmen nursing students were provided with tools necessary to initiate a professional portfolio and were also educated on the characteristics of a professional nurse.

International Night was a forum for sharing scholarly research and educational projects. Presenters submitted poster abstracts that were peer reviewed for scholarship, educational integrity, and a relationship to global health.

These strategies have been a simple and cost effective method to familiarize and promote Sigma's global nursing excellence. These events provided methods to meet Chapter goals in a fun and engaging environment.

Strategies for Engagement

Coco and Cookies

Coco and cookies were served by Tau Beta Chapter members in a relaxed social venue while discussing chapter activities.



Portfolio Night

A venue in which freshmen nursing students were provided with tools necessary to initiate a professional portfolio.



International Night

International students dressed in their traditional native attire and served ethnic foods representative of their native countries. A panel of International Nursing students shared information about health related practices and access to care in their countries.



Summary

Event evaluations were all positive and event attendance was excellent. Overall, these strategies have been a simple and cost effective method to enhance membership recruitment, retention, and engagement while developing new leaders.

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