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Using Best Practices to Increase Recruitment and Engagement

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Growing a strong healthy Sigma chapter is not an easy task. It involves being intentional in day to day functions of the chapter. Recruiting new members and keeping current members engaged are the two areas needing the most focus. Sigma Theta Tau’s Iota Mu chapter has been successful in both of these areas. Recruitment of BSN graduates meeting the criteria for application allows the chapter to grow in numbers, but additional recruitment of community members allows the chapter to have stability and a great pool of leadership. In order to stay connected, the chapter meets for two general membership meetings per year and ten board of director-open, attendance meetings per year. If members are not able to attend physically, they have the option to connect via video Techlink and Zoom. This allows members to reconnect “face-to-face”. An active chapter must be willing to provide unique opportunities for members. The Iota Mu chapter sponsors a Distinguished Speaker Series every spring which provides opportunities for CEU hours. Additionally working with other nursing organizations such as the Texas Nurses Association and the local chapter of Nurse Practitioners allows the opportunity to recruit new members while having intentional presence in the community. Iota Mu has further worked with members seeking funds to present at national and international conferences by providing some financial assistance with travel and/or conference fees. The chapter is focused on professional growth of members, thus, five seed grants are awarded annually for research. This support allows presenters and researchers to have additional opportunity to disseminate their work by presenting in one of the chapter meetings. Giving back to the community is also important to the Iota Mu chapter. Members are actively engaged in the community through health screenings, food distribution, volunteering at the food bank and many other areas. These are some of the reasons this chapter has been successful in receiving the STTI chapter Key Award eight times. Growing and maintaining a strong chapter is an intentional process for members and leadership. It may be hard work, but it is worth it in the end.

Title:
Using Best Practices to Increase Recruitment and Engagement

Keywords:
Best practices for key award success, Chapter engagement and Chapter recruitment

References:

Abstract Summary:
Using best practices such as community involvement, varied meeting opportunities, and financial support, one chapter will present their journey on how to increase engagement and recruitment.

**Content Outline:**

I. Introduction
   
   A. Iota Mu History
   
   B. Chapter's best practices

II. Body
   
   A. Increasing access to chapter meetings
      
      1. Varied meeting offerings, including online access
      
      2. Open-board meetings
      
      3. Multiple general membership meeting offerings throughout the year
   
   B. Recruitment
      
      1. Increasing recruitment of BSN graduates
      
      2. Increasing recruitment of Community members
   
   C. Leadership Opportunities
      
      1. Distinguished Speaker series
      
      2. Support to local Nurse Practitioner Conferences
      
      3. Community presence
   
   D. Financial Support
      
      1. Conference support
      
      2. Seed Grant for research support

III. Conclusion
   
   A. Chapter Key awards
   
   B. Membership satisfaction

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**Author Summary:** LaNell Harrison, PhD, is an Associate Professor of Nursing at Lubbock Christian University where she served as the Director of undergraduate nursing from 2004-2016, and currently serves as the Director of Graduate Nursing. Dr. Harrison serves as a Mentor in the Nurse Faculty Leadership Academy of Sigma Theta Tau. She is a frequent speaker in conferences, graduations and nursing organizations.

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**Professional Experience:** 2008-present- Assistant Professor/Program Director Traditional Program, SON Texas Tech University Health Science Center 2012-present Curriculum/Administrative oversight Completed research for culturally based assignments in nursing education. Multiple presentations on cultural awareness in nursing students.

**Author Summary:** Amanda Veesart currently serves as the program director for a large, traditional program. She oversees 42 different faculty. The average age of her faculty is 42, which provides a multitude of data for cultural diversity in the educational workforce. Current research studies include, cross-cultural mentoring, cultural awareness in nursing students, generational cohesion, and effective mentoring for the young leader.