Introduction
Professional organizations can offer faculty, nurses, and students a unique environment face-to-face and virtually to collaborate, educate, and provide leadership. As Esmaeili, Dehghan-Nayeri, and Negarandeh (2013) explain, professional organizations can bring about social change by improving the quality of nursing services, increased knowledge and skills for better patient care, and an opportunity for members to become empowered to exercise their professional rights. The philosophy of our local chapter of Sigma Theta Tau International (STTI), Nu Zeta, expresses a continued need to improve the quality of nursing services through evidence-based practice, education, and leadership. Reflection of membership acceptance and retention data sparked a need for change.

Recruiting
- Promoting chapter through engaging and education efforts
- Prestigious invitation process for nursing students
- Community members are recognized for their professional expertise and leadership qualities
- Faculty role-modeling
- Formal initiation Banquet

Engaging
- Mentorship Program
- Nu Zeta Members educating at National and International Sigma Events
- Increase efforts to reach our members about upcoming events using social media, electronic and paper communications.

Educating
- Looking Beyond the Surface: Human Trafficking and the Healthcare Response
- Encouraging the Reluctant Leader
- Hot Topics in Nursing: Opioid Crisis
- Education programs open to all nursing professionals and nursing students

Retention

<table>
<thead>
<tr>
<th>Year</th>
<th>Acceptance</th>
<th>Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>46.55%</td>
<td>67.57%</td>
</tr>
<tr>
<td>2016</td>
<td>30.30%</td>
<td>66.67%</td>
</tr>
<tr>
<td>2017</td>
<td>72.73%</td>
<td>72.16%</td>
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</tbody>
</table>

Conclusion
We acknowledge that our efforts to recruit and engage members is only beginning, but Nu Zeta is proud to be making a difference with our membership. Nu Zeta believes in the value of STTI and we are striving to make an impact on our membership for improved nursing services, increased knowledge and skills for better patient care, and a membership that is empowered to exercise their professional rights.

References