



Developing a Successful Recruitment Plan

SABRINA COLLINS-CHRISTIE, MEMBERSHIP MANAGER

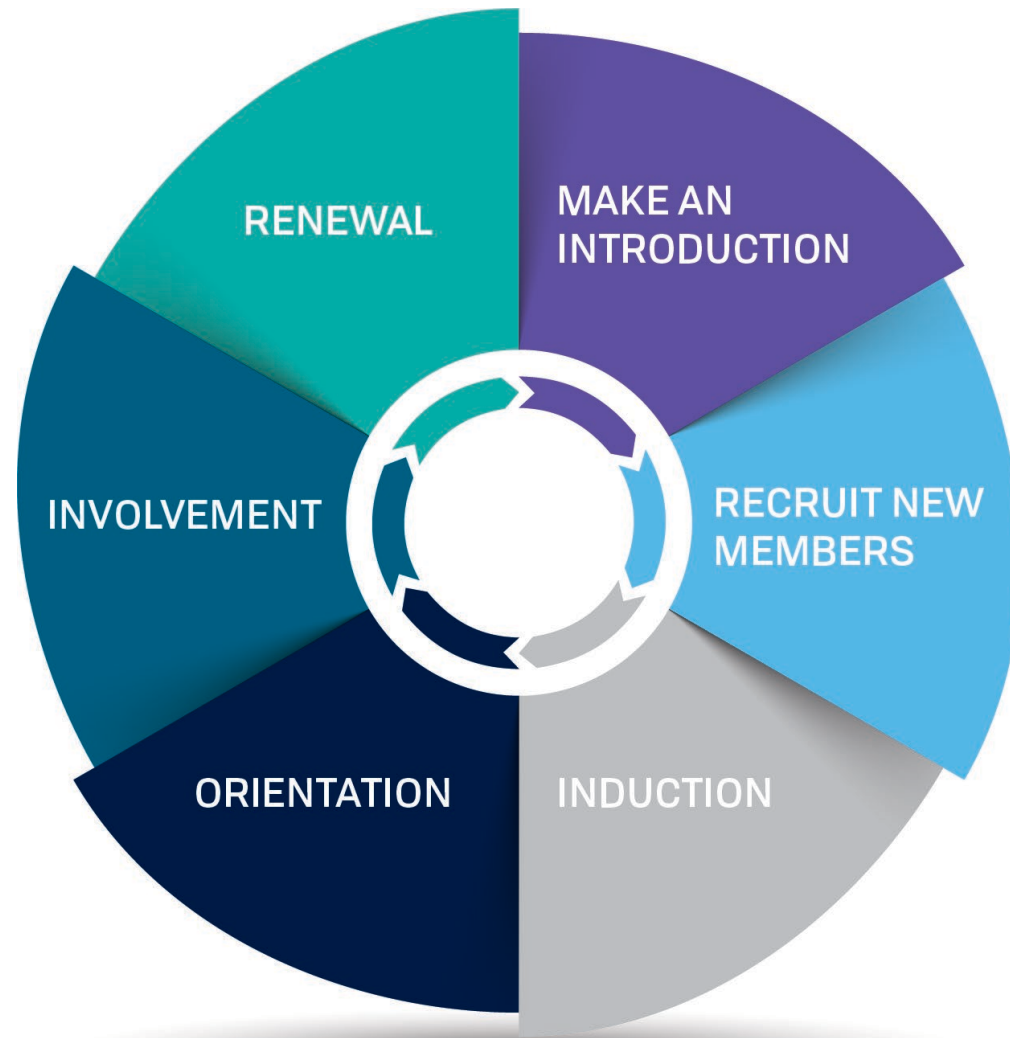
NOELLE PICKLER, MANAGER OF COMMUNITIES AND TRAINING

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Faculty Disclosure

- Faculty Name: Sabrina Collins-Christie
 - Conflicts of Interest: None
 - Employer: Sigma Theta Tau International
 - Sponsorship/Commercial Support: None
- Faculty Name: Noelle Pickler
 - Conflicts of Interest: None
 - Employer: Sigma Theta Tau International
 - Sponsorship/Commercial Support: None



Recruitment Planning Matters Because...

- First impressions matter
- Making an effort matters
- Establishing your own identity matters
- The people involved matter
- Recruitment history matters



18-Month Recruitment Plan

Phase One – Make an Introduction

- Month 1 & 2: Define value
- Month 3: Prepare to create awareness
- Month 4: Build reputation
- Month 5 & 6: Host awareness events

Phase Two – Recruit New Members

- Month 7: Prepare your team
- Month 8 & 9: Plan and host recruitment events for candidates
- Month 10: Identify Candidates

18-Month Recruitment Plan

Phase Three – Induction

- Month 11: Begin induction planning
- Month 12: Begin planning for prospective member meeting
- Month 13: Send invitations
- Month 14: Send reminder messages
- Month 15: Host induction ceremony

Phase Four – Orientation

- Month 16: New member and candidate follow-up
- Month 17: New member orientation
- Month 18: Begin again!

Months 1 & 2 – Define Chapter Value

- What are your mission and vision? Do members and community partners know what these are?
- Who is the target audience for your potential new members? Where do they live and work?
- **Action Items: develop a chapter value proposition statement and elevator speech.**



Month 3 – Prepare to Create Awareness

- Develop a communication plan with publicity timeline
- Download the Sigma brand guide
- Download the chapter specific logo
- Audit your chapter website and social media accounts
- Find articulate advocates



Month 4 – Build Chapter Reputation

Develop and promote community events

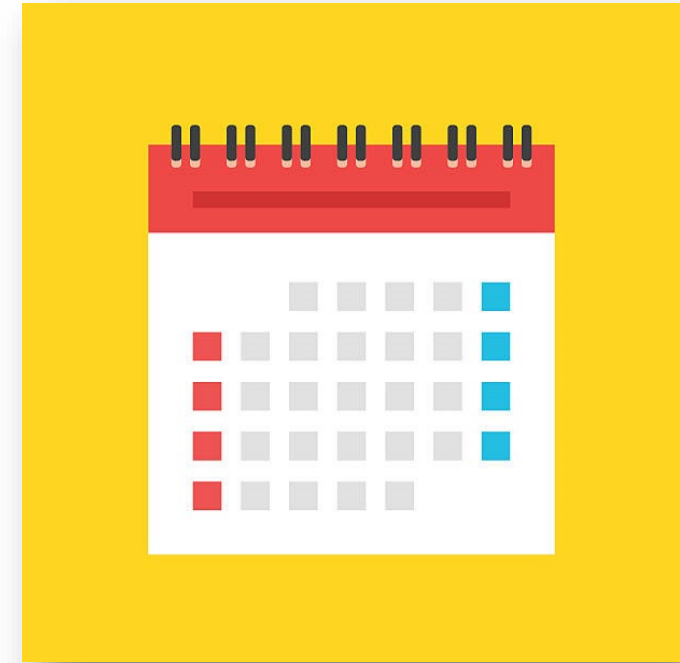
- Community service projects/teams
- Student orientations at universities
- Study break at university or snack break at hospital

Publicize in the community

- Use online vehicles like the chapter website, social media, and community calendars
- Use flyers, bulletin boards, public radio stations and other means to publicize on campus and in the community
- Ask members to help

Months 5 & 6 – Host Awareness Events

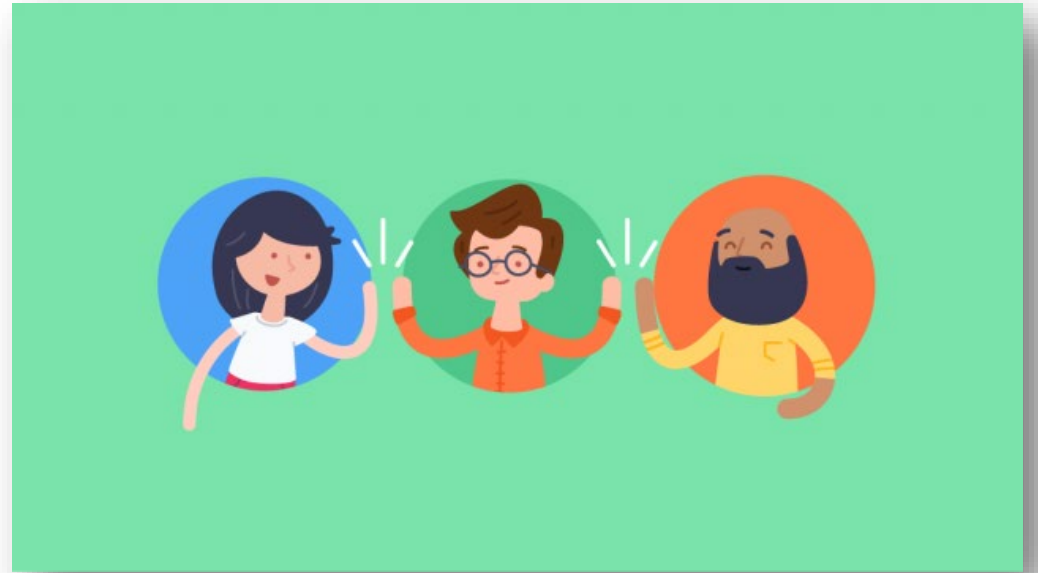
- Diversify event topics and formats
- Find community partners
- Choose varying locations and event times
- Collect contact information
- Review, evaluate, and share excitement
- **Idea: Sigma's Escape Room Program**





Month 7 – Prepare Your Team

- Identify which chapter leaders will be involved with this induction cohort and review process.
- Form any special committees that are needed to help with induction and new member onboarding.



Month 8 – Plan Recruitment Event for Candidates

- Invite students who will likely qualify for induction
- Invite identified nurse leader candidates you would like to join your chapter
- Promote strategically
- Prepare Sigma related content
- Use Sigma prepared resources, like the “Recruitment Event Checklist” and “Get to Know Sigma” PowerPoint
- Review value proposition statement and elevator pitch

Month 9 – Host Recruitment Event for Candidates

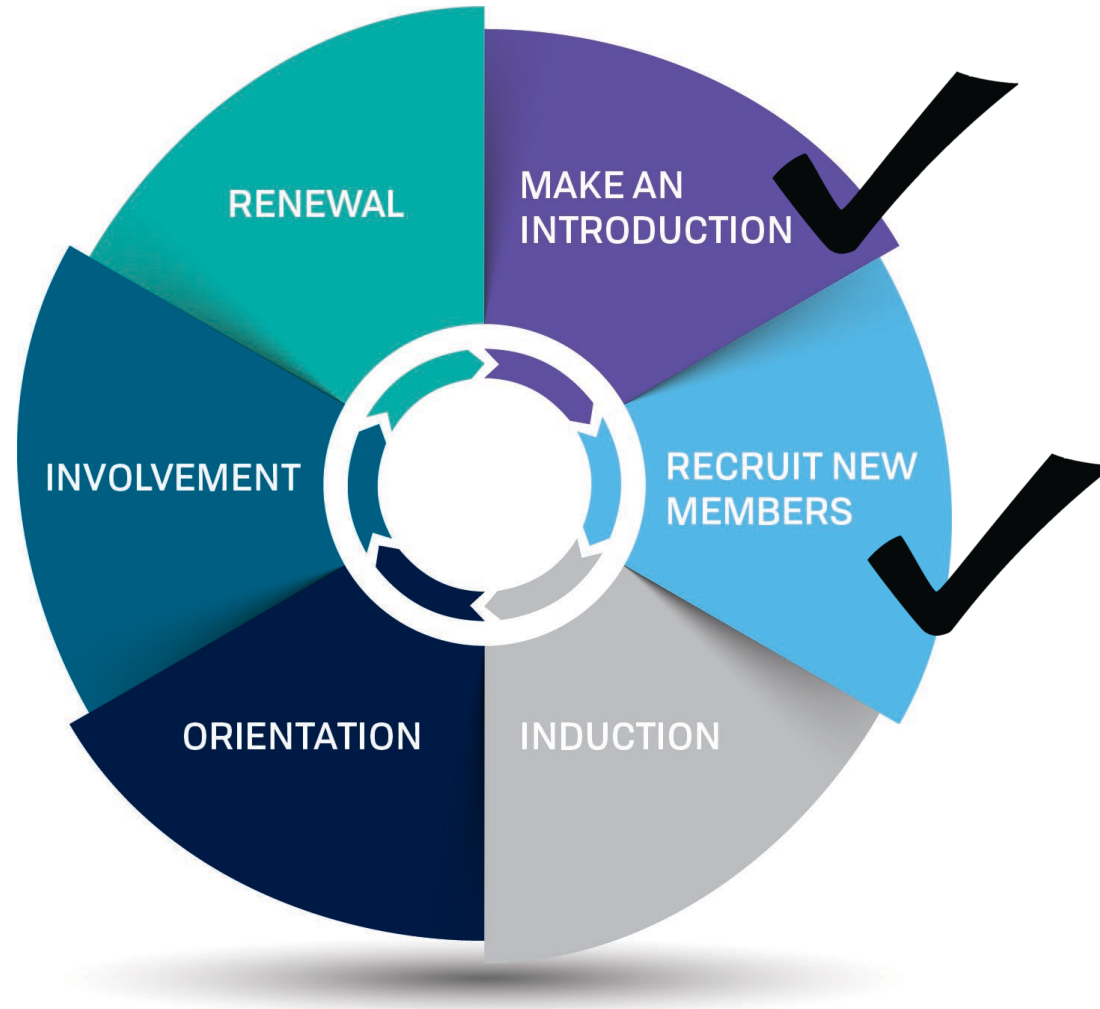
- Relay as much membership information as possible
- Set aside time for questions
- Thank volunteers and attendees
- Post a discussion on your chapter website or social media to generate discussion



Month 10 – Identify Eligible Candidates

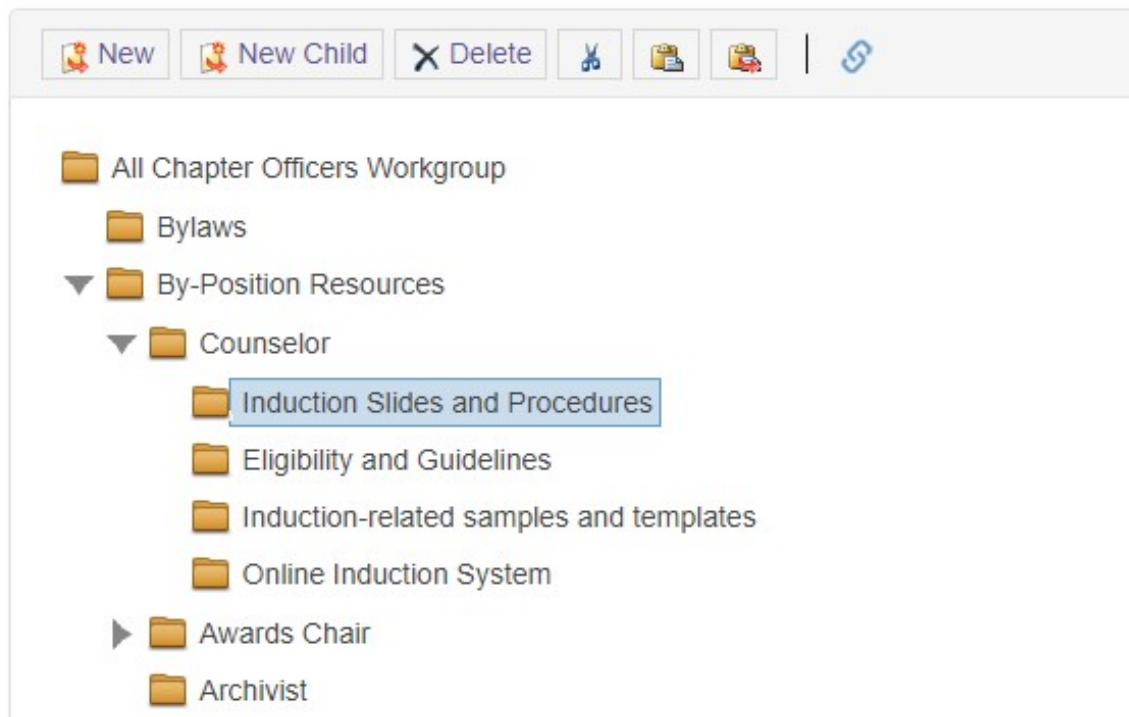
- Identify eligible candidates
 - Accurate contact information
 - Nurse leaders and students
- Download exception clause guidelines
- Communicate with ineligible candidates





Month 11 – Prepare for Induction

Folders

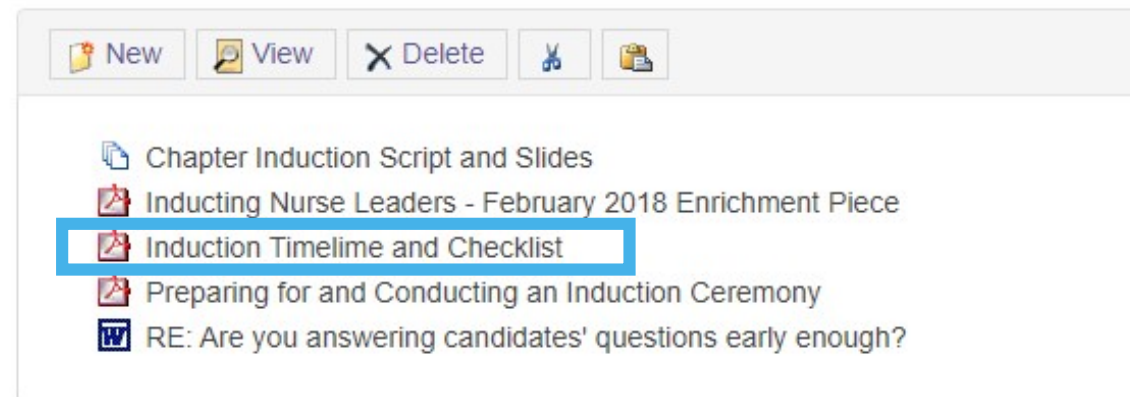


File explorer interface showing a folder hierarchy. The 'Induction Slides and Procedures' folder is highlighted.

- New
- New Child
- Delete
- Scissors icon
- Folder icon
- Link icon

- All Chapter Officers Workgroup
 - Bylaws
- By-Position Resources
 - Counselor
 - Induction Slides and Procedures**
 - Eligibility and Guidelines
 - Induction-related samples and templates
 - Online Induction System
 - Awards Chair
 - Archivist

Folder Contents



File explorer interface showing the contents of the 'Induction Slides and Procedures' folder. The 'Induction Timeline and Checklist' file is highlighted.

- New
- View
- Delete
- Scissors icon
- Folder icon

- Chapter Induction Script and Slides
- Inducting Nurse Leaders - February 2018 Enrichment Piece
- Induction Timeline and Checklist**
- Preparing for and Conducting an Induction Ceremony
- RE: Are you answering candidates' questions early enough?

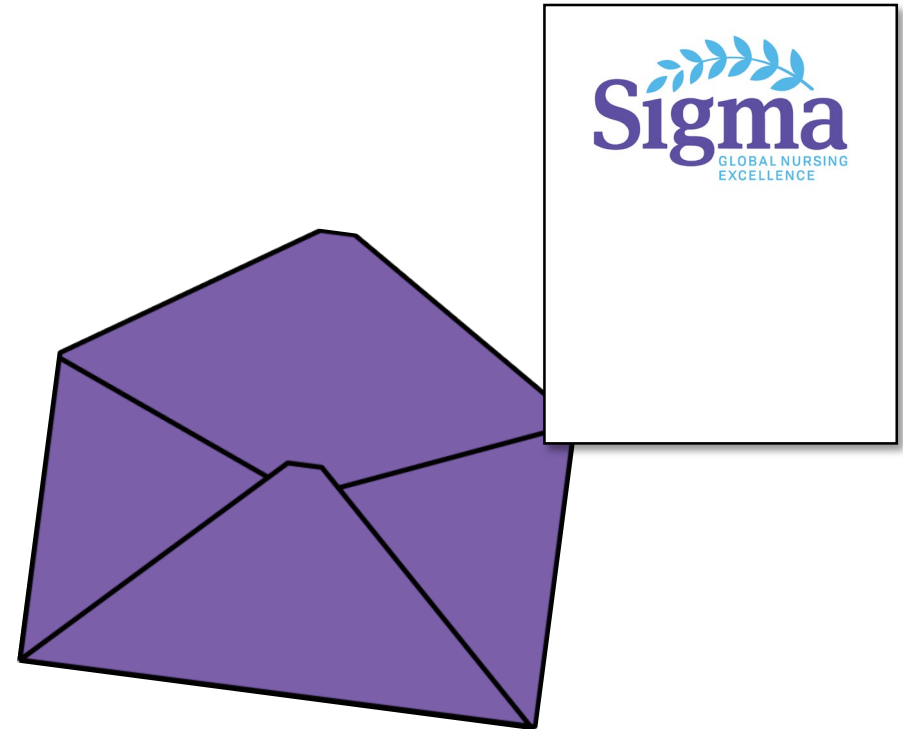
Month 12 – Prospective Member Meeting Planning

- Continue planning induction
- Prepare for Prospective Member Meeting
 - Welcome/introductory activity
 - Expectations of induction
 - Expectations of membership



Month 13 – Issue Invitations

- Use the Online Induction System to send invitations
- Keep current members informed of induction details
- Begin publicizing the event



Month 14 – Remind, Remind, Remind!

- Send reminders and stay top of mind for candidates
- Finish finalizing induction ceremony preparations
- Begin planning a new member orientation



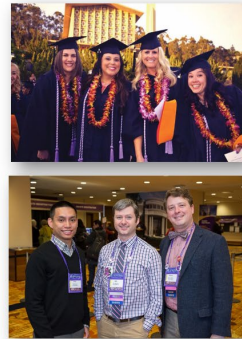
Month 15 - Induction!

We Are Sigma

Welcome to your
**Sigma Theta Tau
International**
Induction



We Are Sigma



We Are Sigma

Accepting Membership

"I accept membership in
Sigma Theta Tau International,
and I pledge to fulfill its
commitment

to nursing excellence, knowledge,
service, and leadership
throughout my career."

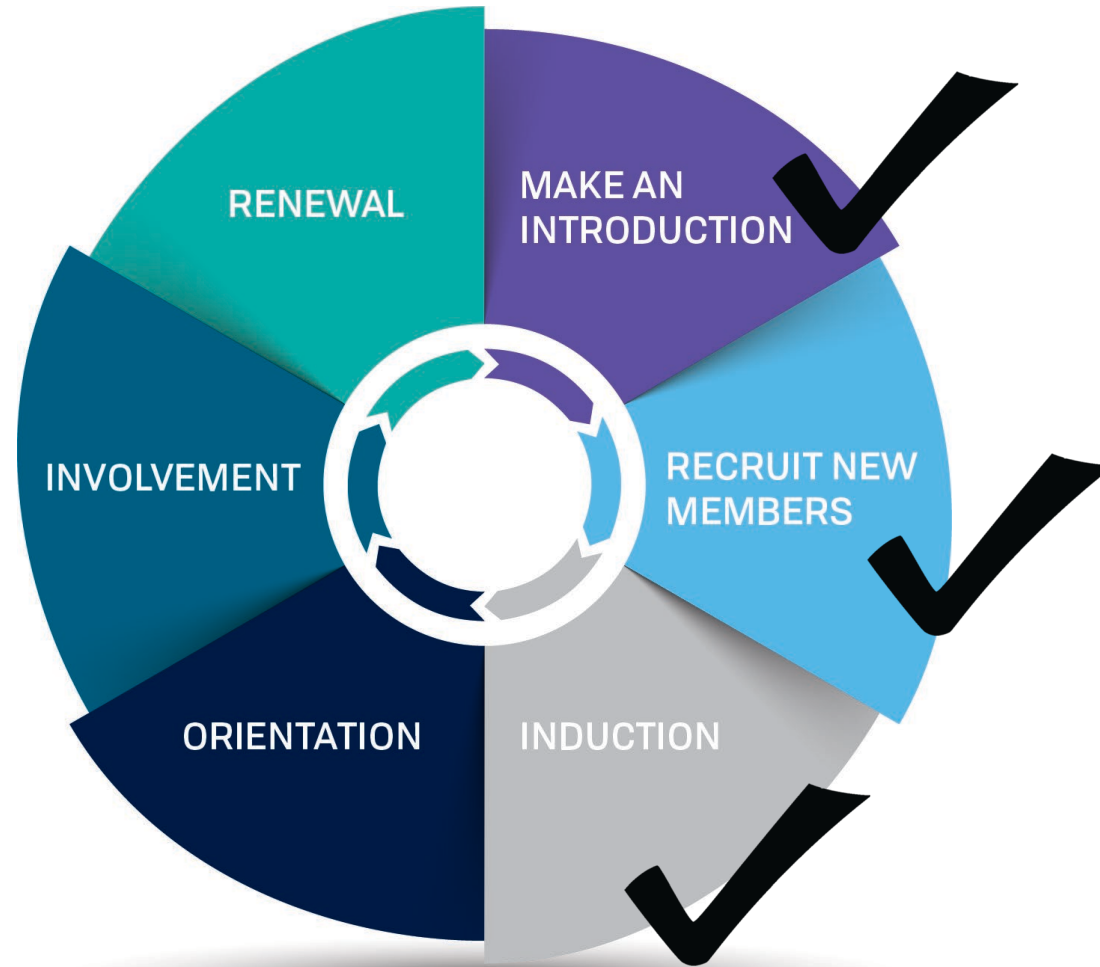


We Are Sigma



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Month 16 – Member and Candidate Follow-Up

- Reach out to people who did not accept
 - Survey to find out their reasoning
 - Reminder about one year acceptance date
- Send a survey to all new members
 - Gauge what their membership expectations are
- Send event evaluation to attendees and committee members
 - What worked well and what didn't
- Send invitation for new member orientation session

Month 17 – New Member Orientation

- Sigma numbers at a glance
- Description of name and values
- How new members were selected
- Sigma Chapter Structure
- Sigma International Structure
- Sitting president's call to action
- My Membership Portal
- Upcoming member orientation webcasts
- Communities of Interest on The Circle
- Chapter websites
- Volunteer opportunities
- Career Center
- Free and discounted member CNE
- Sigma email communication and publications
- Customizable chapter benefit slides

Month 18 – Start Over!



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Connect. Collaborate. Catalyze.

a **Sigma** event