



Strategies and Resources to Increase Your Chapter's Visibility

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Faculty Disclosure

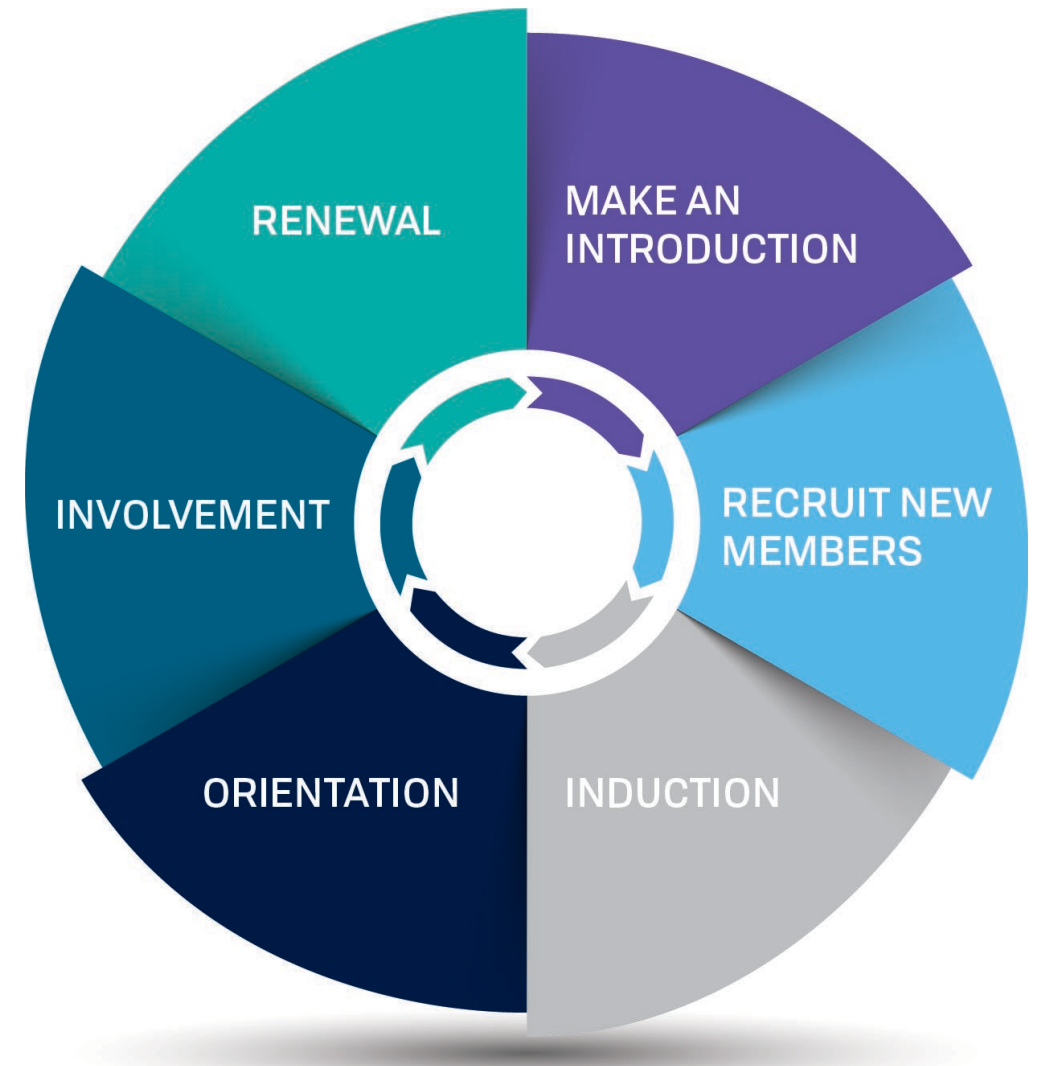
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 - Conflicts of Interest: None
 - Employer: Sigma Theta Tau International
 - Sponsorship/Commercial Support: None
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 - Employer: Sigma Theta Tau International
 - Sponsorship/Commercial Support: None

visibility

“the degree to which something has attracted general attention or prominence”

Visibility

- Visibility is part of the introduction phase.
- What can your chapter do to be more prominent with stakeholders?
- Strategically managing chapter visibility tells your chapter's story the way it should be told.



1. Manage Member Pride

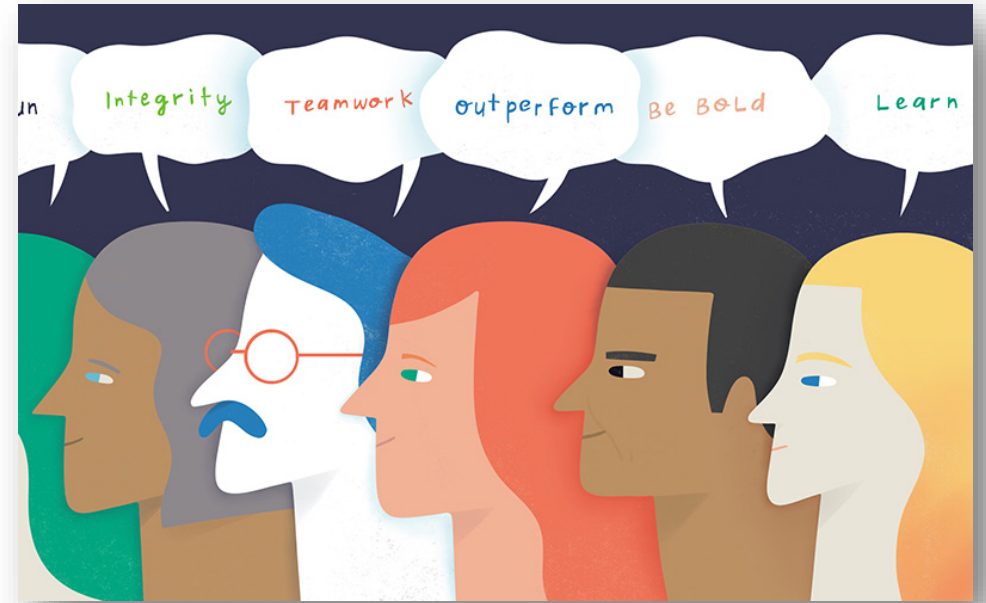
Create a Sense of Community

- Crowdfsource/survey members
- Reward, recognize, and celebrate
- Create a positive, welcoming environment
- Make leadership opportunities accessible
- Make the chapter website home base



Define Chapter Values

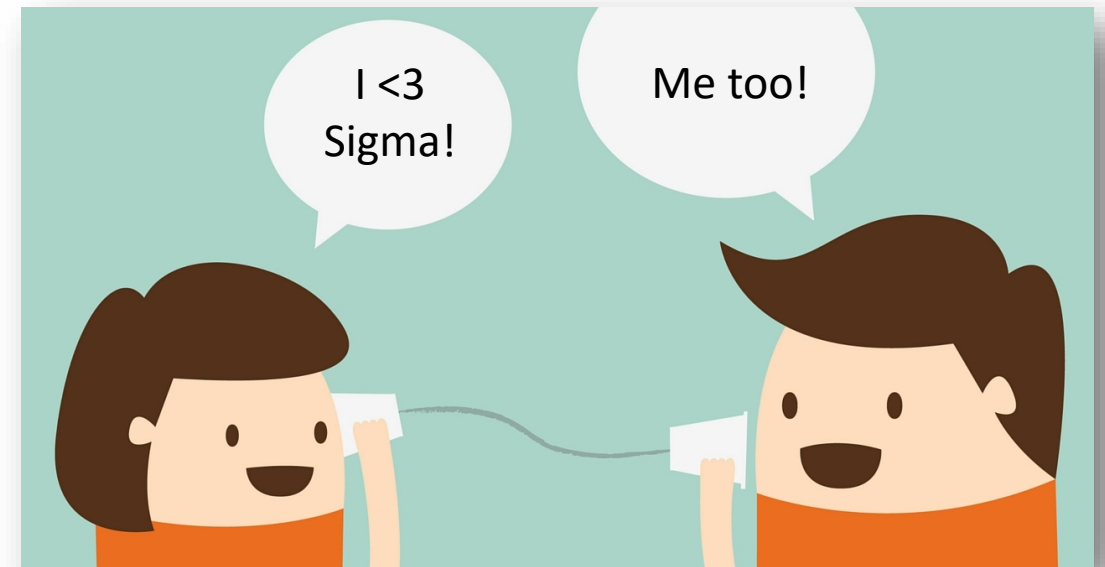
- Establish your mission and vision
- Develop a value proposition statement
 - Refer to the value an organization promises to deliver
 - Number one reason why service is valuable
 - Follows a specific format
- Create an elevator speech
 - A 30 second pitch designed to “sell” the chapter
 - Short, pre-prepared speech that explains what the organization does clearly and succinctly
 - Ends with a call to action



2. Manage Member Involvement

Regular Communication is Key

- Communication should be transparent, timely, and regular
 - Communication goes both ways
- Develop a communication calendar for organization and accountability
- Use diverse audiences and delivery methods for personalization



Create the Membership Experience

- Create opportunities for relationship building
- Design chapter specific benefits
 - Diversify times, prices and offerings
- Offer opportunities for leadership and development
- Find articulate chapter advocates



3. Manage Chapter Reputation



Building Chapter Brand

- Define the ideal reputation and practice
- What do inactive members say?
- Engage with the community
 - Develop good relationships with related organizations
 - Increase awareness in member workplaces
 - Look for philanthropic activities
 - Seek sponsorship opportunities

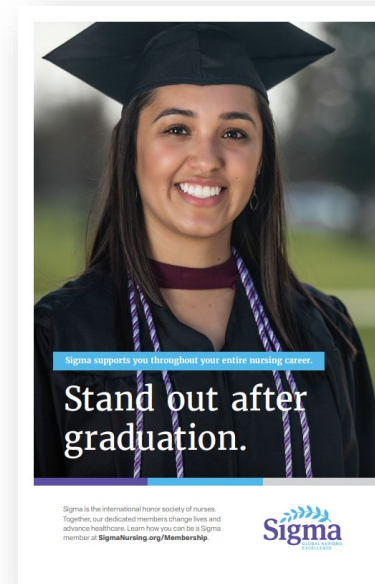


Create Brand Recognition

- Download chapter logos from the Chapter Management System
- Access the Chapter Brand Guide in the All Chapter Officers Workgroup
 - <https://thecircle.sigmanursing.org/mygroups>
- Use Sigma resources
- Identify ways to publicize passively and impassively in the community



**Omicron Omicron
at-Large Chapter**



The Laurel

In Ancient Greece, a laurel crown was awarded to the victors in athletic and poetic endeavors. The word is also the root of the word "baccalaureate." We use the laurel to represent the excellence of Sigma nurses, and subtly break the ending into three parts to represent the principles of Scholarship, Leadership, and Service.



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4. Manage Online Presence

Audit Your Website and Social Media

- Do an internet search for your chapter keywords
- Maintain the chapter website
- Create active profiles on social media
- Capitalize on trends



CHAPTER CASE STUDIES





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