Connecting, Collaborating and Catalyzing: Sigma 2019 and Beyond

Beth Baldwin Tigges
PhD, RN, PNP, BC
2017-2019 Sigma President
2017-2019
Presidential Call to Action
CONNECT

• Digital transformation
• Use of cutting edge technologies to connect, stay current, disseminate and advance our work
CONNECT INITIATIVES

• Sigma Board and Committee meetings via videoconference

• Many regions and chapters
VIRTUAL PROGRAMMING: EUROPE

International Nurses Day 2019

Together, we change lives and advance healthcare.

Dr Catherine Hannaway DProf,RN,RM(ret),RHV Hon Mem.
UK Faculty of Public Health  Global Health Consultant

Nurses and Midwives Tackling 21st Century Health Challenge's and include an update on the progress of Nursing Now and any plans for 2020.
Thursday the 9th of May at 4pm (GMT) 5pm (CET) via zoom.
Link: https://zoom.us/j/439428841

Sigma Theta Tau International and Phi Xi chapter cordially invite all postgraduate students in Nursing and Midwifery to the 5th annual

Postgraduate Research Student Virtual Scholarly event “New challenges in Nursing and midwifery practice, research, education and leadership”

A European videoconference to present and discuss PhD research

6th November 2019, 12:00 – 14:00 (GMT)
Venue: Check with your local STTI committee
## SIGMA SOCIAL MEDIA

<table>
<thead>
<tr>
<th>PLATFORM</th>
<th># FOLLOWERS 1 NOV 2017</th>
<th># FOLLOWERS 30 OCT 2019</th>
<th>INCREASE # (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK</td>
<td>32,168</td>
<td>42,699</td>
<td>10,531 (33%)</td>
</tr>
<tr>
<td>TWITTER</td>
<td>15,702</td>
<td>20,842</td>
<td>5,140 (33%)</td>
</tr>
<tr>
<td>LINKEDIN (COMPANY PAGE)</td>
<td>8,122</td>
<td>21,789</td>
<td>13,667 (168%)</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>2,677</td>
<td>5,443</td>
<td>2,766 (103%)</td>
</tr>
</tbody>
</table>
# Twitter Growth

<table>
<thead>
<tr>
<th>Event</th>
<th>Twitter Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention '17</td>
<td>14.8 Million</td>
</tr>
<tr>
<td>Research Congress '18</td>
<td>13 Million</td>
</tr>
<tr>
<td>Research Congress '19</td>
<td>18.8 Million</td>
</tr>
</tbody>
</table>

Twitter Impression: Number of times tweet shows up on someone’s timeline
FACEBOOK LIVE

Performance for Your Post

8,289 People Reached
4,788 Video Views
1,083 Reactions, Comments & Shares

Performance for Your Post

4,105 People Reached
1,860 Second Video Views
273 Reactions, Comments & Shares
STAYING CURRENT

- E-Newsletters, websites, social media

From the CEO: How do YOU keep up with what’s happening in global health?

By Elizabeth A. Madigan | 07/05/2019

Liz Madigan, CEO of Sigma Theta Tau International Honor Society of Nursing (Sigma), tells readers how she stays globally informed and asks them to recommend useful sources.

We all face a deluge of information—from work emails to keeping up with one’s family and friends on social media. There are lots of worthwhile sources of information, and what follows—which represents nursing as well as non-nursing groups—is far from exhaustive, but here’s what I read to be a well-informed global citizen:

Global Health NOW: Published by the Johns Hopkins Bloomberg School of Public Health, Global Health NOW provides a broad perspective of what’s happening in global health and

Madigan E (5 July 2019) reflectionsonnursingleadership.org
CONNECT: CHAPTERS

• 265 chapters recognized for “Connect” - Showcase of Regional Excellence
• Beta Omicron Chapter, Augusta University, Augusta, GA, U.S.
• Streamed EBP Conference via Facebook Live
• WebEx - Board meetings
COLLABORATE

- Intentionally collaborative
- Nurses inside/outside Sigma; non-nurses
MEETING WITH NURSING NOW

• Nursing Now
  • Co-Chair: Lord Nigel Crisp
  • CEO: Barbara Stillwell
• Sigma’s leadership and scholarship resources
GLOBAL STRATEGY SUMMIT

- October 2018 – Geneva, Switzerland
  - WHO – Elizabeth Iro, Chief Nurse
  - International Council of Nurses
  - Nursing Now
  - WHO Collaborating Centers
  - Jhpiego
  - Consortium of Universities for Global Health
  - International Confederation of Midwives
  - Sigma
YOUTH PRE-WORLD HEALTH ASSEMBLY EVENT

- Dr. Elizabeth Rosser, Sigma BOD
- ICN Headquarters, Geneva
- June 2019
- Collaboration: Nursing Now, Sigma, World Innovation Summit for Health
- 30 youth
- More effective health policy advocates
Sigma’s Representatives at the United Nations

Connie Sobon Sensor
Liaison

Dawn Fitzgerald
Youth Representative

Dania Al-Itani
Youth Representative

Valerie Clary-Muanda
Liaison

Pennie Sessler Branden
Liaison

Aric Shimek
Liaison
GLOBAL REGIONAL COUNCILS

- Nine GRCs launched this biennium
- Goal – Expanding regional presence
- Regional Councils
  - Enhance regional collaboration;
  - Assist with regional programs/events
  - Build strategic partnerships
  - Implement/expand programming
COLLABORATE: CHAPTERS

Tau Omega Chapter

• 332 chapters recognized for “Collaborate” – Showcase of Regional Excellence
• Tau Omega Chapter, Gothenburg University, Goteborg, Sweden
• Collaboration with Swedish Nursing Association
CATALYZE

• Bring about, initiate, produce fundamental change, or transform
NEW VISION, MISSION, AND STRATEGIC PLAN
SIGMA VISION AND MISSION

*Vision*
Connected, empowered nurse leaders transforming global healthcare.

*Mission*
Developing nurse leaders anywhere to improve healthcare everywhere.
NEW STRATEGIC GOALS

1. Grow in value for nurses globally.
2. Recognize and promote nursing scholarship, leadership and service.
3. Expand and develop strategic relationships globally.
4. Advance innovative and customized resources to develop nurse leaders.
NEW CHAPTERS

• 543 chapters with members from over 100 countries
• Added 17 new chapters and conducted 19 chapter charter amendments
OUTSIDE NORTH AMERICA...

Charter Amendment

• Psi Zeta at-Large, Victoria, Australia

• Added Deakin University and Latrobe University
FIRST CHAPTER IN CARIBBEAN - JAMAICA

Omega Kappa Chapter
University of West Indies
Kingston, Jamaica
SIGMA EUROPE: IRELAND

- First chapter in Ireland
- Omega Epsilon at-Large
- Institute of Technology Tralee, University College Cork, Waterford Institute of Technology
- Tralee, Cork, Waterford, Ireland
SIGMA EUROPE: ISRAEL

- First chapter in Israel
- Omega Lambda Chapter
- University of Haifa
- Haifa, Israel
SIGMA EUROPE: SCOTLAND

- First chapter in Scotland
- Omega Xi Chapter
- Queen Margaret University
- Edinburgh, Scotland
CATALYZE: SIGMA PRESIDENT’S CIRCLE

- 2,104 individuals and chapters
- US $728,616
- Includes Chapter Giving Club:
  - 248 chapters
  - US $121,683
CATALYZE: CHAPTERS

• 218 chapters recognized for “Catalyze” – Showcase of Regional Excellence
• Beta Xi Chapter, University of Delaware; Newark, DE, U.S.
• Career Development Boot Camp – all senior nursing students
• Leadership Intern Program
2019...And Beyond
1. CONNECT, COLLABORATE, CATALYZE

• Not just a 2-year call-to-action, a way of working
• Not the “what” of our work, but the “how”
2. FOSTER OUR CAPABILITY TO BE AGILE

- Agility is a capability, not a strategy
- Possible to change and keep standards
- Balance tradition and agility

3. GUIDING PRINCIPLES AS STRATEGY

• Strategy is a framework for decision-making, or guiding principles
• "Think deep to act fast"

SIGMA’S GUIDING PRINCIPLES 2017-2019

1. Sigma’s brand will be protected
2. Sigma will foster global development
3. Sigma will consider the local, regional, and global impact of decisions
4. Sigma will actively engage with nurse leaders throughout the world
5. Criteria for membership will be applied consistently worldwide
6. Sigma will make financially sound decisions
7. Equitable benefit services and access will be delivered
8. Sigma fees will be equitable and based on the World Bank structure
9. Policies related to chapter health will be consistently enforced
10. Sigma will remain politically neutral
11. Sigma will embrace innovation

www.sigmanursing.org/why-sigma/about-sigma. Chapter version: All Officers Workgroup on the Circle
4. CAPITALIZE ON OUR REGIONS

• Guiding Principle #2: Sigma will foster global development
• Be creative and tailor activities to what works best for that region
• Build on strengths
• One size may not fit all
5. FOSTER CULTURAL INTELLIGENCE (CQ)

- Definition: The capacity to function effectively across national, ethnic, and organizational cultures.

HIGH CQ AND SIGMA’S MISSION

Motivated to learn and adapt to new and diverse cultural settings
Have a good understanding of culture and how it affects the way people think and behave
Use cultural understanding to develop plans for new intercultural situations
Transform those plans into actions

Our Mission: Developing nurse leaders anywhere to improve healthcare everywhere
6. SCALE UP INNOVATION BY INVOLVING DIFFERENT PARTNERS

• Lesson learned from Steve Jobs
• “Only way to scale up our innovation was to start recruiting outsiders...”
• Our Vision: Connected, empowered nurse leaders transforming global healthcare.
WAYS TO INVOLVE DIFFERENT PARTNERS

- Use new at-large chapter model: institutions of higher education and practice settings
- Induct and promote nurse leaders
- Work with different partners – other nursing and non-nursing organizations
- Consider other strategies for diversification of membership and partnerships
7. BYLAWS AND GOVERNANCE STRUCTURE

• Data-based decision making and best practices of global organizations

• Do our bylaws and governance structure allow us to:
  • Be agile and flexible
  • Foster global development with tailored regional initiatives
  • Engage maximum diversity of members/partners to achieve our vision and mission?
We Are... Sigma
GLOBAL NURSING EXCELLENCE
Over the next 5 days...