Creating Successful Programs with STTI Publications

Renee M. Wilmeth, Publisher, STTI
Session Overview

• What is a great program?
• How to create/plan one?
• Programming with STTI books and journals.
• Engaging program ideas.
Tell me about YOU!

- Chapter Leader?
- Clinical?
- Academic/Faculty?
- Student?
- Researcher?

- New Member?
- Experienced STTI member?
- Article Contributor?
- Author?
What is a “Program”?
What makes a successful/great program?

- Engaging speaker
- New information
- Not boring
- Interesting topic
- Useful/relevant to all
- Makes you want to learn more!

- Good info/time ratio
- Gives a new perspective
- Interactive
- Tailored to your chapter
- Encourages discussion
- Gives new ideas!
Results of a Great Program

(in no particular order)

• Makes you want to come to another meeting
• Creates value for STTI membership
• Enhances the student/professional’s learning/practice experience
• Educates
Building Great Programs

1. What’s right for your chapter?
2. Past performance? Past failures?
3. What do members want?
4. Other parameters – timing, budgets, audience
5. How often? How many? How long?
Consider the Options

Speech
Panel
Roundtable
Forum
Discussion Groups
Journal Club
Lunch or Coffee Group
Book club
Full-day Seminar
Quarterly (for some)
Monthly (for some)
Yearly
Adjust the Mix

• What will engage/inspire your members?
• What is the full year/big picture?
• What do you need for success?
• What is right for your chapter?
What are your resources?

• Local faculty authors
• Local award winners, grant recipients, researchers, travelers, experiencers
• Budget/Space
• Time/people to organize
• STTI publications
Measurement Success

• Consider a member survey
• Talk to your officers/board/key members
• Use post-program evaluation forms
• Examine what works – and what doesn’t
Ideas, Ideas, Ideas

• What was your most successful program?
• What was your least successful program?
Leadership Forum
20 - 22 September 2012 • Indianapolis, Indiana, USA

Programming with STTI
Publications
STTI Publications

• Reflections on Nursing on Leadership (RNL.com)
• Journal of Nursing Scholarship
• WorldViews on Evidence-based Nursing
STTI Books

• Available in hard copy and ebooks
• Books for all nurses – by the leading experts
Programs – Journal Club

- Use JNS or WV article
- Use content from VHL Repository
- Assign to group to read then discuss
- Develop a few discussion questions
- Meet regularly
Program with RNL

• Choose a topic – and ask a speaker to give their local perspective

• Ask members to contribute their thoughts in advance – blog posts, discussion questions, research pointers

• Link to article and ask for thoughts
Localizing your Programs

• Is the a local connection?
• Local speakers or faculty members?
• Chapter contributor?
• Researcher? Faculty members, Speakers Bureau
Programs – Speaker

• Pick a format
• Offer guidance – give a time limit, scope, ask them to keep it engaging
• Snacks are good!
• Give a balance of learning, questions, discussion and social time
Guiding your Speakers

- It’s OK to offer them feedback in advance
- Use a system for timing
- Ask for slides or handouts
- Help their brilliance shine through
Program - Book Discussion

- Use a book like The Power of Ten
- Check the book page for free downloads, additional material
- For example: Power of Ten Facilitator’s Guide
Program -- Panel Discussion

- Multiple speakers
- Each speaks less – but more informally
- Consider a moderator to ask prepared questions or questions from the audience
- Give speakers a little gift of thanks
Quarterly or Yearly Programs

• Plan dates well in advance
• Make a budget and stick to it
• Issue speaker invitations and be responsive
• Market and sell your event
Tips for Success

• Localization
• Guidance
• Tools you can use
• Resources
• Where to learn more
What are your ideas?
Questions?

Renee Wilmeth, Publisher, STTI
+317.917.4965
renee@stti.iupui.edu