Using Cross Cultural Communication to Foster Member Engagement

Globalization Task Force of STTI
2011-2013

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Members of the Globalization Taskforce

INDIA

MEXICO

SOUTH AFRICA

USA
Suzanne Prevost, President STTI 2011-2013

Call to Action

“GIVE BACK TO MOVE FORWARD”

Goals for the 2011-2013 Biennium

• Create Your Legacy
• Engage in Collaboration
• Respond to Vulnerable Populations
• Embrace Technology
• Thus the Globalization Taskforce was born!

• Representation from Around the World
Vision

All members of Sigma Theta Tau International will Achieve their Full Potential within the Organization, and Develop their Leadership Abilities.
• Strategic Model utilized by Taskforce
  “ASKED”
  • Awareness
  • Skills
  • Knowledge
  • Encounters
  • Desires
• “ASKED” helped us frame our discussions
Expected Outcome 1

• Identify opportunities and suggest strategies for increasing engagement of members beyond North America including identifying and recruiting members who are qualified and willing to apply for leadership positions in STTI
<table>
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<th>Phase</th>
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<td>Inquiry</td>
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• Successes &/or Achievements
The purpose of today’s symposium: to explore these issues and provide member feedback to STTI

• Barriers &/or Difficulties
Hypothesis: recruiting non-North American members for leadership positions is a result of cultural differences as yet not clearly identified
The question of gender insensitivity, since members are predominately female, is an important issue to explore
Expected Outcome 2

• Suggest strategies for increasing STTI’s cultural sensitivity and relevance across our six Global Regions
• Successes &/or Achievements
  Discussion group input

• Barriers &/or Difficulties
  Not hearing from members today
Expected Outcome 3

• Educate members and chapters regarding cultural values and customs across our six Global Regions
• **Successes &/or Achievements**

Identification of Communication Differences Beyond Language

- Social Courtesies
- Traditions- historic and cultural
- Perspectives on Roles, Time, and Respect

Discussion group input

• **Barriers &/or Difficulties**

Less diverse committee membership
Expected Outcome 4: Support and monitor implementation of the Languages Plan

Expected Outcome 5: Assist with identifying and recruiting members who are qualified and willing to engage in translation activities
• **Successes &/or Achievements**

Key documents have been translated into Mandarin Chinese, Spanish, Arabic, and French.
Translations have been placed on the relevant STTI web pages.

• **Barriers &/or Difficulties**

Identifying interested members to participate in translation activities.
• Did We Meet President Prevost’s Call to Action?
Learning from Members

- Divide into smaller groups
- Discussion for 20 minutes
- Ask someone to serve as the recorder
- Regroup and report to larger group

This information will be shared with the STTI BOD