Program Planning 101
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Faculty Disclosure

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

• Learn how to evaluate potential audiences to develop relevant program topics

• Understand the logistics of planning a successful in-person event or program

• Discover event-planning resources
What do we mean by a “program”? 

A planned, professional event, series, or educational opportunity
Not programming

• A member attending or presenting at a conference
• Your group financially co-sponsoring an event, but not planning any content
• Setting up an informational booth in the student union
• Inducting members
• Including your group’s name on the school of nursing’s Research Day fliers
Programs + Services + Benefits = Engagement and Involvement
Your Mission & Values
Strategic Plan
Communication
Community and Member Involvement
Pride & Publicity
Volunteer to Lead
Retention & Recruitment
Your Mission and Values

• Foundation of every organization and all board work

• Tells you why you exist

• Gives you a baseline of what to strive toward

• Example: It is the mission of the International Council of Nurses to represent nursing worldwide, advance the profession and influence health policy. Their core values are visionary leadership; innovativeness; solidarity; accountability; and social justice.
Strategic Planning

• Process that determines where an organization is going over a specified period of time and how it is going to get there
  ➢ Set goals using feedback from members
  ➢ Assign action items for each goal
  ➢ Assign responsibility to leaders
  ➢ Assign a timeline
“What if … ?” Activity

• What if your chapter closed? Would your members miss you?

• What if another chapter moved in next door and we had to compete for membership dollars?
Convenience is Key

• Is every event, program, and chapter at the same time and location?

• Do we know what community locations would work for members?

• Are there any virtual platforms you could use to supplement in-person gatherings?
  - Live
  - Asynchronous
“Sticks in a bundle are unbreakable.”
~Kenyan Proverb
Develop a Program Planning Committee

• Divides the work among many volunteers to:
  ➢ Participate in goal-setting and strategic planning to provide guidance and direction
  ➢ Develop and implement programs consistent with the group’s mission and values
  ➢ Work with communication leaders to promote programs
Strategic Planning for Programs

1. Needs Assessment – Member Survey

2. Planning – Budget, setting goals, speaker(s), resources, space, registration, marketing, food & beverage, decorations

3. Implementation – developing program objectives, materials, equipment

4. Post-Event Assessment
Consider the Types of Programs Available

Speech/Keynote  
Discussion Panel  
Roundtable Discussions  
Forum  
Discussion Groups  
Journal Club

Online webinar  
Online discussion forum  
Lunch or Coffee Group  
Book club  
Full-day Seminar
Survey members

• Many programs are free (or allow free use up to a certain number of surveys), and come with tutorials for use.

• Obtain a current mailing list to get an idea of how many people will be surveyed and how to contact each person.
  - Does everyone have an email address?
  - Are there any bad addresses?

• Sample questions include:
  - Have you attended a chapter event in the last year?
    • If yes, what did you think?
    • If no, why not? (Time, location, format, topic?)
  - What keeps you up at night in relation to your job?
  - What type of event or program would you be most likely to attend? Networking/social, continuing nursing education program, research-based program, other
Budget Considerations

• What components of your programming goals will have a cost associated with them?
  ➢ Communication and publicity (Printing and postage)
  ➢ Community location (renting space) and decoration
  ➢ Authors/Speakers
  ➢ Volunteer gifts
  ➢ Food and Beverage
  ➢ Insurance

• What local resources do you have for free/discount? Or could you get a sponsorship?
  ➢ Authors/Speakers (identified in survey)
  ➢ Technology and Publicity tools (social media)
  ➢ Community locations
  ➢ Communication (Email)
  ➢ Attendee handouts or volunteer gifts
Thinking Outside the Budget

Community Events

• Habitat for Humanity, homeless shelter, other local opportunities to volunteer together

• Community Health Clinics (Free)

• Collaborate with school initiatives
Thinking Outside the Budget

Informal Events

• Social events at local hotels and community locations

• Happy hour gatherings

• Coffee talk

• Live chat on Twitter

• Lunch and Learn presentations
Set Your Goals

Types of Goals:

- Programming
- Other member benefits and services
- Communications
- Finances
- Recruitment & Retention
- Leadership development and succession
Who will lead the program?
Individual Speaker

• Agree on a topic, based on their expertise and experience

• Offer guidance
  ➢ Give a time limit (usually an hour or less)
  ➢ Ask them to keep it engaging
  ➢ Provide lessons-learned from previous presentations

• Give a balance of learning, questions, discussion, and social time
Facilitator/Moderator vs. Presenter

Helps a group understand their common objectives and assists to plan to achieve them without taking a particular position.

Relays a message to a group of people; often they are an expert or advocate for the information that is being presented.
Panel Discussion

• Multiple speakers

• Each speaks less – but more informally

• Consider a moderator/facilitator to ask prepared questions or questions from the audience
Event-Planning Resources

• Convention and Visitors Bureaus
• Internet
• Trade publications and listservs/discussion forums
• National/regional hotel chains
During your Event

• Have a Welcoming Team designated to greet attendees, hand out nametags, provide any attendee gifts/handouts, and introduce new members to established members

• Introduce speakers and special guests, such as community partners, sponsors, and board members.

• Have a calendar of upcoming events and contact information available, along with opportunities to volunteer or lead the next program
Develop Program Evaluations

• Between surveys, ensure that you have a standard program evaluation that can be delivered to attendees afterward:
  - Would you recommend this event to others? Why or why not?
  - What changes could be made to the format? (Too long? Too short?)
  - What other program topics or events would you be interested in attending?
  - Would you be interested in developing an upcoming program or event or volunteering your time to help at an event?
  - Are there other community locations that you would recommend for an upcoming chapter event?

• Make sure you send this evaluation within two-weeks of the program, while you still have the event fresh in the minds of participants
<table>
<thead>
<tr>
<th>Goal</th>
<th>Action item(s)</th>
<th>Responsible party(ies)</th>
<th>Available resources and costs</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase number of attendees at chapter events through relevant program topics</td>
<td>Develop a Program Planning Committee</td>
<td>Board</td>
<td>Those who indicated interest on survey - Free</td>
<td>Appoint committee by October 2014</td>
</tr>
<tr>
<td></td>
<td>Ask committee to determine 4 event/program topics</td>
<td>Program Planning Committee</td>
<td>2014 Membership Survey – Free; Speakers, Location Rental ($?)</td>
<td>Ask for recommendations by November 2014</td>
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<td></td>
<td>Communicate events at least 6 weeks in advance</td>
<td>Communications and Publicity Committees</td>
<td>Email; Social Media - Free</td>
<td>Communications starts at least 6 weeks before each event</td>
</tr>
<tr>
<td></td>
<td>Utilize Program Evaluations to determine need for change</td>
<td>Program Planning Committee</td>
<td>Survey Tool – Free</td>
<td>2 weeks after event</td>
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</table>
Why is communication important?

• Keeps members connected with the chapter experience.
  ➢ I might not be able to attend every event, but I still need to know what is going on!
  ➢ This helps me understand the value of my membership dollar and what it is going toward
  ➢ Which translates into pride. Members who are proud will desire a continued success for the chapter

• Rule of Seven
  ➢ Just because I didn’t respond the first time, doesn’t mean I’m not interested.
  ➢ There is a lot of noise in the world that you’ll have to overcome!
Avoid scary and boring terms

• Register for our meeting
• Save the Date
• Complete the survey
• Volunteer your time

• Don’t miss out!
• Are you busy on [insert date]?
• We need your opinion!
• Help us be part of the solution
Give Plenty Advanced Notice … And Details!

• If I have to take off work or leave early – I need to know at least 6 weeks in advance!

• Share as many details as you can think of:
  ➢ Dress code
  ➢ Parking
  ➢ Exact address, building, room, or hyperlink access codes
  ➢ What to expect or what to prepare
  ➢ Can I bring a friend, or is this members-only?
Strategic Plan

Communication

Community and Member Involvement

Pride & Publicity

Volunteer to Lead

Retention & Recruitment

Your Mission & Values
Questions?
Upcoming Sessions

• Spread the Word: Effective Publicity Tactics
• Advanced Lessons on Chapter Websites in The Circle
• Answers to Frequently Asked Financial Questions
• Legal Issues and Strategies for Chapters