Faculty Disclosure

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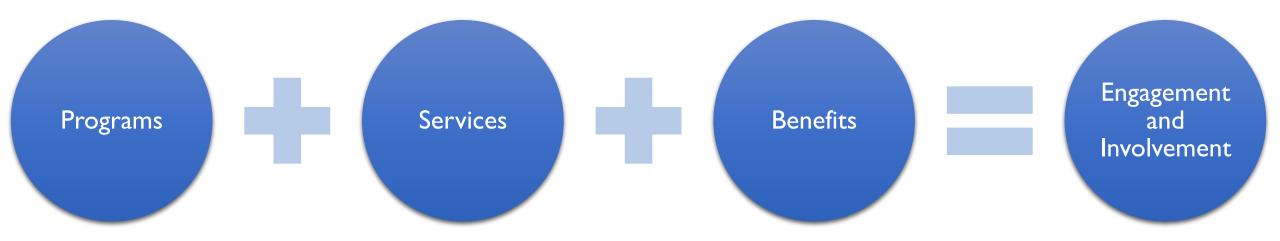- Sponsorship/Commercial Support: None

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

Retention
&
Recruitment

Volunteer to Lead

Pride & Publicity

Community and Member Involvement

Communication

Strategic Plan

Your Mission & Values

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

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

Goal	Action item(s)	Responsible party(ies)	Available resources and costs	Timeline
Increase number of attendees at chapter events through relevant program topics	Develop a Program Planning Committee	Board	Those who indicated interest on survey - Free	Appoint committee by October 2014
	Ask committee to determine 4 event/program topics	Program Planning Committee	2014 Membership Survey – Free; Speakers, Location Rental ($?)	Ask for recommendations by November 2014
	Communicate events at least 6 weeks in advance	Communications and Publicity Committees	Email; Social Media - Free	Communications starts at least 6 weeks before each event
	Utilize Program Evaluations to determine need for change	Program Planning Committee	Survey Tool – Free	2 weeks after event

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?

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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