Cultivating Future Leaders

Michelle Lilly
Faculty Disclosure

• Faculty Name: Michelle Lilly
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Objectives

• Understand how to cultivate a sense of community and member pride
• Learn how to attract and recruit volunteers
• Discover resources to mentor future leaders
Strategic Plan

Communication

Community and Member Involvement

Pride & Publicity

Volunteer to Lead

Retention & Recruitment

Your Mission & Values

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Your Mission & Values
Your Organizational Mission and Values

• An organization’s mission statement is essentially its statement of purpose.

• Core values are what support the mission, shape the culture, and reflect the principles, beliefs, or philosophies of the group.

• 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.
A strategic plan is a road map for your business.
Are Your Members Along for the Ride?
Strategic Planning

• Plot out a path for your goals. Your goals are set to achieve the mission and values at a local level.

• Assign action items to each of your goals.

• Look at budgetary constraints and available resources.

• Determine timelines and responsibility.
<table>
<thead>
<tr>
<th>Goals</th>
<th>Action Items</th>
<th>Budget Considerations and Resources</th>
<th>Timeline</th>
<th>Responsible person(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase member networking opportunities</td>
<td>Host two stand-alone networking events</td>
<td>Potential costs: Venue, Refreshments, Nametags</td>
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<td></td>
<td>Allow time for networking before or after one educational program</td>
<td>Resources and Potential Sponsors: Visitor’s Bureau, Local Hotels and Community Centers, Bakeries, Social media tutorials</td>
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<td>Encourage year-round networking through online/social platforms</td>
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“Organizations are fighting for members in never-before-seen rates of direct competition from like-minded organizations seeking the same constituent – one who faces a relentless bombardment of information and knowledge from a myriad of sources in a social networking age. All of this is coupled with rising expectations from members demanding more for less from their associations.”

- “Member Communication and Engagement,” by Results Map
This Requires Diversity

• Who you are sending to (member segments)?
• How you are sending it (method of delivery)?
• What you are saying (call to action)?
Strong Call to Action

1. Start by identifying the problem (the pain), and explaining how you are going to solve it.

2. Be bold. Make the most important items **stand out**.

3. Offer incentives (“Attendees will be entered into a drawing for free membership dues for a year.”)

4. Avoid scary, boring, and cliché terms (i.e., Register now, Click Here, Run for Office)

5. Keep it simple. Ask for 1-2 actions at a time, don’t throw it all at me at once.
Give Plenty Advanced Notice and Details!

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

• Share as many details as you can think of:
  ➢ Event Details
    • Dress code
    • Parking
    • Exact address, building, room, or hyperlink access codes
    • Can I bring a friend, or is this members-only?
  ➢ What to expect or what to prepare
  ➢ Is this free?
  ➢ What will I earn by reading/attending/remaining a member?
  ➢ How long will this action take?
What is a Chapter Community?

A chapter community is an environment in which members can easily find a place to connect with other members and contribute to the success of the chapter with their unique skill sets and talents.
Cultivating Community

• Convenience is key
  ➢ What community locations are close in proximity to members?
  ➢ What time of day/week works well for people?
  ➢ How can time/location be rotated to meet the needs of different groups?

• Create a welcoming environment
  ➢ Have a Welcoming Team greet every member at events/programs
  ➢ Reach out to those who are active, but haven’t been at a recent event
  ➢ Prominently display chapter contact information

• Establish short-term opportunities for involvement
  ➢ Committees and Task Forces
  ➢ One-time commitments
“A high or inordinate opinion of one's own dignity, importance, merit, or superiority.”
Never Lose Sight of the Need to Instill Pride

• All leaders, committee members, and one-time volunteers need to recognize the importance of member pride. How?
  ➢ Address complaints and problems head-on
  ➢ Celebrate the steps as much as the landing
  ➢ Focus on containers that are never empty nor full
  ➢ Have FUN together and be proud of your own experience. Share that with others!
Publicity

• Dictionary Definition: The deliberate attempt to manage the public’s perception of your organization, product, etc.

• My Definition: Tell everyone how awesome you are because of all the wonderful things you are doing
Where to Target

• Members’ Workplaces
  - Is there apparel members can wear?
  - Do they have community areas where you can display information about who you are and why you are important?

• Places you are, where nonmembers are also present
  - Universities
  - Hospital/healthcare systems
  - Chapter events, such as induction or community service projects

• General media
  - Newspapers (paper and online)
  - Local radio/television
Publicity Tools
Strategic Plan

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Retention & Recruitment

Volunteer to Lead
Recruiting Volunteers
Setting clear expectations for your group can help avoid miscommunication and frustration for members and leaders alike.
Defining Roles and Time Commitments

• Determine the length of each position
  ➢ Example: Members of the publicity committee serve a 1-year term.

• This requires fully-developed and defined roles and time commitments.
  ➢ Example: Members of the committee are tasked with creating and utilizing social and organizational platforms to publicize chapter events and initiatives. This requires about 4 hours per month.
Defining Skills Needed for Success

Our Publicity Committee takes information from chapter leaders and works to create a buzz around the chapter and the membership experience. What qualities should people have to serve on this committee?

- They are good communicators who can clearly articulate and convey the value of your chapter to nonmembers and non-nurses.
- They are familiar with social networking sites such as Facebook, LinkedIn, or Twitter.
- They are willing to learn and adhere to organizational brand guidelines.
Asking for a Volunteer Commitment

• Warm Body Recruitment
  ➢ Good for your short-and-one-time opportunities that don’t require a specific skill. “We just need a warm body to complete this small task.”
  ➢ Use mass communication methods

• Concentric Circles Recruitment
  ➢ Good for asking someone to take the next step in their volunteer journey (from serving on a committee to being the chair; from being a committee chair to serving as a chapter leader; from general leadership to board leadership)
  ➢ YOUR skills fit this specific role
  ➢ This ask MUST be personal (in-person, telephone, personal email), and comes best from someone in that person’s “circle”. Make sure whoever is asking has all the information upfront
Mentoring New Leaders
Types of Mentoring

• **Formal** - Programs that exist for the purpose of creating mentoring relationships
  - Leadership Interns
  - Elect positions
  - New treasurer paired with outgoing treasurer

• **Informal** - Relationship develops without the aid of a program or without anyone overseeing the time spent or progress made.
  - Established leader(s) send a mass email to check in on new leaders
  - Personal email/phone call to those in their first month of leadership
Discuss Needs and Expectations

• Determine roles and expectations
  ➢ How frequently should we be in contact, and through what method?
  ➢ What kind of support do you need?

• Both parties should know how the relationship is going to benefit them and what will be learned from this experience
How to Be a Good Mentor

• Be a positive role model
• Be interested in them as an individual
• Share experiences and insights
• Act as a sounding board
• Acknowledge achievements
• Offer advice, but only when asked for it
Mentees want someone who will listen and understand them. They want to be challenged and coached. A good mentor taps into these needs … and works with the mentee to become independent so that the training and learning from the experience will continue years down the road.

- "Attributes of Effective Mentoring Relationships: Partner's Perspective,” Matt M. Starcevich and Fred L. Friend
How to Be a Good Mentee

• Be ready to work at the relationship
• Be open-minded and willing to learn
• Be a good listener
• Be honest and real
• Be proactive
References


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