Implementing Change to Organize and Engage Members

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Purpose
• To describe Zeta Epsilon’s change process to organize and engage members in the work of the chapter through the development of committees

Background
• Zeta Epsilon Chapter of Valparaiso University College of Nursing and Health Professions (CONHP)
• Private faith-based University in Northwest Indiana
• CONHP is one of five colleges within the University
• Chapter was formed in 1982 and has inducted over 800 members

Impetus for Change
• Chapter business was exclusively conducted by the board of directors
• Transfer of information from one board to another was lacking and inconsistent
• Engagement of chapter members at large was poor
• The president was solely responsible for completion of essential chapter reports
• Failed to adequately document the criteria to achieve second key award

Theoretical Framework and Interventions

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<tr>
<th>Kotter’s Change Process</th>
<th>Interventions</th>
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<td>1. Establish sense of urgency</td>
<td>• Realized inadequacy of documentation for completion of essential chapter reports</td>
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<td>• Informed members of failure to obtain second key award</td>
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<td>2. Create guiding coalition</td>
<td>• Conducted board meeting to discuss lacking member participation and overall chapter direction</td>
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<td>3. Develop vision and strategy</td>
<td>• Brainstormed and developed strategic plan</td>
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<td>4. Communicate change vision</td>
<td>• Informed members of strategic plan via chapter newsletter</td>
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<td>• Solicited member committee involvement at annual Meet and Greet</td>
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<td>• Initiated use of chapter website on the Circle</td>
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<td>5. Empower broad-based action</td>
<td>• Provide members more responsibility through committee involvement</td>
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<td>• Educate board and committee members about role responsibilities through formal transition meeting</td>
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<td>• Identify barriers to chapter involvement and work to address them</td>
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<td>6. Generate short-term wins</td>
<td>• Communicate member achievement in Scholarship Showcase section of Circle</td>
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<td>• Plan activities to share committee accomplishments</td>
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<td>7. Consolidate wins and make more change</td>
<td>• Plan meetings to reflect on accomplishments</td>
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<td>• Revise approach to achieve goals</td>
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<td>8. Anchor new approaches in the culture</td>
<td>• Maintain mentoring relationship with new board members</td>
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<td>• Keep seasoned members active as committee chairs and members</td>
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<td>• Communicate success stories to members at large</td>
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Strategic Planning
• Leadership development
  o Formalize student leader program
  o Develop mentorship program with SNA
  o Support chapter leaders to attend STTI conferences
• Membership engagement
  o Disseminate member scholarly work via chapter website
  o Offer four chapter sponsored events annually
  o Participate in one service initiative annually
  o Implement ways to engage inactive members
  o Involve past officers and members in chapter committees
• Chapter Operations
  o Execute initiatives to achieve chapter goals
  o Develop chapter committees
• Recruitment and Publicity
  o Involve student members in recruitment of new members
  o Encourage members to donate to chapter with online renewal

Chapter Committees

EBP/Research
- Provide award for DNP student poster presentations
- Select recipients for EBP/research and travel grants
- Provide financial aid for initial fees through membership assistance program

Member Communication
- Create newsletters for email
- Initiate and maintain chapter website on Circle
- Host member work in Scholarship Showcase
- Maintain Facebook page

Program
- Implement special chapter programs at least quarterly
- Collaborate with continuing education coordinator to provide program CEUs

Recruitment and Retention
- Organize student leaders to provide chapter information to students
- Facilitate student leader presentation about regional conference to SNA
- Create student snack display during finals week to increase chapter awareness

Evaluation
- Inactive and active membership
- Participation at chapter meetings and events
- Utilization of chapter grants
- Adequate documentation of Key Award criteria

Acknowledgement:
Zeta Epsilon Board Members