Improving Recruitment and Retention: Embracing Technology
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**PURPOSE**
Challenges related to recruiting members’ participation in professional organizations continue to be real. Nurses are busy in patient care, teaching or administrative duties and do not always find time to participate in professional organizations. Students are also busy with varied clinical schedules and studies, and attendance at meetings is not always seen as a priority.

The purpose of this project is to describe the strategies implemented in one local chapter of Sigma Theta Tau International to recruit and retain active members.

**BACKGROUND**
- Barriers identified among chapter leaders regarding member participation.
- In 2011, participation at chapter meetings decreased
- Nurse leaders were not attending the meetings regularly or participating.
- Upon graduation, students did not return for participation in Rho Lambda Activities
- Students often had difficulties juggling their schedules to participate in meetings

**METHODS**
2012
- Designed T-shirts to display “chapter spirit”
- Visited undergraduate and graduate classes to introduce chapter goals and vision
- Organized display tables at local hospitals

2013-2014
- Implemented Virtual Chapter meetings
- Chapter breakfast at Applebee’s to recruit

**RESULTS**
- 2013 inducted highest amount of nurse leaders and students
- Meeting participation increased 60%
- Great Networking among members
- Community service participation increased tremendously

**Significance of Participation**

<table>
<thead>
<tr>
<th>Community Service Goals</th>
<th>Chapter Goals</th>
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<tbody>
<tr>
<td>• Assisting with Homeless Shelters</td>
<td>• Improve Attendance</td>
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<tr>
<td>• Mini Health Fairs</td>
<td>• Achieve “call to Action” initiatives</td>
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<td>• Participation with other organization initiatives: heart walk; diabetes walk</td>
<td>• Increase Marketing</td>
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<tr>
<td>• Adoption of Housing development in underserved communities</td>
<td>• Increase Research Initiatives</td>
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![Attendance/Participation Comparison](image)