

# *Five Easy Ways to Create a Sense of Community*

Sabrina Collins-Christie and Janell Jackson

SIGMA THETA TAU INTERNATIONAL  
**LEADERSHIP  
CONNECTION**

Personal.  
Professional.  
Global.

# Faculty Disclosure

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

# Objectives

- Develop a value proposition statement
- Understand how to cultivate pride among members
- Learn how to foster relationships among current and potential members



#1

# Who Are We?

# Know Who You Are ... And Repeat it!

- Greek name and affiliated institution(s) of higher education
- Your age (The date the chapter was chartered)
- Your mission, vision, and values
- Chapter-specific contact information

# Know Your Value

## Developing a Value Proposition Worksheet

The following worksheet will walk your group through the process of developing and publishing its value proposition statement.

- Conduct a member assessment to determine what members value in their membership.  
Ask questions like:
  - What is your biggest work-related concern right now? (What keeps you up at night?)
  - What is the biggest professional challenge you will be facing in the next one to two years?
  - Why did you join our chapter?
  - What did you expect to gain from membership upon joining?
  - What is the biggest benefit you have received from belonging to our chapter?
- Identify the benefits that your chapter is currently delivering to its membership.
- Select three benefits, based on feedback received through the assessment, that the membership values or that meet member needs.  
  - 1.
  - 2.
  - 3.
- Draft your statement.
  - Start by brainstorming key words and phrases that uniquely define your chapter.
  - This statement should be no more than one to two sentences in length.
- Test your statement.
  - Does it align with and support your mission and values?
  - Ask members to review it to see if they feel that it is truthful and is something the chapter can deliver. (These could be the same members who responded to your assessment.)



#2



SIGMA THETA TAU INTERNATIONAL  
**LEADERSHIP  
CONNECTION**

Personal.  
Professional.  
Global.



“Satisfied Customers Tell Three Friends,  
Angry Customers Tell 3,000”

SIGMA THETA TAU INTERNATIONAL

**LEADERSHIP  
CONNECTION**

Personal.  
Professional.  
Global.



KEEP

CALM

AND

give me what  
I want

SIGMA THETA TAU INTERNATIONAL

**LEADERSHIP  
CONNECTION**

Personal.  
Professional.  
Global.

# Build Name/Reputation in Community

- Publicize locally
  - Press releases
  - Banners/Posters
  - Social media campaigns
- Increase awareness in members' workplaces
  - Partner up for Nurses Week or other community service project
  - Ask members to wear/display chapter apparel and publicity items
- Partner with organizations with similar values
  - Nonprofit organizations
  - Student and alumni groups
  - Schools and hospitals





SIGMA THETA TAU INTERNATIONAL

**LEADERSHIP  
CONNECTION**

Personal.  
Professional.  
Global.


HAVE  
FUN!

SIGMA THETA TAU INTERNATIONAL

**LEADERSHIP  
CONNECTION**

Personal.  
Professional.  
Global.





My chapter has been  
instrumental to my  
professional development!

SIGMA THETA TAU INTERNATIONAL

**LEADERSHIP  
CONNECTION**

Personal.  
Professional.  
Global.



# #3

Welcome! Let's get you a  
nametag!

I'm so excited that you are here!  
Let me introduce you to ...



SIGMA THETA TAU INTERNATIONAL

# LEADERSHIP CONNECTION

Personal.  
Professional.  
Global.

# Convenience is Key

- Is every event, program, and chapter opportunity on Wednesday at 4 p.m. at the university?
- What community locations would work for members? (Please share your suggestions.)
- Are there any virtual platforms you could use to supplement in-person gatherings?
  - Live
  - Asynchronous

# 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?

# Gather a Welcoming Team

- In-person, they will:
  - Greet all attendees
  - Introduce them to other members
  - Explain the order of events and answer questions
- In virtual settings, they will:
  - Chat with attendees (if a program/event)
  - Answer questions
  - Encourage members to update their profile components  
("Hey, I noticed you are missing your profile picture. Let me help you!")



# Prepare Your Team

- Document answers to frequently asked questions
  - Financial expectations
  - Calendar of events/opportunities
  - Contact information
- Ask team members to meet beforehand and complete a “Getting to Know You” activity



# #4

## Establish short-term opportunities for involvement



# 1-year to 6-month commitment

- Committees

- A group of people chosen or appointed to perform a specified service or function.
- Example: Community Service Community works with the chapter to plan this year's community service project(s).

- Task Force

- A temporary grouping of individuals and resources for the accomplishment of a specific objective/task
- Example: Induction Ceremony Task Force will complete the necessary tasks for just the ceremony of an upcoming induction (find a venue or caterer, set up audio/visual, etc.)

# 3-month commitment

- Be the Welcoming Team for the next big chapter event
  - This gives them time to learn answers to frequently asked questions, and also to serve at the event
  - Greet new members, answer questions, make people feel welcome
- Set up a social media account (Twitter, Facebook, etc.) and do a demonstration on how to use it

# One-time commitment

- Post or reply to a discussion on the chapter's forum
- Create a flier for an upcoming event
- Help publicize an event/opportunity:
  - Set up a chapter display (banner, poster)
  - Prepare the chapter table for the upcoming student orientation
  - Write sidewalk chalk messages around campus
- Hand out gifts/food at a local hospital during Nurses' Week

# Group Talk

What other ideas do you have for short-term involvement opportunities within your chapter?

#5



# “Rule of Seven”





# What is the difference?

Communication = Direct contact with your **members**

Publicity = Direct contact with the **public** (non-members)

# Diverse Communication Segments

- Potential Members
- Active members. In addition to being active, there are sub-segments that can be derived:
  - New/Transfer Members
  - Retired members
  - Students
  - Leaders, committee members, volunteers
- Inactive members

# Diverse Messages

Do you have strong  
calls to action?



# Avoid Scary and Boring Terms

What could you say instead of:

- Come to the meeting
- Complete a survey
- Fill the ballot
- Nominate someone for membership
- Read our newsletter

# Diverse Communication Methods

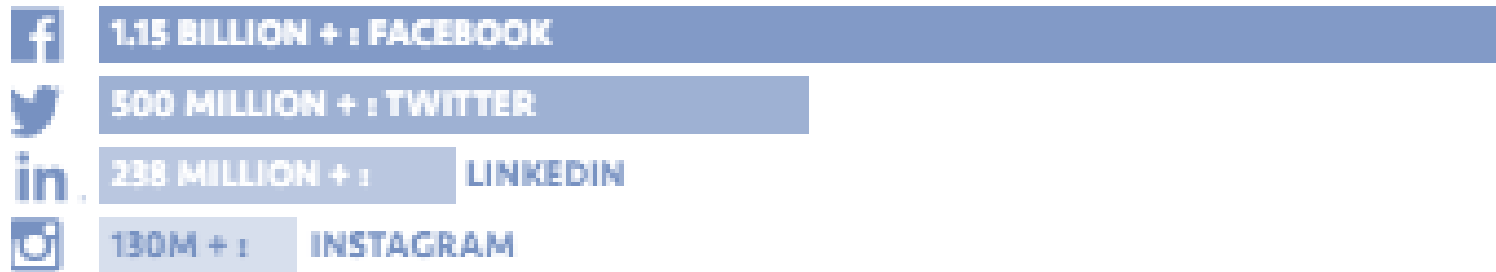
- Electronic
  - Email
  - Website
  - Social media
- Printed pieces
  - Mail
  - Fliers/brochures
- Word of Mouth
  - Telephone
  - In-person



# Publicity Channels

- Press releases sent to local newspapers
  - Congratulate new members
  - Announce results of community service events (money/donations raised) or partnerships with community groups
- Radio/Television ads
  - Some universities and small channels will do this for free
- Brochures, fliers, posters
  - Student orientations
  - Events with non-members present (induction, community service, etc.)



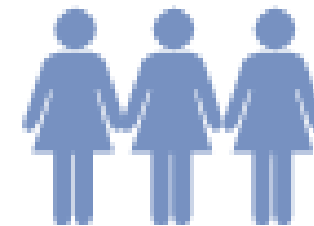


4.2 billion people use a media device to access social media sites.



Social media generates almost double the marketing leads of trade shows, telemarketing, or daily mail.

More than 23% of marketers are investing in blogging and social media.



Women check out a brand's social page more often than men.

Around 46% of Web users turn to social media for making purchases.



60% of consumers say the integration of social media makes them more likely to share products and services.

# Overview

1. Know who you are and know your value
2. Build Chapter Pride
3. Create a welcoming environment
4. Establish short-term opportunities for involvement
5. Communicate and Publicize

# Questions?

# Upcoming Sessions

- What's in it for ME? How to Provide Membership Benefits
- Harnessing the Power of the Digital Age: Best Practices for Chapter Websites
- Sustainability Skills: Making it Through your First Years as a Chapter
- Five Factors to Foster Board Unity