Revitalizing a Chapter: One Chapter's Roadmap to Success

Kady Martini, DNP, RN, NEA-BC
<table>
<thead>
<tr>
<th>Faculty Disclosure</th>
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<tbody>
<tr>
<td>Faculty Name</td>
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<tr>
<td>Kady Martini, DNP, RN, NEA-BC</td>
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<tr>
<td>Conflict of Interest</td>
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<td>Employer</td>
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<td>The Ohio State University College of Nursing</td>
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<td>Sponsorship/Commercial Support</td>
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Goals/Objectives

* Session Goal
  * Learners will leave presentation with strategies and ideas for chapter growth through membership involvement, social media, and servant leadership.

* Session Objectives
  * The learner will be able to discuss strategies for chapter growth
  * Learners will be able to identify strategies for member involvement through service and social media
Chapter Assessment

Interests

GOALS

Structure

Dreams

CHAPTER SUPPORT
The right members in the right place to achieve chapter goals
Looked for resources & developed plan
Facilitators
  * Member Support
  * College Support
    * Marketing/Communication
    * Dean/Vice-Dean Support
      * Consider supporting College Strategic Goals and Chapter Strategic Goals
Hospital Support
  * Leadership Support & Participation
Barriers
  * Negative Individuals aka negatoids
Building a Vision

* Sigma Theta Tau International
  * Mission: to advance world health and celebrate nursing excellence in scholarship, leadership, and service.

* Epsilon’s vision to be the best chapter in STTI by living STTI’s mission
Building the Dream

* Why did you become a nurse?
  * Embrace nursing and driving factors members became nurses
  * Go share the dream
Epsilon Chapter Goals and Objectives

* To increase active membership of students and nurse leaders within the community
* To increase meaningful engagement of members
* To establish service related, philanthropic activities collaborating with other disciplines and organizations
Building Momentum

Here & Now
Thinking Outside the Box

- Questioning the status quo
- Change is okay... and not everyone is always on board
Financial Planning for Chapter Success

* Developed a financial strategic plan for the chapter
* Allowed the chapter grow and develop
* A staggered plan over 3-5 years.
Hosted a Founder’s Day Event that broke attendance records
Induction
Induction
Servant Leadership
Servant Leadership
Recruitment—More than just at the college
Outcomes

* Growth in chapter membership and membership involvement
  * 200% growth in this last year’s membership recruitment
  * Increased visibility amongst practice-based nurses
  * Increased community involvement and institutional affiliations
* Greater financial security of the chapter with abilities to invest into members for years to come
* Increased participation at chapter events
* Increased participation in Epsilon’s social media

We have a dream leadership team and wonderful members... together we can change the world.
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STTIEpsilonChapter

Follow us on Twitter!
@STTI_OhioState