Title:
Revitalizing a Chapter: One Chapter's Roadmap to Success

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Session Title:
Utilizing Service to Engage Members

Keywords:
Chapter Leaders, Member Engagement and Service

References:

Abstract Summary:
This presentation showcases the revitalization of a chapter and the unique approaches used to breathe a new life and purpose into the work the chapter is doing.

Learning Activity:

<table>
<thead>
<tr>
<th>LEARNING OBJECTIVES</th>
<th>EXPANDED CONTENT OUTLINE</th>
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<tbody>
<tr>
<td>The learner will be able to discuss strategies for chapter growth.</td>
<td>Learners will be able to discuss and identify specific leadership strategies to increase chapter membership and participation and build a strategic plan around a unified vision while keeping the STTI Mission as the center.</td>
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<td>Learners will be able to identify strategies for member involvement through service and social media.</td>
<td>Learners will be able to discuss and identify &quot;outside the box&quot; ideas for chapter events and ways to use social media to engage members in events.</td>
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Abstract Text:
The mission of Sigma Theta Tau International is to advance world health and celebrate nursing excellence in scholarship, leadership, and service. Many chapters struggle and are challenged with how to achieve this mission in their local setting. According to the literature, basic keys to organization's success are leadership, member commitment and involvement, and meaningful purpose. In the past 2 to 3 years the Epsilon Chapter has made significant progress. Leaders recognized the need for reorganizing the chapter's focus and energy in order to increase momentum. Inspired by a core group of dedicated leaders, a strategic plan was developed that has guided ideas into action and transformed interest into passion. As part of the strategic plan specific goals were established including: to increase active membership of students and nurse leaders within the community; to increase meaningful engagement of members; and to establish service related, philanthropic activities collaborating with other disciplines and organizations. Appealing to nurses cornerstone of caring, a service project evolved linking the chapter to a communitywide effort to impact human trafficking, by increasing awareness and
education of healthcare professionals. An emphasis on communication and networking strategies involving social media were initiated this generated interest and support within the college, health care organization, and local community. Additional actions were taken to engage new members by developing a new inductee service project, linking the academic setting with the practice setting at this university in recruitment efforts. The service goals of the chapter appealed to many new members, resulting in a 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; and increased participation at chapter events.

