Your Board is NOT Your Chapter

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Faculty Disclosure

• Faculty Name: Jessica Wendorf
• Conflicts of Interest: None
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Objectives

• Find balance between your professional goals and chapter goals

• Learn how to determine member needs to provide programs and services
1. Should I volunteer to be a board member? (Should I continue to volunteer?)

2. If I do volunteer, how can I make sure my personal passions don’t override member needs?
Evaluating Motivations

- set new goals
- focus on your dream
- stay positive

Motivation

Are you really motivated?
Common motivations

• “No one else would do it.”

• “I want to serve the profession.”

• “I want to learn how to be a better leader.”

• “I would like to further my personal goals.”
Should I volunteer on the board?

- Do I have a genuine passion for the organization’s mission?

- For example: The mission of STTI is advancing world health and celebrating nursing excellence in scholarship, leadership, and service.
Should I volunteer on the board?

- Do I have a skill or talent that will benefit the organization?

- Legal, marketing, strategic planning, accounting, public relations, social media, web editing, etc.
Should I volunteer on the board?

- Do I have time?

- Am I available to attend meetings and events and complete my projects?

- What other commitments – other boards, work, family, school, religious – do you need to factor into your available time?
Should I volunteer on the board?

- Do I encourage change based on member needs?
- Challenge “But we’ve always done it this way” thinking and thinking that only benefits a board members’ personal interests
Should I volunteer on the board?

- Am I spreading positive words about serving on this chapter (to influence future leaders)?

- Easy ways to share your story:
  - Add a link to the chapter’s website in the signature line of your personal email
  - Use social media
  - Wear an organization t-shirt
I am/would be a good board member because …

✓ I have a passion for the organization’s mission
✓ I have special skills
✓ I have time dedicated to this specific board
✓ I encourage change based on members’ needs
✓ I am spreading the word to help create a more sustainable chapter
I agreed to be a board member. Now what?

1. Be loyal in your service to the membership.
2. Have a plan that outlines the chapter’s goals.
Duty of Care

The duty of care describes the level of competence that is expected of a board member and is commonly expressed as the duty of "care that an ordinarily prudent person would exercise in a like position and under similar circumstances." This means that a board member owes the duty to exercise reasonable care when he or she makes a decision as a steward of the organization.
Duty of Loyalty

The duty of loyalty is a standard of faithfulness; a board member must give undivided allegiance when making decisions affecting the organization. This means that a board member can’t use information obtained as a member for personal gain, but must act in the best interests of the organization.
Duty of Obedience

The duty of obedience requires board members to be faithful to the organization's mission. They are not permitted to act in a way that is inconsistent with the central goals of the organization. A basis for this rule lies in the public's trust that the organization will manage donated funds to fulfill the organization's mission.
Understand and uphold the organizational mission

The mission of the Honor Society of Nursing, Sigma Theta Tau International (STTI), is **advancing world health** and **celebrating nursing excellence in scholarship, leadership, and service.**
Advancing World Health: Celebrate World Health Days

- World Health Day, 7 April.
- World Immunization Week, last week of April.
- World Malaria Day, 25 April.
- World No Tobacco Day, 31 May.
- World Blood Donor Day, 14 June.
- World Hepatitis Day, 28 July.
- World AIDS Day, 1 December.
Celebrating nursing excellence in scholarship, leadership, and service

• Annual Award ceremony
  o Volunteer of the Year
  o Excellence in Teaching
  o Quality of Care
  o Rising Star

• Member Spotlight of the Month
Provide programs and services that members need.

- How will you find out what members need, TODAY, from their membership? Ask them!

- Annual membership surveys designed to find out how your chapter can directly benefit them.
Identify 2 survey questions that could help you find out what programs and services your members would be interested in.
Survey Questions

- What resources are you finding absolutely necessary within your role?
- What skills are you wanting to develop further?
- Are you more available on the weekend, or during the week?
- Would you be interested in family-friendly events? Mentoring programs?
- What nursing topic are you most interested in right now?
- If time and money were unlimited, what service would you want the chapter to provide to you?
- Do you have a skill or topic you would be willing to talk to members about?
Let members take the lead!

• **Lunch and Learn** – Members sign up to present any topic during lunch. Could be monthly or quarterly

• **Webinars** – If there is a topic that could be done virtually, do it as a webinar and record it

• **Virtual poster presentations** – Members upload presentations to your chapter website, where members can ask questions
Use Fiscal Responsibility

• Always ask “Will spending this money have a positive impact on our members and their membership experience?”
  o Scholarships/grants – Could we give a membership subsidy, instead? How can we get those subsidy recipients involved right away, to ensure they give back to the chapter?
  o Technological platforms – Are there any that are free or cheaper?
  o Induction ceremony – How much of the budget is dedicated to this one event? If it is large, how is it benefitting all of our members?
A GOAL WITHOUT A PLAN IS JUST A WISH.

-Antoine de Saint-Exupery
Strategic Planning

• Asks you to set goals that you, as a board, will work together to achieve the organizational mission.

• Set goals that allow you to follow-up on results of the membership survey, so you are delivering content based on information you received from members directly!

• Review the strategic plan at every meeting, so there isn’t an opportunity for any board members to get off track.
Prepare

Brainstorm

Create

Implement

Review

Gather your team, develop goals, have a “what if?” discussion

Put your plan on paper and have the board approve it

Were goals achieved? What needs to be changed for next time?

Assign action items and timelines and begin implementing them

SOAR activity
<table>
<thead>
<tr>
<th>Goal</th>
<th>Action(s)</th>
<th>Timeline</th>
<th>Person responsible</th>
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| Create excellent chapter leader continuity through leadership development by June 2018. | - Review current leader development offerings  
- Survey members to determine needs  
- Develop leadership development offerings (mentoring program; all member events; etc.)  
- Implementation  
- Election  
- Review and Improve | - October 2016  
- November 2016  
- January 2017  
- January 2017  
- November 2017  
- January 2018 | - Leadership Succession Committee  
- Recruited volunteers  
- Board of Directors |
Recap

• Ask “Should I volunteer on the board” before and during your service:
  o I have a passion for the organization’s mission
  o I have special skills
  o I have time dedicated to this specific board
  o I encourage change based on members’ needs
  o I am spreading the word to help create a more sustainable chapter

• Be loyal in care, loyalty, and obedience during your term.

• Have a plan in place that outlines the chapter’s goals.
References


Questions?