

Your Board is NOT Your Chapter

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Faculty Disclosure

- Faculty Name: Jessica Wendorf
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

Objectives

- Find balance between your professional goals and chapter goals
- Learn how to determine member needs to provide programs and services

THANK YOU

A stylized blue wave graphic that starts under the 'T' of 'THANK' and flows under 'YOU', ending in a small swirl.

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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



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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.

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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.

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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.

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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.**

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Advancing World Health: Celebrate World Health Days

- World TB Day, 24 March.
- 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.

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Celebrating nursing excellence in scholarship, leadership, and service

- Annual Award ceremony
 - Volunteer of the Year
 - Excellence in Teaching
 - Quality of Care
 - Rising Star
- Member Spotlight of the Month

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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.

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Identify 2 survey questions that could help you find out what programs and services your members would be interested in

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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?

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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

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Use Fiscal Responsibility

- Always ask “Will spending this money have a positive impact on our members and their membership experience?”
 - 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?
 - Technological platforms – Are there any that are free or cheaper?
 - 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



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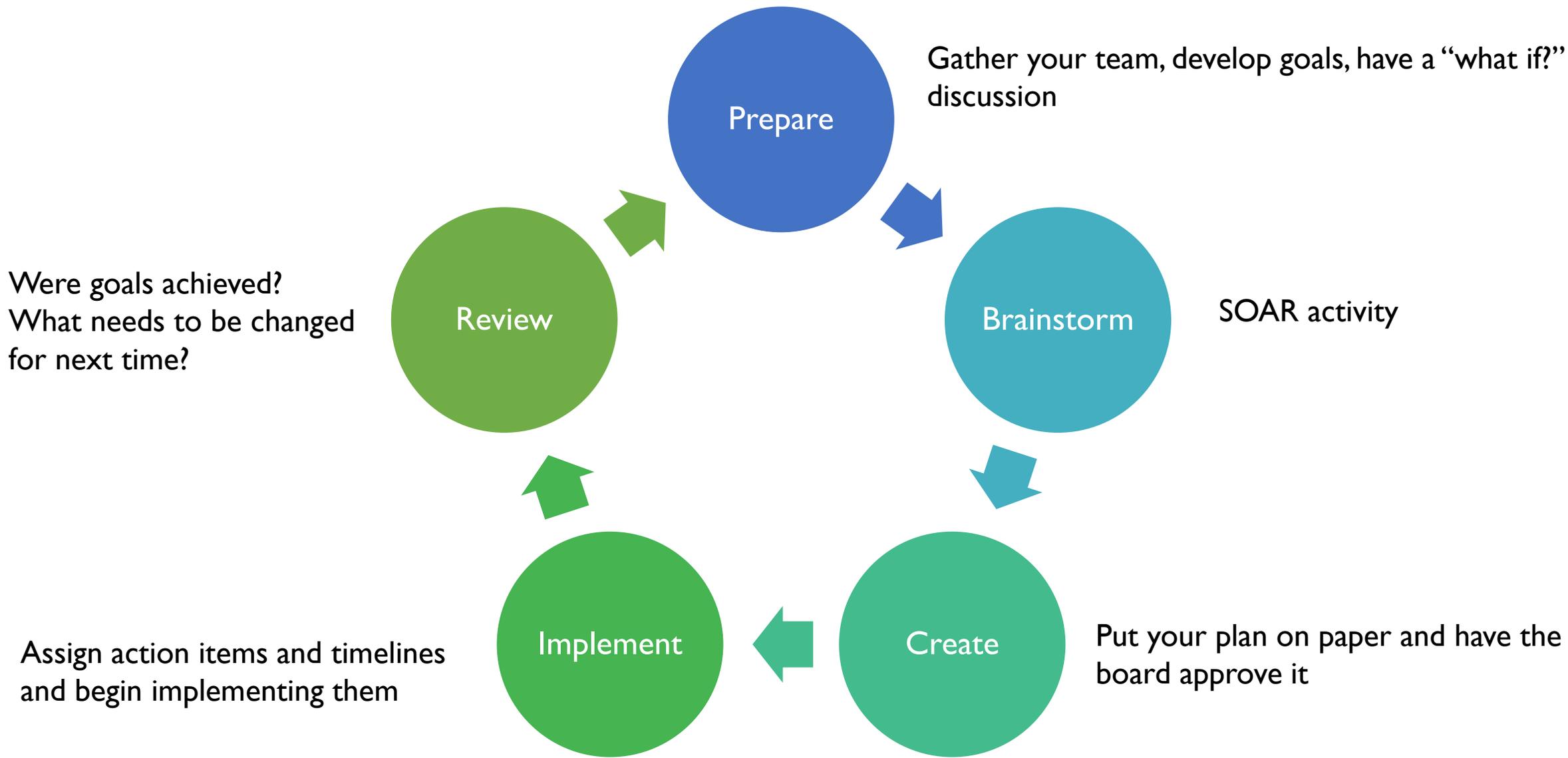
Strategic Planning

- 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.

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Goal	Action(s)	Timeline	Person responsible
<p>Create excellent chapter leader continuity through leadership development by June 2018.</p>	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> - October 2016 - November 2016 - January 2017 - January 2017 - November 2017 - January 2018 	<ul style="list-style-type: none"> - Leadership Succession Committee - Recruited volunteers - Board of Directors

Recap

- Ask “Should I volunteer on the board” before and during your service:
 - 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
- Be loyal in care, loyalty, and obedience during your term.
- Have a plan in place that outlines the chapter’s goals.

References

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Questions?

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