Not Just an Invitation: Guidelines for Planning an Induction

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Faculty Disclosure

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Objectives

• Understand how a Prospective-Member Meeting will set members’ expectations

• Create a successful induction experience
Make an Introduction

• Develop a Value Proposition Statement - A short, clear statement of the concrete results a potential member will get from investing in your chapter

• Create awareness with publicity – Use tools such as your chapter website and social media sites

• Build your name and reputation in the community by partnering with members’ workplaces to host programs and provide services.
Recruit New Members

• Create a welcoming environment

• Host recruitment events
  o Meet and Greet
  o Study Sessions
  o Professional Development Programs
  o Nurses Week
  o Refer-a-Friend Event
A Historical Perspective

The first induction ceremony — for the STTI Alpha Chapter — was held in 1922. Dressed in long Grecian robes with ribbons of orchid and fuchsia, the initiates listened as they were read the “code of morals” and recited the Florence Nightingale Pledge by candlelight, extolling the honor society’s virtues of love, courage, and honor. To inaugurate the STTI secret ritual, the founders signed a ledger with their given names and their Greek names, and they completed a secret handshake.
Think of your induction …
Before the Induction

• Determine your induction-related goals, such as acceptance rate, using data from the last several inductions.

• Find out who is eligible and congratulate them! Let them know when the invitation will arrive

• If there is someone your chapter has a relationship with who isn’t eligible, reach out to them
  o Encourage them to continue attending events
  o Not everyone is eligible at first – that doesn’t mean they should stop trying
Dear [first name],

On behalf of [chapter name] of [organization], we thank you for your interest in joining.

As you might imagine, selecting members is a rigorous process. Although we would like to induct all interested parties, we are unable to offer you an invitation of membership at this time. We encourage you to continue to attend chapter events and work toward achieving the membership eligibility requirements for the next induction period.

If you have additional questions concerning membership requirements or upcoming events, please contact [designated contact person (recommend counselor)].

Once again, we thank you for your interest and look forward to connecting with you in the future.
Plan Your Recognition

• Will it be a ceremony? Special meeting?
  • Determine the needs of your candidates before setting the event.
  • If it is a smaller group, they might prefer a more intimate celebration

• How else will new members be recognized?
  o Chapter website
  o Newsletter
  o Press release that candidates can send to hometown newspapers
Ceremony – Preplanning Phase

• Identify volunteers to serve on the Induction Committee to coordinate this event.
  o Provide committee with the budget for this event. Remember, this isn’t your only event!
  o Assign responsibilities, including communication, setup and tear-down, developing a program, finding a speaker, etc.
  o Try to include at least one new member. They might have more insight, having just gone through induction.

• Determine the induction date and time. Check that it doesn’t conflict with graduation or large community events and conferences.

• Secure the location 12 months prior to the induction date.

• Determine needs for induction, including:
  o Computer, Internet, audiovisual, stage, and microphone needs
  o Invitations or save the date postcards
  o Special guest list
  o Food, refreshments, etc.
8-12 weeks prior to induction
• Send invitations to special guests for the induction ceremony.
• Determine if additional fees will be charged to attendees/guests.
• Is there a limit on the number of total guests, or guests per inductee?
• Determine the date and location of the Prospective-Member Meeting
• Send inductees email invitations.
  o Check with your organization to see if there is a required method to provide candidate names
  o For example, STTI has an Online Induction System that chapters use to upload candidates and issue invitations. (Stop by STTI Table in the Expo Hall for a tour)
Congratulations! I’m pleased to invite you to join the Honor Society of Nursing, Sigma Theta Tau International (STTI), a global community of outstanding nurses dedicated to advancing world health. Your dedication to scholarship, leadership, and service make you an exceptional candidate for membership in STTI.

In addition to recognizing you for your achievements in nursing, STTI provides you with access to resources from one of the largest professional nursing organizations in the world. From expert career advice and continuing nursing education to top-notch events and leading research journals, joining STTI connects you with leaders at all levels in the healthcare industry.

No matter what stage of your nursing career, you belong here, at STTI. Now is your time to join the best and the brightest in the nursing profession!
Ceremony – Planning by Week

7-8 weeks prior to induction

• Send email reminder to candidates who have not accepted the invitation.
• Invite those who have accepted to the Prospective-Member Meeting
• Ensure the chapter has necessary induction supplies.
  o Table cover(s) and décor
  o Honor cords and special gifts for inductees, if applicable.
  o Resources for successful induction (such as the STTI Induction Script and Slides, for STTI chapter leaders)
• Send reminders to special guests, school deans, area chief nursing officers, and nurse recruiters.
• Send a “save the date” card to chapter members, and post the event on the chapter’s website.
• Confirm the induction speaker, if applicable.
Ceremony – Planning by Week

5-6 weeks prior to induction
• Make personal contacts to unresponsive candidates to ensure that they received their invitations.
• If the induction is occurring on campus, post the event on the campus calendar.
• Determine who will serve on the Welcoming Team.
• Ensure that you have adequate décor. (i.e., tablecloth, podium drape, etc.)
Welcome! Let's get you a nametag!

I'm so excited that you are here! Let me introduce you to …
Tip for Virtual Inductions: Have your welcoming team post to the webinar chat, or send messages to attendees as they sign in.
Ceremony – Planning by Week

4-5 weeks prior to induction

• Continue to make personal contacts to unresponsive candidates to ensure that they received their invitations, and encourage them to complete their applications in time for induction.

• Coordinate and orient volunteers for the induction ceremony. These include greeters, presenters, and the Welcoming Committee.

• Set a date, time, and location for the New Member Orientation, which will take place after the Induction.

• Ramp up excitement among current members by continuing to post reminders about the event and welcoming their new peers.
Ceremony – Planning by Week

2-3 weeks prior to induction

• Remind candidates who indicated that they were coming of all the event details. (They may have forgotten they RSVP’d to the event.)

• Pull reports with final guest and candidate counts, for your vendors.

• Host a Prospective Member Meeting
Prospective-Member Meeting

• Builds excitement for induction

• Sets expectations for membership

• Allows candidates an opportunity to ask questions
Prospective-Member Meeting

• Start out the event with an icebreaker.

• Set expectations of the chapter experience:
  o What are the chapter-specific benefits and features?
  o What is the chapter’s expectation of members’ involvement after they are inducted?
  o Is there a dress code at the induction?
  o Will there be formal recognition? (Walk across a stage, have their photo taken, etc.?)
  o Will current members be present and involved in the ceremony in some way or is this just for candidates?
  o Is there an annual renewal fee to remain active?
  o What financial assistance is available to members?
  o Should inductees buy their honor cords or will the chapter provide them?
Prospective-Member Meeting

- Hand out organizational collateral
- Tell candidates where to go for more information/questions
- Ask candidates to post about their upcoming induction on the chapter’s website or social media platforms
Induction Ceremony – One hour before

- Have volunteers arrive early to set up.
- Check video, microphones, speakers, computers, and Internet access. This will ensure that you have enough time to call for assistance if needed before guests arrive.
- Select a space near the entrance where chapter members and the Welcoming Committee can greet guests and dignitaries and assist inductees as needed.
The Induction Ceremony

• Begin and end the event on time.

• Thoroughly explain the organization and your chapter to friends and family who are present. Challenge them to support this new member as they learn more about what it means to be active.

• Have fun! Encourage inductees to take photos so they can post them on your website and on social media.
Tip for Virtual Inductions: Ask members to share photos of themselves as they are being inducted by using a chapter-specific hashtag or by replying to a specific discussion thread on your website.
After the Induction

• Invite members to the New Member Orientation

• Survey inductees about their experience. Was there anything they would change?

• Keep the excitement going by posting a welcoming message in your chapter website, and by sharing photos on social media.
  o For STTI inductions, use the hashtag #SigmaThetaTau
After the Induction

• Check your acceptance rate. Is it trending up or down?

• Follow up with those who did not accept
  o Ask them why they chose not to join.
  o Is there still an opportunity to become a member?
Take a deep breath ....

And start the process all over again!
Questions or Induction Advice?