

Establishing Expectations with a New Member Orientation

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SIGMA THETA TAU INTERNATIONAL
**LEADERSHIP
CONNECTION**

Influencing Change
Through Leadership

Faculty Disclosure

- Faculty Name: Sabrina Collins-Christie
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

Objectives

- Learn which member segments need to be oriented to the chapter experience
- Develop a successful in-person or virtual orientation event



• **Make an Introduction**

- Know Who You Are and Know Your Value
- Create Awareness
- Build Your Name and Reputation in the Community

• **Recruit New Members**

- Create a Welcoming Environment
- Host Recruitment Events

• **Induction**

- Host a Prospective-Member Meeting
- Invitations to Join STTI
- The Induction Ceremony

Orientating new members is a lot like onboarding a new employee!

Onboarding, also known as organizational socialization, refers to the mechanism through which new employees acquire the necessary knowledge, skills, and behaviors to become effective organizational members and insiders.

- 69% of employees are more likely to stay with a company for three years if they experienced great onboarding
- New employees who went through a structured onboarding program were 58% more likely to be with the organization after three years
- 10 times as many people leave at one year versus five years, with quitting peaking at the anniversary.

Society of Human Resource Management (SHRM), www.shrm.org.

How can we apply onboarding concepts to
your chapter?

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Day 1: Welcome your new members!



Appoint membership ambassador(s)

Relationships matter! This person will keep a pulse on the needs of new members, so they can act as a liaison between the chapter and those new members. Have one ambassador for each induction class. They:

- Should be a new member (within 2 years) who can relate to the incoming members and continue the relationship with them.
- Help to plan the orientation, as well as at least one event each year to meet the needs of new members
- Are the main point of contact if new members have questions or concerns about the chapter.

Greetings,

Welcome to [chapter name] of the Honor Society of Nursing, Sigma Theta Tau International (STTI)! We are excited to have you as part of our membership. Membership in STTI is a lifelong journey and we look forward to helping you start yours.

As a member of [chapter name], you will enjoy many unique benefits. To ensure we provide benefits that meet your current needs, please take a few minutes to [complete a brief survey](#).

We would also like to discuss the chapter experience and how you can get involved, during an upcoming orientation. Please make arrangements to attend!

[Enter orientation details.]

We look forward to seeing you there and at many STTI events in the future! You can start networking now by signing in to our chapter website: [http://chaptername.nursingsociety.org]. The library, discussion forum, and member directory are password protected and open only to [chapter name] members.

Please let us know if you have any questions about your membership.

Best wishes,

[Chapter name]

[Chapter contact information]

[Chapter website link]

What's in the survey?

- What do you hope to receive from your chapter membership within the next year?
- What is one thing you would recommend we include in the new-member orientation program?
- As we plan this year's events, on which day of the week would you prefer that chapter events be held? (Please check all that apply.)
- What time of day would work best for you?
- What unanswered questions do you have about the organization or the chapter?

Day 15: Send a reminder for the event

We look forward to seeing you at the upcoming [Chapter Name] orientation. We'll be talking about how to make the most of your membership!

[Enter orientation details.]

Best wishes,

[Chapter name]

[Chapter contact information]

[Chapter website link]

First 30 days: Host a New Member Orientation Event

ORIENTATION
we'll help you find your way

Who needs to be oriented?

1. Those who have been recently inducted.
2. Those who have recently transferred into the chapter.
3. Those who have been reinstated after a period of inactivity

Before the Orientation

Planning the event

- Obtain your invitation list.
 - New members
 - Chapter leaders
 - Established members to serve as a welcoming team
- Review the budget
 - Food
 - Venue? Online? Both?
 - Prizes/gifts
- Ensure you've booked a convenient location based on new members' locations.

Planning the event

- Gather a list of one-time and short-term commitment opportunities appropriate for new members and create a sign-up sheet:
 - Post photos from the orientation to our chapter website
 - Create a hashtag for the next big chapter event
 - Help other new members add a profile photo on their chapter website profile.
 - Help develop the next New Member Orientation
 - Work with the membership ambassador to plan the next event for new members.
 - Work with the membership ambassador to follow-up with members who didn't attend
 - Serve as a Welcoming Team member at the next event for new members.
 - Join a committee:
 - Program Planning- Help us develop events that meet the needs of members
 - Publicity – Use social media to create a buzz about the chapter experience
 - Communications – Help the chapter communicate with members

During the event

- Have a welcoming team greet individuals as they arrive and hand out nametags.
 - Is your event virtual? Have the welcoming team send personal messages as attendees arrive online.
- Open with an icebreaker activity
- Hand out organizational and chapter-specific collateral to set expectations
 - What are the benefits of your chapter?
 - Is there an annual renewal?
 - How do I communicate with other members? (chapter website, social media, etc.)

During the event

- Explain the chapter structure
 - What does it mean to be a chapter of an international organization?
 - How are leaders elected or appointed? Ask chapter leaders to stand and introduce themselves and their role
 - Are there any existing members in attendance who can share their membership experience?
- Send around the sign-up sheet of opportunities to get involved right away.
 - Make sure there is at least one opportunity for every new member.
 - Once the sheet has gone around, call out any opportunities that weren't signed up for to try and get someone to volunteer.
- Give gifts or door prizes

During the event

- Did you answered the “unanswered questions about the chapter” from your survey results?
- Leave time for additional questions and networking.
- Share the membership ambassador’s contact information, if they have questions they are not comfortable asking out loud.

After the event

- Do an informal evaluation. What worked well? What should be changed for the next orientation? (all volunteers)
- Send thank you notes to attendees, including special messages to anyone who signed up for volunteer opportunities. (membership ambassador)
- Send personalized messages to members who were unable to attend the new-member orientation to let them know they were missed and encourage them to attend an orientation event in the near future. Be sure to include a list of the chapter's upcoming events and who they can contact for more information. (membership ambassador)

After the event

- Post a new discussion on the chapter website so that established members have an opportunity to welcome new members (membership ambassador posts; all chapter leaders reply)
- Plan your next orientation.
 - How many will our chapter need to have each year to ensure we are continually welcoming new inductees, transfer members, and those who have recently reactivated?
 - Consider virtual orientations to supplement in-person events.

First 60 days: Make online connections



- Send friend/contact requests through social media and your chapter website.
- Ask the publicity committee to do a social media roll call hashtag
 - EtaChiRollCall
 - IamanAlpha
 - MuMember
 - PresentforPhi
- If you have a small pool of new members, ask the membership ambassador to collect a paragraph about each person that can be shared on the chapter website one at a time.

120 days: Share new opportunities for involvement

- What new opportunities for involvement have opened up since the orientation, that you need volunteers for? Ask those who volunteered for one-time commitments to take the next step

6 months: Have 2nd event for new members

- Networking event to get to know other active members
 - Hand out new member ribbons
- Educational event based on survey results
 - Considerations for going back to school
 - Tips to find a job or preceptor (student)
 - Surviving your first years as a nurse

8 months: Check back in

- Ask the membership ambassador to send a personal message with just a few questions.
 - Are we meeting your expectations?
 - What has changed in your personal or professional life that we need to help you address?(New career, had a baby, went back to school, etc.)
 - Do you think you will renew?

Celebrate their first anniversary!



Have a member recognition event/activity

- Celebrate milestone anniversaries (1st, 5th, 10th, 20th, etc.)
- Post names on the chapter website and tag them on social media sites
- Consider having an event as part of your annual induction ceremony (i.e., Celebration Reception)
 - Allows new members to get excited about being a long-term member!
 - Allows established members the opportunity to meet new members on Day 1 of their membership.



Questions?