Excuses, Everybody’s Got One!
Strategies for Engagement

Sarah Abel, MSN, RN, CEN
Matt Howard, MSN, RN, CEN, CPEN, CPN
## Conflict of Interest Faculty Disclosure

<table>
<thead>
<tr>
<th>Faculty Name:</th>
<th>Sarah Abel</th>
</tr>
</thead>
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<tr>
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<td>Sponsorship / Commercial Support:</td>
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To view the slides, go to: [www.bit.ly/](http://www.bit.ly/)
Outcomes

Upon completion of this presentation, the learner will be able to:

• Identify at least three strategies to increase member engagement in professional nursing activities.

• Describe ways engagement in professional associations would increase retention in the nursing workforce.

• Discuss options for overcoming excuse hurdles to make professional involvement a priority.
Introduction

• Engagement defined
• Reasons for not becoming/remaining engaged
• Indiana State ENA survey results
• Strategies used to increase engagement
What Do We Do?

• Come join us. We’re having a meeting.
• Call for nominations.
• Call for committee chairs / members.
• Request for instructors.
Our Make-up

National ENA
42,000+ Strong
Our Make-up

National ENA
42,000+ Strong

Indiana State Council
>900 members
Our Make-up

National ENA
42,000+ Strong

Indiana State Council
>900 members

Local Chapter
Indy Roadrunners Chapter
445 members
Indiana State ENA Council

Elected:

• President
• President-Elect
• Immediate Past President
• Secretary
• Treasurer
Indiana State ENA Council
Appointed

- Press Secretary
- State Captain
- Education Chair
- EMS Liaison Chair
- Finance Chair
- Forensics Chair
- Newsletter Editor Chair
- Fundraising/Grants
- Government Affairs Chairs
- Awards Chair
- Media Relations Chair
- Membership Chair
- Pediatric Committee Chair
- Student Nurse Relations Chair
- Trauma Committee Chairs
- Vendor Relations Chair
- Volunteer Resource Chair
- Injury Prevention Chairs
- Advanced Practice Chair
Our Engagement Journey

It’s Been a Long Road

Where We’ve Been
Where We Are
Where We’re Going
Where We’ve Been

- State level meeting attendance stagnant
- Lack of effective communication to membership
- Lack of enthusiasm outside a core group
Where We’ve Been

Where We Were

<table>
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<tr>
<th>Year</th>
<th>Value</th>
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<td>2006</td>
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<tr>
<td>2009</td>
<td>880</td>
</tr>
<tr>
<td>2010</td>
<td>907</td>
</tr>
<tr>
<td>2011</td>
<td>876</td>
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</tbody>
</table>
Strategies to Increase Engagement

• Know your audience
  • Nurses want avenue to voice opinions
    (Dyjack, 2017; Harris, 2017)
  • Nurses need to be heard
    (Halstead, 2017)
  • What is in it for them?
    (Johnson, 2016; Markova, Ford, Dickson, & Bohn, 2013)
Strategies to Increase Engagement

• Know your audience
• Does your audience know you?
  • Nurses want to believe in the mission
    (Catalano, 2015; Ki & Wang, 2016)
  • Incentives play a role in engagement
    (Hager, 2014)
## Disconnect between organization and members served

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MOST IMPORTANT BENEFITS</strong></td>
<td>Job opportunities</td>
<td>Industry info</td>
<td>Code of ethics</td>
<td>Code of ethics</td>
</tr>
<tr>
<td></td>
<td>Code of ethics</td>
<td></td>
<td>Code of ethics</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Credentials and training</td>
<td></td>
<td>Credentials</td>
<td></td>
</tr>
<tr>
<td><strong>TOP REASON FOR JOINING</strong></td>
<td>Professional benefits</td>
<td>Professional benefits</td>
<td>Feel a professional responsibility</td>
<td>Feel a professional responsibility</td>
</tr>
<tr>
<td><strong>COMMUNICATION PREFERENCES</strong></td>
<td>I want to know everything!</td>
<td>Update me regularly</td>
<td>Update me regularly</td>
<td>Tell me the big news, the rest is not necessary</td>
</tr>
<tr>
<td><strong>TARGETING PREFERENCES</strong></td>
<td>Key acquisition period – many join professional member organizations at this stage</td>
<td>Established, and looking to further their careers</td>
<td>Winding down, and interested in changes in the industry</td>
<td>Retiring, but want to be in the loop – loyal, low engagement, and want the big news</td>
</tr>
</tbody>
</table>

(Abila, 2016)
Strategies to Increase Engagement

• Know your audience
• Does your audience know you?
• Leadership succession
  • Begin early
  • Get them involved
    (Markova et al., 2013)
  • Start them on committees (with little time investment)
  • Play to their strengths
    (Johnson, 2016)
Strategies to Increase Engagement

• Know your audience
• Does your audience know you?
• Leadership succession
• Food
  • If you feed them, they will come!
  • Utilize vendors

(Johnson, 2016)
Strategies to Increase Engagement

• Consistency
  • Communication strategies
    • Website consolidation and usage
    • Email via MailChimp
    • Social media campaigns

(Abila, 2016; Catallo, Spalding, & Haghiri-Vijeh, 2014; Whitney & Gale, 2015)
Communication Strategies: Website Consolidation
Communication Strategies: Survey’s and Forms
Communication Strategies: Email via MailChimp

Symposium in less than a WEEK
REGISTER NOW!

ENASYMPOSIUM
7:30am–5:30pm
2820 N Meridian Street Indianapolis, IN 46228

YOU MUST PRE-REGISTER SEPARATELY FOR THE PROCEDURAL CADAVER LABS (52-10) AND/OR AIRWAY MANAGEMENT.

Topics being presented next Friday at the symposium:
• The Managed Lower Extremity - Dr. Karl Shively
• Commercial Exploitation of Children - The Honorable Kimberly Cowling & Tracey McDaniels
• Endovascular Care for Acute Ischemic Stroke - Dr. Juan Trujillo
• Achieving RN Certification - One ED’s Journey - Scott Hillard, MSN, RN, CEN, NE-BC & Kathy Henderson, MSN, RN, ANP, CEN, CENP

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Communication Strategies: Social Media Campaigns

• Develop a Social Media Presence
  • [https://tweetdeck.twitter.com/](https://tweetdeck.twitter.com/)
  • [https://postcron.com/](https://postcron.com/)
Communication Strategies: Social Media Campaigns

- Develop a Social Media Presence
- https://tweetdeck.twitter.com/
Communication Strategies: Social Media Campaigns

- Develop a Social Media Presence
  - Register your #'s
  - Track your presence
- @IndianaENA
- #INENA17
- #INENASYM17

https://www.symplur.com/healthcare-hashtags/
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https://www.symplur.com/healthcare-hashtags/
Strategies to Increase Engagement

- Meetings and events
  - Scheduled networking opportunities
- Educational offerings
- Sponsorships and food

(Johnson, 2017; VilJoen, Coetzee, & Heyns, 2017)
Strategies to Increase Engagement

• Member recognition
  • Awards
  • Chair/chapter positions
• Every meeting, every chance
  • Professional achievements
  • Certifications
  • Degrees
Strategies to Increase Engagement

• Member recognition
  • Awards
  • Chair/chapter positions

• Every meeting, every chance
  • Professional achievements
  • Certifications
  • Degrees
Strategies to Increase Engagement

• Scholarships and Reimbursements
  • State and local chapter scholarships
  • Active reimbursement
Where We Are

* 2017 data as of 7 September 2017
Where We Are

New members by year

* 2017 data as of 7 September 2017
IN ENA State Council Survey

- 12-27 question (skip logic) questionnaire
- State sponsored enticements
- 28% response rate
IN ENA State Council Survey

Where We Are

Amount of Time with Current Employer

- <1 year: 11
- 01-02 years: 20
- 03-05 years: 27
- 06-10 years: 20
- 11-15 years: 19
- 16-20 years: 15
- 20+ years: 23

Gender

- Female: 81%
- Male: 19%

Age

- Baby Boom (1946-1962): 16%
- Gen X (1963-1980): 52%
- Gen Y (Millennials, 1981-1994): 31%
IN ENA State Council Survey

Where We Are

IN ENA State Council Survey

Years in Emergency Nursing

- Less than 1 year: 9%
- 01-02 years: 9%
- 03-05 years: 18%
- 06-10 years: 18%
- 11-15 years: 18%
- 16-20 years: 8%
- 20+ years: 23%
How long have you been an ENA Member?

- Less than 1 year: 16%
- 03-05 years: 25%
- 06-10 years: 21%
- 11-15 years: 9%
- 16-20 years: 4%
- 01-02 years: 12%
- 20+ years: 13%

IN ENA State Council Survey
IN ENA State Council Survey

Would you consider yourself an "engaged" member of ENA?

- Engaged: 77.04%
  - Yes: 55.56%
  - Maybe: 21.48%
- Not Engaged: 22.96%
Engaged members findings

- Became a member to participate in growing the overall profession
- Fewer years equals engagement
- Most felt engaged at the local level
- Remain a member because:
  - Encouragement by supervisor or facility 46.85%
  - Educational offerings 22.05%
  - Professional Networking 11.54%
Expectations:
What are your thoughts?

- Why do people pay to belong, are not present?
IN ENA State Council Survey

Where We Are

Not Engaged Member Responses

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Strongly Agree</th>
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<td>3%</td>
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<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>26%</td>
<td>3%</td>
</tr>
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Know What ENA Offers
Offerings Do Not Interest Me
Too Much Communication (State)
Too Much Communication (Local)
IN ENA State Council Survey

Non-Engaged members findings

- Barriers
  - Time!
- Not barriers
  - Members see a benefit in belonging
  - Childcare
  - Support at home
  - Time off work
Next Steps

• 2017 Strategic Plan:
  • State Council Achievement Award
  • Increase visibility and participation in legislative and regulatory advocacy
  • Increase participation in educational programs
  • Increase collaboration with emergency stakeholders
  • Empower ENA talent
  • Manage expenses
  • Reach 1000 members statewide
State and Chapter Plans

- Develop a plan
- Have a specific goal
- Know your audience and their wants/needs
- Engage them on their terms
- Feed them
Excuses, Everybody’s Got One!

Strategies for Engagement

Thank you for your attention.


Viljoen, M., Coetzee, I., & Heyns, T. (2017). Critical care nurses' reasons for poor attendance at a continuous professional development program. *Nursing Education, 26*(1), 70-76. doi: https://doi.org/10.4037/ajcc2017412