



Sigma Theta Tau International
Honor Society of Nursing®

2017

44TH BIENNIAL CONVENTION

28 OCTOBER — 1 NOVEMBER | INDIANAPOLIS, INDIANA, USA

Five Strategies for Engaging Events and Programs



Faculty Disclosure

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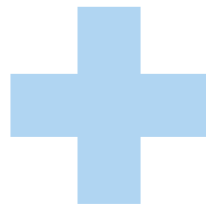


What if ...

- What if your chapter closed? Would your members miss you?
- What if another chapter moved in next door and we had to compete for membership dollars?



Programs/
Events



Benefits



Engagement
and
Involvement



What is a chapter program?

A planned, professional event, series, or educational opportunity presented by your chapter.



NOT Programming

- A member attending or presenting at a conference
- Your group financially co-sponsoring an event, but not planning any content
- Setting up an informational booth in the student union
- Inducting members
- Including your group's name on the school of nursing's Research Day fliers



**WHAT DO
WE DO?**



#1 Be strategic



Collect member feedback

IF YOU WANT TO KNOW
SOMETHING,
ASK ME.





- Pick a platform that works for your chapter and discuss associated costs, if applicable
 - Google Forms
 - Survey Monkey
 - Type Form
- Watch tutorials on how to build surveys
- Ask appropriate questions

- Have you attended a chapter event in the last year?
 - If yes, what did you think?
 - If no, why not? (Time, location, format, topic?)
- What type of chapter event(s) would you be interested in attending? Select all that apply:
 - Networking or social events
 - Community service events
 - Professional or leadership development events
 - Family-friendly events
 - Educational or research programs. (If so, what topics interest you?)
 - Member award/recognition event



- Are there hurdles that make it difficult for you to attend chapter events? (Family commitments, retirement from nursing, work schedule, etc.?)
- What volunteer opportunities would you be interested in?
- If we were to develop an event or program around your interests, would you be willing to serve on a committee to plan that event?
- What keeps you up at night in relation to your job? (Commonalities in these answers can help develop program topics.)



Alternative forms of feedback

- Focus groups of specific member segments (new members, clinicians, etc.)
- Have a “Feedback” button on your website



What trends do you notice in the results?

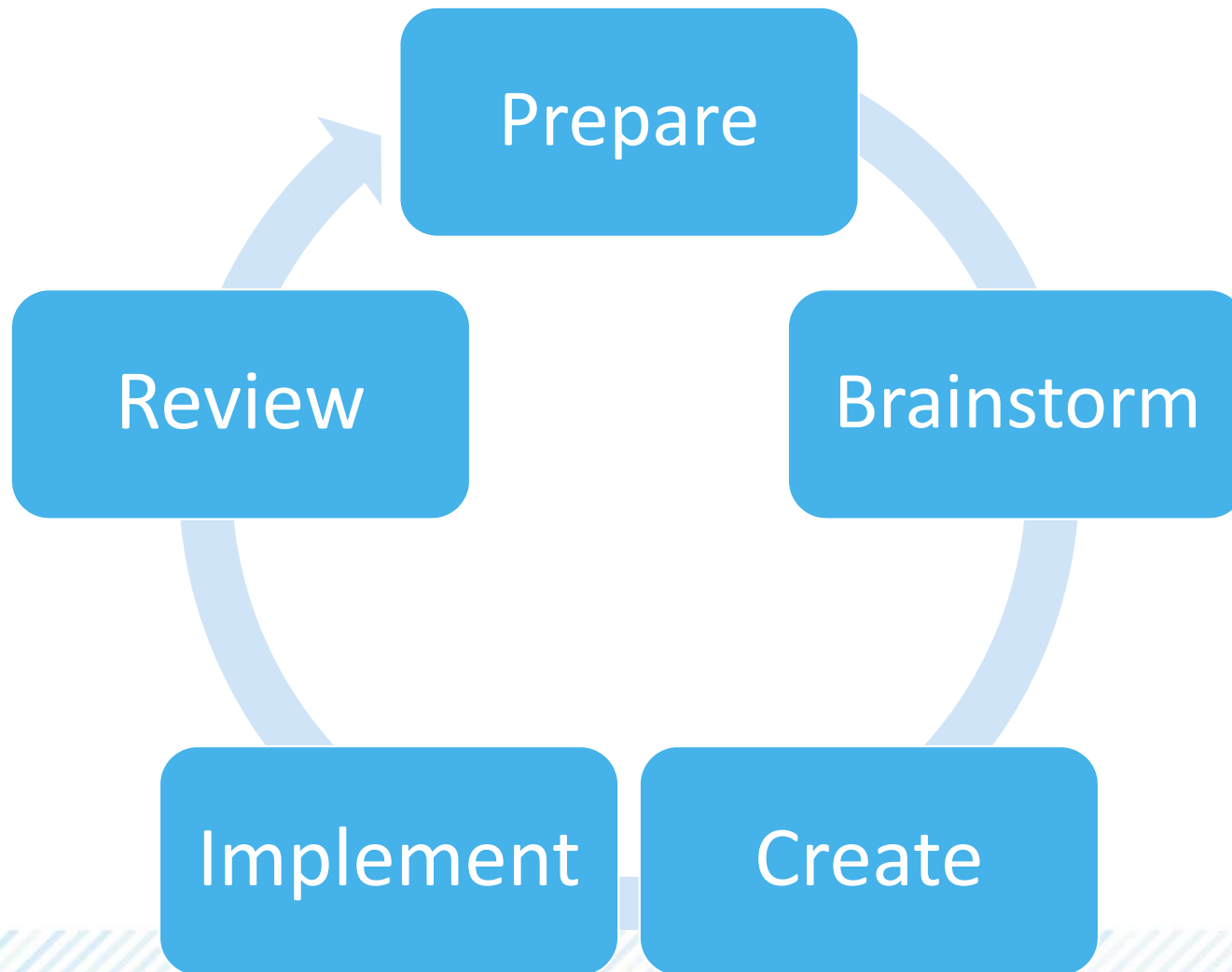
- How many events will you need to plan for the next year?
- What type of events?
- Were there common themes in the responses that lead you toward a particular topical area?



Other considerations

- **Location.** What options do we have for in-person event locations? Can we have any online events?
- **Day of the week and time.** Are we able to provide events at varying days and times to ensure they meet the schedules of our members?
- **Potential partners.** Would you be able to expand your reach if you partnered with a local chapter, nursing organization, or local health system?
- **Budget.** What/how much is within our budgetary capability?





#2 Be creative



Have a “Happy Hour” on the day and hour your chapter was chartered. Ask members what made them happy in their career or membership and spend time recognizing these achievements.

Host a Tweet Chat using a chapter-specific hashtag.

Try different types of program leaders – plenary presentation, panel discussion, session speakers, facilitators, etc.



Beta Chi Chapter (Northwestern State, Louisiana) hosted “Painting with a Nursing Twist” where members painted works of art to donate to a local nursing home.

Delta Xi Chapter (Kent State, Ohio) conducted a “Fall Family Fest” where members and their families enjoyed hay rides, a riding track, and a pumpkin cannon launch.

Phi Gamma Chapter, STTI’s virtual chapter, hosts a virtual poster presentation so members can participate in an event that is convenient and accessible for them.



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#3

Recruit Volunteers





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Vary scope and commitment

- One-time commitments
 - Handing out name tags at the next event
 - Creating an event hashtag
 - Designing an event flier
- Mid-range commitments
 - Publicity committee
 - Membership Involvement Committee
- Long-term commitments
 - Webmaster
 - Newsletter editor



ORIENTATION

we'll help you find your way

- If I am not prepared, I may get confused/frustrated and will be less likely to volunteer again.
- For smaller commitments, preparation may require volunteers to arrive one hour early. Larger commitments will ask for a more formal orientation.
- Ensure orientation opportunities are documented and communicated in advance.





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Delta Xi Chapter

0 [Settings](#)

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- Volunteer ▾
- About Us ▾
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Welcome to the Delta Xi Chapter
Kent State University College of Nursing

Chapter Giving Club Member 2016-17



Settings for Delta Xi Chapter

Administration	Status
<ul style="list-style-type: none"> Settings Members Reports Email Community Members Moderation (0) 	<p>You are currently not a member</p>
<ul style="list-style-type: none"> Events <ul style="list-style-type: none"> Manage Events Event Payment Providers 	
<ul style="list-style-type: none"> Volunteer <ul style="list-style-type: none"> Manage Opportunities 	




Showing 1 to 3 of 3

Start Date - Earliest to Latest ▼

All ▼

10 per page

Details	Actions
 <p>Delta Xi Chapter: Black Squirrel Festival Sept 8th</p> <p>Type: Chapter Volunteer Starts: Friday, September 08, 2017 Ends: Friday, September 08, 2017 Community: Delta Xi Chapter</p> <p>Accepting Applications 5 invitations sent 0 applications awaiting approval 0 approved for 10 slots</p>	<p>Edit ▼</p>
<p>Delta Xi Chapter Publicity Committee</p> <p>Type: Chapter Volunteer Starts: Friday, October 06, 2017 Ends: Friday, October 05, 2018 Community: Delta Xi Chapter</p> <p>Accepting Applications 3 invitations sent 0 applications awaiting approval 0 approved for 3 slots</p>	<p>Edit ▼</p>
<p>Delta Xi Chapter Finance Committee</p> <p>Type: Chapter Volunteer Starts: Friday, October 06, 2017 Ends: Saturday, October 06, 2018 Community: Delta Xi Chapter</p> <p>Accepting Applications 4 invitations sent 0 applications awaiting approval 0 approved for 2 slots</p>	<p>Edit ▼</p>





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#4 Communicate!



Why is communication important?

- Keeps members connected with the chapter experience.
 - I might not be able to attend every event, but I still need to know what is going on!
 - This helps me understand the value of my membership dollar and what it is going toward, which translates into pride. Members who are proud will desire a continued success for the chapter
- Rule of Seven
 - Just because I didn't respond the first time, doesn't mean I'm not interested.
 - There is a lot of noise in the world that you'll have to overcome!



Give Plenty Advanced Notice ... And Details!

- If I have to take off work or leave early – I need to know at least 6 weeks in advance!
- Share as many details as you can think of:
 - Dress code
 - Parking
 - Exact address, building, room, or hyperlink access codes
 - What to expect or what to prepare
 - Can I bring a friend, or is this members-only?
 - Will continuing nursing education credits be offered for attending this event?



Avoid scary and boring terms

- Register for our meeting
- Save the Date
- Complete the survey
- Volunteer your time
- Don't miss out!
- Are you busy on [insert date]?
- We need your opinion!
- Help us be part of the solution





#5

Evaluate Your Success



Develop Program Evaluations

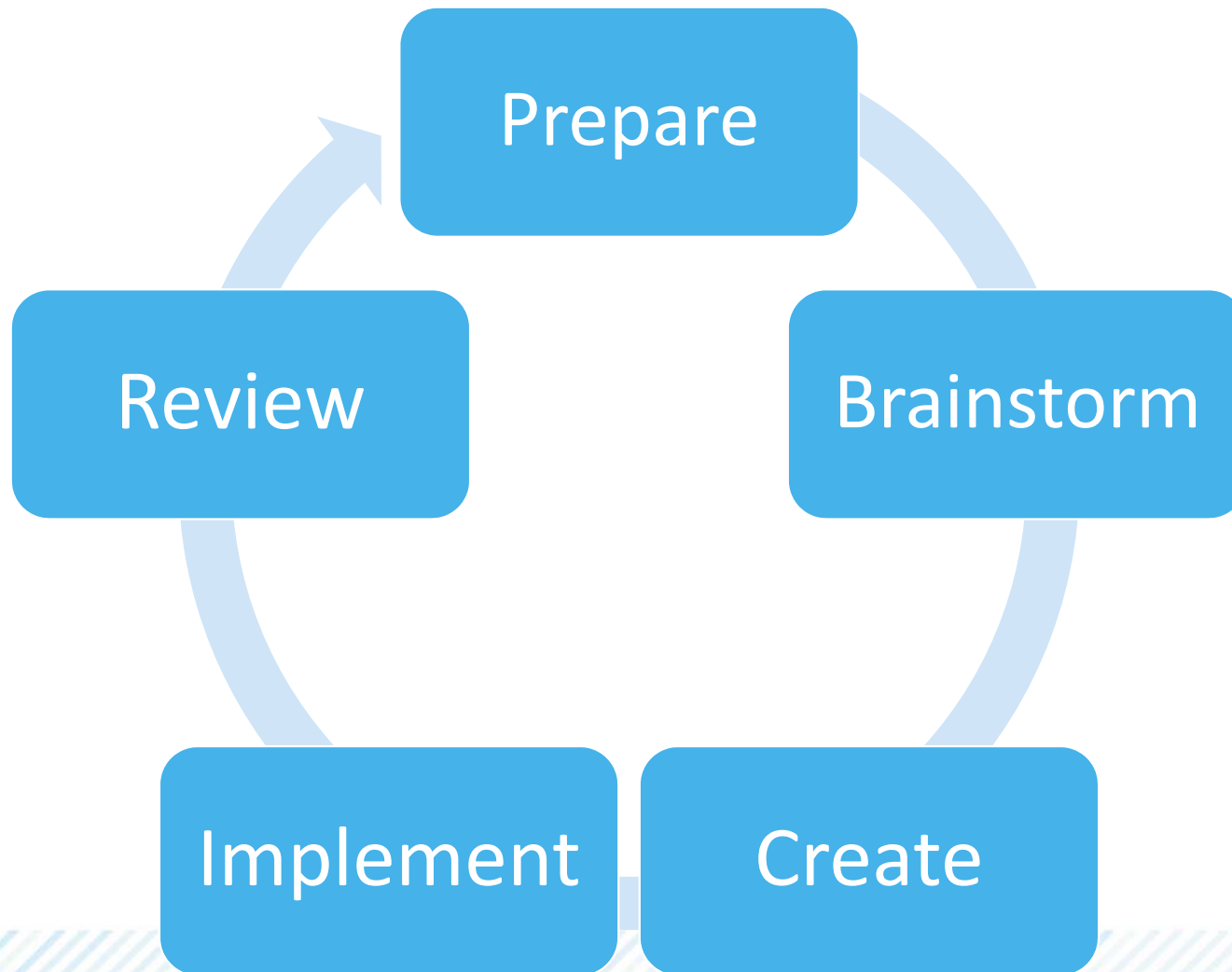
- Between surveys, ensure that you have a standard program evaluation that can be delivered to attendees afterward:
 - Would you recommend this event to others? Why or why not?
 - What changes could be made to the format? (Too long? Too short?)
 - What other program topics or events would you be interested in attending?
 - Would you be interested in developing an upcoming program or event or volunteering your time to help at an event?
 - Are there other community locations that you would recommend for an upcoming chapter event?
- Make sure you send this evaluation within two-weeks of the program, while you still have the event fresh in the minds of participants



Ask for volunteer feedback

- Did volunteers feel prepared at the event?
- What would they change or leave the same?
- Do you need additional volunteers for the next similar event?
- Are they planning on volunteering again? Why or why not?





1. Be strategic
2. Be creative
3. Recruit volunteers
4. Communicate
5. Evaluate Your Success



Questions?

