Five Strategies for Engaging Events and Programs
Faculty Disclosure

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Conflicts of Interest: None
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MAKE AN INTRODUCTION

RECRUIT NEW MEMBERS

INDUCTION

ORIENTATION

INVOLVEMENT

RENEWAL
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?
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
#1

Be strategic
Collect member feedback
• Pick a platform that works for your chapter and discuss associated costs, if applicable
  o Google Forms
  o Survey Monkey
  o Type Form
• Watch tutorials on how to build surveys
• Ask appropriate questions
• Have you attended a chapter event in the last year?
  o If yes, what did you think?
  o If no, why not? (Time, location, format, topic?)

• What type of chapter event(s) would you be interested in attending? Select all that apply:
  o Networking or social events
  o Community service events
  o Professional or leadership development events
  o Family-friendly events
  o Educational or research programs. (If so, what topics interest you?)
  o 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.
Welcome! The Henderson Repository, a resource of the Honor Society of Nursing, Sigma Theta Tau International, offers:

Online Dissemination. It is a global digital service that collects, preserves and shares nursing research and evidence-based practice materials.

Free Open Access. There is no charge to submitting nurse authors and no access fee for online patrons.

Peer Review. Submissions to collections under the Independent Submissions community are peer-reviewed.

It is open to both STTI members and non-members.

Why was my abstract removed?

Attention Thesis and Dissertation Authors: Be a part of the new ETD Project — experience dynamic dissemination!
What’s in a name?

- Six Steps for Successful Research Surveys
- Recognizing and Responding to Human Trafficking
- 10 Tips to Make the Most of Your Membership
#3
Recruit Volunteers
Vary scope and commitment

• One-time commitments
  o Handing out name tags at the next event
  o Creating an event hashtag
  o Designing an event flier

• Mid-range commitments
  o Publicity committee
  o Membership Involvement Committee

• Long-term commitments
  o Webmaster
  o 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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<th>Details</th>
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<tr>
<td>Community: Delta Xi Chapter</td>
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#4

Communicate!
Why is communication important?

• Keeps members connected with the chapter experience.
  o I might not be able to attend every event, but I still need to know what is going on!
  o 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
  o Just because I didn’t respond the first time, doesn’t mean I’m not interested.
  o 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:
  o Dress code
  o Parking
  o Exact address, building, room, or hyperlink access codes
  o What to expect or what to prepare
  o Can I bring a friend, or is this members-only?
  o 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:
  o Would you recommend this event to others? Why or why not?
  o What changes could be made to the format? (Too long? Too short?)
  o What other program topics or events would you be interested in attending?
  o Would you be interested in developing an upcoming program or event or volunteering your time to help at an event?
  o 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?