

Application of a Framework for Increasing Nu Beta Chapter Membership, Engagement, and Retention

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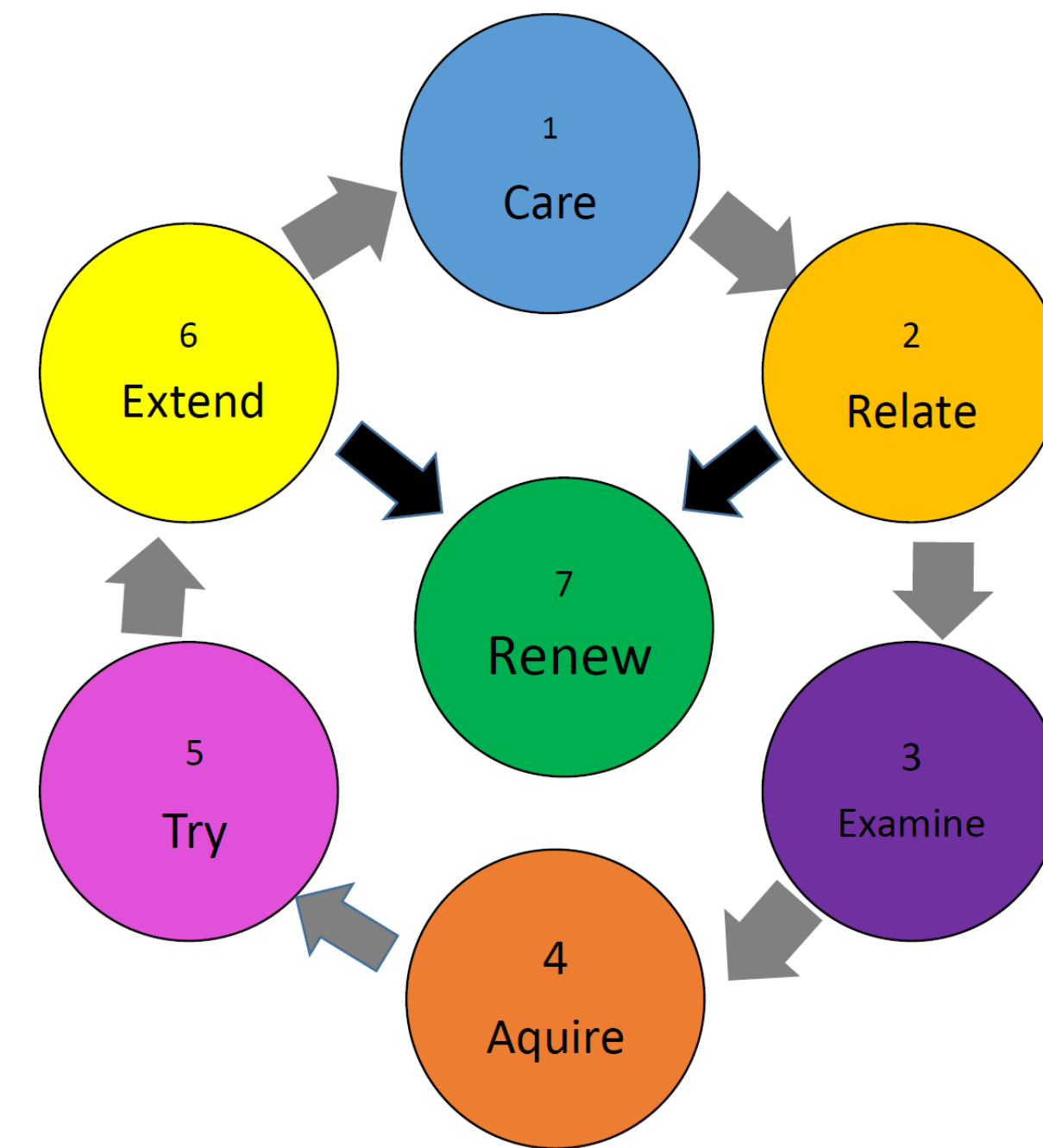
Background

Nu Beta is a chartered chapter of Sigma Theta Tau International Honor Society of Nursing, and was established at Johns Hopkins School of Nursing (JHSON) in 1992. The purposes of Sigma Theta Tau are to recognize superior achievement and the development of leadership capabilities, foster high professional standards, encourage creative work, and strengthen commitment to the ideals and purposes of the profession of nursing.

Since the inception of Nu Beta Chapter, membership has increased each year. However, in recent years, acceptance rates and retention of chapter members had decreased and chapter activities diminished which decreased our ability to meet STTI benchmarks.

Objectives

The purpose of this presentation is to discuss a change model used as a framework for growing chapter membership, engaging members, and increasing membership retention.



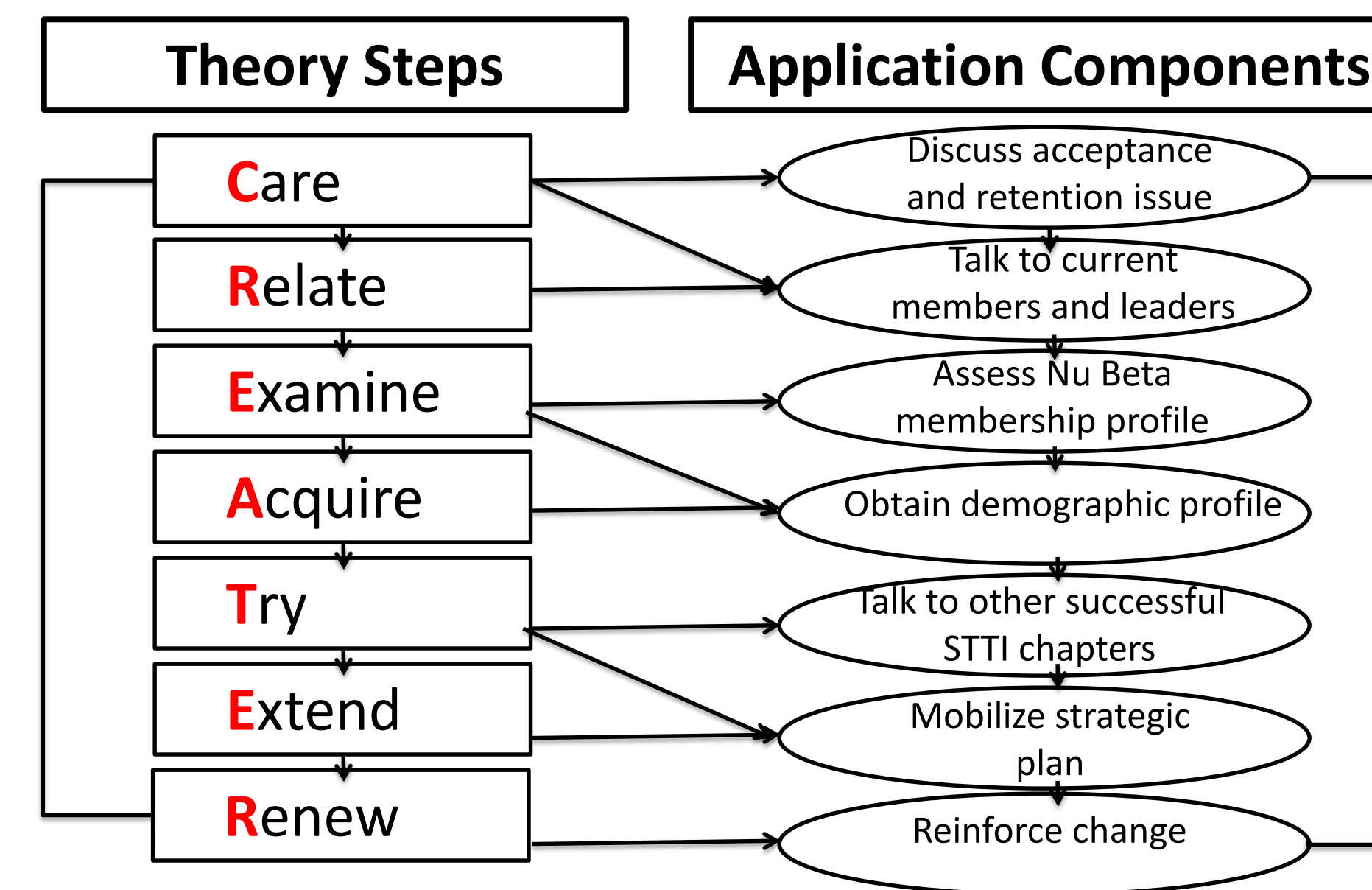
Havelock's Theory of Planned Change (1973)

The framework for Havelock's theory is applied using the acronym **CREATER**, where each letter stands for the actions taken:

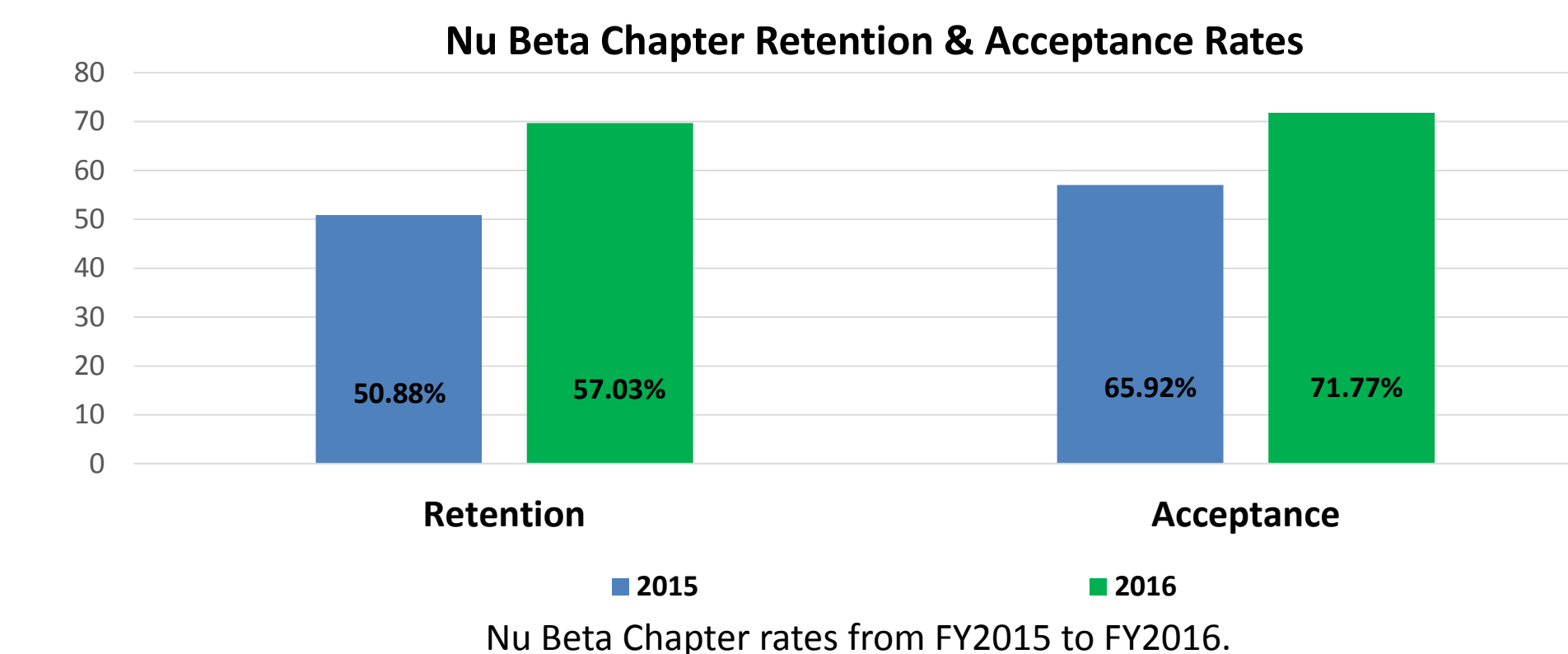
- C**- Care focuses on the need for change;
- R**- Relate emphasizes on relationships built;
- E**- Examine and diagnose the problem;
- A**- Acquire the relevant sources;
- T**- Try to choose the solution;
- E**- Extend, disseminate, diffuse and gain acceptance; and finally
- R**- Renew, stabilize and sustain capacity.

Methods

We implemented all changes applying the seven steps in Havelock's Theory of Planned Change to creating a process for change, organize workflow, and implement innovative methods for chapter operations.



Results



Conclusion

- Local chapters have the obligation to carry out the mission and vision of the Sigma Theta Tau International Honor Society.
- The Nu Beta chapter continues to focus its efforts on increasing acceptance rates and retention.
- We are honored to say that we have improved recruitment, engagement, and retention for chapter membership.

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