From Struggling Local Chapter to Chapter Key Award: Lambda Lambda’s Perspective

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This presentation describes the strategies utilized by a struggling local chapter of Sigma Theta Tau, International, to revitalize our chapter. These efforts lead to earning our first Chapter Key Award in the chapter’s history during our 25th anniversary year.
• Process began in 2010
• Chapter was run almost single handedly by the Chapter President
• Annual Chapter meetings were sparsely attended
• Only activity was the annual Induction Ceremony
• Little to no membership involvement
• After Induction, members dropped out
- Associated with Governors State University (GSU), a small commuter campus, located just south of the Chicago Metro area
- Students are usually employed full time and caring for families
- Most students are graduate students
- Inducts about 20 members each year, but members don’t participate in activities or renew memberships
- Interest in wearing cords at graduation only

Lambda Lambda Lambda Est 1990
• Developing a vision for the chapter
• Recruit motivated members for the executive board
• Increase attendance at the Annual Meeting
• Mobilizing membership
• Developing projects and programs that engage the members
Developing a Vision for the Chapter (Transformational Leadership Theory)

- Transformational Leadership and Change Theory used to develop vision
- There are four key attributes of transformational nurse leaders:
  - 1. The leader serves as a role model and “walks the talks”.
  - 2. They inspire motivation in their followers by having a strong vision about their work.
  - 3. They are concerned about the individual and demonstrate genuine concern for their needs and feelings.
  - 4. The leader challenges and develops the followers to be innovative and creative nurturing independent thinking (Sherman, 2012).
Developing a Vision for the Chapter (Change Theory)

- Lewin’s Change Theory Utilized
  - Lewin’s Change Process
    - 1. Unfreeze
    - 2. Move
    - 3. Refreeze
  - Also includes
    - Restraining forces
    - Gatekeepers
    - Channels
• President recruited a core group of 4-7 volunteers to serve as executive council
• Council commits to setting a yearly calendar of events
• Develop Vision of chapter as a social, service and scholarly entity
• **Annual Membership meeting is scheduled to occur directly after the Induction Ceremony**
  ◦ in order to increase attendance
  ◦ Capture the enthusiasm of the new inductees to increase volunteerism
• This measure increased attendance 500% at the annual meeting
• Increased volunteerism 600%

**Increase attendance at the Annual Meeting**
The Chapter increased its presence on campus by planning activities that are:
- interesting enough to entice students to participate
- Require minimal participation but offer big results
  - Food drive for campus book bank
  - Book drive for Africa with local charity
  - Toys for Tots
  - Recruit a team for a Cancer Walk a Thon
• Chapter increased awareness among the members by:
  ◦ Creating a semi-annual newsletter
  ◦ Notifying members via email of events

• Scholarly Activities
  ◦ Sponsor panel discussion on APN Certification on Certified Nurses Day
  ◦ Poster presentations with Nurses’ week event
Other Service/Charitable Activities

- Equipment sales of Ophthalmoscope/Otoscope sets benefiting the GSU Nursing Labs
  - Has raised over $1500

- Developed scholarship fund
  - Silent Auctions at the annual induction ceremony and Nurses’ week banquet
  - Has raised over $2000
• **Instituted annual Nurses’ Week Banquet**
  ◦ Celebrates nurses and nursing
  ◦ Includes a silent auction to benefit the Lambda Lambda scholarship fund

Developing projects and programs that engage the members