

Excuses, Everybody's Got One!: Strategies for Engagement

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Purpose

The purpose of this project was to identify how engagement in professional nursing activities influenced the retention of nurses in the workforce and overcoming excuse hurdles to make professional involvement a priority.

Background and Significance

- Nursing shortages are not improving with current strategies.
- Nurses involved or invested in their workplace are more likely to stay in their position or organization.
- Nurses engaged in their professional organization may be more likely to stay in the workforce.
- Nurses often site excuses as to why they are unable to be involved in their professional nursing activities.
- This study addresses those excuses and gives strategies on how to increase involvement.

Method/Procedures

A 12-27 question, skip logic, survey sent out to all Indiana Emergency Nursing Association (IENA) members via email with three reminder emails and members that attended the IENA annual symposium were asked to complete the survey. The survey was also available on the IENA website. There are nine chapters within IENA. The chapter with the highest percentage of respondents received a registration to the National ENA conference. This method increased the number of non-engaged respondents. All data was collected through an electronic survey.

We consistently recruit 200 new members annually. Once we implemented the engagement strategies we began retaining members in the organization.



Acknowledgements

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EMERGENCY NURSES ASSOCIATION

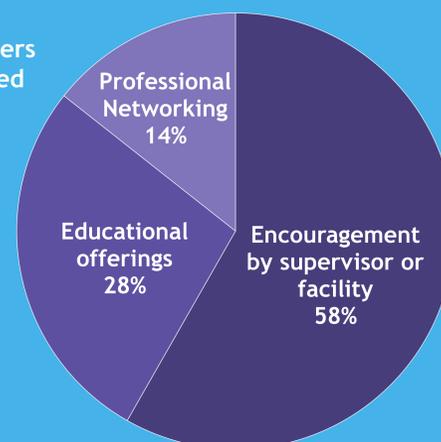
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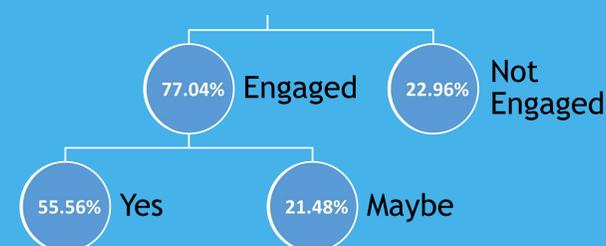
Strategies Utilized

- **Know Your Audience**
 - Create a buzz of enthusiasm about meetings and events through email and social media.
 - Personally invite students, pre-hospital peers, and political stakeholders to meetings and events.
 - Convey the personal and professional benefits that membership and engagement offers. Association membership provides connectivity, personal connectivity to other like-minded members, and connectivity to their profession.
- **Does Your Audience Know You?**
 - Members want to believe in the mission.
 - Incentives play a role in engagement. We utilize bragging rights, publicity within our organization, competitions between chapters, educational offerings, food, and networking.
- **Leadership Succession Planning**
 - Succession planning begins before they ever attend their first meeting.
 - Get them involved and on committees that have a clear mission or goal.
 - Play to their strengths.
- **Food**
 - Use vendors to get the food or location sponsored. Your meetings or events destination or restaurant can be a big draw for some people.
 - Utilize a vendor relations chair that has buying power, to incentivize and bring applicable vendors and speakers to the meetings or events.
- **Consistency**
 - Make it easy for members to find out information and consistent messaging strategies.
 - Website is kept up to date, email utilizes MailChimp to evaluate analytics including open rates and best times to send messages, social media campaigns.
 - Easy ways for members to get information to and from the organization with consistent responses.
 - Do less social media platforms but do them well, i.e. Facebook, Twitter, YouTube. Utilize tools such as Tweetdeck.
 - Register your hashtags to track your presence and impact.
- **Meetings and Events**
 - Involve members in planning and implementation.
 - Give members what they want (scheduled networking opportunities, educational offerings, scholarships, and food).
- **Members Recognition**
 - Annual ceremony for awards, committee chair and chapter leader appreciation.
 - Recognition of professional achievements, certifications, degrees, students, and guests at every meeting.
- **Scholarships and Reimbursements**
 - State and local scholarships for continuing education and events biannually.
 - Reimburse state leaders for national event attendance and state delegates.

Engaged members remain involved because:



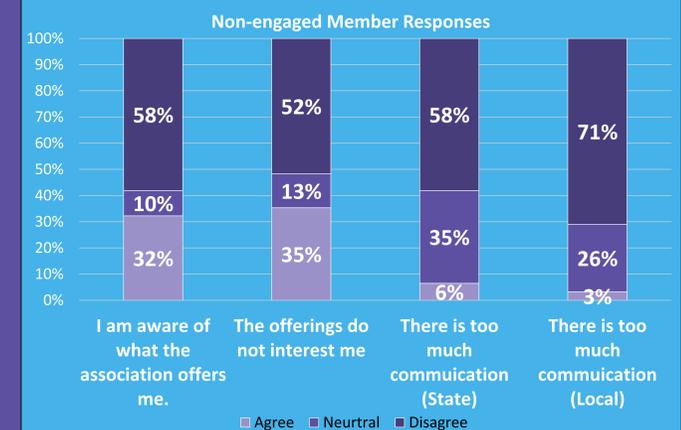
Would you consider yourself an "engaged" member of ENA?



Disclosure: The views expressed in this poster are those of the authors and do not necessarily reflect the official policy or position of Indiana Emergency Nurses Association or the Honor Society of Nursing, Sigma Theta Tau International of its subsidiaries.

Results

- Response rate of 28%
- Nurses involved in professional activities and engaged in their profession were more likely to remain in their profession.
- The reasons for involvement in professional activities were multifactorial.
- When we met their needs, they were more likely to be involved in promoting the activities and profession.
- When nurses could identify the barriers and value in involvement, they were more likely to be engaged in professional activities.



Conclusion

- Professional nursing organizations at all levels need to further develop their recruitment and retention strategies based on feedback from active and inactive members
- There is a significant shortage of clinical nursing staff at the bedside and a lack of support for professional activities is associated with the disenchantment of bedside nursing

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