

Honor Society of Nursing, Sigma Theta Tau International

Leadership Forum

20 - 22 September 2012 • Indianapolis, Indiana, USA



Retention Intervention: Tips for Re-energizing Members

Sabrina Collins-Christie,
STTI Membership Manager



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Objectives

- Understand the importance of keep members engaged
- Discover chapter best-practices in energizing members

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Interesting Statistics

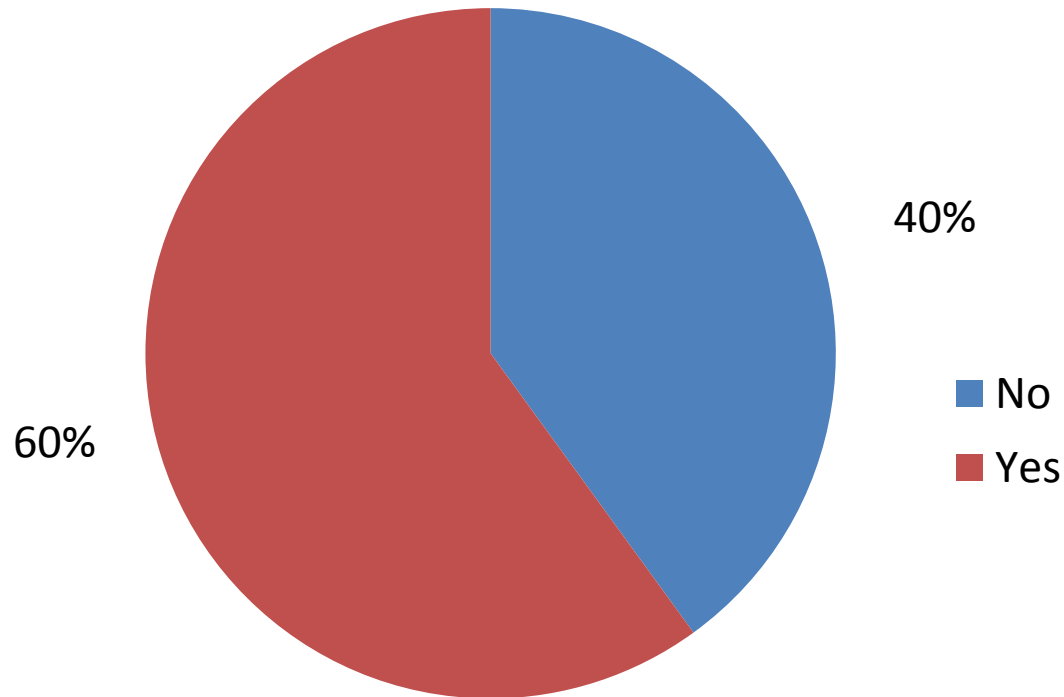
- Average chapter first year member retention rate: 50%
- Average chapter retention rate: 67%
- Average inactive member count: 600

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Does chapter contact increase likelihood of renewal?



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Sigma Theta Tau

International Honor Society of Nursing



Epsilon Beta Chapter News

Fitchburg State University Department of Nursing

Volume 1, No. 2

Summer 2012

Chapter Officers 2012-2014

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Leadership Succession

Kathy Niles-Joyal
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Newsletter

Jessica Landry
jessica_landry@comcast.net

Calendar of Events

August 1, 2012-Chapter Annual Report Due
August 12, 2012-Epsilon Beta Pot Luck BBQ-see write up on pg. 2
September, 2012-STTI Information Session for Sophomore Students
September 29, 2012-Fall Chapter Hike/BP Clinic at Mt. Wachusett-see pg. 6
October, 2012-Chapter Newsletter Distributed
October 20, 2012-FSU Nursing 50th Anniversary Celebration-8:30-2PM
November 14, 2012-Executive Board Meeting
December 3, 2012-Finals Care Package Assembly-Student Inductees
January, 2013-Chapter Newsletter Distributed
February 27, 2013-Executive Board Meeting
March 22, 2013-Student Career Seminar
March 27, 2013-New Candidate Informational Luncheon
April, 2013-Chapter Newsletter Distributed
April 3, 2013-Executive Board Meeting
April, 2013-Chapter Elections
April, 2013-Induction Ceremony
May 22, 2013-Annual Meeting and Spring Presentation
June 20, 2013-Transition Meeting
July, 2013-Chapter Newsletter Distributed

A Message from the President



What a wonderful summer this is! I hope this newsletter finds you enjoying the warm weather and spending time relaxing and rejuvenating. This past year has been a time for our chapter to renew and rejuvenate as well, and I am grateful to all of our members especially the Board of Directors who gave so much of their time and talent to keeping our chapter running. This dedication goes beyond the daily running of the organization. It is the belief in the vision and mission of our society and how we can take those goals to think globally but act locally. Sigma is not just a student organization. (continued on pg. 2)

SIGMA THETA TAU INTERNATIONAL HONOR SOCIETY OF NURSING

ALPHA CHI NEWS

BOSTON | WILLIAM F. CONNELL
COLLEGE | SCHOOL OF NURSING

FALL 2011



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Membership Ambassador

- Strengthen chapter's connection with new inductees and first-year members
- Filled by an active member, recently inducted
- Possible responsibilities:
 - Update and post on chapter website
 - Help plan new member orientation or program
 - Encourage interest in pre-induction activities

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Creating Connections Campaign

- Official campaigns in March and October
- Pick a day and recruit volunteers
- Inactive list, script and resources provided by STTI

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Volunteer Interest Profile (VIPProfile)

Home

michelle@stti.iupui.edu



Welcome to the new Volunteer Interest Profile! Filling out your VIPProfile will help STTI connect you with volunteer positions that are the right fit for your talents, interests and schedule.

Choose an organization level below to begin your journey as an STTI volunteer.

International Level – support the honor society

- International board member, committee member, advisory council
- Event volunteer, awards judge, grant reviewer
- Mentoring and career advice

[Volunteer Now!](#)

Regional Level – assist regional coordinators

- Collaboration, communication and chapter membership involvement
- Awards and recognition

[Volunteer Now!](#)

Chapter Level – volunteer positions may be a one-time or ongoing commitment

- Collaboration, communication and chapter membership involvement
- Awards and recognition

[Volunteer Now!](#)

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Chapter Information



Chapter Information

Achieve chapter success by connecting with members, utilizing chapter operations' tools and resources, and planning events.

Directory

Search the chapter database by name or location

Merchandise

Utilize the catalog to help with fund raising, gift-giving, chapter operations, and awards and recognition

Management System

Access forms, reports, the induction system, resource database, newsletter editor and print-on-demand items

Delegate Information

Learn your responsibilities as a delegate for electronic and in-person House of Delegates meetings

Chapter Awards

Apply for international awards and receive guidelines on establishing awards for your chapter

Regions

Learn more about events and initiatives within your region and connect with your regional coordinator

Start a Chapter

Receive information and resources about how to start an STTI chapter

Tools & Resources

Search by subject, officer position or view an alphabetical listing of resources that provide guidance to accomplish chapter activities

Membership Initiatives

Access news and resources to help recruit and engage members

What's New

Chapter bylaws must be submitted by 3 August

Are you a new chapter leader?
Welcome!

Chapter Annual Reports due 3 August

Request an STTI Board Member to speak at your next chapter event

Help members underwrite dues costs

Membership and Chapter Development DVD

Spotlight on Chapters

July Chapter Website of the Month

2012 Chapter Anniversaries



www.nursingsociety.org/chapters

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All Chapter Officers

[Home](#)[Group Members](#)

The All Chapter Officers group is comprised of officers from all STTI chapters. The purpose of this group is to provide chapter leaders with opportunities to network, collaborate and share resources.

[edit community settings](#)

Announcements

Early registration deadline extended for Leadership Forum!

By: [Michelle Lilly](#) Jul 20, 2012 9:44 AM

Register by 1 August to receive the best rate!
Three full-days of educational programming encompassing two "stand-alone" events. One event is focused on nursing leadership and the other is focused on chapter training. Both events will include plenary and concurrent sessions, poster sessions, STTI Info Fair, exhibitors and networking with nurses from around the globe.

Invite members to attend the first half of the forum, 20-21 September, focusing on nursing leadership. The chapter training sessions will occur on 21-22 September. As chapter leaders, you may find it beneficial to attend the entire three-day forum.

[Learn more about this exciting event](#)

options ▼

[Add](#)

Discussions

Events

Leadership Succession Committee Orientation Webcasts

Jul 23 - 25
United States

"What's in it for me" webcasts

Jul 24 - 26
United States

Webcast: Get More People on Your Committee

Jul 26, 1:00 PM - 1:30 PM (Eastern Standard Time)
United States

[View the group calendar](#)

[Add Event](#)

Library

Connections - June 2012

By: [Michelle Lilly](#) Jun 12, 2012 3:45 PM

Copy-and-paste news blurbs for your chapter newsletters

How to Use Google for your Chapter

By: [Julie Jones](#) May 23, 2012 3:17 PM

<http://thecircle.nursingsociety.org>

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Additional Tips

- Periodically ask members what they want from the chapter
- Host meetings at various times and locations
- Plan and schedule communications to reach members consistently

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Panelist Presentations

- **Alpha Beta Chapter**
Nancy Madsen, BSN, RN-BC
- **Beta Xi Chapter**
Cynthia Diefenbeck, PsyD, APRN, BC
- **Tau Tau Chapter**
Janet Syslo, BSN, RN

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Alpha Beta Chapter Holiday Tea

Presented by:
Nancy Madsen, BSN, RN-BC

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Success Strategies

- Plan Ahead
 - Get members involved early
 - Have a Holiday Tea Committee
- Encourage people to attend at every chapter event
 - Have a calendar of the years' events
- Have a theme
 - Plan for food
 - Decorations & invitations

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**You are cordially invited to attend our annual
Alpha Beta Chapter,
Sigma Theta Tau International
Holiday Tea**



Thursday, December 1, 2011

4-5:30 pm

Loyola University Medical Center
Stritch School of Medicine
Cafeteria

Please bring a new package of pantyhose (sizes L-3x) to donate to The Bottomless Closet, an

organization that provides both professional attire and personal/professional career skills training to low-income women seeking employment.

You may also show your “green” Christmas spirit this year by **bringing your own tea cup.**

Parking is available in the Valet Visitor Parking Garage \$6, Regular parking \$5

Please contact Nancy Madsen at nmadsen@lumc.edu if you have any questions. We look forward to seeing you there!



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Success Strategies

- Send out invites in advance, as well as reminders
- Post the information on the STTI website
- INVITE, INVITE, INVITE
 - Sell the event
 - Network
- Raffle for free membership renewal
- Philanthropy

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Event Day

- Continue to network & remind colleagues of the event throughout the day
- Get the board and committee to help build enthusiasm
- Set-up

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Holiday Tea Committee & ABC Board

- Mingle – Reach Out – Network
- Make sure everyone is having fun
 - Look for people who aren't mingling and get them involved
- Introduce people – keep moving!

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Holiday Tea Committee & ABC Board

Keep the event flowing. Have assignments:

1. Monitor food
2. Ensure attendance recorded
3. Take pictures
4. Ensure raffle is done
5. Collect stockings

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The Party is Over!

- Clean up
- Now is your time to chat with your friends, committee members and board
- Relish your success together!
- Send thank you notes to all who helped
- Begin planning for next year
 - evaluate/make notes.

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Beta Xi Chapter Annual Membership Appreciation Night

Presented by:
Cynthia Diefenbeck, PsyD, APRN, BC

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- Held each October since 2006
- Goals:
 - To promote networking and engagement with both active and inactive members
 - To enhance the perceived value of the member experience for dues-paying members



Come celebrate with us!
The Beta Xi Chapter of Sigma Theta Tau and
the University of Delaware Nursing Alumni Association

Come out and catch up with friends, colleagues, faculty, and community nurse leaders! All Beta Xi members since 1974 are invited as well as Nursing Alumni from 1973, 1978, 1983, 1988, 1993, 1998, and 2003. Join us at the Deer Park Tavern (2nd floor) in Newark! Tuesday, October 7th 5:00-8:00pm.

Free appetizers, drinks, music, networking, exciting door prizes, and more!

We can't wait to see you again!

RSVP by September 30th - acceptances only
Cynthia Diefenbeck - Cynthia@udel.edu or 410-398-2060

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A Local Favorite

- 5-8pm at the Deer Park Tavern
- Offer free appetizers, open bar, door prizes, a 50/50, and networking
 - Highlights include the appetizer buffet, door prizes and introductions
- Name tags and handouts are distributed
- Inactive members receive letters with overview of the benefits and link to renew
- Everyone receives a copy of newsletter highlighting the volunteer opportunities and member accomplishments



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Variety is the Spice of Life!

- Members are from Delaware, New Jersey, Maryland, and Pennsylvania and represent various specialties and careers
- Some are retired, others are taking time off for raising a family, and a few are in-between jobs
- Many graduated from programs at the Univ. of Delaware over the last 20-30 years, others have transferred or joined as Nurse Leaders
- This cross-section of membership makes for a lively and interesting evening!



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Keep Strategic Plan in Mind

- This event has been a pivotal part of our strategic plan for member engagement
- All active members & inactive members within a 50 mile radius receive invitation
- Chapter leaders determine the date, reserve the venue, and craft an invitation through Vistaprint.com. Using the directory and labels available through the Chapter Management System, members are identified
- Membership materials are provided to inactive members, a strategy successful in reactivating some members
- A member survey has been distributed at the event during selected years



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Keep it Interesting...

- Each year, a different theme is chosen.
 - For example, recognize members present from different decades, as well as those who remain from the initial charter. A brochure was developed to honor these members.
 - Another year, chapter presented a Past-President's plaque with individual plates recognizing past presidents to date – which now hangs in School of Nursing. We were fortunate to have 5 presidents in the crowd!
- Other events:
 - Book signings
 - “Where in the world?”
 - Fund-raisers



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Cost-consciousness



FOOD

- Chapter works with Tavern to set limit on beverages and bar tab
 - Chapters could also consider beverage tickets
- The venue permits a sheet cake to be brought

FUN

- Chapter leaders donate door prizes. One year, two tables were covered with gift bags filled with potpourri, candles, socks, jewelry, wine, nursing books, stethoscope
- 50/50 raffle



PRINTING AND POSTAGE

- Postage is a large part of the cost of the event, so an e-invite would decrease the budget
- Partnership with the Alumni Association to defray mailing costs

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Partnerships

- Beta Xi Chapter and the School of Nursing and Univ. of Delaware Alumni Associations
- Other partnerships



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Advertise your successes...

Beta Xi and the Nursing Alumni Association

Cheers to our members...

Host Annual Membership/Alumni Appreciation Celebration

by Cynthia Diefenbeck

.....

Our yearly tradition continues as we meet each fall at the Deer Park Tavern to enjoy great food and drinks, and excellent company! Forty members and alum attended the Fall 2010 celebration and caught up on nursing news throughout the area. It was fun to see both new and seasoned members and alum, and to hear about their professional and personal endeavors. As is our tradition, lots of door prizes were given out. Judy Herrman won the 50/50 raffle, and donated her winnings back to the chapter – thank you, Judy! We thank all those who assisted in making this evening a reality! If you have any ideas about how to make this evening even more enjoyable, or if you would like to help with future planning, please let a Beta Xi Chapter officer know.



Annual Board Retreat ...and cheers to our board!

by Megan Holdridge

Thanks to President Elect Judy Herrman for hosting a small but very productive group meeting at her home this January. Board members and dedicated volunteers, Megan Holdridge, Judy Herrman, Donna Mower-Wade, Cynthia Diefenbeck, Sheila Cushing and Jen Graber, met for an overnight work session and focused on several

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Let the fun continue!

- Tracking outcomes on the annual report
- Connecting members across specialties, across organizations, and across the career lifespan
- Energize and engage



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Tau Tau Chapter **Tau Tau “Newbies” Program**

Presented by:
Janet Syslo, BSN, RN

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Why new members?

- New graduates join and then lose interest, do not renew membership
 - busy with boards, finding jobs, orienting at new job, busy personal life!
 - have different interests than more mature members
 - meet separately in subgroup to plan events/activities

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Keep them involved

- Meet every other month
 - often enough to keep in touch, not so often as to interfere
- Participate in 2 service projects each year
 - Relay for Life team
 - candlelight vigil for domestic violence
 - flu shot clinics
 - assist with skills check off at school
 - evening meals at Ronald McDonald House/Rainbow House
- Establish mentor program
 - work with students at NMC
 - open forum for students

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Keys to Success

- COMMUNICATION and follow through
 - email
 - social networking (Facebook page)
 - website or webpage (off college website or STTI website)
 - quarterly newsletter – section on Newbies
 - text messages?

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Questions?