



Three Questions to Ask About Your Competition

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Faculty Disclosure

- Faculty Name: Michelle Coburn
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Objectives

- Determine who is competing your chapter for your members' time and money
- Learn how to provide services and programs that will set you apart from your competition



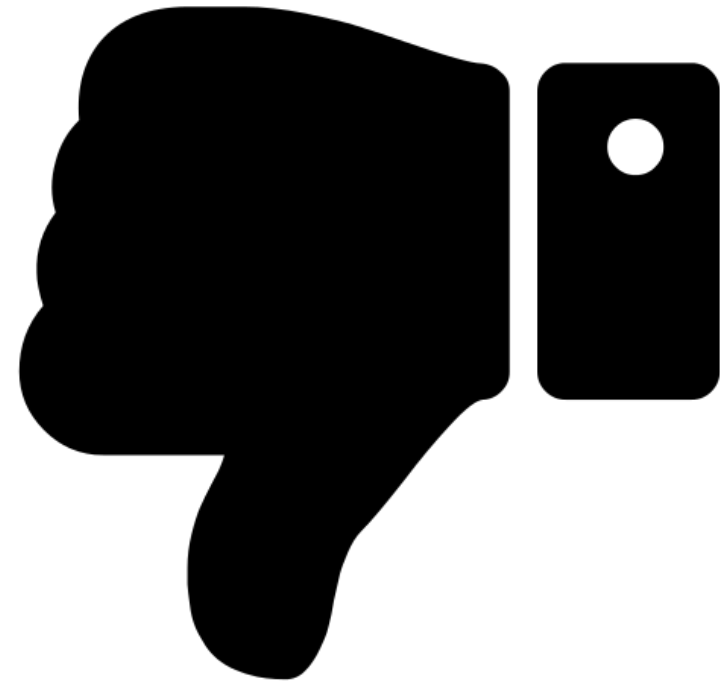
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Competition is bad!

- Takes away members' time. How many groups are also asking for their time away from family and friends?
- Takes away potential dollars. If I can only keep one membership this year... will it be with your chapter?



Competition is also good!

- It challenges you.
- It forces focus on your mission.
- It forces focus on the members' needs.



#1 – Who are they?

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What are your volunteer commitments?

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Chapters of Specialty Nursing Organizations

- Association of Nurses in AIDS Care
- Emergency Nurses Association
- Hospice and Palliative Nurses Association
- International Association of Forensic Nurses
- Oncology Nursing Society
- Preventive Cardiovascular Nurses Association
- Wound, Ostomy, Contenance Nurses Society

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Community Volunteer Groups

- Parent groups at their child's school
- Neighborhood watch or clean-up
- Volunteer commitments for personal passion projects:
 - Serving at a homeless shelter
 - Local community organizations (i.e., Habitat for Humanity)
 - Church projects

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Workplace commitments

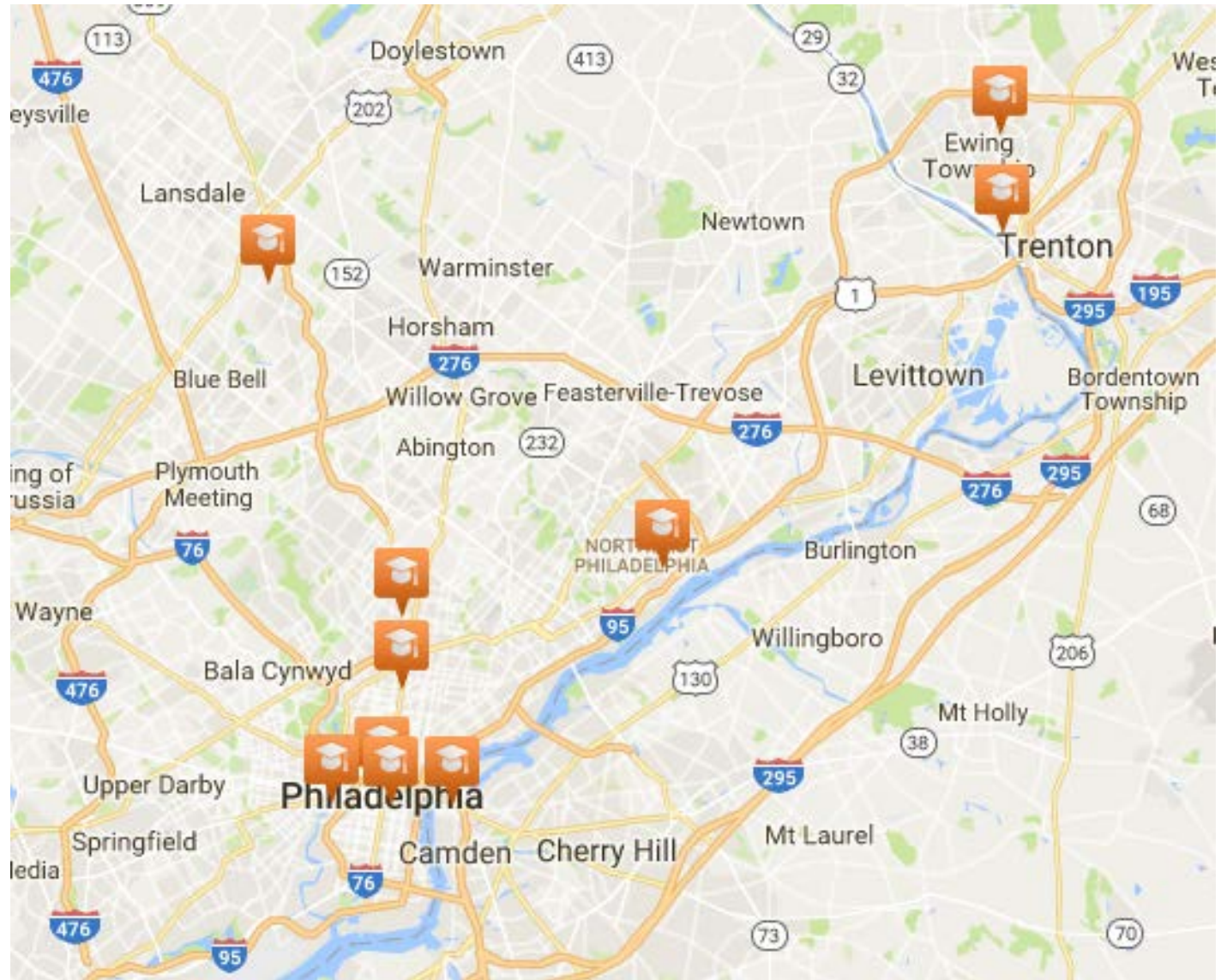
- University board of directors
- Student orientation
- New nurse or employee mentoring/guidance

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Other STTI Chapters



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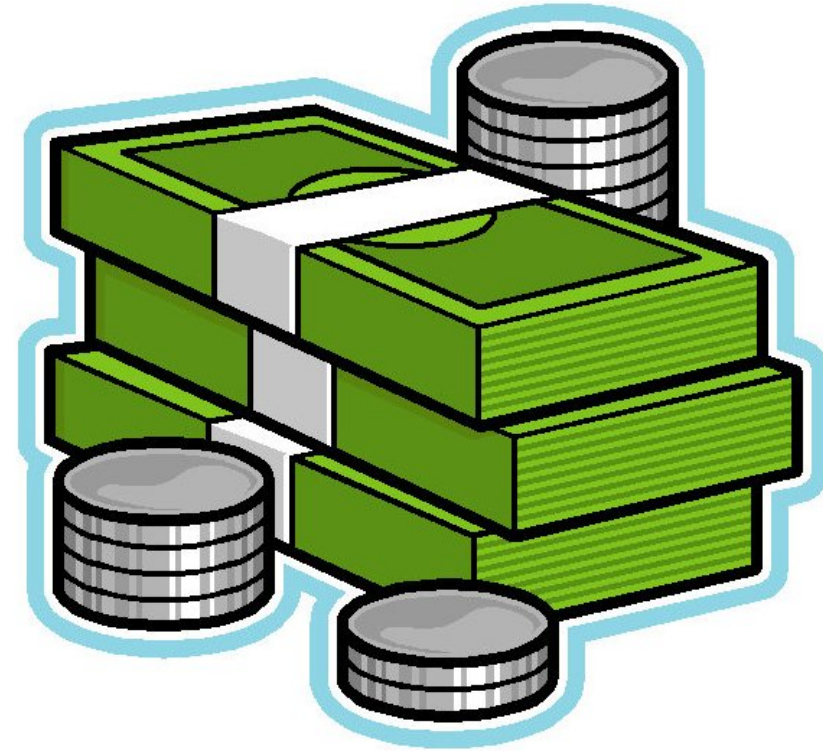
#2 – What are they doing well?

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Maybe they are cheaper



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Indiana State Nurses Association Norton

<https://www.indiananurses.org/> ▼

Includes information on continuing education, events, history, by-laws, scholarships, and staff.

[About Us](#) · [Toolbox](#) · [Continuing Education](#) · [ISNA PAC](#)

Nursing Organizations | Indiana Center for Nursing | Indianapolis, IN Norton

<https://www.ic4n.org/resources/nursing-organizations/> ▼

Indiana nursing and healthcare organizations National nursing organizations International nursing organizations International Society of Psyc.

Indiana State Nurses Association - American Nurses Association Norton

www.nursingworld.org/.../AboutANA/.../ISNA.aspx ▼ American Nurses Association ▼

Official website for the American Nurses Association, part of the ANA Enterprise, featuring nursing news, professional development and continuing education for ...

Coalition of Advanced Practice Nurses of Indiana Norton

www.capni.org/ ▼

Indiana University-Purdue University Fort Wayne (IPFW) NP certification exam review ... "Bracing for Obama Care: Nurse Practitioners fill doc shortage gap. ... Association Management Software

Powered by YourMembership.com® :: Legal.

IndianaONE.org Norton

www.indianaone.org/ ▼

The Indiana Organization of Nurse Executives (IONE) is the professional organization for nurses who design, facilitate and manage care. IONE is the leading ...

Community Search

About Us ▶

Membership ▶

Regions ▶

Practice Issues ▶

Legislative Affairs

Resources/Links ▶

Student Toolbox

Career Center

Find Local
Nursing Jobs +

Select Your Member Type

Join CAPNI

- **Professional Membership: \$125 annually**
- **Student Membership: \$50 annually** (*student membership applies to those students in an MSN program*)
- **Retiree Membership: \$50 annually**

**Membership eligibility is dependent on having an RN license in good standing. CAPNI Bylaws state: Active members shall be registered nurses that are recognized by the state law as APNs or in the case of students must be registered nurse enrolled in an accredited APN program.*

CAPNI offers a variety of benefits to our members including:

- A constantly updated interactive website (www.capni.org)
- The ability to network electronically with APRNs statewide
- Up to date information on APRN issues state wide and nationally
- The benefits of group membership in AANP
- Regular Region meetings to provide education and networking opportunities
- Job postings on our Career Center
- Reduced rates for our conferences
- Political advocacy for legislative/regulatory issues

Calendar

[more](#)

8/15/2016

Chest X-Ray Interpretation

8/17/2016

Region 7 Meet with State
Legislators

8/25/2016

Dinner program on
Onychomycosis

9/21/2016

CAPNI Region 3 September
Meeting

9/23/2016

Region 5 Pharm Conference
2016



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What do your members get for their membership dues?

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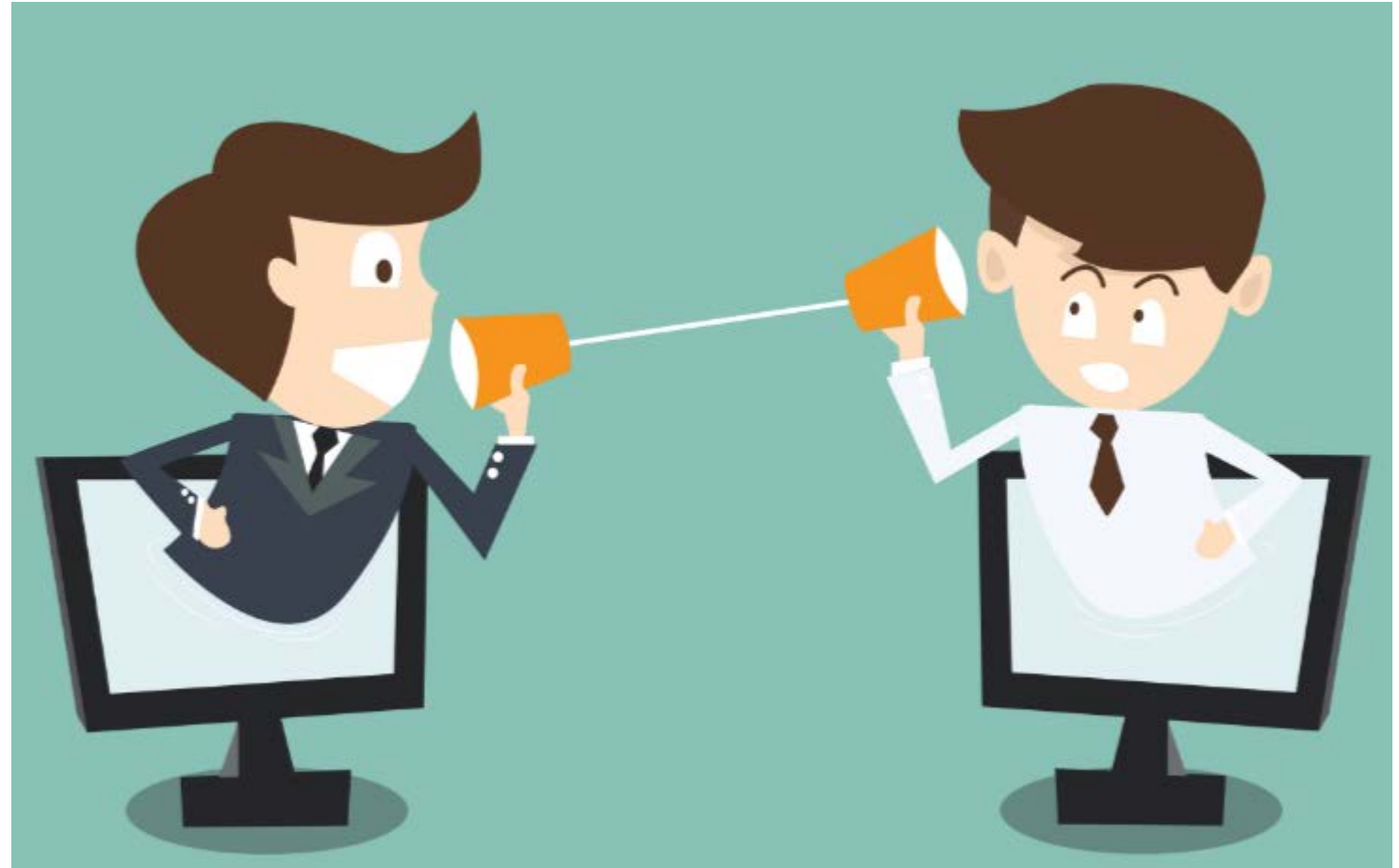
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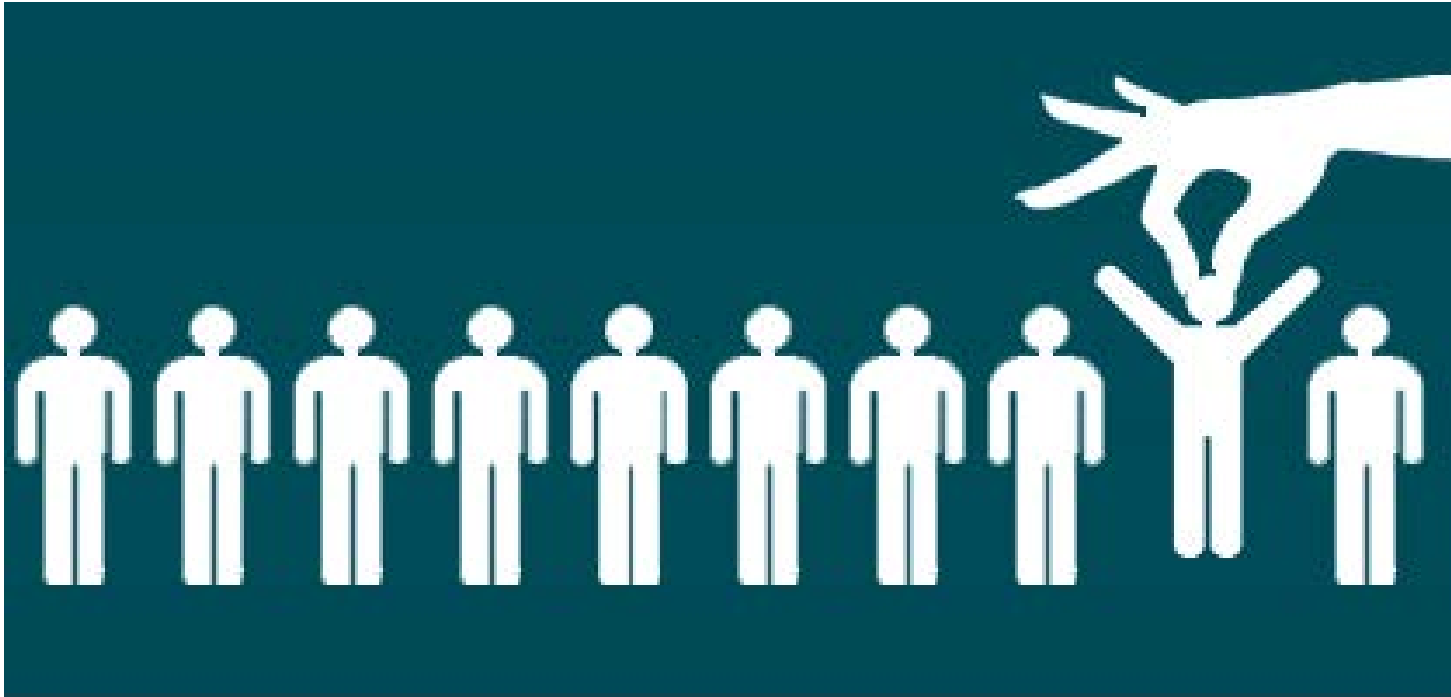
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- **Free CE** for members only
- **Savings** on *continuing education* and *Marketplace purchases*
- **Resources** developed by the *Institute for Quality, Safety and Injury Prevention* that empower emergency nurses to integrate quality, safety and injury prevention into their everyday practice
- **Preferred Pricing** on *Board of Certification for Emergency Nursing* exams
- **Grants and Scholarships** offered through *ENA Foundation*
- **Career Development** through the *ENA Job Center* will help you take the next step in your career
- **Complimentary Subscriptions** to *ENA Connection*, the *Journal of Emergency Nursing* and weekly electronic newsletters: *ENA Newsline* and *ENA STAT*
- **Networking** opportunities through your *state council, chapter* and the annual national conference plus social media (*Facebook, LinkedIn, Twitter*)
- **Discounts** from *partnered well-recognized businesses* providing a wide variety of products and services such as insurance, travel, wireless products and services, car rentals, identity theft protection, prescriptions and much more.
- **And more!**

- Would you recommend membership to a friend? (Why?)
- Why did you join our chapter?
- What did you expect to gain from membership upon joining?
- What is the biggest benefit you have received from belonging to our chapter?

60%





Maybe they are
better at recruiting

Member Recruitment

Share with your colleagues the importance of being a member of the single organization that represents more than 41,000 emergency nurses.

Use the resources on this page to help communicate the value of ENA membership and encourage your peers and friends to join us as we work together to advance the field.

Membership

- [Benefits of Membership](#)
- [Membership Recruitment flyer](#)
- [ENA Membership Presentation](#)
- [Membership application](#)
- [ENA Foundation](#)
- [Request recruitment materials from ENA](#)

Education

- [ENA Emergency Nursing Conference Save the Date Flyer](#)
- [CATN Flyer](#)
- [TNCC/ENPC/GENE Flyer](#)
- [State and Regional Conferences](#)

Networking and Advocacy

- [Advocacy Flyer](#)
- [State Councils and Chapters](#)
- [General Assembly](#)

- Make sure your chapter builds relationships with potential members EARLY.
- If you haven't thought about recruitment before you send the invitations to join – you're too late!
- Put a recruitment plan together to put your goals, timelines, and assigned responsibilities in writing.





If my friends and family know and value you –
then I will be more inclined to stay with YOU!

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Maybe they instill pride

- All leaders, committee members, and onetime volunteers need to recognize the importance of member pride.
 - Addressing complaints and problems head-on
 - Celebrating the steps as much as the landing
 - Focusing on containers that are never empty nor full
 - Having FUN together and be proud of your own experience.

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#3 – What gaps can you fill?

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Convenience is key!

- What community locations are close in proximity to members?
- What time of day/week works well for people?
- How can time/location be rotated to meet the needs of different groups?

Finding members in the workplace.

- Creating a relationship with the dean, CNO, or manager
- Generating awareness of your chapter activities
- Partnering for events or programs

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Better volunteer opportunities

- Positions for varying time commitments.
 - One time
 - 6 months
 - 1-2 years
- Positions for varying skill sets.
 - Analytical, organized
 - Social, friendly
 - Good with technology

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Clearly defined roles and necessary skills

Our Publicity Committee takes information from chapter leaders and works to create a buzz around the chapter and the membership experience. Committee members should be good communicators, familiar with social media, and willing to learn and adhere to organizational brand standards.

Requires 2-4 hours per month, for one year.

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Formal mentoring program

- Programs that exist for the purpose of creating mentoring relationships
 - Leadership Interns
 - Elect positions
 - New treasurer paired with outgoing treasurer
 - Support of new nurse
 - Support of transitioning nursing role

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How to Be a Good Mentor

- Be a positive role model
- Be interested in them as an individual
- Share experiences and insights
- Act as a sounding board
- Acknowledge achievements
- Offer advice, but only when asked for it

Mentees want someone who will **listen** and **understand** them. They want to be **challenged** and **coached**. A good mentor taps into these needs ... and works with the mentee to become **independent** so that the training and learning from the experience will continue years down the road.

- "Attributes of Effective Mentoring Relationships: Partner's Perspective,"
Matt M. Starcevich and Fred L. Friend

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Win-Win: Strategically Partner with Competition



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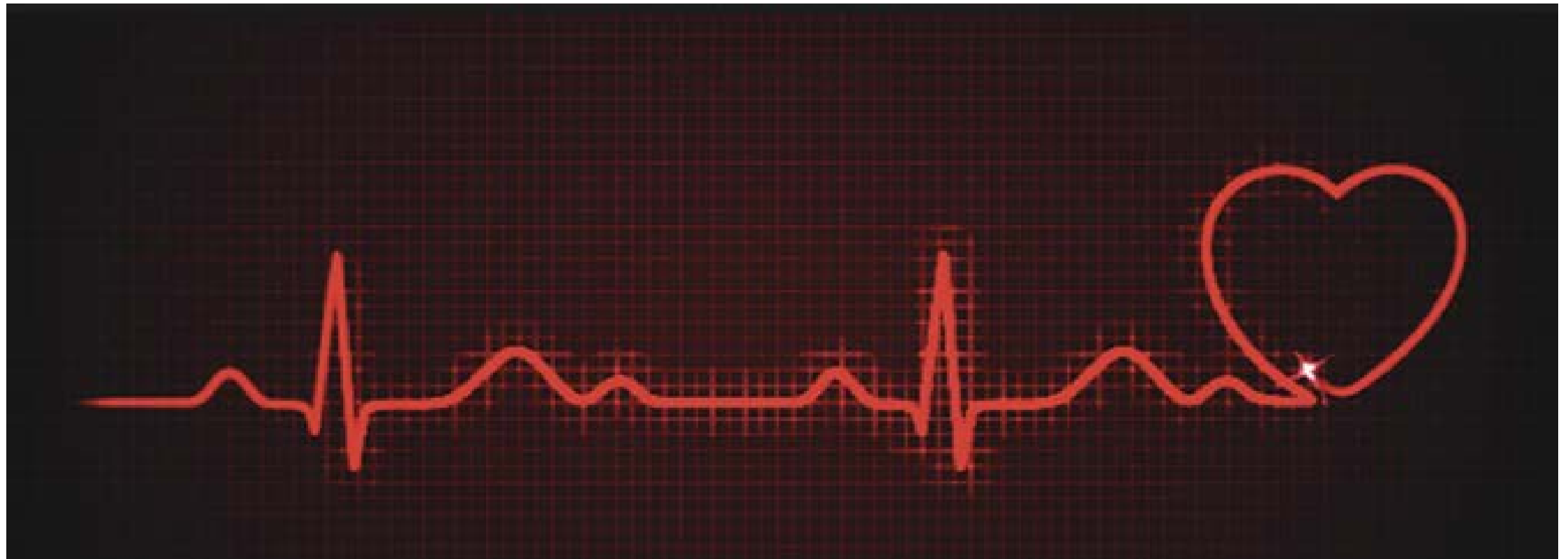
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Why?

- Larger budget
- Bigger pool of volunteers
- More knowledge and resources
- Learn from each other
- Build relationship for potential at-large partnership

- Chapters of Specialty nursing organizations
 - Educational programs
 - Nurses Week
- Community volunteer groups
 - Educate elementary/high school students about nursing
 - Put a chapter volunteer opportunity together at local shelter or Habitat for Humanity
 - Chapter team for Susan G Komen Race for the Cure
 - Sponsor a giving tree at a local church
- Other STTI chapters
 - Founders' Day
 - Regional consortium



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Recap

1. Who is your competition?
2. What are they doing well?
3. What gaps can you fill to create the best membership experience?

Questions?

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