

Title:

CHAPTER SESSION: Clear Channels: Tips for Effective Communications

Keywords:

chapter communications, communication and member communications

Summary:

It takes diverse methods to clearly deliver a message. Attend this session to learn the privacy rules and best practices to effectively communicate with large audiences.

Abstract Text:

This session will use the Chapter Sustainability Pyramid model, developed by the constituent services staff at the Honor Society of Nursing, Sigma Theta Tau International (STTI), to explain how member communications are an integral component of a sustainable chapter.

The pyramid levels build upon each other. Each level must be completed in order to reach the top - where recruitment and retention are achieved.

- **Your organization's mission and values** -The foundation of the pyramid reminds us of the long-term direction of the organization. For example, the mission of the Honor Society of Nursing, Sigma Theta Tau International, is advancing world health and celebrating nursing excellence in scholarship, leadership, and service. The values are love, courage, and honors. So, chapters of STTI would use this mission and values as the foundation for all chapter activities.
- **Strategic planning** - Once you understand the mission and values, it is time to put a plan together to determine how the chapter will uphold the mission and values. Strategic planning allows the chapter board to set goals and an action plan based on those goals. The action plan will determine which volunteers are responsible.
- **Member Communications** - The aim of member communications is to increase awareness and make members feel included. This session will explain how diverse methods can help you reach the appropriate audience based on your message.
- **Community and Member Involvement** - Now it is time to involve chapter members in a specific way and continue building the relationship between the chapter and its membership.
- **Pride and Publicity** - Chapter pride, the emotional connection members feel with the chapter, grows as a result of positive publicity, the deliberate attempt to manage the public's perception.
- **Volunteer for Leadership** - Members of the Leadership Succession Committee have an easier time filling the ballot when interacting with members who are proud and excited. Ensure that all roles are clearly defined so you can highlight members' unique skills and how you believe they will be an asset to those roles.
- **Recruitment and Retention** - If the lower levels of the pyramid are in place, momentum will build to successfully execute chapter recruitment activities and retention efforts.

Final Number:

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Learning Activity:

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
Learn how to use diverse methods to distribute messages to multiple audiences	PowerPoint presentation addressing best practices in chapter communications
Understand privacy rules and best practices when communicating with large audiences	PowerPoint presentation to share some common privacy rules and tools that chapters will use when communicating with members.

