Upon completion of this presentation, the learner will be able to:

1. Identify at least three strategies to increase member engagement in professional nursing activities.
2. Describe ways engagement in professional associations would increase retention in the nursing workforce.
3. Discuss options for overcoming excuse hurdles to make professional involvement a priority.

Outline:

I. Introduction – Discuss successful strategies to increase engagement. Review the evidence from a state ENA led research survey. Tips on strategy development to overcome the exhausting excuses of why members don't make professional involvement a priority.

II. Discuss strategies utilized to increase chapter and state engagement including, but not limited to:
   a. Communication strategies
      1. Website consolidation and usage
      2. Email via MailChimp
      3. Social media campaigns
   b. Meetings/Events
      1. Scheduled networking opportunities
      2. Educational offerings
      3. Sponsorships and food
   c. Member recognition
      1. Awards
      2. Professional achievements
      3. Chair/chapter positions
   d. Scholarships and reimbursements
      1. State and local chapter scholarships
      2. Active reimbursement

III. Provide research results collected at a state level regarding the connection between engagement and increased workplace retention
a. Describe research development
b. Discuss dissemination methods to a state audience

IV. Explore several reasons nurses do not engage in professional organizational activities.
   a. Lack of perceived value or benefit
   b. Lack of financial support
   c. Lack of workplace support

V. Discuss several potential strategies used to overcome above expressed impediments.
   a. Strategies and scripting to address the perceived hurdles; connecting through electronic and social media; provide networking and educational opportunities at no charge to members and prospective members.
   b. State and local chapter development of scholarship and reimbursement through sponsorships and grants.
   c. Advise members and prospective members regarding the correlation that professional organization involvement may assist in workplace clinical ladder programs and achieving Magnet designation; encourage individual professional development and lifelong learning attributes in current members and student nurses through engagement and professional support.

VI. Conclusion – Developing a plan to increase engagement has proven to increase engagement in the workplace. Overcoming membership engagement excuses is possible.

Resources:


References:


Viljoen, M., Coetzee, I., & Heyns, T. (2017). Critical care nurses’ reasons for poor attendance at a continuous professional development program. *Nursing Education, 26*(1), 70-76. doi: [https://doi.org/10.4037/ajcc2017412](https://doi.org/10.4037/ajcc2017412)