



Sigma Theta Tau International
Honor Society of Nursing®

2017

44TH BIENNIAL CONVENTION

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Grow Your Membership Through Nurse Leader Recruitment



Faculty Disclosure

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Employer: Sigma Theta Tau International

Sponsorship/Commercial Support: None

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Conflicts of Interest: None

Employer: NYU Rory Meyers College of Nursing

Sponsorship/Commercial Support: None



This session is not eligible for continuing nursing education credits





Recruitment is NOT ...

- Issuing an invitation as the first form of contact
- Posting one flier in a hospital and telling people to find you
- Hoping that candidates know who you are and what you stand for



IGNITE THE

SPARK



A CHAPTER'S GUIDE TO

Successful Recruitment



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FOR MORE INFO VISIT

[NURSINGSOCIETY.ORG/CHAPTERS](https://nursingsociety.org/chapters)

All chapter leaders should download
their own copy from the All Chapter
Officers Workgroup



Why Nurse Leaders?



- They can be inducted year round, as they are not dependent on an academic calendar
- Because they are already practicing nursing, they are ready to get involved in other ways. They may be seeking out leadership opportunities and resources that your chapter can provide!
- They have a higher retention rate than students: 73%



What are the Nurse Leader Requirements?

- Registered nurse, legally recognized to practice in his/her country
- Minimum of a baccalaureate degree (in any field)
- Achievement in nursing in one of the following categories:
 - Scholarship
 - Leadership
 - Service or practice



Scholarship

- Receiving a research grant.
- Conducting research and disseminating findings.
- Mentoring of junior nurse researchers.

Leadership

- Mentoring others to help prepare them for leadership positions.
- Engaging in healthcare policy development or advocacy work.
- Being recognized by an organization for providing exemplary leadership in a specific area or project.

Service or Practice

- Working with an organization that does global outreach/relief.
- Facilitating the work of a homeless health clinic
- Developing a nurse residency program



DID YOU KNOW?

Graduate students who meet the Nurse Leader Criteria are eligible to be considered as a Nurse Leader at any point in their graduate program?



Part 1. Personal Information

Name _____
(Name and Credentials)

Home Address _____
(Number and Street)

(City/Province, State, Postal Code, Country)

Business Address _____
(Employer Name/Department)

(Number and Street)

(City/Province, State, Postal Code, Country)

Telephone Numbers _____ (Office) _____ (Home)

Business Email address _____

Home Email address _____

Should STTI use your "business" or "home" email address for communication?

Part 2. STTI Information

1. How did you hear about joining STTI as a Nurse Leader?
 - a. Current STTI member. Which chapter, if known? _____
 - b. Information from an STTI chapter. Which chapter? _____
 - c. STTI booth at a nursing conference. Which conference? _____
 - d. The DAISY Foundation. (provide link)
 - e. Other. Please describe. _____
2. What is your preferred STTI Chapter to join, if known? _____

Part 3: Curriculum Vitae (CV), Biosketch, or Resume

Please attach/upload your current curriculum vitae (CV), biosketch, or resume.

Part 4. Achievement in Nursing

Candidates shall have demonstrated achievement in nursing in one of the following areas. Examples for each area are provided below. The examples are meant to be illustrations of possible achievements and are not meant to be specific requirements for application.

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Scholarship

Some potential examples include, *but are not limited to*:

- Engaging in evidence-based practice projects at the unit or institutional level.
- Engaging in quality improvement programs that bring about change to practice, patient care, or organizational policies.
- Receiving a research grant.
- Conducting research and disseminating findings.
- Mentoring of junior nurse researchers.
- Publishing in a peer-reviewed professional journal.
- Developing evidence-based educational programs for nurses.
- Designing and instituting contemporary educational models to influence nursing education.
- Being recognized as an expert in a nursing or other health-related area.

Leadership

Some potential examples include, *but are not limited to*:

- Chairing a committee within an organization and collaborating with interdisciplinary groups.
- Holding a leadership position in a professional nursing, other health-related, or community organization/association.
- Mentoring others to help prepare them for leadership positions.
- Engaging in healthcare policy development or advocacy work.
- Being recognized by an organization/institution/agency for providing exemplary leadership in a specific area or on a specific project.
- Leading the development and implementation of original nursing projects designed to improve patient care or the functioning of the healthcare organization.
- Serving as an external consultant or reviewer to professional or educational organizations (e.g., accreditation site visitor, external program consultant).

Service or Practice

Some potential examples include, *but are not limited to*:

- Working with a non-profit organization that does global outreach and relief work.
- Facilitating the work of a homeless health clinic.
- Organizing and sustaining ongoing volunteer recruits to work in a food bank.
- Developing and leading projects and activities to promote well-being, such as a spiritual support group for nurses, Relay for Life, suicide awareness and prevention, opioid abuse epidemic awareness and prevention.
- Sustaining volunteer community service for organizations such as The Red Cross, Habitat for Humanity, Doctors without Borders, or Rotary International.
- Implementing shared governance models within an organization or institution.
- Serving on institutional/organizational governance committees.
- Developing and monitoring preceptor programs for new nurses.
- Developing a nurse residency program.

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Nurse Leader Membership Application Review
Chapter Guidelines

INTRODUCTION:

This information is to assist chapters in determining if a Nurse Leader applicant is eligible for membership. Note that this document simply provides guidance; it is up to the individual chapter's leadership to determine if an applicant meets the criteria to be inducted as a Nurse Leader member.

According to STTI's bylaws, an applicant must meet the following criteria for consideration for membership as a Nurse Leader:

1. be a registered nurse, legally recognized to practice in his/her country;
2. have a minimum of a baccalaureate degree or the equivalent in any field; and
3. have demonstrated achievement in nursing.

PROCESS:

The official Nurse Leader application is provided by STTI headquarters and chapters may not alter or add additional eligibility requirements or any other elements to the application.

Candidates may submit an application directly to their chapter of choice, or submit their application directly to STTI headquarters (electronic submission is preferred, if possible).

When an application is submitted through the STTI website, the chapter's counselor receives notification through the Online Induction System. The chapter's counselor and governance committee then complete a thorough review of the application, including addressing the three (3) criteria for consideration described below. The system sends periodic automatic reminders to the counselor to ensure candidates are reviewed within 30 days.

Once approved by the governance committee, the chapter may choose to have the Board of Directors also review the application. Following approval, the counselor or designee indicates acceptance of the Nurse Leader application within the Online Induction System and the applicant is notified of their acceptance.

The chapter has three options to induct the Nurse Leader:

- invite to an upcoming ceremony;
- set up a new ceremony;
- or invite the Nurse Leader to participate in an International Induction Ceremony*.

(*More information on this ceremony can be obtained from Constituent Services at memserv@stti.org.)

If the candidate does not meet the criteria outlined below, the chapter designee uses the online system to indicate which criteria were not met, and selects the "decline" option. This information is

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1. Nurse Leader uses the official application (which cannot be altered by chapters) to apply to chapter or through the STTI website*
2. Chapter counselor and governance committee review application to determine if criteria is met. Within 30 days, acceptance/declination is sent to candidate or indicated in Online Induction System
3. If approved, chapter invites candidate to an upcoming ceremony or set up a new ceremony for the candidate

*Additional considerations and guidelines are available for applications through the STTI website. Attend an Online Induction System session or webinar to learn more.



MYTHBUSTING



Myth #1: It is not our chapter's responsibility to recruit nurse leaders.

Recruitment is every chapter's responsibility. Your acceptance and retention rates will depend on the success of your recruitment efforts.



Myth #2: Nurse Leader Applications must go through the STTI headquarters' website.

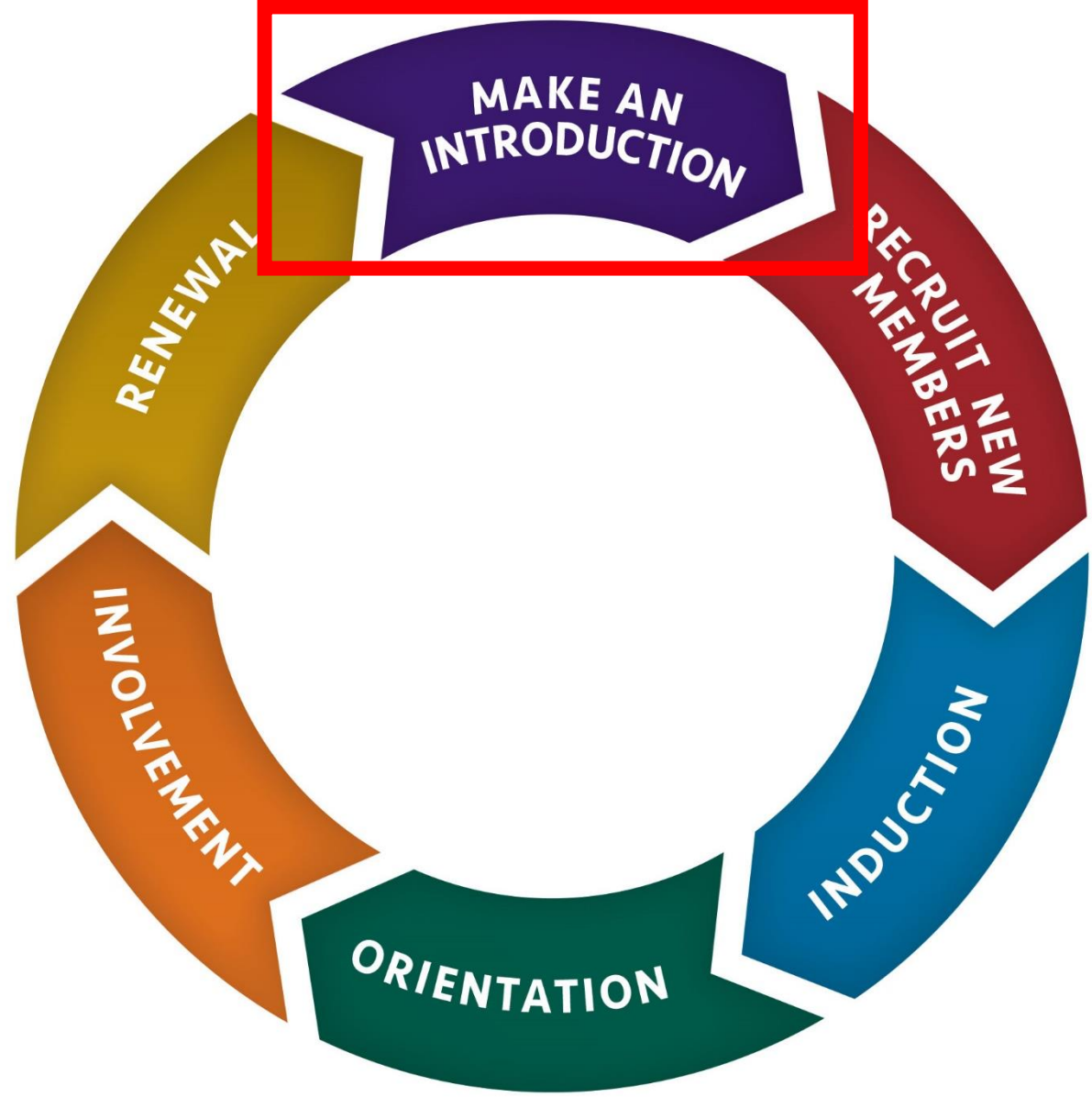
STTI sends the applications to your chapter, so it is easier to have the candidates send the information directly to you to verify their eligibility and get them inducted.



Myth #3: We can't have a chapter induction for just one person.

You only need one person to have an induction, and you don't HAVE to have a ceremony. Many chapters induct nurse leaders year-round and celebrate them in various ways (next ceremony, special reception, etc.)





Know who you are ... and repeat it!

- Chapter name and affiliated university
- Chartering date
- Organizational mission and vision
- Chapter-specific contact information



Know how to articulate your value

A value proposition statement is a promise of value to be delivered. It's the primary reason someone should spend money on your chapter!



Developing a Value Proposition Worksheet

The following worksheet will walk your chapter through the process of developing and publishing its value proposition statement.

- Conduct a member assessment (a sample survey is included on the CD) to determine what members value in their membership.
- Identify the benefits that your chapter is currently delivering to its membership.

- Select three benefits that, based on feedback received through the assessment, the membership values or that meet member needs.
 - 1.
 - 2.
 - 3.
- Draft your statement.
 - Start by brainstorming key words and phrases that uniquely define your chapter.
 - This statement should be no more than one to two sentences in length.

- Test your statement.
 - Does it align with and support STTI's mission and values?
 - Ask members to review it to see if they feel that it is truthful and is something the chapter can deliver. (These could be the same members who responded to your assessment.)



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Download the “Developing a Value Proposition Worksheet” from the All Chapter Officers Workgroup



Develop a chapter presence in the community locations where nurses are working

- Hang posters and banners on campus and in clinical settings.
- Have a “Show Your STTI Pride Day” and ask members to wear their badge reels, pins, and other STTI apparel in their workplaces.
- Distribute snacks in the break room at local hospitals, clinical settings, and universities. Ensure that the chapter name is included with the items.



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 journey aspire
 learn CONNECT
 courage
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scholarship
MENTORING NETWORK
INTERNATIONAL
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 friends regional
 love
 collaboration
 lifelong

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 local
SERVICE
 grow
 rewarding
 collaboration
 lifelong

ΣΘΤ

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 lifelong

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 FOR MORE INFO VISIT nursingsociety.org/Membership

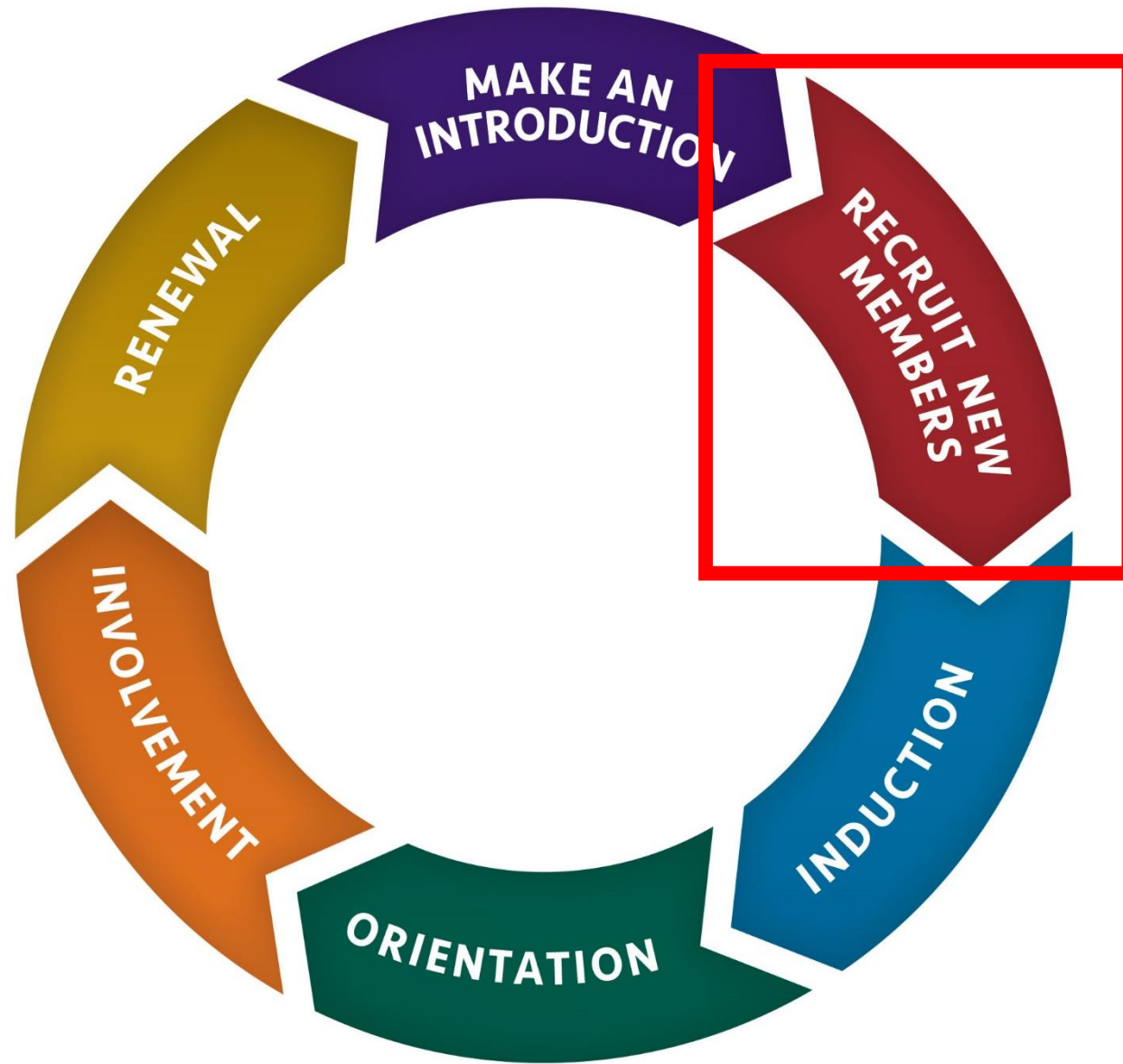
Download and print posters from the “SPARK” folder in the All Chapter Officers Workgroup



Create awareness in local areas where nonmembers might spend their free time

- If your chapter is having an event with nonmembers present (e.g., at a sports arena, zoo, museum, or community building), encourage members to wear their STTI apparel. Some venues will even recognize groups in attendance by putting their names on a big screen, scoreboard, welcome sign, etc.
- International Nurses Day – 12 May – is the perfect reason to get exposure at as many community settings as possible; almost everyone knows a nurse! Use press releases and social media to make the public aware of what your chapter is doing to support the profession.





Make recruitment a priority

- The relationships you develop during the recruitment phase set the tone for what to expect from membership.
- Effective recruitment will impact your acceptance rates. Aim to increase your rates by at least 10%.
- Put together a team dedicated to working solely on recruitment efforts.





- **Venue and theme.** Where am I going to hold this event? For Nurse Leaders, I'll make sure I have swag and other nurses for them to mingle with.
- **What date and time will work best?** Is this going to be a lunch event or late-night networking party? Find a time that will work best for your audience and pick the event length you think your audience will enjoy. Be wary of making it either too long or too short.
- **Cost.** What is the total cost of the venue, swag, drinks, food, AV system, transportation, collateral prints, signage, prizes and nametags? List out everything you can possibly think of that has a dollar amount tied to it.
- **FUN event volunteers.** Find members who are outgoing and welcoming to be the face of your chapter during recruitment events. Make sure someone is tasked to greet every person as they arrive.



- **Get people there.** Publicize often! Ask current members to share information with nonmember friends and colleagues. Most successful events also have a strong social strategy in place.
- **Directions and Contact Info.** Make sure the people you're inviting know how to get to your venue, including specific directions, available public transportation, and parking. Provide contact information if there are questions.
- **Request RSVPs.** Have an easy way to know how many people to expect by using a site like EventBrite.
- **Check-in and giveaways.** Day of, it's crucial to know where your check-in tables will be and where promotional swag will be displayed.
- **Say thank you.** Follow-up with attendees to thank them and give them a main point of contact with membership questions.



Recruiting Events and Activities for Nursing Leaders



- **Have a picnic in the hospital break room.** Set out deli and vegetable trays with a sign that has your chapter name and contact information. Include membership eligibility and application information.
- **Sponsor 15-minute massages for local nurses on International Nurses Day.** Ask hospitals if there is anywhere the masseuse can set up, near or in a break room.
- **Put together a team for a community race.** Look for a community 5k that donates money to a local charity.
- **Sponsor a spin or yoga class.** Reach out to local gyms to see if any instructors are available.
- **Have a Refer-a-Friend Event** for active members to recruit their colleagues. Consider prizes for members who bring the most friends to refer for membership. Raffle off a paid membership for a nonmember attendee who is eligible.
- **Consider DAISY award recipients.** This award for extraordinary nurses may provide you with potential candidate names in your area.



Developing a recruitment plan

- Put together a plan that is at least 12 months long and includes the recruitment activities you'd like to try.
- Ensure it works in tandem with the goals in your strategic plan (such as increasing acceptance rate by 10%).
- Assign responsibility to each task, and regularly follow-up with individuals to see if tasks have been completed, or if additional help is needed.





Find out who is eligible as a Nurse Leaders and issue the invitation for them to become a member. Continue to move them through to the next phases of the Membership Life Cycle

Questions?

