



Sigma Theta Tau International
Honor Society of Nursing® Presents:

Conducting Chapter Orientations

Introduction

- New member communications
 - From STTI
 - From the chapter
- Create a welcoming environment
- Establish connections
- Conduct an orientation
 - In person
 - Online

New Member Communications

New Member Communications

From STTI

- New member e-mail series
- What's in it for me? A new member's guide to STTI (recorded webcast)

New Member Communications From STTI

Welcome from the Honor Society of Nursing, Sigma Theta Tau International!

Michelle, congratulations on your recent induction into Rho Phi Chapter. While your achievements have earned you this honor and privilege, STTI membership is much more!

☒ Use the tips below to design your membership experience:



Update Your Contact Information
Update Now

It is important for STTI to have your current postal and e-mail addresses. [Update your information](#) today!



Edit Your E-mail Preferences
Visit the subscription center today!
Update Now

Design your membership experience by [indicating the types of e-mails](#) you would like to receive.

Familiarize Yourself With Membership
Visit and bookmark the [Web site](#) to learn about member benefits, connect with other members and learn about honor society incentives.

View our [Benefit to Belong](#) video online.

Ensure You Receive STTI E-mails
To receive exciting offers and member benefits in your inbox, ask the Information Technology department at your school or business to "white list" these e-mail addresses: honorsociety@sigmatheta tau.org and postmaster@medinfonow.com.

Review the Privacy Policy
Please note, your e-mail address will never be shared. Read STTI's [strict privacy policy](#).

Why did you become a member of the honor society?
"Members of this organization are leaders in nursing who their expertise and knowledge ... Reward yourself and v nationally and internationally. Enjoy your membership International."

Fathi S. Al Abri, Alpha Nu Chapter

Your Membership Information

Keep these membership facts for future reference.

Member Number: 0000000

Chapter Name: Rho Phi

Chapter Number: 175

During the Coming Months ...
Look for additional e-mails to learn how you can design your membership experience!

Discover Additional Ways To ...

- Discover Mentoring Opportunities**
Mentoring programs offered by STTI's [International Leadership Institute](#) prepare participants for various professional and personal leadership roles.
- Subscribe to STTI Connect**
The monthly member e-newsletter features a message from the president, member benefits and chapter/regional news. [Visit your preference center](#).
- Access Nursing Journals Online**
Enjoy free access the [Journal of Nursing Scholarship](#). Subscribe to [Wordviews on Evidence-Based Nursing](#) at a discounted price.
- Access Valuable Career Tools Online**
Receive continuing nursing education guidance, view employment opportunities and access professional development resources by visiting the [career section](#) of STTI's Web site.

Discover How Membership Can Enhance Your Professional Growth!

%%First Name%%, enhance your professional growth with the many resources and solutions offered by the Honor Society of Nursing, Sigma Theta Tau International.

☒ Use the tips below and the new member [Web page](#) to learn about the benefits of your membership.



Free Member Benefit
CAM 101: Exploring Complementary and Alternative Therapies
Members earn CNE

Take advantage of [members-only continuing education](#) courses.



RNL Reflections on Nursing Leadership
Content updates virtually every day!
Visit RNL

Learn how nurses are improving world health by visiting [Reflections on Nursing Leadership](#).

Remember, you can view tips from previous months and learn more about designing your membership experience by visiting the [new member Web page](#).

Your Membership Number
You will need your member number, %%Member Number%%, to access some of the benefits included in this e-mail.

Discover Additional Ways To ...



Get Career and Educational Assistance

New Member Communications

From STTI



New Member Communications From STTI



STTIconnect

Experience membership locally, regionally and globally



[Career](#) | [Community](#) | [Education](#) | [Events](#) | [Leadership](#) | [Marketplace](#) | [Membership](#) | [Publications](#) | [Research](#)

Michelle, be sure to [edit your preferences](#) to receive more personalized content in future issues of *STTI Connect*!

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March 2010

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- [Making the Most of Your Membership](#)
- [RNL Corner](#)



22nd Annual Scientific Sessions
March 24-26, 2010
www.enrs-go.org

The PRESIDENT'S *message*

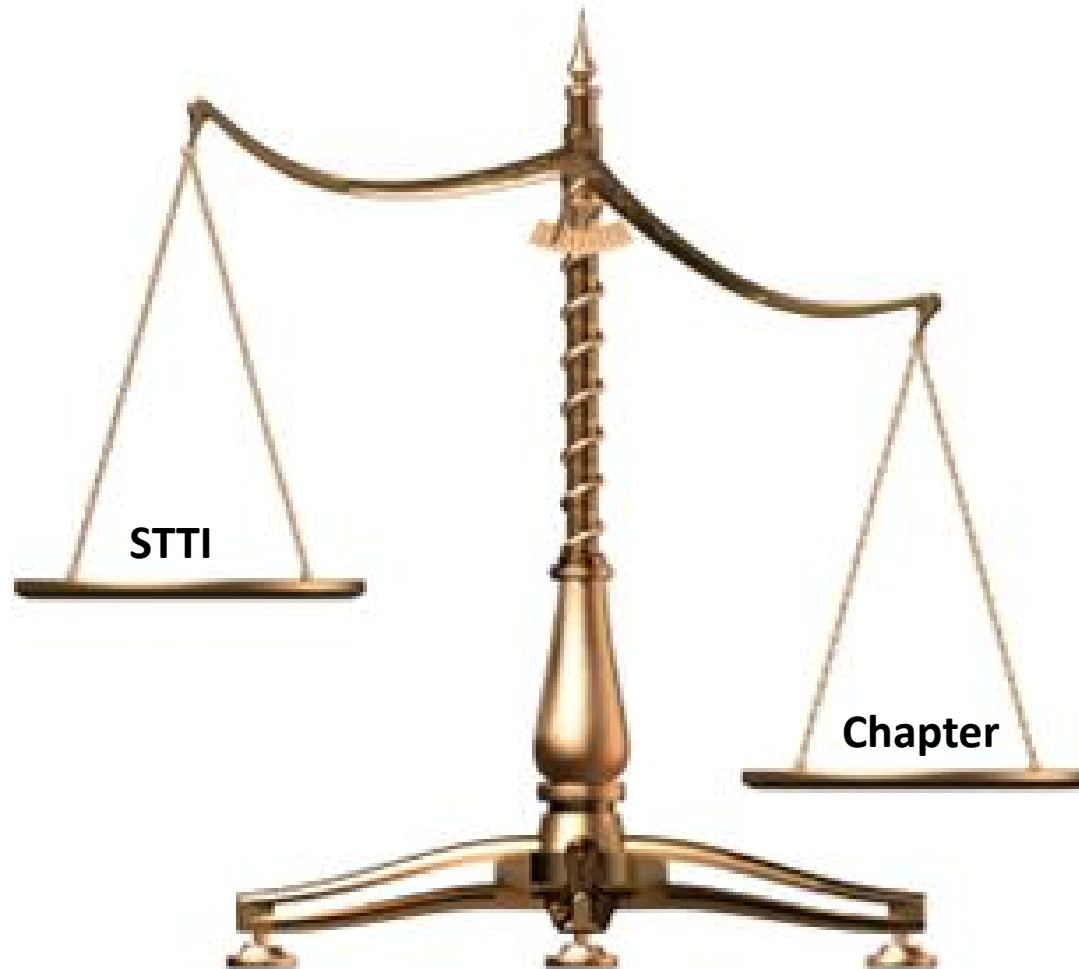


Karen Morin
RN, DSN, ANEF
President,
Honor Society of Nursing,
Sigma Theta Tau International

Dear Michelle,

I recently had the opportunity to revisit key attributes of leadership, specifically that of stewardship. We often think of this term as the responsibility associated with looking after another person's financial dealings. Sometimes we see the term referring to caring for the world in which we reside. Merriam-Webster's Online Dictionary defines stewardship as "the conducting, supervising, or managing of something; *especially* : the careful and responsible management of something entrusted to one's care" (2010). A key role of board members in organizations is stewardship which is demonstrated by the way the members hold the organization in trust. The focus of this issue is holding an organization in trust. [Read More.>>](#)

New Member Communications



New Member Communications

From chapters

1. Download an **active** chapter roster
2. Craft messages
3. Diversify your communications

New Member Communications

From chapters

1. Download an **active** chapter roster



The screenshot shows the 'Roster Report Tool' window. It has a red header bar with a gear icon and the title 'Roster Report Tool'. Below the header, there is a 'Need Help?' link. The main section is titled 'Select a Report' and contains a dropdown menu with 'Active Only' selected. Below this is an 'Individual Search' section with a text input field and a label 'Enter any part of the name, zip code, state, email, city or member id.'. At the bottom of the main section is an 'Export as (choose one)' section with three buttons: 'Excel', 'Labels', and 'Standard'. At the very bottom of the window is a 'Use Policy' section with text stating: 'The use of information contained in this application is limited to the business needs of Sigma Theta Tau International. All other use is strictly prohibited.'

- Active only
- Excel format
- Use Export icon to save file



New Member Communications

From chapters

1. Download an **active** chapter roster

- B = member number
- F = induction date
- L = bad mailing address
- N = e-mail address

L	M	N
Bad Address?	Phone Number	Email Address
N	(712)325-0489	rnlizzie@cox.net
N	(402)330-1353	
N	(707)451-7794	b.irby@comcast.net
N	(402)895-3106	kiwansky@yahoo.com
N	(402)496-2112	fjacksonrn60@aol.com
N	(402)833-8170	jjammer4@gmail.com
N	(308)381-1236	
N	(402)616-4773	cemerickjenks@aol.com
Y	(308)750-4774	ejerabek@unmc.edu
N	(402)564-7496	sjoche@frontiernet.net
Y	4026590223	njochimsen@yahoo.com
N	(402)202-5923	aejohnson412@hotmail.com
N	(850)668-4397	joyceaj48@msn.com
N	(402)891-0496	SKJOHNSON4@COX.NET
N	(402)763-6926	prjones1@gmail.com

New Member Communications

From chapters

2. Craft messages

Multiple

Easy to read

Messages, that are

Brief and

Effectively communicate

Relevant information

New Member Communications

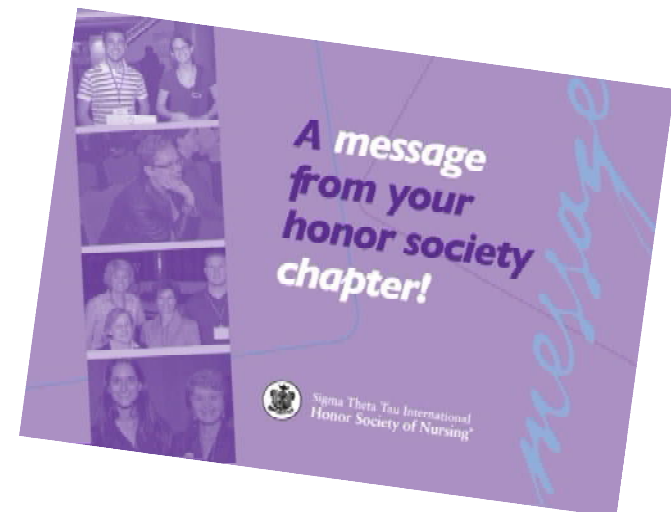
From chapters

2. Craft messages

Message 1: Welcome

Welcome to _____ Chapter. We are excited to get to know you. For more information and to connect with other chapter members, visit us online at <http://greekname.nursingsociety.org>.

- E-mail
- Postcards
- STTIconnect
- Newsletters



New Member Communications

From chapters

2. Craft messages

Message 2: How to participate

Personalized e-mail and/or letter

- **Merge:**

- E-mail address

- 7-digit member ID number

- **Include**

- Links to virtual chapter sites

- Calendar or list of chapter activities & events

New Member Communications

From chapters

2. Craft messages

Message 3: A call to action

- Update your profile on The Circle
- Join us for a discussion regarding _____
- RSVP to an upcoming event
- Take a new member survey

New Member Communications

From chapters

3. Diversify your communications

E-mail

- Mass message
- Merged e-mail
- STTIconnect

Mail

- Postcard
- Merged letter
- Newsletter

Phone

- Members without e-mail address
- Members with bad mailing addresses

Create a Welcoming Environment

Create a welcoming environment

- Online
- In print
- In person

Create a welcoming environment

Online

- Members know how to sign-in
- Content is current and well maintained
- The site(s) is easy to navigate
- Chapter contact information is accessible



the circle



Create a welcoming environment

In print



Create a welcoming environment

In person

- Use name tags
- Ask experienced members to welcome new members
- Take time for formal introductions and recognition of new members
- Include networking time in each event or meeting

Establish Connections

Establish Connections

- Increases first year renewal rates
- Increases membership engagement
- Increases pool of future leaders

Conduct an Orientation

Orientation Tips

- Schedule a series of events (multifaceted)
- Keep it simple & fun
 - Pick a theme
 - Make it family-friendly
- Make it convenient for them
- Keep it short
- Offer an incentive
- Incorporate networking opportunities
- Include existing members to participate

Speed Connect

Concept

- Introduce as many people as possible
- 10 minute discussion times
- Topics provided (if needed)

Resources

- Instructions & Script
- Table Numbers
- Assignment Cards
- Question Slips

Online

- E-mail
- Social networking sites
- The Circle / chapter websites

Member Meet a Member

Concept

- Use e-mail to establish connection
- Foster relationships with existing members and new members

Resources

- Active chapter roster
- Current members
- Sample messages

Samples & Resources

Resources

- Chapter Orientations web pages
<http://www.nursingsociety.org/Chapters/Resources/Pages/ChapterOrientation.aspx>
- Chapter Management System
<http://www.nursingsociety.org/Chapters/Resources/Pages/WhatisCMS.aspx>
- Print on Demand System
<http://www.nursingsociety.org/Chapters/Resources/Documents/POD%20Tutorial.pdf>
- Using Your Chapter Roster for Mass Communications
<http://www.stti.iupui.edu/stti/basicsofmasscomm.wmv>

How to contact HQ

- Phone

888.634.7575 (US/Canada)

+1.317.634.8171 (International)

Monday – Friday 8 a.m. to 5 p.m. ET

- Online

chapserv@stti.iupui.edu