

SGNA Regional Leadership Session

November 13, 2021



Society of Gastroenterology Nurses and Associates, Inc. | www.sgna.org

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FUJIFILM



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Jim Randall

Marla Tobin

Elizabeth Walter



Today's Agenda

- 1. Intention Setting**
Judy Currier, BSN RN CGRN HN-BC, SGNA Board of Director
- 2. The Power of Empowerment**
Michelle Juan, MSN RN CGRN, SGNA Immediate Past President
Maureen Cain, MSN RN CGRN, SGNA Director of Regional Societies
Kim Eskew, MBA CAE, SGNA Executive Director
- 3. Marketing 101: Recruiting & Retaining Members**
Tom Manning, SGNA Marketing & Communications Director
- 4. Regional Society Leaders Resources and Training**
Tess Ruzga, SGNA Membership Senior Associate
- 5. Review of Regional Processes**
Tess Ruzga, SGNA Membership Senior Associate
- 6. Regional Member CE Offering**
Cindy Friis, MEd BSN RN BC, SGNA Executive Director of Clinical Affairs
- 7. SGNA Nationals Update**
Kim Eskew, MBA CAE, SGNA Executive Director
- 8. Closing Remarks**



Intention Setting

Judith Currier, SGNA Board of Director



Let's Practice RAIN



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RAIN is a meditation and mindfulness technique that was created by Tara Brach PhD

- R is for Recognize what is going on.
- A is for Allow the experience to be There. Just as it is.
- I is for investigate with interest and care.
- N stands for nurture with self compassion.



The Power of Empowerment

Michelle Juan, MSN RN CGRN, SGNA Immediate Past President

Maureen Cain, MSN RN CGRN, SGNA Director of Regional Societies

Kim Eskew, MBA CAE, SGNA Executive Director



Required Disclosures

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- 4.** FUJIFILM has provided commercial support for this program. All planning, evaluating, and recordkeeping is the responsibility of the Provider.



Learning Objectives

1. Define Empowerment and understand it's significance
2. Identify tools that lead to empowerment in work and life
3. Explore ways to empower one's own staff/membership

The Power of Empowerment

Unfortunately, too many nurses feel powerless in their jobs, “voiceless” in the policies that affect them and ill-equipped to demonstrate leadership when it is most important.

The feeling of powerlessness creates job dissatisfaction, stress, and burnout. It can lead to ineffective nursing management that compromises patient safety. And it’s incompatible with today’s increasing emphasis on multi-disciplinary care, where collaboration is key.



The Power of Empowerment

Nursing empowerment means....

- the ability to effectively motivate and mobilize self and others to accomplish positive outcomes in nursing practice and work environment.

Nursing empowerment instills a sense of power by....

- granting decision-making authority,
- creating opportunities to influence decisions,
- providing the ability to make choices by nurses.



Panel Discussion

1. How would you define empowerment?
2. Why is feeling empowered important in nursing?
3. What makes you feel empowered?
4. How do you empower your staff/membership?

YOU MAY NOT
CONTROL
ALL THE EVENTS
THAT HAPPEN TO YOU,
BUT YOU CAN DECIDE
NOT TO BE REDUCED
BY THEM

MAYA ANGELOU



Break

SGNA™

Marketing 101: *Recruiting, Engaging & Retaining Members*

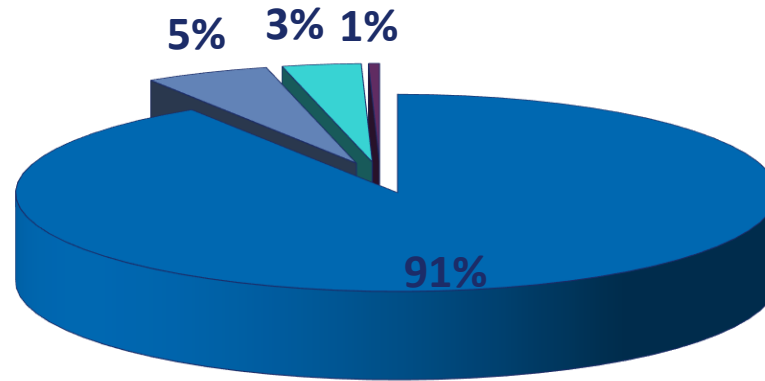
Tom Manning, SGNA Marketing & Communications Director



About SGNA Members



Our Membership



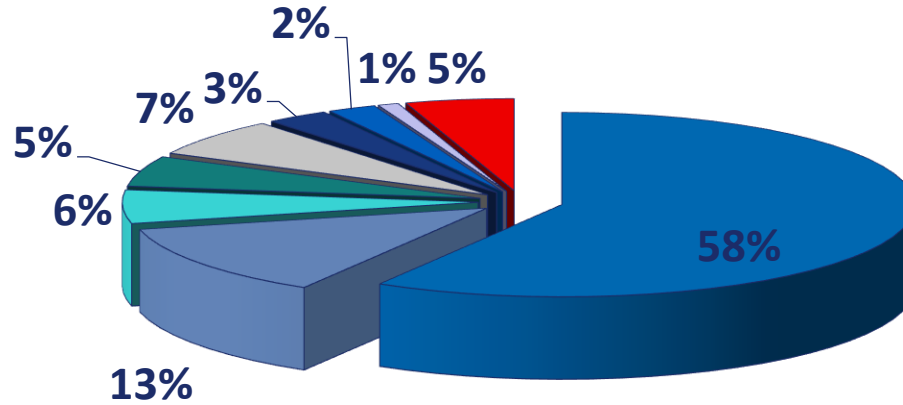
■ Licensed Nurse

■ GI Associate



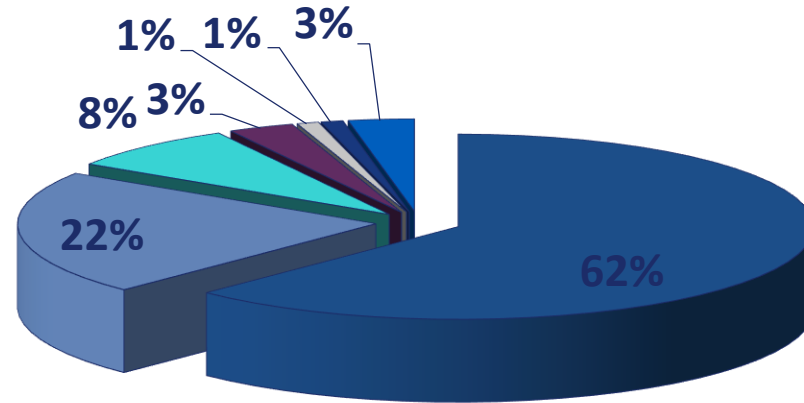
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Staff Positions



- | | |
|------------------------|--------------------|
| Staff Nurse | Head Nurse |
| Supervisor | Technician |
| Administrator/Director | Educator |
| Clinical Specialist | Nurse Practitioner |
| Other | |

Facility Type



■ Inpatient/Outpatient

■ GI Clinic

■ Physician's Office

■ Other

■ Ambulatory

■ Outpatient Only

■ Vendor

Rationale for Joining



Why do people join associations?



Why do members join SGNA?

- Access to SGNA Educational Resources
- Demonstrate commitment to our profession
- Maintain my certification
- Access to Regional Membership
- Increase my earning potential
- Advance my career goals



Why do members renew membership?

- Access to SGNA Educational Resources
- Access to Regional Membership
- Advance my career goals
- Demonstrate commitment to our profession
- Employer encouraged/provided membership
- Maintain my certification
- Increase my earning potential



Why do SGNA members leave/lapse?

- Budget Constraints
 - Work no longer pays for members
 - Financial Circumstances change
- Retire/leave specialty
- Overlook/forget



Crucial Importance: Community



Pro Tip: Marketing Nugget #1



Define Your Brand Position

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

– Seth Godin

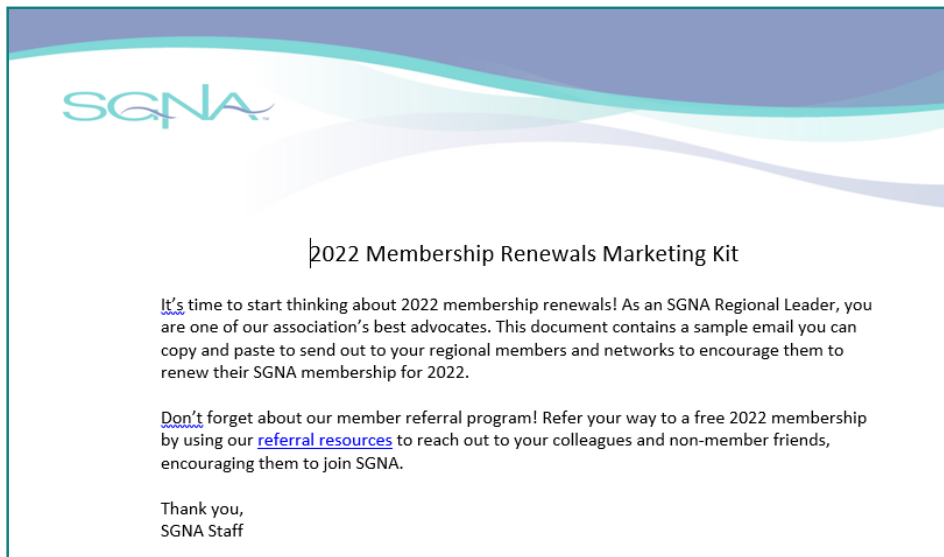


Recruiting New Members



Renewal Toolkits

- Sample e-mail
- Template
- Messaging



SGNA Database/Mailing Lists

- List from home region provided for free
- Other regions can be purchased at a significant discount
 - Approximately 80% off standard rate



Grassroots Promotion

- Colleagues from own facility
- Local events & training
- Personal network
- Added incentive: referral benefits
 - <https://www.sgna.org/Join/Refer-a-Member>

Refer a Member



Refer. Reward. Repeat. Renew.

Growing the SGNA Community Is Rewarding

As a member of the SGNA community, you know the valuable benefits of your membership. You have access to relevant informational resources and educational materials to help you provide the best care to your patients, every single day. Share the benefits you receive year round by inviting a friend or colleague into our society! When you refer new members to SGNA, you will strengthen the society, advance their practice and earn your own discounted renewal with SGNA.



Member Onboarding & Engagement



First Impressions Matter

New Member Year	Percent Non-Renewing
2017	20%
2018	24%
2019	25%

Onboarding: Best Practices

- Standardize an Onboarding Cadence
 - Schedule regular outreach (e-mail) to stay top of mind
 - Programs
 - Benefits
 - Upcoming events
 - Networking Opportunities




Onboarding: Best Practices

- Personalized Outreach
 - Welcome new members with a personalized touch
 - Phone call
 - E-mail
 - On your social media channel

When connecting with a new member, avoid sales and ask about their goals for membership.



Onboarding: Best Practices

- Volunteer Opportunities
 - After appropriate acclimation period, don't be shy about asking newer members to fill volunteer positions within your regional team.
- Higher engagement  Stronger loyalty

Pro Tip: Marketing Nugget #2



Perfect Marketing is a Myth

You can never be too, rich, too thin or too good at marketing.

Marketing is subjective and aimed at achieving the greatest ROI based on resources available and target objectives.



Engagement via Social Media

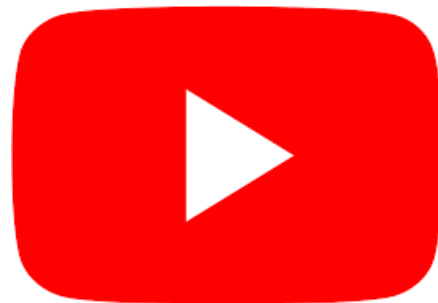


Social Media

- It is about the Individual
- It is about Connections
- It is about Customer Service
- It is about Engagement



**SOCIAL MEDIA IS ABOUT
RELATIONSHIPS**



Utilizing Social Media for Your Society

- Who are we trying to reach?
 - GI and endoscopy nurses and associates
- What are we trying to achieve?
 - Thought leadership
 - Career advancement
 - Participation with SGNA
- What do we want people to learn or do?
 - Awareness and adoption of SGNA resources
 - Register for an event
 - Join as member



Social Media Content Strategy

Be authentic

**Make your
interests
clearly known**

**Consistently
create content**

**Pay it
forward**

Pro Tip: Marketing Nugget #3



Marketing is Too Important to Be Entrusted Only to the Marketing Team

Marketing, like your brand, is the responsibility of everyone involved in your organization. Members, customers, competitors, attendees and partners are all influenced by every touchpoint they have with your regional group. Make them matter.



Questions?
Tom Manning
tmanning@sgna.org



Break

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Regional Society Leaders Resources and Training

Tess Ruzga, SGNA Membership Senior Associate



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Learning Objectives

1. Review how to schedule a meeting or webinar on the SGNA regional Zoom account.
2. Exam ways to effectively coordinate a meeting time using the Doodle software.
3. Discuss the Regional Recommendation Process and how to access the form on the SGNA website.
4. Explore available regional resources web page.



SGNA Regional Zoom



Regional Zoom Account

- Zoom license
 - Meetings up to 300 attendees
 - Webinars up to 1,000 attendees
 - Shared between SGNA regional societies
- Regional Zoom Account Quick Start Guide

zoom

SOLUTIONS ▾

PLANS & PRICING

CONTACT SALES

Profile

Meetings

Webinars

Recordings

Settings

Account Profile

Reports

Attend Live Training

Video Tutorials

Knowledge Base



Change

Delete

SGNA Regions

SGNA Regions

Department SGNA HQ

Account No. 133430

Personal Meeting ID

676 555 9001 [Hide](#)

https://smithbucklin.zoom.us/j/*****001 [Show](#)

✓ Use this ID for instant meetings

Personal Link

Not set yet.

Sign-In Email

sgnahq123@gmail.com [Hide](#)

Linked accounts:

License Type

Licensed ⓘ

Meeting

300 participants ⓘ

Webinar

1000 participants ⓘ



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Zoom Meetings vs. Webinars

	Meeting	Webinar
Description	Zoom meetings are ideal for hosting more interactive sessions where you'll want to have lots of audience participation or break your session into smaller groups.	Think of webinars like a virtual lecture hall or auditorium. Webinars are ideal for large audiences or events that are open to the public. Typically, webinar attendees do not interact with one another. Though Zoom provides options for you to get more social with your attendees, your average webinar has one or a few people speaking to an audience.
Best used for	Small to large groups (2+ participants) for: Customer-facing meetings Sales meetings Training sessions	Large events and public broadcasts (50+ attendees) such as: Town halls Quarterly updates Educational lectures
SGNA examples	Board of Directors Meeting, Regional Leadership Sessions	Virtual education sessions, new member orientation webinar

**table adapted from Zoom Support Center*



Scheduling a Meeting or Webinar

Quick notes:

- Zoom Account Quick Start Guide reference
- Keep username and password confidential within board members
- Don't Forget: Check schedule for available dates and times



Scheduling a Meeting



The image shows a Zoom interface with a blue background. On the left, the Zoom logo is at the top, and the text "How to schedule a meeting" is centered. On the right, a "Schedule Meeting" form is overlaid. The form includes fields for Topic, Date & Time, Meeting ID, and Security options.

zoom

**How to
schedule a meeting**

Schedule Meeting

Topic
Martin Smith's Zoom Meeting

Date & Time
07/12/2020 17:00 to 17:30 07/12/2020
☐ Recurring meeting Time Zone: Paris

Meeting ID
☒ Generate Automatically ☐ Personal Meeting ID 917 157 2491

Security
☒ Passcode: xxxxxxxx
Only users who have the invite link or passcode can join the meeting.
☐ Waiting Room
Only users admitted by the host can join the meeting.

Doodle Scheduling Tool



Doodle Scheduling Tool

- doodle.com
- Free version
- Efficient
- Seamless

Doodle

[Log In](#) [Register](#)

Register

By signing up you accept Doodle's [Terms of service](#) and [Privacy policy](#)

Continue with Microsoft

Continue with Google

Continue with Facebook

This site is protected by reCAPTCHA and the Google Privacy policy and Terms of Service apply.

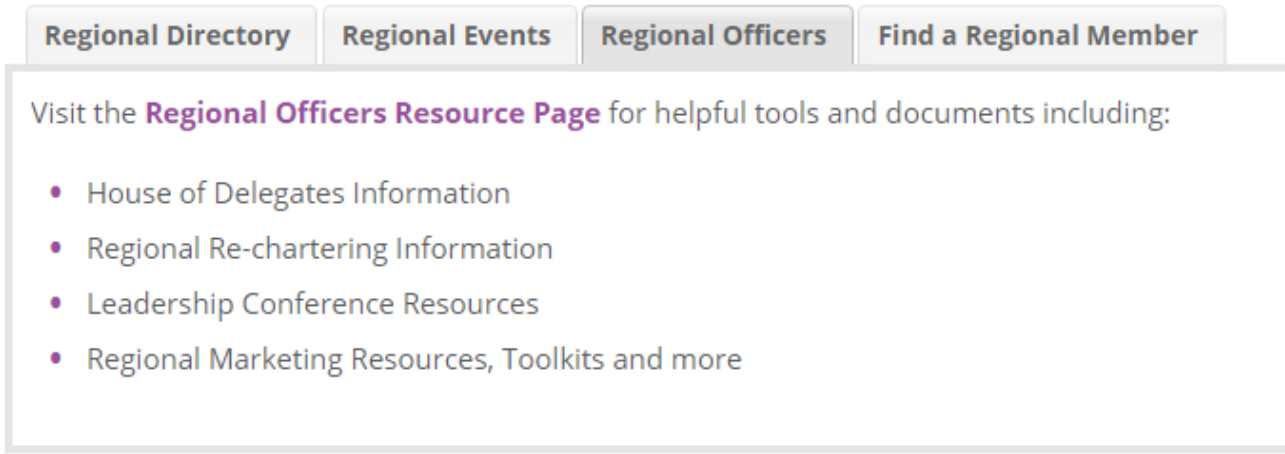
- ✓ Get the result, votes and comments on polls straight into your inbox
- ✓ Avoid double-booking with your calendar connected to Doodle
- ✓ Faster voting and commenting
- ✓ Access to apps, browser addons, and Meekan chatbot
- ✓ See real-time updates in personal dashboard

Regional Officers Resource Web Page



Navigating to the Regional Officer Resource Page

- Must be logged into your SGNA account
- Member Resources > Regional Societies > Regional Officers Tab



The screenshot shows a navigation bar with four tabs: "Regional Directory", "Regional Events", "Regional Officers", and "Find a Regional Member". The "Regional Officers" tab is selected, and a dropdown menu is displayed below it. The menu contains the text "Visit the **Regional Officers Resource Page** for helpful tools and documents including:" followed by a bulleted list of resources.

Regional Directory Regional Events **Regional Officers** Find a Regional Member

Visit the **Regional Officers Resource Page** for helpful tools and documents including:

- House of Delegates Information
- Regional Re-chartering Information
- Leadership Conference Resources
- Regional Marketing Resources, Toolkits and more

Available Resources

- Leadership Conference Slides
- Re-chartering Forms
- Regional Recommendation Materials (prev. HOD)
- Regional Marketing Resources
- Regional Operations Resources
 - *Regional Roster Reports*
- Practice Document Resources



Review of Regional Processes

Tess Ruzga, SGNA Membership Senior Associate



Objectives

At the conclusion of this presentation, the participants will be able to:

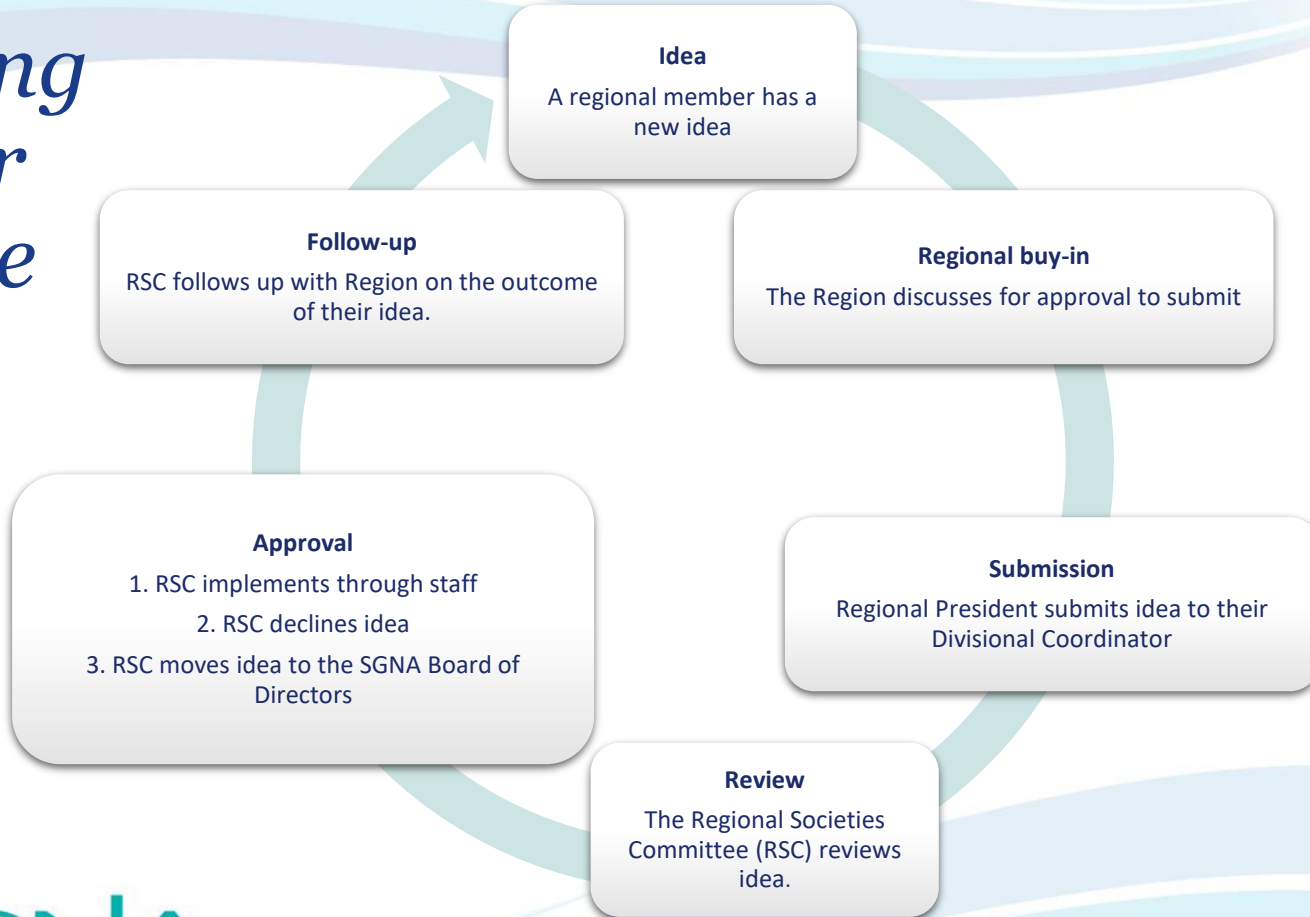
1. Complete the regional recommendation form
2. Complete all rounds of regional rechartering



Regional Recommendation Process



Sharing Your Voice



From Theory to Implementation

- Review Process
- Approval Process
- Follow-up Process
- Link to form
 - Housed on the Regional Resource Officer Page and Regional Leader Community



Regional Rechartering



Regional Rechartering

- In order to maintain its charter, all regions must complete a series of steps each year.
- Three rounds beginning in the fall
- Submitted via online SurveyMonkey forms
 - All forms are available on the [Regional Officers Resource page](#) under the *Rechartering Resources* section.

Rechartering: Round One

1. Regional officer data sheet
 2. Submit bylaws
 3. Proof of 6 educational*
 4. Regional events
- Due December 31
 - Completed by regional president



Rechartering: Round Two

1. Annual Income and Expense Report

- Completed by regional treasurer and due early February
- Must be submitted by the published deadline to ensure proper tax filing with the IRS
- SGNA National risks the loss of its Non-Profit status if all regions do not comply with this deadline

2. Sponsorship Data Sheet



Rechatering: Round Three

- Regional Insurance Deduction
- Completed by SGNA HQ in first quarter
- \$85 deducted from each region's 2022 first quarter regional dues payment
- The Regional Treasurer will receive a receipt of payment



What happens if we don't complete all steps?

- Failure of a regional society to submit the required items by the deadline will result in a one-year probation and loss of all rights and privileges.
- If the region on probation submits the required information at a later date, the charter may be renewed by the board at any regular board meeting.

Regional Member CE Offering

Cindy Friis, MEd BSN RN BC, SGNA Executive Director of Clinical Affairs



Regional Member CE offering

- What?
 - The SGNA Practice
 - Who?
 - Developed exclusively for
 - How?
 - Regional members
 - Complementary for post-webinar discussion
 - Fees = \$0.00
 - When?
 - Webinar posted by
 - Why?
 - Useful information that is unique to our members. What's not to like?
- contact hour credit
presidents to lead optional



SGNA Nationals Update

Kim Eskew, MBA CAE, SGNA Executive Director



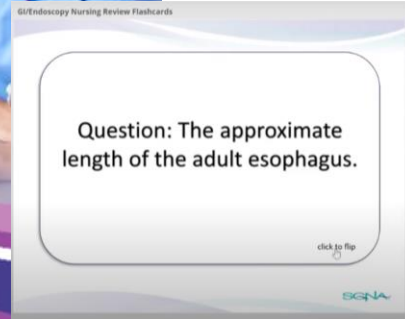
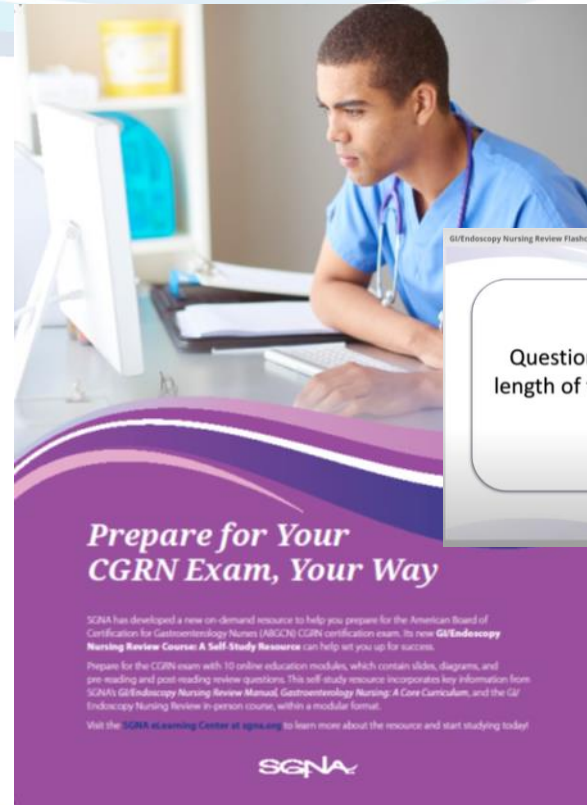
2021 Strategic Work

1. In June 2021, released an updated and refreshed purpose, mission, and vision.
2. The Board analyzed our organizational structure and made recommendations.
3. In August 2021, the Board of Directors started our strategic planning process focusing on creating a vision for the future of GI nursing and Associate practice.



2021 Education

- GI/Endoscopy Nursing Review: A Self-Study Resource
 - Virtual Flash Card/Definitions
- 2021 Webinar series
- Wellness Webinar series (Free to members)
- Pulmonary Manual (in revision)



2021 Practice

- Safety in the Gastroenterology Setting Guidelines
- AAMI ST-91 Workgroup and GI Coalition



New Student Nurse GI Career Path & Student Membership



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GI Nursing Career Paths



Entering the GI Specialty

Other Nursing Specialty

Such as: Perioperative/Surgery, Medical/Surgical, Cardiology, Critical Care, ICU

OR

PLUS

Directly to GI

College/university programs include: Associate Degree in Nursing (ADN), Bachelor of Science in Nursing (BSN), RN Diploma/Certificate

National Council
Licensure Examination
(NCLEX-RN)

Why GI?

Interest in specialty, greater job satisfaction and career growth, favorable work schedule, advanced/cutting edge technology

Working in the GI Specialty

Practice Setting

Hospital Setting
(Inpatient/Outpatient)

Ambulatory Surgical
Center (Endoscopy only)
Ambulatory Surgical
Center (Multi-specialty)

Different Paths

Staff Nurse

Supervisory/
Management: Charge
Nurse, Nurse Manager,
Supervisor/Coordinator

Training/Education:
Nurse Educator, Quality
Assurance Nurse,
Infection Preventionists

Administration:
Administrator,
Director

Tenure in GI

Typically 10 years
or longer

Tenure in Healthcare

Typically 21 years
or longer

Advancing in the GI Specialty

Additional Education

Programs include: Master of Science in Nursing (MSN), Master of Science in Training and Development, Nurse Practitioner (NP), Doctorate of Nursing Practice (DNP)

OR

Certifications

Certified Gastroenterology
Registered Nurse (CGRN)



Member Referral Program

RENEW. REFER. REWARD. REPEAT.

"I have been dedicated and inspired at Annual Courses and regional conferences. It has given me a foundation of knowledge that, alongside my clinical practice, has opened up opportunities and shall continue to do so. SGNA enables us to employ best practices and have measurable patient outcomes to enhance the quality of care in GI Endoscopy."

GLENNA VERDUGO, RN BSN CGRN, SANSUM CLINIC GI ASC

"SGNA has given me a greater appreciation for my specialty. It has helped me keep a fresh outlook about GI patients and filled me with knowledge that I wouldn't have known about because of their fine research and articles that receive and read each month."

RICHARD WALKER, ORT, GI LAB LONG BEACH CALIFORNIA VETERANS HOSPITAL

- 1 REFERRAL
10% OFF
- 2 REFERRALS
20% OFF
- 3 REFERRALS
30% OFF
- 4 REFERRALS
40% OFF
- you're getting
the hang of this!
- 10+ REFERRALS
FREE MEMBERSHIP
at your next renewal



2022 Annual Course



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Thank you for joining us!



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