SGNA Regional Leadership Session

November 13, 2021
Thank You to Our Sponsor!

FUJIFILM
Thank You Regional Societies Committee

Jean Stoa, Chair
Mary Pierce, Co-Chair
Maureen Cain, Board Liaison
Jill Bendiske-Minor
Traci Benson
Don Cooper

Katy Crenshaw
Tanya Flake Cain
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
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**

1. **Completion:** Successful Completion of this Continuing Nursing Education (CNE) Activity is based on:
   - Being registered for this activity
   - Attendance at entire program
   - Completion of the Evaluation

2. **Conflict of interest:** No relevant relationships with commercial interest organizations whose products are related to the program content were identified.

3. **Accreditation:** The Society of Gastroenterology Nurses and Associates, Inc., is accredited as a Provider of Continuing Nursing Education by the American Nurses Credentialing Center's Commission on Accreditation. **1.0 contact hours** will be awarded upon completion.

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 its 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
Marketing 101: Recruiting, Engaging & Retaining Members

Tom Manning, SGNA Marketing & Communications Director
About SGNA Members
Our Membership

- 91% Licensed Nurse
- 3% GI Associate
- 5%
- 1%
Staff Positions

58%

13%

6%

5%

7%

3%

2%

1% 5%

Staff Nurse
Superior
Administrator/Director
Clinical Specialist
Other
Head Nurse
Technician
Educator
Nurse Practionioner
Facility Type

- Inpatient/Outpatient: 62%
- Ambulatory: 22%
- GI Clinic: 8%
- Physician's Office: 3%
- Outpatient Only: 1%
- Vendor: 1%
- Other: 1%

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

2022 Membership Renewals Marketing Kit

It’s time to start thinking about 2022 membership renewals! As an SGNA Regional Leader, you are one of our association’s best advocates. This document contains a sample email you can copy and paste to send out to your regional members and networks to encourage them to renew their SGNA membership for 2022.

Don’t forget about our member referral program! Refer your way to a free 2022 membership by using our referral resources to reach out to your colleagues and non-member friends, encouraging them to join SGNA.

Thank you,
SGNA Staff
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](https://www.sgna.org/Join/Refer-a-Member)
Member Onboarding & Engagement
First Impressions Matter

<table>
<thead>
<tr>
<th>New Member Year</th>
<th>Percent Non-Renewing</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>20%</td>
</tr>
<tr>
<td>2018</td>
<td>24%</td>
</tr>
<tr>
<td>2019</td>
<td>25%</td>
</tr>
</tbody>
</table>
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
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 Meetings vs. Webinars

<table>
<thead>
<tr>
<th>Description</th>
<th>Meeting</th>
<th>Webinar</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
<td></td>
<td>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.</td>
</tr>
</tbody>
</table>

| 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

How to schedule a meeting
Doodle Scheduling Tool
Doodle Scheduling Tool

- doodle.com
- Free version
- Efficient
- Seamless
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

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
Idea
A regional member has a new idea

Follow-up
RSC follows up with Region on the outcome of their idea.

Regional buy-in
The Region discusses for approval to submit

Approval
1. RSC implements through staff
2. RSC declines idea
3. RSC moves idea to the SGNA Board of Directors

Submission
Regional President submits idea to their Divisional Coordinator

Review
The Regional Societies Committee (RSC) reviews idea.

Follow-up
RSC follows up with Region on the outcome of their idea.
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 Document Primer

• Who?
  • Developed exclusively for SGNA Regional Members

• How?
  • Regional members complete the webinar through the eLearning Center for contact hour credit
  • Complementary facilitated discussion guide will be distributed to Regional Presidents to lead optional post-webinar discussions
  • Fees = $0.00

• When?
  • Webinar posted by the end of this year.

• Why?
  • Useful information that is unique to our members. What’s not to like?
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
Member Referral Program

"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 CCRN, 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

Society of Gastroenterology Nurses and Associates, Inc. | www.sgna.org
2022 Annual Course

May 22-24, 2022
Pre-meeting | May 20-21
Salt Lake City, Utah

REUNITE
RECHARGE
REFLECT

49th Annual Course
Thank you for joining us!