

## Communication Ideas from Sigma Theta Tau International

### Increasing Visibility/Communication

1. Develop a meaningful Web site and make sure it is kept accurate and current.
2. Create a listserv with members' e-mail addresses, to send out more timely announcements and reminders.
3. Send press releases to local media about upcoming chapter events, member news or anything special that has happened to the chapter.
4. Encourage members to be proud and wear their society pin or other memorabilia.
5. Construct a meaningful newsletter and make sure it is sent in a timely and consistent manner.
6. Link your newsletter with area hospitals or other health associations.
7. Have a Sigma Theta Tau International bulletin board in the nursing department, local hospitals, clinics, etc.
8. Nominate the chapter and/or members for regional and international awards.
9. Have a monthly electronic newsletter (one page) sent to members e-mail addresses that highlights upcoming events and "fills the gap" between quarterly paper newsletters.
10. Display your Chapter Key Award banner or other international awards prominently in the school of nursing.
11. Sponsor community events such as blood pressure screenings or flu shots.
12. Invite area nurse practitioners and key non-nurse members of the community to chapter conferences and meetings.
13. Supply local radio stations with "health tips."
14. Contract with a local newspaper for a series on nursing and effects of nursing research.
15. Conduct a Nursing Book Distribution Network to donate books and journals to locations worldwide.
16. Abstract and publish members' articles and research in newsletters. Submit to local newspapers.
17. Donate *The Journal on Nursing Scholarship*, society newsletters and copies of scholarly articles to local health science or hospital libraries.
18. Solicit participation of public officials in chapter and regional programs.
19. Solicit official proclamations for events.
20. Participate in area school career days and Nurses' Week activities.
21. Provide nursing career coloring books for pre-schoolers.
22. Sponsor a play or other community event: sell ads for playbills, sell tickets, etc.
23. Check university alumni directories for member e-mail addresses.
24. Mail chapter newsletters to all inactive members, as well as active.
25. Invite a reporter from your school or local paper to attend the induction ceremony/reception or other chapter events.
26. Appoint an agency representative at various institutions where members are employed to serve as a point of contact and to disseminate information.

### Encouraging Dean/School of Nursing Involvement

27. Host one meeting per year that includes a "meet or greet the dean."
28. Host chapter board meetings in dean's conference room as guest of dean.
29. Arrange ongoing chapter display or bulletin board in college building
30. Ask the dean to write a commentary or college update for the chapter newsletter.
31. Include a chapter report as part of regular faculty meetings.
32. Encourage chapter programming co-hosted by the school of nursing program.
33. Establish chapter/college joint awards to recognize public figures who contribute to nursing/health care.
34. Encourage chapter members to wear Sigma Theta Tau International jewelry or apparel to college events.

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- 35.** Locate the chapter's archives in the college.
- 36.** Host a Sigma Theta Tau International Day at the school: chapter members serve refreshments for students, put purple ribbons on faculty members' doors.
- 37.** Dedicate a room or name a room after the chapter in the college.
- 38.** Offer a collaborative award, given jointly with the dean.
- 39.** Ask the dean to participate in the acceptance of a Chapter Key Award, or other chapter award given at the Biennial Convention.
- 40.** Have the chapter present a Sigma Theta Tau International purple honor cord to the dean.
- 41.** Make sure that new deans are oriented to the chapter and made aware of ongoing activities.