



Nicole Sixel, DNP, BSN, RN  
Scholarly Chair: Dr. Bonnie Nickasch DNP, APRN, FNP-BC

## INTRODUCTION

- Professional nursing organization membership has been shown to benefit nursing professionals and the profession as a whole by:
  - Creating supportive interprofessional relationships, staying current with up-to-date advanced practice nursing trends, and obtaining continuing education credits
- Clinical problem:
  - Fox Valley Health Professionals had noticed a decrease in the number of professional members from 2016-2019. If the number of members continued to decrease the organization would not be able to continue offering affordable CME opportunities. Members were frustrated with current website and outdated methods of recruitment and event registration
- Goals:
  - Increase membership enrollment rates within a Fox Valley Health Professionals by increasing awareness of professional membership benefits
  - Continue to offer affordable CME events and increase the number of educational offerings in 2020
  - Update website and transition from paper to electronic registration and program evaluations

## PICOT QUESTION

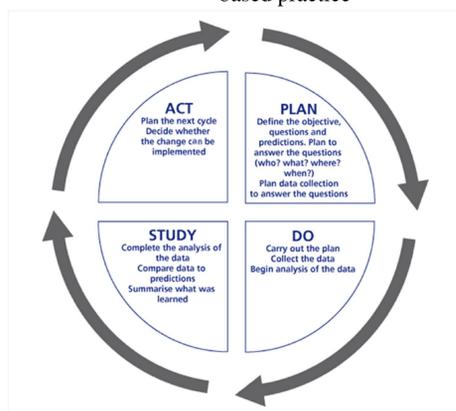
- In a not for profit professional nursing organization, how does a revised website, new marketing approach and implementation of an electronic registration option compared to current state affect the organizations membership and participation rates over a one year period (Jan 1-Dec 31, 2019)?

## PROJECT AIM & OBJECTIVES

- Review and analyze the current membership recruitment process utilized by the organization
- Perform a systematic review of literature to determine best practices for professional nursing organizations recruitment
- Develop a new revised marketing approach that will include an online registration system, updated website and social media sites
- Analyze the results following the implementation of the new membership recruitment strategies by comparing previous year registered members to current year
- Develop, implement, and evaluate membership recruitment strategies
  - Expanding recruitment
  - Creating an electronic registration system
  - Revising website/social media

## THEORETICAL FRAMEWORK

PDSA Cycle was used to guide implementation and evaluation of evidence-based practice

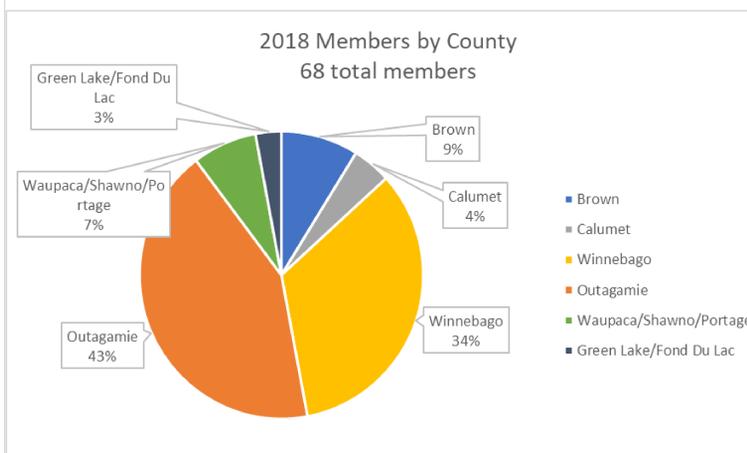


## POPULATION

- Previous members,
- Current members,
- Potential future members of the not for profit nursing organization. Members included APRNs and other interested healthcare professionals (e.g, RNs, PAs), advanced practice nursing students (nurse practitioners) as well as nursing faculty and a few nurse educator students



IRB approval was exempt due to the nature of the organization analysis project.



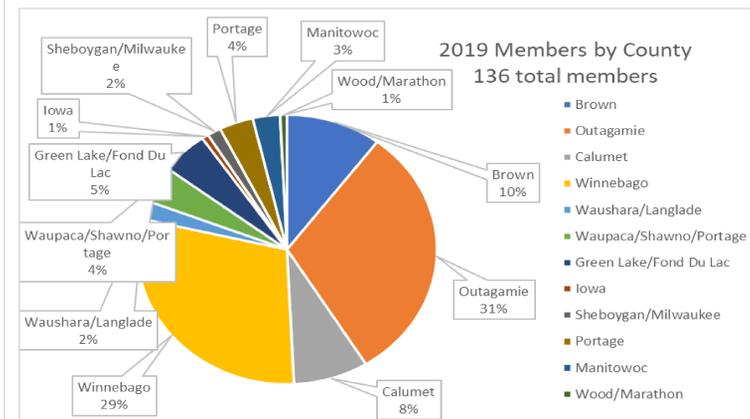
## PROJECT TIMELINE

- In December, 2018 -- The project began with evaluating past membership enrollment and recruitment data
- Nursing professionals were only able to register for membership via US Postal service mail in 2018. The development of a revised website, social media page, expansion of recruitment/marketing to local organizations, and implementation of an electronic registration system were conducted
- Surveys were collected after organization events to obtain feedback from members. Surveys were initially distributed in paper form but were transitioned to an online format during the 2<sup>nd</sup> event of the year
- Members received a CME certificate after completing the online evaluation. This allowed better tracking of membership attendance and event feedback
- In January 2020 – Data analysis began

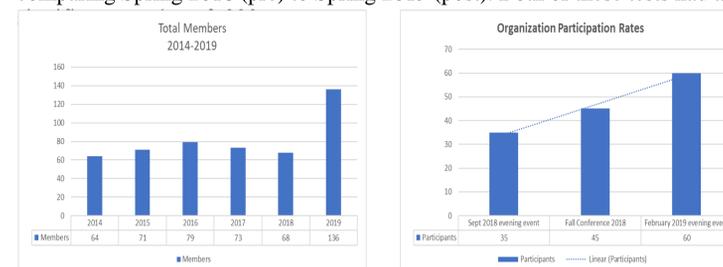


## RESULTS

- Pre-data:** 2018 membership enrollment was 68 members
- Post-data:** 2019 membership enrollment was 136 members
- This is a 100% increase in active membership enrollment over a one-year period



- Post-intervention attendance for the 2019 Spring conference was 46, a 22% increase from 2018 which had 36 attendees
- Post-intervention attendance for the 2019 Fall conference was 48, a 17% increase from 2018 which had 40 attendees
- A McNemer's test was performed. The test was ran twice, once comparing attendance to conference from fall 2018 (pre) to fall 2019 (post), and another comparing Spring 2018 (pre) to Spring 2019 (post). Both of these tests had a



## CONCLUSION

- The organization needed to update their website
- Creating buy-in from all board members was difficult as some members were resistant to change
- Data analysis showed a statistically significant improvement in membership rates and retention
- Membership rates for the not for profit organization for 2019 increased 50% from 2018 allowing the organization to thrive and continue to provide education opportunities to advanced practice providers and students
- The end goal after the 12 month implementation period was to have increased enrollment by 25% and awareness in the organization. This goal was ultimately exceeded by increasing the membership enrollment for 2019 by 50%

## REFERENCES

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