

Chapter Leader Conference Call Notes

1. Funding, How Does It Work?

Most of the time we have funding opportunities that pop up and require PCNA to submit a grant, these are usually product theatres, but can sometimes be CE funding. Sometimes they want to know the number of chapters interested in a particular topic, sometimes they just want to know how many people plan to host a program, and sometimes they offer to host a product theatre based on other factors, such as location and average attendance.

The level of support and budget we have to work off of for both the spring programs and the Fall Learning Series, are dependent on if this funding comes through.

Chapter are able to work with sponsors who approach them, however, if they are not a national partner of PCNA, then we cannot work with them. (They may be interested in becoming a partner of PCNA, just forward Mariel their information and she'll follow up with Sue). Just shoot me an email with their contact information and I can verify if they are partners or not. You can also visit our [Corporate Supporters on the PCNA webpage](#) to check. There is a specific letter of agreement that both parties must sign located [here](#) (Chapter 3, number 5 under forms).

Please note that if you do not receive funding in the form of a product theatre or CE funding that the \$1,000 grant is available to all chapters. Typically, chapters host a meeting in the spring and in the fall. A few chapters host meetings more frequently. The grant is typically reserved for the spring program, but you can separate the \$1,000 into parts to support multiple meetings other than the FLS. [The grant application is online \(Chapter 3, first one listed under forms\).](#)

The Fall Learning Series is a little different because of the way chapters are grouped together and the larger level of funding we are able to apply for. Due to the fact that each chapter has different needs based on attendance numbers and location, a fixed budget is hard to come up with. About half of the chapters will have a product theatre and about half are covered from funds left over. I will work individually with chapters to identify an appropriate budget.

There is also a [Non-CE grant](#) (Chapter 3, Form 2) available to host meetings with your leadership team. The total for this grant is \$100 per year and may be split into as many leadership meetings as you would like.

2. Update on Spring Learning Series

- a. We will know what funding has been supported by February. For now, assume that you are working with a \$1,000 budget unless you plan to host more than just the Spring program and FLS program.
- b. Please do not schedule your program with 2-3 weeks of the Annual Symposium. So not between March 16 – April 24.
- c. You can choose do to any ready to go slide from the [CE library](#) that your chapter has not presented yet or you can submit your own CE paperwork.

3. Questions or Comments regarding FLS

- a. Wrap Up
 - i. We will use the format from 2016 moving forward.
 - ii. The budget will vary chapter to chapter based on location and size. Funding supports 25 CE events that are free of charge so sometimes there will be restrictions on what we are able to offer.
 - iii. Going forward, sign in sheets need to be sent ASAP either through a photo sent directly to Mariel's cellphone: **773-383-2051** or by sending them back to National in the pre-stamped provided envelope.
- b. Feedback from Chapter Leaders
 - i. Want to avoid just giving a lecture presentation, use problem/case based learning followed by a discussion
 - 1. This will make the program more interactive and allow you to learn what the needs of your audience are.
 - ii. Suggested length of slide deck closer to 25-30 slides with discussion points to pause during presentation and interact with audience.
 - 1. In order to still include the amount of information the FLS Committee would like to share with audience, include read only – reference material at the end of the presentation.
 - iii. Audience response systems allow you to gauge your audiences' knowledge before and after the presentation through a smart phone app that lets you ask customized questions. Mariel will look into options and pricing.
 - 1. Example: [Poll Everywhere](#)
 - a. The questions integrate into the slides so entire audience can see poll answers.
 - iv. Hospital location hard to maneuver, include parking directions on email invitation. Also, larger posters and signage would be helpful. Mariel will look into options and pricing.
 - v. Mariel can send out any type of email you would like, whether you'd like to ask your members what date/time is best for a CE meeting, ask for CE topic suggestions, offer a needs assessment survey, etc.

4. Developing Leadership Teams and Growing Engaged Members

- a. How do you build a sense of community for your members as opposed to them just showing up for CE? Starting small is a great place to start as far as growing your leadership team and engaging your chapter members. Host a chapter meeting for a few minutes before your CE event starts. Ask your members what types of events they like to attend or if they have specific goals for attending and how you can meet these goals. Setting goals for your chapter and then achieving them is a great way to get members engaged. Ask your members for small commitments (30 minutes a year), some ideas include:
 - i. Put a flyer up in your work place
 - 1. Ask your members to shout out the places they work or to help you come up with a list of all the nursing clinics in your area where you can post flyers to help grow chapter membership. Goal: get a flyer in every break room in a certain mail radius.

- ii. Forward the CE invitation email onto a co-worker
- iii. Ask them to suggest a location for the next meeting, a topic for the next CE presentation, a speaker (or volunteer themselves)
- iv. Ask for a journal article suggestion for a journal club
- v. Help with the registration desk
- vi. Try to diversity your leadership team, one person from each hospital in your area (ask Mariel for a list of your membership so you can see where your members primarily work)
- vii. Work with a community college (sometimes students need presentation experience of volunteer hours to put towards their graduation)
- viii. Think to yourself, why did I become a Chapter Leader? What was it that brought me to this role with PCNA?

5. Additional Topics That Came Up

- a. Transfer of leadership
 - i. Recommended that every two years Chapter Leaders should survey members about day and time availability for meetings. Sending a needs assessment is also a good idea to better understand the level of education needed for your chapter.
- b. Communication guidelines review
 - i. Due to spam law Chapter Leaders can only send group emails through PCNA. Mariel can send any type of communication you would like.
 - ii. New member emails – since this is just one email introducing yourself this is allowed. However, do not add them to a list of group emails you send out unless they give you the ok. Spam law dictates that individuals must have the opportunity to unsubscribe from a mailing list.
 - iii. Frequency –
 - 1. Depends on the type of information
 - 2. Polling – quarterly
 - 3. Needs assessment – annual
 - 4. CE – One-month introduction email, 2 weeks out reminder email, 1 week out reminder email, final reminder email to registrants right before event asking them to let PCNA know if they cannot attend.
 - iv. Remind members to add you to their address books so emails won't go to Junk mail folder
 - v. Phone calls – these are fine as long as you call at respectable times and a reasonable number of times
 - vi. Text invites – Mariel will look into this possibility though most phone numbers on records are work phone numbers.
- c. CE Forms ([Chapter Manual, Chapter 4.](#))
 - i. Application for Continuing Education
 - ii. CE Outline
 - iii. CE Speaker
 - iv. CE Disclosure
 - v. Request a W2 if offering honorarium

Additional Questions and Answers

1. How will nonmembers be invited to our local events if the invitations are sent out by national to members only?

PCNA has a database of individuals, these include members and people who just create an account with PCNA to access patient education, webinars, and sign up for events. When sending out an invitation to a chapter event, EVERYONE within a certain mile radius of your chapter is sent the invitation, members and just account users.

Going forward, all attendees to an event will at the very least need to have an account with PCNA. People will still be able to register onsite, but if they were to pre-register they would need to do so through the PCNA website which requires you to have an account. If someone registers onsite, they would still need to create a PCNA account in order to access the CE evaluation and obtain their certificate.

2. How will nonmembers receive contact hour certificate?

The same way as members, they'll just have to log into PCNA to access the CE classroom.

3. How does the registration process work when national sends out our local event invitations?

An invitation is sent out 1 month, 2 weeks, and then again 1 week prior to the event. This email will include a link to register through the PCNA website.

A few days prior to the event all pre-registered individuals are sent a reminder email with specific instructions on how to get to the location and will include any handouts necessary.

4. Should we invite non-PCNA members to our meetings, since they would receive the same benefits as our paying members?

I highly encourage you to have individuals who do not have a PCNA account to create one, otherwise they will not receive invitation emails. You can forward the invitation email that you will receive and they'll have the registration link from there and need to create an account either way, but inviting them first hand may be a good idea.

And yes, we invite individuals who are not members in an effort to show them all PCNA has to offer and hope that they will then join.

5. How does the registration process work when National sends out our local event invitations? How frequently can we get an update of the RSVP list? When someone signs up on the website, do they get an e-mail response immediately, certifying that they are signed up?

The event page and registration page are all through the PCNA website. I can send you a RSVP list as frequently as you request it.

Yes, individuals will receive an automatic email once they register for an event. The event will also show up on their profile and remind them that it is coming up.

Maribel Looking Into

1. Audience response systems
2. Larger poster signage for CE events
3. Text invitation invites