**2019 Chapter Leader Calls**

Chapter Leader Contact List

Action Items Are Highlighted Blue

Completed actions are Highlighted in Green

**Challenges & Ideas**

* + - 1. Membership & Attendance
         1. Common challenge is increasing membership attendance at chapter events.

Keep in mind that the percentage of member attendance will be low as we have about 2,000 members compared to 25,000 people in our PCNA database, and everyone is invited to chapter events

* + - * 1. Some chapters try to host chapter meetings during other times of the year, but general attendance is very low at these meetings

Suggestion: Host a chapter meeting before a CE program, between the meal and the CE portion, or at the end of your CE program. It only needs to be a few minutes but could be a great time to open the floor to topic suggestions and volunteer requests.

* + - * 1. Some chapter have also seen better attendance during weekday evening programs compared to Saturday morning, but every chapter is different.
        2. The question was asked if restaurants are better venues than hospitals.

Some people feel uncomfortable attending events at hospitals outside of their own. Sometime navigating a hospital can also be a challenge for attendees. However, others have found their hospital to be perfect for their meetings. It really depends on your chapter. Some find that restaurants are the way to go while others have used community centers with great success.

* + - 1. **Reaching a larger audience**
         1. Some chapter have expressed interest in adding a webinar component to their live events
         2. Mariel would only recommend this option for events with an average of less than 15 attendees. Marie will contact chapters that are eligible to participate in a webinar component separately
         3. Please keep in mind that adding a webinar component complicates the set up of your program and that you are solely responsible for any IT issues that arise the day of. You are also responsible for practicing and having a through understanding of how the webinar platform works.
         4. Mariel will research different webinar software programs, create a tutorial for each, and have chapter leaders vote on their favorite one. For financial and simplicity purposes, we will use only one software program for all chapters.
      2. **Student Attendees**
         1. We don’t ask non-members if they are students, we only have this information for current members

If chapters are interested in knowing the percentage of student attendees, we can add a check box to the sign in sheet

* + - * 1. A suggestion to have more student attends is to build a relationship with a faculty member and build interest that way
      1. **Membership Incentives** 
         1. At time our membership management software doesn’t support discounts on membership. Mariel will continue to look at alternatives.
      2. **Getting to Know Chapter Members**
         1. In the past we offered a grant to chapters hosting a meeting to build relationships with their members. Mariel will check if this can be built into the budget for next year. The amount will most likely depend on the size of the chapter meeting.
         2. If ever in doubt about venue, date, or topic, work with Mariel to send a short survey to your chapter members and ask them directly.
         3. Some chapters would like to participate in community events but are unsure how to get started.

Ask your chapter if they know of any local events your chapter could volunteer at

Work with Mariel to send an email to your chapter and ask them via a survey.

* + - 1. **Surveying all chapter members (both PCNA members and non-members)**
         1. Do you have questions you’d like to ask your chapter members? Like what they ultimately want out of their chapter? What would make their chapter better? Mariel will send an email asking for suggestions on what questions to include in the chapter member survey. A committee will then be formed to choose 10 questions from all that were submitted.
      2. **CE Topics**
         1. Chapter leaders would like to know what CE topics went well for your chapter. Are you able to share the slide deck to the CE library?
         2. Mariel will send out a separate email with these questions.
      3. **Chapter Leader Contact Information**
         1. Mariel will send out chapter leader contact information to chapter leaders. Please feel free to reach out and connect with one another, ask questions, and learn from other’s experiences.