

# **FUTURE OF NURSING™**

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## Campaign for Action



Robert Wood Johnson Foundation



### ***Introduction to Volunteer & Coalition Member Engagement***

December 4, 2014

For live audio, you must use your phone and dial (866) 513-4976; passcode: 6875187.

## **Winifred Quinn, PhD**

Director, Advocacy & Consumer Affairs  
Center to Champion Nursing in America



# Polling Question

**Have you ever had any volunteer engagement or management training?**

- A. Yes
- B. No

- Introduction of the topic (Susan Reinhard)
- Volunteer engagement themes – what we've learned from you so far? (Sue Hassmiller)
- Examples from Texas & California (Alexia Green & Mary Dickow)
- Volunteer engagement overview (Terry Edwards)
- Q&A (Win, Sue, Susan, Alexia, Mary, Terry)
- Resources, next steps & adjourn (Susan)

**Susan Reinhard, PhD, RN, FAAN**  
Senior Vice President & Director,  
AARP Public Policy Institute;  
Chief Strategist, Center to Champion  
Nursing in America



## Participants will:

- Share successes and learn about opportunities for enhancing volunteer engagement.
- Identify factors associated with effective volunteer and coalition member engagement.
- Provide information about how we can develop and deliver effective technical assistance in this area.

**Susan B. Hassmiller, PhD, RN, FAAN**

RWJF Senior Adviser for Nursing;  
Director, Future of Nursing:  
*Campaign for Action*



## Polling Question

**Does your Action Coalition have a plan for volunteer and coalition member engagement?**

- A. Yes
- B. No



## Themes

- Structure
- What's in it for me?
- Recruitment, retention, succession planning.

## Common Threads

- Leadership & communication



# Sharing Successes and Opportunities for Growth

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## **Alexia Green, RN, PhD, FAAN**

Professor and Dean Emeritus,  
Texas Tech University Health  
Science Center



## **Mary Dickow, MPA, FAAN**

Statewide Director California  
Action Coalition





## **Alexia Green, RN, PhD, FAAN**

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Nurses And Other Health Workers  
**GET INVOLVED**

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**RESOURCES**

**SIGN UP FOR NEWSLETTER**

 

- NEWS**
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**AN UPDATE FROM THE STATEWIDE DIRECTOR**  
Statewide Director Mary Dickow provides a monthly update of activities and progress for the California Action Coalition and the Future of Nursing...  
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### FEATURED TESTIMONIAL



# Factors that Enhance Volunteer & Coalition Member Engagement Success

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**Terry Edwards**  
Advisor for Innovation  
Office of Volunteerism and Services  
AARP

## Change the paradigm from the start

- What kind of Action Coalition do you want?
- Why is that important to you? Others?
- How is that different from how you see things now?
- What are some of the things that need to happen to create the kind of Action Coalition you want?
- What should/could we do about it?



# Two Important Perspectives

## Success Factors



## Engagement Practices



1. Set clear focus
2. Prepare for success
3. Explore mutual aspirations
4. Target head and heart
5. Take measured steps
6. Celebrate positive impact
7. Encourage fresh innovations
8. Provide consistent connections
9. Honor engagement stages





# Volunteer Engagement Cycle (VEC)



**These three are golden**

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## Questions or Comments?



**Press \*1 on your telephone key pad to ask a question  
OR  
Use the “chat” feature to send “everyone” a question.**

You can find the recording, webinar summary, and additional resources by going to: [www.campaignforaction.org/webinars](http://www.campaignforaction.org/webinars).

# Campaign Resources

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