

FUTURE OF NURSING™

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

Professor and Dean Emeritus,
Texas Tech University Health
Science Center



CALIFORNIA ACTION COALITION

Advancing Health In California

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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



Success Factors

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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