



Carolina Society for Healthcare Education & Training Strategic Plan Evaluation for 2009-2010

#	Strategic Initiative Measurement	Progress
Communication- Employ a variety of strategies to communicate at least quarterly with each member		
1	<p>Percentage of members using email, website, mail</p> <p>New member orientation / satisfaction</p> <p>Communication</p>	<p>Based on Business Meeting evaluations (27 surveys returned) from the 2009 Spring Conference: 23 (85%) receive CSHET info via their email, 20 (74%) receive info via their home/ work address, and 23 (85%) access the CSHET website to receive info. 21 (79%) prefer communication via email. In April 2010, an electronic survey was sent to members. Out of 32 responses, an overwhelming 31(96.9%) prefer communication via email.</p> <p>In 2008, the New Member Orientation was converted to an electronic presentation that new members were encouraged to review. Based on 2009 Spring Conference survey results, members who joined CSHET in 2008-2009, 4 (15%) accessed the New Member Orientation Presentation on the website. 15 of the members surveyed had joined CSHET before 2008 and had not viewed the electronic presentation. All 4 new members who viewed the presentation found it either helpful or very helpful. CSHET sent out an electronic survey in April 2010. 8 new members (joined CSHET between April 2009-April 2010) responded. 100% received a welcome from a Board member; 5 (62.5%) viewed the New Member Orientation on the website and all 5 found the presentation helpful or somewhat helpful; 3(37.5%) have not viewed it yet. CSHET continues to offer a New Member Luncheon before the start of the spring conference. In 2010 this luncheon will be redesigned to be more interactive and informative.</p> <p>A variety of methods are used to communication to members: Email-yearly C-mail, yearly membership renewals, questions from CSHET members emailed to other members for feedback and sharing of information. Mail-yearly Christmas calendar, bi-annual conference brochures, newsletter biannually; Website-conference announcements, brochures, recent Board minutes, new member orientation, Teaching Tips, etc. Out of 32 electronic responses, 19 (59.4%) visit the CSHET website at least 2-4 times a year. Members who responded to the survey shared that they would like to see the following info on the website:</p> <ul style="list-style-type: none"> * resources, sharing of members' ideas * examples of best practice * review of conference tips * educator / trainer tips * info about members * ways to network with other members * links to other educational resources * member and officer contact info * membership news * continuing education info * current CSHET activities * ice breaker tips * local conferences



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		* conferences, workshops, networking opportunities * pictures
Membership- Maintain and strengthen membership 10% annually (150) by 2010		
2	<p>Number of new members</p> <p>Money paid for recruiting new members</p> <p>Number of active past presidents</p> <p>Percentage retention of previous year members</p> <p>Member list emailed to all members</p> <p>Number of conference participants</p> <p>Number of 4th quarter new members</p> <p>Updated membership brochure on website</p>	<p>In April 2009, there were 5 new members. By Sept 2009 CSHET had 12 new members, making total membership 71. As of April 15, 2010, there are 16 new members and 3 renewed members. There are currently 69 active members (thru 4/15/10).</p> <p>Board decided to not renew this recruitment effort in 2009</p> <p>There are 5 active past presidents: D. Kiser, N. Hope, M. Braun-Kane, A. Vega, M. Grey</p> <p>Membership retention from 2009 to 2010 equals 50 (3 renewed after missing 2009). For a 77% retention rate. There were 71 members for the 2009 year and 69 for 2010 (as of 4/15/10).</p> <p>Each spring conference attendee receives a hard copy of the current membership list and an electronic copy is sent out annually.</p> <p>33 participated in the spring 09 conference and 20 participated in the fall 09 networking meeting. As of April 16, 2010 there were 35 people registered.</p> <p>Treasurer records membership by the year, not quarterly.</p> <p>The 2010 Membership was emailed to current members and past members up to 3 years past. It is also posted on the website and available at fall and spring conferences. CSHET saw a reduction in membership and conference attendance this year mainly due to economic restraints in the workplace.</p>
Marketing- Increase visibility, contacts, improved communication and creating value for membership		
3	<p>Number of website hits per month</p> <p>Logo present on all communication and give- a-ways</p>	<p>Cumulative website report is as follows: Total # of visits since May 2009 equals 2,790. Total # of unique visitors since May 2009 equals 2,073. Unique visitors are defined as a uniquely identified client generating requests on the web server. Identification is made to the computer, not the person. Total # of hits since May 2009 equals 45,111. Hits are defined as a request for a file from the web server. Can have multiple hits just from opening one page.</p> <p>Logo present on all communication, conference folders, and membership gifts.</p>



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	<p>One advertisement or article in regional magazine</p> <p>Number of non-acute care members</p>	<p>2010 Spring Conference was advertised in the Nursing Spectrum in 2010.</p> <p>Out of 33 survey responses, 60.6% (20) list their primary employer as acute care; 18.2% (6) list academia; 6.1% (2) are home care; and 15.2% (5) listed their primary employer as other : nursing education, healthcare consultant, health system, education hospital setting, and hospital facility acute, long care</p>
Conferences- offer a quality, educational annual conference, second to none		
4	<p>Jointly sponsor additional conferences</p> <p>President elect to attend national conference</p> <p>Conference evaluations</p> <p>Social events for networking</p>	<p>Current policy and procedures do not permit joint sponsorship.</p> <p>The current Pres-Elect did not attend a national conference during the 2009-2010 year. The next Pres-Elect will be encouraged to take advantage of this opportunity.</p> <p>Spring 2009 Conference Evaluation Summary was submitted to the CSHET Board by the Conference Coordinator . Evaluations reviewed. Overall conference was rated very high.</p> <p>There were 20 attendees at the 2009 Fall Networking Meeting in Ashville, NC. There were several opportunities for networking. An interactive reception is always apart of the spring conference schedule.</p>
Business Operations- Improve operational processes to enhance effectiveness and efficiency		
5	<p>Number of conference assistants</p> <p>Number of duties outsourced</p> <p>Board site on website</p> <p>Minutes on website</p> <p>Member brochure on website</p> <p>Debit card for CSHET</p>	<p>This was eliminated with the creation of the Conference Coordinator position</p> <p>Website and Conference Coordinator</p> <p>There is not a site on the website specifically for Board members.</p> <p>All members have access to the Board minutes on the website..</p> <p>2010 Membership Brochure is on the website</p> <p>Debit card obtained and utilized by CSHET Treasurer</p>



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Number of vendors	We did not have at the 2009 Fall Networking Meeting. Four (4) vendors are registered for the for the 2010 spring conference. This is the same number of vendors that participated at the 2009 spring conference. More efforts will be placed in recruiting, communicating, and welcoming vendors.
Vendor liaison position	Responsibility of the Conference Coordinator. The Pres-Elect can assist with this responsibility.

Fall Networking Meeting planned for September 24, 2010 in Asheville, NC. Of 33 electronic responses, 17 (51%) are likely or very likely to attend. 11(33.3%) are not sure and 5 (15.2%) are not likely to attend.