Recruitment and Preparing Your Chapter for a New Year

Monday, August 20, 2018
Welcome to today’s session!

Please use chat to “All Participants” for questions.

For technology issues only, please chat to “Host”

WebEx Technical Support: 866-569-3239

Dial-in Info: Communicate / Join Teleconference (in menu)
Objectives

- Connect and support one another as leaders in the Open School community
- Share and discuss best practices – and challenges – that come with kick starting your Chapter’s recruitment and activities each year
- Identify strategies for internal Chapter planning within your leadership team.
Today’s Agenda

• Welcome and Introductions
• IHI Open School Overview
• Growing your Chapter: Best Practices for Recruitment
• Chapter Presentations
• Questions/Discussion
• IHI Open School Resources and Announcements
Type into the chat box:

Select “All Participants” as the recipient:

1. Name
2. Chapter Name (University/Organization)
3. What brought you to this call? What are you hoping to learn?
Introductions

Sarah Jasim, MPH, PhD
Chapter Network Coach

Meghan Cowden, RN
Chapter Network Coach

Gina Deitz
Community Manager, IHI Open School
Who we are

Our Mission

“Advance health care improvement and patient safety competencies in the next generation of health professionals worldwide.”
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Our Strategy

- Online Courses: Educational modules and activities
- Community: Interprofessional Chapters and networks
- Project-Based Learning: Guided experiential training
IHI Open School Courses

- 32+ online courses, including set of GME courses
- More than 4 million courses completed
- More than 600,000 learners have completed a course
- More than 120,000 learners have earned the Basic Certificate
- More than 1,500 universities and health care organizations using the courses
Activities Library

A Downward Spiral: A Case Study in Homelessness

National Health Care for the Homeless

Temi L. Cowens, D.C., PHD, MPH, PNP-BC, and Hoji Shiles, MSN, MN

Learning Objectives: At the end of this activity, you will be able to:

- Analyze at least three issues contributing to homelessness
- Discuss barriers to health care for individuals who are homeless
- Identify key characteristics of quality health care for the homeless

Description: Thirty-six-year-old John may not fit the stereotype of a homeless person. Yet, his life is marked by a series of problems that have led to a life on the streets. John has been out of work for over a year and has no place to stay. He sleeps in his car in a parking lot near the hospital.

Related HR Open School Online Courses:
- RPC 101: Dignity and Respect
- TA 101: Introduction to Population Health
- TA 102: Improving Health Equity

Key Topics:
- Alcohol and Substance Abuse
- Available ED: Emergency Department
- Mental Health: Person and Family-Centered Care

Games and Exercises

Who says learning about quality and safety can’t be fun? Try out Open School games and exercises that offer a unique approach to learning about improvement.

QI Games Video Series

QI Games: How Do You Measure the Banana?
QI Games: Learn How to Use PDSA Cycles by Spin...?
QI Games: Learning about Variation by Counting Ca...

More QI Games and Exercises

Understanding that systems thinking is the way they move “patients” through an emergency department. The communication, the identification and understanding of processes, and the reduction of inefficiency...
Project-Based Learning

Quality Improvement Practicum Leadership & Organizing for Change

Learner(s) complete required courses

Learner(s) identify local faculty, health system sponsor(s), and project

Learner(s) create: charter, cause and effect diagram, 2 PDSA cycles, run charts, summary

Learner(s) complete project

IHI approves and awards Practicum Certificate of Completion

Organizing & Leadership Training

Improvement Science

Subject Matter Knowledge

Change
IHI Open School Community

- **600,000** students and residents registered
- More than **900** Chapters started in **90** countries
- Over 50% of our Chapters are interprofessional
Global Chapter Leaders

- Seasoned Chapter Leaders who support and coach Chapters to expand their capacity and create a sense of identity and belonging to the community.

- **New Chapter Coaches:** Welcome, guide, and support new Chapters

- **Global Chapter Coaches:** Support, coach, and strengthen established Chapters

- **Chapter Network Coaches:** Build capacity and opportunities for collaboration across the Chapter Network
Growing your Chapter: Best Practices for Recruitment
Part I: Organize your Chapter
Where to begin?

Before you can think about recruitment, you need to know what you're recruiting people for.

- What are you hoping to achieve?
  - What are your goals for the next 6 months? For the next year?
  - What events will your Chapter host?
  - Quality improvement projects?
  - Education initiatives?
  - National campaign participation?

- How will you achieve your goals?
  - What is your leadership structure and how will you work together?
  - Where are their gaps that a new leader can fill?
  - How can you draw on their interests to create a role that is meaningful to them?
Develop a Timeline

- How often will your Chapter get together?
- What are your AIMS?
- Will you hold monthly meetings?
- What kind of events will you host?
- What are your Chapter's resources?

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Goal</th>
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<tbody>
<tr>
<td>6 months</td>
<td>Plans within this time period are solidified ideas, tied to your strategy, with a set date, time, place, and the team is clear on how you’ll distribute leadership to achieve your goals.</td>
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<td>1 Year</td>
<td>Plans within this time period are tentative with approximate dates and ideas.</td>
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<td>2-5 Years</td>
<td>Plans within this time period are brainstormed and indefinite, but kept in mind for long-term planning and stakeholder engagement.</td>
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Stay Organized

• Decide what your Chapter will be doing in the next 6 months
• Organize a date, time, and place for Chapter events
• Decide roles and responsibilities for leadership team members for all upcoming events
• Create a schedule that can be distributed at recruitment events
• Set expectations for your leadership team – how often and when will you all meet?
## Sample Schedule

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<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
<th>Activity</th>
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<tr>
<td>01/24/17</td>
<td>6:30-7:30 PM</td>
<td>RAWL 2079</td>
<td>January All-Chapter Meeting&lt;br&gt;<code>PDSA Bootcamp:</code>&lt;br&gt;<code>Practically Applying Quality Improvement</code></td>
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<tr>
<td>02/21/17</td>
<td>6:30-7:30 PM</td>
<td>RAWL 2079</td>
<td>February All-Chapter Meeting&lt;br&gt;<code>Why We Care:</code>&lt;br&gt;<code>A Discussion of Adverse Events</code></td>
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<td>03/21/17</td>
<td>6:30-7:30 PM</td>
<td>RAWL 2079</td>
<td>March All-Chapter Meeting&lt;br&gt;<code>Professional Development:</code>&lt;br&gt;<code>Creating Your Quality Improvement Profile Elections</code></td>
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<td>04/18/17</td>
<td>6:30-7:30 PM</td>
<td>RAWL 2079</td>
<td>April All-Chapter Meeting&lt;br&gt;<code>Interdisciplinary Teams:</code>&lt;br&gt;<code>Perspective Matters</code></td>
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**Sample Scheduling Tool**

### IHI OPEN SCHOOL PURDUE: WEEKLY LEADERSHIP TEAM MEETING

To the best of your knowledge, please indicate all of the times you are unavailable.

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Part II: Recruitment Strategies
General Recommendations

• Consistent, planned recruitment is necessary
• Recruit from all years/levels/professions
• If recruiting from multiple disciplines/programs, work to maintain at least one updated contact (faculty or student)
• Timing is critical. Stay organized so you can start recruiting at key points of the year (new staff training, orientation for new students, and so on).
• Set recruitment AIMS
  • For example: “Our Chapter will recruit 10 new members from 3 different disciplines by October of 2018.”
Recruitment Plan

How will you recruit new members?
• Attend a student activities fair or training
• Leverage support from leaders at your institution or organization
• Classroom visits
• Post fliers
• Advertise in a online newsletter/email blast
• Consider incentives (IPE credit, earning the Basic Certificate, and so on).
• Personalized recruitment
Advertising Materials

- Develop posters/fliers/handouts
- Include schedule for semester, if able
- Include links to website/social media so members can stay connected
- Keep materials professional and organized
Elevator Speech

• Develop a pitch about your Chapter, and encourage team members to as well (you can even practice together at your next meetings!)

• A few guidelines:
  • If you only have 30-60 seconds to tell someone the basics, what do they need to know about your Chapter? Why should they care?
  • What is your take-home message?
  • Who is your audience? (Consider how your messaging might this change depending on the audience)
  • Practice, practice, practice.
Elevator Speech Example

• Hi! My name is Meghan and I am part of University IHI Open School Chapter-- a chapter of an international organization dedicated to patient safety and quality improvement. We are an organization that helps students advance professionally and gain hands-on experience in improving patient outcomes. Through improvement projects at the university hospital and annual conference attendance, our organization provides invaluable opportunities for students to become stronger, well-rounded healthcare professionals. Thanks for your time, I hope you will join us at our kick-off event!
Set-up a successful kick-off meeting

- Ice-breaker; if able, create opportunities for people to get to know each other, and help you learn what motivated them to attend your event
- Formal presentation to orient new members to your Chapter
- Discuss past accomplishments and plan for the semester/year
- Obtain contact information from all in attendance to, follow-up with: sign-up form, details on your next event, and any Chapter requirements (e.g. membership dues)
- Supplying food at this event can help increase attendance
Chapter Presentations

Learning from and with each other
RYERSON UNIVERSITY
IHI OPEN SCHOOL CHAPTER

Student recruitment and experience to date for the Global Chapter network call
August 20, 2018
IHI at Ryerson (Chapter initiated March 2017)

Results to date:

• Strong interest from students regarding practical on-site extracurricular workshops
  • i.e. leading students through IHI open school courses, QI based case competitions (content derived from IHI database), expert panel discussions and networking

• QI project recruitment to be major facet of 2017-2018 goals however not successfully executed due to collaboration constraints and lack of team structure and communication
IHI Committee staff recruitment for 2018/19

- Facebook is our essential communication tool
- Advertising for chapter executive and associate (volunteer) positions began in June 2018
- Narrow reach; mostly students who ‘follow’ IHI Ryerson’s Facebook page/word of mouth from friends (54 applications, less than previous year)
- Structure of interviews: inclusion criteria was applicant’s interest, past extracurricular involvement, and experience in healthcare or related field.
- 1st round - pre-interview phone call with structured questions.
- 2nd round - in-person interview with semi-structured questions
IHI Committee staff recruitment 2018/19

**Improvement areas:**
- Access to listservs for Ryerson
- Diversify student groups/education levels of students/faculty support and advisors/university funding
- Skill set (ask for sample writing work, ask them to perform a test i.e. event template)
Practicum placement and recruitment

- Effort began in September 2017
- Retention difficult
- Difficulty engaging healthcare institutions for collaboration regarding health and safety, ethical issues, data sharing agreements, etc.
- Long list of references and contacts but not much follow-thru
QI project recruitment response

F2017

Google doc application responses: 32
Interviews completed: none
Potential QI project collab partners: 18 (firm response from 1)
Outreach with other chapter organizations: 1 (UofT - meeting re. advice pertaining to timelines)

F2018

Google doc application responses: n/a
Interviews completed: n/a
Potential QI project collab partners: entire search committee dedicated to outreach
Outreach with other chapter organizations: n/a
IHI Recruitment Efforts @ UIC

Meghna Peesapati
Chapter President
About UIC

- Health sciences focused university
  - West (graduate) campus solely dedicated to health sciences
    - Very few student orgs
    - QI initiatives few and far between; often only faculty-led
  - Highly competitive undergraduate campus
    - Too many health science focused student orgs; often inefficient and ineffective
- Previous IHI Open School Chapter fizzled out
  - Poor leadership
  - Uninterested member base
  - Disorganized
Leadership Boards vs. E-Boards

○ Goal: Interprofessional Leadership Board
  ○ BSN student reached out to specific leaders
  ○ Undergrad AND grad campuses represented
  ○ 12 students, 2 advisers
  ○ Issues: ACCOUNTABILITY!

○ E-Board
  ○ Needs:
    ○ Organizing meetings around individual schedules
    ○ Delegating tasks
    ○ Becoming “official” @ UIC
  ○ Election-based, January turnovers
Student Rep Recruitment

- Needs: focused recruitment by word-of-mouth
- To start, appointment-based (from existing leadership board)
- Recently, application-based
  - Gauge interest, suitability, work ethic
Recruiting General Body Members

- Speaking in classrooms
  - Via student reps
- Class list-servs
- Mass emails
- Social Media announcements
  - Only allowed after becoming “official”
- Institution-led events (choose selectively)
  - Involvement fair

Issues to Consider
- What kind of members do we want?
- What kind of involvement are we looking for?
Why IHI?

- Focuses specific to campus
  - Community service
  - Volunteering
  - Research
  - Leadership
- (Least important) Resume-building
- Gear chapter goals to student body
Questions?
Questions and open discussion

• What best practices can you share from your experience?
• What questions can we answer before we sign off?

When chatting:
• Raise your hand to let us know you have a question or comment
• Please use chat to “All Participants” for questions
Wrap Up and Announcements
Open School Resources

- **Request Recruitment Materials**: Open School bookmarks and fliers are available upon request.
- **Event Funding**: Apply for funding for your next recruitment or kick-off event.
- **Chapter Leader Toolkit**: Recruitment strategies and tips for building your leadership team.
- **Made to Stick Materials**: Craft a “sticky” elevator pitch to recruit others to your Chapter.
- **Leadership & Organizing for Change**: Strengthen your Chapter and build your leadership and community organizing skills (which will help you recruit others to your work as well!)

*We will circulate the links to access or request these resources after the call!*
We encourage you to connect with one another through the Chapter Map!
Connect with a local Chapter with the click of a button
Recruiting new people to your leadership team?

Be sure to update your Chapter’s contact information through the form on the IHI Open School website or email us directly at openschool@ihi.org.
Global Chapter Leaders are just an email away

- New Chapter Coaches: newchaptercoach.ihi.os@gmail.com
- Global Chapter Coaches: globalchaptercoach.ihi.os@gmail.com
- Chapter Network Coaches: chapternetworkcoach.ihi.os@gmail.com
Feedback from you!

- What’s one key takeaway you’ve learned from this call?
- What lingering questions do you have?
- What else would you like us to cover on future Chapter Network calls?
Thank you!