

In the past 10 years, Sigma has grown to over 500 chapters worldwide; developed new models for chapter development, including partnerships with clinical organizations; formed new global regions; gained Economic and Social Council (ECOSOC) status with the United Nations (UN); and convened the Global Advisory Panel on the Future of Nursing & Midwifery (GAPFON®). Now is the time to build on that extraordinary success and our rich heritage by developing new ways to connect with our members and other nurses worldwide, and collaborate with diverse partners to catalyze change for advancing world health and global nursing excellence.

Please join me in embracing the 2017-2019 Presidential Call to Action.

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Connect.  
Collaborate.  
Catalyze.

Presidential  
Call to Action  
2017-2019



# Connect.

Sigma's vision is to be the global organization of choice for nursing. To do so, we need to connect with fellow nurses and partners near and far, and work together to share our message, opportunities, and accomplishments. Technology allows us to make connections and work collaboratively like never before. We must make maximum use of cutting-edge technologies to digitally transform as an organization and advance the work of Sigma.

- Develop a strategic plan for your chapter and use technology deliberately to meet your goals.
- Manage your chapter website on The Circle and network through a community of interest ([thecircle.nursingsociety.org](http://thecircle.nursingsociety.org)).
- Be intentional about learning and using a minimum of one new social media strategy professionally each year:  
**Twitter:** [www.twitter.com/stti](http://www.twitter.com/stti), Follow and like @STTI, @STTIPub, @BethTigges  
**Facebook:** [www.facebook.com/SigmaThetaTauIntl](http://www.facebook.com/SigmaThetaTauIntl)  
**LinkedIn:** [www.linkedin.com/company/sigma-theta-tau-international](http://www.linkedin.com/company/sigma-theta-tau-international)
- Help your members to be technology savvy.
- Participate in Sigma webinars for chapter members and leaders.
- Use video-conferencing to conduct or enhance chapter and regional meetings, and consider live-streaming and archiving chapter programs and events.
- Post content in the Virginia Henderson Global Nursing e-Repository ([www.nursingrepository.org](http://www.nursingrepository.org)).
- Attend and present your work at Sigma's global conferences (International Nursing Research Congress, Nursing Education Research Conference, Biennial Convention) or follow Sigma events on Twitter.
- Promote and use continuing education and other resources available through the Sigma Marketplace.
- Develop a TED Talk or similar format to disseminate nursing expertise, evidence, and outcomes.

# Collaborate.

The Sigma mission is to advance world health and celebrate nursing excellence in scholarship, leadership, and service. To do so, we need to be intentionally collaborative. Collaborations foster creativity and innovation, are best for addressing complex issues, and are more successful in challenging environments. By expanding our collaborative work with other nurses and partners outside of nursing, we can more successfully fulfill our mission.

- Make sure your chapter strategic plan includes activities with at least one new collaborative partner per year, such as another chapter, hospital, university, profession, or community.
- Consider whether the new chapter model of incorporating a practice setting is right for your chapter.
- Work with fellow chapter leaders to implement initiatives highlighted in Chapter Key Award criteria to maximize chapter effectiveness and apply for an award.
- Complete a service project with another professional organization or community group.
- Identify potential collaborative partners through The Circle or develop a new community of interest with a specific goal ([thecircle.nursingsociety.org](http://thecircle.nursingsociety.org)).
- Serve in elected and appointed positions in broad, health-focused organizations.
- Lead and participate in collaborative activities that advance the UN Sustainable Development Goals (SDGs) ([nursingsociety.org/unitednations](http://nursingsociety.org/unitednations)).
- Diversify your professional networks to gain new partners and ideas for innovative solutions.
- Attend workshops or read publications about effective leadership or participation in collaborative teams.
- Complete a volunteer profile on The Circle to work with others ([thecircle.nursingsociety.org](http://thecircle.nursingsociety.org)).

# Catalyze.

To be the organization of choice for nursing and advance world health, Sigma must be a catalyst for action. Catalyze means to bring about, initiate, produce fundamental change, or transform. We can use our skills as practical, innovative, and visionary nurse leaders to transform global nursing. Sigma is a global organization; we think globally about advancing world health and celebrating nursing excellence, but we implement our global vision and mission within local contexts — within chapters and regions of the world. Because of this perspective, we can bring about significant change in our communities.

- Make sure your strategic plan focuses on strengthening existing activities or developing new initiatives.
- Continue the tradition of celebrating Sigma's annual Founders' Day (5 October) with 90 minutes of service as a volunteer.
- Engage in program and policy initiatives related to the Global Advisory Panel on the Future of Nursing & Midwifery (GAPFON®) at [www.gapfon.org](http://www.gapfon.org).
- Structure chapter and regional activities to support the strategic intent of Sigma's Board of Directors, as indicated in Sigma's strategic plan and board updates.
- Participate in regional councils and initiatives to foster growth and collaboration within all global regions.
- Advance global nursing leadership and research with personal and Chapter Giving Club donations to the Sigma Foundation for Nursing.
- Jointly fund scholarships and grants with local professional organizations.
- Serve as a career advisor, coach, or mentor through the Career Center on The Circle.
- Submit the outcomes of your professional work to Sigma's *Journal of Nursing Scholarship* or *Worldviews on Evidence-Based Nursing* for publication.
- Nominate colleagues for Sigma's international and chapter awards, Emerging Nurse Researcher Award, International Nurse Researcher Hall of Fame, and honorary membership.