

The RCN
Strategic
Plan

forward together ● ● ▶



The RCN
Strategic Plan
2008-2013

RCN Strategic Plan 2008 – 2013

The strategic goals

1.0 Build a membership organisation which values both the professional and trades union functions, and whose power is enhanced by their working together

- 1.1 Maximise opportunities for joint working across functions.
 - 1.2 Implement ways and means that guarantee the members' experience with the organisation exceeds expectations.
 - 1.3 Ensure education and development is accessible to all members.
 - 1.4 Implement processes that foster professional ways of working with government, employers, and policy-makers.
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2.0 Engage the full breadth of clinical and workforce talents, experience, and expertise of members and staff

- 2.1 Reinforce members' existing workplace skills by providing education, training and accredited development that target local needs.
 - 2.2 Encourage a wide range of members to be influential in the role of activist.
 - 2.3 Develop the political and communications influencing skills of activists, ensuring the training is valued as an enhancement to the personal skills of the individual and their team.
 - 2.4 Engage, recruit, and retain nurse leaders – promoting the benefits of RCN partnerships with nurse leaders throughout the UK in the NHS, independent, and education sectors.
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3.0 Strengthen the RCN as the leading authority on nursing in health and social care

- 3.1 Strengthen the voice of members and staff, taking a strategic role that makes an impact on the wider health and social care agenda.
 - 3.2 Actively promote the RCN's work and its impact on nursing and health/social care systems – nationally, within the EU, and internationally.
 - 3.3 Base RCN statements, policies, and local strategies on the best available evidence.
 - 3.4 Clearly communicate RCN statements, policies, and local strategies to members, other health care workers, the media, politicians, and the public.
 - 3.5 Be recognised as a leading authority on the setting of professional standards and accreditation.
 - 3.6 Develop our role as a Royal College, increasing partnerships in learning and development.
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4.0 Embrace the wider nursing family, furthering strategic activities in our membership make-up, our networks, and with employer organisations

- 4.1 Become a larger organisation by recruitment of health and social care support workers, who are supported through the promotion of tailored learning and development opportunities, including their inclusion in the RCN governance structure.
- 4.2 Build formal networks with other organisations to maximise benefit to members.
- 4.3 Increase positive recognition of the RCN by independent sector organisations.

5.0 Campaign for nursing, health care and patients

- 5.1 Address three strands of campaigning: for members, for the public, and for the wider health and social care environment.
- 5.2 Engage in partnerships that deliver a range of externally led campaigns.
- 5.3 Fight for a good standard of pay and working conditions for members.
- 5.4 Put the public and their care at the centre of our campaigns.
- 5.5 Ensure the strong lobbying force of our members is acknowledged.
- 5.6 Increase member involvement in media work, campaigning, and lobbying.

6.0 Strengthen accountability in our governance structure

- 6.1 Maintain an RCN legal structure, governance arrangements, and ways of working which are appropriate to evolving legal requirements, statutory requirements, and political environments.
- 6.2 Recognise, understand, and make explicit, the similarities and differences between political devolution in the UK countries, and reflect this in our governance and management structures and decision-making processes.

7.0 Maximise the RCN's contribution to improving the health and wellbeing of the national, EU, and international population

- 7.1 Ensure the RCN contributes evidence-based information into developments in health and social care policy, ensuring the RCN and nursing are engaged in all appropriate health and social care policy development forums.
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8.0 Enabling structures and processes to value diversity

- 8.1 Be a world-class champion of diversity, equality and human rights within the health and social care sector.
- 8.2 Further promote our diversity toolkit, and be seen to promote issues of social inclusion whilst also tackling inequalities in health care.

9.0 Build the RCN as a business, to enable an efficient membership organisation

- 9.1 Build an effective, efficient organisation that maximises its income and achieves value for money.
- 9.2 Develop a knowledge management system that ensures we are proactive in our approach to policy and practice development and makes policy instantly accessible.
- 9.3 Utilise new technology to achieve maximum value and benefit, especially in the field of member communications. Be acknowledged as a leader in e-health.
- 9.4 Attract and retain high calibre staff into the organisation.

10.0 Communicate the responsibilities the RCN has given its current charitable status and consider how this should develop in the future.

- 10.1 Demonstrate the direct benefits of the RCN charitable objectives to the Charity Commission and the public.
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