



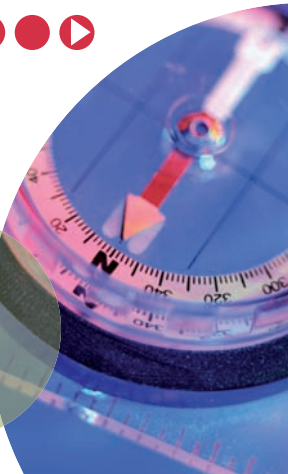
Royal College
of Nursing

the RCN
strategic
plan

forward together 

RCN Strategic plan - Summary

A summary



The RCN Strategic Plan 2008-2013 – a summary

Our mission

The RCN represents nurses and nursing, promotes excellence in practice and shapes health policies.

The RCN Strategic Plan

The RCN has a plan that maps out its goals, and keeps its short and medium term activities on track. The current plan (2003-2008) is at an end, and now, following a year of research, debate and consultation, we have a new strategic plan that sets out our aims, objectives and priorities for 2008-2013.

Charting the journey

RCN members and staff have worked as one to define what we need to do over the next five years.

Your views have helped shape the RCN Strategic Plan. At consultations at Congress 2007 and our AGM in October 2007 you contributed to the goals in the strategic plan, and endorsed its overall direction.

Together, we've created the pathway that takes us step-by-step towards fulfilling our ultimate vision.

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

- Maximise opportunities for joint working across functions
- Foster professional ways of working with government, employers and policy makers

Engage the full breadth of clinical and workforce talents, experience, and expertise of members and staff

- Recruit and retain nurse leaders, and promote the benefits of UK-wide partnerships with nurse leaders across the NHS, independent and education sectors
- Encourage, enable, and empower members to become influential RCN activists
- Reinforce workplace skills through education, training and accredited development programmes that target local needs

Strengthen the RCN as the leading authority on nursing in health and social care

- Influence and shape the wider health and social care agenda
- Communicate clearly our statements, policies and local strategies to members, other health care workers, the media, politicians and the public
- Promote the impact of our work nationally, within the EU, and internationally
- Be recognised as a leading authority in setting professional standards and accreditation
- Develop our Royal College role by embarking on new social, and learning and development partnerships

Embrace the wider nursing family, furthering strategic activities in our membership make-up, our networks, and with employer organisations

- Recruit health and social care support workers and support them with tailored learning and development, and inclusion in the RCN governance structure
- Build formal networks with other organisations to maximise benefit to members
- Increase positive recognition of the RCN by independent sector organisations

Campaign for nursing, health care and patients

- Put the public, and their care, at the centre of our campaigns
- Demonstrate how nursing facilitates positive change in health and social care policy and practice
- Engage in external campaigns that benefit our members, or patients, or help shape the wider social care environment in a positive way
- Fight for a good standard of pay and working conditions for our members



Strengthen accountability in our governance structure

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

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

- Ensure the RCN contributes evidence-based information to developments in health and social care policy
- Ensure the RCN and nursing are engaged in all appropriate health and social care policy development forums

Enabling structures and processes to value diversity

- Be a world-class champion of diversity, equality, and human rights in the health and social care sectors
- Tackle issues of social inclusion and inequalities in health care
- Promote our diversity toolkit



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

- Become an acknowledged leader in e-health
- Ensure we are proactive in our approach to policy and practice, and make policy instantly accessible
- Utilise new technology to achieve maximum value and benefit, especially in the field of membership communications

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

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

To find out more about the RCN and the information and resources, including learning and development opportunities, available to you, visit the RCN website www.rcn.org.uk

Published by the
Royal College of Nursing
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London W1G 0RN

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Publication code: 003 245