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Published by the Royal College of Nursing
20 Cavendish Square
London W1G 0RN
Tel: 020 7467 3333
Fax: 020 7467 3458
Publication code: 003 245 26/06/12

A summary

RCN Strategic plan - Summary

Royal College of Nursing

the RCN
strategic plan
forward together
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

- Maximize 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
- Workforce 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
- 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
- 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

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