

The Royal College
of Nursing
Student
membership



Royal College
of Nursing
Students



Royal College
of Nursing
Student Ambassadors

RCN Recruitment Strategy

UCAS marketing

Working with UCAS, who provide the central service between applicants and universities. Activity has included marketing emails to their database of first year students and advertising on their website.

Webinars

A series of webinars to inform students of RCN's role, services and the value of joining the RCN. The name of the webinars are called 'Supporting you with your studies and future career'.

Animated video

A 3-minute video showcasing our student membership offering and the campaigning work we've done for members.

Virtual presentations

The countries and regions delivered various presentations during universities' virtual freshers weeks. As well as working closely with their university contacts to promote student membership via digital channels.

Social media

Regular social media promotion highlighting student membership benefits, as well as paid social media activities including Facebook Ads and Pay Per Click marketing.

Student benefits e-flyer

A one page electronic flyer for students to find out more about RCN student membership.

Website banners

Clickable website banners to promote RCN on partner and university websites.

RCN Starting Out

Promoting this brilliant new online resource to nursing students and newly qualified nurses for them to access the latest nursing knowledge, expertise and support - <https://startingout.rcn.org.uk/>

Representing the collective views of our student members



RCN Student Ambassadors Championing the student voice

This is a role for a nursing student who is passionate, who wants to make a difference, who has energy and enthusiasm and who is willing to become active with the RCN to make positive changes.



Signposting and supporting



Signpost student members to relevant RCN staff, expert services and resources to support their nursing education and practice experience. Support student members to share their experience and encourage peer support.

Connecting and campaigning










Connect with RCN student members to encourage engagement with the work of the RCN, through forums, local branches and the Students' Committee. Campaigning of student related issues, locally and nationally.

Questioning and influencing



Enhance the reputation and influence of the RCN student voice through the recruitment of student members and RCN student ambassadors. Question and influence on issues that impact on student education and experience.

 Role descriptor	1. Work within the parameters of your role.	2. Promote equality of opportunity and inclusion for all RCN student members.	3. Organise student members to engage with the work of the RCN on local and national levels.	4. Empower student members to access and use information and advice appropriately.	5. Develop and support partnership working between the RCN and other stakeholders, sharing intelligence and promoting effective communication.
 Signposting and supporting	Protect your own health and wellbeing by maintaining a healthy work/life balance. Ask for support when required. Act as a role model for student members.	Signpost student members to the RCN inclusion strategy and to seek expert RCN advice if they feel they have been treated unfairly.	Support students to develop networks so they can help each other through challenging aspects of their course and signpost to national events.	Direct student members to current and credible sources of information and resources to support their nursing education and practice experience.	Signpost student members to their local branch and professional forums to share experience and gain support from other members.
 Connecting and campaigning	Organise opportunities to be visible and share the scope of your role with local student members, branch, forum and the Students' Committee.	Connect with student members and give them the opportunity to share their experiences of equality and inclusion and contribute towards RCN campaigns.	Encourage student members to engage in wider RCN campaigns and events. Organise groups of members, with the support of RCN staff, to attend RCN Congress.	Promote the professional service of the RCN Libraries and encourage student members to attend local events.	Develop networks and connections with student members to enhance effective communication and work collectively.
 Questioning and influencing	Promote the RCN and recruit student members, encouraging them to become and remain active with the RCN throughout their nursing career.	Share examples of good and poor practice and organisational culture with the local branch/office to influence the wider RCN inclusion agenda.	Encourage student members to question and influence on student related issues by networking with local branches and forums to influence the Congress agenda.	Use social media to encourage members to share their feedback on the value of RCN resources and generate ideas of how they could be developed further.	Create a link between the university, local RCN office, branch and student members to share intelligence and promote positive partnership working.

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Representing the position of student members

The RCN Student Ambassador is pivotal to the organizing structure of the RCN.

An RCN Student Ambassador working within the educational institution, is best placed to listen to and understand the issues that matter most to student members.

This intelligence is shared with their regional or country member of the RCN Students Committee.

The Students Committee discuss this shared intelligence to agree a student position.

This position is represented by student members of RCN Professional Nursing Council, Trade Union Council and RCN Council.



For Example:

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In January 2021 The Secretary of State for Health and Social Care formally asked the Nursing Midwifery Council to reintroduce the emergency education standards to support the Covid response. This offered Educational Institutions the option to offer paid clinical placements to final year nursing students.

The RCN needed to make a quick response to this proposal which was representative of our members views and the experience of student member who faced this situation in March 2020

We were able to speak to the students committee who shared their collective position. This enabled RCN staff to establish a membership led position and share that position with external, influential organisations.

Any Questions?



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