



**Oncology Nursing
Society**

Student Recruitment Toolkit

Engaging Local Nursing Students

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Links to Additional Toolkit Resources

- [ONS Cancer Basics™ Course](#)
- [Chapter Community Website Handbook](#)
- [Student Member Information](#)



Success Metric: Student Recruitment Event

This toolkit provides information on the *Student Recruitment Event* success metric. To complete this metric, your chapter must host or participate in a student recruitment event.

What Is a Student Recruitment Event?

A student recruitment event is an opportunity for chapters to engage with nursing students and foster their interest in oncology nursing. These events can take various forms, such as open houses or informational sessions. Recruitment events aim to showcase the benefits of joining ONS, including free student memberships and educational resources like the ONS Cancer Basics course. By participating in or hosting these events, chapters can help encourage the next generation of oncology nurses.

Event Examples

- Open house at a local hospital or nursing school to introduce students to oncology nursing and ONS
- Informational session featuring oncology nurses sharing their career experiences and insights
- Workshop on oncology nursing skills or cancer basics, tailored for nursing students
- Mentorship meet-and-greet to connect students with experienced oncology nurses
- Panel discussion with current ONS members about the impact of oncology nursing in health care
- Webinar or online seminar about the role of oncology nurses and the resources available through ONS
- Collaborative event with nursing faculty to discuss career paths in oncology nursing in the classroom
- Student tour of an oncology unit to provide firsthand exposure to the field
- Fun event for nursing students, such as attending a local sporting event or participating in a group activity

Schools of nursing are generally the best organizations to collaborate with in order to get in front of student nurses. To find accredited schools of nursing near you, please use the search feature on the Commission on Collegiate Nursing Education's website:

<https://directory.ccnecommunity.org/reports/accprog.asp>

Some chapters have had success in partnering with schools of nursing to encourage or require involvement at an ONS event as part of a course curriculum; this can include extra credit opportunities. It is always helpful to poll chapter members to determine if anyone currently sits on a nursing faculty or has connections with local nursing educators.

Event Logistics

Venue

Ideal locations include schools of nursing or colleges with established nursing programs, as these institutions provide direct access to prospective student members. Partnering with hospitals or healthcare facilities with oncology departments may also offer unique opportunities to engage students in a professional environment while showcasing real-world applications of oncology nursing.

Community centers or conference spaces near nursing schools can serve as accessible alternatives, offering flexibility in accommodating workshops, panel discussions, and informational sessions. For more informal networking events, local restaurants may have event spaces that are suitable. It's important to ensure that the venue is equipped with necessary amenities like projectors (if applicable), seating, and accessibility features.

Promotional Materials

ONS has a variety of promotional materials geared toward student members; your chapter is welcome to print these resources and making them available to non-members. This includes information on the ONS Cancer Basics™ course, which is free to student members. As a reminder, student membership to ONS is free for prelicensure students; this also includes one free chapter membership.

You can access current printable promotional items on the [Printable Materials](#) tab of the Chapter Leaders Community.

Example Program Content

Although the format of your event may vary, the program content should aim to engage, educate, and inspire student nurses to consider a career in oncology nursing. The following is an example of an event outline.

Consider opening the event with a welcoming session led by chapter leaders, focusing on the importance of oncology nursing and introducing ONS. Highlight the benefits of student membership, including access to free resources like the ONS Cancer Basics course, and emphasize the opportunities for professional growth, mentorship, and networking within the ONS community. This session can set the tone for the event and help students understand the value of becoming part of a dedicated professional organization.

Following the introduction, experienced oncology nurses and faculty can lead breakout workshops or panel discussions. These sessions can delve into key aspects of oncology nursing, such as patient care innovations, advancements in cancer treatments, and the role of nurses in interprofessional teams. Panelists can share their personal career journeys, challenges in the field, and the rewards of making a difference in patients' lives. This content is critical in helping students envision their future roles and understand the real-world applications of their nursing education in oncology settings.

Close the event with an interactive networking session, featuring roundtable discussions or informal Q&A segments in which students can connect with professionals and ONS members. This segment can also include a hands-on activity, such as creating a mock care plan for a fictional patient with cancer, to provide practical insight into the day-to-day responsibilities of oncology nurses. Concluding the event with an emphasis on collaboration and community will leave students with a sense of belonging and excitement about the possibilities a career in oncology nursing can offer.

Event Checklist

- ☐ Hold initial organizing meeting (identify planning team, discuss venue options, identify possible dates, etc.).
- ☐ Schedule regular meetings of the planning team (at least two to three months prior to event).
- ☐ Design the overall event plan and budget, which can include:
 - Any venue costs
 - Handouts, fliers, folders, etc.
 - Signage
- ☐ Select and confirm venue.
- ☐ Share a save-the-date message or invitation with your chapter members and local schools of nursing.

- ☐ Open volunteer registration using the Event function on your chapter site. See the [Chapter Website Handbook](#) for more information.
- ☐ Share the event information and volunteer link on your chapter site and any chapter social media pages.
- ☐ Distribute flyers and other promotional materials to local schools of nursing.
- ☐ Send reminders to chapter members and neighboring chapters to solicit participation.
- ☐ Assemble educational materials for attendees (if applicable).
- ☐ Confirm logistics with venue.

Event Registration

Because the event is open to students who may not be current chapter members, special considerations may need to be made when collecting event RSVPs or registrations. If working directly with school of nursing faculty, consider having them collect a student headcount for the event. If opening an online registration via the chapter site, make sure the event type is listed as **“Open to Non-Members.”**

See the [Chapter Website Handbook](#) for more information on creating a digital event registration.

Event Follow-Up

Following the event, your chapter should actively engage with students who expressed interest in joining or learning more about the organization. This can be achieved by organizing follow-up meetings or informational sessions tailored to their needs. Providing additional resources, such as brochures, outlines of membership benefits, or access to a mentorship program, can further solidify their interest. Establishing a structured communication plan, such as sending periodic updates about upcoming events and opportunities, maintains the momentum and keeps the organization at the forefront of their minds.

Consider sending paper membership applications to local schools of nursing for interested students. It is important to emphasize the following to students:

- ONS student membership is free.
- Even if they do not want to specialize in oncology, they will be caring for patients with cancer during their nursing career.

Additionally, the knowledge gained through the ONS Cancer Basics course can be helpful in their day-to-day care, regardless of which specialty they ultimately pursue.

Sample Communications

Email to School of Nursing Faculty

Subject: Invitation to Professional Event for Nursing Students

Dear [Faculty Member's Name],

I hope this message finds you well. I am reaching out to invite your school of nursing to collaborate with our local chapter of the Oncology Nursing Society (ONS) on an opportunity for your nursing students.

As nurses, we understand the importance of providing students with real-world experience. As such, on [Date], [Chapter Name] will be hosting an engaging event, “[Event Name],” designed to inspire and prepare future nurses for the dynamic challenges of healthcare, including the care of patients with cancer. The event is open to students, regardless of their membership status with ONS, and will feature [key highlights such as guest speakers, workshops, and networking opportunities].

Considering that oncology care is an area of practice all nurses encounter, even outside specialization, this event offers invaluable resources, including our free membership for students and access to educational materials like the ONS Cancer Basics course. Attendance will foster their professional growth through mentorship and networking opportunities.

We kindly ask for your assistance in bringing this opportunity to your students by considering the following:

- Including event attendance as a required component or extra credit within your curriculum, or
- Promoting the event to your students

Your support would be instrumental in empowering the next generation of nurses with insights and skills that transcend specialties. Attached to this email are further details about the event and ONS student membership benefits. If you have any questions or would like to discuss ways to integrate this into your curriculum, I would be delighted to connect with you.

Thank you for your dedication to the education and development of future healthcare professionals. I look forward to hearing from you and hope to see your students at the event.

Warm regards,
[Your Full Name]
[Your Chapter Role]
[Your Contact Information]

Metric Completion Checklist

To consider this metric completed, your chapter must have hosted a student recruitment event during the calendar year. To confirm completion of this metric please complete the following checklist.

- ☐ Plan an event which has the primary goal of recruiting student members.
- ☐ Invite student members to the event.
- ☐ Host the event, taking note of how many students attended and how many ultimately joined ONS.
- ☐ Report the event information, student attendance, and student membership totals on your next [Quarterly Report](#).