

Action Plan of 2021

Contents

Action Plan of 2021.....	1
Prologue: How do I read an action plan?	3
Knowledge: The students know and are familiar with what the student union does.....	4
1. Project: A member-centred student union that looks like its students	4
Feeling: The students want to be part of the student union and feel that they are a part of it.....	8
2. Project: To a new strategy and beyond!.....	8
3. Project: A truly international university community.....	9
4. Project: Sustainable campuses as the cradle of student life	13
Action: The students participate in and influence what the student union does.....	16
5. Project: TREY ❤️ Associations – The Student Union supports and trains associations	16

Scope of action: The student union is a respected and influential expert of student life.....	18
6. Project: TREY's research hits home!	18
7. Project: Facts to the table! – A report on the income of university students in Tampere	20
8. Project: Municipal elections are coming, are you ready?.....	21
9. Project: Tight study periods don't need no obstacles of progress!.....	23
The Student Union's internal development.....	26
10. Project: Values in TREY's financial affairs.....	26
11. Project: A communal, developing, and modern student union in the change of the working life	28
Appendix 1: The continuous schedule of steering documents and surveys..	31

Prologue: How do I read an action plan?

Hi! You are holding in your hands a draft action plan for 2021. In the early years of the Student Union, we constantly strive to develop activity guidelines, division of labour and setting objectives for our work. The action plan has a huge role to play in this development work and that is why this action plan is also a little different than before. We believe that this action plan will especially support a more multidimensional approach to phenomena within the student field and, on the other hand, with its slightly narrower scope, will bring a more realistic view of the resources available to the Student Union and reaching objectives.

This action plan consists of eleven cross-sectoral projects that meet the objectives of our strategy. Ongoing activities, such as activity development, work with interest groups and matters that are an integral part of the sectors' work every day, have been completely excluded from the action plan. In this way, the priorities for this year and necessary resources are easy to find.

We believe that this action plan, together with our ongoing activities, will make next year even more impressive and build an even better Student Union for us students.

Happy reading!

- Chair Annika and Specialist in Communications and Advocacy Saana

Knowledge: The students know and are familiar with what the student union does.

Project: A member-centred student union that looks like its students

Sectors responsible for the project: Communications, corporate cooperation

Sectors working on the project: Communications, brand, membership services, corporate cooperation, main sector, volunteers, heads of bodies

Today: The Student Union's communications and their reach were investigated with a survey on development of communication in the spring of 2020. Among other things, the results of the development survey showed that the Student Union should be more present on campuses and have a more personal approach to communications.

The Student Union's membership services have been inherited almost as they were from the old student unions, and the range of membership

services needs to be expanded and promoted in order to establish the Student Union as a service provider.

Due to its young age and the exceptional year with the coronavirus, the Student Union's event and volunteer practices have not been established. The activities of bodies can only be reviewed after they have properly began working.

Corporate cooperation is carried out with the partners of former student unions. The Student Union's corporate cooperation communication is inconsistent and needs effective practices. The systems used in corporate cooperation do not serve the needs of the sector.

Target: All necessary actions that arose from the results of the survey on development of communication have been taken. The Student Union's communication channels are in appropriate use and serve students. TREY's renewed newsletter has an established place as a communication channel. TREY is a high-quality service provider with a diverse range of member services that students know about.

The Student Union has good volunteer practices that make it interesting and attractive to apply to volunteer. The Student Union's bodies are appropriate.

TREY's corporate cooperation partners are always in the best interests of students and corporate cooperation communications is student-centred. TREY's corporate cooperation communications is interesting, useful and of a high quality. Corporate cooperation systems have been critically examined and a few potential systems serving the needs of the sector have been introduced.

Continuous goals: In the early years of TREY, development work is systematic, and activities are continuously developed based on sectors' experiences and received feedback.

Long-term target: TREY is approachable and casual in the eyes of students. Students are familiar with the daily life of the Student Union and its continuous activities. TREY provides students with a meeting place where bodies are also visible and active.

Plan of action:

- Creating communication practices that make TREY's communications more personal and casual. Making the Student Union's communications more approachable and understandable by training actives in language maintenance among other things

- Examining member services and their use with a survey. Expanding the range of member services based on the results of the survey
- Critically examining the Student Union's communication platforms, especially regarding the University's communication channels
- Examining the Student Union's communications from the perspective of sustainable development and implementing a table tent reform
- Introducing an open Telegram information channel through which the student union communicates about matters concerning all students
- Establishing practices to highlight bodies and associations in TREY's events and communication channels
- Investing in running the bodies and training the leaders and members of bodies. Examining the bodies as a whole and their functionality for both the Student Union and the volunteers. Developing the meaningfulness of work and sense of community in the bodies.
- Paying attention to student-centredness in all corporate cooperation agreements and communications
- Implementing promotional videos for corporate cooperation and examining their reach and reception in the community
- Implementing a handbook on corporate cooperation
- Surveying cooperation partners that would fit TREY through acquiring

new partners in addition to previous student-centred partners

- Testing a few new corporate cooperation systems and critically examining the suitability of the current system

Feeling: The students want to be part of the student union and feel that they are a part of it.

Project: To a new strategy and beyond!

Sectors responsible for the project: Main sector

Sectors working on the project: Main sector, Council of Representatives

Today: TREY's first strategy was drawn up during 2018. The strategy period of the current strategy is 2019–2022. In 2018, the strategy was prepared through the active inclusion of students, associations, and student union actives. To prepare a new strategy with an equally excellent process in 2022, preparations for the process must be made already in 2021.

Target: In 2021, TREY's strategy process is designed so that the process can run smoothly during 2022. TREY's strategy process is designed to be applicable in the future as well.

(Continuous) goals: In 2022, a new strategy will be adopted.

Long-term target: TREY's strategy work has clear structures and schedules. Implementing and updating the strategy is a natural part of everyday life.

Plan of action:

- Preparing for drawing up a new strategy by planning a process for updating the strategy
- The people responsible for the strategy process are trained in strategy work
- Planning and implementing a survey for interest groups to support strategy work

Project: A truly international university community

Sectors responsible for the project: International affairs, tutoring

Sectors working on the project: International affairs, tutoring, educational affairs, equality

Today: There are multiple students and staff in the university community who use English as their communication language, which limits their opportunities to participate in decision-making, discussion, and various activities. The coronavirus has caused a blow to the internationality of the University when exchanges have been cancelled, and it has become more difficult for international students to arrive in the country.

TREY has developed bilingualism in its own activities, for example in the Council of Representatives, but the practices have not been established. At present, neither the office of the Student Union nor the Council of Representatives operate in a bilingual manner.

The role of an international tutor is not attractive to a large proportion of students and a sense of community is lacking in the experience of many international tutors. International tutors are often left without support and the task is burdensome. In many fields, too few international tutors have been recruited compared to starting positions.

Target: Associations know how to apply for and receive support from TREY to develop their own activities to better consider international students. The popularity of international tutoring has grown.

The opportunities for students who use English as a communication language to participate in the activities of the university community and especially the Student Union have improved. In addition to Finnish, it is possible to stream the meetings of the Council of Representatives in English.

The University and the Student Union have sufficient translator resources for simultaneous bilingual communication. The University has clear language principles.

Continuous goals: TREY will continue its advocacy work so that everyone has the experience of belonging to the community right from the beginning of their studies. The new language principles of the University enable students who use English as a communication language to become student representatives.

Long-term target: Students, associations, and the Student Union form a tight, international community where everyone has an equal opportunity to participate in activities and fulfil themselves. TREY is seen as encouraging

and inspiring internationalism and their support is trusted. Being an international tutor is meaningful, communal, and rewarding.

Plan of action:

- Clarifying the division of responsibilities for international tutoring between subject associations and the University
- Supporting international tutoring organisers in recruiting international tutors and creating communality
- Negotiating external motivators with the University to promote the attractiveness of international tutoring
- Creating TREY's own language principles, which define the goals and measures for TREY's own internationality, as well as goals / proposals for what is desired from the University's multilingualism
- Examining the preparedness of TREY's office regarding bilingualism and taking necessary actions to promote equal opportunities for participation
- Acquiring necessary interpretation equipment

Project: Sustainable campuses as the cradle of student life

Sectors responsible for the project: Campus development

Sectors working on the project: Associations, educational affairs, equality, well-being, sustainable development

Today: A unified approach is needed to influence the University's facilities and their use. TREY works on campus development issues in several different sectors, for example from the perspective of associations, educational development, equality, and sustainable development, without any coordination of the work.

The facility issues of associations differ significantly depending on the campus. For example, recycling opportunities and the accessibility of facilities also vary. The University is running a flipped classroom project that requires the development of teaching facilities, and the high utilisation rate of, for instance, EXAM venues is creating pressure for new solutions regarding the use of facilities.

In 2020, an environment programme was also prepared for TREY, and its implementation will require cooperation from a wide range of sectors.

Target: Pinni A's association facilities have been renovated and rebranded, and students use them actively. The work has begun to build a permanent kyykkä field for students on the University premises. Advocacy work to acquire association facilities and various 24/7 access right areas has made progress. The accessibility of the University's facilities and association facilities is recorded in the University's Policy on Equality and Non-Discrimination. The University supports teaching staff and students in distance learning as well as the use of electronic systems and services.

The University takes environmental issues thoroughly into account in campus development and cooperates with students and associations to promote sustainability. The office and associations are familiar with TREY's environment programme, and some of its measures have been implemented.

Continuous goals: The University and the Student Union have a common plan to improve the whole of association facilities. Teaching is more widely implemented digitally. Teaching methods will be diversified to take into account both contact teaching and digital platforms, thus accommodating students in different situations.

Long-term target: The University's facilities are, within relevance, 24/7 in the use of students and associations, and associations have facilities that substantially support their activities. The University's facilities are accessible on all campuses and electronic examinations can be completed regardless of time and campus. Sustainable development is a natural part of the activities of the Student Union and associations. All campuses have accessible and gender-neutral sanitary facilities.

Plan of action:

- Renovating Pinni A's association facilities
- Clearly dividing the responsibilities regarding campus development at the office so that both community and advocacy issues can best be addressed in the work
- Together with kyykkä-playing students, starting to advocate for the building of a permanent kyykkä field for year-round student use on the University premises.

Action: The students participate in and influence what the student union does.

Project: TREY ♥ Associations – The Student Union supports and trains associations

Sectors responsible for the project: Associations

Sectors working on the project: All sectors that produce training and materials for associations

Today: TREY's association field is very diverse, and associations have different difficulties and needs depending on the nature of the association's activities. TREY's training events currently include Associations' Kick-Off, Conference for Educational Affairs, and training events for different bodies as well as a course for association actives and student representatives organised in cooperation with the University. However, associations have a clear need for wider and more focused support so that they have a better chance to develop their activities and be even more active in both the student and the whole university community.

Target: The training needs of associations have been surveyed. TREY has begun to systematically develop trainings into a unified and comprehensive entity that takes bilingualism into account.

In the beginning of 2022, TREY will have an extensive association guide that supports the activities of associations. All TREY's sectors have examined what materials they could produce to support association activities.

Continuous goals: TREY's association training is actively developed based on feedback and wishes from associations. TREY's support is useful to associations and helps them develop their activities.

Long-term target: TREY's training selection has been developed. Associations actively participate in common trainings and bodies. International associations are on the same level with other associations from the perspective of know-how. Associations know what association services TREY offers and can ask for help if needed.

TREY has a logically built guide to association activities that includes versatile content to support the activities of associations. In addition, TREY has a material bank where TREY's sectors can add materials for associations to use.

Plan of action:

- Collecting information about associations' needs for training.
Implementing a plan on organising training and producing training material based on the information received
- Answering previously perceived problems in association activities with the training selection
- Creating and approving a guide for association activities in cooperation with sectors
- Updating the material bank on TREY's website and actively communicating about it to the associations.

Scope of action: The student union is a respected and influential expert of student life.

Project: TREY's research hits home!

Sectors responsible for the project: The office's internal working group

Sectors working on the project: The main sector, the office's internal working group

Today: TREY conducts a significant amount of small surveys and, in addition, collects feedback about events and from associations to develop activities and to support advocacy work. TREY does not have clear principles on how the collected information can be used for research purposes. Reports are made in all sectors, but reporting is not coordinated within TREY and the long-term observation and archiving of information is inadequate. The received results could be utilised better in TREY's advocacy work. External research cooperation, for example thesis cooperation, has not been done and there are no commonly agreed principles for it.

Target: TREY has clear structures and principles for conducting different reports and surveys.

Continuous goals: TREY offers an opportunity to prepare custom-made theses for the Student Union.

Long-term target: TREY conducts impressive research and reporting and knows the student community through that. TREY's advocacy work is based on researched information, and TREY advances science and education in the public discussion through its own example.

Plan of action:

- Creating principles and clear roles for TREY's reporting
- Creating the grounds for funding TREY's research
- Creating structures for thesis cooperation
- Creating research cooperation structures for research conducted in cooperation with different parties

Project: Facts to the table! – A report on the income of university students in Tampere

Sectors responsible for the project: Social Affairs

Sectors working on the project: Income

Today: The income report that was planned for 2020 is moved to 2021. During 2020, interested cooperation partners from other student unions were contacted, and multiple student unions have decided to join the income report.

Target: TREY has current information on students' income in Tampere to help with their advocacy work.

Continuous goals: Utilising the results of the income report in advocacy work.

Long-term target: TREY's advocacy work is based on researched information.

Plan of action:

- Searching for parties to join the report
- Carrying out the income report
- Reporting on the results of the report and utilising them in advocacy work

Project: Municipal elections are coming, are you ready?

Sectors responsible for the project: Urban advocacy

Sectors working on the project: Urban advocacy, communications;
regarding election campaigning: The Executive Board and adequate
Specialists

Today: Municipal elections are held in April 2021. TREY and Tamko's Group
35,000 prepared a municipal elections programme in 2020. The City of
Tampere has declared itself to be the most student-friendly city in Finland
and this objective is also a part of the City's and the University's cooperation
agreement. The conditions to push TREY's objectives through are good.

Target: Students vote actively and many candidates with a student background go through, who Group 35,000 groups together. TREY as an organisation is familiar to all City Council groups. Multiple objectives important to TREY have been recorded in the mayoral programme.

Continuous goals: The Student Union has close relationships and communication paths with council members. The Student Union is seen as an important cooperation partner of the City of Tampere and as a specialist in student lives.

Long-term target: The Student Union is consulted with decisions that concern university students, and the objectives of the Student Union are taken into account in decision-making.

Plan of action:

- Carrying out a common electoral campaign with Tamko that is interesting and looks like students
- Planning an influential communication campaign right before the elections and another one to influence the mayoral programme
- Offering a chance for student-friendly municipal elections candidates to bring out their views on matters that concern students

- Organising a meeting with all young council members together with Tamko and meeting with representatives from council groups

Project: Tight study periods don't need no obstacles of progress!

Sectors responsible for the project: Educational affairs

Sectors working on the project: Educational affairs, social affairs, international affairs

Today: The study periods for university studies will be compressed because the new funding model, which enters into force in 2021, rewards universities for fast graduations even more strongly than before. However, the sufficiency of the support from the University is low, especially in the case of returning to interrupted studies or completing slowed down studies.

Due to the limiting of study periods, the international mobility periods of students have decreased significantly in Finland. For fee-paying students, the pressure to complete studies in the standard time to degree is high, especially for financial reasons.

In autumn 2020, TREY conducted a comprehensive survey on the effects of the coronavirus on students' progress of studies and well-being. Due to working remotely because of the coronavirus, alternative completion options for studies have been created. Feedback has been collected from alternative completion options and teaching has been developed based on that. On the other hand, working remotely creates challenges for students' mental health and social interaction as well as for how new students root in the university community.

Target: The work for taking into account the diversity of students in the teaching schedule in compliance with new curricula has begun in 2021 with, among other things, the help of new customs that have proven good during the time of working remotely. The University and the Student Union actively cooperate to dismantle the obstacles of studies and the work pays special attention to minimising the challenges added by the coronavirus.

Continuous goals: TREY knows how the different backgrounds of students affect the progress of studies and utilises this information in their advocacy work. Tampere University's completion options for studies are diversified. The resources of study psychologists and other support services are sufficient to

ensure accessible, timely and high-quality service. Some obstacles of students' internationalisation have been dismantled.

Long-term target: Studying in Tampere University is smooth and accessible for students regardless of their background. The University recognises the difficulties that relate to the progress of students' studies and these difficulties are dismantled through high-quality support services and diverse completion options for studies, among others. Matters related to the progress of studies and study periods are not an obstacle for internationalisation. The University provides support for returning to interrupted studies.

Plan of action:

- Researching potential cooperation partners for a report examining matters that affect the progress of studies.
- Examining the state of internationalisation at home at the University together with interest groups and presenting targets for development to the University's management.
- Making a campaign that highlights the diversity of students and different life situations that affect the smoothness of studies. The purpose of the campaign is to make the University begin work to actively dismantle the speed bumps in the progress of studies and to

increase students', the University's and the rest of the society's knowledge of the diversity of students as well as to dismantle false prejudices.

The Student Union's internal development

Project: Values in TREY's financial affairs

Sectors responsible for the project: Financial affairs sector

Sectors working on the project: Main sector, financial affairs sector, Council of Representatives

Today: Discussion on values regarding TREY's financial affairs has not been held, and there is no clear goal to support the work. For strategic financial planning in the future, thoughtful consideration of the values that guide TREY's financial decisions are needed.

Target: The values that guide TREY's financial decision-making have been made clear, and a wide discussion on values has been conducted in the Council of Representatives. The investments and property of the Student

Union are ecologically and socially sustainable. Draft versions of documents that steer TREY's financial decisions (appendix 1) have been created.

(Continuous) goals: The steering documents are finished and approved in 2022.

Long-term target: TREY acts responsibly and its financial planning has a clear value base.

Plan of action:

- Examining the property of previous student unions and figuring out what investments have been made and what have the financial customs of previous student unions been like
- Discussing values that steer financial actions in the Committee for Financial Affairs and the Council of Representatives
- Drafting a document that represents the values of TREY's financial actions based on the value discussion
- Deriving other documents that steer financial affairs from the value work on finances

Project: A communal, developing, and modern student union in the change of the working life

Sectors responsible for the project: Main sector

Sectors working on the project: Main sector, the employees' union representatives, work protection team, alumni sector

Today: Well-being was already an area of development at TREY's office in 2020. The actions implemented in 2020 have been a good start but there is still need for the development of well-being. In 2020, the focus was especially on training opportunities, professional guidance, and well-being for the Executive Board. With the coronavirus, working remotely and in a hybrid manner has become a part of everyday life, but this has also brought its own challenges. These themes should be expanded to concern the whole office. In addition, the staff should prepare for creating a personnel strategy.

A mentoring program for the Executive Board was established in 2020. The purpose of the mentoring program is to designate an executive board alumnus for each board member as a mentor to support the growth of that

board member. This year, guidelines for TREY's alumni work were considered in an alumni meeting.

Target: Customs that improve well-being and growth have been created and needs for development have been investigated. The preparations of the personnel strategy have begun.

(Continuous) goals: The personnel strategy will be created and approved in 2022.

Long-term target: TREY is a modern, communal, and developing employer. The staff and Executive Board are well and develop in their work throughout the year. Improving well-being is continuous and actions regarding well-being support working and future careers.

Plan of action:

- Beginning the preparations of TREY's personnel strategy
- Creating permanent structures regarding training opportunities, support for work-related well-being and self-development for the people at the office. Defining the themes of training provided during the year

- Offering the chairs of the Council of Representatives an opportunity to train themselves in, for example, leadership
- Establishing permanent principles for creating and maintaining communality at the office
- Continuing the Chair's, the Secretary General's, and the Executive Board's professional counselling with the university pastor
- Piloting the Executive Board's mentoring programme and collecting feedback on it for development purposes
- Beginning a professional guidance model for the employees that suits their needs
- Participating in Kilometrikisa (a light-hearted biking race where groups collect kilometres they have cycled and can donate to charity while doing so) or another similar sports challenge
- Planning and implementing a work protection model for the Executive Board and creating customs for supporting the well-being of the Executive Board

Appendix 1: The continuous schedule of steering documents and surveys

This appendix features the documents that will be prepared and approved during TREY's first strategy period. The timetable is approximate and meant to give a background to what the strategic planning behind the Action Plan of 2021 is like.

Plan of action, 2021

- Updating the Main Rule as needed
- Updating the Policy Paper
- Planning and implementing the survey for interest groups as per strategy
- Planning the strategy's updating process, which will be implemented during 2022
- Beginning the preparations of the long-term personnel strategy
- Beginning the preparations of the medium-term financial plan
- Finishing and approving the Student Union's financial policy paper
- Finishing and approving the asset management strategy
- Implementing and updating the ownership steering strategy of Juvenes Oy

- Preparing and approving a description of ongoing activities by the board. The document will also be introduced to the Council.

Plan of action, 2022

- Planning and implementing a wide membership survey
- Approving the long-term personnel strategy
- Approving the medium-term financial plan
- Preparing and approving the Student Union's strategy