

Student Union of Tampere University: Strategy 2023–2026

Mission

We promote things that are important to the students at Tampere University.

Vision

We work to promote better student life with an engaging student- and community-led approach.

Values

Our core value is *the student at the centre of everything*. All our work is based on promoting the status, well-being and sense of community of our students.

Our work is student-oriented and reflects the student body. We work in an equal, communal, transparent and responsible manner, fostering the diversity of students.

Core message and core tasks

We students

- support diverse association activities;
- produce and use services for members;
- promote the interests of students; and
- are a community.

Our roles

The Student Union of Tampere University (TREY) serves as a link between the students at Tampere University. The students and associations form a diverse, international and culturally rich community. We support our community in their efforts to create and develop rich student culture and student life.

We are a reliable and high-quality advocacy organisation for university students in Tampere. Tampere University and the City of Tampere carefully listen to what TREY has to say.

Goals for this strategy period

Influential student advocacy organisation

We are an influential, hard-working and prominent advocacy organisation. The community has a better understanding of the importance of advocacy, and metrics for advocacy are developed. We encourage students to get involved in decision-making processes that affect them. We support and promote the advocacy work done by student associations and the student representatives in the University's administrative bodies. For our stakeholders, we are a reliable, prominent and professional partner. We have an active presence and influence in the society on a national scale.

To measure the achievement of these goals, we will analyse factors such as:

- implementation of policies;
- media visibility;
- reach;
- advocacy trainings for associations; and
- surveys and feedback.

Focus on associations

Our attractive field of student associations offers students a place for growth and development and the chance to experience the best student life in Finland. Associations are aware of what services TREY offers. TREY is a reliable and professional partner for associations. The associations feel that TREY is on their side and that it offers them support and promotes their interests.

To measure the achievement of these goals, we will analyse factors such as:

- number of campus facilities dedicated to associations;
- involvement of associations in TREY's events;
- quality and quantity of trainings offered by TREY;
- surveys conducted by TREY;
- utilisation rate of TREY's services for members and associations; and
- participation rate in administrative bodies.

Inspiring and engaging activities

Students become an integral part of our community and the Student Union's activities. Our activities attract a large and diverse group of volunteers. Our

student culture is rich and collaborative. Working as a student representative in university administration is a respected and sought-after position. In council elections, the number of candidates and voter turnout are showing an upward trend. TREY is an attractive employer among job seekers and board applicants.

To measure the achievement of these goals, we will analyse factors such as:

- attraction and retention of volunteers;
- event turnout;
- percentage of filled student representative seats in the University's administrative bodies and number of applicants;
- voter turnout and number of candidates in council elections; and
- quality and quantity of job applications.

Clarifying core activities

We analyse how TREY should allocate its resources to be able to focus on high-quality core activities. We develop and enhance our operations and role as a quality advocacy organisation and facilitator of unique local student culture.

To measure the achievement of these goals, we will analyse factors such as:

- implementation of TREY's guiding documents, such as the annual action plan;
- membership survey;
- stakeholder survey; and
- workplace well-being surveys.