

1 **Draft of the Action Plan of Student Union of** 2 **Tampere University for 2022**

3 4 **Prologue: How do I read an action plan?**

5 Hi! You are holding in your hands a draft of the action plan for 2022. In the
6 early years of the student union, the action plan has a very important role to
7 play in the development of our operations, and therefore the plan is
8 formulated each year to meet our goals even better. This action plan will be a
9 step closer to a more influential and student-centred student union.

10 This action plan consists of eight cross-sectoral projects that meet the
11 objectives of our strategy. What is different from previous years is that this
12 year, the focus points of our influencing work are highlighted in *Ambitious*
13 *advocacy – Focus point of influencing*, the seventh project on the list, with
14 the intent to bring attention to our influencing work in addition to other
15 projects presented in the plan. Therefore, these focus points of influencing
16 together with the other projects make the action plan a coherent entity that
17 introduces the priorities and resources of the upcoming year in an easily
18 approachable format.

19 This action plan, together with our ongoing activities, will help us make the
20 student union better every year for us students. That is the goal with all the
21 contents of the plan as well.

22 Happy reading!

23 –Chair Iiris and Specialist in Communications and Advocacy Saana

24 **Knowledge: The students know and are familiar with what the**
25 **student union does**

26

27 **Project: Rentable vans and daily encounters – New member services,**
28 **please!**

29 **Sectors responsible for the project:** Member services

30 **Sectors working on the project:** Communications and brand, campus
31 development, main sector, association sector

32 **Today:** The action plan of 2021 included examining the status of member
33 services through a survey. Expansion and development of the selection of
34 member services has been planned based on the results of the survey.

35 **Target:** Suggestions for the development of member services that were
36 received in the survey have been put into practice, and their functionality has
37 been examined based on feedback.

38 **Long-term target:** TREY is approachable and casual in the eyes of students.
39 Students are familiar with the daily life of the Student Union, as well as its
40 continuous activities. TREY provides students with a meeting place that
41 brings together working groups and volunteers as well as all students.

42 **Plan of action:**

- 43 • Expanding and developing the selection of member services based on
44 the results of the survey about member services.
- 45 • Familiarising students and associations with the student union's
46 member services.
- 47 • Collecting feedback on the new selection of member services at the
48 end of the year.

49 **Project: Updating the Freshers' Guide for 2022**

50 **Sectors responsible for the project:** Tutoring

51 **Sectors working on the project:** Corporate cooperation, communications

52 **Today:** During TREY's first few years, the Freshers' Guide was first published
53 both in print and in electronic form, and later only in electronic form. Because
54 the print version is no longer distributed to all students, access to the guide
55 mainly depends on tutors' activity in sharing information about it and
56 freshers' own activity in looking for information online. The current
57 publication is not interactive, and its contents are not easily comprehensible
58 or approachable, or easy to update. There is also need for development with
59 corporate cooperation.

60 **Target:** The goal is to update the Freshers' Guide into an inspiring, interactive,
61 and easily updated source of information for new students. Advertising
62 income is also taken into account when developing the guide.

63 **Long-term target:** The Freshers' Guide has an established role in freshers'
64 orientation as well as in corporate cooperation.

65 **Plan of action:**

- 66
- 67 • Conducting a survey in the beginning of the year to hear suggestions for development of the guide from freshers
 - 68 • Updating the Freshers' Guide
 - 69 • Making the Guide an appealing concept for corporate collaborators

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

72 **Project: To the end of the pandemic and beyond! - A student**
73 **community recovering from corona**

74 **Sectors responsible for the project:** Corona group at the office

75 **Sectors working on the project:** Cross-sectoral

76 **Today:** The corona pandemic has lasted for several years and has had
77 significant effects on the student community, on topics such as students'
78 well-being, progress in studies, internationality, and communality. Special
79 attention needs to be paid to these themes so that the mental, physical and
80 social well-being of students can be advanced.

81 Student culture and event activities have suffered from the pandemic as well,
82 which is why the student union needs to support associations in restoring
83 student culture and event activity in the aftermaths of the pandemic. The
84 core of student communality, Wappu, has been organised under special
85 circumstances for two years in a row. The work to establish all of the student
86 union's events in the community is still unfinished.

87 **Target:** Associations have various ways of supporting their members' well-
88 being. Students are well informed on the support, counselling and well-being
89 services of the university, and the services are easily approachable and
90 available. The student union has invested in preventing students' feelings of
91 loneliness, and re-entry orientation.

92 The community spirit among students is on the rise and event activities are
93 recovering from the pandemic. Finland's Biggest Wappu and other student
94 union events have a more established role in the community.

95 **Long-term target:** The university community's facilities support different
96 forms of studying and teaching and cater to different learners' needs. The
97 use and planning of facilities takes hybrid teaching into account. The
98 teaching staff has enough resources to arrange flexible and diverse
99 completion methods for studies.

100 The student community has recovered from the pandemic. Students' well-
101 being is improving and the transition to a post-pandemic time has been
102 smooth.

103 **Plan of action:**

- 104 ● Establishing the role of support, counselling and well-being services for
105 students, through communication and in collaboration with the
106 university.
- 107 ● Organising an event together with the university where students can
108 share their ideas and suggestions about the development of the
109 university community's facilities and teaching, including contact

- 110 teaching, remote teaching, and hybrid teaching.
- 111 • Training associations on how to support their members' well-being.
 - 112 • Paying special attention to the theme of preventing loneliness among
113 students through, for example, a social media campaign or theme
114 week.
 - 115 • Investing in the orientation and attachment to community of those
116 students that started their studies during the pandemic.
 - 117 • Supporting the recovery of student culture by organising a theme
118 event for associations where they can share their approaches on event
119 organising and valuing traditions.
 - 120 • Investing in the organising of Finland's Biggest Wappu and developing
121 it into an even more reachable and community-building event,
122 together with associations and with Tampereen Teekkarit.

123 **Action: Students participate in and influence what the student**
124 **union does.**

125 **Project: Influencing made interesting - More student representatives**
126 **for TREY!**

127 **Sectors responsible for the project:** Educational affairs

128 **Sectors working on the project:** Communications and brand

129 **Today:** The work of student representatives needs to be made more
130 appealing to students, as there are currently relatively few applicants for the
131 positions and additional application periods are needed throughout the year.
132 New student representatives starting their tasks need a more concise

133 orientation process, for which new procedures need to be created. Student
134 representatives should also be more encouraged to commit to their tasks. In
135 2022, there will be another big recruitment of student representatives as
136 most of the positions will be open for applications.

137 **Target:** Student representative work has clear common procedures and
138 rules. Students are interested in the work of student representatives, which
139 can be seen in the number of high-quality applications. Student
140 representative work is regularly on display in TREY's communication channels.

141 **Long-term target:** The student representative work in our university
142 community is visible, engaging, and influential. Any degree student at
143 Tampere University can become a student representative, regardless of the
144 language they use.

145 **Plan of action:**

- 146 ● Offering the student representatives materials for self-study.
- 147 ● Creating marketing materials that introduce student representative
148 work and can also be used in the recruitment of new representatives.
- 149 ● Executing a campaign on social media together with the student
150 representatives themselves to bring attention to student representative
151 work.
- 152 ● Creating a material data bank for student representatives, where notes
153 and other useful materials can be stored for others to use.

- 154 • Creating procedures for the orientation of new student representatives
155 and guidelines for student representatives' daily operations and
156 interaction with the university.

157

158 **Project: Please help us! – Training and peer support for associations!**

159 **Sectors responsible for the project:** Association sector, volunteer sector

160 **Sectors working on the project:** Cross-sectoral

161 **Today:** In 2021, associations' need for training was examined and a training
162 plan was created based on that. A guide for association activities was also
163 being planned and in preparation. Developing the selection of training for
164 associations, as well as producing the content for the association guide and
165 finishing its implementation are actions to take in 2022.

166 During the pandemic, associations have been in contact with each other
167 much less than before, which is why there has been less communication and
168 exchanging of ideas and customs between associations.

169 **Target:** A guide for association activities has been created and associations
170 are widely informed about it. Training for associations has been developed in
171 accordance with the plan made in 2021. The trainings offered are diverse and
172 they answer to associations' wishes. A culture of exchanging ideas and good
173 procedures between associations has been established.

174 **Long-term target:** Associations can easily ask for training from the student
175 union, and training materials are available for all associations in a material

176 bank. Associations share their methods and processes with each other
177 actively and easily.

178 **Plan of action:**

- 179 ● Developing the training offered for associations in accordance with the
180 training plan
- 181 ● Executing and approving a guide for association activities in
182 collaboration with all sectors.
- 183 ● Encouraging associations to share their methods with each other by
184 offering a platform for it, for example through discussion forums, peer
185 training events or a shared material bank for associations.

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

188 **Project: Ambitious advocacy – Focus points of influencing for 2022**

189 **Internal focus points of influencing**

- 190
- 191 ● **Council election:** The next council elections of TREY will be organised in
192 autumn 2022. Investing in the visibility of the elections on campuses will
193 increase the interest towards the elections, which can be seen in the
194 increased number of candidates as well as the voting percentage.
195 Recruiting a project secretary for the council elections.
196 Sector responsible is the main sector.
- 197 ● **Working life sector:** Creating a clear division of responsibilities at the
198 office for employment issues and developing procedures to advance

199 employment issues. Sectors responsible are the main sector and
200 working life sector.

- 201 ● **TREY carbon neutral by 2025:** Acting in accordance with the carbon
202 neutrality mapping project. Sector responsible is the sustainable
203 development sector.

204 External focus points of influencing

- 205
206 ● **Health and well-being:** Influencing FSHS to train employees on how to
207 face students in their different situations and ways life and with
208 different problems. Ensuring that the team service model of FSHS works
209 effectively from the students' point of view. Sector responsible is the
210 social affairs sector.
- 211 ● **Campus development:** Influencing the number and availability of 24/7
212 access spaces at the university. Developing the association spaces of
213 the city centre campus. Sector responsible is the campus development
214 sector.
- 215 ● **International tutoring:** Developing international tutoring from all points
216 of view together with the university and associations, which will make
217 international tutoring more appealing and interesting. Sector
218 responsible is the tutoring sector.
- 219 ● **Possibilities of internationalization for everyone:** Advancing the target
220 groups of internationalisation modules to include underrepresented
221 groups more effectively, such as adult students, students with families,
222 and students with disabilities. Sector responsible is the international
223 affairs sector.

- 224 ● **Employment of international students:** Influencing the city and the
225 university to solve challenges with the employment of international
226 students. Sector responsible is the international affairs sector.
- 227 ● **County elections:** Themes that are important to students are visible in
228 the new county council. County council representatives will consider
229 students' needs in their decision-making. Sector responsible is the
230 municipal politics sector.
- 231 ● **Income report:** The results of the income report are implemented in the
232 student union's influencing work and the results are announced to
233 students in a launching event. Sector responsible is the income sector.
- 234 ● **Harassment intervention:** TREY and the university will create concise
235 process models for how to intervene harassment in the student
236 community. The university's role in solving harassment cases will
237 increase. Harassment contact persons are responsible.

238

239 The student union has various resources for influencing, including statements
240 and blog texts, demonstrations, influencing at working groups and cabinets
241 as well as communicational influencing campaigns. More information on the
242 methods of influencing can be found in the office's internal guide for
243 advocacy which supports the influencing work. The sectors can choose a
244 suitable way of influencing for each of the focus points within the resources
245 available.

246

247

248 **The Student Union's internal development**

249 **Project: What does TREY look like in the new decade? – towards a new**
250 **strategy period!**

251 **Sectors responsible for the project:** Main sector

252 **Sectors working on the project:** Strategy working group

253 **Today:** The first strategy period of the Student Union of Tampere University is
254 from 2019 to 2022. The work towards creating a new strategy will begin on the
255 basis of the project plan for updating the strategy.

256 **Target:** At the end of 2022, the student union has a new strategy for the next
257 strategy period. Opinions from the community are heard when creating the
258 strategy.

259 **Long-term target:** The procedures created for TREY's strategy process will be
260 used in upcoming updating processes of the strategy.

261 **Plan of action:**

- 262
- Updating the strategy as a process in accordance with the project
263 plan.
 - Preparing a personnel strategy that supports the execution of the new
264 strategy.
265

266 **APPENDIX: Continuous schedule of steering documents and**
267 **surveys**

268

269 This appendix features the documents that will be prepared and approved
270 during TREY's first strategy period. The schedule is approximate, and it is
271 meant to give a background to what the strategic planning behind the
272 Action Plan of 2022 looks like.

273 **Plan of Action, 2022**

274

- 275 ● Planning and implementing a board member survey
- 276 ● Approving a long-term personnel strategy
- 277 ● Approving a medium-term financial plan
- 278 ● Preparing and approving the student union's strategy
- 279 ● Feedback survey about new member services at the end of the year
- 280 ● A survey to freshers about updating the freshers' guide