

The Strategy Draft of the Student Union of Tampere University 2023–2026

This is the first version of TREY's new strategy. Good reading!

TREY's strategy

Mission

We advocate for our membership's interests at Tampere University, regionally, and locally.

Vision

We are an interesting and appealing university student community in Tampere. Our operations are association-based and useful and beneficial to the university students of Tampere. We assess our actions critically and work to consolidate our core operations. Our advocacy work at Tampere University, the city of Tampere and the Pirkanmaa region is efficient and productive.

Values

Our main value is “Centring students”: everything we do is meant to improve the position, well-being and community of our students. Our work reflects our students and is oriented towards them. We do not compromise on always centring students. While upholding this value, we work in ways that promote equality, community, transparency, and social responsibility.

Core message and core operations

We students. The work we do is by university students, for university students. We create and maintain diverse association activity, provide and use our member services, and do advocacy work to benefit university students. We are an association-based community that improves our members’ student lives.

All student union activity is directed by equality, community, transparency and social responsibility.

Our role

TREY, the Student Union of Tampere University, is the point of contact for all university students at Tampere. Our role is to provide member services, support our association-based community and their activity, and advocate for our students. We are an efficient and productive operator with keen listeners both at Tampere University and at the city of Tampere.

Our purpose is to unite university students at Tampere. We provide support for our associations and members by producing and facilitating rich student life and culture. We are the top experts in all student-related matters both regionally and locally.

Objectives for the strategic period

Consolidating our core operations

We critically assess our operations as a young and bold student union. We establish which parts of our operations are the most useful to our community. We focus on high-quality core operations. We advocate for our

members at the University, Tampere and Pirkanmaa. We fulfil duties that fall within our mission and jurisdiction.

We shall use the following meters to measure our objectives:

- member survey
- interest group survey
- workplace well-being surveys
- the realisation of our steering documents

Association-based TREY

Our operations are increasingly association-based. Our associations are aware of TREY services and feel that TREY is a reliable, expert partner. We have a diverse association scene, and every student can find their place in it. Our association scene is appealing for student growth and development and for experiencing the best student life Finland has to offer.

We shall use the following meters to measure our objectives:

- member survey
- the utilisation rate of the member and association services provided by
TREY

- association presence at TREY events
- association survey

Exciting and appealing activity

Students attach themselves to the community and student union. Our activity and operations are exciting to a large group of volunteers. Our support is useful to associations and association-based activity increases. We have a rich and communal student culture. Positions of trust as student representatives in university administration are competed for. The Representative Election has more candidates than before, and voter turnout is over 50%. We are a desirable employer at the job market and for Executive Board applicants.

We shall use the following meters to measure our objectives:

- increase in and diversity of volunteer operations
- increase in and diversity of the number of volunteers
- number of attendees at TREY events
- number of applicants and percentage of filled positions for student representatives in administration
- voter turnout and number of candidates at the Representative Election

- number and quality of job applications received

Impactful and efficient advocate

We do advocacy work on behalf of our members at Tampere University, Tampere and Pirkanmaa. The advocacy work has concrete results, and our most important objectives are achieved. TREY advocacy is visible in the media. We support and strengthen the advocacy work of our association members and student representatives in administration. The significance of advocacy work is clearer to the community, and advocacy meters are improved. Our interest groups consider us a reliable, well-known, expert partner.

We shall use the following meters to measure our objectives:

- the realisation of TREY policies
- media hits for TREY
- TREY's social media reach
- TREY members from diverse backgrounds acting as student representatives in administration
- interest group survey
- member survey