

The strategy of the Student Union of Tampere University 2019–2022

Approved in the meeting of the Council of Representatives of Student Union of
Tampere University on 6 November 2018.

Foreword

This document presents the first strategy of Student Union of Tampere University (TREY). The strategy is the highest-level document guiding TREY's work: it creates a common will and direction for the whole student union and its work. The strategy also encapsulates the core of TREY's brand and brand identity, that is to say what kind of student union we are, what we do and how we want to present ourselves to others.

TREY was born in the beginning of 2019, when the two student unions in Tampere, Student Union of University of Tampere (Tamy) and Student Union of Tampere University of Technology (TTYU), merged. The starting point of the preparatory work of the new student union was listening to the voice of the community and building a shared student union on the basis of this voice. For the brand and strategy work, a wide range of material was collected: the expectations for the new student union were mapped by organizing workshops, surveys and interviews for the students and associations as well as the councils, Executive Boards and staffs of the then-existing student unions. Based on this

material – i.e. the will of the community – the brand and first strategy of TREY for 2019–2022 were created.

The strategy defines the core message of the student union: “We students”. The student union is not limited only to the staff or the Executive Board of the student union: all of us 18,000 university students in Tampere constitute the student union – TREY. The status, well-being and sense of community of students are in the centre of all that we do. This core message is supported by the central principles (values), the purpose of our work (mission) and the desired future state (vision) that guide TREY’s work. To realize these, the strategy presents four strategic goals, that is the areas that will be given particular weight in our work for the next four years.

In order for the strategy to be realized, it will be a part of the day-to-day operation of the student union. It will guide and unify the work of the different sectors and it will be present at every stage of work, from the training of new employees and board members to the plan of action.

TREY's strategy

Core message: We students.

Our way of thinking.

Values: The student at the centre of everything.

What are the values that our work is based on?

Mission: We stand for and advance things that are important to students.

What is the purpose of the things we do?

Vision: A student community in Tampere that everyone wants to belong to and where everyone feels like they belong – from freshmen to alumni.

What do we want to be like?

Everything that the student union does is guided by equality, openness, sense of community and responsibility.

The strategic goals of the student union

The vision focused into sub-goals.

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

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

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

SCOPE OF ACTION: The student union is a respected and influential expert of student life.

RESULT: The student union stands for and advances things that are meaningful to its students.

- Student well-being.
- An international student community.
- Active and diverse associations.
- A distinct Tampere student culture and identity.
- The smooth transition of students into the new higher education community.
- Students as active members of the university community.
- Improving the status of students at the university, locally, and nationally.

The core message and tasks

We students

Everything that TREY does is guided by the core message of the student union, *We students*. We want to make TREY into a community that all students feel they are a part of. All of us 18,000 students are the student union.

The values, mission, vision and strategy of the student union support this core message. Our mission is to stand for and advance things that are important to students. Our vision is to be a student community in Tampere that everyone wants to belong to and where everyone feels like they belong – from freshmen to alumni. Our important value is *the student at the centre of everything*.

The core tasks of TREY can also be described through this message. The core tasks describe what TREY does and they can be used to concretise the different areas of the student union's operations:

We students

promote the interests of students.

act in diverse and versatile associations.

produce services for our members and use them.

are a community.

Our values, mission and vision

Values

The student at the centre of everything.

Our value is *the student at the centre of everything*: everything that we do aims to advance the status, well-being and sense of community of our students. Our work is student-centred and reflects the student body. The student at the centre of everything is a value we will not compromise on. As we realize this value, we will act in an equal, communal, open and responsible way.

Mission

We stand for and advance things that are important to students.

Our mission is to stand for and advance things that are important to students.

The students comprise the student union. All that the student union does is

based on the needs and wishes of the community. The student union acts as a link between the students and promotes their aspirations related to their well-being, studies and status in society. The students are encouraged to follow decision-making processes that concern them, observe things critically and advocate actively for things that are important to them, both within the student union and outside it, and they are supported in these endeavours.

Vision

A student community in Tampere that everyone wants to belong to and where everyone feels like they belong – from freshmen to alumni.

Our vision is to be a student community that everyone wants to belong to and where everyone feels like they belong – from freshmen to alumni. The students and associations create a diverse, international and culturally rich community where everyone feels welcome. The community is a safe place to grow, develop

and influence. The community retains its meaningfulness and supports student well-being at all points of the student's life.

Strategic goals and means

During the first years of TREY, the strategy of the student union will primarily focus on fostering student attachment to the new student community in Tampere. The strategy consists of four strategic goals: by fulfilling these goals, the student union acts according to its mission, *standing for and advancing things that are important to students*, and realizing its vision of being *a student community in Tampere that everyone wants to belong to and where everyone feels like they belong – from freshmen to alumni*.

TREY's strategy can be seen as the students' journey to become a part of this student community in Tampere. The prerequisite to everything is that the students get to know the new student union and the new community (*knowledge*). The students must be able to truly feel that they are part of the

student community and they must want to belong to it (*feeling*). When the students know their student union and also feel like they belong to it, they want to participate in and influence what their student union does (*action*). Student participation and influence enable TREY to advance exactly those things that are meaningful to its students. Promoting these things requires that the student union creates working and influential relationships to its interest groups at the University as well as locally and nationally (*scope of action*). Through the realization of its strategic goals, TREY will be a student union stands for and advances things that are meaningful to its students.

The strategic goals and means of the student union are presented on the next page.

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

- We communicate openly about what we do, in a way that is understandable and interesting to the students.
- The new community is made familiar to the students.
- Getting to know the student union and the community is a part of the

freshers' activities and tutoring.

- The student union is present and visible on each campus.
- The brand of the student union is recognizable and familiar.

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

- All students, fields of study and campuses are included in our activities.
- The value and meaning of the student union are articulated.
- The associations and the student union work in close cooperation.
- The student union listens to and appreciates the voice of the students and associations.
- The community is open and safe for everyone.

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

- The student union offers diverse possibilities of participation to everyone.
- The voice of the community is heard in drafting, decision making and advocacy.

- Communication within the student community is open and interactive.
- Students are encouraged to express their ideas and to realize them.

SCOPE OF ACTION: The student union is a respected and influential expert of student life.

- The student union creates working, interactive relationships with its interest groups.
- The student union creates direct and functional relations to the University.
- The student union actively influences at the University.
- The student union promotes matters that make Tampere a student-friendly city.
- The student union cooperates with national-level actors and exerts influence in matters that concern students.
- The student union acts responsibly and is a reliable partner.

RESULT The student union advocates for and promotes matters that are meaningful to its students.

- Student well-being.
- An international student community.
- Active and diverse associations.
- A distinct Tampere student culture and identity.
- The smooth transition of students into the new university community.
- Students as active members of the university community.
- Improving the status of students at the university, locally, and nationally.

The execution and monitoring of the strategy

The execution of the strategy

The responsibility for executing the strategy belongs to everyone who is employed by or holds a position of trust in the student union. New people in the organization are trained in the contents, execution and monitoring of the strategy. They understand their role as realizers of the strategy and the strategy is present in day-to-day work. The strategy, the goals and the means the student union uses to reach them are regularly discussed with the staff.

The student union's yearly plan of action will be made on the basis of the strategy and the plan of action is meant to further the strategic goals. The indicators defined in the strategy will be used in the drafting and monitoring of the plan of action.

The strategy and its realization will be made visible to all students. The strategy is easy to access and displayed openly.

Monitoring the realization of the strategy

The first strategy of TREY has been made for the first four years of the new student union's operation. During these first years, the strategy will be evaluated and its realization monitored regularly. The office of the student union regularly evaluates the realization of the strategy and reports to the council at least every six months. The report will reflect on the progress of the strategy and the reasons for that. The responsibility of the monitoring is also shared by the employees and holders of positions of trust of the student union. The council has the ultimate responsibility of the monitoring and realization of the strategy.

From the beginning, TREY will collect feedback of its activities both internally and externally. The different areas of the strategy are taken into account when collecting feedback. The feedback will be considered when evaluating the strategy and monitoring its execution.

A diverse array of indicators is used when monitoring the strategy. The indicators will be updated when necessary. The indicators will be visualized

to make the monitoring easier. The realization of each strategic goal is monitored with the following indicators:

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

- How well the students recognize the brand of the student union
- How well the students of each year know what the student union does
- How many people follow the communication channels of the student union

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

- How often the student union is contacted by students and how the contacts are made
- How many people answer surveys given to associations and members
+ survey results
- How many people participate in events
- Monitoring the impact of social media

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

- Voter turnout in the representative elections
- How many people apply to and participate in different student union or University positions and bodies. Monitoring includes the variance of applicants between fields and years of study. The number of international students is monitored as well.
- The amount of open and collected feedback

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

- How many people answer the interest group survey + results of the survey
- Reaching the goals set by the policy document
- How often the student union is asked for comment + who makes the requests
- Media visibility and quality monitoring (for content not produced by the student union)
- How much the student union's media publications are shared

The student union advocates for and promotes things that are meaningful to its students.

- The results of the comprehensive member survey
- The content of the feedback