

1 **TREY's Action Plan 2024 (draft)**

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18 Prologue

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20 Dear reader, you are reading the Action Plan of the Student Union of Tampere
21 University for the year 2024. During the year 2024, we intend to focus
22 especially on the strategy's goal of *Clarifying core operations*, which is
23 reflected in the density of the projects in the Action Plan. The development of
24 our operations is a continuous activity, and we leave more room for it than
25 before.

26

27 The contents of the Action Plan itself are the focal points of our activities in
28 2024, which will be implemented in the Student Union in addition to ongoing
29 activities. The Action Plan includes projects included in the top three points of
30 the Student Union's strategy, i.e. *Effective Student Advocacy*, *Association-*
31 *based TREY* and *Exciting and Appealing Activity*. The projects are diverse in
32 content but focus on clearly defined entities.

33

34 We hope you have a pleasant time reading our Action Plan!

35

36 With best wishes, The Chair of the Executive Board of TREY, Anniina

37 Honkasaari

38 **Project: Council Elections 2024**

39

40 *Supports the goal of the strategy period: Exciting and Appealing Activity*

41

42 Current situation: Elections are held every two years, and 2024 is an election

43 year in TREY. In the last election, the turnout was 26.57% and that number

44 needs to be raised up. It is necessary to invest in the visibility of the Council of

45 Representatives' activities to increase interest in running for the Council and

46 voting as well. International students can participate in the activities of the

47 Council, but the threshold for this should be lowered even further.

48

49 TREY and the Student Union of the University of Helsinki (HYY) are in a different

50 cycle in the Council elections than other student unions. Both have the will to

51 enter the same cycle as the other student unions. This would mean that TREY

52 and HYY will also hold Representative elections in 2025, and from then on

53 again every two years.

54

55 Target situation: The activities of the Council of Representatives will be visible

56 to students in their everyday life. Students know the activities of the Council

57 better than before and are interested in getting involved in the activities of
58 the Council. This is reflected in an increase in both the number of candidates
59 and the turnout among both national and international students. TREY has
60 started the process for organising the Representative elections for 2025.

61

62 Plan of action:

- 63
- 64 ● Increasing the visibility of the Council of Representatives (this is the
65 responsibility of Council Chairs and Communications Sector)
 - 66 ○ The development of Council communication will be continued
67 and the opportunities for international students to participate in
68 the Council activities will be highlighted in particular.
 - 69 ○ We must highlight ways to influence the Council, such as
70 initiatives and resolutions.
 - 71 ○ Providing visibility to all current Representative groups in TREY's
72 communication channels to increase election hype.
 - 73 ● Implementation of the Representative Elections (this is the
74 responsibility of the Secretary-General, Representative Election Worker,
75 and Communications Sector)
 - We will hire a project worker for the Representative election.

- 76 ○ We will create an information pack about candidacy, about
77 establishing a list, and other information important to
78 candidates. We'll organise a free-form event on these themes.
79 ○ We will create easy ways for voters to get to know candidates
80 and the lists, such as an candidate selection engine.
81 ○ We will create an inspiring communication campaign for both
82 candidate nominations and voting.
- 83 ● Representative Elections 2025 (this is the responsibility of the
84 Secretary-General and Communications Sector)
- 85 ○ We will make the necessary arrangements for the Representative
86 elections of 2025.
87 ○ We will include information in the 2024 communications
88 campaign that elections will also take place in 2025.

89

90 **Project: Systematic practices to presenting the Student Union**

91

92 *Supports the goal of the strategy period: Exciting and Appealing Activity*

93

94 Current situation: The Student Union does not reach all associations and
95 students evenly, as TREY does not have systematic practices for presenting
96 its activities, for example at various info events, association journals or at
97 Fresher checkpoints. As a result, there are significant differences in how many
98 new students are directed to participate in the activities of the Student Union.

99

100 Target situation: TREY contacted associations already in the spring about
101 their hopes for the Student Union regarding information events and fresher
102 events during the orientation weeks. TREY and the associations will have clear
103 models of operation for introducing the student union to new students. TREY's
104 practices for presenting activities are predictable and actively utilised. It will
105 be easy for the new student to join the Student Union and they are aware of
106 their opportunities to act as a member of the community.

107

108 Plan of action:

- 109
- We will make functional practices for TREY on how to introduce the
110 Student Union's activities to new students. (this is the responsibility of
111 the Tutoring Sector)

- 112 • We will update the materials presenting the activities of the Student
113 Union to better serve the familiarisation of new students and their
114 participation in the activities of the Student Union. (this is the
115 responsibility of the Communications Sector)
- 116 • We will make TREY presentations for the association journals and other
117 materials, which can be utilised with minor updates every year. (this is
118 the responsibility of the Tutoring Sector)
- 119 • We will develop inspiring and brand-friendly checkpoint tasks for TREY
120 for the so-called "checkpoint bank", which can be utilised not only in
121 fresher events, but also in tours targeted for all the members of an
122 association and in TREY's own events. (this is the responsibility of the
123 Tutoring Sector)

124

125 **Project: Introduction of the new Association Portal**

126

127 *Supports the goal of the strategy period: Association-based TREY*

128

129 Current situation: TREY has used an association service Tahlo, purchased
130 from Aalto University Student Union (AYY), through which associations have

131 applied for operating grants and submitted an association announcement to
132 TREY. This system is no longer in use and TREY does not have a sustainable
133 replacement that would also serve the activities of the associations. TREY has
134 the will to acquire a new system through which associations could apply for
135 operating grants, project grants and other support and update their
136 information. The introduction of the new system would also make it
137 significantly easier to manage the data of around 170 associations in the
138 association sector. However, the introduction of such a system is a big
139 investment, and TREY is charting the interest of other student unions to be
140 involved in the project.

141
142 Target situation: TREY uses an association portal, through which associations
143 can apply for association status, grants, and facilities, and submit an
144 association announcement and update their own information.

145
146 Plan of action:

- 147 • Alternatives to the introduction of the association portal will be
148 explored. (this is the responsibility of the Association Sector)

- 149
- We will implement an association portal with a suitable service provider. (this is the responsibility of the Association Sector)
- 150
- 151
- We will implement the association portal internally and familiarise ourselves with it. We will prepare for wider deployment of the system by 2025. (this is the responsibility of the Association Sector)
- 152
- 153

154

155 **Project: Focus points for advocacy**

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157 *Supports the goal of the strategy period: Effective Student Advocacy*

158

159 **European Elections 2024**

160

161 The European Elections are held in June 2024. The turnout for the European elections is low, so it is important to get students interested in the European elections. We will participate in the national European election campaign for higher education students and encourage students to vote in the European elections. (this is the responsibility of the International Affairs Sector and Social Affairs Sector)

167

168 **Preparing for municipal and regional elections**

169

170 The municipal and regional elections are held in the spring of 2025. We will
171 prepare joint municipal and regional election programme together with the
172 students' union of Tampere University of Applied Sciences. (this is the
173 responsibility of the Social Affairs Sector)

174

175 **Strengthening cooperation with university administration**

176

177 Most of the university's management will start a new term at the beginning of
178 2024. The Student Union shall ensure effective and confidential relations with
179 the university's management. We will create and revitalise traditions for
180 cooperation between the Student Union and the university management.
181 (this is the responsibility of the Main Sector and Educational Affairs Sector)