

TREY's Action Plan 2024

Approved by the Council of Representatives on 21 November 2023

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Prologue

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

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

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

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

Honkasaari

Project: Council Elections 2024

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

Current situation: Elections are held every two years, and 2024 is an election year in TREY. In the last election, the turnout was 26.57% and that number needs to be raised up. It is necessary to invest in the visibility of the Council of Representatives' activities to increase interest in running for the Council and voting as well. International students can participate in the activities of the Council, but the threshold for this should be lowered even further.

TREY and the Student Union of the University of Helsinki (HYY) are in a different cycle in the Council elections than other student unions. Both have the will to enter the same cycle as the other student unions. This would mean that TREY and HYY will also hold Representative elections in 2025, and from then on again every two years.

Target situation: The activities of the Council of Representatives will be visible to students in their everyday life. Students know the activities of the Council

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

Plan of action:

- Increasing the visibility of the Council of Representatives (this is the responsibility of Council Chairs and Communications Sector)
 - The development of Council communications will be continued and the opportunities for international students to participate in the Council activities will be highlighted in particular.
 - We must highlight ways to influence the Council, such as initiatives and resolutions.
 - We will offer all current Representative Council groups visibility in TREY's communication channels in order to increase the recognition of the Representative Council.
- Implementation of the Representative Elections (this is the responsibility of the Secretary-General, Representative Election Worker, and Communications Sector)

- We will hire a project worker for the Representative election.
- We will create an information pack about candidacy, about establishing a list, and other information important to candidates. We'll organise a free-form event on these themes.
- We will create easy ways for voters to get to know candidates and the lists, such as an candidate selection engine.
- We will create an inspiring communication campaign for both candidate nominations and voting.
- We will create a material bank for associations to support their communications regarding the representative council elections.
- Representative Elections 2025 (this is the responsibility of the Secretary-General and Communications Sector)
 - We will make the necessary arrangements for the Representative elections of 2025.
 - We will include information in the 2024 communications campaign that elections will also take place in 2025.

Project: Making the Student Union more familiar to students

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

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

According to the extensive member survey made in 2022, there is relative interest in the activities of the Student Union and the activities of the Student Union are relatively well known, but there is room for improvement in both areas. An important way to increase both interest and recognition is communications. The communications development survey was last carried out in 2020, and since then the use of social media channels especially among students has changed significantly. To support the development work of the Student Union's communications, it is necessary to carry out a new development survey.

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

The Student Union is more interesting and better known to all students. The communications development survey has been carried out and based on it, the necessary measures have been taken to develop communications, especially with regard to the communication channels in use. The Student Union's communications are more accessible and approachable than before, both from the point of view of new students and those who have studied at the University for a longer period of time.

Plan of action:

- We will make functional practices for TREY on how to introduce the Student Union's activities to new students. (this is the responsibility of the Tutoring Sector)
- In early spring, we will send a survey to associations, which will map out associations' wishes regarding the activities of the student union, especially regarding orientation weeks. Measures and operating models will be created based on the survey results. (this is the responsibility of the Association Sector)
- We will update the materials presenting the activities of the Student Union to better serve the familiarisation of new students and their participation in the activities of the Student Union. (this is the responsibility of the Communications Sector)
- We will make TREY presentations for the association journals and other materials, which can be utilised with minor updates every year. (this is the responsibility of the Tutoring Sector)
- We will make a fresher passport about the activities of the Student Union and will distribute it to associations for use in creating and developing association-specific fresher passports. (this is the responsibility of the Tutoring Sector)

- We will develop inspiring and brand-friendly checkpoint tasks for TREY for the so-called "checkpoint bank", which can be utilised not only in fresher events, but also in tours targeted for all the members of an association and in TREY's own events. (this is the responsibility of the Tutoring Sector)
- We will organize office open doors days once a period and develop stands to serve lower-threshold student encounters. (this is the responsibility of the Chair of the Board and the Brand Sector)
- We will map out associations' experiences regarding godparenting activities and will develop the activities based on the mapping. (this is the responsibility of the Association Sector)
- We will implement a communications development survey, which is as comparable as possible to the 2020 survey. We will evaluate the communications channels and formats in use based on the conclusions of the development survey and make the necessary changes to communications. (this is the responsibility of the Communications Sector)

Project: Introduction of the new Association Portal

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

Current situation: TREY has used an association service Tahlo, purchased from Aalto University Student Union (AYY), through which associations have applied for operating grants and submitted an association announcement to TREY. This system is no longer in use and TREY does not have a sustainable replacement that would also serve the activities of the associations. TREY has the will to acquire a new system through which associations could apply for operating grants, project grants and other support and update their information. The introduction of the new system would also make it significantly easier to manage the data of around 170 associations in the association sector. However, the introduction of such a system is a big investment, and TREY is charting the interest of other student unions to be involved in the project.

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

Plan of action:

- Alternatives to the introduction of the association portal will be explored. (this is the responsibility of the Association Sector)
- We will implement an association portal with a suitable service provider. (this is the responsibility of the Association Sector)
- 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)

Project: Focus points for advocacy

Supports the goal of the strategy period: Effective Student Advocacy

European Elections 2024

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)

Preparing for municipal and regional elections

The municipal and regional elections are held in the spring of 2025. We will prepare joint municipal and regional election programme together with the students' union of Tampere University of Applied Sciences. We will prepare a project plan for influencing municipal and regional elections and will meet key decision-makers from Pirkanmaa during the fall of 2024. (this is the responsibility of the Social Affairs Sector)

Strengthening cooperation with university administration

Most of the university's management will start a new term at the beginning of 2024. The Student Union shall ensure effective and confidential relations with

the university's management. We will create and revitalise traditions for cooperation between the Student Union and the university management. (this is the responsibility of the Main Sector and Educational Affairs Sector)

Campus development advocacy

The campus development work of 2024 will bring changes to association premises, especially for Pinni A and the basement of Sähkötaló. We will ensure that the associations' moving and temporary relocation processes are planned in consultation with the associations and that the associations are informed about them openly. We will influence the University so that in the future all campuses have spaces suitable for leisure and community activities, taking into account the different needs and wishes of the campuses. (this is the responsibility of the Campus Development Sector)