

SOUTH-EASTERN FINLAND UNIVERSITY OF APPLIED SCIENCES STUDENT UNION ACTION PLAN

2024



Action plan 2024

1. Introduction.....	2
2. Objectives guiding operations.....	2
3. Administration and finance	2
4. Communication	3
5. Education, wellbeing and equality	4
6. Guidance and tutoring.....	4
7. Services and events	5
8. Internationality.....	6

1. Introduction

The action plan of the student union Kaakko defines the goals of the student union's activities for the coming year. The action plan presents both the objectives for the entire student union and sector-specific measures. The action plan also sets out which development targets will be focused on in the coming year.

The action plan has been designed together with the student union budget. Together with these policy documents, the most important objectives for the year and their prioritisation are highlighted.

2. Objectives guiding operations

In 2024, the main goals of the student union's activities are as follows:

- The target number of members by the end of 2024 is 5,000.
- Increasing the value of student union membership.
- Increasing cooperation, communication and networks with local associations.
- We will develop the participation of the Representative Council and the Representative Council elections.
- Determining campus-specific service needs.
- During 2024, the student union will continue to develop its visibility on each campus.
- Increasing and developing cooperation with campus cities.

3. Administration and finance

The administration of the student union is the responsibility of the administrative team, which consists of the chairman of the board, the executive director and the member services specialist, as well as other persons who see the need for them. The administration team is responsible for the financial and general administration of the student union.

In 2024, the management team will implement the following projects:

- Development of the operation of the wooden barracks.
- Mapping different sources of funding and services to support and develop operations.

- Development of financial management and creation of a medium-term financial plan.
- Clarifying strategic objectives and metrics.
- We will secure the operations of the busiest months with additional human resources.
- We will start mapping the alumni activities of the student union and plan the possibilities for activities in cooperation with Xamk's alumni activities.
- We will develop local cooperation with associations and other stakeholders throughout the Presidium.
- The Presidium works on cooperation with Slice.fi and monitors the topicality of benefits at regular intervals.

4. Communication

The Student Union's communications and its development are the responsibility of the Student Union's staff and Board. Communications are the responsibility of the Board's Communications Officer together with the Executive Director and the Chairman of the Board. In addition, experts are responsible for communications in their own sector.

The student union handles external communications mainly in Finnish and English. The student union uses websites, social media and internal communication channels as its communication channels. The student union always strives for open and accessible communication.

In 2024, the communications team will implement the following projects:

- Let's continue to develop the website.
- Let's develop our own brand for Kaakko.
- We will carry out a feedback survey on the member services of the student union together with the services and events team and develop the feedback system.
- We will increase communication from the Periphery towards the student union and develop cooperation between the student unions belonging to the Periphery.

5. Education, wellbeing and equality

Projects in the Education, Wellbeing and Equality sector are the responsibility of the Student Union Board's KOHY team. In their work, a specialist in advocacy will help. The education, well-being and equality work of the student union consists of educational and social policy activities. Higher education policy activities include monitoring and influencing the quality of education, evaluation and the functioning of higher education services. The KOHY team is responsible for planning the practical implementation of the Representative Council elections.

In 2024, the advocacy team will implement the following projects:

- Writing instructions for the Representative Council elections. The basic duties of the Representative Council elections are recorded in the instructions. The purpose of the guidelines is to create continuity in the Representative Council election work.
- Revision and translation of the actual rules of the student union into English.
- Development of harassment contact person activities. In active evenings, harassment contact person training is carried out together with a SAMOK trainer who has updated skills in the subject.
- Securing FSHS cooperation in campus cities.
- We will create a form template for advocacy that can be used to anonymously notify the student union of activities requiring advocacy.

6. Guidance and tutoring

Projects related to the student union's tutor activities and guidance are the responsibility of the board's tutor officers. A specialist in tutoring and guidance will help in their work. Tutoring the student union is part of Xamk's guidance process. The recruitment and training of tutors takes place by the student union.

During 2024, the tutoring and guidance team will implement the following projects:

- Develop the role of government tutor officers. Strive to have a tutor manager on each campus.
- Continue to develop tutoring and tutoring specializations. The main focus of the development of specializations is on the development of international tutoring and online tutoring.
- We will develop a functional model for recreational activities in cooperation with Xamk Sports and Xamk's sports services.
- Develop and monitor a tutoring support model.

- We will develop tutor training and organise tutor camps for spring specialisation training.
- Tutor starts will be arranged on each campus before the autumn orientation week.
- Let's continue the freshman pass made by tutors.
- We will develop harassment contact person activities together with the KoHy team. Harassment contact person training will be arranged for all tutors.
- We will develop cooperation with student coordinators. Special emphasis is placed on communication and the role of student coordinators in tutoring.
- We will invest in marketing during course enrolment and aim to keep the number of tutors similar to 2023.
- Develop the tutor team's communication calendar and communication activity.

7. Services and events

Service and event projects are the responsibility of the Board's service and event managers. Their work is assisted by a member services specialist. The Services and Events team organises corporate cooperation, development of member services and event-related matters.

During 2024, the Services and Events team will implement the following projects:

- Hallituskatu Approt will be held in spring 2024. An event team will be recruited for the implementation of the event.
- We will develop the student union's event production, the profitability of event production and business cooperation.
- An annual party will be held in autumn 2024, recruiting a vuju team.
- Arrange a call for applications for merit badges. The badges will be awarded in connection with the anniversary celebrations.
- Opportunities for cooperation in events organised by local associations will be explored.
- Develop benefits (only) for student union members
- Enhance product sales.
- Sports events and various sports opportunities are organised together with Xamk Sports and Xamk's sports services. As a rule, the student union itself does not organise sports activities.

- The community manager continues to develop Savonlinna's student culture in cooperation with Xamk and the City of Savonlinna. Separate funding EUR 110,000 per year from the City of Savonlinna.

8. Internationality

International affairs are the responsibility of the entire Student Union Board. When responsible for internationality, services and events for the school's international students are organised as far as possible in cooperation with other actors.

In 2024, the following will be done to develop international actions:

- We will develop cooperation with the university's international services.
- We will ensure that it is possible to work in both Finnish and English in Kaakko.
- We will ensure that Kaako's communications are also carried out in English.

The action plan has been approved at the autumn meeting of the Representative Council on 14.11.2023