

# Strategy of the Student Union of South-Eastern Finland University of Applied Sciences for 2021–2030

## Prologue

The strategy 2021–2030 serves as a tool to guide the activities and planning of the Student Union of the South-Eastern Finland University of Applied Sciences. In the strategy, we define the purpose, dream, values and long-term goals of our student union.

In addition to our values, the strategy describes our strategic objectives and priorities for the coming years. We implement the goals as measures for practical work and monitor the achievement of the goals with the help of various indicators. We inform the Representative Council, student union members and the South-Eastern Finland University of Applied Sciences about the findings.

The Secretary General and the Board of the Student Union are responsible for the preparation, implementation and monitoring of the strategy. The Representative Council and staff have also been involved in the elaboration of the strategy.

The strategy was approved and implemented in the 2021 Spring meeting of the Representative Council. The strategy will be reviewed in 2025 and renewed in 2030.

Approved in the Spring meeting of the Representative Council on 6.5.2021

Rico Martikainen  
President of the Board

Johanna Jääskeläinen  
President of the Representative Council

## This is us

Student Union Kaakko is a student advocate at the South-Eastern Finland University of Applied Sciences in accordance with the Universities of Applied Sciences Act. We stand by the students, we are efficient and we make things happen.

We enable the smooth running of students' everyday lives and promote the well-being of students. We are responsible for ensuring that students' voices are heard and listened to in the field of higher education.

We support the growth of students into active, responsible and critical citizens. We enable possibilities to influence society already during our studies.

## **Our dream**

Kaakko is a bold, sustainable and socially influential community. Our university community operates on an equal footing and is communal. The student's voice is heard even more clearly and study time is a meaningful part in life.

## **Values of Kaakko**

### **Equality**

We build a multicultural and equal community which takes into account the diversity of students and to which everyone can feel that they belong.

We treat everyone equally, regardless of gender, ethnic background, sexual orientation, political affiliation, religious beliefs, or any other personal reason.

We strive to ensure a sense of security for everyone in our community, and we do not accept any form of discrimination.

### **Responsibility**

We make responsible choices and act in a sustainable way. We do what is agreed and take responsibility for what we do. We show that we are worthy of trust.

We see responsibility as a strength in our operations and are aware of students' expectations of us. We support the well-being and resilience of our actives and actors.

### **Transparency**

We operate transparently and our message is accessible. We create opportunities for dialogue and interaction in the student community. We do and promote things that are important to all students.

We raise awareness of opportunities for student participation and influence, both in the university community and in society. We recognize the importance of transparency and work to strengthen it.

## Strategic objectives

### Promoter of communality

- We provide tutoring for all Xamk students
- We offer tutoring to students outside of the 1st year
- We systematically promote equality in all our activities

We create cohesion across all campuses by increasing the number of tutors and by strengthening the integration of students into the university. We invest in recruiting tutors from all fields of education and strive to diversify our tutoring. We play an active role in developing the university community together with the student associations. We develop harassment liaison activities and address any grievances.

### Effective and transparent decision-making

- We promote the position of students through planned advocacy
- We support student representatives as active decision makers
- We make an impact locally, regionally and nationally

We do active advocacy work and communicate openly about what we do. We will create an advocacy plan and implement it into our operations. We support and train student representatives and create a mentoring model for student representatives. We develop practices that enable an individual student to monitor and influence student unions decision-making.

### Provider of relevant membership services

- At least a half of Xamk students belong to the student union
- We increase the attractiveness of the student union
- We offer students more customized services

We increase the number of member services to support student life in all campus cities. We create a marketing plan to increase awareness of the student union, as well as to communicate about the benefits. We develop alternative service models alongside traditional memberships. We involve students in the development of membership services. We collect feedback by conducting a student survey annually. We develop our services with the feedback we receive.

### Financially sustainable and developing

- We secure the finances on a solid basis
- We harness the potential of events
- We expand our project operations

We are stabilizing the finances of the student union by developing a financial monitoring system and business models. We investigate the situation of student events and create an event production model, as well as clear goals for services. We develop project operations and make at least one application for funding each year.