



TYY's Strategy 2024–2028

We operate at the centre of student life

In the year 2028, TYY will be the most responsible student union in Finland and will have contributed to improving the position of students at the university and in the society at large. We will achieve this by offering services that make student life easier and collaborating closely with interested parties. We will be making student life more humane and bringing students together in memorable encounters.

Mission: We make student life a once-in-a-lifetime experience for students at the University of Turku, so that everyone has optimal capacity for active, informed and critical citizenship.

Vision: TYY will be the most responsible student union in Finland at the most appealing university in Finland.

Our activities are guided our values: **education, responsibility, equality, communality and openness**. We implement these values every day through our operating principles.

Our operating principles:

- **We boldly take things forward**
- **We are familiar with our members and organisations**
- **We bring students together**
- **We are a responsible partner**

Priorities of the Strategy:

TYY's core activities include **influencing and advocacy, promoting community spirit, service provision, and co-operation with interested parties**. Strategic goals and objectives have been defined for these core activities. Measures for implementing the Strategy will be developed on an annual basis through action plans.

1. Influencing and advocacy: *We boldly take things forward*

Goal:

Influencing and advocacy are at the core of TYY's expertise, and they make student life more humane. Our members feel that TYY serves their interests and see that our advocacy work produces tangible results in their everyday life.



We act responsibly everywhere and instil the theme of responsibility into the entire university community. For us, responsibility means:

1. Ecological responsibility: We promote environmental awareness, invest in sustainable procurements and facilities, organise events sustainably and generally focus on making a positive climate impact. More detailed measures are outlined in our Environmental Plan.
2. Social responsibility: Even as society changes, we carry out the university's educational task as defined by law. We strive for equality in student culture, the university community and the society at large. We see the diversity of our members as a valuable thing. We operate in accordance with our Equality Plan.
3. Financial responsibility: We will always safeguard the economic sustainability of the Student Union and work to improve the financial situation of students in our society. We act in accordance with our Economic Strategy.
4. Good governance: We set a good example by following principles of good governance in the management and organisation of our activities. We take care of data protection.

We provide constructive and critical contributions to the societal debate on education and culture. We encourage decision-making that is based on academic research.

Objectives:

- We do visible and systematic advocacy work, which enables us to strengthen our profile as a reliable expert organisation. The Political Agenda defined by the Student Union Council is the basis for our influencing.
- We promote a humane life for students. Both the university and the society must support students' ability to study and recognise the status and value of students.
- We lead and develop a student culture that, over time, brings a responsible operating culture to the wider society.
- We communicate our activities to others in a transparent and systematic manner.
- In all our activities, we consider the well-being of the individual, the society and the planet as a whole.



INDICATORS & EVALUATION MEASURES:

- Number of statements made
- Mentions of TYY in the media
- Monitoring the goals of the Agenda
- Monitoring selected issues in responses to the Finnish Student Health Survey, the Finnish Bachelor's Graduate Survey and the TYY Member Survey
- Carbon footprint
- Monitoring the implementation of the Economic Strategy
- Availability and accessibility of documents
- Reach of our communication on influencing
- Feedback on our trainings and their effectiveness

2. MEMORABLE ENCOUNTERS: *Bringing students together*

Goal:

Students play an increasingly active role on all levels of university administration. TYY's communications reach all members. The diversity of our members is a great resource for the Student Union, and equal treatment is the basis of the Student Union's activities. International students are a growing and important part of the university community. Our members provide feedback on the Student Union's activities, which enables us to carry out development measures every year. An active, visible and present Student Union offers students opportunities to meet each other. The Student Union discourages polarisation and confrontations. A better future is built together, and everyone has the opportunity to participate. Important student traditions bring students together.

Objectives:

- We provide students opportunities for influencing and make influencing appealing and interesting.
- We promote international students' integration into the communities at the University of Turku.
- Whenever we bring students together, we ensure a conversational culture that is respectful of others. We work to counteract polarisation.
- We always take into account the diversity of our members and the value of different fields of study.
- We communicate with every member of the community and develop new ways to reach out to students.
- We uphold the student traditions that are important to our community.



INDICATORS & EVALUATION MEASURES:

- Number of applicants for open positions
- Council election metrics
- Surveys for international students
- Monitoring of organisations' grant applications
- Surveys for Council members and volunteers
- Member Survey responses relating to communication

3. **MEANINGFUL SERVICES: *We are familiar with our members and organisations***

Goal:

TYY supports and assists its members and organisations according to their needs. We actively collect feedback on our activities and use it to decide on development measures. We make it possible for all organisations to operate. TY Y is visibly involved in student life and creates value for its members. Our members feel that membership of the Student Union is significant. The information and services we provide are easily accessible to all our members and our communication is comprehensive.

Objectives:

- We understand the needs of our members and organisations. We always develop our activities with our members in mind.
- We make it easier to run organisations and treat all organisations equally.
- We communicate about our services in a targeted and timely manner.
- We add as much value as we can to student life. Every student can find their own community within TY Y.
- We put effort into our meetings with members so that all of them can be as good as possible. We go where the students are.

INDICATORS & EVALUATION MEASURES:

- Member Survey questions relating to services and the student community
- TY Y's presence on campus
- First Year Experience survey
- Other surveys on wellbeing
- Annual survey for organisations



4. Co-operation with interested parties: *We are a responsible partner*

Goal:

TYY promotes its objectives strategically with interested parties. Our interested parties and partners have been identified, and we have a good understanding of who can help us promote themes that are important to students. We act responsibly and expect the same from our partners.

Objectives:

- TYY is always just a phone call away from its partners.
- TYY represents students where ever people make decisions that affect the students' lives.
- We are an interesting and reliable business partner.
- We observe local decision-making on a long-term basis and build relationships with officials at the local government.
- We bring up our operating principles and require our partners to act responsibly.

INDICATORS & EVALUATION MEASURES:

- Survey for interested parties
- Evaluation of where our presence is most significant
- Profit from business collaboration and contract specifics
- Reports on responsibility
- Network management



TURUN YLIOPISTON YLIOPPILASKUNTA
THE STUDENT UNION OF THE UNIVERSITY OF TURKU

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