



# TYO in its second century

## Strategy 2018–2022 of the Student Union of the University of Turku

*Approved in a meeting of the Student Union  
Council on 18 Oct 2017.*

### Vision:

In the hearts of the members and in the  
core of the University.

### Mission:

We monitor, promote and strengthen the position of students, in order to make  
studying at the University of Turku of high-quality, smooth and fun – the best possible.

### Values:

#### Equality

All our members are equal. Equal treatment is the corner stone of the Student Union and the  
diversity of its members is a resource. Without prejudice, we consider our different members  
in all campuses and the needs of students with another native language than Finnish.

#### Community

The Student Union is an active, visible and present community in all campuses. We provide  
the students with manners to meet each other and possibilities to create a better future  
together and activities that suit themselves. Being a member of a student community feels  
significant for our members.

#### Openness

Our decision-making is democratic, transparent and open. The information and services we  
produce are easily accessible for all members and our communication is wide-ranging. All  
our members have an equal opportunity to participate in activities and to benefit from the  
expertise of the Student Union.

#### Ethics

For us, ethics means just and sustainable development socially, economically and  
environmentally. We carry our responsibility for our members, employees, the university  
community, the environment and the surrounding society. We support the growth of students  
into responsible, critical and active members of the society.

#### Education

We participate constructively and critically in the societal discussion on education. We  
promote decision-making based on academic knowledge obtained through research.



## Measures:

	Measures
Interest promotion  <i>Promotes our vision, mission and values community, openness and education</i>	<ol style="list-style-type: none"><li>1. The aims in the promotion of student interests are clearly described. We utilise well-functioning and fruitful promotion of student interests in the lead of TYY communication.</li><li>2. We make TYY known through its promotion of student interests both as part of the continuous communication and in campaigns realised regularly. Potential members deem membership in the Student Union attractive also due to the promotion of student interests that is part of it.</li></ol>
Services  <i>Promotes our vision, mission and values equality, community, and openness.</i>	<ol style="list-style-type: none"><li>3. We compile the existing and necessary services into a clear package of services, which makes attachment to the Student Union an attractive option. We collect feedback and develop services on the basis of it. We use different channels in the communication and also utilise events where we are present. We determine at least for whom the service is, where it is available and who is responsible for developing it.</li><li>4. We create a long-term plan, which takes into account the temporary nature of the Q House.</li></ol>
Organisations  <i>Promotes our vision, mission and values equality, community, ethics and openness.</i>	<ol style="list-style-type: none"><li>5. Our messages reach our members also through organisations. Communication is developed together with organisations by agreeing on the annual communication rules and channels. We promote student interests and student culture together with organisations. We actively search for new ways to bring actors together. We regularly hear the ideas and concerns of organisations. We think of ways to support the aims of the organisations and to combine resources. We appreciate the knowledge in the organisations.</li></ol>
Student traditions  <i>Promotes our vision, mission and values equality, community, ethics and openness</i>	<ol style="list-style-type: none"><li>6. We solve the continuity problem in organising student culture. We brand our student traditions into stronger and clearer entities. We create a visual look resembling TYY's look for recurring events and narratives that link the events stronger in the historical continuity and the identity of a student at the University of Turku.</li></ol>
Alumni activities  <i>Promotes our vision and values community, openness, ethics and education</i>	<ol style="list-style-type: none"><li>7. We hold regular contact to the reachable alumni and make sure that Student Union actors feel being a permanent part of TYY community.</li><li>8. Contacts with alumni in political, societal or other relevant positions will be utilised to reach student interest promotion aims.</li></ol>
Company cooperation and fund-raising  <i>Promotes our mission and values</i>	<ol style="list-style-type: none"><li>9. We make the development of company cooperation an area of responsibility for one member of the Executive Board. When a functional structure has been developed, the role of the Executive Board member may be reduced.</li></ol>



<i>community, openness and ethics</i>	
<p>Voluntary work</p> <p><i>Promotes our vision, mission and values equality, community, ethics and openness</i></p>	<p>10. We reform our voluntary procedures to make them accessible and meaningful content-wise. We try the best practices of other Student Unions and appoint an Executive Board member for voluntary work.</p> <p>11. We pay special attention to the orientation of the volunteers and provide them a reason to commit to the activities. We create well-functioning and flexible working routines for voluntary work. The activities are significant, meaningful and duly rewarded.</p>
<p>Visibility and approachability</p> <p><i>Promotes our vision, mission and values equality, community, ethics and openness</i></p>	<p>12. We discuss the needs and wishes of the organisations and the activities of the Student Union by visiting all campuses.</p> <p>13. Our communication is person- and community-emphasising and takes into account the non-Finnish-speaking recipients. We acknowledge the diversity of our members and our communication reaches our members widely.</p>