



Strategy 2016–2020

Mission – A good life for the students

The main goal of our activities is to ensure a good life for the students. All our actions and all the decisions we make strive towards this objective.

Our members are the reason we exist, and we work to ensure the quality of their education, the fluency of their studies, their right to be part of the student community, their affordable life, and their employment. In addition to the students' everyday lives, a good life for the students also includes the students' position in our society and their ability to influence.

VALUES – OPENNESS, COURAGE, EFFECTIVENESS, COMMUNALITY

Openness

All our activities are open and the decisions we make are justified. The work we do is visible and achievable to our members and therefore participating in the Student Union's activities is as simple and attractive as possible.

Courage

The Student Union gets its strength and its right to exist from university students, who are the creators of our future. The scientific community is the cradle of new knowledge and expertise, and the creativity that emerges from it can also be seen in our actions as bold openings.

We experiment with new things without prejudice and positively challenge our own operation culture without getting stuck in bureaucracy or old customs. We are ready to set our own principles exposed to criticism and question all things that already exist.

Effectiveness

We are truly an organization of specialists who are trusted and taken seriously not only in the university, but in the city of Oulu and the entire nation as well.

The Student Union is a natural adviser and specialist in all cases concerning the students' lives and we actively strive to take this role. We reaffirm our image as specialists by being well-informed and



by having thorough knowledge of all matters that concern students. Our public relations are sustained and far-reaching.

Our activities strive towards a good life for students, and we always try to make our actions have the widest possible impact. This applies to our advocacy work and all our other operations as well.

Communality

The Student Union is a sum of students and student organizations, and for that reason our objective is to make all our members feel like a part of the student community, and the Student Union as a part of them. We aim at promoting the communality of university students by creating good working conditions for organizations in the University.

We do not accept discrimination or discriminatory practices in any form. We encourage the entire university community to act in a manner that allows all its members to equally participate in its activities.

Vision 2020 – The students in the University of Oulu consider the Student Union’s activities meaningful and want to be a part of the Student Union

Our vision is that in the year 2020 students are aware of the Student Union’s activities and consider them meaningful. As many students in the University of Oulu as possible can benefit from our activities and services and want to be a part of the Student Union.

In the year 2020 the students see us as an attractive organization and our activities easy to participate in. Our objective is that the students can be considered an equal part of the university community in all situations, and that students are seen as a resource.

Strategic goals and measures 2020

An influencing Student Union

- We will develop the rigid sector division towards a more modern project organization. We will make project organizations’ ability to engage in new matters and let go of the old ones a part of our practices

- The preparation of decision-making will be made more transparent and to involve more of our members.
- We will make the student representatives in the University administration a tightly knit and effective network and focus on their training.
- We will continue to improve our operators' public relations, lobbying, and networking skills. We will try to become a part of decision making in the university and in the city of Oulu as early as in the preparation process.
- We will train our operators to become influencing communicators and turn our communications strategy into a state-of-the-art and adaptable guideline for communications.
- We will develop orientation and orientation documents so that they no longer only transfer old impressions, but challenge new operators to reform and to think for themselves.

Economy on a sustainable base

- We will develop the planning and monitoring of our economy and our treasury management into something more suitable for our kind of an organization. We will also focus on improving the economic skills of our Secretary General, the Student Council, the Board of the Student Union and the Committee for Economic Affairs.
- During the strategy season, we will create a contingency plan in case of any economic crises, such as a large decrease in the number of members.
- Our business cooperation is well-established and coordinated. Our cooperation agreements are long-term and consistent.

Even better and further reaching member services

- During the strategy season we will perform a thorough investigation on what kind of services our members would like to see and focus on improving them.
- We will improve our communications strategically from the perspective of services communications as well.
- We will develop the events we arrange and the member services we offer so that they can reach our members even better than before.

Healthy and competent operators

- Our objective is to become an even better employer than before by the year 2020. We pay attention to the development of recruitment skills and transferring them to new operators.



- The Student Union's operating environment is versatile and the work is usually challenging. During the strategy season we will focus on good leadership and support, and the maintenance of our workers' working ability.
- Because our elected officials change quite often, thorough orientation given to our new officials will ensure the professionalism of our operations. We will be creating a functioning orientation manual during the strategy season.
- We will reaffirm our image as specialists by training our staff regularly.
- After the restrictions on the duration of studies and student aid, both time spent as a student and the time spent in organizations are shorter in the future. We aim at making active studying possible to elected officials as well.
- During the strategy season we will pay attention to making positions of trust as attractive as possible and making them reach both Finnish and international students from all fields of study.

A common university 2020

- We will make it possible for students to participate in developing the common university through society aids and the Universitas project funding.
- We will support the University in the development and planning of student recruitment.
- Together we will develop operation models for the Rauhala club, which will also strengthen the feeling of belonging among the university alumni.
- During the strategy season we will focus on the creation of alma mater-spirit together with the University. We will actively take part in the planning and implementation of University fundraising
- We will focus on developing education together with our University and ensure that the matter is given appropriate amounts of attention despite reduced resources.

The Student Council will assess the realization of the strategy every year.