

1 **Student Union of the University of Eastern** 2 **Finland: Strategy 2025–2027**

3 **Mission – The voice and defender of students**

4 The duties of student unions are defined in section 46 of the Universities Act (558/2009):

5 The student union liaises with and on behalf of its members and promotes their
6 societal, social and intellectual aspirations and those relating to studies and the
7 status of students in society. The student union also participates in the
8 implementation of the educational mission of the university by preparing
9 students for an active, informed and critical citizenship.

10 **Vision – Membership in the Student Union is wanted** 11 **and seen as valuable**

12 In 2027, membership in ISYY is meaningful and seen as valuable. ISYY is a socially, ecologically
13 and financially sustainable organisation. ISYY's medium-term vision is to lower its
14 membership fee.

15 **Values**

16 Values build the foundation for ISYY's activities, meaning all operations that create added
17 value for members, such as membership benefits, student advocacy work, member services
18 and events. ISYY operates on two campuses: in Kuopio and in Joensuu. The Student Union
19 takes the two-campus model into consideration in its activities. The campuses have different
20 organisations, people and cultures, which makes the organisational culture more diverse. The
21 Student Union's work must be impactful both in and outside the university community.

22 **Community**

23 Community is ISYY's most important resource, and ISYY invests in it at all levels of its
24 operations. A sense of community is born out of trust, openness and communication. We
25 build a sense of community with long-term commitment and through genuine dialogue. ISYY
26 reduces conflict by offering opportunities for encounters and dialogue.

27 **Equality**

28 Equality is the basis of everything ISYY does. This means ensuring that all students have equal
29 opportunities to study, participate and act in the Student Union, the university community
30 and society.

31 **Sustainability**

32 We nurture the Student Union's social, ecological and financial sustainability. We renew
33 student culture based on feedback from members and develop our internal operating models

34 in cooperation between elected members and employees. We will ensure our financial
35 sustainability in the future with sustainable and ethical financial management.

36 **Goals and performance indicators**

37 The headings below refer to the goals that arise from the vision. Under them, the sub-goals
38 and performance indicators are listed.

39 **Activities are meaningful**

- 40 1. People want to (re)join ISYY's activities.
 - 41 a. According to the member survey, people's experience of participating in the
42 Student Union's activities is positive. To reach the goal, we can monitor event
43 satisfaction and the satisfaction of employees and elected members.
 - 44 b. The number of returning participants shows an upward trend. The retention
45 rate of elected members is monitored.
 - 46 c. The member survey shows that members are satisfied with membership
47 benefits and services.
- 48 2. Members know where the membership fees go.
 - 49 a. If the member survey shows high awareness, it indicates that ISYY's financial
50 focus is on things that are relevant to students. Low awareness indicates that
51 the organisation is invisible and meaningless.
- 52 3. Members feel that they understand the meaning of ISYY's work, and ISYY explains it
53 frequently enough.
 - 54 a. The member survey supports the above statement.
- 55 4. ISYY is known as an active player among stakeholders, members and cooperation
56 partners.
 - 57 a. The member survey supports the above statement.

58 **Membership is seen as valuable**

- 59 5. Members feel that they get their money's worth from the membership fee.
 - 60 a. The member survey supports the above statement.
 - 61 b. Number of active clubs and club members.
 - 62 c. Booking rate of rental facilities.
 - 63 d. Service sales and utilisation rate of rental items.
- 64 6. ISYY's membership has social value.
 - 65 a. According to the member survey, clubs make Student Union membership
66 significantly more attractive.

- 67 b. According to the member survey, social networks are a major reason for
68 participating in activities.
- 69 7. ISYY supports active participation and engagement.
- 70 a. According to the member survey and the survey for elected personnel, ISYY has
71 succeeded in supporting active participation and engagement.
- 72 b. Based on the survey for elected personnel, the elected members feel that
73 working in a position of trust has improved their work readiness.
- 74 c. Records of council meeting participation rates.
- 75 d. Voter turnout in Representative Council Elections.
- 76 e. The ratio of applicants to available council, board, working group, team and
77 student representative seats.
- 78 8. People want to be members.
- 79 a. The member survey supports the above statement.
- 80 9. Cooperation with student and campus associations is fruitful.
- 81 a. The feedback on events and advocacy cooperation is positive.

82 **ISYY's operations are sustainable**

- 83 10. ISYY knows the needs of its members and carries out its operations accordingly.
- 84 a. According to the member survey, ISYY's services meet the needs of members.
- 85 11. The employees and elected members are doing well.
- 86 a. According to the employee satisfaction and workplace health survey, the scale
87 of ISYY's operations is in line with the available resources, and people find their
88 work meaningful.
- 89 b. Based on the survey for elected personnel, the elected members are doing well.
- 90 12. People find it easy to get involved.
- 91 a. Based on the survey for elected personnel, the information available on
92 positions of trust is deemed sufficient and clear.
- 93 13. ISYY carries out its operations in line with the strengths and needs of each campus.
- 94 a. Member survey results can be utilised for campus-specific development efforts.
- 95 b. Where possible, campus-specific events are organised in addition to events
96 organised on both campuses.
- 97 14. Information about ISYY and its activities is readily available.
- 98 a. According to the member survey/website survey, it is easy to find information
99 on ISYY's website.

- 100 b. Web analytics support the above statement.
- 101 c. Search engine visibility has improved.
- 102 15. The onboarding process is deemed effective and efficient.
- 103 a. The survey for elected personnel supports the above statement.
- 104 16. Stable finances will ensure our operations in the future.
- 105 a. The share of membership fee revenue of total revenue.