



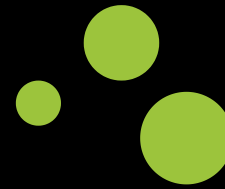
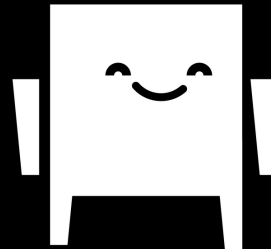
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Ylioppilaskunta

STRATEGY 2021–2024



Why are we here?

Our purpose is to create a student community that provides the members of ISYY with the opportunity to influence both the academic and social aspects of student life.



Our dream

We are a community that people are proud to be members of.

OUR VALUES

Trust & Dialogue

Trust as paramount in everything we do. Building trust requires commitment, openness and active bidirectional participation from everyone over a sustained period of time.

Community & Equality

The ISYY community is our most valuable asset. We work tirelessly to ensure high levels of academic and social well-being, with the aim of creating an egalitarian community where everyone feels at home.

Organisational culture

A culture of trust

We promote a culture of openness, lower the threshold for participation and increase transparency in our operations.

The aim is to create a unique organisational culture that is dedicated to transparency and doing things together.

We also cooperate with our stakeholders in an active and constructive manner.

Improved performance

A vibrant organisation

We will make better use of our resources through more efficient management, creating the maximum benefit for our members and people who hold positions of trust within ISYY.

By encouraging good leadership and embracing a culture of trust, we will utilise the full potential of anyone working or volunteering for ISYY.

We will also ensure the continuity of our operations with sustainable financial management.

The membership experience

Meaningful encounters

We encourage our members to go above and beyond while gaining memorable experiences.

The services provided by ISYY are diverse and accessible to all our members, and the aim of everything that we do is to improve student life both in Kuopio and Joensuu.

Our active involvement and commitment to higher education and student advocacy is notable on a national scale.

ISYY identity

Distinctive and original

By putting in a lot of hard work over a sustained period of time, we have created a vibrant organisation with a culture of trust and a membership experience that reflects our values.

The aim is for members to feel like they truly belong to our community and that we can all be proud of ISYY and what it stands for.

ISYY is a respected brand and our distinctive identity is also noticeable to those outside the organisation.

Together we can make a difference

*A vibrant
organisation*

Together we can make a difference

The best way to achieve shared goals is to work together. By trusting and believing in our members, we will create an environment where people are willing to share their ideas and dreams can become reality.

*A culture of
trust*

*Distinctive and
original*

*Meaningful
encounters*

Our goals

Organisational culture

A culture of trust

- Members are familiar with the people who hold positions of trust or work for ISYY.
- Members actively participate in different events and activities, and are keen to make a difference in the community.
- Decision-making is reflective of the experiences and opinions of our members.

Improved performance

A vibrant organisation

- As many of our members as possible want to be involved in our activities.
- The management of ISYY finances is goal-oriented and a high proportion of the Student Union's revenue base comes from sources other than the membership fees.
- The continuity and efficiency of our operations is ensured through knowledge management.

The membership experience

Meaningful encounters

- Members are given opportunities to participate in the development of our services.
- Members are encouraged to get involved in different activities and apply for positions of trust, which allow them to gain useful experiences.
- ISYY provides services that are actively used and meet the needs of our members.

ISYY identity

Distinctive and original

- As many members as possible feel like they belong to the ISYY community.
- There are notable benefits associated with becoming a member of ISYY.
- The ISYY brand is recognisable and well-known.



GOALS AND INDICATORS

A culture of trust

Our goal: Members are familiar with the people who hold positions of trust or work for ISYY.

- Personal branding is utilised in ISYY communications and the people working or volunteering for ISYY are regularly introduced through different communication channels.

Our goal: Members actively participate in different events and activities, and are keen to make a difference in the community.

- The number of event participants is monitored annually and improvements are made based on feedback.
- The key stakeholders of ISYY are identified and known, while the annual stakeholder engagement plan is adhered to.

Our goal: The decision-making is reflective of the experiences and opinions of our members.

- Regular questionnaires are issued and response rates are monitored.
- The questionnaire results are utilised in developing the way we operate.

A vibrant organisation

Our goal: As many of our members as possible want to be involved in our activities.

- The total number of people in different positions of trust and their level of activity, including the Representative Council, Executive Board, working groups, teams, (clubs) etc.

Our goal: The management of ISYY finances is goal-oriented and a high proportion of the Student Union's revenue base comes from sources other than the membership fees.

- The proportion of revenue from sources other than the membership fees.
- The growth rate of total assets.
- Staying within budget.
- Return on investments and adhering to the investment strategy.
- Property-related revenue.

Our goal: The continuity and efficiency of our operations is ensured through knowledge management.

- ISYY has a personnel strategy, established working methods and knowledge transfer materials for people in positions of trust.

Meaningful encounters

Our goal: Members are given opportunities to participate in the development of our services.

- Questionnaires are used to develop membership services (brand questionnaire and questionnaires from student organisations).
- The monitoring and analysis of activity levels on different communication channels.

Our goal: Members are encouraged to get involved in different activities and apply for positions of trust, which allow them to gain useful experiences.

- The number of applicants for positions of trust in relation to positions available (the Representative Council, Executive Board, working groups, teams, student representatives in the UEF administration).
- The number of people who continue to work or volunteer with ISYY after their first term in a position of trust (utilising the annual questionnaire for people in positions of trust).

Our goal: ISYY provides services that are actively used and meet the needs of our members.

- The number and regularity of bookings of ISYY premises.
- The number of active ISYY clubs.
- The number of ISYY members who also have a SYKETTÄ membership.

Distinctive and original

Our goal: As many members as possible feel like they belong to the ISYY community.

- The amount of ISYY merchandise sold.

Our goal: There are noticeable benefits associated with becoming a member of ISYY.

- The membership benefits negotiated by ISYY are listed and easy to access.
- The number of commercial collaborations and renewed contracts.

Our goal: The ISYY brand is recognisable and well-known.

- Media monitoring: tracking the amount of mentions and comments across different types of media.
- Brand questionnaires and membership questionnaires.