

Approved in the Representative Council meeting on 10 Dec 2024.

1 **Strategy**

2 **Introduction**

3 The strategy is the highest guiding document for the Student Union's activities. It remains
4 valid indefinitely. In other words, the strategy will not expire unless a significant change
5 occurs in JYY or its operational environment that renders the fundamental assumptions
6 of the strategy incorrect.

7 The strategy continuously guides operations comprehensively. The Representative
8 Council determines specific priorities for each Council term, which are outlined for review
9 at the beginning of the term.

10 The strategy begins with the Student Union's values and principles of operation, from
11 which the vision of the Student Union is derived. These elements form the foundational
12 basis of the Student Union's operations and thinking. The purpose of the values, principles
13 of operation, and vision is to answer the question: Why does JYY exist?

14 From the values and principles of operation, the structure of the strategy progresses
15 through the mission to core operational areas and the goals associated with them. The
16 mission and strategic goals aim to answer the question: What does JYY do?

17 The strategy's support measures are actions that shape the Student Union's operations
18 to enable the achievement of strategic goals. These measures aim to answer the
19 question: How does JYY develop?

20 **Values and principles of operation**

21 **Community**

22 JYY is both its own community and a community of communities. Associations,
23 committees, and other groups operating within and near JYY are important communities
24 for its members. JYY is a meaningful international, interdisciplinary, and democratic
25 community for its members. All Student Union members should have the opportunity to
26 find their own community either within JYY or its surrounding groups. JYY's operations are
27 meaningful to its members and participants, who want to identify as part of JYY.

28 **Equality**

29 All JYY members have equal opportunities to participate in the Student Union's activities
30 and decision-making and to access its services. JYY actively works to prevent

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31 discrimination and to promote accessibility, equality, and equity. JYY is a feminist and
32 anti-racist organization.

33 **Responsibility**

34 JYY takes responsibility not only for its members and itself but also for the surrounding
35 world. As an organization, JYY is committed to developing itself, its practices, and its
36 culture. JYY aims to nurture critical and thoughtful citizens of the future. JYY is a
37 responsible employer and workplace. It manages its finances and assets responsibly,
38 with consideration for future students. JYY acknowledges the ethical, ecological, and
39 social impacts of its activities.

40 **Impactfulness**

41 JYY's activities are effective and results-oriented. JYY is a significant actor in Jyväskylä
42 and Central Finland, as well as within the student movement. JYY boldly and
43 constructively advocates for its members. It involves its members in its activities and
44 evolves alongside them. JYY's work is visible to its members, who are positively influenced
45 by JYY's impact.

46 **Vision**

47 JYY is the most impactful Student Union in Finland, within Finland's most receptive
48 student community.

49 **Mission**

50 JYY builds a better Jyväskylä for students.

51 **Core Operational Areas**

52 **Constructive advocacy**

- 53 • JYY conducts planned, visible, and purposeful advocacy. Its primary focus areas
54 are the city, the university, and the broader local environment.
- 55 • JYY communicates openly and deliberately about its advocacy efforts. Members
56 know JYY represents their interests. The results of JYY's advocacy are evident in
57 members' daily lives.
- 58 • JYY encourages and motivates its members and associated organizations to
59 engage in critical action. Members have the skills to influence issues in their living
60 environment.
- 61 • JYY collaborates with strategic partners in its advocacy efforts.

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62 **Constructing communities**

- 63 • JYY is a community of communities that facilitates and coordinates the activities
64 of associations and groups operating within it.
- 65 • JYY encourages cooperation among these associations, fostering a more diverse
66 and cohesive student community.
- 67 • JYY creates conditions for associations to form and operate under its umbrella.
- 68 • JYY helps students find their own communities.

69 **Constructing a Smooth Everyday Life**

- 70 • JYY offers members basic living needs, such as housing, to ensure the smooth
71 functioning of their daily lives.
- 72 • JYY offers essential student benefits such as a student card and member services.
- 73 • JYY enables members to combine student life with various life stages, such as
74 working and family life.
- 75 • JYY contributes to building the Jyväskylä area into a place where members can
76 stay after graduation, fostering their connection to Jyväskylä and Central Finland
77 during their studies.

78 **Strategic Support Measures**

79 Achieving the strategy's goals requires changes to JYY's established internal practices.
80 To allow for strategic growth and development with current resources, activities must
81 either become more efficient or resources must be allocated differently than before.

- 82 • Continuous self-development as individuals, a work community, and an
83 organization is emphasized to achieve strategic goals. All JYY actors and actives
84 are trained to think and act strategically.
- 85 • Internal collaboration within the JYY Group is strengthened to better utilize
86 synergies between core operations and Soihitu.
- 87 • Strategic partnerships are actively built and maintained—JYY does not need to act
88 alone.
- 89 • Leadership and operational management systems are developed to be clearer,
90 more efficient, and more democratic.
- 91 • The well-being, competence, and meaningful work of employees and elected
92 representatives are supported. JYY is an attractive workplace, and there is
93 competition for its job openings and elected positions.

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- 94 • Continuity between outgoing and incoming actors and actives is ensured through
95 onboarding and systematic documentation.
- 96 • Financial and human resources are reallocated as necessary, with a willingness
97 to abandon old practices to create and develop new ones.

98 **Focus Areas for the 2024–2025 Representatives Council Term**

99 The Representative Council has highlighted the importance of focusing on the 2025
100 representative elections. Declared goals include increasing the number of candidates
101 and voter turnout.

102 The university, and consequently the Student Union, are undergoing rapid
103 internationalization. Over the next three years, the university aims to triple its number of
104 international degree students. JYY's operations and culture must adapt to prepare for
105 this internationalization. JYY must become more multilingual and prepare its staff and
106 organization for broader linguistic and cultural changes.

107 It is essential for JYY's community-building work that JYY be a visible and well-known
108 actor among associations and communities operating under its umbrella. Its mandate
109 to act on behalf of its members depends heavily on its visibility among them. JYY should
110 continue to invest in this visibility.