

Approved in Representative Council meeting 5 Mar 2026.

Strategy

Introduction

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

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

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

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

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

Values and principles of operation

Community

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

Equality

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

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

Responsibility

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

Impactfulness

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

Vision

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

Mission

JYY builds a better Jyväskylä for students.

Core Operational Areas

Constructive advocacy

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

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Constructing communities

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

Constructing a Smooth Everyday Life

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

Strategic Support Measures

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

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

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

Focus Areas for the 2026–2027 Representative Council Term

JYY learns to recognize the associations operating within its sphere as cooperation partners. The associations are encouraged to become more interested in and participate more actively in JYY's activities. The components and actors that constitute the relationship between JYY and the associations are defined. With the establishment of the new higher education consortium, a policy is created regarding JYY's relationship to the association field of Jamk.

To strengthen financial responsibility, JYY carries out the organizational reform of its business operations carefully and establishes new orientation practices so that new student decision-makers have the appropriate capabilities to address the Student Union's financial policy. The update of the financial policy paper is carried out thoroughly, creating clear objectives and indicators to steer JYY's operations.

JYY's visibility is understood as the responsibility of member operations, Soihtu, and all elected representatives. To improve visibility, clear communication processes and communication-management structures are created. The Representative Council groups are supported and enabled to engage in active communication toward the membership and the associations in order to strengthen awareness and recognition.