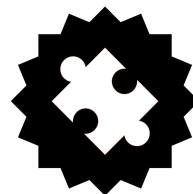


**The Social Sciences Student Union's**

# **Action Plan**

**2022/2023**



**SOCIAL SCIENCES  
STUDENT UNION**

# Background

In the Strategic Plan, the student union's long-term goals are stipulated. Those goals are then concretised in this plan into more specific actions for the upcoming year to complete. The board is utmost responsible for the completion of the goals in this Action Plan, but that does not mean the board needs to complete every point by themselves. The board should delegate points of this Action Plan within itself and to the person or group within the student union most suitable to complete them, and follow up on their progress throughout the year.

If the organisation finds itself in a situation where the board needs to prioritise between points in this Action Plan, the guiding strategic values stated in the Strategic Plan for 2022-2025 are *fun*, *community* and *solidarity*. If the board finds that certain conditions prevent any point from being possible to complete, or wants to amend the Action Plan in a larger way, such suggestions can be sent to the RA for decision.

## Areas

### *Education monitoring*

The student union's primary purpose is to monitor and improve the education at the Faculty of Social Sciences, and the conditions for students. At the department level, student representatives should become more visible so that the students they represent know how and when to reach out to their representatives. We should also strive for each department to have a strong and independent Study Council, so that elected student representatives have a context and community for their involvement.

- **Work towards having strong and independent study councils.**
  - *Collect resources and experiences from past Study Council Chairpersons and create a Study Council Handbook.*
- **Work towards having visible student representatives.**
  - *Make student representatives' contact information available to the students they represent, online and on campus.*
  - *Create a working group that works towards increasing the visibility of student representatives.*

- **Strive to represent all corners of the faculty well by developing the way we organise student representatives, programme representatives and course representatives.**
  - *Continue the work to create a system for course and programme representatives (“ombud”).*
  - *Propose new instructions for course and programme representatives to the by-laws.*
- **Develop the student union’s political communication and forums for political discussion**
  - *Strive to communicate about the student union's political achievements*
  - *Organise working groups on different political themes under the Education Committee, open to all members based on interest.*

## ***Labour market matters***

The labour market area of the student union strives to bridge the gap between social sciences students’ studies and the labour market, through varied projects, lectures, seminars and mentorship programmes. The main work is concentrated on the career fair SAMarbete. However, it is of value to explore other possibilities for labour market matters, and evaluate the work with SAMarbete.

Moreover, it is important that there is a clear anchoring process with the students at the faculty regarding labour market matters, to ensure that the students will want to attend the activities organised by the student union and other external parties.

Lastly, as of April 2022, the Labour Market Coordinator holds a role similar to a project manager and/or the Event Coordinator in the student union. Labour market politics is something that is being discussed on many political levels in society, and it could be interesting for the Labour Market Coordinator to work more with these aspects, too.

- **Evaluate the impact, value and relevance of the student union’s established labour market projects, such as SAMarbete.**
  - *Explore possibilities for collaborating with programme associations and sections on the labour market day SAMarbete.*
- **Work with a stronger anchoring process regarding labour market matters with students at the Faculty of Social Sciences.**

- *Continue working with programme associations and sections, such as by visiting them, to investigate their needs and interests in labour market matters and explore possible collaborations*
- *Attend labour market fairs held by programme associations and sections.*
- **Explore opportunities for the Labour Market Coordinator to hold a more political role within the student union.**
  - *Create meetings for student representatives and other interested members to discuss labour market politics.*

## ***Community & Recruitment***

The COVID-19 pandemic has affected many of the student union's daily operations, consequently also the community and recruitment efforts. It is important that we build up the community again, which can contribute to making the recruitment efforts smoother. It should be fun to be active in the student union, and a sense of community contributes largely to this. With a community comes a sense of belonging. Consequently, a strong community will lead to a more fun organisation and easier recruitment.

- **Organise regular social activities for the community of active members as a whole, as well as for subgroups of active members.**
  - *Encourage subgroups of active members to host kick-offs together for themselves.*
  - *Revise the student union's songbook and order a new stock.*
- **Organise regular social events open for all members, and create a community of members that can be a stepping stone towards becoming active.**
  - *Establish recurring events appreciated by students, such as afterworks at Samvetet or pubs organised in cooperation with nations.*
- **Organise effective recruitment campaigns at the beginning of each semester, and leading up to Representative Assembly meetings.**
  - *Create a yearly recruitment cycle with campaigns planned ahead, and make better use of relevant department communication channels.*

## ***Internal organisation***

The student union is nothing without its members, so being an active member needs to be rewarding and sustainable. Sustainable engagement also contributes to acquired skills and knowledge being kept in the organisation longer which allows for more strategic work over

longer periods of time. Lastly, the campus itself is being developed and the student union should make sure to be prepared for decisions that will need to be made regarding the student union's premises.

- **Ensure sustainable conditions for active members.**
  - *Initiate an overview of the structural conditions for the fulltimers' work environment, including the way employer responsibility is held in the student union.*
  - *Create opportunities for further education for active members in leadership positions.*
- **Improve the speed of the student union's decision-making processes, to increase the student union's flexibility and ability to adapt to its circumstances.**
  - *Develop the board meeting format.*
- **Clarify the section relationship and the process for new section memberships, and strengthen the bonds with current sections.**
  - *Establish routines for checking in with the sections.*
  - *Follow up on the draft for a Section Agreement.*
- **Create a long-term strategy for the student union's office premises.**
  - *Continue to work on resolving the issue of access to Samvetet.*
  - *Discuss the student union's needs and wishes with regards to our premises.*

## ***External communication***

It is vital that the student union is visible for our members and the students at the faculty as a whole, because without visibility we will not reach our students. The Communications Committee was created during the pandemic, and to improve communications more, it is essential that the Board and the Communications Committee have a closer working relationship, as the Communications Committee is a group under the board and everyone is affected by the communications. In this vein, it is important to create an overall strategic grip of the communications, as this has been lacking.

Many students find the student union through word-of-mouth, but this is not the most time-effective communication method. The student union ought to evaluate and develop our communication strategies, to see how we best can cater and reach out to the students.

Lastly, it is important to continue working with the student union's brand, and to strengthen it. Specifically, to clarify different roles and responsibilities, to ensure that all active members with us receive their active kits on time, and to order new marketing materials that adhere to the new graphical profile.

- **Establish a closer relationship between the Board and the Communications Committee.**
  - *Have at least 2 meetings per term (formal or informal) between members of the Board and the Communications Committee.*
- **Develop the way we organise our external communications, to enable an overall strategic and creative grip of communications.**
  - *Establish who should be the main responsible person for long-term strategic communications' strategies and campaigns.*
- **Evaluate and develop the channels for visibility utilised by the student union.**
  - *Develop the student union's website, and a clear idea for its purpose in internal and external communications.*
  - *Be visible and talk to students on campus.*
- **Continue strengthening the student union's brand.**
  - *Ensure all active members receive their active kits in time.*
  - *Assign who is/ are responsible for ensuring merch purchases and sales.*
  - *Order new marketing material (e.g. flyers, roll-ups) that adhere to the new graphical profile.*

## ***External relations***

The Faculty of Social Sciences is uniquely rich in student associations. This has for a long time posed challenges for the student union in terms of involvement, attention and recruitment, but if we work more together we can create a strong sense of community at the faculty. In 2021/2022, this vision was created with the project #tillSAMmans. Lastly, external relations also includes sponsorship relationships, an area that the student union could work with more.

- **Create a strong community of student associations at the Faculty of Social Sciences.**
  - *Host TillSAMmans meetings and events.*
  - *Host a TillSAMmans sitting.*

- **Develop our cooperation with the programme associations.**
  - *Offer support in the form of acting as meeting chairpeople for programme associations' annual meetings.*
- **Explore opportunities for more sponsorship relations.**
  - *Identify criteria for relevant sponsors for the student union.*
  - *Reach out to potential sponsors to discuss collaborations.*