

# Action plan 2022

## Introduction

- **This action plan showcases the key priorities for developing KY** – Aalto University Business Students in 2022. It acts as a guiding document for the Executive Board.
- **The Executive Board will decide on implementation and resources** to these projects and any other priorities that support KY's mission and vision – existing only for and because of our members, striving to be the most meaningful community for *kylteris*.
  - An office program or similar will be presented to the Representative Council in their meeting during spring 2022, along with progress updates.

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### **Overall initiatives at KY**

The purpose of the overall initiatives is to highlight some areas from our strategy that are crucial in all of KY the following year. This year, the focus is on 1) listening to members systematically and 2) recovering from and managing Covid-19. These support the start in the implementation of our newly accepted KY Ways of Working from KY strategy 2022–2025.

#### **Initiative 1: Listening to members systematically**

<b>Objective</b>	<b>Action point</b>
<i>Gathering feedback from members is both timely and regular.</i>	<ul style="list-style-type: none"><li>• Feedback template for KY events is created</li><li>• Feedback is used in the debriefing of events and other projects</li><li>• Opportunity to send feedback even anonymously is added to KY website</li></ul>
<i>Volunteers and association active members can voice their opinions.</i>	<ul style="list-style-type: none"><li>• Club Forums, Future Search (or similar event) and roundtables are actively involved to get feedback and facilitate dialogue</li></ul>

#### **Initiative 2: Recovering from and managing Covid-19**

<b>Objective</b>	<b>Action point</b>
<i>KY's Covid-19 policy is clear and sustainable.</i>	<ul style="list-style-type: none"><li>• EU's Covid-19 passport (koronapassi) is used according to authorities' instructions.</li><li>• KY communicates clearly about its policies.</li><li>• Safety and health authorities' recommendations are considered throughout KY operations.</li></ul>
<i>The negative effects of Covid-19 to KY community are handled.</i>	<ul style="list-style-type: none"><li>• Community efforts are targeted towards those who were left out during the pandemic.</li></ul>

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### **1. Community**

#### Resources allocated

Board members	Probba, Culture, New Students, Master's Students, Subject Clubs, Wellbeing, Volunteers, Internationality
Employees	Culture producer Associations coordinator Communications coordinator
Volunteers	Committees Sub-committees Clubs and Subject clubs Annual Ball Committee International committee

#### Key initiatives for community

##### **Initiative 1: Inclusion and a balanced event portfolio for all students**

*The demand for events has surged, and the resources are limited. We need to make sure that the KY community, and also the KY association, has an event portfolio that is balanced and inclusive. This can mean for example larger and cheap events, inclusive events that introduce the KY traditions, events that enable participation without alcohol, and so forth.*

##### **Initiative 2: Offering meaningful volunteer opportunities to more members**

*Due to growing student intake, our current structures and number of volunteers cannot match the demand for meaningful volunteer positions. As KY exists because of our members, and volunteering is often mutually beneficial, we should find ways to make use of this demand.*

##### **Initiative 3: Inclusivity for international students is more often seen as an opportunity, not an additional responsibility**

*The way we talk about international students and including them can sometimes be seen too much from a checklist point of view. We should highlight what opportunities truly welcoming more members of the KY community brings for associations and other community actors.*

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### Proposed measures for each sector (community)

#### 1.1 Associations

Objective	Action point
<i>Developing the associations' guidelines (yhdistysohjesääntö) to better match our resources to associations' needs</i>	<ul style="list-style-type: none"> <li>• Clarifying and moderating the criteria that have to be met, to become an association under KY. <ul style="list-style-type: none"> <li>◦ Checking current associations and matching them with the new criteria</li> </ul> </li> <li>• Coming up with ways to share KY's resources and the associations' resources to each other to avoid single-use culture.</li> <li>• Modifying and updating the associations' benefits and responsibilities <ul style="list-style-type: none"> <li>◦ Creating a system where clubs apply for the club lockers</li> <li>◦ Renewing the Club Forums and making clear that it belongs to associations responsibilities to attend</li> </ul> </li> <li>• Defining, when the status of an official association is necessary, and when an unofficial group could also access KY resources</li> </ul>
<i>Helping associations to bounce back from the pandemic time</i>	<ul style="list-style-type: none"> <li>• Holding trainings, that include live and remote event organizing</li> <li>• 1-on-1 possibility for corporate relations brainstorming, with our corporate relations sector</li> <li>• Advising associations regularly on how to get resources from the foundation <ul style="list-style-type: none"> <li>◦ In addition, renewing the guidelines on how we grant money for our volunteers</li> </ul> </li> </ul>
<i>Thanking associations more regularly</i>	<ul style="list-style-type: none"> <li>• Attending associations' events and/or meetings, and for example bringing small gifts and thank yous</li> </ul>
<i>Associations' operation are more inclusive to all students</i> <ul style="list-style-type: none"> <li>• People can join the activity</li> </ul>	<ul style="list-style-type: none"> <li>• Holding trainings conveying KY values for associations</li> <li>• Train associations on principles of inclusive</li> </ul>

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<p><i>regardless their nationality or possible disabilities</i></p> <ul style="list-style-type: none"> <li>• People can participate in the association's events regardless their nationality or possible disabilities</li> <li>• Associations' communications is open and inclusive</li> </ul>	<p>communications (e.g. alternatives to "THIS EVENT IS HELD IN FINNISH")</p> <ul style="list-style-type: none"> <li>○ Guidelines on inclusive event organizing and communications are shared to associations</li> <li>• Encouraging multilingual events (e.g. international students' participation even though some parts or all of the event is held in Finnish)</li> </ul>
<p><i>Communications are improved to be more agile</i></p>	<ul style="list-style-type: none"> <li>• Communicating clearly <ul style="list-style-type: none"> <li>○ Moving content from Club Mail to Telegram channels and KY Inside</li> </ul> </li> </ul>
<p><i>Solutions for associations' space issues are found together with associations</i></p>	<ul style="list-style-type: none"> <li>• The possibility of applying for KY Foundation's grants is clearly communicated to associations</li> </ul>

### 1.1.1 Subject clubs

Objective	Action point
<p><i>Cooperation with Subject cCubs is adjusted according to Subject Clubs' wishes and needs</i></p>	<ul style="list-style-type: none"> <li>• Answers from Subject Club survey conducted in fall 2021 are used in planning the cooperation</li> </ul>
<p><i>The structure and functionality of Round Tables is reconsidered and developed</i></p>	<ul style="list-style-type: none"> <li>• Input for the restructuring is taken from the Subject Club survey conducted in fall 2021, and new Subject Club members in 2022 + KYSTO</li> </ul>
<p><i>Subject Clubs have good relationships with their departments, supported by KY</i></p>	<ul style="list-style-type: none"> <li>• KY helps and encourages subject clubs to start communication with their department early on</li> <li>• One possibility in solving the space issue is that departments could offer spaces for Subject Clubs</li> </ul>
<p><i>Cooperation between subject clubs and Helsingin Ekonomit is continued</i></p>	<ul style="list-style-type: none"> <li>• Board member responsible for subject clubs initiates contact with Helsingin Ekonomit</li> </ul>
<p><i>Board members from different subject clubs have chances to get to know each other and cooperate</i></p>	<ul style="list-style-type: none"> <li>• KY Office plans and holds 1-2 events for subject clubs</li> <li>• Cooperation between Subject Clubs is strongly</li> </ul>

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	encouraged
<i>Subject Clubs are encouraged and helped to have a large role in the orientation of new students - be it 1st-year students, 2nd-year students starting in their major or new master's students</i>	<ul style="list-style-type: none"> <li>• Orientation is discussed with all Subject Clubs</li> <li>• The important role of Subject Clubs in the orientation is taken into account in the order in which associations get to book facilities for their events</li> </ul>

**1.2 Culture**

Objective	Action point
<i>Adjusting current, traditional events to a time without the KY Building</i>	<ul style="list-style-type: none"> <li>• Planning Wappu concept as early as possible</li> <li>• Communicating with volunteers and previous members of the culture sector</li> <li>• Looking into some third-party party venues</li> </ul>
<i>Co-operation with AYY, its associations and members is improved</i>	<ul style="list-style-type: none"> <li>• KY participates in AYY's <i>tilakähyt</i></li> <li>• Possibility to welcome and target more Aalto students to some events like <i>kuntis</i> and <i>Hukkaputki</i> is explored</li> <li>• Organizing events in cooperation with KUVA, AAVA, and TJ</li> <li>• Making AYY events more approachable to KY <ul style="list-style-type: none"> <li>◦ e.g. organizing pre-parties, participating as a larger group</li> </ul> </li> </ul>
<i>Developing the cooperation within the culture sector (committees, sub-committees, board responsible &amp; producer)</i>	<ul style="list-style-type: none"> <li>• Increased communication</li> <li>• Delegation between the sector</li> <li>• Including the other parts of the sector in planning</li> </ul>
<i>Increased cooperation with NPG (and possibly other, similar companies) to accustom to the growing amount of students</i>	<ul style="list-style-type: none"> <li>• Utilizing 3rd party event spaces for larger events <ul style="list-style-type: none"> <li>◦ Restaurants/night clubs, private event spaces</li> </ul> </li> </ul>



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<i>Skills of our volunteers in event organizing are improved</i>	<ul style="list-style-type: none"> <li>• Event training is organized for subcommittees, committees and other volunteers. Experts and KY alumni who work in the field can be utilized in helping. <ul style="list-style-type: none"> <li>◦ Event planning, logistics, project management, marketing and other skills can be trained</li> </ul> </li> </ul>
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### 1.3 New students

Objective	Action point
<i>Developing the orientation week more cohesive</i>	<ul style="list-style-type: none"> <li>• Coordinating even more with the AYY New Students section</li> <li>• Inclusion of master's students (or planning something for them instead of including them in mursu-orientation)</li> <li>• Communication with Aalto University and the School of Business on orientation week is initiated early on</li> <li>• Role of Tutor Coordinator as part of KY office is clarified</li> </ul>
<i>Master's Students responsible and New Students section cooperation</i>	<ul style="list-style-type: none"> <li>• Tighter communication between master's students responsible and new students responsible/tutor coordinator/tutor committee</li> <li>• Master's Students responsible from KY Board is included in Tutor Committee as a mandate member</li> </ul>

### 1.4 Wellbeing

Objective	Action point
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<i>Defining the different roles that the sports and wellbeing committee (LiHy) and BeWell has</i>	<ul style="list-style-type: none"> <li>• LIHY organizes more of the sports and feel good events, while BeWell focuses more on the individual wellbeing of KY members, although close cooperation is crucial for these two groups</li> </ul>
<i>Updating the event portfolio of our sports and wellbeing themed events (LiHy)</i>	<ul style="list-style-type: none"> <li>• Updating and creating opportunities for new events</li> <li>• Motivating the committee actively, so people are committed to it</li> <li>• LIHY and BeWell being the community builders of wellbeing and raising awareness of also the challenging topics at KY</li> </ul>
<i>Promoting wellbeing in its many forms in all of LiHy's actions</i>	<ul style="list-style-type: none"> <li>• Creating new concepts of building and promoting wellbeing in our community</li> </ul>
<i>Keeping track and actively supporting the KY Office's wellbeing</i>	<ul style="list-style-type: none"> <li>• Fun activities for the office</li> <li>• Renewing the fiilis-o-meter to a more useful form</li> <li>• Open and supportive environment e.g. through communal lunches, activities, workshops, and trainings</li> </ul>

### 1.5 Master's students

Objective	Action point
<i>Developing the orientation week to a more inclusive direction</i>	<ul style="list-style-type: none"> <li>• Solid and systematical co-operation between master's students responsible, new students responsible and tutor coordinator</li> <li>• Providing the new master's students chances to get to know KY better (volunteering opportunities, events, communication channels...)</li> <li>• If master's students do not fit into the capacity of traditional orientation week events, substitutive events and opportunities are planned</li> </ul>

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<p><i>Masters' Committee works as an important community builder among master's students</i></p>	<ul style="list-style-type: none"> <li>• MC's event portfolio is developed further – the traditional events are upheld and new concepts are encouraged                             <ul style="list-style-type: none"> <li>◦ Looking into possibilities of arranging alternative events for master's students especially during weeks that have events targeted mostly to bachelor's students</li> </ul> </li> <li>• When planning the orientation week for new master's students, MC is utilized when necessary</li> <li>• Promoting and communicating MC's events actively to master's students, especially those who have done their bachelor's elsewhere</li> </ul>
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### 1.6 Internationality

Objective	Action point
<p><i>Internationality is integrated into all sectors at KY</i></p>	<ul style="list-style-type: none"> <li>• Internationality is seen as an important part in all KY activities, not as a one person responsibility</li> <li>• Incentives for creating inclusive events are looked into</li> <li>• Associations are encouraged to take internationality into account in their actions for example via volunteer trainings</li> <li>• Official documents are written in English at KY Office if found necessary, and our associations are encouraged to do the same</li> </ul>
<p><i>Gathering more feedback and concrete ideas regarding internationality</i></p>	<ul style="list-style-type: none"> <li>• Utilizing the comments from the member survey that was conducted for the strategy renewal process</li> <li>• Encouraging workshops and brainstorming across different sectors about internationality</li> <li>• Role of International Committee is defined, for instance the committee could be more open for people outside of RepCo</li> </ul>

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	<ul style="list-style-type: none"> <li>○ Gathering feedback and ideas from a wider group of people</li> </ul>
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### 1.7 Probba

Objective	Action point
<i>Re-establishing Probba relations in post-corona times</i>	<ul style="list-style-type: none"> <li>● Probba Board and members are invited to the traditional events such as Wappu, Mursujaiset and Autumn Festival week after a long break</li> <li>● Members of KY Board participate in traditional Probba events (e.g. Running Baba, GAB, MRT)</li> </ul>

## **2. Advocacy**

### Resources allocated to advocacy

<b>Board members</b>	Chair of the Board Board member, Academic Affairs Board member, Educational Affairs Board member, Campus Affairs
<b>Employees</b>	Executive Director Corporate Relations Coordinator (Ekonomit) KOVA's secretary
<b>Volunteers</b>	Academic Affairs Committee (KOVA) Administration student representatives (hallopedes) Round table for study affairs

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### Key initiatives for advocacy team

Initiative 1: A paradigm shift from reactivity to proactivity: we work actively to find out the wants and needs of KY members, and base our advocacy work on them

Initiative 2: Student wellbeing point of view is taken into consideration through more flexible structures

Initiative 3: Stronger connections with the School of BIZ and other stakeholders are created after the remote work time

### Proposed measures for each sector (advocacy)

#### 2.1. Academic affairs

Objective	Action point
<i>KOVA continues to be better involved in KY's academic affairs sector work</i>  <i>KOVA's way of working is dynamic and the committee actively looks for new opportunities.</i>	<ul style="list-style-type: none"><li>• Meaningful and useful roles are established for the members of KOVA</li><li>• KOVA finds new and creative ways to do student advocacy work - the ways support membership's participation to the KY's academic affairs sector's work</li></ul>
<i>External and internal communication will be developed</i>	<ul style="list-style-type: none"><li>• New ways to gather feedback more efficiently and frequently from KY's members are developed</li><li>• Dialogue between the different people in the Academic Affairs sector (Board members, KOVA, Academic Affairs round table, hallopedes) is more active and cohesive</li></ul>
<i>School of Business teaching and premises can adapt to the growing demand</i>	<ul style="list-style-type: none"><li>• Active discussion is upheld with the school regarding developing learning premises according to the demand</li><li>• Bringing up the need for a sufficient variety of courses for all majors and minors and increase in course availability</li><li>• Promoting an increase in resources by hiring more teaching assistants</li></ul>

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<i>Learnings from the hybrid mode are continuously included in teaching</i>	<ul style="list-style-type: none"> <li>• Promoting the idea of incorporating different teaching and learning methods into courses</li> <li>• Active discussion about more flexible ways of completing courses</li> </ul>
<i>Students receive enough support in planning their studies</i>	<ul style="list-style-type: none"> <li>• Flexible structure allows for independent decision-making but creates a need for more guidance</li> </ul>
<i>The Academic Affairs Policy Paper remains relevant in KY's advocacy work</i>	<ul style="list-style-type: none"> <li>• New members of the Academic Affairs sector familiarize themselves with the policy paper</li> <li>• The policy paper is reviewed at the end of the year, and updated if needed.</li> </ul>

## 2.2. Stakeholder relations

### 2.2.1 Suomen Ekonomit & Helsingin Ekonomit

Objective	Action point
<i>KY maintains its role as an active and bold discussion partner in national and local business student and business graduate networks.</i>	<ul style="list-style-type: none"> <li>• Ekonomit Lounge is launched in Espilä</li> <li>• KY is proactive in its relations with Kylli Kylteri, Suomen Ekonomit and Helsingin Ekonomit</li> </ul>

### 2.2.2 Alumni co-operation

Objective	Action point
<i>KY Alumni is supported in their actions and collaboration is upheld now that they are an independent association</i>	<ul style="list-style-type: none"> <li>• KY Board's alumni responsible will take part in KY Alumni's activities when necessary <ul style="list-style-type: none"> <li>◦ Participating in meetings and other important happenings</li> <li>◦ Facilitating communication between KY and KY Alumni and being the main contact person</li> </ul> </li> <li>• Looking into different cooperation possibilities in KY's events</li> </ul>
<i>Helping stakeholders in developing their alumni activities</i>	<ul style="list-style-type: none"> <li>• Close communication with the School of Business regarding their alumni affairs</li> </ul>

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	<ul style="list-style-type: none"> <li>Supporting subject clubs through Alumni Round Table</li> </ul>
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### 2.2.3 Other stakeholders

Objective	Action point
<i>Connection with other business school student associations in Finland is frequent and strategic</i>	<ul style="list-style-type: none"> <li>A meeting with those responsible for academic affairs on other student association boards is planned and executed already in the spring and communication is continued afterwards</li> <li>Cooperation in SYL Kylterihuone is initiated by KY well before SYL General Assembly</li> </ul>
<i>KY is a top-of-mind partner for topics related to business studies</i>	<ul style="list-style-type: none"> <li>KY Board attends events with stakeholders</li> <li>KY uses connections with alumni and partner organizations to support advocacy, too</li> </ul>
<i>Issues relevant to business students are discussed in media, and KY is the voice sharing important insights</i>	<ul style="list-style-type: none"> <li>KY is the voice of business students in interviews, answering to requests promptly</li> <li>KY proactively raises e.g. positive news, career topics and wellbeing to national discussion</li> </ul>
<i>KY's Honorary council (KVK) is a meaningful part of KY structure, providing support and necessary networks</i>	<ul style="list-style-type: none"> <li>The entire board participates in KVK spring meeting, networking with members</li> <li>New KVK members are included in KY operations: advice is asked proactively</li> </ul>
<i>KY has good relations with AYY on both strategic and operative levels</i>	<ul style="list-style-type: none"> <li>KY Board and AYY Board meet informally to build connections</li> <li>KY participates in the AYY working groups and networks that it sees relevant</li> </ul>

### 2.2.4 Nordic Board

Objective	Action point
<i>Active Nordic collaboration is upheld after a pause caused by the pandemic</i>	<ul style="list-style-type: none"> <li>Communication with the rest of the Nordic Board is continued</li> <li>KY will participate in Nordic Forum 2022</li> <li>Benchmarking from our Nordic peers</li> </ul>

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### **3. Supporting member self-development**

#### Resources allocated to supporting member self-development

<b>Board members</b>	Board member, communications and brand Board member, work and career Board member, wellbeing Board member, volunteers
<b>Employees</b>	Communication coordinator Corporate relations coordinator BeWell-coordinator
<b>Volunteers</b>	Wellbeing tutors Communications volunteers Corporate relations committee CORE

#### Key initiatives

Initiative 1: The diversity of our members and volunteers is represented in KY's actions

Initiative 2: Supporting our members' individual wellbeing and development in all fields of life

#### Proposed measures this sector (supporting member self-development)

##### 3.1. Work and career

<b>Objective</b>	<b>Action point</b>
<i>Taking diversity, in its all forms, into account when promoting different career paths and working life options for our members</i>	<ul style="list-style-type: none"><li>• KY collaborates with various companies introducing diverse and meaningful career paths for our members</li><li>• KY will take into account international students and their needs, when it comes to working life</li><li>• KY tries to find diverse job possibilities to our members that can be done during their studies and takes different year of studies and majors into account</li></ul>



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<i>KY emphasizes the importance of wellbeing in work &amp; career related manners</i>	<ul style="list-style-type: none"> <li>• Mapping out possibilities to ask our Alumni tell their stories and giving advice regarding balanced life between work and wellbeing</li> <li>• Raising awareness of wellbeing and importance of balanced work life amongst our partners</li> <li>• Mapping out possibilities to collaborate with the BeWell-project regarding wellbeing and work</li> <li>• Taking care of wellbeing of previous (2021) members of Corporate Relations Sector by bringing them one bottle of Jaloviina (0,5l, glass, *) to their door once a month</li> </ul>
<i>Providing our members different ways of improving needed job seeking and work-life skills</i>	<ul style="list-style-type: none"> <li>• KY prepares members for job seeking by providing CV / LinkedIn / Cover Letter sparring with aTalent, Suomen Ekonomit and other professionals. KY also aims to offer other relevant skills and resources to our members regarding job seeking, such as CV photoshoot, case solving and mock job interviews.</li> <li>• CORE's Account Manager program is upheld and developed</li> </ul>

### 3.2. Brand and communications

Objective	Action point
<i>KY members from different backgrounds find our communications relevant and approachable</i>	<ul style="list-style-type: none"> <li>• Updating KY's brand photos to include pictures of students from different backgrounds</li> <li>• Creating a code of ethics for communications and training it to volunteers</li> </ul>
<i>Finishing the brand update project</i>	<ul style="list-style-type: none"> <li>• Making the purchases regarding the brand update, such as logos on KY van and tents</li> <li>• Building up the brand photo bank by taking quality pictures in different events, especially the ones that are not well represented like career events</li> <li>• Updating KY products to comply with the brand</li> </ul>

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	<p>and our member's wishes</p> <ul style="list-style-type: none"> <li>• Bringing more visual continuity to our communications</li> <li>• Training volunteers on KY's brand</li> <li>• The website project is finished if it's not completed in 2021</li> </ul>
<i>KY communication channels are updated to match the needs that have unfolded in the recent years</i>	<ul style="list-style-type: none"> <li>• Format of KY Guide is reviewed</li> <li>• KY is moving from Facebook to other channels like Telegram</li> <li>• The timeliness and relevancy of KY's website is taken care of throughout the year</li> </ul>

### 3.3. BeWell

Objective	Action point
<i>BeWell project expands and is developed even further by the new BeWell Coordinator. The goal is to root the wellbeing tutors, new events and new practices to our community, so that BeWell and the effort put into our members' wellbeing is shown to everyone at KY.</i>	<ul style="list-style-type: none"> <li>• Bewell's wellbeing tutors and their visibility will be improved</li> <li>• The BeWell Coordinator manages BeWell's day-to-day operation and creates distinct goals and year clock for the project</li> <li>• BeWell organizes a few distinct wellbeing events during the year, the goal is to bring visibility to the project</li> <li>• Emphasis is especially on improving peer support amongst our members</li> <li>• Aiming to reach all students; mursus, bachelors', masters' and international degree students</li> </ul>
<i>Improving all kinds of communications related to wellbeing and increasing the visibility of BeWell.</i>	<ul style="list-style-type: none"> <li>• Communications about wellbeing are versatile, offering knowledge, but also the feeling of peer support</li> <li>• Open communication with the school and with the steering group about wellbeing</li> </ul>
<i>Dismantling the culture of silence and raising awareness of the more difficult topics in our community and lowering</i>	<ul style="list-style-type: none"> <li>• Being there for our members, in more ways than by just organizing events</li> <li>• Blogs about different student experiences are</li> </ul>

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<i>the bar to talk about them.</i>	shared by the wellbeing tutors and other members of our community
<i>Monitoring the results of and developing the AllWell questionnaire</i>	<ul style="list-style-type: none"> <li>• Communicating with school, how to use the results</li> <li>• Taking actions as to improve the situation that the questionnaire shows</li> <li>• Creating distinct goals for improving AllWell results</li> </ul>

### 3.4. Volunteers

Objective	Action point
<i>Volunteer positions at KY are attractive and available to lots of different kinds of KY members</i>	<ul style="list-style-type: none"> <li>• Criteria for volunteer recruitment is constantly updated and checked for any biases</li> </ul>
<i>All KY volunteers get the same level of support whether they are in committees or working groups</i>	<ul style="list-style-type: none"> <li>• The board member responsible for volunteers starts to take greater responsibility for volunteers outside of committees (e.g. working groups)</li> <li>• Well-planned and organized training is given to working groups on their tasks at the beginning of the year</li> </ul>

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### **4. Resources and organisational support**

#### Resources allocated to resources and organization

<b>Board members</b>	Chair of the Board Vice Chair of the Board Board Member, New Premises Board Member, Corporate Relations
<b>Employees</b>	Executive Director Administrative assistant Corporate Relations coordinators
<b>Volunteers</b>	Representative Council and its working groups Corporate Relations Committee, CORE TEKNISTÄ :D

#### Key initiatives for resources and organization

##### Initiative 1: Structures support members taking action

Objective	Action point
<i>Representative Council is a proactive, important and a rewarding volunteer role for the members</i>	<ul style="list-style-type: none"> <li>The results of the survey for 20-21 RepCo are utilized in improving Representative Council practicalities</li> <li>Making RepCo terms shorter is investigated</li> <li>RepCo trainings are held for the new group</li> </ul>

##### Initiative 2: Sustainable solutions

#### Proposed measures for each sector (resources & organisation)

##### 4.1. Corporate relations

Objective	Action point
<i>Corporate Relations contributes to financing our operations with quality products and service</i>	<ul style="list-style-type: none"> <li>The revenue from Corporate Relations are followed partner by partner and product by product</li> <li>Products and their pricing is developed and new</li> </ul>

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	<p>products are invented</p> <ul style="list-style-type: none"> <li>Improving the overall brand of KY's Corporate Relations</li> </ul>
<i>Being an meaningful and important partner to our partner companies</i>	<ul style="list-style-type: none"> <li>Current partnerships are upheld with professional service with the help of CORE</li> <li>Social media and web analytics are used for client relations and acquisition</li> </ul>
<i>Offering interesting collaborations possibilities to our partners and other companies</i>	<ul style="list-style-type: none"> <li>Investigating the possibility to arrange a large career event in autumn 2022 with its own working group</li> <li>Creating a job seeking platform, that will answer our partners needs and will be popular amongst KY members (Developing Open Positions, Telegram Group etc.)</li> </ul>
<i>KY membership offers benefits to students</i>	<ul style="list-style-type: none"> <li>KY Benefits are continued to be updated</li> </ul>

### 4.2. Sustainability

Objective	Action point
<i>Sustainability is endorsed in its many forms in KY's operations</i>	<ul style="list-style-type: none"> <li>Sustainable ways of working are communicated clearly to KY community</li> <li>Incentives for KY Office and volunteers to be more sustainable are thought of</li> <li>Sustainable culture of organizing and to be active in our community are actively developed</li> <li>Creating clear goals for sustainability at KY by finishing the Road to Sustainable KY -document.</li> <li>Promoting vegetarian options and food at KY and at Restaurant committee (Ravintolatoimikunta)</li> </ul>

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### 4.4. Work and community at KY Office

Objective	Action point
<i>KY working culture supports teamwork and helping others in activities</i>	<ul style="list-style-type: none"> <li>Weekly meetings are renewed to support actual interaction between sectors – what are the challenges others are working on, and how can others help them in achieving the goals</li> <li>Onboarding includes workshops on teamwork and work culture to support development</li> </ul>
<i>KY working environment supports focus</i>	<ul style="list-style-type: none"> <li>Reorganising office and looking for new ways to improve focus in the workplace</li> <li>Planning Student Centre premises accordingly</li> </ul>
<i>KY working culture supports wellbeing and continuity</i>	<ul style="list-style-type: none"> <li>Workload is monitored and office members are encouraged to prioritize tasks</li> <li>Weekly planning is introduced in the office</li> <li>Project planning is introduced in the office and resources are allocated accordingly</li> </ul>

### 4.5. Premises

Objective	Action point
<i>KY continues working on spatial solutions with AYY, TF and ACRE for the Student Centre</i>	<ul style="list-style-type: none"> <li>Work with the premises moves towards more concrete and detailed planning</li> <li>Technical solutions will be declared and decided with the help of experts</li> </ul>
<i>Opportunities for funding the Student Centre project will be clarified</i>	<ul style="list-style-type: none"> <li>Possibility to hire joint raise funding coordinator with AYY and TF is looked into</li> <li>Clear measures and goals for fundraising are set</li> </ul>
<i>Premises for larger events are found</i>	<ul style="list-style-type: none"> <li>Mapping external event venues or solutions to support organizing large events outside</li> <li>Saha's renovation will be furthered and finished with financially sustainable way</li> </ul>
<i>Our premises support volunteers and</i>	<ul style="list-style-type: none"> <li>Developing meeting rooms in Espilä is</li> </ul>

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<i>associations in their work</i>	<p>continued based on experiences</p> <ul style="list-style-type: none"> <li>• A space for club lockers is acquired either in Metallimiehenkuja or other premises</li> </ul>
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### 4.6. Finance

Objective	Action point
<i>The whole KY Board is more familiar with the financial processes of KY</i>	<ul style="list-style-type: none"> <li>• More extensive training on financial processes is given to all board members on the sectors relevant to them</li> </ul>
<i>The Executive Director and the board member responsible for finance work more closely together on financial processes</i>	<ul style="list-style-type: none"> <li>• Responsibilities of the board member responsible for finance are made clearer and potentially more extensive</li> <li>• Executive Director holds a training for the aforementioned board member in the beginning of the year</li> <li>• Board member responsible for finance is more involved in the budgeting process and tracking of the budget</li> </ul>
<i>Frequent cooperation with the portfolio manager is established after the change of managers</i>	<ul style="list-style-type: none"> <li>• Board member responsible for finance meets with the portfolio manager in the beginning of the year and later on when needed</li> </ul>
<i>Improving financial planning and tracking the budget</i>	<ul style="list-style-type: none"> <li>• Principles of increasing the budget are created and documented</li> <li>• Tracking of the budget is unified and done efficiently</li> </ul>

### 4.7. Diversity, equity and inclusion (DEI)

Objective	Action point
<i>Accessibility in all its forms is improved at KY (spaces, hearing impaired,</i>	<ul style="list-style-type: none"> <li>• KY will invest resources to create easy ways to communicate about the accessibility of our</li> </ul>

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<i>knowledge)</i>	<p>events and spaces (KY buys consultant services from Riesa)</p> <ul style="list-style-type: none"> <li>• We'll do a physical space accessibility mapping at Metallimiehenkuja</li> <li>• We will create a plan; how our communications can inform about accessibility in events and our spaces better</li> <li>• We will create a checklist for events, that describe if the event is accessible and how (hearing, access, visual)</li> <li>• The new practicalities will be clearly trained to our volunteers</li> <li>• Discussing with ACRE about possible accessibility mapping for our spaces</li> </ul>
<i>Inclusion is a relevant theme for KY</i>	<ul style="list-style-type: none"> <li>• Discussing relevant DEI topics at MONTA working group at Aalto School of Business</li> </ul>
<i>Code of Conduct supports associations in building a safe environment</i>	<ul style="list-style-type: none"> <li>• Code of Conduct is checked for updates</li> <li>• More concrete guidelines for harassment contact person best practices are created</li> <li>• KY supports associations in building their own practices and building knowledge on safe environment</li> </ul>

### 4.8. Strategy

Objective	Action point
<i>KY values, mission and ways of working are implemented in meaningful concrete decisions</i>	<ul style="list-style-type: none"> <li>• KY Strategy is finished based on the values, mission, vision and ways of working that were accepted in 2021</li> <li>• The strategy considers at least KY's structure, the role of growing student intake, and our role in enhancing wellbeing within the community.</li> </ul>