

# Action plan 2023 *(Action Plan 2022 has been used as a base for this document)*

## Introduction

- **This action plan showcases the key priorities for developing KY** – Aalto University Business Students in 2023. 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 2023, along with progress updates.

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## Overall initiatives at KY

The purpose of the overall initiatives is to highlight some areas that are crucial in all of KY the following year. This year, the focus is on 1) responding to growing student intake 2) listening and including members and 3) continuing the implementation of KY strategy.

Decreased sense of commonality caused by Covid-19 and growing student intake are the biggest challenges in the following years for KY. This combined with the unsustainable situation with premises requires attention to ensure the continuity of our community. Also, in the year 2022 approved strategy's implementation needs to be examined closely.

### Initiative 1: Responding to growing student intake

Objective	Action point
<i>Associations and volunteers have the possibility to offer various activities and events to members</i>	<ul style="list-style-type: none"><li>• Ensuring balanced allocation of KY's resources</li><li>• Supporting volunteers in scaling up activities and events</li></ul>
<i>The quality of teaching isn't negatively affected by a larger group of students</i>	<ul style="list-style-type: none"><li>• Continuing close cooperation with School of Business and U-level</li><li>• Supporting subject clubs in their actions and cooperation with school</li></ul>

### Initiative 2: Listening and including members

Objective	Action point
<i>Gathering feedback from members actively</i>	<ul style="list-style-type: none"><li>• Creating processes to collect feedback from members and volunteers efficiently</li><li>• Focusing on the reachability of KY's communication channels</li></ul>
<i>Including a more diverse group of members on decision making and activities of KY</i>	<ul style="list-style-type: none"><li>• Focusing on RepCo elections and communicating about them throughout the year</li><li>• Finding ways to increase the sense of commonality among members who are not volunteers</li></ul>

### Initiative 3: Continuing the implementation of KY strategy

Objective	Action point
<p><i>KY values, mission and ways of working are implemented in meaningful concrete decisions</i></p>	<ul style="list-style-type: none"> <li>• The implementation of KY's strategy is continued by creating processes that facilitate measuring and following actions and thereby tracking how the strategy execution is proceeding</li> <li>• A mid-term review regarding how the implementation of strategy has proceeded is executed at the end of the year 2023</li> <li>• The strategy and its linkages to everyday work are kept visible to community, stakeholders and at the KY Office through communications, trainings and other relevant ways</li> </ul>

## 1. Community

### Resources allocated

<b>Board members</b>	Probbas, Culture, New Students, Master's Students, Subject Clubs, Wellbeing, Volunteers, Internationality, Elections
<b>Employees</b>	Culture producer Associations coordinator Communications coordinator Tutor coordinator
<b>Volunteers</b>	Representative Council Committees Sub-committees Clubs and Subject clubs Annual Ball Committee DEI Task Force

## Key initiatives for community

### Initiative 1: Involving volunteers in development of KY's resources

*The demand for events has surged, and the resources are limited. We should focus on optimizing limited resources to match better our current event calendar and the needs of our volunteers. This requires listening to the needs of our volunteers.*

### Initiative 2: Inclusion and a balanced event portfolio for all students

*We need to make sure that the KY has an event portfolio that is balanced and inclusive. This can mean for example larger and cheap events, inclusive events that introduce KY traditions, events that enable participation without alcohol, and so forth. We should uphold continuity but at the same time, support volunteers to create inclusive events.*

### Initiative 3: Inclusivity for international students and our diverse community is trained to be taken into account in all activities

*Our diverse community and its needs are sometimes approached by listing separate ideas for improvement and not tying them together. We need to show example in educating ourselves and our volunteers of how inclusivity and the diverse needs of our students, such as the need for accessible arrangements, can be taken into account. This is also a way to highlight the opportunities of involving more members of the KY community in our activities.*

## Proposed measures for each sector (community)

### 1.1 Associations

Objective	Action point
<i>Making sure associations can use and share KY resources as efficiently and fairly as possible. Ensuring that clubs operate according to KY values and the association by-laws.</i>	<ul style="list-style-type: none"><li>• Coming up with ways to share KY's resources and the associations' resources to each other to avoid single-use culture.</li><li>• <b>Creating a system where clubs apply for the club lockers</b></li></ul>

	<ul style="list-style-type: none"> <li>• Renewing the Club Forums and making clear that it belongs to associations responsibilities to attend</li> <li>• Defining, when the status of an official association is necessary, and when an unofficial group could also access KY resources</li> <li>• Mandatory training provided by KY IT-sector for using technical equipment at KY premises.</li> </ul>
<p><i>Helping associations develop their harassment contact personnel conduct</i></p>	<ul style="list-style-type: none"> <li>• Holding harassment personnel trainings which are mandatory for associations. And making sure that all associations join them</li> <li>• Unifying the harassment contact personnel symbol/accessory across all KY events</li> <li>• Ensuring that all events held by associations have harassment contact personnel and display the KY code of conduct</li> </ul>
<p><i>Thanking associations more regularly</i></p>	<ul style="list-style-type: none"> <li>• <b>Attending associations' events and/or meetings,</b> and for example bringing small gifts and thank yous</li> </ul>
<p><i>Associations' operation are more inclusive to all students</i></p> <ul style="list-style-type: none"> <li>• <b>People can join the activity regardless their nationality or possible disabilities</b></li> <li>• <b>People can participate in the association's events regardless their nationality or possible disabilities</b></li> <li>• <b>Associations' communications is open and inclusive</b></li> </ul>	<ul style="list-style-type: none"> <li>• Holding trainings conveying KY values for associations</li> <li>• Train associations on principles of inclusive communications (e.g. alternatives to "THIS EVENT IS HELD IN FINNISH") <ul style="list-style-type: none"> <li>○ Guidelines on inclusive event organizing and communications are shared to associations</li> </ul> </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>○ maintaining easy access to important links and documents like the association training slides.</li> </ul> </li> <li>• <b>Monthly KY info message in Telegram</b></li> </ul>
<p><b><i>Solutions for associations' space issues</i></b></p>	<ul style="list-style-type: none"> <li>• The possibility of applying for KY Foundation's</li> </ul>

<p><i>are found together with associations</i></p>	<p>grants is clearly communicated to associations</p> <ul style="list-style-type: none"> <li>● Ensuring that associations know what external spaces are offered by AYY or other third parties <ul style="list-style-type: none"> <li>○ party venues, sauna venues and also cellar spaces for club spaces</li> </ul> </li> <li>● The association sector explores possibilities of collaborating with the KY foundations subsidies committee and KY's executive board to further help the associations</li> </ul>
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### 1.1.1 Subject clubs

Objective	Action point
<p><i>Cooperation with Subject Clubs 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 2022 are used in planning the cooperation</li> <li>● Ensuring that KY's support in communications meets the needs of our volunteers</li> </ul>
<p><i>The existence and execution of Round Tables is re-evaluated</i></p>	<ul style="list-style-type: none"> <li>● The Round Table concept is re-evaluated in each sector concerned, according to discussions held in 2022 <ul style="list-style-type: none"> <li>○ Round Tables for Subject Club Chairs and for study responsables are continued as regular open forums for discussion. They are developed according to the members' wishes.</li> <li>○ Continuing the Round Tables for Corporate relations, Communications and Alumni is seriously reconsidered. The possibility of replacing Round Tables for Communications and Corporate relations with trainings and open communication channels is taken into consideration.</li> </ul> </li> <li>● The responsible for Subject Clubs in the KY board takes initiative to coordinate the Round Tables with their chairs</li> </ul>
<p><i>Subject Clubs have good relationships</i></p>	<ul style="list-style-type: none"> <li>● KY helps and encourages subject clubs to start</li> </ul>



<i>with their departments, supported by KY</i>	<ul style="list-style-type: none"> <li>communication with their department early on</li> <li>The Halloped positions occupied by subject club study responsables are clarified with the help of KY's Academic Affairs sector</li> <li>The possibility of the school offering spaces for Subject Clubs is proactively looked into by KY</li> </ul>
<i>Cooperation between subject clubs and Helsingin Ekonomit is continued</i>	<ul style="list-style-type: none"> <li>Board member responsible for subject clubs initiates contact with Helsingin Ekonomit</li> </ul>
<i>Board members from different subject clubs have chances to get to know each other and cooperate</i>	<ul style="list-style-type: none"> <li>If possible, KY holds a live training for all subject club members at the beginning of the year</li> <li>KY looks into organizing a more relaxed event to enhance the cooperation between subject clubs</li> </ul>
<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

<b>Objective</b>	<b>Action point</b>
<i>Optimizing limited resources to match better our current event calendar / to the needs of our volunteers.</i>	<ul style="list-style-type: none"> <li>Developing co-operation with 3rd party event spaces (especially with larger events).</li> <li>KY participates more actively to AYY's tilakähmyt</li> <li>Collecting feedback from volunteers about our current resources</li> <li>Collecting feedback/ideas from volunteers regarding Saha renovation 2023.</li> </ul>
<i>Improving the accessibility of our events</i>	<ul style="list-style-type: none"> <li>Exploring the possibility to utilize BeWell tutors in more events.</li> <li>Training and guiding volunteers to take internationality into account better.</li> <li>Scaling up the events that can be expanded (pub crawls)</li> </ul>

<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.</li> <li>• Focusing on developing the IT/AV skills of volunteers as it becomes a mandatory part of every event organizers knowledge</li> <li>• Training info will be updated (after COVID-19, move from the KY Building etc.)</li> </ul>
<i>Co-operation with AYY, its associations and members is still being improved</i>	<ul style="list-style-type: none"> <li>• Continuing the co-operation with TJ and AAVA</li> <li>• Looking into co-operation possibilities with TF</li> <li>• Reaching Aalto students more in our event marketing and other way around (sharing info about AYY events to our members)</li> </ul>

### 1.3 New students

<b>Objective</b>	<b>Action point</b>
<i>Balancing the orientation week calendar in wellbeing-sight</i>	<ul style="list-style-type: none"> <li>• Planning the orientation week to not be as heavy for the tutors and new students. <ul style="list-style-type: none"> <li>○ Reviewing the starting time of the orientation due to Aalto Party and Mursujaiset being on the week after orientation week</li> <li>○ Improving the orientation event calendar in wellbeing-sight (non-alcohol events etc.)</li> </ul> </li> </ul>
<i>Creating a vision for the Mursu passport future early in the year</i>	<ul style="list-style-type: none"> <li>• Discussing whether the current passport encourages mursus to be active and if the concept could be developed</li> </ul>
<i>Figuring out the roles and responsibilities of tutor coordinator, TC and its mandate members.</i>	<ul style="list-style-type: none"> <li>• Creating a better workload distribution in the sector</li> <li>• Discussing the future of TC roles (what is the role of mandate members, should there be a separate vice chair)</li> </ul>
<i>Improving the status of international students on orientation week</i>	<ul style="list-style-type: none"> <li>• Better communication with school regarding the 2022 feedback. For example creating tutor trios in a way that supports international</li> </ul>

	<p>students (especially regarding economics groups mixed with basic groups) and sharing better info of KY's orientation program to exchange students (no matter their arrival time)</p> <ul style="list-style-type: none"> <li>• Developing Mursujaiset to be more welcoming to international students.</li> </ul>
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## 1.4 Wellbeing

Objective	Action point
<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>
<b><i>Promoting wellbeing in its many forms in all of LiHy's actions</i></b>	<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>• Making a choice to either keep using Howya or switching to a different kind of measuring tool</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>Masters' Committee works as an important community builder among</i>	<ul style="list-style-type: none"> <li>• MC's event portfolio is developed further – the traditional events are upheld and new concepts</li> </ul>

<i>master's students</i>	<p>are encouraged</p> <ul style="list-style-type: none"> <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>
<i>Master's students feel like they can take part in the KY community also by volunteering</i>	<ul style="list-style-type: none"> <li>• Providing the new master's students chances to get to know KY better (events, communication channels...)</li> <li>• Communicating clearly about the different volunteer opportunities offered to master's students</li> </ul>

## 1.6 Internationality

<b>Objective</b>	<b>Action point</b>
<i>Internationality is integrated into all sectors and activities at KY and not seen as a one-person- responsibility</i>	<ul style="list-style-type: none"> <li>• Utilizing the information from DEI Task Force workshops and already gathered feedback for brainstorming across different sectors about how internationality could be better taken into account.</li> <li>• Incentives for creating inclusive events are continued to be 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 continued to be written in English at KY Office, if found necessary, and our associations are encouraged to do the same</li> </ul>
<i>Gathering more feedback and concrete ideas regarding internationality</i>	<ul style="list-style-type: none"> <li>• Gathering more systematic feedback from international students to ensure justified decision making</li> <li>• Continuing the utilization of the comments from the member survey conducted for the strategy renewal process at DEI Task Force and other</li> </ul>

	<p>activities</p> <ul style="list-style-type: none"> <li>● Encouraging international students to join DEI Task Force and/or visit single meetings</li> </ul>
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## 1.7 Probba

Objective	Action point
<i>Active cooperation with Probba is upheld and is developed according to wishes</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</li> <li>● KY is proactive in informing Probba Board about upcoming events where Probba members could attend</li> <li>● Members of KY Board participate in traditional Probba events (e.g. Running Baba, GAB, MRT)</li> <li>● BeWell and the wellbeing sector support Probba in their wellbeing actions</li> </ul>
<i>KY takes a proactive role in improving the cooperation between Probba and AYY</i>	<ul style="list-style-type: none"> <li>● KY initiates discussions with AYY board to ensure that Probba is taken into consideration in decisions made in the student union</li> <li>● KY invites AYY board to attend traditional Probba events together</li> </ul>

## 1.8 Elections

Objective	Action point
<p><i>KY improves the voting percentage</i></p> <p><i>KY's goal in AYYE elections is to find motivated candidates and get more kylteris elected</i></p>	<ul style="list-style-type: none"> <li>● KY has an inclusive and distinctive election campaign</li> <li>● Campaign themes and projects planned in the spring</li> <li>● The election campaign is present at the campus and in members' everyday life</li> <li>● The voting system for KY RepCo will be tested in the beginning of the year</li> </ul>

	<ul style="list-style-type: none"> <li>• (KY investigates the possibility of recruiting volunteers to help with the campaign (especially AYY elections) early in the year)</li> </ul>
<i>KY recruits a diverse pool of candidates for the Representative Council</i>	<ul style="list-style-type: none"> <li>• KY encourages international students to run for the KY's Representative Council</li> <li>• Both campuses will be taken into account in campaigning and Mikkeli students are encouraged to apply</li> <li>• Collaboration with different stakeholders (subject clubs, clubs, subcommittees, etc) to have diverse volunteer representation in our candidates</li> </ul>

## 2. Advocacy

### Resources allocated to advocacy

<b>Board members</b>	Chair of the Board Board members, Academic 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

### Key initiatives for advocacy team

#### Initiative 1: A paradigm shift from reactivity to proactivity

*KY works actively to find out the wants and needs of its members, and base the advocacy work on them.*

## Initiative 2: Student wellbeing

*Wellbeing aspects are taken into consideration through more flexible structures and support throughout studies*

### Proposed measures for each sector (advocacy)

#### 2.1. Academic affairs

Objective	Action point
<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> <li>● Advocating that DEI aspects are taken into account in all decision making at the School of Business</li> </ul>
<p><i>KOVA continues to be better involved in KY's academic affairs sector work</i></p> <p><i>KOVA proactively tries to find ways to meet the wants and needs of KY members regarding teaching in Aalto BIZ</i></p>	<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</li> </ul>
<i>Developing the bilateral communications between the Academic Affairs sector and KY's members</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>● The Academic Affairs sector communicates better on what it does to KY members</li> </ul>
<i>Internal communication of the Academic Affairs sector will be developed</i>	<ul style="list-style-type: none"> <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> <li>● KY will help in clarifying the Halloped positions</li> </ul>

	meant for subject clubs
<i>Students receive enough support in planning their studies</i>	<ul style="list-style-type: none"> <li>• Advocating for increased resources for study guidance at the School of Business</li> <li>• Advocating for development of course platforms in a student-friendly way</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>
<i>Cooperating with School of Business regarding new student marketing</i>	<ul style="list-style-type: none"> <li>• Participating School of Business' marketing campaign for upper secondary students</li> <li>• Promoting active discussion on how high-school students see the image of the School of Business and its students</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>• KY is active in its relations with Kylli Kylteri, Suomen Ekonomit and Helsingin Ekonomit</li> </ul>
<i>Find ways to communicate about Ekonomit to student</i>	<ul style="list-style-type: none"> <li>• Proactively investigate possibility to get own Kylli for Mikkeli campus together with Ekonomit</li> </ul>

### 2.2.2 Alumni co-operation

Objective	Action point
<i>KY Alumni is supported in their actions and collaboration is upheld</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> </ul>



	<ul style="list-style-type: none"> <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> <li>Supporting subject clubs through 1-1 conversations</li> </ul>

### 2.2.3 Other stakeholders

<b>Objective</b>	<b>Action point</b>
<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> <li>The composition and purpose of Kylterihuone is evaluated before the next 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> <li>Deciding a theme for every meeting and planning meetings together with the Chair of Honorary council, the Executive director and relevant KY Board members</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</li> </ul>

	networks that it sees relevant
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## 2.2.4 Nordic Board

Objective	Action point
<i>Active Nordic collaboration is continued</i>	<ul style="list-style-type: none"> <li>● Communication with the the Nordic Board is continued starting at the beginning of the year</li> <li>● KY will participate in Nordic Forum 2023 and express wishes regarding the contents covered there well in advance</li> <li>● Benchmarking from our Nordic peers <ul style="list-style-type: none"> <li>○ board members get familiar with the peers corresponding sectors and their activities beforehand to fully benefit from the discussions and especially the informal discussions.</li> </ul> </li> </ul>

## 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: KY's actions are developed to be more inclusive and attractive for the diversity of our community members to take part in.**

Initiative 2: KY supports our members' individual wellbeing and development in all fields of life by ensuring that all of our sectors focus on wellbeing, not just the wellbeing sector.

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

#### 3.1. Work and career

Objective	Action point
<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>
<i>KY emphasizes the importance of wellbeing in work &amp; career related manners</i>	<ul style="list-style-type: none"> <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> </ul>
<i>Taking masters students into account</i>	<ul style="list-style-type: none"> <li>● Masters students are helped in their job seeking, by providing meaningful career opportunities and career events</li> <li>● Collaboration with masters committee is looked into</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.</li> <li>● CORE's Account Manager program is looked into and relevance reviewed</li> </ul>

### 3.2. Brand and communications

Objective	Action point
<p><i>KY members from different backgrounds find our communications relevant and approachable</i></p>	<ul style="list-style-type: none"> <li>● Continuing to build up the brand photo bank by taking quality pictures of different KY events and students from versatile backgrounds</li> <li>● Associations are encouraged to add pictures to KY's own photo website throughout the year</li> <li>● Volunteers and the KY Office are educated of accessible and approachable communications and the use of visual materials (code of ethics)</li> </ul>
<p><i>KY communication channels and tasks in the sector are updated to match the needs unfolded in the recent years</i></p>	<ul style="list-style-type: none"> <li>● Ways to reach our audiences better with current and new channels are proactively examined by utilizing existing data</li> <li>● The timeliness and relevancy of KY's website is taken care of by ensuring well-functioning division of update tasks between sectors</li> <li>● Dialogue with associations, such as Subject Clubs, is developed throughout the year to ensure that KY's support in communications meets the needs of our volunteers</li> <li>● Communications Round Table is suggested to be replaced with another support network with a focus on providing members an effective support channel and developing communications trainings</li> </ul>
<p><i>Making the remaining purchases related to KY's brand update</i></p>	<ul style="list-style-type: none"> <li>● Making the needed purchases regarding the brand update, such as new KY tent</li> <li>● Updating more KY products to comply with the brand and our member's wishes</li> </ul>

### 3.3. BeWell

Objective	Action point
<p><i>BeWell project becomes established at KY 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></p>	<ul style="list-style-type: none"> <li>● Bewell's BeWell 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>
<p><i>Improving all kinds of communications related to wellbeing and increasing the visibility of BeWell.</i></p>	<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>
<p><i>Dismantling the culture of silence and raising awareness of the more difficult topics in our community and lowering the bar to talk about them.</i></p>	<ul style="list-style-type: none"> <li>● Being there for our members, in more ways than by just organizing events</li> <li>● The new peer support platform (Jodel) is established and BeWell tutors communicate with students through it.</li> </ul>
<p><i>Monitoring the results of and developing the AllWell questionnaire</i></p>	<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
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<p><i>Volunteer positions at KY are attractive and available to lots of different kinds of KY members</i></p>	<ul style="list-style-type: none"> <li>● The committee recruitment is promoted for all KY's members</li> <li>● Criteria for volunteer recruitment is constantly updated and checked for any biases</li> </ul>
<p><i>All KY volunteers get the same level of support whether they are in committees or working groups</i></p>	<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> <li>● Feedback from volunteers and committees is collected to make sure that the training and resources are sufficient</li> </ul>

## 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, Premises Board Member, Corporate Relations Board Member, Sustainability
<b>Employees</b>	Executive Director Administrative assistant Corporate Relations coordinators
<b>Volunteers</b>	Representative Council and its working groups Corporate Relations Committee, CORE

### Key initiatives for resources and organization

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

To include a more diverse group of our members to decision making promoting the Representative Council elections is crucial in the year 2023. Besides the elections, it's also important to find ways to reach out to members about new kinds of volunteer positions or other kinds of opportunities to take action in the KY community.

#### Initiative 2: Ecological, social and economic sustainability are equally considered

*Sustainability is encouraged to be taken into account in ecological, social and economic perspectives and the KY community, volunteers and the Office are continued to be educated on how sustainability can be considered in our actions from these perspectives. Sustainability is kept visible towards the community in communications and our volunteers are involved in planning and execution of sustainable event organization.*

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

#### 4.1. Representative Council

Objective	Action point
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<p><i>KY investigates the usefulness and future of the Representative Council (RepCo)</i></p>	<ul style="list-style-type: none"> <li>● KY will try to find ways to increase the participation in the RepCo matters</li> <li>● KY will find a solution to make the RepCo to be a more important/useful part of decision making</li> <li>● KY will investigate ways to how the RepCo (or alternative solutions) can stay relevant in the future</li> </ul>
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#### 4.2. Sustainability

Objective	Action point
<p><i>Sustainability is endorsed in its many forms in KY's operations</i></p>	<ul style="list-style-type: none"> <li>● Sustainable ways of working and concrete actions related to these are clearly visible in communications</li> <li>● Sustainability is proactively continued to be tied to decision making and planning and execution of activities in all sectors at the KY Office</li> </ul>
<p><i>Sustainable culture is created through involvement, incentives and impact</i></p>	<ul style="list-style-type: none"> <li>● Incentives for KY Office and volunteers to be more sustainable are considered to be created</li> <li>● Sustainable culture of organizing and to be active in our community are developed by involving volunteers and the KY community</li> <li>● Promoting vegetarian options and food at KY and at Restaurant committee <i>(Ravintolatoimikunta)</i></li> </ul>

#### 4.3. Corporate relations

Objective	Action point
<p><i>Corporate Relations contributes to financing our operations with quality products and service</i></p>	<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 products are invented</li> </ul>



	<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</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 2023 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</li> <li>Improve and uphold our communication channels</li> </ul>
<i>KY membership offers benefits to students</i>	<ul style="list-style-type: none"> <li>KY Benefits are continued to be updated and improved</li> <li>KY Benefits are regularly informed for KY members</li> <li>Look into having benefits from our partners</li> </ul>

#### 4.4. Work and community at KY Office

<b>Objective</b>	<b>Action point</b>
<i>KY working culture supports teamwork and helping others in activities</i>	<ul style="list-style-type: none"> <li>Regular revises on how teamwork could be supported more</li> <li>Benchmarking from different associations and workplaces on how to include teamwork more into weekly activities</li> <li>Onboarding of KY Office and volunteers emphasizes shared responsibility</li> </ul>
<i>Work hours are seen as a resource and resource allocation is revised during the year</i>	<ul style="list-style-type: none"> <li>Regular revises on job descriptions</li> <li>Taking work hours better into consideration when planning projects</li> <li>Project compensation is investigated and made into a plan</li> </ul>

<i>KY working culture supports wellbeing and self-development</i>	<ul style="list-style-type: none"> <li>● Training and gathering information on prioritizing tools</li> <li>● Proactive planning is encouraged with tools</li> <li>● Supporting office members in self-management and leading others</li> </ul>
<i>KY working culture emphasizes continuity and documentation</i>	<ul style="list-style-type: none"> <li>● Internal file management system storage used daily by the personnel of KY Office has accumulated into a mess over the years, which makes daily work harder for everyone and will be improved by <ul style="list-style-type: none"> <li>○ “Cleaning up” and organizing the storage using timeless categories in a revised folder system</li> <li>○ Training the KY Office personnel in the sustainable use of the revised folder system</li> <li>○ Including this training in the IT training for new KY Office personnel every half a year</li> </ul> </li> </ul>

#### 4.5. Premises and resources

<b>Objective</b>	<b>Action point</b>
<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 planning is continued to find the best solutions for KY</li> <li>● Solutions for everyday life in the building with AYY and TF is looked into</li> </ul>
<i>Our premises support volunteers and associations in their work</i>	<ul style="list-style-type: none"> <li>● Developing spaces is continued based on experiences</li> <li>● More emphasizes on keeping our premises clean</li> <li>● Mapping possible spaces for club lockers and storage after MMK</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</li> </ul>

	<p>with financially sustainable way</p> <ul style="list-style-type: none"> <li>● Saha's renovations will make the space more easily usable for everyone</li> <li>● Finding suitable space to replace MMK</li> </ul>
<i>Fundraising project will be continued with a fundraising coordinator</i>	<ul style="list-style-type: none"> <li>● Funding coordinator is hired together with AYY and TF</li> <li>● Communication and cooperation is clear together with the fundraising steering group</li> <li>● All the relevant stakeholders are utilized to succeed in the project</li> </ul>
<i>The practices regarding KY's reservable equipment (e.g. delivery, return, rules and maintenance) are improved</i>	<ul style="list-style-type: none"> <li>● Supporting existing practices with e.g. clearer markings on equipment</li> <li>● Creating less error prone/cluttered storage system</li> <li>● Training usage of reservable equipment to volunteers</li> </ul>
<i>Documentation for KY's IT systems is improved</i>	<ul style="list-style-type: none"> <li>● Information about both frequently used as well as more or less "forgotten" IT systems is gathered</li> <li>● Sustainable documentation practices need to be developed to store and convey this information to future IT sector employees</li> </ul>

#### 4.6. Finance

<b>Objective</b>	<b>Action point</b>
<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> </ul>

	<ul style="list-style-type: none"> <li>• Board member responsible for finance is 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)

<b>Objective</b>	<b>Action point</b>
<i>Accessibility in all its forms is improved at KY (spaces, hearing impaired, knowledge). KY will invest resources to create easy ways to communicate about the accessibility of our events and spaces.</i>	<ul style="list-style-type: none"> <li>• The KY Office is trained of accessibility and approachability</li> <li>• The checklist for events describing if the event is accessible and how to include the info into event communications will be clearly trained to our volunteers</li> </ul>
<i>Diversity, Equity and Inclusion at KY is continued to be developed</i>	<ul style="list-style-type: none"> <li>• The concrete ideas of DEI Task Force done in 2022 is started to be transformed into concrete actions whenever seen relevant</li> <li>• The open application to the Task Force will be executed at the beginning of the year in a format seen as the most suitable</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 regularly checked for updates and developed with the community</li> <li>• Holding harassment personnel trainings which are mandatory for associations and making sure that all associations join them</li> </ul>

	<ul style="list-style-type: none"><li>• Unifying the harassment contact personnel symbol/accessory across all KY events</li><li>• Ensuring that all events held by associations have harassment contact personnel and display the KY code of conduct</li></ul>
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