

# Action Plan 2017/218

## Communication

### Internal and interorganizational communication

The internal communication of an organization is imperative in order for it to function properly. In addition, the Social Sciences Student Union also requires good lines of communication with the other student associations. Internal communication enables good communication with the student body, which is the reason the Union exists and the very foundation upon which our work rests. By further developing and strengthening our work in regards to the different sections that fall under the Union as well as the other student associations based within the faculty we can strive towards ensuring that these lines of communication - and therefore the work we carry out as a result of these - function optimally.

In the pursuit of this goal it has been agreed that clearer contact paths between the Union and the different sections is a necessity. These contact paths could take many and differing shapes, for example some kind of recurring body where the chairpersons of the sections can meet among themselves and with representatives of the Union to discuss questions of common interest and exchange experiences. Such a body would do much to facilitate communication between the above-mentioned organizations, and would also be beneficial in regards to bridging the knowledge gap between the different organizations within the Union. It could also further strengthen the formal and informal ties *between* the sections, something which for obvious reasons could be potentially helpful in their daily operations. It should be noted that these meetings would have to be held fairly regularly in order to achieve the desired effects.

Many of the members of the Social Sciences Student Union are not organized via sections. Some instead organize via programme associations. This makes the programme associations, as well as other student-led initiatives and associations, important cooperation partners for the union. The work of developing and improving this relationship needs to continue - for example by organizing network meetings where representatives of these organizations can meet and forge closer ties with each other and us.

*During the fiscal year of 2017/2018, the Social Sciences Student Union shall:*

- Create clearer contact paths between the Union and the sections
- Create a body where the chairpersons of the sections can meet regularly.
- Organize network meetings for sections, program associations and other faculty based student associations
- Continue to bridge the information gap between the full-timers and the board members

### External communication and marketing

The Social Sciences Student Union has for a long time struggled with reaching out to and being visible for all our students. The Union lacks a strategic take on how, when and what we communicate and it has become clear during discussions that this greatly impacts all of our activities, the view of the union and the recruitment of new active members. During 17/18 the Social Sciences Student Union shall therefore

do an extensive communication plan which encompasses all aspects of the union and our different communication channels in order to get an holistic view of the current issues and opportunities the Union faces. The communication plan should be based on the Union's purpose, goals and keywords which defines us and these will then serve as the red thread throughout the plan. Without a clear idea on who we - as a Union - are we won't be able to clearly communicate it to our students.

The purpose of this plan is to define exactly where we are going and how we are going to get there. With an understanding of our audiences, our messages in all parts of the Union we can identify the best strategies to reach our students and achieve our goals.

Based on the communication plan a graphical profile should be done which reflects the image of the Social Sciences Student Union and the long term strategic purpose in the plan.

Last year an organisational map over the internal bodies at the Social Sciences Student Union was made. A more extensive map with the addition of all student representative positions at the different departments and the faculty should be done in order to facilitate the communication to our students when explaining the Union's structure.

*During the fiscal year of 2017/2018, the Social Sciences Student Union shall:*

- Formulate a strategic communication plan
- Make an organisation map which encompasses all parts of the organisation, with a focus on the student representative positions the Social Sciences Student Union elects.
- Make a graphical profile

## Competence development

In order to develop and improve the organization, it is also important for the Union to equip its members with the knowledge they need to fulfil their functions in the best possible way. This can be achieved by devoting extra time and attention towards holding a diverse range of educational sessions where, among other things, the structure and processes of the Union is explained and discussed. It should also be the aim of these sessions to give the participants a solid understanding of the different steering documents that regulate the work within the Union and its affiliated organizations. It should be noted here that these educational sessions need to be adapted after the individual needs and interests of the particular participants. Therefore, when for example planning an education for the sections, the sessions need to be planned in dialogue with aforementioned sections, as to facilitate the identification of said needs and interests.

A recurring challenge when working in organisations such as the Social Sciences Student Union is maintaining competence over the fiscal years. This is because competence is traditionally connected to persons and not to the organisation itself. During the fiscal year of 16/17 the board identified lack of competence as an issue that should be addressed and met in the future.

The core of the Social Sciences Student Union's operation is reassuring the quality of the education which is done through electing student representatives to a wide range of university and faculty organs. In order for this to be a qualitative work the student representatives need to have the tools necessary to do their work. This will be ensured through arranging and giving lectures. The focus of these educational hours should be on increasing the knowledge and understanding of the union connected to a broader picture as well as on the work that is supposed to be done as student representatives.

In order to lead the union's work in the most efficient way the full time-group and the board need to possess knowledge in certain areas such as leadership, efficient working procedures, cooperation and project management. To guarantee that the full timer-group and the board at least stands on the same base of knowledge the Social Sciences Student Union shall ensure that educational sessions could be held in the above mentioned areas.

*During the fiscal year of 2017/2018, the Social Sciences Student Union shall:*

- Organize educational sessions aimed towards the sections, including but not limited to steering documents and explaining the structure and processes of the Union and sections
- Organize educations for student representatives
- Enhance the competences in the full time-group, the board and the representative assembly

## Student rights

For a long time, the Social Sciences Union has struggled with appointing student representatives. Since this task is laid upon us by the law, and ensure our very right to exist, it is of great importance that we improve our work on the recruitment as well as education and supporting of student representatives.

Another area with room for improvement is with regards to systematically document student errands. Handling student errands in a systematic way not only provides security for the students, but also valuable intel on where things aren't working right at the faculty. As such, a understandable and accessible system for handling student errands in a neutral and professional manner should be implemented.

A final area that could serve to vastly improve the Union's presence and connection to the students at the faculty is the expansion of study councils to all of the departments. Study councils are an effective and democratic form of organizing the students in matters regarding their education, and in cooperation with the many programme associations allows for a long-term oriented structure of student influence within the Union which is dearly needed. Establishing study councils at the departments also enables the Union to re-establish the Education Committee in a functional and sustainable form beneficial to the students for years to come.

Despite the presidium being the main basis for the carrying out of the student politics of the union, the Union could improve the ways by which this is prioritized and organized. To better steer the political work, we therefore propose to develop a political action plan for the presidium.

*During the fiscal year of 2017/2018, the Social Sciences Student Union shall:*

- Develop a system for handling and archiving student errands
- Create and maintain systems for continuous contact with student representatives
- Establish study councils at more departments at the faculty of social sciences

*During the fiscal year of 2017/2018, the Social Sciences Student Union's presidium shall:*

- Develop a political action plan for the presidium
- On the faculty level, put extra focus on anonymous exams, improving the system for quality assurance and equality issues
- On the national level, put extra focus on the resource allocation system and social security systems

# Cooperation and administration

Lastly, internal cooperation and a functioning administration is needed in order for the union to improve on the above mentioned areas of work.

For instance, competence and routines are not always upheld from year to year due to lack of long term routines and guidelines. To continuously maintain the aggregated knowledge of day-to-day work and recurring events and activities, the full-timer group during the fiscal year of 17/18 shall establish guiding procedures (ergo “lathundar”) for their projects and the work that is being executed during the year.

We also need to continue the work of taking better care of our active members. This work should be aiming towards making union involvement worth-while, creating a healthy sense of a common identity and belonging, and compose a forum for opportunities to connect and collaborate as well as the exchange experiences.

Another vital part of upholding a working organization is the economical steering and administration of it. We believe the union need to do an oversight of this work in order to come up with viable solutions to problems such as a shrinking capital and poor possibilities for follow-up and overview. It is also time to do an evaluation of the section support and the incentives it creates and possibilities it entails.

*During the fiscal year of 2017/2018, the Social Sciences Student Union shall:*

- Establish guiding procedures for the work of the full-timer group
- Enhance the community of the active members
- Do an oversight of economic routines, including administration, follow-up, up-coming unforeseen costs and section support