

PROGRAMME OF OBJECTIVES 2023

The Programme of Objectives for 2023 consists of three main objectives.

YEAR OF ADVOCACY WORK

Influencing matters at the University will be key in 2023. In addition to the routine activities of the social policy and educational policy sectors, the year will also feature the selection of the rector and the review of degree programmes. A new rector for the University will be selected in the spring. HYY will closely monitor the selection process and ensure that students' voice is heard and taken into account in the process. The educational policy sector will stay in close contact with student representatives in administration and the people involved in educational policy in organisations. During the process of selecting the rector, we will stay in touch with the University Board and the student members of the collegium. In the autumn, the University will conduct its first review of degree programmes as part of its quality management. HYY will monitor the review process and call attention to student perspectives on it.

The next parliamentary elections are held in 2023. During the year, HYY will conduct advocacy work in accordance with the election programme approved by the Representative Council, cooperating with other student unions and the National Union of University Students in Finland (SYL). HYY's focus will be especially on candidates running for the parliament from Helsinki. One of HYY's main goals in the elections is to communicate to our members about the importance of voting. As part of HYY's own parliamentary election campaign, the Student Union will also organise various events and publicity stunts to communicate about the elections to the University community at the University of Helsinki. Another goal of HYY's is to bring students and would-be members of parliament together in order to amplify student experiences and voices in the ears of decision-makers. Our advocacy work will continue after the elections in the government negotiations, while in the autumn, our focus will be on forming connections with the new members of



30 parliament and the government. After the elections, we will assess the long-term
31 development of our advocacy work in general and from the perspective of the
32 potentially changed political operating environment.

33 **COMMUNICATION MUST BE DEVELOPED**

34 The objectives set for communication have become more ambitious, and the
35 amount of communication in the form of various posts on all HYY's communication
36 channels has grown. Current resources do not allow us to carry out new campaigns,
37 ideas or developmental measures without it cutting into the time spent on other
38 duties. For this reason, communication work and projects will be conducted even
39 more systematically than before starting at the beginning of 2023. The starting
40 point for prioritisation is to avoid major communication campaigns taking place at
41 the same time and to ensure that there is enough time for development work. The
42 goal is to distribute the workload on all sectors more evenly throughout the year.

43 The communication plan and photo bank will be realised and taken into use in
44 2023. The communication plan will support the entire work community with its
45 daily communication, making it easier and more uniform, while also serving as a
46 means of quality assurance. HYY's own photo bank is an answer to a bottleneck in
47 the communication process, providing us with high-quality photographs that go
48 well with HYY's style for as many different needs as possible.

49 **HYY IN 2030**

50 As the Student Union's strategy period is ending in 2024, the process of updating
51 the strategy should be initiated 2023 along with a broader discussion on the Student
52 Union's long-term plans and goals. A strategy working group for the entire
53 Representative Council and Central Office is established in 2023 to start preparing
54 the strategy update during the 2023–2024 Representative Council term. The entire
55 community is included in the strategy work.

56 HYY's Constitution has last been comprehensively updated in 2013. The need for
57 updating the Constitution was already identified in connection with the most
58 recent update of the Administrative Regulation, if not earlier. In 2023, we will



59 reform HYY's Constitution in a way that ensures that the Constitution will endure
60 until the 2030s if needed. The Representative Council's extensive participation in
61 the reform of the Constitution is ensured.

62 As part of the long-term development of HYY's operation, a broader discussion is
63 also held on the number and function of HYY's steering documents. The required
64 decisions are made based on this discussion.