

Operational Plan for Linnaeus Union 2024-2025

Background and purpose

The purpose of the operational plan is to identify key areas to prioritize during the 2024/2025 operational year. The operational plan serves as a guiding document for Linnaeus Union's work, highlighting focus areas for the upcoming operational year. The activity plan is developed in line with the organization's long-term goals and the collaboration agreements the union has with external stakeholders. Linnaeus Union's daily work is organized through several internal working groups with different focuses. The priority areas of these groups are described in the operational plan.

Goal: A student union with a strong voice that creates legitimacy and trust among all students at Linnaeus University.

During the 24/25 operational year, Linnaeus Union's board, with support from the officials, will work on the following:

Organizational Development

- Conduct a survey of Linnaeus Union's existing human resources (elected representatives and employees) to investigate how they can be used most effectively.
- Investigate how handover between boards can be improved: both before the start of a new operational year and during the operational year in cases where board members leave before the end of their term.
- Continue to develop competence in issues related to LGBTQI.
- Participate in Kalmarsund Pride and Växjö Pride.
- Organize activities with the EUniWell committee in Växjö and Kalmar and encourage our members (with a special focus on Swedish students) to take advantage of what EUniWell has to offer.
- The project group focusing on association relations, launched in spring 2024, should continue its work.

Members Recruitment

- Develop a membership offer for distance students to gradually increase the number of distance students as members.
- Increase the number of members in accordance with the budget target.
- Establish an annual routine for member surveys.

- Increase the physical visibility of the union in Växjö and Kalmar.
- Develop member-exclusive events that more members can participate in (Linnékåven is a good example).
- Work on knowledge-enhancing measures to make members more aware of what the union does.
- Test a new membership recruitment activity by running a product giveaway competition among those who sign up for membership between September-November and January-April (a total of 7 months).

Student Engagement

- Develop and follow up on the action plan for *Handling Sexual Harassment and other incidents* in dialogue with our partner organizations.
- Strengthen dialogue with the student associations and develop common meeting formats with a special focus on language (Swedish/English).
- Develop the orientation week(s) in dialogue with the student associations.
- Arrange buddy events for participants in the buddy program (in both locations).
- Communicate the various ways students and members can get involved (e.g., student representative, buddy, EUniWell committee, etc.).

Attractive Student Cities

- Continue the development of the student pub LéK-Stugan in Kalmar, with the goal of making it self-sustaining during the 24/25 operational year. While the operation continues in its temporary location, the union, together with Linnaeus University and Kalmar Municipality, will continue to search for a permanent venue.
- The ongoing work on safety measures at the Växjö campus will continue during the 24/25 operational year. Linnaeus Union has close collaboration with Växjö Municipality, property companies on campus, student health services, the police, and associations. Notably, student pubs and VGT (Vi Går Tillsammans) are highlighted here. A focus area for the safety group is combating unauthorized subletting of apartments.
- Develop collaboration with the Tenants' Association, including appointing student representatives to the association to ensure students' voices are heard in rent negotiations.
- Continue active participation in the strategic partnership established with Linnaeus University, Kalmar Municipality, and Växjö Municipality. One of the focus areas in the partnership's action plan is workforce development and employment, where efforts will be made to strengthen the connection between students, education, and the job market.

- "New in Växjö/New in Kalmar" is a collaboration between the municipalities and the union, open to all students, not just members. How we market this collaboration is also a topic of discussion and planning within the external relations working group.
- Enhance the quality for both exhibitors and visitors at the welcome fairs organized by the union.
- Enhance the value for new students through welcoming and inclusive initiatives, ultimately leading to more students choosing to become members of the union.

Education Quality

- Initiate a 3-year project focused on recruiting members around educational issues.
- Initiate a 2-year project on distance students and their education quality. This involves contacting associations, addressing student representation issues, and providing information on cheating and plagiarism.
- Initiate and complete a project on prioritizing time and resources in relation to members/non-members, primarily regarding advocacy services and the work done by the Heads of educational matters.
- Continue to emphasize the importance of filling out course evaluations and advocating for student interests.
- Continued work for fair and correctly executed education.

Student Politics/Advocacy Work

- Continue to explore the possibilities for cheaper/free travel for students between Kalmar and Växjö.
- Continue to advocate for student politics at the national level through the Swedish National Union of Students (SFS) that benefit Linnaeus Union's members.