

Plan of Action

2021



aalto-yliopiston ylioppilaskunta
aalto-universitetets studentkår
aalto university student union

Plan of Action

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Foreword



Plan of action

On the basis of the Student Union strategy (Direction of the Student Union), an annual plan of action is prepared for the Student Union, which records the measures to be taken next year to achieve strategic and advocacy objectives. In this year's plan of action, it should be noted that the Student Union Strategy will be revised in February 2021, which is why the 2021 plan of action entries also reflect the values and goals of the new strategy.

The plan of action presents issues which at least will be done in 2021 but does not include everything that will happen in 2021. The Representative Council approves the plan of action. Based on the plan of action, the office will draft the office programme, in which the office staff prioritises and schedules its work and projects. The office programme also helps in reporting the progress of projects to the Representative Council.

Year 2021

In 2021, we will continue some of the plan of action projects that began in 2020 but were deprioritised due to the COVID-19 epidemic. The plan of action shows the specific features of 2021, which include the impact of the global pandemic on the Student Union and the impact of the new upcoming strategy of the Student Union on activities.

Based on the Student Union's plan of action, we cannot perceive all the student union activities, as most of the activities are general, continuous activities. Due to the COVID-19 epidemic, in particular, continuous basic operations have taken more time than ever before and we were forced to deprioritise development projects in order to ensure the well-being of people. Due to the pandemic and major ambitious projects, it is important that new projects that require resources will not be developed during the year unless the previous ones are deprioritised. Next year, the Student Union's resources will be influenced by a special grant applied for from the Ministry of Education and Culture. If AYY receives the grant, it will improve our ability to respond to the challenges caused by the pandemic. Due to COVID-19, the celebration of the

AYYIO anniversary year will continue in the year 2021. The intention is to celebrate both AYY's 10th and 11th anniversary in the traditional anniversary time in May 2021. At the same time, AYY will start to prepare for Teekkarius 150th anniversary year celebrated in 2022. The purpose is to organise a major jubilee year, technical students' tradition party and to publish a work of history in honour of the jubilee year. The preparations will begin already next year. AYY's year 2021 seems to be busy, therefore it is important to make sure that the work community, including employees, board members and volunteers, are able to cope and be well in the midst of very ambitious goals and the effects of the COVID-19 pandemic.



The plan of action projects consist of different sections

PERSONS RESPONSIBLE Persons who are mainly responsible for the project

GOAL Describes the goal of the project

LINK WITH STRATEGY Describes the strategy item(s) to which the project is linked

CURRENT STATUS Describes the current status

PROPOSED MEASURES Describes proposed measures to promote the project. These are included in the plan of action to bring concreteness to the goals. The measures proposed may change during the year if any other measure is considered to promote the goals more effectively.

FINANCIAL AND HUMAN RESOURCES Describes what resources are needed to complete the project, not all resources are necessarily committed to the project at the start of the project.

ESTIMATED SCHEDULE Provides an estimated schedule for promoting the project. The estimated schedule is indicative and may change if the workload is considered too high or if the project cannot be promoted with the resources available in the estimated schedule.

Relevant communications that reach the students

PERSONS RESPONSIBLE

Advocacy and Communications Manager

GOAL

Communications are goal-oriented and support AYY's goals. External communications are relevant to target groups. Every AYY employee and volunteer understands their role as a communicator and the significance of communications and receives support for this purpose. AYY communicates relevant issues to students via the channels used by the students.

LINK WITH STRATEGY

Brand strategy: All Aalto members are familiar with AYY and the field and scope of activities in the Aalto community. Advocacy and influencing are transparent, well-communicated and meaningful to the members.



CURRENT STATUS

The Representative Council wishes that AYY would communicate more. AYY does not currently have a general communication strategy. Social media monitoring and measurement are carried out occasionally with insufficient tools. The communications team has their hands full but, at the same time, plenty of ideas on how to reach our members more efficiently. Communications should be done in cooperation and the implementation of the brand should be pursued together. Currently, internal training sessions have not been organised. During the period of remote work, internal communications should be smooth in order to achieve the goal.

PROPOSED MEASURES

- Preparing AYY's communication strategy with the help of a membership survey
- Renewing AYY's social media monitoring and social media analysis
- Developing AYY's communication training

FINANCIAL AND HUMAN RESOURCES

Communications team

EUR 11,000 budgeted, which will decrease in the final budget.

ESTIMATED SCHEDULE

The project will start in early 2021 and run throughout the year.

Implementation of AYY's new strategy

PERSONS RESPONSIBLE

Executive Director and Management Team, board member responsible for the strategy, the Board.

LINK WITH STRATEGY

The strategy is the project.

GOAL

AYY has a new measurable strategy that is known throughout AYY, and everyone is committed to the strategy. The values of the strategy are reflected in daily operations and the implementation of the strategy goals has started. The implementation of the strategy is reviewed in a clear and flexible manner. The members are also familiar with AYY's strategy.



CURRENT STATUS

AYY's strategy has consisted of two documents: Direction of the Student Union and the Property Strategy. During 2020, AYY has worked on a new unified strategy for the Student Union involving the Aalto community. The goal of the strategy reform is to create a strategy for AYY, which reflects the members, responds to the future challenges faced by the Student Union and supports strategic management and prioritisation. The strategy will be approved at the Representative Council meeting in February 2021.

PROPOSED MEASURES

- Deciding on the strategy at the Representative Council meeting in February
- Creating a visual strategy, which is widely communicated to members
- The new strategy is at the core of the management team's work. The management team is trained in strategic management.
- Organising events for the Board, employees and volunteers to introduce the new strategy
- Completing the process for the mid-term review of the strategy in 2022
- Establishing a process for the Board's mid-term strategy reviews together with the board member responsible for the strategy
- Entries that implement the goals in the new strategy are visible in the 2022 plan of action.

FINANCIAL AND HUMAN RESOURCES

The entire organisation implements the strategy. Projects that implement the strategy goals have been recorded separately.



ESTIMATED SCHEDULE

The project will last for a year, during which the new strategy and its implementation will become part of continuous operations.

Sustainability in all AYY's operations

GOAL

All operations respect the carrying capacity of the environment and AYY aims for carbon-neutral operations in the 2020s where possible. Our goal is to manage sustainability throughout the organisation so that sustainability is also reflected in continuous operations.

In terms of properties, sustainability is reviewed in a separate project entry "Responsible Construction Programme"

PERSONS RESPONSIBLE

Specialist responsible for sustainable development, board member responsible for sustainable development and the management team led by the Executive Director

LINK WITH STRATEGY

AYY acts as a leader in environmental issues; sustainability is likely to be a key value in the new strategy.

CURRENT STATUS

For the past two years, AYY has created guidelines, orientations and training sessions for the office staff, volunteers and AYY's associations concerning sustainable development and environmental sustainability. AYY is committed to the UN Sustainable Development Goals. AYY has created the Sustainable AYY section on its website, reported for the first time on its carbon footprint, internal work and goals, and started cooperation with persons working on sustainable development at Aalto. Sustainable development is a key part of the Student Union's advocacy and goals.

However, as sustainability is a relatively new issue in AYY's operations, there are no established ways of managing sustainable development in the organisation. In particular, the significant footprint of real estate development in the coming years must be taken into account in order to promote genuine environmental sustainability throughout the organisation.



PROPOSED MEASURES

- Clarifying a management system for sustainable development
 - Deciding and committing to uniform reporting, communication and monitoring methods (impact assessment and continuity)
- Setting goals to minimise environmental impact, e.g. measures to achieve the carbon neutrality target (depending on the target year): continuing emissions calculations, minimising and offsetting.

FINANCIAL AND HUMAN RESOURCES

The project requires the commitment of each sector and clear leadership.

ESTIMATED SCHEDULE

The project will continue throughout 2021.

Development of the sense of community under exceptional circumstances

PERSONS RESPONSIBLE

Producer in charge, board member in charge of community affairs

GOAL

AYY develops new ways to create and maintain the sense of community under exceptional circumstances and with remote connections.

LINK WITH STRATEGY

Everyone feels part of some community. AYY's activities are equal and support different cultures. The structures of AYY and the Aalto community support the cooperation between different fields and student cultures.



CURRENT STATUS

In 2020, some concepts were tried out to maintain events and the sense of community virtually. During the year, we found out that additional equipment and training are required to develop and maintain high-quality community activities and events under exceptional circumstances.

PROPOSED MEASURES

- AYY organises and, if necessary, acquires necessary training to produce high-quality and meaningful virtual encounters within the community
- AYY acquires the equipment required for organising remote events.

FINANCIAL AND HUMAN RESOURCES

Resources: community team, particularly producers, and volunteers

AYY is applying for OKM's project funding for the digitisation of services. Events are part of the membership service package.

ESTIMATED SCHEDULE

The project will start at the beginning of the year. The project will last until the end of 2022.



Development and equalisation of volunteering

PERSONS RESPONSIBLE

Producer in charge, producers, board member in charge of volunteers

GOAL

The community structure project will be completed in 2021.

Committees

The Plan for Community Structure Development review provides direction for the development of committees. The purpose is to continue the discussion on the position and roles of the committees and to define their roles and responsibilities in more detail. In 2021, we will pilot the new naming practices of various committees (recruited, convening, the scope of activities in the committee) and clarify the different responsibilities of volunteers in the international sector. In addition, Mosaic will be terminated and a new master's committee will be established under Aava. The project committee will continue its activities.

The aim is to clarify AYY's voluntary field and to genuinely bring together persons from different associations into committees that work towards common goals. This would allow people from different backgrounds to meet and provide peer support.

Sustainability and responsibility of activities

Volunteer activities are carried out in a sustainable way from an ecological, so-

cial and economic point of view. In 2021, special attention will be paid to the latter two. Activities are equal, inclusive, communal, and support the mental and social well-being of volunteers and other members of the community. In addition, activities are financially sustainable and equal.

AYY's event resources are prioritised based on the strategic significance of an event.

Equality

According to the Plan for the Development of Community Structures, AYY's voluntary field is not currently considered to be equal in all respects. In 2021, more attention will be paid to equal treatment of similar volunteer groups and the transparency of activities. Internationality and accessibility are an integral part of daily volunteering and community activities.

In addition, the function, scope and impact of volunteering and volunteers in terms of AYY's strategy and non-profit and financial activities will be further clarified.

LINK WITH STRATEGY

Everyone feels part of some community. AYY's activities are equal and support different cultures. The structures of AYY and the Aalto community support the cooperation between different fields and student cultures.

CURRENT STATUS

- The different types of committees have been renamed so that the scope and type of activity can be deduced from the name (recruited - convening, with its own activities - convening, acting as a support network and an advisory body, etc.)
- The responsibilities of the international sector committees have been clarified
- Budgets for volunteers and events have been revised
- Guidelines for volunteers have been revised and will be introduced in 2021
- AYY implements safer space policies and guidelines for organising safe and equal events
- The chair and vice chair were elected for the Technical Student Meeting and the first meeting will be prepared for the beginning of 2021
- AYY prioritises resources and categorises strategically significant events

PROPOSED MEASURES

- Monitoring the progress of the 2020 reforms and reacting quickly if necessary
- Continuing the debate on clarification and position of the committee roles

FINANCIAL AND HUMAN RESOURCES

Human resources: producer in charge, community team

ESTIMATED SCHEDULE

The project will start at the beginning of the year.

The project will continue during 2021 and necessary changes will be implemented during the years of 2021-2022.

Reform of association categories and the distribution of operating grants

PERSONS RESPONSIBLE

Specialist for organisational affairs,
board member in charge of associations

GOAL

AYY's association categories and the distribution of operating grants and facilities better respond to the needs of associations. The reform is carried out in accordance with the plan approved by the RepCo for the development of community structures and with the involvement of the community.

LINK WITH STRATEGY

The structures of AYY and the Aalto community support the cooperation between different fields and student cultures.

CURRENT STATUS

A survey on the current state of community and organisational structures was carried out and the direction of the project was approved by the Representative Council in April 2019. The operating grant form was updated for 2018 and the update has been developed for the distribution of operating grants in 2019. The Association Regulation was last updated in 2017.



PROPOSED MEASURES

- Starting the update process of the Association Regulation and preparing the new Association Regulation by listening to the associations
- Preparing the update of the distribution process of the operating grants and taking into account other options that emerged during the process (see Council Member Lampi's proposal, SClisma's voucher model)
- Preparing the update of the facility distribution process
- Involving the associations.

FINANCIAL AND HUMAN RESOURCES

Executive Director, board member in the community sector, association specialist, possible project worker

ESTIMATED SCHEDULE

The goal is to complete the update of the Association Regulation during the spring of 2021 and the reform of the operating grant distribution during the year 2021. Once completed, the distribution process of facilities will be developed.

Corporate relations reform

PERSONS RESPONSIBLE

Corporate relations coordinator, board member responsible for corporate relations

GOAL

The goal is to plan and start implementing the strategic goals of corporate relations.

- Developing productisation
 - Improving customer retention
 - Experimental culture
- Developing interaction with the Aalto community
 - Associations
 - Aalto University
- Clarifying the role of volunteers as enablers of additional sales in events

LINK WITH STRATEGY

Corporate relations support financial sustainability and the needs of the community.

CURRENT STATUS

In the autumn of 2020, the Representative Council approved strategic goals for corporate relations prepared by the CR sector and the Board. The planning of the implementation has started by identifying development goals for sales and discussing sub-targets with the CR sector and the Corporate Relations Council. No separate chair will be elected for the Corporate Relations Council, but the Council will be chaired by the board member responsible for corporate relations.

Due to the COVID-19 crisis, we have not been able to achieve new sales as usual, and resources have been directed to planning and development work.

PROPOSED MEASURES

- Board member is responsible for the overall picture and the strategic objectives
- Corporate relations coordinator is responsible for the practical implementation of sales and customer relationships
- Transferring resources from planning to sales
- Experimenting boldly with new product ideas and evaluating their functionality on a fast schedule
- Strengthening the dialogue between the corporate relations sector and other teams in order to increase sales

FINANCIAL AND HUMAN RESOURCES

Board member's primary goal, corporate relations coordinator's secondary goal. The Corporate Relations Council acts as an advisory body.

ESTIMATED SCHEDULE

6–9 months, after which part of continuous activities.



Development of AYY's museum activities

PERSONS RESPONSIBLE

Museum Director, archivist, museum intendant, board member responsible for museum activities

GOAL

The long-term goal of the museum development is to expand the Student Union's exhibition and archive collections to cover all Aalto University Schools. For this purpose, there is a need to rebrand the museum and aim at clarifying the purpose of the museum, renaming the museum and the visual identity, updating the exhibition collection and the museum regulations. The museum communications should be developed by creating a communication plan for the museum. The creation of the Student Union's collection policy programme and its constant updating in the future will intensify the cooperation between the archive and the museum and clarify the Student Union's collections.

LINK WITH STRATEGY

Aalto spirit is forever: the purpose of the renewed museum is to increase the sense of Aalto spirit among the students, staff and alumni. By presenting the cultural history of all Aalto fields, the museum creates the sense of togetherness and pride in Aalto membership.

CURRENT STATUS

The museum of Aalto University Student Union, Polytechnical Students' Museum, has operated as the museum of technical students since 1958. The museum has been under renovation since 2019 and it has not been possible to have regular opening hours during the corona epidemic. The reopening is scheduled for AYY's anniversary week 2021.

PROPOSED MEASURES

The museum activities and collections are expanded to cover all fields of Aalto University. As a result of the brand work, the museum will have a new name and visual identity. The exhibition collection is also reviewed along with the collection policy programme. The first version of the collection policy programme (document that will be actively updated in the future) is expected to be completed in early 2021 by employees.

FINANCIAL AND HUMAN RESOURCES

The museum team is responsible for the project, experts and representatives from various fields are invited to participate in the branding work. Experts of the Helsinki City Museum will provide help for the reform and management of the collection.

ESTIMATED SCHEDULE

The project was started in 10/2020 and will last approx. 12 months.



Municipal elections 2021

PERSONS RESPONSIBLE

Policy Specialist Lauri Jurvanen, board member responsible for municipal advocacy.

GOAL

The project goal is to implement AYY's municipal election campaign in Espoo in the spring of 2021, after which students will have a higher turnout than in the previous municipal elections, and the elected municipal council is aware of AYY's municipal election goals and committed to promoting them.

LINK WITH STRATEGY

Municipal advocacy in Espoo is part of AYY's social advocacy.

Strategy: AYY's members are interested in social advocacy.

CURRENT STATUS

AYY's municipal election and municipal advocacy goals have been updated during 2020, and planning for the spring campaign has started.

PROPOSED MEASURES

- Assembling a municipal election working group from advocacy and communication teams to plan and implement the campaign
- Producing a visual identity for the campaign which can be used in the material
- Organising advocacy events when possible, where AYY's members receive information about the goals of candidates and parties
- Organising a campaign to encourage students to vote
- Cooperating with student organisations in the Helsinki metropolitan area through World Student Capital association.

FINANCIAL AND HUMAN RESOURCES

The project requires resources from the policy specialist, as well as input from the communications specialist, and, if necessary, resources of their supervisor, Advocacy and Communications Manager in the spring of 2021. Project funds are budgeted for communication material expenses for the campaign and electronic communications.

ESTIMATED SCHEDULE

Project planning started in the autumn of 2020 and will continue until the end of the year. Graphic material for the campaign will be completed at the beginning of the year.

After confirming the nomination of candidates on 18 Mar 2021, we will know the candidates in Espoo. The advance voting will take place on 7-13 Apr 2021 and the actual election day is Sun, 18 Apr 2021. After the elections, efforts will be made to inform new council members about AYY's goals.



Language regulation reform

PERSONS RESPONSIBLE

Policy specialist responsible for international affairs and board member responsible for international and/or language affairs

GOAL

AYY's language strategy will be revised so that AYY's activities are linguistically accessible and inclusive for all, including non-Finnish language minorities.

LINK WITH STRATEGY

From the Direction of the Student Union 2019–2020: Everyone feels that they are part of the Aalto community. AYY's structures support cooperation between different fields and cultures.

CURRENT STATUS

AYY's language regulations, i.e. the language strategy document compiled at the RepCo meeting 3/2019 (approved 6/2020) and its implementation plan (approved in 2012) is for many parts outdated as a document and not actively used. However, there is an increasing number of students at Aalto University who do not speak Finnish, so there is a need for clear measures and procedures to involve these students in the student union activities.

PROPOSED MEASURES

- Updating AYY's language regulation (i.e. former language strategy and its implementation plan) into an up-to-date document that is easy to use.
- In addition, it is possible to extend the project by reviewing cultural accessibility and inclusion in recruitment practices and training content if the schedule allows.



FINANCIAL AND HUMAN RESOURCES

AYY commissions a master's thesis, which studies the linguistic and cultural accessibility of the academic community and conditions for community attachment. Aalto University covers part of the research costs (EUR 2,000 out of EUR 5,000). The results of the research can be used to develop linguistic accessibility and integration.

ESTIMATED SCHEDULE

Some background material for the update has been collected in the autumn of 2020. The project will last for 6–12 months.

Representative council elections 2021

PERSONS RESPONSIBLE

Administrative and HR Manager, project worker



GOAL

The aim is to increase the electoral turnout and develop election-related communications so that AYY and the RepCo groups become more familiar to our members and it is simple to stand for election and participate in the activities.

LINK WITH STRATEGY

The biennial Representative Council elections are AYY's core activities and strategically linked to the themes of social advocacy and building the identity of the Aalto community.

CURRENT STATUS

In accordance with AYY's election regulations, the Representative Council elections are held every two years by the 10th of November. Therefore, the year 2021 is also the election year for the Representative Council.

In the previous elections in 2019, special emphasis was placed on election communications with the help of a project employee and the activation of members began already in the spring. In the 2019 elections, there were 7% more candidates than in 2017, but the turnout remained roughly the same (33.39%).

PROPOSED MEASURES

- Electing the central election committee
- Hiring a project worker to manage the implementation of the project and take care of practical arrangements and election communications
- Activating students to run as candidates
- Providing resources for the operations and visibility of both current and new RepCo groups
- Organising election panels for candidates
- Investing in election-related communications
- Ensuring the operation of AYY's own election system
- Electronic registration of candidates if the pandemic continues

FINANCIAL AND HUMAN RESOURCES

Finances: The budget for the 2021 elections has been prepared in the same way as in 2019. The most important items of expenditure are the project worker's salary, grants to electoral alliances and communication material expenses.

Human resources: Project Worker, Administrative and HR Manager, IT Specialist, Graphic Designer, Communications Specialist, Central Election Committee

ESTIMATED SCHEDULE

The preparatory work of the Central Election Committee will start in the spring, the project worker will also start working in the spring. The elections will be held in the autumn and the work of the Central Election Committee will continue until the end of the year.

Digitalisation of services and housing operations

PERSONS RESPONSIBLE

Service and Rental Manager, Financial Director, Manager of Real Estate Department, board members of the sectors (services, housing) where applicable (finances, services, international affairs)

GOAL

The goal is to eliminate unnecessary manual work through automation and process development, streamline and facilitate management and reporting, and provide services that are accessible to all members. The aim is to find the most essential digitalisation projects for 2021. According to the current assessment, these would include:

During 2021, the goal of housing operations is to select and launch a property system (maintenance manual, property register and rental invoicing) alongside the Domo system, which will continue to be used as a tool for housing search and the selection of tenants.

The aim to develop the membership fee process is to make it possible for all members to pay electronically in connection with the academic year registration. It is essential to acquire a new own membership register.

LINK WITH STRATEGY

AYY as a provider of digital services.

CURRENT STATUS

The most important system in housing operations and services is the Domo system, which has been developed for our own use by external workforce and the Tila system, which is maintained by AYY. The development of Domo and the use of the Tila system are time consuming. Many processes require ready-made system solutions from the market.

PROPOSED MEASURES

- Needs assessments and the audits of existing systems and assessment of their compatibility with other systems
- Solutions for acute system needs during the assessment
- Reviewing opportunities to develop the Domo system and ready-made solutions for resident selection, reporting and electronic services: electronic archiving solution, electronic contract signing process, electronic key management, resident communication tool within the system and bug reporting tool
- Selecting a property system based on the review.

FINANCIAL AND HUMAN RESOURCES

Housing operation resources and possible consultant

ESTIMATED SCHEDULE

12 months

Renovation plan for Teekkari village

PERSONS RESPONSIBLE

Manager of Real Estate Department,
Head of Property Management, board
member responsible for properties

GOAL

The aim is to draft a maintenance plan for the entire property stock with the emphasis on Teekkari Village in the coming years. The goal is to ensure systematic renovation and maintenance of Teekkari Village with valuable cultural heritage, as well as the renovation of apartment surfaces to ensure the attractiveness of housing as a long-term home for our students and its value from the perspective of property ownership. The aim is to finance property repairs with the ARA funding with a state grant and to expand the equalisation group of cost-priced ARA properties.

LINK WITH STRATEGY

The goal is in line with the Student Union's housing policy paper and the new strategy

CURRENT STATUS

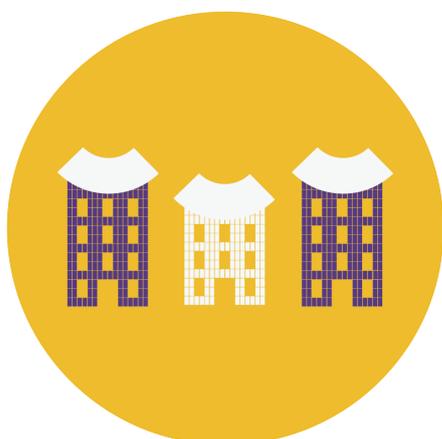
The Student Union owns approximately 650 apartments in Teekkari Village, most of which are shared apartments. The area is historically significant. At the same time when a significant number of new apartments are being built in Otaniemi, Teekkari Village should be developed, repaired and maintained vital. During 2020, condition assessments and energy certificates were commissioned for the entire property stock. During 2020, a more detailed needs assessment is launched, as well as the planning of so-called facelift repairs, i.e. upgrading.

PROPOSED MEASURES

- Clarifying the functional model of properties and preparing a plan to maintain the demand for existing shared apartments even after new apartments are completed
- Creating feedback and appeal systems for existing tenants, collecting easy-to-use information to analyse the rejection of offers and the reasons for the termination of tenancy in order to gather information on repair needs
- Analysing the rental stock
- Assessing the necessity to introduce a housing inspection process as part of maintenance
- To implement the plan, preparing site-specific long-term plans (PTS) for repair needs for the next 10 years, taking into account technical condition, demand, comfort of living and healthy living conditions.
- Ensuring adequate preparation for expenses that may arise from the demand and technical needs
- Carrying out the first facelift test repairs

FINANCIAL AND HUMAN RESOURCES

The plan is prepared in cooperation with the property and housing team. External resources and expertise will be used for the plan at the discretion of the property management team and with the approval of the Board. The surveys and measures are financed by rental income from Teekkari Village properties.



ESTIMATED SCHEDULE

The project will last for the entire year 2021.

The plan is drafted for five years and will be implemented already in 2020.

Development of resident and customer communication content

PERSONS RESPONSIBLE

Communications Specialist (services and housing).

GOAL

The goal is to make the content of resident and customer communications more diverse. AYY's residents and users of facilities are inspired and encouraged to act sustainably in housing and common areas. The role of the landlord is clarified by improving landlord communications in resident and rental facility communications. The content of the communications will be expanded. We are aware of the channels which reach the residents most efficiently.

LINK WITH STRATEGY

Brand strategy: members recognise and are aware of AYY's services. High-quality housing services, in particular, are a clear and identifiable part of AYY's service package. We communicate extensively about the activities of the entire organisation.

CURRENT STATUS

Housing service communications have been developed in small steps in previous years, both in terms of visual identity and communication practices. Up-to-date information on real estates and apartments can be found on AYY's website and Domo. The disadvantage is that up-to-date information concerning residents is not actually available on the channels used by residents. Also, the housing and real estate sections receive messages partly along the wrong channels.

Depending on the situation, housing sector uses the visual identity according to AYY's brand or the visual identity of AYY Housing. Housing has its own visual identity in social media channels and the info letters for residents moving in/out, but not elsewhere (signs, AYY's website and Domo). There are about 500 followers on Instagram and 3,000 on Facebook.

More suitable channels are needed for communications with facility bookers.

PROPOSED MEASURES

- In addition to current channels, selecting communication channels favoured by customers and residents based on a member survey
- Communications highlight the roles of customers and facility bookers in sustainable development: encouragement and inspiration for sustainable development
- Clarifying how landlord communications is naturally included in AYY's overall communications
- Clarifying the division of responsibilities and creating an annual schedule for housing and facility-related communications: recognising the most significant times for communication during the year, preparing and including in continuous activities. In addition, thematic communication related to sustainable development and the sense of community.

FINANCIAL AND HUMAN RESOURCES

Communications Specialist, Service and Rental Manager, Advocacy and Communications Manager, Graphic Designer, Service Team, Property Team.

ESTIMATED SCHEDULE

The project will start in early 2021 and run throughout the year.



Responsible construction programme

PERSONS RESPONSIBLE

Manager of Real Estate Department, Financial Director, board member responsible for properties

GOAL

The goal is to establish a long-term programme to construct new housing responsibly, taking into account the old housing stock, housing production by other operators, changing needs of students, as well as the environment and economy.

LINK WITH STRATEGY

In accordance with the housing policy paper. Housing operations are part of the new strategy.

CURRENT STATUS

The Student Union owns approx. 2,600 apartments, of which 1,600 are located in Otaniemi. Rest of the apartments are located in Leppävaara, Espoo and in various parts of Helsinki. Affordable student housing is a significant service for members and students' wish is to have more housing available. During the first decade, the Student Union has implemented new projects in Otaniemi at Otakaari I8 and Miestentie as well as at Atlantinkatu in Helsinki.

The Student Union does not have an overall plan or investment programme approved by the Representative Council to implement the strategy. The new construction programme will be part of the investment programme. During 2020, preliminary studies of construction sites and a draft plan for the future campus from the perspective of housing has been commissioned and Miestentie follow-up project has moved to the design phase faster than expected.

PROPOSED MEASURES

The work on a draft plan for housing operations in Otaniemi started in 2020 and will continue by analysing the demand and the market and involving members in the planning phase. Working groups are recruited for different themes and the channels for participation and influence are developed. Development work is made visible and participation is encouraged by actively informing the office, the RepCo and members.

AYY's upcoming carbon-neutrality target will be taken into account when preparing the new construction programme. We will create a strategy and objectives for sustainable construction and select a sustainability measurement system for housing. In connection with the target setting and guidance of the RTS environmental system for Miestentie II project, the guidelines for sustainable construction in new construction projects will be specified and concretised. AYY's possibilities to compensate for the carbon footprint of new projects and existing properties will be investigated.

In connection with the planning of the Miestentie II project and target setting for the RTS environmental system, design guidelines are prepared so that sustainable construction is taken into account as a whole and as part of the new construction programme.

Projects are scheduled for the indicative investment programme, considering other investments, resources and the market situation of housing operations and AYY's other investments. The aim is to schedule projects evenly. The implementation of the investment programme is evaluated and, if necessary, updated annually.

REQUIRED FINANCIAL AND HUMAN RESOURCES

The programme is drafted by the housing sector. We ensure that the students' wishes and needs are heard in programmes and instructions. If necessary, consultation is used for preparing guidelines if supported by the property management and approved by the Board.

ESTIMATED SCHEDULE

The project will start in the spring, the estimated duration is 9 months. The plan is drafted for 10 years.



aalto-yliopiston ylioppilaskunta
aalto-universitetets studentkår
aalto university student union