



VAASAN YLIOPISTON
YLIOPPILASKUNTA

Action Plan

for VYY's Executive Board 2026

This document was translated by VYY's Communications Specialist Aino Hyryläinen for informative purposes to international students.
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Strengthening and expanding VYY's corporate relations

The Student Union of the University of Vaasa VYY has not previously monitored or led corporate relations systematically, which has weakened the continuity, effectiveness, and development of these collaborations. In order to manage corporate relations in a goal-oriented and long-term way, the forms, pricing, and monitoring of collaborations must be clear, uniform, and easily applicable.

We will develop corporate relations by actively utilizing the Student Union's media kit, which clearly outlines the forms, visibility, and pricing of our corporate collaborations. Additionally, we will build and launch a multi-annual collaboration model, which offers our partners long-term, consistent collaboration packages (e.g. visibility in VYY's events, website, and other communication channels).

- We will start utilizing the media kit.
- We will strive for at least one significant main partner.
- We will create a systematic model for maintaining corporate relations and estimating their efficiency.
- We will pursue corporate relations that support the operations of organizations within VYY.

Supporting the political impact and wellbeing of VYY members

The wellbeing of students requires constant attention. It must be advanced by organizing intoxicant-free events, wellbeing weeks, and by advocating in separate forums with stakeholders like the FSHS, wellbeing services county, and university. We will allocate resources to plan and organize low-threshold events in 2026.

Students all over Finland and in Vaasa have been the target of many changes. A city survey can monitor students' situations, and the gathered data can be used to support advocacy. The survey will include the same questions as the 2024 Student-Friendly City survey. However, the questions related to housing and subsistence must be developed with current and topical questions, as students have transferred to the student housing supplement and the housing situation in Vaasa has declined.

The survey will enable us to gather important information on the current situation of students and to detect changes compared to the last survey. The survey's results can be used to follow the development of students' conditions and to concretely demonstrate the current status when we advocate for students both locally and nationally.



The Declaration of Equality is a document guiding VYY's operations, and it needs updating. Our policy paper is missing the objectives we strive for in terms of equality. We will fulfill this need by creating an Equality And Non-Discrimination Plan. We will involve the Representative Council in making this plan.

For Finnish Parliamentary Elections in 2027, VYY will advocate actively to make an impact by meeting current Members of Parliament and local party offices. To support this advocacy, we will create an election programme in advance. The programme will outline VYY's key aims and themes in the Parliamentary Elections of 2027. We will begin communicating and informing our members about the elections well in advance on our social media channels.

- We will conduct a thorough survey for students based on the 2024 Student-Friendly City survey. The most important questions concern housing, transportation, employment, and subsistence.
- We will organize a low-threshold, intoxicant-free event at least twice during the year.
- We will create an Equality And Non-Discrimination Plan for the Student Union.
- VYY will prepare for the 2027 Parliamentary Elections by meeting current Members of Parliament and local party offices, by supporting advocacy by creating an election programme, and by communicating about the elections in advance on our social media channels.

Developing VYY's teaching-centered feedback platform

Our teaching-centered feedback platform ("the black list") is due a reform so that its contents and name better reflect the aim to utilize the platform for positive feedback. Our goal is to create a platform that students can use to ask for help with issues, and communicate about the faults and successes in teaching. This feedback would also serve as a tool to communicate the changes that students want to see and the things that students value to the University's schools. Thus, this feedback would also serve as a basis for meeting academic schools more systematically.

- We will change the feedback platform structure to better serve its purpose and rename the platform.
- We will communicate about the feedback platform reform with our members through our communication channels and by organizing a feedback event.

Renewing the International committee

As the number of international students grows, VYY must pay closer attention to the integration of international students. In order to reach international students better, VYY will form an International committee. It will improve the reach and participation of international students.

In an ideal situation, the committee would include as many international students as possible in order to reach them more effectively. The committee could also be utilized to elect representatives to certain bodies like the Eunice Student Advisory Board ESAB. With the help of the committee and with proper recruitment, the challenges that international students face will better surface to the Executive Board member responsible for international affairs. This will further optimize and streamline the Board's operations.

ESAB, or the Eunice Student Advisory Board, engages two student members from each member university. Currently, both students have been members of VYY's Executive Board. To ensure the continuity and consistency of operations, it would be beneficial that one member represent another body such as the International committee. Starting the term 2026, we will elect one ESAB representative from the Executive Board, and they will represent until the end of their Board term. A second representative will be chosen from outside the Board (e.g. the International committee) and will represent for two years. The member from outside the Executive Board will be elected on years with even numbers, and the member from the Executive Board will be appointed when the Board organizes annually.

- We will form an International committee and create a clear framework to support its operations.
- We will recruit international students to the committee.
- We will renew ESAB representation.

Updating the international handbook and monitoring its impact

The handbook for international activities was created in 2025 to support organizations. In order to maintain it as a topical and significant document, its use should be monitored. The handbook is aimed at all organizations operating within VYY. It was created to serve as a tool that includes all relevant information about international activities that organizations might need when, e.g. organizing events. In order to maintain a relevant document in these changing times and in the future, it should be updated when necessary.



The impact and utility of the handbook should be monitored regularly by e.g. conducting surveys to organizations. These surveys will also gather data on whether the contents of the handbook meet the needs of organizations. The surveys can also be used to monitor how organizations apply the advice in the handbook. Additionally, the survey answers will guide future updates of the handbook. This will maintain the relevance of the handbook and ensure that the intended purpose is not lost. The intended purpose is to gather all relevant information on the topic and respond to the need for information in one document.

- We will conduct a survey to map out whether the contents of the handbook meet the needs of the organizations.
- We will update the handbook as needed based on the survey answers.

Offering direct benefit for the membership fee

The Student Union must offer beneficial member services. This is a direct way to ensure students thrive and enjoy themselves. The existence of affordable transportation equipment helps with moving and organizing events. By improving the accessibility of our borrowed and rental equipment, we will advance our sustainability aims and enable new kinds of activities. The Student Union must also support the physical activity and pastime of students and develop sports opportunities by identifying how the current sport services meet the needs of students.

- We will evaluate the need for transportation equipment and present future actions.
- We will develop the joint borrowed equipment service on the University campus.
- We will aim to increase one-time benefits available with the student card.
- The Student Union will identify how the current sport services meet the needs of students. This will be carried out as a part of the member survey or as a separate member services survey. We will utilize the results in local advocacy.
- We will determine how well the campus study areas correspond to students' needs.

Providing benefit for operating within VYY

In addition to our operating grants and project support, it is necessary to develop the support we offer organizations. Organizations may encounter issues beyond their own means, and VYY must be the one they can turn to. The rental spaces for events in Vaasa are a tangle of changing rules and prices. A stricter interpretation of the alcohol legislation causes uncertainty for event organization, so clarifying the instructions before any problems arise is pivotal. Fundamental elements of organizational activity are the rooms and spaces reserved for organizations on campus. Updating the agreements and access permissions ensures a stable basis for all organizational

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activity.

- We will research a report on rental spaces in Vaasa.
- We will write instructions to organizations on how to operate according to the current alcohol legislation.
- We will bring agreements on organization rooms and spaces up to date.
- VYY, together with organizations operating within it, will organize a campaign against narcotics.

Renewing the events sector

The Wappu Crawl is a series of events, which VYY organizes and for which VYY will acquire crawl passes and overall patches. Student May Day celebrations (the Finnish vappu, or "wappu" in VYY) have expanded in duration and event selection, which has made participating in the Wappu Crawl more expensive. The crawl must be accessible to students, which is why the prices of participating events must be examined to keep costs to event-goers reasonable. We will carry out this renewal of the Wappu Crawl in close collaboration with student organizations.

Previously, we have not gathered systematic data on VYY's events. In order to make following the realization and budget of VYY's events easier, we must have a clear system on how to report on events.

The City of Vaasa has begun organizing the first "Culture Appro" (Kulttuuriapprot) in cooperation with student organizations. VYY joins the Vaasa City Culture Services in organizing this appro to bring students' point of view into the event.

- We will participate in organizing the "Kulttuuriapprot" event in collaboration with the Vaasa City Culture Services and its stakeholders.
- We will initiate the renewal of the Wappu Crawl for 2027.
- We will create and implement an event report model.
- We will examine the possibility of bringing back the campus sitz party.

Communicating clearly and accessibly as VYY

The large amount and heterogeneity of published content challenge VYY's communications. In order to reach our audience effectively, we must develop the clarity and accessibility of our communications. Especially the content informing and including our members must be easily found. Instagram has been a successful channel in daily communications, but important content gets mixed up with everything else. The newsletter has been the best format for official and important matters, but it cannot be used to reach audiences in real time. VYY will implement a noticeboard-style channel. Members can join the channel anonymously, and only admins can send messages to it, which will ensure the channel remains reasonable in content and concise in form.



- We will start a notice channel for VYY and communicate about it to our members.
- We will evaluate the reach and effectiveness of the notice channel as part of VYY's communications.

Knowing our responsibility as VYY

The mission of the Student Union is to take a stand and lead the way in matters concerning our society. At this time, the Student Union does not have unifying policies on sustainable development, which makes our multi-annual policy incoherent. The National Union of University Students in Finland SYL will create a material bank around the themes of sustainable development in 2026. We must be active in its preparations to ensure the material bank corresponds with our needs. Based on the sustainability action plan, we can prepare advocacy work on instances operating on campus.

- We will create a Sustainable Development Action Plan to serve as a guiding document.
- We will actively participate in laying SYL's material bank groundwork.
- We will create guidelines for sustainable development for organizations.