



**Aalto University Business Students**  
Aalto-yliopiston kauppätieteiden ylioppilaat

# **Action Plan 2019**

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## KY as a Builder of Community

### Elections

KY sets concrete goals to improve voting percentage and to get a broad and diverse pool of candidates for the Representative Council. KY has an active presence and inclusive election campaign. KY's goal in AYYE is to maintain at least the current amount of seats. **KY encourages also international students to run for the KY's Representative Council.** The possibility of recruiting an election coordinator outside of KY's office will be investigated. A possible new voting system will be charted and the best alternative will be implemented, keeping in mind that the best possibility might be the current solution.

### Volunteers

Active KY members are our most important resource. There are various ways to be a part of KY community, from subcommittees to KY clubs and project teams. Volunteers are given opportunities to participate in KY's decision making and key activities. **Emphasis is put on the training of our volunteers to i.e. ensure continuity and the wellbeing of our volunteers.** KY members are given support for trying out new projects or starting and running their own clubs as long as they are open to a large audience. Club Forums work as a two-way conversation channel between KY and clubs as well as a platform for KY's clubs to meet and find support from each other. Individual KY members as well as clubs and societies are actively thanked and rewarded for their work and their successes. **The goal is for all of the volunteers in KY's clubs and associations to feel that they are KY's volunteers.**

### Subject Clubs

Various ways for subject clubs to feel closer to KY are examined. The possibility of providing executive board members as buddies for subject clubs is looked upon. Generally subject clubs are coordinated more actively and common practises for their advocacy are created.

### Culture

KY nurtures our over one-hundred-year-old history and rich culture. KY offers diverse activities at both Bachelor's and Master's levels and helps to welcome Master's students into Otaniemi. **KY enables the possibility of more short-term projects, allowing more students to volunteer at KY.** KY is an active builder of the Aalto community and creates multidisciplinary encounters by encouraging its actors to boldly organize Aalto events. **KY supports the participation of its members in committees operating under AYY's sections (e.g. VTMK and IE).** KY is a safe environment to grow and learn in and we foster a culture where one can try and fail.

### Mursu Upbringing

Integrating new students to our community and building outstanding members of society is one

of our main priorities. Tutor selection and training as well as mursu upbringing focuses on good attitude and manners. **KY has a considerable responsibility in taking in the new students starting in the fresh international Economics program.** New students are encouraged to try out different things and participate in KY's activities from the very beginning.

### **Safe Environment**

KY is a safe environment to grow and learn in. We have no tolerance for bullying, harassment or violence of any kind and everyone is seen as equal regardless of religion, race, gender, disability, sexual orientation or any other personal characteristic. There is no culture of silent acceptance and all KY members feel it is everyone's right and responsibility to act on any disturbing event. KY provides training on KY's guidelines, action plan and contact information for all of its different actors. Low-barrier channels for contact are provided and all cases are taken seriously and acted upon. KY collaborates tightly with the School of Business to ensure mutual knowledge of best practices and possible incidents. Opportunities for more structured ways to measure progress are developed.

### **Wellbeing**

KY actively supports and promotes physical, mental and social wellbeing among its members and that everyone feels included and appreciated in the community. **Mental and social health is brought to a stronger position alongside physical wellbeing. Special focus is given to the high burnout risk of KY's members.** Different measures to alleviate the issue, such as improving the KY members' life management skills, are looked at. **Culture of openness is promoted to break the barriers to seek help and support.** Sports and wellbeing committee's event portfolio is critically evaluated to find the optimal impact on students' wellbeing. Closer collaboration with the School is practiced for improving student welfare. Existing services for student wellbeing provided by the Aalto University and AYY are communicated to our students and information can be easily found from Kyweb. Wellbeing is incorporated in mursu upbringing and volunteer training.

### **Master's Students**

KY remembers the importance of master's students as an integral part of its community. Masters' Club is seen as the key torchbearer in creating KY spirit and feel of belonging amongst masters. Nevertheless, the responsibility of including master's students is not solely on the committee's shoulders.

### **Alumni**

The main focus of our alumni relations is the promotion of different career paths to our members through i.e. events. KY takes part in developing Seniorikilta's activities, and their representatives actively participate to Masters' Club's events. Seniorikilta is seen as a relevant way to continue

being a part of KY after graduation. KY co-operates with School of Business in alumni relations for example in events like Masters' Gala, Meet Your Community and Welcome Evening. Future of KY Buddy will be decided.

### **International KY**

KY aims to provide equal opportunities at KY for all students and establish a diverse range of KY volunteers. **As the School of Business will start a new international bachelor's degree in Otaniemi, it is crucial the new students feel welcomed and part of the KY community.** Therefore special efforts are made into the integration of international students. **In order to do this, ways to use more English in everyday activities are looked for and events are held increasingly in English.** The elections are promoted also for our international students, both as an opportunity to run for KY Representative Council, as well as to vote in the elections, if eligible. **Information on what international students look for at KY is collected.**

### **Nordic Collaboration**

Nordic Forum provides us a network with our most important benchmarks. Nordic Forum 2019 will be held in spring, with Hanken in charge of organizing the conference. The aim is to make Nordic collaboration a year-long process between the different organizations. Efforts to bring the collaboration in the network to sectoral level are pursued through the specific sector groups and their collaboration. Also ways to give KY members a chance to attend events abroad and gain international networks are promoted, e.g. through marketing events held abroad to KY members and vice versa.

### **Probba**

KY collaborates actively and systematically with Probba and efforts into the creation of KY identity for Probba members are made, especially in the beginning of their studies and at the transfer phase from Mikkeli to Otaniemi. The best way to combine the participation of new bachelor's students and master's students from Mikkeli in Mursujaiset and in the orientation week activities is determined. Probba members are encouraged to join KY's official channels. KY strives to actively include Probba members in events and encourages its clubs and societies to organize visits to Mikkeli.

## KY as a Part of Society

### Brand and Communications

KY's communication is active, transparent, multi-channel and international. New ways to communicate are actively searched for and open-mindedly piloted. KY's volunteers participate in content creation. We regularly stay in touch with Aalto BIZ communications and co-operate when relevant. The tools of the communication sector are developed to allow e.g. automated data gathering and better planning of daily communication. KY and its associations communicate actively towards Probba.

Brand identity is clear and appreciated. Employees and volunteers know how to use the visual materials. KY Products are a way to express KY membership.

Kylteri magazine's 20th anniversary is celebrated.

### Academic Affairs

KY continues to be the main sparring partner of the School of Business and maintains good relations with important stakeholders. KY has an active role in developing education, especially **concentrating on the educational reform of the School** conducted during 2019. Feedback methods are continuously improved and KY actively reacts to perceived problems. KY tracks especially the feedback received from basic courses and helps subject clubs in tracking the feedback of their programs.

### Learning premises

KY works continuously with the School to have the best learning premises possible both in Otaniemi and Mikkeli campus. KY continues to have an active role in BIZ 3.0 project and **focuses on emphasizing the communication to the students about the future of learning premises and especially about the upcoming relocation to Otaniemi.**

### Corporate Relations

The main focus of our corporate relations is to contribute to financing our operations. Weak products are replaced (prints, blogs) continuously with new products (social media, new events) and new events will be developed further based on feedback. We emphasize face to face interactions between students and company representatives by organizing corporate events. Increased sales will be encouraged by upholding and developing the bonus system of the Sales Coordinator. Also Vainu and CRM-system will be used more to make sales more efficient and improve continuity. Social media and web analytics are actively used for customer acquisition, customer relations and development and pricing of products.

**Work and Career**

Co-operation with other actors like Hanken and Prodeko is increased. New events are developed for Sales Academy to replace for example Banking Night. Themes could be for example around sustainability or wellbeing. KY aims to have a bigger role in AYY Career Fair if it is financially profitable. Continuous cooperation with aTalent is done so that it encourages our members to join the register and update their profile frequently.

**Sustainability**

The main goal for sustainability for 2019 is to support actors and enable ecological ways to operate in KY's premises. KY investigates and implements ways to facilitate easy ways for our volunteers to recycle and use sustainable solutions in their actions. KY office shows example through its own actions. New and concrete ways to transform KY to more ecological actor will be investigated and implemented within a reasonable time period. KY arranges an annual sustainability report with the help a 3rd party auditor and commit to new sustainability goals based on results from the report.

## Key Strategic Initiatives

### New Premises

#### *Student Center*

Student Center is advanced as the number one project to be the future home for KY members. Negotiations with ACRE regarding the plot will be finished and the governing body for the building will be planned. The project plan will be finished and the architectural engineering will begin. The actors executing the architectural engineering will be decided upon. The planning of the plot will be advanced with students' contribution. The progress of the Student Center is communicated to KY members and to the project's relevant stakeholders. The brand of the Student Center is being started to design. Fundraising for Student Center will be planned together with AYY and TF. Plan B for the future home of KY members will be investigated and temporary premises for KY's services are being searched.

#### *KY Building*

The architectural engineering phase for the renovation to student housing is actively advanced. The cellar floor of the KY Building that remains in the use of KY is being designed. The future of KY Building and its progress is communicated to KY members and the users of the premises. The move from the KY Building is being planned as well as the celebration of the move.

### Digital KY

Member and club services will be digitalized or automated where appropriate. Data will be collected and utilized more systematically throughout all sectors. The process of archiving photos and documents at KY is streamlined and developed to **include our associations as well**. Data security is kept at high priority in KY's daily activities. Kyweb is constantly developed. The new member register will also be constantly developed to answer to the everyday needs of KY Office and our members. **To support strategic decision making, KPI's are introduced to planning and evaluating KY's activities on all areas.**

### Societal Impact

The focus in impacting on societal level is to alter our own critical functions inside KY and communicating actively about these improvements to outside world. KY keeps seeking new openings to improve our role as a societal influencer. KY takes fearlessly stance on things we have a say and isn't afraid to give support to other stakeholders on societal level. Academic affairs are in the center of our influence work. year. KY is an active member in Suomen Ekonomit. KY keeps on improving our Nordic collaboration, as it is one of our essential stakeholder.



**Lean Organization**

KY keeps seeking new ways to alter our way of doing things and structure our work. Factors regarding this are investigated critically. Ways to transfer KY's main functions stronger to volunteers will be investigated, e.g. transferring IT-sector to volunteers and piloting of volunteers as Committee chairpersons, and implemented if possible ways get support. Wellbeing of KY's personnel and Board members are seen as important factor of continuity. Sales Coordinator's bonus model salary will be continued to improve. Better onboarding for the Board will be investigated and implemented for the next Board.