



## **OPERATIONAL PLAN 2024**

### **VISION**

The vision of HHUS is to enhance the student life at Umeå School of Business, Economics and Statistics. The association aims to include and encourage all members to benefit from our organization and events. HHUS also strives to improve the quality of our education and give members the opportunities and tools to realize their professional potential.

### **CORE VALUES**

#### **Developing**

HHUS shall advocate for the development of the individual member, the committed member and the association as a constant change in relation to education, competence and culture. We strive to create unique opportunities where members can flourish both personally and professionally. As a learning organization, everyone is a novice, therefore we encourage trying, redoing and developing. In addition, we strive to provide skills that benefit our members now and always.

#### **Rewarding**

The effort put in HHUS shall be rewarding in the sense of an enjoyable, educational and professional time during the studies. The value and reputation of the association should leave a positive imprint on each member and benefit those who have made a difference.

#### **Including**

All members, regardless of gender, background or language, shall be able to be part of HHUS. Inclusion is not just about everyone being allowed to participate, but that one's opinion must be heard, regardless of commitment, role or status. HHUS is nothing without its members and every member should be comfortable to use the resources of the association.

### **STANDARD GOALS**

- Is a place where everyone feels included and are able to contribute and develop within the association.



- Works in line with its members interests and aims to create the greatest possible value for its members within the area of educational affairs, business connections and social events during their studies.
- Is the students voice towards the university.
- Is a sustainable organization both socially, economically and environmentally.
- Offers its members the opportunity for both personal and professional growth.
- Shall as an organization contribute to the UN's 2030 Agenda for Sustainability. The goal three, four, ten and thirteen are prioritized and integrated in the operations.

## Presidium

**Goal:** Improve the reputation of the association, both internally and externally.

**Strategy:** Open communication and transparency with members and flatten the organization.

**Goal:** Increase the number of active members and applications to the board and management.

**Strategy:** Use social platforms to communicate the work of the organization "behind the scenes" and meet with students (eg. presentations, inspring, meetups in the lounge).

## Business Committee

**Goal:** Have a diversity in partnerships which we arrange events with and can offer networking value to all our different study fields.

**Strategy:** Our aim is to diversify our partnerships to create events that cater to the varied interests of our students across different study fields. We're committed to actively seeking out connections with companies and organizations from diverse sectors, ensuring relevance and opportunity for all. Additionally, we will begin dialogue with our current partners to explore opportunities within their other departments and branches, further expanding the scope of collaboration and engagement.

**Goal:** Enhancing local business connections in Umeå

**Strategy:** Our aim is to initiate "Umeå Business Week" strategically, emphasizing the enhancement of student engagement and facilitating connections with emerging companies in Umeå. Through fostering collaborations with a variety of Umeå-based



organizations, our objective is to expose students to novel opportunities and diverse perspectives.

**Goal:** Increasing inclusivity in events

**Strategy:** By offering events conducted in English, we aim to foster a more inclusive environment that accommodates all members. This strategic decision will not only increase participation and interest but also enable our organization to connect with a broader spectrum of interested students. Through this approach, we prioritize inclusivity, ensuring that language barriers do not hinder engagement and involvement. This initiative aligns with our commitment to diversity and opens avenues for enhanced interaction and collaboration between our organization and the wider community.

## Education Committee

**Goal:** Improving the reputation and increasing exposure of the Education Committee.

**Strategy:** By giving more exposure towards the few events (eg. SM i ekonomi) that the committee has, organise and market these events well so that they would leave a lasting impression.

**Goal:** Increasing involvement of monitors

**Strategy:** Delegate enough work to them so that they can put their skills into good use, listen to their suggestions and ideas. Work together on goals and aspirations we want to achieve during our term.

**Goal:** Focus on mental health

**Strategy:** Emphasizing the importance of mental health towards our university and our members as well as those who find themselves in our management. Make it more accessible and promote it more. Speak Up is the forefront for this.

## Economy Committee

**Goal:** Strengthen our financial position

**Strategy:** Strengthen collaboration with all committees, particularly E-puben, to proactively address financial challenges. Initiate focused discussions to identify and implement necessary actions, aiming for a forward-thinking approach. Carefully monitor and manage our expenditures, with attention on cost reduction and efficiency to achieve improved financial outcomes. This strategy is about adapting and improving our financial health in any given situation.



**Goal:** Transparency and accountability regarding budget follow-ups across all committees.

**Strategy:** We plan to initiate more comprehensive and in-depth discussions between the Controller Group and each committee. The idea is to foster an environment where budget follow-ups are a regular and fundamental part. By doing so, we aim to ensure that every committee is consistently informed and engaged in the financial aspects of their projects. This will involve scheduling regular check-ins, providing clear and detailed financial reports, and encouraging open dialogues about budgetary concerns and adjustments. The goal is to enhance financial understanding and responsibility across all levels of our organization, ultimately leading to more effective and efficient use of resources.

**Goal:** Collaborate effectively within the committee to establish a solid foundation for HHUS.

**Strategy:** Emphasize teamwork in all our initial activities and decisions. By working closely together from the start, we'll have a supportive environment where everyone can contribute and learn from each other. This approach will not only help in building strong relationships within the committee but also ensure that we are all on the same page regarding our goals and methods. By sharing responsibilities and knowledge, we aim to create a united team that is well-equipped to provide a stable and productive foundation for HHUS.

## Social Committee

**Goal:** Follow up after all social committees events and actually develop the events, sittings, spex, Insparken and sports events we have.

**Strat:** Post questions about the events on instagram stories to get quick and simple feedback on the event we had and write it down so the person next year can keep working on developing the events and create as much "medlemsnytta" as possible

**Goal:** Work as a team and have trust for each other

**Strat:** Help out with as much as possible and lay a foundation for trust and collaboration within the committee. Have lots of hangouts and AW with the committee so get a stronger bond and connection and to make the whole committee feel that they are a part of something great and incredible

**Goal:** Spring ball

**Strat:** Start up a new tradition with a spring ball for all members and not only the ones who are a part of Insparken



## Marketing Committee

**Goal:** More internal collaborations within the committee to create bigger and better outcomes. Also to encourage creativity.

**Strategy:** Encourage the committee members to collaborate and create projects together.

**Goal:** Make our social media personality more personal and relatable to improve the reputation of the association.

**Strategy:** Instagram takeovers, live updates from events and publishing close to the event.

**Goal:** Utilize the plasma screens available to enhance social media.

**Strategy:** Delegate and make the communicators responsible for the updating and management of the screens.

## E-puben Committee

**Goal:** Making sure that E-Puben is a meeting place for all members, enhancing social sustainability.

**Strategy:** Proactively engage with members to identify their preferences, using channels like social media to gather valuable insights. Implement a responsive approach to ensure that the expressed needs and desires of members are not only heard but also effectively addressed, thereby enhancing the social experience at E-Puben.

**Goal:** Establish and maintain financial sustainability

**Strategy:** Diversify revenue streams by organizing a continuous series of events throughout the year. Ensure financial stability through meticulous budgetary oversight and regular follow-ups on budgets together with the economy committee and the controller group.

**Goal:** HHUS shall establish a healthy balance with "competitors" and external parties that may disturb E-Pubens operations (like disturb attendance at E-Pubens EPPs and events).

**Strategy:** Manage requests for HHUS events at other pubs/clubs carefully, considering potential conflicts with E-Puben's operations. When arranging events, thoroughly assess whether it is practical/appropriate to host events with external parties on the same day or during the same weekend if there is an event at E-Puben.