

# Stuenterlauget's Strategy 2030

## Vision

*In collaboration with Aarhus University, Stuenterlauget will create Denmark's best study environment at Aarhus School of Business and Social Sciences.*

## Mission

*Stuenterlauget is a student union run for students, by students in a close dialogue with Aarhus University. Our mission is to develop and facilitate the most value-creating study environment for our members. Through engagement and professionalism, we will provide academic and social activities of the highest quality.*

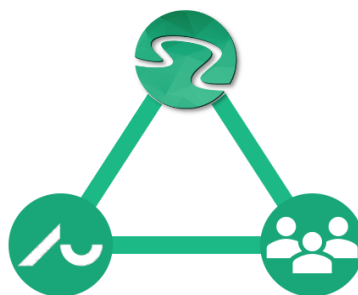
## Strategy

*The Strategy for 2030 is developed for the purpose of developing and facilitating the most value-creating study environment for our members. Stuenterlauget aims at creating the best foundation before and after the transition to Campus 2.0.*

*Stuenterlauget will keep our focus on establishing and developing a strong foundation allowing SL members to experience the best environment, both socially and academically. Furthermore, Stuenterlauget aims to embrace the diverse background of its members, to maximize the value created.*

## Strategic goals

In the year 2030, the four overall strategic goals defined by the Board are to be fulfilled. They are a part of Stuenterlauget's mission to create the best study environment at Aarhus BSS. The strategic goals are to be supported by the annual strategies of the Management and Board. These are the milestones required to reach the overall strategy.



### 1. Value creation (for students by students - community)

The foundation of Stuenterlauget is to create value for its members. This should be reflected in every action taken by the Management and the Board.

## Community

We aim to strengthen and improve the social and professional community within Stuenterlauget. We aim to be visible to our members in the best possible way. For our

members to utilize their membership it is important to create visibility and engagement around our events and offerings throughout the year.

### **For students, by students**

As an organization run by students for students, we prioritize the needs and experiences of our members, understanding their challenges firsthand. Studenterlauget aim to be driven by students from the same campus. We know a part of the needs our members have because we share similar experiences and challenges. This connection allows us to create programs and initiatives that truly resonate with our community.

We believe and emphasize that prior experience is not a prerequisite for any position at Studenterlauget. Instead, we focus on the passion and dedication of our applicants to enhance the student experience at Aarhus BSS. Every student should have the opportunity to apply for positions within Studenterlauget, regardless of their background or experience. This student-driven approach ensures that our initiatives are relevant and impactful for our community.

### **Social- and professional network**

Studenterlauget is an organization that facilitates not only a social network, but a professional network. In order to make Denmark's best study environment, we aim to create a broad network among our students through social and academic activities. This network should be valuable after graduation and throughout Students time at BSS. At our activities we will encourage collaboration and interaction, allowing students to connect with peers and professionals. Additionally, our job and volunteer opportunities serve as essential platforms for students to engage with one another and gain practical experience. Roles in Studenterlauget can strengthen one's professional skills while building meaningful relationships within the community.

### **Value creating**

To ensure a constant and value creating development of Studenterlauget, each division has to continue rethinking each of their undertakings. Studenterlauget is committed to continuous improvement and evaluation of our offerings while having a creative mindset. The members are at the heart of everything Studenterlauget does. Employees and volunteers play a vital role in understanding and addressing the needs of members, executing activities that create meaningful experiences and foster engagement. By prioritizing members' interests and continuously improving offerings, we strive to strengthen connections and enhance value through innovative initiatives.

### **Initiatives**

- Making events and projects throughout the semester that are relevant and interesting for our members.

- Concentrate on delivering membership to the members so that they perceive their membership as valuable.
- We strive to incorporate our members' opinions and suggestions into all aspects of Studenterlauget by utilizing a suggestion box on our website and actively engaging with members during our events
- Evaluate and rethink projects to ensure continuous value for our members.
- Cooperation and socializing with other student organizations throughout Aarhus University.
- Showcase and encourage 'SL-spirit' in all our doings

## 2. Campus 2.0

To ensure that Studenterlauget continues to provide its members with the best possible study environment at Campus 2.0, Studenterlauget must secure a strong foundation before and after the transition, both externally and internally. Studenterlauget shall continue its close collaboration with Aarhus University to facilitate a smooth integration at Campus 2.0. The transition to campus 2.0 will include new initiatives and a fresh mindset to create the best study environment at Aarhus BSS.

### Initiatives

- The Chairman, Managing Director, and Financial Manager will continue to take the lead on external communications with Aarhus University.
- Reevaluate costs and revenues, and create a thorough plan for Campus 2.0.
- Divisions with physical operations must adapt their current operations, projects, and events to align with the infrastructure at Campus 2.0, or look for alternatives while taking value-creating initiatives towards our members into consideration.
- Divisions must reflect on new opportunities apart from existing operations, projects, and events.

## 3. Diversity

The biggest asset of Studenterlauget is its members. Therefore, inclusiveness of **all** members is vitally important and this should continue to be one of Studenterlauget's primary focuses. Studenterlauget will embrace the differences of its members and offer a diverse mix of activities, to create an inspiring study environment. Hence, Studenterlauget aims to provide the best possible offerings, experiences and to make the organization more transparent internally and externally.

### Initiatives

- Create diverse social- and academic activities for all members.
- Every member should have access to participate in all events and feel welcome.
- Every member should have access to apply for jobs and voluntarily positions at Studenterlauget - Projects, introduction week, positions at the management and board etc.
- Ensure diversity within all levels of Studenterlauget
- More accessibility of general information by more visibility and transparency on Studenterlauget's communication channels

#### 4. Social and Environmental Sustainability

As Denmark's largest student union, Studenterlauget places a strong emphasis on social and environmental sustainability. It is essential for us to promote environmental responsibility in our practices while fostering an inclusive community for our members. We are committed to adhering to all relevant legislation and government recommendations regarding sustainability.

##### **Initiatives**

- Integrate sustainable practices into all our undertakings, minimizing waste and promoting recycling.
- Promote the reuse of materials at our events to further reduce waste.
- Collaborate with stakeholders focused on environmental sustainability to enhance our engagement and reduce our environmental impact.
- Encourage divisions to adopt sustainability goals and assess their operations for opportunities to reduce their carbon footprint.