OPERATIONAL PLAN 2019
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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.
Developing

HHUS wants to favor progress both for the association and our members. The association strives to create platforms for development. HHUS wants to give our members the opportunity to challenge themselves and grow as individuals. While providing them with the quintessential knowledge and skills for their future careers.

HHUS is a non-profit organization which is completely operated by students. The purpose of the association is therefore to promote involvement and participation. This commitment should be characterized by learning, both personal and professional development. In return, the students who are engaged in HHUS will develop new skills and abilities during their time in the association. HHUS strives for its members to become more attractive in the job market as newly graduated business students.
Rewarding
Participation in HHUS’ events should be a positive and beneficial experience. To be engaged in HHUS should not be regarded as a must, but rather something that is fun and rewarding. What is given in return for work is not measured in monetary value. No one involved in HHUS gets paid; here we trade wages for having fun, experiences, and development. The association believes that if something is fun to do, it will be done wholeheartedly and with passion.

HHUS work towards giving our members the best time possible at Umeå School of Business, Economics, and Statistics. Our association consists of students working for students. HHUS gives students opportunities to practically use their knowledge via our committees and projects. It is important for us to mentor our members to discover their strengths as well as what they find rewarding.

HHUS is the voice for the students towards the University so that the members of HHUS get the most out of their education. The organization aims to be rewarding from a social, business and educational perspective.

Including
HHUS is an association with members from all over the world with different backgrounds, study fields, and levels. Everyone is welcome in HHUS! With diversity in our association, we enhance thinking from different perspectives benefiting its members and the organization. We strive to create an open atmosphere, where we seek transparency throughout the association and let the members be part of the internal work in HHUS. All our members should feel comfortable and welcomed wherever HHUS is active. HHUS should provide a place where relationships could be built both within the association and towards the business world. We strive towards building lifelong relationships and making the time studying the best time of our lives.
2022
3 Year Strategic Plan

HHUS

• Is a place where everyone feels included and are able to contribute to the organization.
• 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.
• Has a diversity in partnerships which we arrange events with and can offer networking value to all of our different study fields.
• Is a sustainable organization both social and environmental.
• Is the students voice towards the university.
• Offers its members the opportunity for both personal and professional growth.
• Offers different platforms for members to meet and make both social, business and educational exchanges.
• Shall as an organization contribute to UN's 2030 Agenda for Sustainability. The goal three, four, ten and thirteen
Presidium
Goals

- Leading the board in a direction that benefits the organizations' members.
- Improve the HHUS social and environmental sustainability.
- Provide a structured format for the management and board to work in while encouraging leadership development.
- Promote mental and general health alongside of reducing stress among the members.
- Focus on the long-term development of the association, and work towards making the board and the association more visible, accessible and transparent.
- Ensure that the association works actively with its policies and values.
- Promote teamwork and collaboration within the association and be supportive towards our committees and their goals.
- Work actively with trust, empathy and support within the board and the association.
- Ensure that HHUS provides tools and knowledge to give members the possibility to achieve their goals and visions.
- Nurturing and developing good relations with USBE and student associations in Sweden.
Presidium Strategy

- Maintaining good communication in different ways with our members to clarify their interest and goals.
- Being a close support towards the board and being accessible as much as possible.
- Providing good and friendly areas for our members.
- The strategic work follows both HHUS and USBE's environmental policy, as well as through the UN's 2030 Agenda. HHUS will have close contact with USBE's environmental group and therefore have a direct influence on the University environmental work.
- Organize structured board meetings and management meetings as well as other platforms for discussions and decisions.
- To be a present and active part in both U9 and towards USBE.
- To provide the opportunity for developing the board's and management's leadership skills through management meetings and individual coaching.
- Providing knowledge about mental and general health, and therefore doing a proactive approach towards our members' health.
- Being observant of the members' health and providing support, trust, and empathy. Ensure engaged members know HHUS values and way of prioritizing.
- Having a SAMO (a student representative towards the work environment) to provide knowledge about a students' right in LAS (The law concerning an employees' rights and obligations).
- Making documents and decisions available on our website.
- Providing an anonymous service where you can express your opinions or concerns.
- Operational language in English, to make the association more accessible for international students.
- Providing a good structure for internal communication, such as newsletters, management meetings and the Vice Club.
- Organizing team building activities, for example through management hangouts and educations.
- Close follow up on the strategic and operational goals, both for the committees and the association in general.
- Ensure all decisions, discussions and activities that are made by the management and/or board follows the associations' values and policies.
Economy Committee

Goals
- Better structure and routines.
- All budgets should have a complete follow-up.
- Strive to get the economy committee more attractive.
- At least one hangout per quarter.

Strategy
- Simplifying the routines and have information available for the whole management. Better communication in the committee.
- Have a set structure for how and when a follow-up should be done.
- Show the benefits of the economy committee during rookie week and in Ekbladet.
- Have the desire to improve the relationship in the committee.
Education Committee

Goals

- Relaunch Shout it out where our members can reach us with issues and questions. Before summer 2019.
- Make Time-edit a mandatory tool for all faculty sections to use. During fall 2019.
- Create a speak up week for our members so that they in a fun and easy way can share their opinions about their education. The goal is to have the first one ever in 2019.
- Join the class representatives together and have a “kick off” every fall with the new and old ones.

Strategy

- Always strive to improve our already good relationship with USBE and to understand and live by that they need us but we also need them.
- Have good connections to the rest of the sections under Umeå Studentkår to be able to work together.
- Try to be including and open to the student representatives since they are a part of our committee as well.
- Make others see the value in our committee. Both the power we possess and the important role we have in not only HHUS but also within USBE.
- Meeting the students more in less serious context, keep the mandatory evaluations but compliment with fun activities and create ways to get input that feels less forced for the students.
Social Committee

Goals
- Have more events with other programs
- Make the events that we have even bigger and better
- Have the Lucia sitting at Universum instead of the e-pub in order to have more people and include other programs in the event
- Start looking into alternative venues to replace the e-pub since we have too many members

Strategy
- Work closely with my vice and the rest of the committee in order to reach our goals
- Make a conscious effort to include other program in our events
- Strive towards being as including as possible when we host events. For example: having all the sittings in English.
Pub Committee

Goals

- Coming up with fresh and exciting events but also improve what we can on our existing events.
- Restructure and organize everything in the pub, mainly organizing the bar-area.
- Looking into the benefits with using an external commissionaire.
- Structuring and organizing the queue-system to make it easier for the people working and safer/more pleasant for our visitors.
- Long-term; renovate the pub alternatively finding a new space to run our business from.

Strategy

- Reminding ourselves and especially the event managers to never have tunnel vision and always look for new and different possibilities with events. One major factor we have discovered this year is how much elevated events can become with the help of outside companies (especially RedBull and “LjudNisse”). I strongly believe this is the way to go and will elevate most events. We will also try bringing in some external company who cooks food some EPP this spring.
- The best and easiest way to do this is to mark everything in the pub so that things don’t get lost. Right now this has been sort-of done in the kitchen but it needs to be remade since MVG left. It’s also as of now a little unclear where everything should be positioned in the bar.
- It’s important to do this because there’s an array of different people working who thinks things should be at different places. It’s important to have some sort of system that everyone abides by.
The strategy for retrieving a commissionaire is already sort of resolved. The guard company we currently use are in favor of this and will provide one themselves.

Now that the ATM just outside the pub is gone, a lot of possibilities opened up to create a permanent queue system without stepping on people's toes. The idea is that we make a queue system in the “box” between our entrance, Aula Nordica’s entrance and the entrance to Universum.

This is the hardest, yet most rewarding goal to think about. Our realistic options are; looking into the possibility of renting corona or renting a completely different space somewhere else in Umeå. I have reached out to akademiska hus and other owners of buildings in Umeå to see if there is even a slight chance of making this a reality. The problem with this goal is that it is so long-term it would require many different Heads of the Pub to look into it and eventually make it a reality.

I will make sure to tell my successor that this is something that should be on his/her lookout all the time. This goal requires patience and being open to every possibility imaginable.

The more unrealistic option is building our own kårhus(similar to the other kårhus on campus). But this would require A LOT of money. Our only chance to get this kind of money is by funding and being sponsored by companies and possibly alumni.
Marketing Committee

Goals
- Start a HHUS radio show
- Market the HHUS radio
- Start to digitize Ekbladet
- Look into creating a web shop in collaboration Unishirt with HHUS products.

Strategy
- Start to plan the weekly shows together with the radio hosts. Make the radio show entertaining while still informative. We can promote HHUS and our events here. Try to invite special guest, for example teachers. Our students are going to be able to ask questions.
- Market the radio show and make it easy for students to participate in the shows. Make USR market the radio show from their channels so we can get listeners that don’t belong in HHUS.
- When the new rookies arrive, there will be an option to get Ekbladet on email instead of a paper magazine.
- Plan new meetings with Unishirt and look into having their web shop linked on our website.
Business Committee

Goals

- Make the members more aware of what opportunities/happenings we create for them.
- Improve the continuity work within the committee.
- Differentiate our partners and organizations that we have events with.
- Differentiate what type of events we create for our members.

Strategy

- To make our members more aware of what we actually offer them we need to, first of all, reach them and through different media than used today as well as more focus on how we market our happenings will we accomplish this.
- To be able to improve the continuity work within the committee we need to improve the platform used to store all our teachings throughout the years as well as make sure that everyone uses these guides and documents. We need to continue the work of creating standardized work guides.
- To differentiate our partners and organizations that we have events with we need to actively look for opportunities. Lots of organizations are interested but to be able to bring it all the way we will have infuse professionalism as well as opportunity in a short amount of time whereas the personal meeting is preferable over the standardized email.
- To differentiate what type of events we create for our members we need to work closely with our collaborating partners and always maintain dialog so that we share our ideas but also let them inspire us. Most important, encourage new ideas as much as possible.
Board 2019
Patric Beijer | Filip Dyrelöv | Hjalmar Johnson | Max Olsson
Lisa Vik | Maja Bjuggstam | Michaela Alenbrand
Micaela Sandin | Javier Jo