The Social Sciences Student Union's

Action Plan

2026/2027

SOCIAL SCIENCES
STUDENT UNION

Background

The Student Union's long-term objectives are stipulated in the Strategic Plan. Those objectives are then concretised into more specific actions in the Action Plan for the next operational year. The Board holds overall responsibility for the execution of objectives in the Action Plan, however, tasks may further be delegated to the appropriate organ or positions of trust.

The Board follows up on its Action Plan through progress reports submitted to the Assembly. For reporting purposes, the objectives in the Strategic Plan are made operational through three stages:

Stage 1: Assessment
The initial stage focuses on analysing the objectives, outlining the necessary course of action, and gathering relevant information for their implementation. The primary aim of this stage is to evaluate the objectives and establish a structured approach to achieving them. Additionally, this stage includes prioritising goals based on an assessment of the previous operational year's actions to ensure strategic focus.

Stage 2: Application
With the course of action in place, this stage involves executing the identified strategies. This step ensures that planned initiatives are put into motion effectively, aligning efforts with the overarching goals of the Strategic Plan.

Stage 3: Alignment
This stage focuses on assessing the effectiveness of the actions taken and determining whether each goal has been fully achieved and integrated into the union's operations. It examines whether relevant bodies within the Union and its internal organs, Faculty, Departments and/or students have engaged with, understood, and benefited from the outcomes of the implemented measures. Based on these insights, the alignment stage ensures that the achievements are not lost over the course of time through effective transition (handover).

If the organisation finds itself in a situation where the board needs to prioritise between points in this Action Plan, the guiding strategic values stated in the Strategic Plan for 2025-2028 are *visibility*, *sustainability*, and *community*. If the board finds that certain conditions prevent any point from being possible to complete or wants to amend the Action Plan in a larger way, such suggestions can be sent to the Assembly for decision.

Education Monitoring

The Student Union's primary purpose is to monitor and improve the education for the students at the Faculty of Social Sciences. There should be increased visibility and approachability of student representatives so that students are able to reach out to the relevant individuals. We should also strive for each department to have a strong and independent Study Council, so that elected student representatives have a context and community for their involvement. The Union shall further strive to strengthen its impact in education and student welfare matters by openly communicating and clarifying current debate in educational politics to its students. The Student Union should also utilise existing contacts and competencies existing in the faculty's program associations to further reach out to the students.

- **Establish closer cooperations with Study Councils to become more independent organisational units and therefore increase visibility of student representatives**
    - *Invite student representatives to present at course introductions.*
    - *Invite members from the working group in Education Surveillance to attend the Education Committee meetings for improved collaboration opportunities.*
    - *Arrange training for newly elected student representatives and provide additional sessions throughout the year if needed, depending on the election cycle.*
    - *Investigate strategic recruitment of Study Council Chairpersons and Student Safety Officers (SSO) throughout the entire operational year.*

- **Strive towards a continuous cooperation on education questions with Programme Associations**
    - *Develop further cooperation with social science doctoral council, programme associations, students and via the President Network and the Education Committee.*
    - *Further investigate ways of recruiting student representatives through programme associations.*

- **Strive to improve communication channels on updates across all relevant (national, university, faculty and departmental) levels where education politics takes place**
    - *Work with the Assembly, Education Committee and Communications Committee to post periodic updates on current developments within education politics relevant to social science students.*
    - *Establish and send out Education Political News Letters.*

Internal Organisation

Following the implementation of the new Assembly structure, the Student Union shall continue to emphasise adapting to the amended structures to support more effective, transparent and functional decision-making processes. This is alongside the broader organisational restructuring, the evaluation of the efficacy of the new Fulltimer positions, and an assessment of the Board structure to align with these changes, led in part by a board investigation group. In addition, the Student Union shall prioritise fostering closer and more structured cooperation with its Sections and the Programme Associations, particularly in strengthening education monitoring, labour market activities, and novice and vieri.

- **Strengthen members' sense of responsibility and ownership in their roles to encourage long-term engagement.**
    - *Implement and evaluate the new By-laws.*
    - *Evaluate systems of rewards and benefits as a means of strengthening a sense of community among active members.*

- **Promote a more sustainable and agile work environment.**
    - *Make active use of, and increase the knowledge of, the Guidelines for the Work Environment of Fulltimers and Board to help facilitate a healthy work/life balance that makes the full-time and board positions more sustainable.*
    - *Look into potential AI-tools which could increase the effectiveness of the Student union's operations." as an underpoint to the point*

- **Evaluate the new Assembly structure to make sure that it fits the Student Union's needs for a more flexible and agile decision-making process.**
    - *Investigate the Board structure to better align with the new organisational structure.*
    - *Update the Policy for Assembly Procedures.*

- **Evaluate the accessibility of Samvetet, and expand cooperation with the programme associations and Sections.**
    - *Initiate conversations with programme associations and sections to increase information sharing and promote engagement opportunities.*
    - *Explore ways to open up Samvetet to active members as a study space.*
    - *Increase student presence at Samvetet to foster community.*

- **Clarify the separation between Ordinary and Support Members.**
    - *Work with the Assembly to clarify the differences between Ordinary and Support Members in the Statutes, their eligibility for positions in the Union, as well as their rights and responsibilities.*

Labour Market Matters

The Student Union strives to bridge the gap between the labour market and the social sciences students by hosting varied networking and professional development events. For this, the Labour Market Committee seeks the students' needs by anchoring with the Board, education committee, programme associations, and sections.

- **Work towards forging long-term partnerships for recruitment and students' professional development.**
    - *Host at least two external lectures each semester.*
    - *Host at least one workshop each semester.*
    - *Host one alumni mingle open for social sciences students to join.*

- **Align the work of the Labour Market Committee to integrate education politics**
    - *Actively anchor with the student representative at the faculty's External Engagement Council.*
    - *Ensure closer collaboration with the Education Committee to anchor labour market questions.*

- **Work towards the Student Union initiatives to align with and support the programme associations and sections**
    - *Restart the 'Labour Market Network', and host a kickoff meeting.*
    - *Host at least two events in partnership with programme associations.*
    - *Host at least one event in partnership with each section.*

External Relations & Communication

It is the responsibility of the student union to make an active effort and take protective measures to be visible and accessible to the student body. The relevant union bodies and working groups shall enhance the communication efforts, strategic recruitment, and overall visibility of the union on, but not limited to social media, our website, campus presence, and word of mouth. Going forward, the Student Union must critically assess our existing communication channels while proactively identifying and leveraging new, strategically chosen avenues to enhance outreach and recruitment impact. At the same time, a deliberate and targeted approach to strengthening the student union's brand through clear, consistent messaging and the use of merchandise as a recruitment tool must remain a central priority.

- **Continuously evaluate and refine communication channels to ensure effective outreach and visibility.**
    - *Establish a closer and clearer relationship with the Communications Committee and the Board via the Secretary General.*
    - *Utilise the most effective physical (i.e. Drop-ins and Drop-outs) and digital platforms for social science students to ensure consistent outreach and visibility.*
    - *Improve communication and recruitment with student engagement initiatives on campus, including, but not limited to, student associations, student movements and student organisations.*
    - *Work towards closer cooperation and engagement with all organs pertaining to the Faculty of Social Sciences, with a focus on visibility and recruitment.*

- **Enhance brand recognition through improved messaging and expanded merchandise**
    - *Continue to use the existing brand guide to ensure cohesive presence in all external communication.*
    - *Align branding with community identity and student interests.*
    - *Create more media content in varied formats to stay relevant and add entertaining posts (following trends, more engaging content).*
    - *Improve channels for active members to acquire Samhällsvetarkåren merchandise.*

- **Ensure clear and accessible information about engagement opportunities for students across all departments.**
    - *Further advertise the Union and all its various committees, councils and project groups to promote the variety of the Union's operations.*
    - *Create engagement opportunities through the union's social media platforms (for instance competitions, give-aways, etc).*
    - *Create a systematic plan for when to post and most effectively promote key periods during the operational year (such as SAMarbete, Assembly elections, SAMbal, etc.).*

Resources

There is an active attention problem and high competition for students' time and engagement, therefore it is important that we make active membership at the Student Union "worth it". It is important to enhance recruitment by creating opportunities for involvement, such as novice periods and more. Gaining active membership requires organised recruitment processes, and clear communication. Resources should be strategically dispersed, with a focus on retaining members who have shown interest, or have room to increase their involvement at the Student Union. This can be done through exclusive benefits, such as pre-purchase to our ball, access to merchandise, and more to ensure that active members continuously feel welcome, valuable, and appreciated at Samvetet.

- **Make Student Union involvement rewarding and manageable to support long-term participation for all levels of active members.**
    - *Offer incentives and recognition for contributions to the Student Union.*

- **For a more well-balanced budget, the Student Union should continuously explore and engage with potential sponsorship opportunities.**
    - *Develop and maintain relationships with external partners.*
    - *Apply for new ways to secure financial support.*
    - *Restructure the communication and method of reporting on the Union's economy to be more comprehensive.*

- **Organise well-planned recruitment efforts during key periods and identify the most effective timings in regards to the new Assembly structure.**
    - *Utilise all available information channels to ensure the union's visibility, target periods such as orientation weeks, major student events, and the start of new academic semesters.*
    - *Create engaging and accessible ways for students to get involved in the Student Union.*