



**Turun KY:n**  
**ACTION PLAN**  
**2025**

## **TABLE OF CONTENTS**

MAIN SECTOR.....	2
FINANCE.....	4
EDUCATIONAL AFFAIRS .....	5
INTERNATIONAL AFFAIRS.....	7
CORPORATE RELATIONS .....	8
COMMUNICATIONS.....	9
SOCIAL AFFAIRS .....	11
PREMISES .....	13
SPORTS .....	15
CULTURE AND TRADITIONS .....	16
EXTRACURRICULAR AFFAIRS .....	18
NESU – Nordiska Ekonomie Studerandes Union.....	19

## 1 **MAIN SECTOR**

### 2 **Ongoing activities**

3 Close cooperation will be continued with the Turku School of Economics and the university. The  
4 association will be widely represented in the decision-making bodies of the Turku School of  
5 Economics and the university. Active participation will be taken in the work of the alumni  
6 committee and in organizing Alumni Day. Alumni meetings will continue to be organized in  
7 connection with the Turku School of Economics' Alumni Day. The alumni database of Turku KY  
8 will continue to be developed. Close cooperation will also be maintained with Turku KY's alumni  
9 association.

10 Cooperation between Turun KY and Turun Seudun Ekonomit will be deepened. The visibility of  
11 the Suomen Ekonomit will be supported in training and events for operators and members.  
12 Participation will be taken in the national discussion related to business education. Cooperation  
13 with other business school associations will be carried out through the Kylteri Chairs' network.

14 The values and strategic focus areas will be actively highlighted in the association's activities,  
15 and the strategy will be taught to operators. The ethical principles of the Code of TuKY will be  
16 maintained by educating operators about the document and its practices, and communication  
17 will be conducted with members and stakeholders also in English. The sustainability plan of  
18 Turku KY will be followed, and activities will be developed according to its principles.

19 Training sessions will be organized for operators, and guidelines will be updated to ensure the  
20 quality of operations. Current issues of the Student Union of the University of Turku and the  
21 opportunities it offers will be highlighted in the training sessions. Strong TYY advocacy will  
22 continue, and cooperation with the Student Union will be deepened in all areas of activity.

23 Operators will be supported by offering training and workshops, and cooperation between  
24 Turun KY and the operators will be developed. Operators will be brought closer together  
25 through joint events, and collaboration will be encouraged. Operators will be supported by  
26 providing project funds for developing activities.

27 The ongoing recording of continuous activities will be continued. The association's finances will  
28 be monitored by regularly participating in the activities of the financial committee. Turun KY's  
29 board, employees, and officials will be supported in their tasks. The alcohol culture of Turku KY  
30 will be developed to be more tolerant, and pressure will be reduced.

31 A joint award ceremony for Turun KY's committees and expert institutions will be organized,  
32 and equal rewarding will be ensured in all activities.

33 **Projects for 2025:**

34 Ways to lighten the Head of Communication's workload will be explored together with the Head  
35 of Communications.

36 Equal participation of international students in activities and decision-making will be enabled.

37 The association's public documents will be translated into English in cooperation with the Head  
38 of Communications and the Head of International Affairs.

39 Tools for monitoring participant well-being will be identified.

40 The possibilities for centralizing masters students' activities under the Vice Chair will be  
41 explored.

42 An alumni network is being built by creating a LinkedIn community in collaboration with the  
43 sales manager.

## 44 **FINANCE**

### 45 **Ongoing activities**

46 The Financial Committee monitors and manages the finances of the association as a whole  
47 under the leadership of its chairman. This includes budgeting, budget monitoring, management  
48 and monitoring of investment assets, corporate governance and other tasks related to the  
49 finances and administration of the Association as required. The Financial Director and the  
50 Association's Board of Directors are responsible for the Association's organizational finances.  
51 The Financial Director is responsible for the day-to-day management of the association's  
52 finances, including accounting, invoicing, payroll, and preparing the financial statements. The  
53 association's financial strategy guides the financial management of the association. The  
54 framework for financial management is set by Finnish law, the Association's statutes, and  
55 other documents and rules defining financial management.

56 The Finance Sector is responsible for training and supporting the treasurers of committees and  
57 projects in financial management. Training for treasurers will take place early in the year.  
58 During the year, it will be ensured that the treasurers have the necessary skills and knowledge  
59 to carry out their tasks in an exemplary manner. The Association's financial management  
60 evaluates and defines the objectives of the Association's financial and asset management.

61 Corporate governance and cooperation with the companies owned by the association will be  
62 developed while maintaining the autonomy of the companies' activities. Continue to digitize  
63 financial management and create a more real-time financial snapshot. Maintain a financial  
64 snapshot also in projects.

### 65 **Projects for 2025:**

66 Improve the sharing of Parkki's financial overview with the head of premises.

67 Explore the separation of the Peiskä from the Committee of External Affairs, together with the  
68 freetime sector.

69 Develop the financial skills of the Association's clubs by organizing training for treasurers

70 Explore geothermal heating as a new heating option for Parkki together with the head of  
71 premises.

## 72 **EDUCATIONAL AFFAIRS**

### 73 **Ongoing activities**

74 We are in active contact with our main interest groups, including the staff and faculty of the  
75 Turku School of Economics, the Student Union of the University of Turku, The Business School  
76 Graduates in Finland (Ekonomit), National Union of University Students in Finland and other  
77 actors relevant in educational affairs. We are involved in the development of studies at the  
78 Turku School of Economics, improving study opportunities and ensuring equal treatment of  
79 students. To actively promote student interests in various committees, to make the student  
80 voice heard and to ensure the presence of student representatives in all committees and  
81 steering groups where possible. Listening to students' concerns and passing on feedback.

82 Communicate actively with our members on educational issues and collect their opinions and  
83 feedback on current educational issues. Compiling information for faculty and other staff from  
84 the feedback received. Cooperate with and support the heads of educational affairs of the  
85 subject associations. Ensure equal implementation of the education policy of the subject  
86 associations by supporting subject associations in need of development and by continuing  
87 regular joint meetings with the heads of educational affairs of the subject associations. Leading  
88 the coordination of student representation in education policy and continuing to work closely  
89 with the Committee for Social and Educational Affairs. Organize training for new heads of  
90 educational affairs of subject associations both in spring and early autumn.

91 Bringing education policy closer to students by organizing low-threshold events in cooperation  
92 with Kylteriyhdysenkilö, the Committee for Social and Educational Affairs and the heads of  
93 educational affairs of the subject associations.

94 Implementing annual education policy projects, such as the proposal for the Ekonomit  
95 Teaching Award competition, the KYlluppi survey on educational issues and the Teacher of the  
96 Year vote, and the Terve Mieli -survey. The results of the surveys will be taken to the  
97 Education Development Committee and the Extended Management Group (laajennettu  
98 johtoryhmä) for discussion. Ensure the implementation of the Terve Mieli -project by  
99 developing the project further with the Head of Social Affairs and the Committee for Social and  
100 Educational Affairs.

101 Continue the development of the TSE-Mentor project together with the Head of Social Affairs,  
102 the Turku School of Economics and the Turun Seudun Ekonomit.

### 103 **Projects for 2025:**

104 Launch the TSE-Mentor project in the third period.

- 105 Identify ways to activate and support the heads of educational affairs of the subject  
106 associations.
- 107 Develop the presentation and visualization of the data from the Terve Mieli -survey and  
108 KYlluppi.

109 **INTERNATIONAL AFFAIRS**

110 **Ongoing activities**

111 The purpose of CIA TuKY is to bring together international students and degree students  
112 studying at Turku School of Economics.

113 We aim to provide international students the best possible experience of Finnish student  
114 culture. We create high-quality events in English that attract both degree students and  
115 international students.

116 We strive to inform our degree students about the internationalization opportunities offered by  
117 Turku School of Economics.

118 We maintain CIA's alumni activities by organizing, for example, alumni evenings.

119 We sustain and develop international student cooperation.

120 **Projects for 2025:**

121 We aim to improve the integration of spring's exchange students into our community.

122 We ensure that international students have the opportunity to join our broad range of  
123 organizational activities.

124 We provide international students with equal opportunities to participate in our events.



125 **CORPORATE RELATIONS**

126 **Ongoing activities**

127 The corporate relations sector develops diverse relationships with partners and secures  
128 benefits for members. The focus is on enhancing existing partnerships. Closer ties will be  
129 established with partners, and new forms of collaboration will be developed. Collaboration with  
130 the Turku School of Economics will also be improved.

131 The TuKY Corporate Relations team coordinates Turun KY's corporate partnerships under the  
132 supervision of the sales manager. The team consists of corporate relations representatives  
133 from Turun KY's divisions and other responsible individuals overseeing various areas of  
134 corporate collaboration.

135 When division boards change, it is ensured that new corporate relations representatives  
136 understand they are also part of the TuKY Corporate Relations team. The internal corporate  
137 collaboration guidelines are implemented and taught to the team members annually.

138 **Projects for 2025:**

139 Ensure the effectiveness of the restructuring of both TuKY Corporate Relations' and TuKY's  
140 communications team roles. Improve communication about corporate relations in collaboration  
141 with the communications sector.

142 Involve the TuKY Corporate Relations team more in acquiring new corporate partnerships.

143 Develop and grow the "Interdisciplinary Overall Party" event concept and solidify its brand.

144 Together with the TuKY financial sector, enhance the reporting system for corporate relations  
145 to support collaboration between the board, the financial sector, and the corporate  
146 collaboration sector.

147 Improve the internal monitoring system of the corporate relations team to manage existing  
148 partnerships. Design a reporting template for requesting situational overview from TuKY's  
149 projects.

150 Enhance the visibility of the "Company of the Month" concept and launch a monthly "Company  
151 Day" concept.

152 **COMMUNICATIONS**

153 **Ongoing activities**

154 Organizing the board gallery and distributing it to key stakeholders early in the year.

155 Communicating once a week the important issues of the organization via email in the weekly  
156 newsletter KYräilijä and in the weekly newsletter in Instagram, which will also include key  
157 information for our members from TYY, the University and other key stakeholders.

158 Communications will be carried out in Finnish and English in all channels of Turun KY and its  
159 direct subordinate operators, and clubs will also be encouraged to bilingual communications.  
160 Ensuring equal availability of information for both Finnish and English-speaking students.

161 Ensuring that the association's communications remain active, up-to-date and in line with the  
162 guidelines. Updating communication and branding and graphic guidelines as necessary.

163 Ensuring the communication skills of operators' publicists and other relevant actors through  
164 training, acting as a consultative body and encouraging the use of responsible software.

165 Scheduling communications using a booking calendar. Using the Slack platform for internal  
166 communication within the association.

167 The Communications Team acts as a communications expert institution, supporting the Head  
168 of Communications in the development and implementation of Turun KY's communications and  
169 is responsible for the editorial work of KYliste. KYliste publishes six publications a year,  
170 including the Pupuopas and its English version Bunny Guide in the summer.

171 Taking care of the cloud migration of the necessary materials to TuKY's Google Workspace and  
172 online storage together with the main sector. Developing the content and user experience of  
173 the association's website and ensuring its functionality. Ensuring the training of the Head of  
174 Communications in the use of the website.

175 TuKY's sub-operators will photograph presentable material of their year in order to ensure  
176 quality content for the Bunny Guide, social media, etc. Collecting the photographed material in  
177 the association's photo bank on Flickr. Using videos in projects in particular, so that the  
178 association can communicate to partners in a variety of ways, for example through event after  
179 movies. Continuing the active and diverse content production of Turun KY in different  
180 communication channels, including social media.

181 **Projects for 2025:**

182 Exploring ways to lighten the Head of Communication's workload together with the Main  
183 Sector.

- 184 Asking for offers from alternative printing houses for KYliste.
- 185 Developing the Communications Team's position as an expert institution.
- 186 Developing a social media strategy with the Communications Team.
- 187 Developing corporate relations communications together with the Sales Manager.
- 188 Assembling a TuKY-English dictionary.

**189 SOCIAL AFFAIRS****190 Ongoing Activities**

191 The Head of Social Affairs organizes the recruitment of tutors and selects the BSc and MSc  
192 tutors in collaboration with the Student Office of the Turku School of Economics. The Head of  
193 Social Affairs, together with the tutor team, organizes Turun KY's tutor training in spring and  
194 autumn, and selects and trains the responsible teams for the bunny events. The Head of Social  
195 Affairs coordinates the orientation week and the organization of bunny events in collaboration  
196 with the tutor team.

197 Tutors and the responsible teams for the orientation week are committed to their tasks and a  
198 high-quality orientation week is ensured for new students. The MSc tutoring is further  
199 developed to better meet the needs of master's students.

200 The Head of Social Affairs and the Committee for Social and Educational Affairs represent  
201 students in the bodies of the Turku School of Economics and the Student Union of the  
202 University of Turku. Through strong student representation, a good study environment and  
203 equal opportunities for studying are ensured for the members. Continuous communication with  
204 the staff of the School of Economics is maintained to convey feedback and development ideas.  
205 The activities of the Committee for Social and Educational Affairs are made visible through  
206 events and campaigns, and the continuity of the committee's alumni activities is ensured. The  
207 development of corporate cooperation in the activities of the Committee for Social and  
208 Educational Affairs is continued. Advocacy is made more familiar to the members by  
209 communicating monthly about what the Head of Social Affairs and the Head of Educational  
210 Affairs and the Committee for Social and Educational Affairs have done in the field of social and  
211 educational affairs during the past month.

212 The development of the Terve Mieli project is continued, and at least one event or campaign  
213 related to mental health promotion is organized during the year. The opportunities brought by  
214 corporate cooperation for the project are mapped. Awareness of the project and the services it  
215 offers is ensured through communication. The support student activities are developed. The  
216 development and updating of the project's website is continued.

217 The training of actors according to the principles of MTEA2 training is continued. The  
218 development of the TSE-Mentor project is continued, and its visibility to the members is  
219 improved.

**220 Projects for 2025:**

- 221 The Terve Mieli Fair is developed together with the Committee for Social and Educational  
222 Affairs based on the feedback received from the fair.
- 223 A low-threshold contact channel for reaching support students is mapped.
- 224 The Terve Mieli project is promoted together with the Committee for Social and Educational  
225 Affairs and a separate working group.
- 226 The activities and division of labor of the tutor team are developed.

227 **PREMISES**

228 **Ongoing activities**

229 The Head of Premises acts as the chairperson of the Parkki team and, together with the Bar  
230 Manager and the Bar Team led by the Bar Manager, is responsible for the operations of Bar  
231 Monttu. Together, they ensure that traditional events can continue to be held at Bar Monttu  
232 while also creating new activities. The operations of Bar Monttu take into account other  
233 stakeholders, such as neighbors, TSE, and restaurant service providers. Changes in consumer  
234 behavior are closely monitored, and operations are continuously adjusted as needed. The focus  
235 remains on improving the comfort and atmosphere of Bar Monttu.

236 The service level of Parkki will be upheld and improved together with the Parkki team. It's  
237 ensured that all users of Parkki know how to do so, are aware of its rules and take care of  
238 Parkki in an appropriate manner. It's ensured that all users of Parkki take into account the  
239 neighbors and any potential inconveniences that may be caused to them.

240 Two work parties will be organized at Parkki during the year to ensure the continuity of a high  
241 service level in the long term. Collaboration with other stakeholders will be improved. The  
242 major developments for Parkki in 2026 will be planned in advance together with the Parkki  
243 team and the Financial Committee. The cost and energy efficiency of Parkki will be monitored.  
244 The visibility of the Parkki team will be improved, for example, through social media.

245 **Projects for 2025:**

246 We will develop Bar Monttu's afterwork concept into a more regular event. Collaboration with  
247 various partners, especially around afterwork events, will be increased.

248 We will strengthen Bar Monttu's brand among students, utilizing social media as a key tool.

249 Explore geothermal heating as a new heating option for Parkki together with the finance  
250 sector.

251 Improve Parkki according to the investment and long term plan. Explore the upcoming  
252 renovation needs by having a condition evaluation done of Parkki.

253 Build a new terrace to Parkki according to the structural plans.

254 Develop a system for monitoring actions that have already been done for Parkki.

255 Improve the financial awareness of Parkki from the position of the Head of Premises together  
256 with the financial sector.

257 Explore clearer work distribution in the Parkki team.

258 **SPORTS**

259 **Ongoing activities**

260 KY-Sport organizes various low-threshold sports opportunities for members of Turun KY.

261 Ongoing activities are ensured by organizing a weekly ball game session and the Parkki's run.

262 A monthly changing trial of different sports, less familiar to members, is arranged. All

263 members are encouraged to participate in the weekly sessions and sports trials, and the

264 diversity of weekly activities is ensured.

265 KY-Sport's activities are actively and innovatively communicated through various social media

266 channels, and members are encouraged to get involved. The student-friendly pricing or free

267 entry to events is ensured by acquiring partners and ensuring attendance with effective

268 marketing.

269 The traditional KY-Sport hiking excursion is organized in early autumn. Emphasis is placed on

270 traditional and popular events, such as KYlympics and the Academic Beer Pong Championship.

271 Good cooperation with other Turun KY organizations and other student associations is

272 continued. Alumni and active members are acknowledged by organizing events like Sikareivit

273 and offering pre-sale rights to events.

274 The Head of Sports ensures that the teams and other sports-related groups under Turun KY

275 continue to offer quality, low-threshold activities for members by supporting them, for

276 example, in marketing and ticket sales. The Sports Representative maintains open

277 communication with the teams and other sports groups.

278 **Projects for 2025:**

279 The Student Night Approt concept is developed, and new potential partners for the event are

280 explored.

281 New event concepts with local sports clubs are explored, and communication is maintained

282 with current sports club partners.

283 The possibility of organizing sports activities for members during the summer is investigated.

284 The "Peliseuraryhmä" concept is developed.



## 285 **CULTURE AND TRADITIONS**

### 286 **Ongoing activities**

287 The Culture Committee organizes unique event concepts that stand out from the rest of the  
288 events in TuKY. The aim is to provide the community with opportunities to experience new and  
289 diverse cultural events. At the beginning of the year, guidelines for the upcoming year are  
290 planned by brainstorming new event concepts and developing traditional events like  
291 Saaristoexcu, Rahvixet, and PMPJ. Student-friendly pricing for events is ensured by bringing in  
292 benefits through corporate relations.

293 We will continue active branding efforts to increase the committee's visibility and enhance its  
294 social media presence. High-quality and inclusive content will be produced in the form of  
295 photos, videos, and texts.

296 An engaged alumni and active members' community will be maintained, for instance, through  
297 traditional AA events. Ways to engage the network more broadly in activities will be  
298 developed, and the visibility of Kulttis' active network will be increased, for example, by  
299 continuing the sale of active badges.

300 The Head of Culture and Traditions ensures the successful organization of TuKY's 75th-  
301 anniversary celebrations and special events throughout the anniversary year. They will assist  
302 the producers of the 75th annual ball in the team recruitment process, support the team in  
303 organizing the celebrations, and participate in meetings when necessary. They will also act as  
304 a liaison between the board and the anniversary team.

305 The formation of the Honorary Council for 2025 will be organized, with the Head of Culture and  
306 Traditions serving as the committee's secretary.

307 The successful realization of the 2025 TuKY-Speksi will be ensured, and its producers and team  
308 will be supported in completing the project. In spring 2026, the search for the producers of  
309 TuKY-Speksi will be organized to ensure the continuity of the project.

### 310 **Projects for 2025:**

311 Support will be provided to the group assembled for the creation of Turun KY's 75th  
312 matriculation book.

313 Support will be provided to the history taskforce in updating the website's history section, and  
314 methods for its maintenance will be developed.

315 A group will be established to review the results of the image digitization project and find  
316 suitable uses for the photos.

317 **EXTRACURRICULAR AFFAIRS**

318 **Ongoing activities**

319 Events for students will be organised at Parkki, Monttu, Turku night clubs and other venues  
320 suitable for parties. Traditional events such as Sikawappu, Kiertoajelubileet, Peiskä and PMPJ  
321 will be organized. Events will be improved based on previous experiences, records, feedback  
322 and new ideas. The possibility for all members to participate in events will be emphasized in  
323 the activities of the Committee of External Affairs. Continue to develop and intensify marketing  
324 and business cooperation activities.

325 Interdisciplinary cooperation will be maintained in the activities of Turun KY by organising  
326 interdisciplinary events alone and in cooperation with other student organisations. Where  
327 possible, interdisciplinary activities will be developed to happen across several fields of study  
328 and different events.

329 Activities regarding events in Turun KY will be supported.

330 **Projects for 2025:**

331 The tasks of the board positions in the Committee of External Affairs will be developed so that  
332 the workload is distributed as evenly as possible and the distribution of tasks supports the  
333 work of the Committee of External Affairs.

334 The way of organising opportunities for members of Turun KY to participate in student events  
335 in other cities will be mapped. Possibilities for the continuation of the Excursions Committee  
336 established in 2023 and, if necessary, new ways of function will be mapped.

337 The possibility of separating the Peiskä cruise from the Committee of External Affairs will be  
338 mapped.

339 Alumni activities of the Committee of External Affairs will be mapped to ensure the continued  
340 transfer of knowledge and skills.

341 **NESU – Nordiska Ekonomie Studerandes Union**

342 **Ongoing activities**

343 Traditional events such as the PMPJ, Vappusitsit (May day sitz party), and Harkkasitsit  
344 (Practice sitz party) will be organised, along with creating new sitz party concepts following the  
345 committee's guidelines. Collaboration with other committees and clubs of Turun KY, as well as  
346 other student organisations in Turku, will continue to be fostered. At least one sitz party will be  
347 organised with Merkantila Klubben, along with the traditional Status sitz party with LEX ry and  
348 TLKS ry. Alumni activities will be maintained by organising an annual Alumni sitz party and the  
349 traditional Pläjäys, where previous NESU-TuKY boards and the key volunteers are recognised.  
350 NESU-TuKY's active culture will be nurtured, with special attention paid to involving members  
351 outside the board in NESU-TuKY's activities.

352 Members of Turun KY are actively encouraged to participate in sitz parties organized by other  
353 NESU cities, in addition to NESU-TuKY's events. The "ulkkari" culture developed by promoting  
354 it through social media and strengthening collaboration with other student cities. NESU Finland  
355 ry's activities and the entire NESU network are highlighted through communication channels  
356 and events. Participation in NESU Finland ry's activities is encouraged, for example, through  
357 the NESU chairperson network and by attending regional meetings. Members are also  
358 encouraged to take part in the biannual NESU Conference and Union Meeting.

359 **Projects for 2025:**

360 Increase the visibility of NESU Finland ry's activities and emphasise to members that NESU  
361 network events are open to everyone.

362 Balance the distribution of tasks within the NESU-TuKY board by allocating responsibilities  
363 more evenly across the roles.

364 Train new toastmasters to ensure the continuation of the toastmaster tradition among the  
365 younger cohorts.