

Stuenterlauget's Strategy 2023/2024

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, regardless of location. Through engagement and professionalism, we will provide academic and social activities of the highest quality.

Strategy

The Strategy for the 2023/2024 period is developed based on Stuenterlauget's overall strategy for 2025.

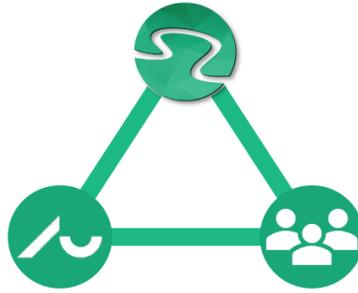
To develop and facilitate the most value-creating study environment for our members, Stuenterlauget will focus on creating the best foundation before and after the transition to Campus 2.0.

Over the years, the key initiative to address inclusiveness has been to spread 'SL-spirit' on campus which has developed into becoming the essence of Stuenterlauget's culture. To secure further inclusiveness, Stuenterlauget aims to hire the most competent students to every open position regardless of background.

Primarily, in alignment with the transition and move to Campus 2.0, Stuenterlauget aims to establish and develop a strong foundation allowing SL members to continue experiencing 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 23/24, the three 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. Campus 2.0

To ensure that Studenterlauget continues to provide its members with the best possible study environment at Campus 2.0, Studenterlauget must begin securing a strong foundation over the years leading up to the transition, both externally and internally. Studenterlauget aims to strengthen the existing relationship with Aarhus University to ensure a smooth transition and establishment at Campus 2.0. This includes discussions and negotiations, including, but not limited to, financials, infrastructure, events, and employees. Additionally, Studenterlauget aims to address the years leading up to the transition by establishing a bottom-up approach stemming from its several divisions.

Initiatives

- The Chairman, Managing Director, and Financial Manager will continue to take the lead on external communications with Aarhus University.
- Reevaluating costs and revenues, and implementing scenario planning.
- 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.
- Begin getting ready for the transition to Campus 2.0. by introducing new initiatives into Studenterlauget's operations to enhance the transition's overall ease on the members and other stakeholders.

2. Inclusiveness

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. Hence, Studenterlauget aims to provide the best possible offerings, experiences and to make the organization more transparent internally and externally.

Additionally, this focus should also be drawn towards voluntary activities maintaining SL as a place that provides social events, relevant experiences and prepares students for life after graduation.

Initiatives

- Benefits that add value for all members of Studenterlauget

- Every member should have access to participate in all events
- Every member should have access to apply for jobs and voluntarily positions at Studenterlauget - Projects, introduction week, possessions at the management and board etc.
- More accessibility of general information by more visibility and transparency on Studenterlauget's communication channels

3. Value creation (for students by students - visibility)

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

Visibility

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 around our events and offerings throughout the year.

For students, by students

Studenterlauget is for students, by students. We emphasize that experience isn't needed in any job at Studenterlauget. We aim to be as student driven as possible and that every student should have the possibility to apply for positions at Studenterlauget regardless of experience.

Value creating

To ensure a constant and value creating development of Studenterlauget, each division has to continue rethinking each event and action. This will ensure that Studenterlauget will stay as the preferred student organization at Aarhus BSS, regardless of unforeseen changes in the environment.

Initiatives

- Making events and projects throughout the semester more visible and accessible to our members while ensuring the awareness of Studenterlauget's presence in the undertaking of these.
- Concentrate on delivering value to the members so that they perceive their membership as valuable.
- We aim to continuously take the members' opinions and suggestions into consideration in every undertaking of Studenterlauget.
- Evaluate projects thereby ensuring continuous value for our members.