

Themes

Kick-off 2021

The parallel program of the kick-off event is based on six themes. Below you can read more about their content. The parallel program sections are divided between Monday and Tuesday, January 25-26 2021. You don't have to follow a single theme. You're free to choose the sections that interest you. The themes are:

- **social policy**
- **education policy**
- **lobbying in depth**
- **counselling and tutoring**
- **student culture and events**
- **communication, international issues and well-being**
- **the role of the student union chairperson**
- **executive directors and secretaries general**
- **student union employees**

Social policy

This theme is intended for new social policy and welfare advocates and other interested parties.

Mon 10:00 – 11:30 The basics of Sopo – what is social policy?

Livelihood, housing, well-being – what does this sector include? How do different social policy measures affect the activities of student unions? The section introduces UAS students in all their diversity and describes what social policy lobbying means for the student movement. We look at social policy from a broader societal perspective and discover examples of how it is reflected in SAMOK's operations. The aim is for participants to understand the diversity of UAS students and the personal role that the participants play as their trustees.

Educator welfare policy expert Hannele Kirveskoski, SAMOK

Mon 13:45 – 15:15 Student well-being and mental health

How are students doing? How has the past year and the transition to remote working affected students' mental health? How, then, can student well-being be increased and mental health problems be prevented in universities and student organizations? The section discusses current themes and statistics related to student well-being and mental health, and considers how student well-being could be promoted.

The main language will be English.

Instructor

Project Coordinator Atte Rimppi, Back to Studies Project, Nyyti ry

Tue 10:00 – 11:30 Student benefit: what is the current situation and what are we aiming for?

What essential information should we know about the current student benefit system? This training session reviews the basics of the student benefit system and considers why the current system is the way it is. All this is discussed in the context of SAMOK's livelihood goals. The participant will learn what the current system is like and understand what it takes to further develop the system. Participants will also have the opportunity to get to know other actors in the social policy sector, as the section includes joint discussion and work based on the topic.

Instructor

Working Life Policy Expert Antti Hallia, SAMOK

Education policy

This theme is intended for new education policy advocates and other interested parties.

Mon 10:00-11:30 Education policy basics

How is education developed and by whom? What is the role of students, what is the role of student unions and what is the role of SAMOK? The training session discusses what education policy and education policy advocating can mean for student unions and how those topics are reflected in the activities of SAMOK both nationally and internationally. Participants have the opportunity to get to know the actors of other student unions and discuss the activities in their area of responsibility for the coming year. The section contains a preliminary task.

Instructor

University Policy Expert Anniina Sippola, SAMOK

Mon 13:45 – 15:15 Factors guiding UAS activities

Why do universities of applied sciences work the way they do and why are certain types of decisions made in the UAS administration? What guides UAS activities and what should one think about it? The training session reviews how the law, funding and other control mechanisms affect UAS operations and what the decision process is like in universities of applied sciences.

Instructor

Expert Samuli Maxenius, The Rectors' Conference of Finnish Universities of Applied Sciences Arene

Tue 10:00 – 11:30 Knowledge-based thinking

Do students know what skills they have acquired during their studies? Can graduates share their skills and identify what new skills they need in their work? The training session reviews the types of structures that a university of applied science can employ to support the recognition of competence and how the student union can influence the development of competence-based thinking in its own UAS. The training includes preliminary material.

Instructor

University Policy Expert Anniina Sippola, SAMOK

Lobbying in depth

This theme is intended for those advocates who are already at least somewhat familiar with lobbying themes. The sections are also suitable, for example, for chairs of representative councils or boards who are interested in the topic, or for student union employees.

Mon 10:00 – 11:30 University bodies and influencing them

When and how can the student union lobby at a local level in their own university? The training session introduces those higher education bodies through which student unions may advocate for students. We will also delve into where, when and how lobbying should take place through the various bodies, so that the students' voices are clearly and convincingly heard when decisions are made.

This training is also suitable for chairs of representative councils or boards.

Instructors

President Oona Löytänen, SAMOK

the other instructor will be confirmed later

Mon 13:45 – 15:15 Using Vipunen in advocacy work

The statistical service Vipunen (www.vipunen.fi) is a website maintained by the Ministry of Education and Culture and the Finnish National Agency for Education, where you can find extensive statistical information related to education and teaching in the field of preschool education, primary and basic education, higher education and general population education structures. This training session examines statistical information on UAS that can be found in Vipunen and considers how this information can be used in lobbying.

This training is also suitable for student union employees.

Instructors

Education Counselor Jukka Haapamäki, Ministry of Education and Culture

Education Policy Expert Anniina Sippola, SAMOK

Tue 10:00 – 11:30 The future of the European education area

One of the European Union's education policy initiatives is the creation of a European Education Area (EEA) by 2025. The common Education Area is expected to both promote job creation and economic growth, and strengthen relations between EU countries. In spring 2021, the Commission is due to start preparing new initiatives for establishing an Education Area. The training not only introduces the European Education Area, but also discusses the EEA and the related projects planned by the Commission from the point of view of student advocacy. This is

therefore a real opportunity to participate in the background work of SAMOK's EU advocacy work. Preliminary material and possible preliminary assignments will be distributed for those participating in the training.

Instructor

European Policy Expert Roosa Veijola, SAMOK

Counselling and tutoring

This theme is intended for those responsible for counselling and tutoring.

Mon 10:00-11:30 Creating and maintaining online communities

How to create an attractive and cohesive community – remotely? This training session introduces the functions of various online communities, and their maintenance and development. Participants will be able to use the tasks to reflect on different methods of creating remote communities, and to discuss potential stumbling blocks that are often encountered in online communities.

The main language will be English.

Instructor

Community Management Expert and Consultant Ida-Emilia Kaukonen, Blackthorn Visions Oy

Mon 13:45 – 15:15 Come together as a community

Why is promoting a sense of community in universities important and what does this have to do with tutors? In what practical ways can tutors promote activities that are truly inclusive and respectful of student diversity? During Nyyti ry's Come Together as a Community Project, information and good practices on promoting the community spirit of students have been collected and the topic will be discussed in the light of these.

Instructor

Project Coordinator Annina Lindberg, Come Together as a Community Project, Nyyti ry

Tue 10:00 – 11:30 Prevention and handling of harassment

What is harassment, how can it be prevented and how can harassment be addressed? This section looks at the prevention of harassment in student unions and reviews the role of the harassment contact person. The participant will receive tools to develop their own student union's equality work and to act in situations involving harassment. Prior to the training, pre-training material containing short assignments will be sent to the participants. During the training, we start with the basics and the training is aimed at new actors and harassment contact persons, but is open to anyone interested.

Instructor

Welfare Policy Expert Hannele Kirveskoski, SAMOK

Student culture and events

This theme is aimed at student union event managers.

Mon 10:00 – 11:30 Safer events for everyone

This training session focuses on taking diversity into account when planning events. Among other things, we will consider how the event organizer can help create a safer space and make the event enjoyable for all participants. In addition, we discuss more broadly what kind of activities could be part of future student culture. Participants will get to ask questions and discuss the topic.

Instructor

University Priest for Sexual and Gender Minorities Late (Laura) Mäntylä, University of Helsinki

Mon 13:45 – 15:15 Successful remote events

What is a successful and inspiring remote event like? How do you organize a meeting, training session or other event so that everyone stays involved, and so that as many people as possible have their voices heard? The training focuses on how to make remote events as functional and enjoyable as possible for the participants. The participant will receive tips on, among other things, improving interaction and various working methods that can be utilized remotely.

The training is suitable for event organizers, chairpersons and others interested in the topic.

Instructor

Facilitator and Organizational Developer Emilia Osmala, Osana yhteistä ratkaisua Oy

Tue 10:00 – 11:30 Prevention and handling of harassment

What is harassment, how can it be prevented and how can harassment be addressed? This section looks at the prevention of harassment in student unions and reviews the role of the harassment contact person. The participant will receive tools to develop their own student union's equality work and to act in situations involving harassment. Prior to the training, pre-training material containing short assignments will be sent to the participants. During the training, we start with the basics and the training is aimed at new actors and harassment contact persons, but is open to anyone interested.

Instructor

Welfare Policy Expert Hannele Kirveskoski, SAMOK

Communication, international issues and well-being

As part of this theme you can participate in only one or all sections if you wish. The training sessions are aimed especially at those responsible for well-being, communication and internationalization.

Mon 10:00 – 11:30 Healthier by exercising

FSHS annually selects a health promotion theme, and in 2021-2022 it will be exercise. In this workshop, participants will have the opportunity to hear and discuss the importance of exercise for university students. In addition, they get to consider how health promotion themes could be reflected in their own student union and their own university.

Instructor

Riitta Salomäki, Community Health Manager, FSHS

Mon 13:45 – 15:15 ABC of student union communication

This section focuses on different themes of communication from the student unions' perspective. The importance of communication for the student union will be reviewed, and the planning of communication, the target groups of the student union and the use of various communication and social media channels will be discussed.

The training is aimed at the student unions' communications officers, as well as anyone interested in the topic.

Instructor

Communications Manager Salla Merikukka, Allianssi

Tue 10:00 – 11:30 International students in Finland

What is the current situation of international students in Finland? Who are they, how many are there, and what are their thoughts and wishes? How about their role in our society? This training session will provide an overview of international students and their employment in Finland in the light of extensive research data. The section will also include common tasks and discussions.

The main language will be English.

Instructor

Researcher Aino Suomalainen, Research Foundation for Studies and Education Otus

The role of the student union chairperson

This theme is aimed at chairs of representative councils or boards.

Mon 10:00 – 11:30 University institutions and influencing them

When and how can the student union lobby at a local level in their own university? The training session introduces those higher education bodies through which student unions may advocate for students. We will also delve into where, when and how lobbying should take place through the various bodies, so that the students' voices are clearly and convincingly heard when decisions are made.

This training section is also suitable for those participating in the in-depth advocacy sections.

Instructor

President Oona Löytänen, SAMOK

Mon 13:45 – 15:15 Successful remote events

What is a successful and inspiring remote event like? How do you organize a meeting, training session or other event so that everyone stays involved, and so that as many people as possible have their voices heard? The training focuses on how to make remote events as functional and enjoyable as possible for the participants. The participant will receive tips on, among other things, improving interaction and various working methods that can be utilized remotely.

The training is suitable for event organizers, chairpersons and others interested in the topic.

Instructor

Facilitator and Organizational Developer Emilia Osmala, Osana yhteistä ratkaisua Oy

Tue 10:00 – 11:30 The role of the chairperson and representing one's own organization

The role of the chairperson is both to represent and lead their student union. What, then, should the new chairperson take into account in their work? The training session focuses on how to create a good first impression and how to represent your own organization smartly and convincingly as a chair. In addition, the role of the chairperson within one's own student union is discussed: what skills do the chairs need to lead the student union's board? The aim of this section is to prepare new chairpersons for the coming year, and to share the best tips for both preparing for various representative roles and supporting the board.

Instructor

Executive Director Armi Murto, SAMOK

Executive directors and secretaries general

Mon 10:00 – 11:30 Greetings from student unions – discussion on current topics

How are you and how is your student union doing? What have you planned for 2021? We will start with introductions and discuss current topics for student unions.

The discussion event will be moderated by SAMOK's Executive Director Armi Murto.

Mon 13:45 – 15:15 Change in operating environments and student union development – where are we?

We will review news related to change in operating environments and the current membership development of the student union. Among other things, member recruitment solutions and the financial situation will be discussed. In addition, successful membership acquisition activities and campaigns will be presented among the participants, i.e. we will share good practices with each other.

The discussion will be moderated by SAMOK's Executive Director Armi Murto

Tue 10:00 – 11:30 Using good leadership to improve time management and everyday life

This section is aimed at executive directors and secretaries general, and focuses on honing leadership skills. The lecture will be given by Liisa Puskala, an expert in team work and the development of working methods at the Finnish Institute of Occupational Health, who has 20 years of experience in developing leadership and utilizing IT in the everyday life of organizations.

The section includes a discussion on, among other things, maintaining focus in remote working, coaching collaborative skills and time management in the work community. During the training, participants will also get to ask questions and discuss the topic.

Instructor

Specialist Liisa Puskala, Finnish Institute of Occupational Health

Student union employees

Mon 10:00 – 11:30 Expert personal branding

What is a personal brand and how does it relate to the work of an expert? How can an expert best bring out their own skills and personality? This section focuses on the importance of the personal brand in today's working life and discusses the different ways how one can begin to build it.

The section is aimed at student union employees.

The instructor will be specified later.

Mon 13:45 – 15:15 Recommended options for employees:

1. Discussion session: developing online tutoring

This section is for student union employees interested in developing online tutoring. The aim of the session is to share good practices in online tutoring and to identify new ideas together.

Employees of the student union Kaakko are responsible for the discussion.

or

2. Using Vipunen in advocacy work

The statistical service Vipunen (www.vipunen.fi) is a website maintained by the Ministry of Education and Culture and the Finnish National Agency for Education, where you can find extensive statistical information related to education and teaching in the field of preschool education, primary and basic education, higher education and general population education structures. This training session examines statistical information on UAS that can be found in Vipunen and considers how this information can be used in lobbying.

This training section is also suitable for trustees interested in lobbying.

Instructors

*Education Counselor Jukka Haapamäki, Ministry of Education and Culture
Education Policy Expert Anniina Sippola, SAMOK*

Tue 10:00 – 11:30 Greetings from student unions – discussion on current topics

In this section, it is possible for student union experts to catch up and discuss current topics in the student union field.

A pre-inquiry will be sent to the participants.

The discussion will be moderated by Opiskelijakuntien työntekijät ry.

