



POLICY FOR VISION, MISSION AND IDENTITY

Established: 2019-05-23

Vision

Föreningen Ekonomerna aspires to assist each student to reach their goals and to offer every member the most rewarding university experience. The Association complements the academic education and ensures that opportunities are provided in order to guide each student to their future career.

Mission

Föreningen Ekonomerna strives to develop each student's personal and professional skills through project management, active involvement and social engagement. Thus, the Association provides possibilities to network and to self-develop, as well as the link between academics and the business sector.

Positioning Statement

For the ambitious, the aspiring and the inclusive student, Föreningen Ekonomerna is the natural choice and the modern playground for an invaluable student life that creates innovative and original talents because only Föreningen Ekonomerna has the community that drives professionalism by offering every member the most rewarding university experience possible.

Identity

Föreningen Ekonomerna is a student association that has three main interests:

- *Students*
- *Stockholm Business School & Stockholm University*
- *Business Sector*

All these elements are equally important for the Association's survival and welfare, which is why Föreningen Ekonomerna has three qualities that shall imbue everything that the Association does



- *Community*
- *Professionalism*
- *Drive*

These three qualities shall be benchmarks for maintaining the Association's good relationships with its three groups of agents. The catchwords are abstract and in many cases subjective. To clarify the implications, there is a motto which can be read entirely or in separate parts. It is directly related to these three words:



Students

Föreningen Ekonomerna is an organization aimed at students at Stockholm University who are divided into three groups: active members, passive members and non-members.

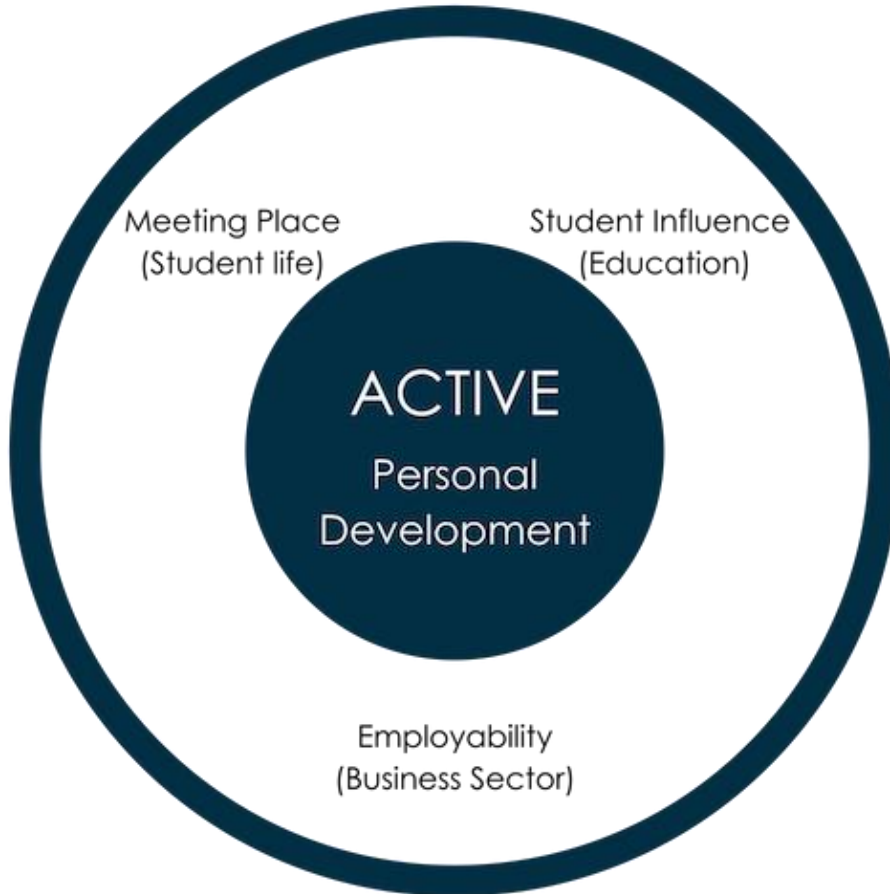
- *Active members* – are students who pay the membership fee to Föreningen Ekonomerna and are active in a committee and/or participate and organize a project.
- *Passive members* – are students who pay membership fee to Föreningen Ekonomerna but are not active in a committee or participate and organize a project.
- *Non-members* - are students who have not paid membership fee to Föreningen Ekonomerna.

Product

Föreningen Ekonomerna is built on three pillars: *business sector, education and student life*. These three elements are conveyed in the three main products that Föreningen



Ekonomerna offers its members: increased *employability*, increased *student influence* and a natural *meeting place*. *Active members* also enjoy opportunities for *personal development*.



- *Employability* - increases through an active and close cooperation with the Association's partners.
- *Student influence* - increases through an active and close cooperation with Stockholm University.
- *Student life* - increases through a natural and qualitative meeting place for members of the Association.
- *Personal development* - increases through active participation in the Association's projects and committees.



Implementation

To increase the awareness on Föreningen Ekonomerna's identity, the Head of Marketing should give presentations on the vision, mission and identity of Föreningen Ekonomerna. The recommendation is to give presentations at:

- Ordinary Association's meetings
- Operational management group- meeting (OMG meeting)
- Active members' meetings

Since identity and culture are governance tools, all active members should understand the implications of these words. The Head of Marketing should therefore strive to ensure that *all* active members are familiar with the Association's identity and culture, as well as conveying these each time when representing Föreningen Ekonomerna.