



Föreningen
Ekonomerna
STOCKHOLMS UNIVERSITET

PRELIMINARY STRATEGIC PLAN 2021-2024

*This document is meant to guide Föreningen Ekonomerna on a strategic plan
over the years 2021-2024.*

Introduction

This document is meant to guide Föreningen Ekonomerna on a strategic plan over the years 2021-2024.

About this document

This document should be used as guidance for what strategic projects to set up for each fiscal year. The strategic plan was created to increase the continuity over the years and the strategic direction for the Association. The document was set up to follow the terms of the Union status application period in purpose to color each three year period with what can be learned from the previous.

As for how this document should be used it is important to establish the foundation. When is a student association good enough? This strategic plan will target many areas that are considered flawed, or at least leaves room for improvement, within the Föreningen Ekonomerna. However, this does not mean that Föreningen Ekonomerna is not good enough as we are, but rather that we should not settle in our development. Of course, Föreningen Ekonomerna is good enough as we are. It is just vital that we continue developing our organization, and that is fundamental to know before embarking on more long term strategic work within the Association.

The definition of strategic work

The Board works to ensure that the Association continuously evolves and improves. This work involves setting the direction for the Association and ensuring that the Association's money is spent towards achieving its long-term goals. In addition to this, strategic work includes proper prioritization of tasks and projects. These priorities may shift due to external circumstances, and it is the job of the Board to identify these shifts so as to reallocate the Association's resources accordingly.

Union Status

The Association Meeting decided on the 15th of October 2019, to apply for Union Status again in 2022. The application will be made by the Board 2021/2022, with the aim of the Board 2022/2023 stepping on to Föreningen Ekonomerna being a union. The Association shall be updated regularly regarding this process and prepared for the changes that Union Status brings. Furthermore, future Boards should continue to evaluate this change to Union Status.

Ekonomernas Dagar

Board 2020/2021 made the decision to move the fair to the Fall to better adhere to companies application periods and to ensure the best employability opportunities for the students. It is of utmost importance that this transition runs smoothly for the sake of the Association, the students, and the companies involved.

In 2022, the transition will be made by having two fairs in one year. One in the spring and one in the fall. It is up to the Board 2021/2022 to recruit two project groups for the different projects and make sure they work well simultaneously. In addition to this, partners and collaborators should be made aware of this change as early as possible to be able to adapt and attend both fairs if desired.

After the implementation, the Board 2022/2023 is recommended to evaluate the change and further strive to improve Ekonomernas Dagar.

Association Venues

By summer 2021, Stockholm Business School moves to the new Campus Albano. Even if the Association will remain at Kräftriket, our options for mid-sized venues will be even more limited. Even if there will still be possibilities to book rooms for bigger workshops and corporate events that cannot be held in Festningen, it is suggested that future Boards continue to look into alternative venues where the Association can host mid sized and bigger events.

Economics Department

The Association was originally “Nationalekonomiska Studentföreningen” before the name switched to “Ekonomerna” and later on Föreningen Ekonomerna. This is in accordance with our statute §2 where the main purpose of the Association states that Föreningen Ekonomerna shall monitor and participate in the development of education for students of *business administration and economics* at Stockholm University. The relationship to the Economics department is currently good, but could be improved even further. Future Boards are suggested to continue the contact and cooperation with both the department and the Economic Student Council.

Furthermore, the new Economics programme starting Fall 2021 shall join Fadderiet. It is suggested that this involvement continues in the future as well. This will help to ensure our engagement with the economics students from the start of their studies.

English Statute and Policies

Board 2020/2021 has looked into the possibility of having the Association's statute and all policies in English only. There is currently one Swedish and one English version of almost all of the Association's documents. This gives room for interpretation and creates a great amount of extra work every time a policy is revised. In addition, it creates complications when not all members of the Association understand Swedish and can thus not understand nor revise the Swedish version.

There are no legal requirements that bind the Association to having a Swedish Statute, and considering the amount of international students involved within the Association, it would be beneficial with a single version of all documents.

It is suggested that this project is continued and that all policies and the statute is thoroughly looked over to ensure that the correct translation and meaning has been written in all the English documents before the official decision can be made.