

# **General Vision**

**Operational Year of 2019/2020**



**By:**

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## Introduction

During the summer, we, Johan and Embla, have been working to identify areas within UF Uppsala that we believe require a joint effort to improve. Some areas are more existential, such as the requirement that at least 60% of the association's members are under the age of 26 to receive the MUCF grant, while others are about creating an association that better utilizes its resources, work, and members. This vision should be seen as overall for the board jointly and something that complements the improvement work that each group is doing in their operations. A kind of leading star towards which the board should strive. During the year, the hope is that we together can improve the vision with new ideas, sharpen it and increase the chance of a successful implementation..

## Implementation

To implement this vision, we would like to create three committees: the Member Committee, the Diversification Committee and the Digitalisation Committee. These committees will work on developing and implementing their own part of the vision during the year. Actions that the committees then recommend will be discussed within the board so that we together can decide on possible measures. Participation in this work is not mandatory meaning that board members may join none, one or more of the committees to contribute their ideas to how we can improve the association. What we agree on, our experiences and the lessons we learn throughout the year will then be handed over to future boards for continued improvement, development and adaptation to future conditions.

## Goal

The goal is that we together as a board during the year work on these broad issues that aim to improve the association as a whole. At the end of the operational year we hope that at least some parts of the vision have been implemented and that a good foundation has been laid for future boards to continue the work. The association should be summarized as follows:

*“UF Uppsala works to **increase knowledge and further international debate** by **engaging and encouraging both old and new members**, actively working to **diversify the association** to include more people and perspectives and strives to make our work more accessible. by using **relevant new technology**.*

## Member appreciation

*UF Uppsala must always strive to grow and maintain and develop the diversity of activities offered to our members and the local civil society. To achieve this, we need to be better at recruiting new members but also to ensure that the members who are active in the association remain active and feel that their involvement is appreciated and important. In this part of the vision, we want to focus on how we can make members feel appreciated for their work and how to make them want to continue to be involved in the association. We want them to participate in our social activities and feel that UF is a place where they are comfortable to interact in. Being an active member of UF should feel like part of your identity.*

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### Create a better and more inclusive atmosphere in the association

*In order for active members to want to become involved in the long term, it is important that they feel that they belong to the association and are part of the community. We therefore need to take more initiatives to include new members in events and discussions and to create a stronger identity around being an active member of UF.*

#### Implementation

- As a board, we need to take a large responsibility when it comes to speaking to members and potential members during UF events in order for them to feel seen and appreciated.
- Organise more smaller social gatherings for members to interact outside of the official UF-related work. For example pizza-nights after a lecture.
- Create a stronger UF- identity by introducing common traditions like a songbook.

### Enable social activities in the groups

*An important part of UF Uppsala is its decentralisation. This means that the main responsibility of creating a good and inclusive atmosphere rests on the individual groups. With that said, there are still measures to be taken to more easily enable social activities outside of the UF-related work.*

#### Implementation

- Budget to enable all groups to do something social like have a dinner each semester.
- Encourage and inspire each other to organise social activities with your groups and then strongly encourage the members to attend both them and the larger social events the association organises.

- Continuously have active conversations and discussions during the operational year about what could be good for members and potential members to feel comfortable and appreciated.

## **Trustees**

*The Board's activities in the various groups would not work without the help of the trustees elected at the beginning of the operational year. They act as a support in all decision making and assist with varied tasks, from buying coffee to organising big events. They also act as a bridge between the board, members and potential members. A good way to build on the feeling of member appreciation is to include the trustees more and encourage them to take their own initiatives as well as strengthen the positive perception of an UF-identity.*

## **Implementation**

- Include trustees in more activities by for example adding a trustee to help at the lectures with admissions and counting participants.
- Encourage trustees from different groups to get to know each other and collaborate by creating channels (for example, a facebook group), and to organize various social events where both the board and trustees participate..
- Include the trustees in the Vision-committees and in the organisational development.

## **Diversification of the association**

*UF Uppsala has for a long time been a relatively homogeneous association with women who study political science as the main base, which also reflects the Board. In order for people from different backgrounds, countries and genders to feel welcome and included, we want to work to diversify UF. By having members who carry many different perspectives and ideas, the dynamics of the association's general work will be better and we will be able to learn more from each other. We also think it is important in itself that everyone who has an interest in foreign policy or curiosity for international issues should feel that UF is the obvious association to go to and that they enjoy being here. In our recruitment of new members to make the association grow further we therefore want to keep this in mind to include as many people as possible!*

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### **Presence at various campuses**

*By presenting ourselves on various campuses, lectures and programs, we see opportunities to spread information about the association and attract more and different types of people. By moving in different contexts we will more easily broaden and diversify our members and perspectives.*

### **Implementation**

- Find internationally relevant courses with international students to introduce ourselves to.
- Introduce ourselves on various campuses, such as Engelska Parken, Ekonomikum, Gamla Torget and SLU at lectures and courses where there may be an interest in foreign policy.
- Introduce ourselves at male-dominated programs where there may be an interest in foreign policy.

### **Targeted marketing**

*By actively working to reach out to the various target groups with marketing about our association, the chances are greater that they will come and participate. Spreading information through different channels provides opportunities for many different types of people to get news about the association and our events and lectures.*

### **Implementation**

- Promote events in, for example, Flogsta facebook group where many international members are members.

- Ask board members or members to share events in their channels, such as program groups.
- Put up poster on various campuses.

### **Through personal contact**

*There is often a barrier to taking the first step into an organization or group. Even though you might share common interests there is a threshold when you do not know anyone. It is therefore of utmost importance that we, the Board, welcome, encourage and pay attention to the individuals who participate in our event so that they feel secure and want to attend more times and/or get involved.*

### **Implementation**

- Capture and actively encourage individuals before and after lectures and other events to attend any of the group meetings.
- Organize e.g. pizza evenings after lectures where members are invited to continue discussing tonight's topic or something else.
- Continuously investigate the members' perception of how easy or difficult it is to become active in the association.

### **Recruit members in high schools**

*One target group that UF Uppsala has long left unseen is high school students. Recruiting them creates not only a good membership base to secure the MUCF grant (at least 60% under 26 years) but also the possibility of a longer commitment that extends over both studies in high school and university.*

### **Implementation**

- Recruiting through teachers/principals and stands by offering free memberships for high-school students.
- Work to include high-school students in the association.
- Marketing targeting high school students in the right social media, e.g. Snapchat and Instagram.

### **Continuous opportunities to get to know the association**

*Although the largest recruitment opportunities occur in connection with the start of the semester, many want to learn more about UF Uppsala and how to get involved during the semester. It is therefore important that there are good opportunities to get in touch with UF for more information, both personal and digital.*

### **Implementation**

- Continue to have an open “Friday Fika” every other week where interested people can come to learn more about the association.
- Find other measures that increase our availability to existing and potential members.
- Continue to introduce us during the semester on different campuses.

## Digitalization

*Since 1948, UF Uppsala has worked effectively to increase knowledge and further international debate. During the same period, there have been enormous technological advances that have enabled many more ways of spreading information. In order to be relevant in the future, UF Uppsala must adapt to the development and make the association's material available on the platforms where the members are. At the same time, the association must also be more widely visible in digital channels, since it is essentially where a brand is built.*

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### Create a long-term digitalisation strategy

In order to initiate work towards a greater focus on digital solutions, a digitalisation strategy should be developed. This will encompass the whole association and propose concrete steps towards how the various committees can be better at using digital tools. This strategy can also suggest how the committees can change their current operations or add new activities that work for digitalisation.

### Implementation

- During the year, a written strategy will be developed for how the association can work with digitization in the long term.
- Establish concrete measures for how different committees can develop their digital presence.

### Furthering international debate - also online

*In order to be relevant in the future, it is a must for organizations to adapt their material according to where their members are. In the past, people have physically come to meetings, lectures, but with greater opportunities to manage things online, parts of our business also need to be there. The material made available online should be seen as a complement to the work we do during the meetings and not something replacing it. Without physical meetings the association would not be able to function.*

### Implementation

- Make lectures available in video and audio on relevant platforms.
- Increase the promotion of "Uttryck Web".
- Find new ways to enhance knowledge via our social media. E.g. that we do short interviews with our lecturers about various global events or brief information videos on various international events.