

Preliminary Annual Board Report 2024-2025





Preliminary Annual Report

1st of July 2024 – 30th of June 2025

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Dear Members,

We want to start with extending our heartfelt thanks to each and every one of you—especially those who have given your time in voluntary roles. Your commitment is what keeps student life at Jönköping University vibrant and constantly growing.

The primary goal of this year started with increasing visibility of the Jönköping Student Union by attending different activities during Kick Off meanwhile promoting our open vacancies. This resulted in a record number of applications to the JSU Board. Later during the fall the JSU applied, in collaboration with Jönköpings Kommun and Jönköping University to 'Årets Studentstad'. This had not been carried out for multiple years, so there was very little information to start off with. However, we were able to submit a successful application. Even though we did not win this year, we received positive feedback which we were able to start implementing. We are convinced that, given we keep applying in coming years, we will be able to win the prize within a few years' time.

Several key challenges were identified early on in the semester. The first one being the financial status and maintenance of the Student Union. As the JSU's results have been negative for the last six years, this has had a huge impact on the liquidity of the organisation. Therefore, one of the main goals was to find a sustainable long-term solution to develop the financial situation of the JSU. Some improvements had already been started such as the change of suppliers and the purchasing strategy. A project had been initiated in consultation with the team of JU's financial aspects in order to assess, evaluate and develop a plan going forward. This has resulted in a new budget structure to ensure the transparency, clarity and accessibility of the financial figures towards students. All budget items have been taken under the loop and after careful consideration money has been allocated where it is actually needed based on previous figures.

Another focus area has been the redivision of tasks of the previous employed position the JSU had called 'Associations Coordinator', which was left vacant right at the start of the mandate. After thorough assessment of the different tasks, some responsibilities have been reallocated to the project leader and some have been restructured. Furthermore, communicational challenges had been identified. The JSU board has focused on the development of the organisational documentation, the renewal of different policies and the implementation of a new communications policy and equal treatment policy.

As many of you might know, this operational year the JSU Board has had to make some challenging decision regarding the restructuring of Kick Off due to reported concerns. The JSU decided to no longer delegate certain tasks of the organisation of the Kick Off but instead created Kick Off project groups directly under the JSU Project leader. The JSU also decided to no longer delegate the responsibility of working at Akademien to certain committees but instead have all the teams accessible for all students at JU. These decisions have had a huge financial and operational effect on our nightclub Akademien as for many months the attendance was drastically lowered. We have consistently evaluated the impact of the decision and strived to create the best possible outcome within giving circumstances. We are convinced this year's Kick Off is going to be a great experience for the new students.

Kind regards,

The JSU Board



Chapter I – Education

Over the course of the year there has been a continuous handling of student cases, support for educational committees across the faculties, and active student representation in key forums such as the Strategic Council for Education (SRU) and the Board for Education and Research (NUF).

A more sustained and structured collaboration has been established with the educational committees from the different student associations. In coordination with the chairpersons of these committees, initiatives such as course development events and joint workshops for all educational committees have been implemented.

One task, the provision of training for educational committee members, had not been conducted in recent years. Following discussions with education managers and committee presidents, efforts were initiated to explore the possibility of organizing a joint meeting between the educational committees and JU's Head of Education. The aim is to provide broader insights and a deeper understanding of JU's quality assurance systems.

Through the participation in forums such as SRU and NUF there has been an active contribution to the development of education at JU by raising issues of relevance to students and ensuring the student perspective is considered. Topics addressed in these forums have included the digitalization of education, the use of AI, and improvements in student access to evaluation tools and educational information. Furthermore, initial contact has been made with the EDUCATE initiative, with the intention of developing future collaboration.

Regarding primary goals, significant attention has been directed towards improving course surveys and the course development system. Support and guidance from NUF have been received on how existing regulations may be leveraged to ensure educators act on feedback from course evaluations and implement necessary changes.

In the SRU forum, the Course Development project has been followed closely, including how educational committees and JU's education managers are addressing the initiative. Progress has been compiled, and areas requiring further attention have been identified and reported.

Consistent efforts have been made to raise awareness of the BRJU among students and advocate for a comprehensive revision of the document. Given the primary focus on course development, limited attention was devoted to programme evaluations.

Regarding the Quality Assurance System, participation in an interview conducted by the NUF case manager has provided valuable feedback on how educational committees might engage with the system. The insights gathered were subsequently discussed in SRU, resulting in the development of a plan for further action.



Chapter 2 – Work Environment

Throughout the year two generals have maintained continuous monitoring of the student work environment at each faculty through active involvement in the Work Environment and Representation Committee (WORC). This has included tracking faculty-specific developments and addressing student-reported issues. There has also been continuous participation in JU's Work Environment Committee meetings, ensuring the student perspective is consistently represented in institutional discussions and decision-making processes.

Among the primary goals, the development of the group room system has remained a key concern. JU has acknowledged this need and expressed an intention to address it during the spring of 2025. Student participation in faculty-level safety rounds has been ensured each semester. This representation has provided valuable insights into the conditions experienced by students and has contributed to improved communication between faculties and student representatives.

A major focus during the year has been the continued implementation of a structured system for student safety representatives (studerandeskyddsombud). While JU has shared internal educational materials for safety representatives, these resources are primarily in Swedish and aimed at staff, limiting their accessibility and relevance for the student body. In response, JSU has translated the national SFS handbook for student safety representatives into English to facilitate better onboarding, particularly for international members of WORC. Additionally, JU delivered a general education session on work environment topics to WORC members, which was well-received and marked an important first step in broadening student understanding of work environment systems.

Dialogue has continued regarding the potential for student safety representatives to receive adjusted academic support, such as alternative exam opportunities, when their responsibilities conflict with mandatory coursework. JU has emphasized that meetings are generally easier to reschedule than lectures, and the responsibility is therefore placed on students to notify relevant parties in advance. The potential to assign a student safety representative at each program has also been investigated. WORC initiated a recruitment which attracted positive interest, suggesting that broader implementation is feasible. However, a review of program structures revealed that full coverage at the program level may not be necessary due to the similarity of courses across several programs. Increasing the overall number of representatives is, nonetheless, considered beneficial and will continue to be pursued.

Efforts have also been made to improve student awareness regarding who represents them in work environment matters. JU has updated its website to include more information on student representation, available in both Swedish and English. Furthermore, JU has reviewed internal responsibilities and delegated oversight of student work environment issues from the Deans to the Deans of Education. An additional update to the website is planned, including clearer information about procedures for reporting incidents and "near-misses" (tillbud).

Based on the student work environment survey conducted in spring 2024, JSU has actively lobbied for improvements aligned with the data. JU has responded by allocating one million SEK from the Höfab



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renovation grant toward the installation of additional electrical outlets in auditoriums. The remaining funds will be used to improve campus outdoor areas. In spring 2025, WORC conducted a joint student safety round across all faculties, except HLK. This initiative proved to be an effective tool for cross-faculty comparisons, enhancing preparation for formal safety rounds with JU. Based on its success, it is recommended that the initiative be repeated in fall 2026, this time with wider outreach to all students and inclusion of newly appointed student safety officers.

Several secondary goals have been pursued to varying degrees. The issue of weekend exams was raised however, JU stated that the current scheduling constraints and space availability limit the possibility of avoiding weekend examinations altogether. Efforts have also continued to encourage a more standardized structure within Canvas and to advocate for the inclusion of two scheduled rest days between examination periods to support student wellbeing. The previously proposed installation of water fountains at each faculty was deprioritized following a review by WORC, which concluded that existing bathroom facilities suffice for refilling water bottles. However, functional study environments remained a key area of interest. WORC successfully lobbied for repairs and improvements to electrical outlets in lecture halls and study spaces. A full audit was conducted to identify malfunctioning outlets, enabling comprehensive reporting and targeted maintenance.



Chapter 3 - Equal Opportunities and Harassment

During the current mandate period, the Head of Equal Opportunities has actively contributed to fostering a safer, more inclusive academic environment by managing multiple student cases. These efforts have focused on ensuring adherence to the Code of Conduct and promoting a climate in which all students feel safe, respected, and valued.

In order to enhance the visibility and accessibility of the Equal Opportunities work, EQO has participated in several central student events, including the Autumn Kick-Off, LOK Week, and Hitech Week. The committee also took part in the Laid-Back Kick-Off during the spring semester, which served as an effective platform to connect with students in a more informal context and communicate the committee's objectives and support functions.

Significant work has been carried out to develop and implement initiatives that promote health and wellness on campus. Among these, World Women's Day and the upcoming Health Day have functioned as important awareness-raising events. For World Women's Day, EQO organized both an empowering dance class and an interactive quiz, designed to celebrate and uplift women in the student body. The planning of Health Day has been carried out in collaboration with other committees, with a strong focus on inclusivity by incorporating both high- and low-energy activities, supporting the mental and physical well-being of all students.

To improve outreach and facilitate communication, the structure and accessibility of EQO-related surveys have been refined, enabling students to more easily report concerns and share feedback. These changes have contributed to a notable increase in students approaching EQO members in person, reflecting the committee's success in building a more approachable and welcoming presence on campus.

EQO has also initiated internal dialogue regarding recruitment practices within student associations, with the aim of ensuring that selection processes are guided by principles of equal opportunity. A significant development in this regard was the establishment of EQO representation at AMK meetings, guaranteeing that equal opportunity perspectives are included in relevant discussions and decision-making processes.

One of the key accomplishments of the period was the organization of a workshop tailored for the Sexmasteries. This workshop, which included participation from multiple university staff members, placed a strong emphasis on the application of the Code of Conduct and the responsibilities of student leaders in fostering an environment grounded in safety and respect.

The committee has also continued its involvement in the Laid-Back Kick-Off and has engaged in discussions with the Student Union on expanding such activities to include sub-associations. The goal is to create accessible, low-pressure opportunities for all students to participate in introductory events and build social connections, regardless of background or level of prior involvement.

Through these various initiatives, the Equal Opportunities Committee continues to strengthen its presence and impact on campus. Its work remains rooted in the ambition to cultivate a university culture centred on inclusivity, equal opportunities, and student well-being.



Chapter 4 - Accommodation

During the current mandate period, the Jönköping Student Union has continued its efforts to support students in matters related to accommodation. This includes the ongoing handling of individual student accommodation cases, with the aim of ensuring that all students have access to safe, reliable, and appropriate housing options.

Regular contact has been maintained with the JU Accommodation Office in order to foster a stronger and more structured collaboration. As a result of these efforts, an “annual wheel” has been developed in cooperation with the JU Accommodation Office, outlining a framework for ongoing dialogue and joint action. This tool is intended to ensure that cooperation remains continuous and focused throughout the academic year. In accordance with the primary goals outlined for the 2024/2025 operational year, the Student Union has undertaken several strategic initiatives aimed at clarifying its role and potential impact within the broader accommodation landscape. A key outcome has been the identification of areas in which the Union can contribute most effectively, particularly in improving communication with students and reinforcing the collaborative relationship with the JU Accommodation Office. A shared priority between the JSU and the Accommodation Office is to promote awareness among students about the importance of home insurance, ensuring that students are not left financially vulnerable in case of unforeseen incidents.

Although participation in municipal meetings regarding housing matters has not yet been established as a routine practice, there is a clear ambition to formalize such involvement. Time permitting, a plan for structured engagement with the municipality will be developed before the end of the spring semester. Efforts have also been directed toward strengthening the Union's support for students residing at Jönköping University Enterprise (JUE) accommodations. This includes ensuring that students are informed of the support available to them from the Student Union, not only in accommodation matters but also in relation to work environment and educational rights.

Another central goal has been the evaluation and establishment of a Student Accommodation Representative Committee. This initiative aims to facilitate a closer dialogue between student representatives and the JU Accommodation Office. The committee has now been formally established, with representation intended from all major student housing areas. Recruitment is ongoing to fill remaining vacancies.

Additionally, the Union aims to explore the possibility of collaborating with Hyresgästföreningen, Sweden's national tenants' association, to provide students with access to legal advice and education regarding the Swedish housing system. This work is still in the planning phase, with the hope that initial steps can be taken before the end of the spring semester. In regard to accommodation for students with disabilities, an investigation has been conducted to assess the current standard. The conclusion is that all JU-managed accommodations are built according to inclusive standards. Should any case arise indicating otherwise, the Union is committed to addressing it with urgency and seriousness.



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Through these efforts, the Jönköping Student Union continues to advocate for student housing conditions that are safe, inclusive, and supportive of student well-being, while also seeking to clarify and expand its role within the broader housing context.



Chapter 5 – Integration

The integration work carried out by Jönköping Student Union continues to be guided by the overarching purpose of fostering a cohesive student community, in which both national and international students feel welcomed, included, and represented. The Union places significant emphasis on ensuring that all students—regardless of background—have equal opportunities to participate in campus life and benefit from its various offerings.

Throughout the mandate period, efforts have been made to continuously develop and enhance integration activities on campus, with a focus on both quality and quantity. This work is embedded across all Union-led projects and events, with the aim of embedding integration as a core value rather than an isolated initiative. The Union has maintained a strong and collaborative relationship with Jönköping University's International Office. This partnership has resulted in effective joint planning and implementation of integration-related events. Both parties continue to support one another in areas where collaboration is deemed valuable and relevant.

A consistent offering of integration programmes has been upheld, ensuring that students are provided with a variety of entry points into student life. In parallel, ongoing communication and collaboration with the international committees under each student association have remained a priority. Planning is currently underway for the next international sittning, scheduled for May 2025, which will further support cross-cultural engagement. Strategic work has also been conducted to address integration at a broader level. A key example is the organization of a dedicated career fair for international students, taking place on October 8th, 2025. This event aims to create direct pathways for international students into the Swedish job market and address one of the more structural challenges to integration. In addition, the Union has continued to engage with JU on issues related to accommodation for international students and has taken steps to strengthen cooperation with international committees at faculty level.

Recognizing the importance of access to information, efforts have also been made to identify and address information gaps faced by international students. In collaboration with JU, relevant materials and resources have been compiled and distributed to ensure that all students are informed and supported in their transition to and life at JU. As part of the 2024/2025 operational goals, the Union has promoted the integration of international students within all sub-organizations, including the adoption of English as the operational language for communication and event promotion. All JSU-led events are now advertised in English to ensure broader accessibility.

In accordance with the secondary goals, the Union has successfully investigated and implemented the concept of a career fair specifically targeted at English-speaking students. The fair, set to take place in October 2025, is a significant milestone in ensuring that international students are not only included socially, but also supported professionally. Through these initiatives, Jönköping Student Union reaffirms its commitment to building an inclusive campus community that embraces diversity, supports international engagement, and strengthens the cohesion between students of all backgrounds.



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Promote integration within all sub-organisations with an emphasis on the operational language of JSU. Collaboration between the sub-associations is something everyone strives for, and a lot of collaborative events are happening. Most of the events are promoted and executed in the operational language. An exception are the sittnings by WestCoast and Qult.



Chapter 6 – Study Social

The work within the area of student life during this mandate period has been driven by the goal of supporting students in shaping a vibrant, inclusive, and engaging campus environment. The Project Leader has held responsibility for planning and executing key JSU events such as Festive Friday and the Annual Fair, both of which were met with positive reception. Additional support was provided during the Pre-Festival, and throughout the semester, the Project Leader has been in charge of marketing for all JSU events, both in preparation and during execution.

The Spring Kick-Off was successfully coordinated with collaboration with the Sexmasteries. All newly arrived students were offered the opportunity to participate in at least one activity per day, helping to ensure a welcoming and energetic start to their university experience. Planning for the Autumn Kick-Off is ongoing, with an updated structure now in place. The Kick-Off Project Group has been appointed as the organiser and holds regular meetings with the Kick-Off Committee, consisting of the Team Leader, Vice Team Leader, and Fadder Responsible, to share important updates and make necessary decisions. Fadder recruitment has been streamlined across all faculties, with initial interviews already conducted. A standardized process was introduced to ensure fairness and clarity for applicants, and group interviews were implemented to assess team dynamics and initiate discussion on case-based scenarios. This has enhanced the quality and consistency of the recruitment process.

Close contact has been maintained with JSU sub-organisations, assisting them with administrative tasks, bookings, and structural development. To support more efficient communication, Discord channels have been introduced for each sub-organisation. A full clean-up and re-organisation of sub-organisation storage was initiated to create more orderly and accessible spaces. The promotion of collaboration between sub-organisations remains a key focus. Numerous collaborative events have taken place, demonstrating a growing culture of unity and shared purpose among campus organisations. Among the defined goals for 2024/2025, one internal board training per semester for newly elected sub-organisation board members was intended but has not yet been implemented due to significant organisational changes. However, this remains a priority for the remainder of the mandate. The Project Leader has actively supported sub-organisations in their recruitment and event promotion, particularly through the Annual Fair and Welcome Fair, where all associations were invited to participate. Progress has also been made on providing sub-organisations with more consistent financial updates. Meetings with several groups, including StartUp, JUSC, and JUMUN, have been held to review current financial status and formulate strategies for sustainable management going forward. Among other successes, JSU supported Unite and JUMUN during their restructuring process, helping the organisation stabilise and clarify its internal operations.

Since JU was not able to organize the welcome fair in January 2025, JSU took over this responsibility and successfully executed the event. The upcoming August fair will be coordinated primarily by JU, with support from JSU to ensure broad participation from sub-organisations. Continuous efforts have also



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been made to inform students of the support available to those wishing to start new sub-organisations or arrange one-time events.

Planning is ongoing for the Valborg 2025 celebration. A notable change this year will be the separation of JSU's celebration from JU's. This decision was made after reviewing past experiences and feedback, with the aim of tailoring the event more directly to the student body's interests. A major event The Colour Run was initially planned for autumn but is now expected to take place in early September due to constraints.

Finally, the feasibility of introducing a kickback system with a capped reimbursement limit for sub-organisations is currently being explored. Through these initiatives, the student social life continues to develop a strong foundation for an inclusive, engaging, and empowering student experience.



Chapter 7 – Service operations

During the mandate period, significant internal and external development work has been undertaken within the Student Union to strengthen operations, student engagement, and strategic cooperation. A key initiative involved inviting students to share their opinions via email and through multiple surveys. Although a formal forum for student input has not yet been established, discussions are ongoing regarding the implementation of such a platform in conjunction with the development of a new website.

A major internal transformation occurred through the adoption of a new organisational structure. This included the removal of the Associations Coordinator role and a broader adjustment towards more sustainable resource distribution. During this transition, sub-organisations continued to receive support to ensure stability and continuity. As part of the digital transformation, Hitract was successfully installed as the new membership system. This transition brought several new benefits for students, including travel discounts, automated processes, exclusive “HitDeals,” improved event ticketing, and enhanced communication tools. The long-term cooperation with Hitract is expected to further strengthen JSU’s capacity to deliver student services.

Work with the Code of Conduct has continued, both among students and internally. A joint workshop was conducted in collaboration with Jönköping University to reinforce awareness and understanding of the conduct framework across both organisations. Parallel to these efforts, JSU successfully renegotiated a more beneficial contract with JU, which includes sustained support for remunerated student representatives across multiple areas throughout the year.

Financial and administrative operations were strengthened through the implementation of Fortnox, which now handles accounting, sales, and salary management. The digitalisation of Student Services and RIO operations has also begun via the Hitract platform. These digital efforts aim to increase student accessibility to services such as travel discounts and digital coffee cards, with further platform improvements and feature expansions planned for the upcoming year.

The Student Union has actively supported remunerated representatives in addressing work environment-related issues, particularly those linked to the social environment. Efforts have also been made to improve service operations by evaluating and developing strategies to manage workload more effectively. On a structural level, JSU began advocating for the implementation of a JU-wide system for booking rooms and facilities. This would facilitate safer and more organised planning of student-led events within JU-owned spaces.

In preparation for future upgrades, investigations into new website functionalities have commenced. Similarly, the union has started exploring new financial management solutions and considering strategies related to long-term resource planning, including retirement fund options. Compliance with rules and legal standards remains a core focus, notably in maintaining order in settings such as the Akademien entrance queue. Venue booking has presented challenges throughout the year. However, progress has been made in revitalising the Akademien, including a facelift to both the external premises



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and the internal lounge. The organisation also managed the significant challenges arising from a strike at Akademien. This included navigating the broader impact on operations and partnerships, particularly as Akademien and RIO share joint contracts. Despite operating at only 20% capacity, JSU maintained essential services and continued communication with delivery partners.

JSU has now joined the municipality's network Krogar mot knark (Bars Against Drugs), which has not only enhanced the organisation's brand and municipal relations but also contributed to strengthened procedures and improved work environments. Prior to the strike, JSU reported positive economic development across all areas. Although the strike had an adverse effect, foundational financial health remained stable.

Other notable operational achievements include the repair of the Karma app, which has been temporarily paused, and structural reforms within Akademien's internal groups. Event coordination within RIO was also restructured to improve clarity and efficiency. Across all venues, workgroups have been reviewed and restructured to enhance collaboration and accountability. The Kick-Off Festival was successfully hosted, and a comprehensive review of all sold products was carried out. This resulted in updated supplier contracts and a transition to new partners from August 2024. In addition, JSU began evaluating the cash-handling infrastructure, with considerations including a new point-of-sale system and the introduction of digital food ordering screens.

The existing kickback system for sub-organisations was removed during the spring of 2024 and replaced with lower pricing for all students. Data from quarterly economic reports shows that maintaining low prices is more sustainable and equitable than offering financial incentives to specific groups. Concerns were raised that a kickback system could unintentionally encourage increased alcohol sales or create perceptions of inequality among organisations hosting similar events. JSU remains committed to promoting a responsible alcohol culture and fostering financial practices that are transparent and fair to all students.

JSU coordinated both the Spring and Autumn Kick-Offs, continuing its role in delivering a cohesive start-of-semester experience. Meanwhile, relationships with municipal departments and publicly owned companies such as Destination Jönköping have expanded. These collaborations have resulted in increased visibility for JSU, including Instagram takeovers and participation in the municipality's place branding activities.

Through a year marked by major organisational restructuring, digital transformation, and cross-sector collaboration, JSU has strengthened its position both internally and in the wider community. These developments lay a strong foundation for continued innovation and student-centred progress in the year to come.



Chapter 8 – Communication and Marketing

During the 2024/2025 operational year, the JSU Marketing team focused on optimising internal workflows and refining priorities regarding communication strategies. Efforts were made to determine how best to allocate time and resources, including clarifying when and where the marketing team should be present, streamlining content delivery schedules, and defining appropriate formats for different types of content. Certain tasks were delegated across team members to ensure maximum effectiveness and quality.

The team has successfully executed multiple events, including Festive Friday and the Annual Fair, along with new student health-oriented initiatives such as the Student Club. In connection to these events and other Union activities, digital and physical promotional content has been produced for both pre-event and post-event purposes, strengthening visibility and engagement. Collaboration with Jönköping University's communications department has been ongoing throughout the year. JSU representatives have regularly attended editorial meetings (redaktionsmöten) and maintained continuous dialogue on project planning, social media strategy, and media coordination. Additional communication has also taken place with various JU departments concerning cross-functional initiatives.

To further clarify JSU's role as an organiser, a standard procedure has been implemented to ensure the JSU, RIO, or Akademien logos are included on all posters for events occurring on Union premises or hosted by a sub-organisation. This has helped reinforce JSU's brand presence and make our involvement in student life more visible. While a dedicated video introducing the Union has not yet been created, social media content has been actively used to shed light on the functions of student influence and representation. This has included story takeovers by various remunerated student leaders and a promotional video for WORC. Greater use of Instagram stories has also been made to highlight the Union's ongoing work. During the Annual Fair, a dedicated focus was placed on the Plan of Operations to inform students of JSU's main areas of responsibility. In addition to promoting student representation and leadership roles via Instagram, the JSU Presidium, Board, Operational Coordinators (OCs), and Nomination Committee (NC) members have also been introduced through various social channels.

Student input has been gathered through multiple surveys across the year, and feedback mechanisms via Instagram have also been utilised. However, the comment section on the JSU website was found to be an unreliable tool for collecting input, as it lacks moderation features and verification of JSU membership. This has led to the conclusion that alternative methods for receiving student feedback will be necessary going forward. The JSU communications policy was implemented during the year, further strengthening internal structure. This policy has guided collaboration between the Communications Manager and the heads of sponsorships in various student associations. A dedicated communication working group has been formed to further develop these efforts, resulting in improved coordination and clearer procedures around posters and managing complex communication issues. The JSU Marketing team has remained actively engaged in producing graphic content and managing marketing efforts for most Union-led events. Photography and videography have also played a key role in capturing and sharing the Union's work, both in the lead-up to events and in post-event reflections. In connection to these events and other



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Union activities such as Valborg and Kick Off, digital and physical promotional content has been produced for both pre-event and post-event purposes, strengthening visibility and engagement.

A major digital development this year was the successful launch of Hitract, which has replaced the previous JSU app. Hitract now functions as the primary platform for event calendars, ticket purchases, communication, and JSU membership management. Recognising the ever-evolving communications landscape, the Union has focused its efforts this year on a select group of platforms including the website, Meta (Instagram and Facebook), Hitract, and various physical communication channels such as posters and digital screens across campus. A renewed emphasis has also been placed on election communications. Enhanced efforts were made to inform students about how elections function, supported by Instagram takeovers and informative articles on the website. Through this wide-ranging communication strategy—balancing internal structuring, event promotion, student outreach, and digital innovation—JSU has continued to ensure that students are informed, engaged, and supported across all areas of Union activity.



Chapter 9 – Organisation

The purpose of this area is to ensure that all volunteers, remunerated individuals, and employees within Jönköping Student Union (JSU) receive the support they need to fulfil their responsibilities and achieve the goals established at the Annual Meeting. Throughout the year, JSU has continuously worked to uphold and improve the work environment across all levels of involvement—supporting not only full-time employees but also volunteers and remunerated. Organisational support for remunerated positions has been maintained throughout the year, with particular attention to administrative structure and continuity.

As the JSU's results have been negative for the last six years, this has had a huge impact on the liquidity of the organisation. Therefore, one of the main goals was to find a sustainable long-term solution to develop the financial situation of the JSU. Some improvements had already been started such as the change of suppliers and the purchasing strategy. A project had been initiated in consultation with the team of JU's financial aspects in order to assess, evaluate and develop a plan going forward. This has resulted in a new budget structure to ensure the transparency, clarity and accessibility of the financial figures towards students. All budget items have been taken under the loop and after careful consideration money has been allocated where it is actually needed based on previous figures. Efforts have been made to ensure that all students pay their mandatory membership fee, which is essential for maintaining the union's operations and services. JSU has also consistently worked to encourage Jönköping University to communicate more clearly and proactively about the mandatory nature of union membership. Where needed, the union has lobbied for improvements in how this information is shared with students. Additionally, JSU has continued to update and refine its steering documents, ensuring they remain relevant and aligned with the needs. This included the regular revision of the organisational rules, the revision of different policies and the implementation of new policies.

Student Service remains a key area of support, where students can receive assistance with questions, access study-related materials, and benefit from other student-focused services. The implementation of the “Annual Timeplan” has helped streamline internal processes and allowed for regular evaluation and adjustments where necessary, especially regarding position handovers. Another central initiative has been the continued improvement of the presidium handover process, with the aim of making it less dependent on individual presidium members. The objective is to ensure a smooth and consistent transfer of knowledge and responsibilities between leadership teams each year.

Through these efforts, JSU continues to strengthen its organisational foundation, ensuring the support systems in place are robust, sustainable, and adaptable to the needs of its members.



Chapter 10 – National Advocacy

The purpose of this area is to ensure that students at Jönköping University (JU) are actively represented and that their voices are heard at the national level, particularly within Sweden's broader student movement.

Throughout the year, JSU has continued to engage with the Swedish National Union of Students (SFS), participating in the members meetings in Örebro and Linköping and representing the interests and perspectives of JU students and participating in SFSFUM in Kristianstad. These efforts have ensured that national decisions and discussions within SFS reflect the realities and needs of the student population in Jönköping.

Work has also continued on improving the handover process for the JSU Representative. Instead of maintaining a separate committee for this, the JSU Board decided to delegate this task within the board, where besides the presidium two board members have been actively involved in these matters. By strengthening its presence in SFS and creating a more structured approach to national engagement, JSU is reinforcing its commitment to ensuring that JU students have a voice not only on campus but also across Sweden.

Initial contact has been made with different local politicians, to also be able to have influence within the region. Although the JSU does not take any political standpoints, having student political discussions is another topic, and very important for both the JSU and for its members. Therefore, ideas for having debates regarding student related issues on campus has been issued.



Chapter II – Collaboration

The purpose of this area is to seek out and uphold necessary collaborations that add value to student life at Jönköping University. Throughout the year, JSU has worked to maintain relationships with existing partners, ensuring that collaborations continue to align with the terms of our contracts. This ongoing communication has been crucial for sustaining the benefits these partnerships bring to the student community.

Furthermore, the collaboration with Jönköping University (JU) has been strengthened. The new JU president showed particular interest in further developing the collaboration, for instance by the initiative of having monthly meetings with the JSU president. Also flexibility has been shown towards non-Swedish speakers during meetings which is beneficial for student representation no matter who is elected.

JSU has also been proactive in strengthening its relationship with the municipality. This includes attending multiple meetings and networking events to explore new opportunities for collaboration. These efforts have led to increased support from the municipality and have opened doors for new sponsors, enhancing the resources available to the student union. An example of this has been the work on the application for 'Årets Studentstad' which was done in collaboration with the municipality and JU.

Collaborative activities for the student association boards have been planned as well. One such activity, a "Super Super Teambuilding" event in Brittebo, is planned for June, aimed at fostering better relationships and teamwork between JSU and the student associations.

As part of ongoing work, JSU has been involved in the SiV (Studentkårer i Väst) network, strengthening regional collaborations with other student unions. Efforts have also been made to uphold and evaluate the sponsor policy, ensuring that all partnerships are mutually beneficial and in line with the union's values. JSU aims to continue building on these partnerships. A key priority will be maintaining the regular visits to the student association boards, which will help keep communication open and foster continued cooperation. Additionally, JSU plans to work more closely with JU to enhance career opportunities for students, strengthening the connection between education and employment.