



MÄLARDALENS
— **STUDENTKÅR** —

Protocol from the Council's Spring meeting

2024-05-20

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Planned time: 16:15 ~ 18:00

Location: A3-001 at Mälardalen University's Eskilstuna Campus, and Microsoft Teams

Attending Council's Presidium

<input checked="" type="checkbox"/> Attending / <input type="checkbox"/> Not attending	Name	Description	Right to vote
<input checked="" type="checkbox"/>	Andrea Haglund	President	Only decisive vote
<input checked="" type="checkbox"/>	Malin Sundmark	Vice president	
<input checked="" type="checkbox"/>	Rebecca Pada	Secretary	

Registered in advance

<input checked="" type="checkbox"/> Attending / <input type="checkbox"/> Not attending	Name	Description	Right to vote
<input type="checkbox"/>	Abay Kubilay	Ordinary member	No
<input checked="" type="checkbox"/>	Adrian Swande	Ordinary member (board member)	Yes
<input checked="" type="checkbox"/>	Clara Brinck	Ordinary member (communicator)	Yes
<input type="checkbox"/>	Diana Goudian	Ordinary member	No
<input type="checkbox"/>	Einar Sirviö	Ordinary member	No
<input checked="" type="checkbox"/>	Enkhlun Enkmandakh	Administration Coordinator & Senior Advisor	No
<input checked="" type="checkbox"/>	Fredrik Nygårds	Ordinary member (board member)	Yes
<input checked="" type="checkbox"/>	Gullis Beauvoir Demirel	Ordinary member	Yes
<input type="checkbox"/>	Isak Sundman	Ordinary member	No
<input checked="" type="checkbox"/>	Jonas Sjöström	Ordinary member (board member)	Yes
<input type="checkbox"/>	Jonna Hollén	Ordinary member	No
<input checked="" type="checkbox"/>	Juliana Moukadam	Ordinary member	Yes
<input checked="" type="checkbox"/>	Klara Spychala	Ordinary member	Yes
<input checked="" type="checkbox"/>	Lina Almrud	Ordinary member	Yes
<input type="checkbox"/>	Lisa Andersson	Ordinary member	No
<input checked="" type="checkbox"/>	Lova Linnea Libert	Ordinary member (chairman of the board)	Yes
<input checked="" type="checkbox"/>	Malek Saleh	Ordinary member	Yes
<input checked="" type="checkbox"/>	Melia Zeino	Ordinary member (business relations manager)	Yes
<input type="checkbox"/>	Nathalie Nyström Sandin	Ordinary member	Yes
<input checked="" type="checkbox"/>	Nuru Aidan Silikale	Ordinary member (event manager)	Yes
<input checked="" type="checkbox"/>	Sebastian Grundell	Ordinary member (board member)	Yes
<input type="checkbox"/>	Shariful Islam	Ordinary member	No
<input checked="" type="checkbox"/>	Shervin Pirani	Ordinary member (vice chairman of the board)	Yes
<input checked="" type="checkbox"/>	William Nygårds	Ordinary member	Yes

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Not registered in advance

<input checked="" type="checkbox"/> Attending / <input type="checkbox"/> Not attending	Name	Description	Right to vote
<input checked="" type="checkbox"/>	Emma Lindman	Ordinary member	Yes
<input checked="" type="checkbox"/>	Rasha Garar	Ordinary member	Yes
<input checked="" type="checkbox"/>	Parisa Rabizadegan	Ordinary member	Yes
<input checked="" type="checkbox"/>	Nehir Ecem Hanci	Ordinary member	Yes
<input checked="" type="checkbox"/>	Mert Kucukerdem	Ordinary member	Yes
<input checked="" type="checkbox"/>	Sharifa Enow	Ordinary member	Yes

Estimated number of votes: 15 + 6 (+ 1) = 21 (+ 1).

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1 Opening of the meeting

Agenda's proposed decision: To declare the meeting opened at 16:15.

Meeting notes: The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon opening the meeting at 16:22.

The council decided

- To open the meeting at 16:22.

2 Determination of voter register

Meeting notes: The council's presidium collectively had one vote (+ 1) in the case there were equal votes on a matter.

Pre-registered participants were asked if it were all right if participants that did not register in advance for the meeting could vote at the meeting. The voting was done openly by either saying yes, no, or abstaining. All pre-registered participants voted yes upon giving participants not registered in advance the right to vote.

William Nygårds had two powers of attorney (*given from Nathalie Nyström Sandin and Gustav Kånåhåls*) making the total number of votes 22 (+ 1). *The two mentioned documents are attached to this protocol in its physical form.*

At 16:55 Sebastian Grundell entered the meeting making the total number of votes 23 (+ 1).

At 17:50 Nehir Ecem Hanci left the meeting making the total number of votes 22 (+ 1).

At 17:58 Melia Zeino left the meeting making the total number of votes 21 (+ 1).

At 18:13 Clara Brinck and Nuru Aidan Silikale left the meeting making the total number of votes 20 (+ 1).

The council decided

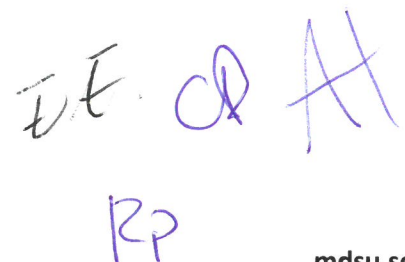
- To give participants that did not register in advance for the meeting the right to vote at the meeting.
- At 16:22 determine the number of votes to 22 (+ 1).
- At 16:55 determine the number of votes to 23 (+ 1).
- At 17:50 determine the number of votes to 22 (+ 1).
- At 17:58 determine the number of votes to 21 (+ 1).
- At 18:13 determine the number of votes to 20 (+ 1).

3 Election of two adjusters

Meeting notes: Enkhluun Enkhmandakh and Clara Brinck volunteered as adjusters. The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon electing Enkhluun Enkhmandakh and Clara Brinck as adjusters.

The council decided

- To elect Enkhluun Enkhmandakh and Clara Brinck as adjusters.



4 Election of chairman of the meeting

Agenda's proposed decision: To elect Andrea Haglund as chairman of the meeting.

Meeting notes: The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon electing Andrea Haglund as chairman of the meeting.

The council decided

- To elect Andrea Haglund as chairman of the meeting.

5 Election of secretary of the meeting

Agenda's proposed decision: To elect Rebecca Pada as secretary of the meeting.

Meeting notes: The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon electing Rebecca Pada as secretary of the meeting.

The council decided

- To elect Rebecca Pada as secretary of the meeting.

6 Question about the meeting's announcement

Agenda's proposed decision: To approve the meeting's announcement.

Matter presented by: Andrea Haglund.

Meeting notes:

- An event for the meeting was published on Hitract on the 23rd of April.
- The meeting was announced on the website on the 23rd of April.
- On the 23rd of April, the meeting was announced by posts on: Instagram, Facebook, Hitract, Microsoft Teams space "Associations at MDU", Microsoft Teams space "Student Representatives at MDU".
- The agenda for the meeting was published on the 29th of April.

The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon approving the meeting's announcement.

The council decided

- To approve the meeting's announcement.

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7 Adjuncts

Agenda's proposed decision: To give MDSU's inspector Cecilia Lindh the right to attend and voice opinions at this meeting.

Matter presented by: Andrea Haglund.

Meeting notes: The inspector did not attend the meeting. Enkhlun Enkmandakh (*Administration Coordinator & Senior Advisor at MDSU*) requested to participate in and voice opinions at the meeting. The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon giving Enkhlun Enkmandakh the right to participate in and voice opinions at the meeting.

The council decided

- To let Enkhlun Enkmandakh attend and voice opinions at the meeting.

8 Declaration of other matters

Meeting notes: No other matters were declared at the meeting.

The council decided:

- To note the information.

9 Approval of the agenda

Agenda's proposed decision: To approve the meeting's agenda.

Meeting notes: The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon approving the meeting's agenda.

The council decided

- To approve the meeting's agenda.

10 Approval of the previous meeting's protocol

Agenda's proposed decision: To approve the protocol for the council meeting held 2024-02-29.

Matter presented by: Andrea Haglund.

Meeting notes: The chairman of the meeting quickly presented the previous protocol and asked if everyone at the meeting approved of the protocol. The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon approving the protocol for the council meeting held 2024-02-29.

The council decided

- To approve the protocol for the council meeting held 2024-02-29.

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11 Election of Vice Chairman

Matter presented by: Andrea Haglund.

Meeting notes: One of the participants was applying for Vice Chairman of Education and could therefore not vote on this item, which meant the number of votes was 22.

The people applying for Vice Chairman of Education were Ahmed Mohamud, Elisha Richards, and Fredrik Nygårds. Out of those three, only Fredrik Nygårds was in attendance, and none were attending to speak for the other two candidates.

The voting was done through Hitract by each participant ranking each candidate according to who they thought best fit the position. The final placements were as follows:

1. Fredrik Nygårds, 2. Elisha Richards, and 3. Ahmed Mohamud.

The council decided

- To elect Fredrik Nygårds as the Vice Chairman of Education.

12 Election of Board

Matter presented by: Andrea Haglund.

Meeting notes: Only Rebecca Pada was pre-registered as a candidate for board member. Melia Zeino, Sebastian Grundell, Klara Spsychala, Gullis Beauvoir Demirel, and Jonas Sjöström registered as candidates at the meeting, making it a total of six candidates to be voted upon.

The voting was done through Hitract with each participant voting for five people they thought would best fit as board members.

The council decided

- To elect Rebecca Pada, Sebastian Grundell, Gullis Beauvoir Demirel, Melia Zeino, and Klara Spsychala as board members of MDSU.

13 Election of Council's Presidium

Matter presented by: Andrea Haglund.

Meeting notes: Andrea Haglund was pre-registered as a candidate. Malin Sundmark registered as a candidate at the meeting.

The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon electing Malin Sundmark and Andrea Haglund as the Council's Presidium.

The council decided

- To Elect Malin Sundmark and Andrea Haglund as the Council's Presidium.

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14 Election of Auditor

Matter presented by: Andrea Haglund.

Meeting notes: Daniel Schön was pre-registered as a candidate. No more candidates were registered. Daniel Schön is a professional accountant that has been hired by MDSU several times. The voting was done openly by either saying yes, no, or abstaining. All participants voted yes upon electing Daniel Schön as auditor.

The council decided

- To elect Daniel Schön as the auditor.

15 Interpellations

Meeting notes: No interpellations were submitted for the meeting.

The council decided

- To note the information.

16 Motions

Meeting notes: Clara Brinck had submitted a motion regarding MDSU's need for a mascot to establish a stronger brand. It was suggested for the meeting to vote upon whether a mascot should be implemented, and if the communicator should be the one to produce a proposal that can be voted upon at a later council meeting. The voting was done openly by either saying yes, no, or abstaining. Two participants abstained from voting, and the rest voted yes for the suggestion. *The motion has been attached to the end of this protocol.*

The council decided

- To implement a mascot at MDSU by having the communicator produce a proposal for a mascot that will be voted upon at a later council meeting.

17 Propositions

17.1 Core Values

Agenda's proposed decision: To approve the board's proposition for Core Values.

Matter presented by: Lova Libert.

Meeting notes: The voting was done openly by either saying yes, no, or abstaining. All participants voted yes for the proposed Core Values. *The core Values have been attached to the end of this protocol.*

The council decided

- To approve the board's proposition for Core Values.



17.2 Vision

Agenda's proposed decision: To approve the board's proposition for Vision.

Matter presented by: Lova Libert.

Meeting notes: The voting was done openly by either saying yes, no, or abstaining. All participants voted yes for the proposed Vision. *The Vision has been attached to the end of this protocol.*

The council decided

- To approve the board's proposition for Vision.

17.3 Organization plan, Operational plan, and Budget

Agenda's proposed decision: To approve the board's proposition for organization plan, operational plan, and budget.

Matter presented by: Lova Libert and Shervin Pirani.

Meeting notes: There was a question at the meeting regarding why the Doctoral Council got an expanded budget despite not having used all funds from the previous budget – it was explained that this is because the Doctoral Council is part of MDSU (*i.e. not an independent association*) and is something MDSU wants to expand upon.

It was questioned why there was such a difference in funds for the union houses J3 and G6 – the explanation was that it was not known at the time what the rent for J3 would be, or when the rent payments would start.

The voting was done openly by either saying yes, no, or abstaining. All participants voted yes for the proposed organizational plan, operational plan, and budget.

The organization plan and operational plan have been attached to the end of this protocol. The budget has been attached to the physical protocol.

The council decided

- To approve the board's proposition for organization plan, operational plan, and budget.

17.4 Membership fees

Agenda's proposed decision: To approve the board's proposition for membership fees.

Matter presented by: Shervin Pirani.

Meeting notes: The board proposed to increase the membership fees. The voting was done openly by either saying yes, no, or abstaining. One participant abstained from voting, and the rest of the participants voted yes for the proposed membership fees. *The suggestion for membership fees has been attached to the end of this protocol.*

The council decided

- To approve the board's proposition for membership fees.

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17.5 Graphic Profile

Agenda's proposed decision: To approve the board's proposition for a Graphic Profile.

Matter presented by: Lova Libert.

Meeting notes: The voting was done openly by either saying yes, no, or abstaining. All participants voted yes for the proposed Graphic Profile. *The Graphic Profile has been attached to the end of this protocol.*

The council decided

- To approve the board's proposition for a Graphic Profile.

18 Other matters

Meeting notes: No other matters were declared at the meeting.

19 Next meeting

Meeting notes:

The council decided

- To note the information that the next council meeting is in November 2024.

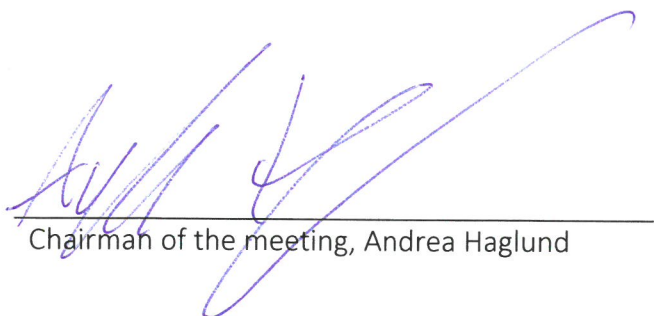
20 Closing of the meeting

Agenda's proposed decision: To announce the meeting closed at 18:00.

Meeting notes:

The council decided

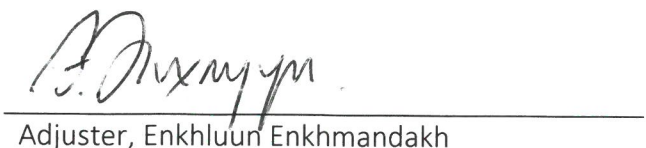
- To announce the meeting closed at 18:27.




Chairman of the meeting, Andrea Haglund



Secretary of the meeting, Rebecca Pada



Adjuster, Enkhluun Enkhmandakh



Adjuster, Clara Brinck

Motion: Mascot

Motion written by: Clara Brinck

Background

Mälardalen's student union would be in need of a mascot, this to be able to establish a stronger brand and use as a common thread in the development of products such as badges and graphic material.

Establishing a mascot would bring a more student-centric side to the union. The mascot would be used in more festive contexts and in connection with student life, similar to the program associations' mascots. We mainly work with student influence, but some of us also deal with the fun parts of students' lives.

The mascot should reflect the student union in both Eskilstuna and Västerås.

Suggestions for a mascot could be: A blue monster (similar to the cookie monster), Mälare fish, etc.

Proposal for decision

- Voting about if a mascot should be implemented.
- To come up with a proposal for the desired mascot.
- To give the communicator the task of developing a mascot design based on proposals from the union council.

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MÄLARDALENS
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Core Values

Suggestion to the Council 2024-05-20

Document created 2024-05-10

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Introduction

Mälardalen's Student Union's (MDSU) core values is a governing document that describes the fundamental values behind MDSU and the student life it works towards. The core values ensures that norm-critical perspectives permeate the entire organization and all its activities.

Professionalism

MDSU is assigned a statutory and tax-financed mission by Mälardalen University (MDU) Board to manage student influence by monitoring and participating in the development of the university's education and conditions for studies. Therefore, MDSU's work for student influence must be of high quality by conducting MDSU's operations in a purposeful, structured, and efficient manner.

Student Influence

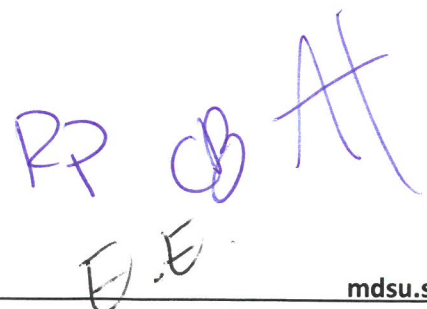
The main purpose of MDSU is to promote student influence. Therefore, MDSU takes the views, rights, and obligations of all students very seriously. All students should have the opportunity to influence their education and study environment. MDSU works for all students' right to a safe and good study time.

Equality

MDSU stands up for everyone's equal value and everyone's right to be who they are. Therefore, MDSU actively works to ensure that MDSU and MDU treat and assess everyone equally regardless of gender, gender identity or expression, ethnic background, belief, disability, sexual orientation, age, language, and socio-economic background. Discrimination or offensive treatment of any kind is not accepted by MDSU - regardless of where it occurs, who is affected, or who is discriminating. Everyone has the right to fair treatment and assessment, and thus MDSU works for a climate where everyone, both within and outside the organization, is assessed on the same grounds regardless of who they are.

Inclusion

MDSU stands up for everyone's will and right to engage in student life and to be part of the student community. Therefore, MDSU works to create safe environments where bullying and exclusion are actively discouraged and where all students feel welcome. MDSU works to safeguard the involvement of all students and enable them to exercise their participation according to their own needs and abilities, as well as to make their voices heard.





MÄLARDALENS
— **STUDENTKÅR** —

Vision

Suggestion to the Council 2024-05-20

Document created 2024-05-10

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Vision

Mälardalen's Student Union (MDSU) serves as representatives for students enrolled at Mälardalen University (MDU). With a focus on sustainability and quality assurance of education, advocating for students' rights, and fostering an engaged student life our organisation strives to build a strong community and enhance the overall educational experience for our members and for students overall. This serves as the foundation of all our activities and will continue to guide our future endeavours and aspirations. MDSU must ensure all students enrolled at MDU has the chance to influence their education as well as their study environment.

Our organisation endeavours to facilitate an academic experience that is both valuable and enhancing, thereby enabling our students to secure a noteworthy education of which they can be proud of and encourage students to lifelong learning. Student Influence must and will always be at the heart of MDSU.

“Our vision is to create a sustainable and valuable student life through collaboration”.

We are a collaborative student union. We believe students are the future of society which is why it is important to collaborate with our stakeholders to prepare us students for our futures. We believe that through collaboration we can create a better, stronger, and more sustainable society for all.

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MÄLARDALENS
— **STUDENTKÅR** —

Strategic Operational Plan

Suggestion to the Council 2024-05-20

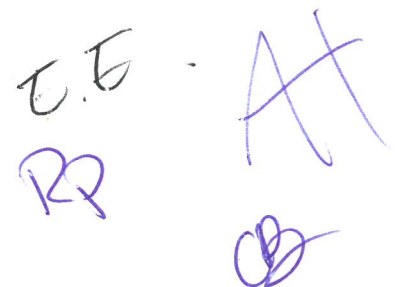
Document created 2024-05-10

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1 Introduction

Mälardalen's Student Union (MDSU) is the official student union of Mälardalen University (MDU).

The purpose of this document is to show MDSU's direction and overall goals for the 2024/2025 operational year and describe the organization's structure.

The organization has been under massive reconstruction since 2022 and continues to grow regarding its newly re-defined role. The decision to restructure the organization was made to obtain long-term stability and establish a clearer and more defined strategy for the delegation of responsibilities within the union's operations.

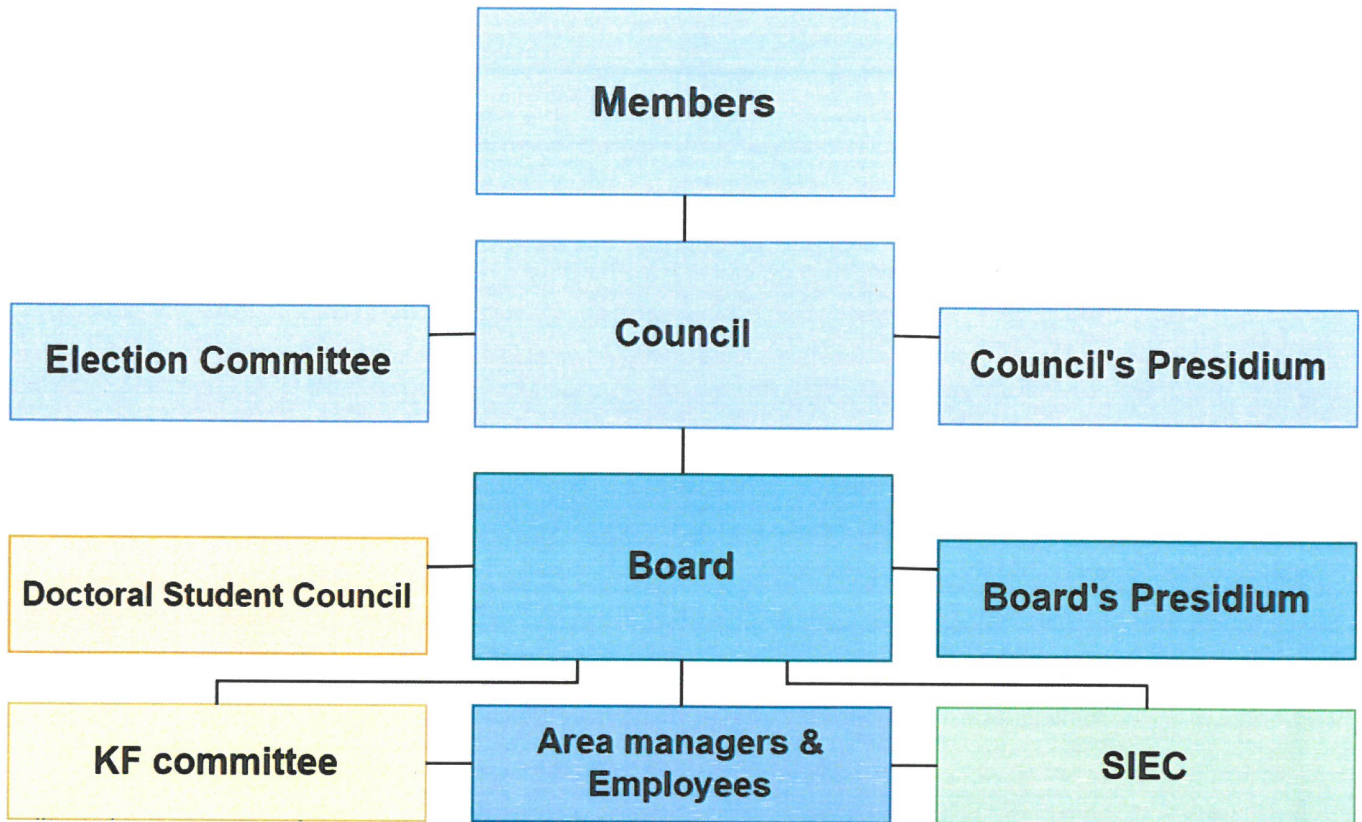
As an organization with immense potential, MDSU is dedicated to ensuring students at MDU can influence their education, study environment and student life. MDSU's wish is to provide students at MDU with the best possible conditions to enable them to actively participate and co-create in all parts of their education and community.

MDSU firmly believes that the inclusion of all students is an essential ingredient for world-class education and to build a thriving community. Through the rapid growing support from members and other stakeholders MDSU believes that its multifaced approach and influence, both locally and regionally, provides excellent conditions for promoting the welfare, interests, and aspirations of the student population. MDSU also believes in preparing students to become active citizens, not just on local or national levels - but on a global level. We are all part of something bigger than ourselves.

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2 Organizational structure

2.1 External Structure



MDSU's **members** make up the **Council** which means they are in control of MDSU. To help the Council administrate their meetings is the **Council's Presidium** that consists of a President, Vice president and a Secretary. The **Election Committee**, elected by the Council, helps MDSU recruit people to its positions.

The **Board**, elected by the Council, consists of a Presidium (Chairman and two Vice chairmen), the Council's President, the Chairman of the Doctoral Student Council (DSC), and five ordinary members. The board leads MDSU according to the Council's decisions. When the board is not in session it is the Board Presidium's mission to ensure that MDSU follows the goals and aspirations set by the Council and Board. To help the Board lead MDSU there is the DSC, the KF committee, Area managers and Employees, and SIEC.

The **Doctoral Student Council (DSC)** represents the University's research students and ensures the protection of their rights, obligations, and well-being. It acts as a voice for doctoral students, providing advice, assistance, and guidance. The DSC also works to maintain educational quality and a positive environment for all research and doctoral students.

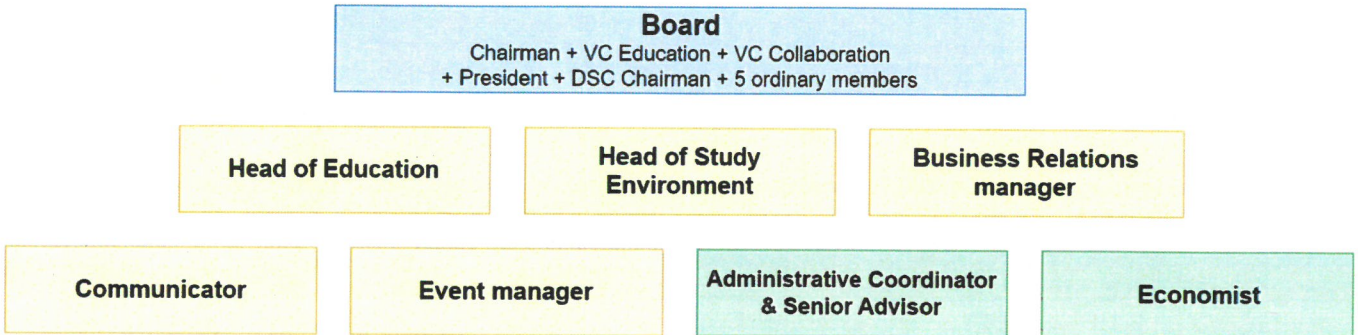
The **KF (kårförening) committee** consists of all union associations related to MDU. Through this committee the Board gets continuous input from students on what they need and want from MDSU as well as MDU.

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Area managers and **Employees** are the people who help the Board carry out the Council's decisions. They also ensure that MDSU runs smoothly and that all assigned tasks are conducted as planned.

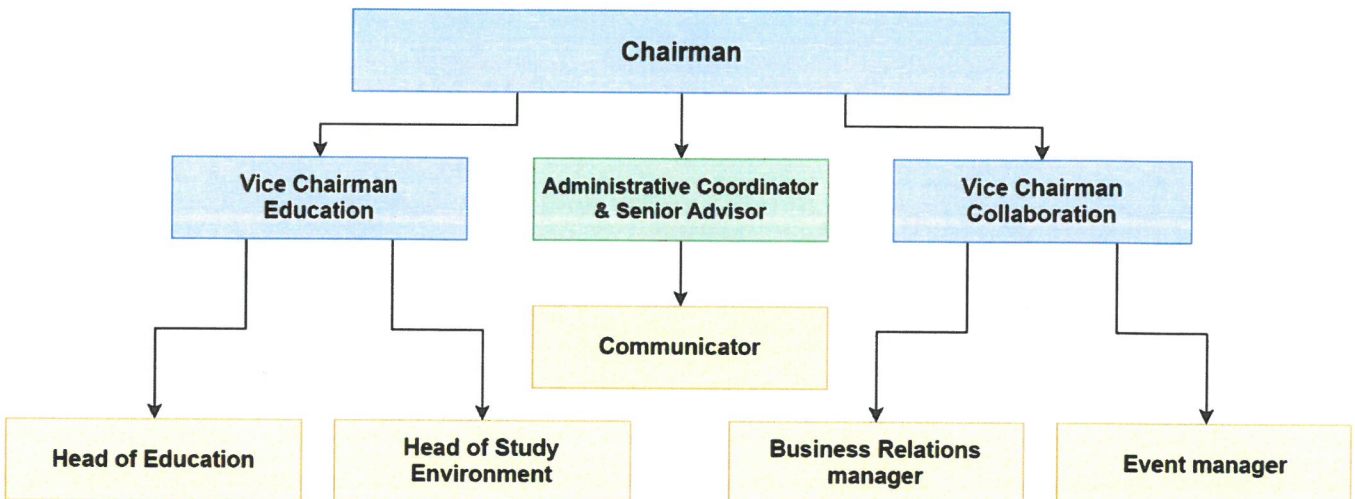
Student influence education committee (SIEC), led by MDSU, has the main goal to let all student representatives and representatives from each program associations meet once a month to inform, ask for input and share experiences related to formal student influence. The main purpose of SIEC is to improve the support and overall experience for student representatives. To gather information and push issues all together towards MDU.

2.2 Internal Structure



The **Board** is the body that ensures that area managers and employees are well cared for, that they keep MDSU running, and that they work toward goals set by the Council and Board. **Area managers** (yellow) work directly for students, **employees** (green) work to support the organization internally.

2.3 Office Structure



The top management (blue and green) divides the area managers (yellow) amongst themselves so they can support the area managers better within their assigned tasks as well as answer any questions, concerns, and challenges they may face. They have monthly meetings to check up with their area managers.

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3 Organizational Development

3.1 Continuity

For MDSU to survive and grow, it is crucial that it learns from and within itself. This means that the handover between old and upcoming elected officials must ensure that all relevant information and connections are passed on. The handover process, introduction, and training should be accessible and effective. A standardized process must be implemented. The full-time employed Administrative Coordinator and Senior Advisor, funded by MDU, will take the lead in making this possible.

The Administrative Coordinator and Senior Advisor will work on guidelines, standardization of the hand over process, and team building activities for the Board, Council's Presidium, Area managers and Employees. Educating the new board and office workers on how to operate professionally and effectively within the scope of the organization's purpose is of high importance. This will be included as part of the handover.

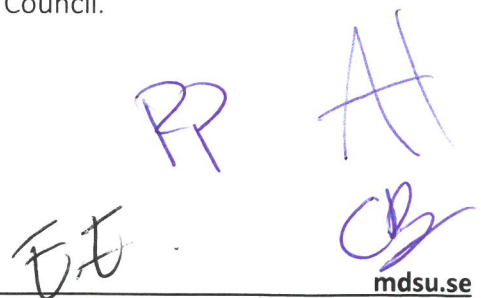
3.2 Work environment

As the organization shifts to a stronger focus onto student's legal rights, many previously unmapped tasks come into light. There is a need for mapping and distributing responsibilities for these tasks to ensure an even workload. This also entails a need to revise the process of internal reporting to mirror the new structure. Looking into the possibilities of automating tasks within the organization could also be a step to optimize the usage of MDSU's resources.

The nature of working within a student union entails working in line with the students' wishes, which means it can be difficult to predict projects and workload. Some periods can be more intense than others and it is of high importance to find general structures that can be implemented to even out the workload and enable recovery from the more intense periods. Due to working hours being abnormal and having to work with two campuses, the presidium and area managers must be able to schedule their time according to their needs. The working hours of the board's presidium and the area managers should be flexible and adjustable. The option to work from home should be available. Regular worker check-ins should be prioritized to detect issues early and increase opportunities to connect.

Team building and regular informal interactions should be present in the office with the goal of joining the workers beyond simply performing their tasks. Therefore, once a month there should be an activity for the Board, Council's Presidium, Area managers and Employees to ensure that there is cohesion between the groups and that all groups feel they can seek support from one another. After every weekly meeting, the Board' Presidium and Area managers will have lunch together somewhere they all agree on to promote inclusivity and cohesion.

Together these goals should facilitate optimal working conditions for Board, Presidium, and Area Managers to take charge of their responsibilities and produce reports on outcomes and goal attainments that align with the directives and decisions from the Student Union's Council.



4 Student Politics

4.1 Student Influence – Education and Study Environment

Student influence is MDSU's main mission. A strong and independent student influence is important for quality of education, students' legal security, and for critically reviewing MDU's activities. MDSU's goal is to fill all student representatives' (SR) seats at MDU. MDSU has created SIEC to have a close dialogue with the student representatives and to support them. MDSU wishes to increase the participation of the union associations in SIEC and therefore strengthen the influence for all students.

MDSU wants each student to be aware of their rights and how to use them, particularly focusing on student influence, student representation, and student submission. We want each student to be familiar with the terminology and be aware of the high legal status they have as students. Their voices are vital in the quality assurance of education.

4.2 Wide-set Monitoring

When founding SIEC during the fall of 2022, MDSU saw a great force for change when coming together locally with students. MDSU now wants to broaden the focus on student issues to a national level. For this process MDSU will use the membership in SFS to monitor issues MDSU may have in common with others across the nation. Together we are stronger.

5 Business Relations

5.1 Högvarv in Eskilstuna and Västerås

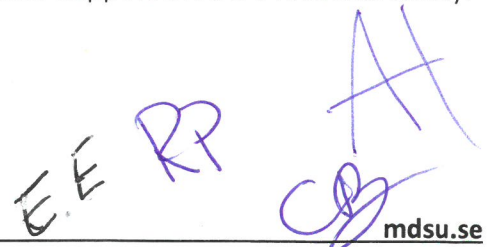
MDSU aims to continue increasing the quality and diversity of Högvarv. It is one of MDSU's focus areas and there is a wish for it to be an essential bridge between students and companies. Recently, Högvarv merged with MDU's thesis and degree project days, and the aim is to continue growing that collaboration. Högvarv in collaboration with MDU's thesis and degree project days will be held once per term in both cities, totaling four events. Because Högvarv is one of MDSU's biggest incomes, MDSU should work towards converting the business relations manager to a full-time employment to ensure that MDSU can maintain, improve, and expand Högvarv.

5.2 Intro fair – student benefits

As part of MDU's big introduction ceremony, The Welcoming, MDSU hosts an intro fair with the goal to provide students with benefits from companies that they can enjoy during their time as students in both cities.

5.3 Company collaborations and discounts

There are several stakeholders already involved with MDSU. Alongside maintaining these collaborations, it is also of high importance to gain additional collaborations to provide students with the best possible benefits such as discounts, experiences, and opportunities. This will also support MDSU's financial safety.



6 Student Life

6.1 Events

MDSU's goal is to work for a student life with a wide range of events and activities for all students at MDU, with a particular focus on MDSU's members. The aim is to create an inclusive community which naturally invites all students. A vital aspect of this is to cater to diverse types of students in this process. MDSU has heard the students' wishes for an increased focus on events directed towards strengthening work skills such as public speaking, and low-pressure context such as book clubs. MDSU represents students at a university that values internationalization, lifelong learning, and expanded recruitment of students. It is of even greater importance to understand the diversity of the student population. To build the community MDSU sees the potential for, it will be important to maintain a regular stream of events during the year - this includes: The Welcoming, the Rookie Period, Högarv, events targeting mental and physical health, opportunities for volunteer work, and collaboration with MDU and associations that occur during the year.

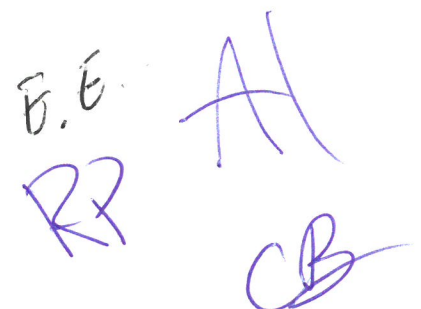
7 Marketing

7.1 Physical marketing

As the organization grows, so does the need for marketing. MDSU wants to continue to grow the usage of physical marketing on campus through posters, reception, and the Toilet Paper in each campus' bathrooms. The goal for physical marketing is to increase quantity and quality of current usage and establish Kårens Dag as a staple way of connecting with the students and recruiting members.

7.2 Digital marketing

MDSU's digital marketing needs growth. There has been an increase in followers on multiple platforms over the past year, and the intention is to continue working with improving outreach. MDSU is also working with the app Hitract to improve the user experience and establish the app as the main platform for general information regarding events and selling products such as patches and overalls. Additionally, the work with MDSU's website continues. The goal for digital marketing is to make it more accessible, approachable, informative, and up to date.



8 Student collaborations

8.1 Student associations

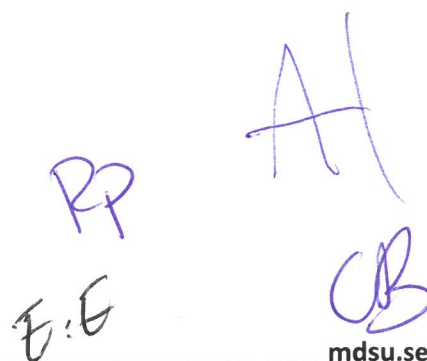
There is strength in numbers and by collaborating with several types of student associations at MDU there is a possibility to increase the resources working towards improved student influence and student life. This year MDSU wants to continue to grow and improve the collaboration with the union, program, and student associations. A local network is key to achieving all set goals and increasing the influence of the students. As many of the students are active in these associations, increasing their influence means increasing the students' influence. The goal is to provide experiences and opportunities for all students, with a particular focus on those who are members of MDSU, for free or discounted prices. MDSU wants to keep improving this relationship and to work closer. MDSU wants to include student associations more during the entire year, and particularly in major events held on the campuses. MDSU also aims to improve the communication of all current events to students. Through a close connection with student associations, there is a wide variety of insights into different programs, experiences, and values they all represent. There is an opportunity to gain experience and learn from each other within the community we build and establish structures for support. Additionally, MDSU would like to collaborate with and give support to MSS and ELSA so students can have active and healthy lifestyles.

Furthermore, collaboration with MDU and the International Committee (IC) to create events that include international students is important. Rather than having events that only target international students, more events should target both national and international students. This means the events should be held and marketed primarily in English.

This year we saw a massive increase in the usage of MDU's äska grant for program associations. Not only did program associations use the grant to acquire essential inventory for their own association, but they also came together to use the grant collectively. MDSU will continue to ensure that the full extent of the grant is used, and that it will assist in strengthening the bonds between associations.

8.2 Other student unions

MDSU needs to broaden the network with other student unions. As the organization has been busy establishing its own internal structure it is now time to investigate others' experiences and learn from them. MDSU now has the stability to allocate resources into reaching out and connecting. In relation to this there are many benefits of mapping the structure of other unions and using that for inspiration on how to continue to improve MDSU's own internal structure and day-to-day work.



Suggestion: Membership fees

Ordinary member

- One semester: 150 SEK
- One year: 200 SEK
- Three years: 450 SEK

Doctoral member

- One year: 200 SEK

Support member

- One year: 250 SEK

RP A
E.E. CB



MÄLARDALENS
— STUDENTKÄR —

CB
AI

E.F
RP

GRAPHIC PROFILE

Mälardalen Student Union 2024

The graphic profile

This is the graphic profile for Mälardalen student union. The graphic profile is the face of the business, and ensures that communication is uniform and convergent with the brand.

The manual is a work tool intended to provide support internally as well as to clarify the profile of the business externally.

If you have any questions, please contact the communicator of the student union.

Index

B
B
F
F

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LOGOTYPES

CB RP
E.E AH

Primary Logotype

Mälardalen's student union's logo is the organization's main distinguishing feature. The logo is used in all printed and digital external communications where the student union is the sender, and must be used consistently in all materials.

The student union's logo consists of two different components: text and symbol. The components should never be used separately and should always be proportional to each other in relation to size and placement.

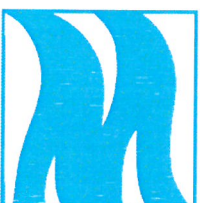
The logo is available in two designs: landscape and portrait. The vertical logo is only used on material where the horizontal logo would not have been placed.

Placement

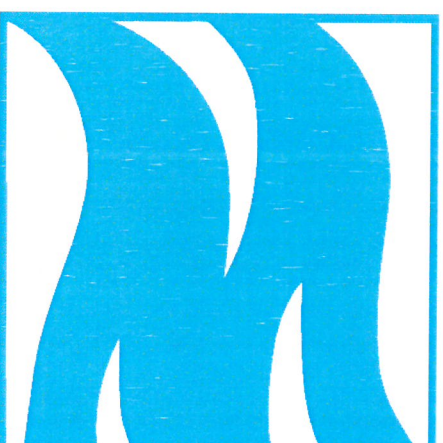
There must be a margin around the logo, where elements must not be placed.

The logo must always be large enough that it is clearly visible on the material. The horizontal logo must never be less than 12 mm high, while the vertical logo must be at least 29 mm high.

When the student union collaborates with another business, the logo must be placed with a good distance from the other company's logo, together with a clarification that it concerns a collaboration. Outside parties always need the communicator's permission before using the student union's logo.



MÄLARDALENS
— **STUDENTKÅR** —



STUDENTKÅR

Handwritten notes in blue ink: "M", "S", "F", "R", "A", "E".

Logotype variations

To make it easier for staff to design graphic material, the logo is available in other variants than just the standard logo.

Vit logotype

Is placed on dark backgrounds where the blue symbol otherwise would be unclear.

Black logotype

Is placed on light backgrounds where the blue symbol otherwise would be unclear.

Green logotype

For material related to student influence, a white logo (horizontal or vertical) is used against a green background (see secondary colors).



Handwritten notes in purple ink: 'CB', 'AB', 'A', and 'B'.

Högvarv

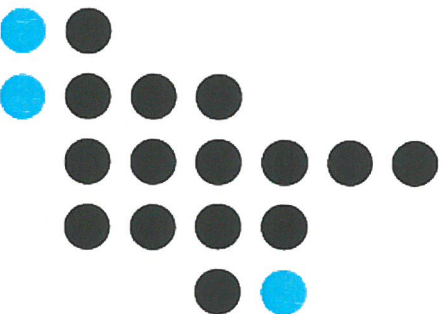
The logo for Högvarv is used in an equivalent way to that of the student union. This means that it must not change color or change proportions. The logo must also have a free zone corresponding to the entire long side of the H where no elements are placed.

However, the logo for Högvarv may be cropped in order to remove the dots above the text. The logo is based on the font Aller.

Blue and white logotype
Is used on dark backgrounds

Svart och vit logotype
Is used only on backgrounds that is in the student unions blue colour

Blue and black logotype
Is used on light backgrounds.



HÖGVARV

ARBETSMARKNADSMÄSSAN



CB
E.F
AP
A

Studentolympics

The logo for the Student Olympiad is used in an equivalent way to that of the student union. This means that it must not change color or change proportions. The logo must also have a free zone corresponding to the surface of the year where no elements are placed.

However, the logo may be cropped in order to use the symbol or text separately.

Font for the year is EurocrosiaUPC (Bold italic)

Logotype in colour

The primary logotype for Studentolympics.

Monochrome logotype with black border

Is placed on light background where the coloured logotype should have been unclear



Nightmission

The logo for the night mission is used in an equivalent way to that of the student union. This means that it must not change color or change proportions. The logo must also have a free zone corresponding to the surface of the word "up" where no elements are placed.

However, the logo may be cropped in order to use the symbol or text separately.

White logotype

Is placed on dark background.

Black logotype

Is placed on light background.



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COLOURS

LE

CB

RP
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Primary colours

The student body's main primary color is blue. The blue color is found in the symbol of the logo and must be used on large elements when designing all official documents. This includes, for example, the front page, graphs and dynamic headers.

Text and other elements that are placed against a background that is in the student union's blue color must primarily be white, black is used if it is not possible to use white.

When marketing student influence, a dark green color is used. This is the same color used by the University of Mälardalen, to create a uniform marketing approach.



CMYK: 70 - 2 - 0 - 0
RGB: 21 - 185 - 237
LAB: 69 - 26 - 38
HEX: #15b9ed

CMYK: 70 - 2 - 0 - 0
RGB: 21 - 185 - 237
LAB: 69 - 26 - 38
HEX: #15b9ed

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Secondary

colours

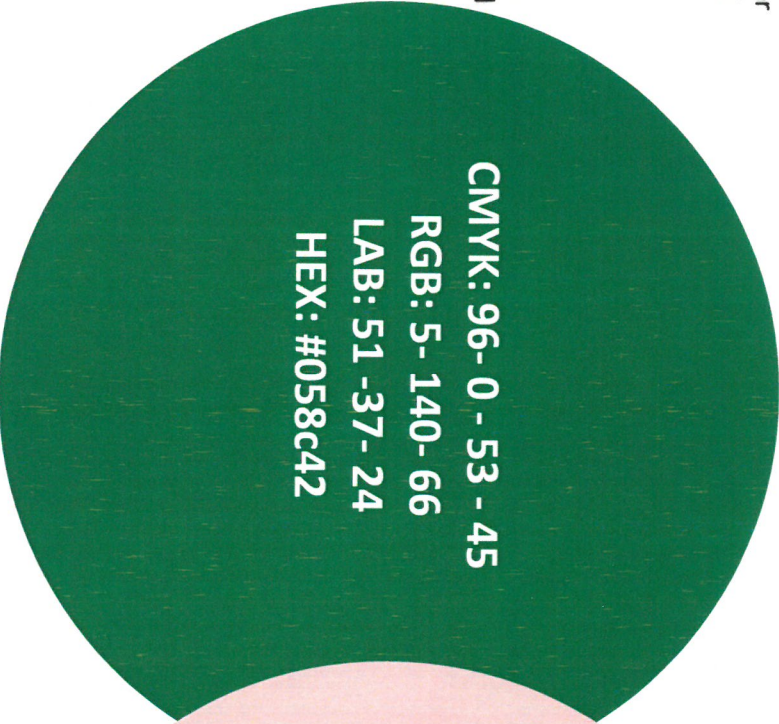
In addition to the primary color blue, the student union has two secondary colors: pink and green. The secondary colors should be used on details and for the purpose of creating the effect of contrast, rather than on elements that make up the main surface of the document.

The dark green shade can be used when marketing student influence.


The secondary colors are used to advantage for pie charts, tables and other graphic elements that need to stand out.




This is text



CMYK: 96 - 0 - 53 - 45
RGB: 5 - 140 - 66
LAB: 51 -37 - 24
HEX: #058c42



CMYK: 0 - 15 - 20 - 4
RGB: 245- 208 - 197
LAB: 86 - 10 - 8
HEX: #f5d0c5



CMYK: 100- 0 -15 - 79
RGB: 0 - 53 - 45
LAB: 19, -19, 0

TYPOGRAPHY

BP
A

B

E.E

Fonts

The student union's typography must be used consistently to give a uniform impression to the outside.

The business uses the font Arial Black for headings. It is a sanserif that is easy to read both on the web and in printed material and is the same typeface found in the logo. The Arial font is available in different variants, but these should be avoided.

The font family Calibri is used for body text. Calibri light is used on body text. Calibri light italic is used to emphasize individual words or phrases in body text. Calibri regular is used on body text in cases where Calibri light has a poor contrast effect. Other Calibri variants should be used sparingly.

Arial Black

ABCDEFGHIJKLMN**OPQRSTUVWXYZÄÖ**
abcdefghijklmnopqrstu**vwxyzääö**

0123456789@&,;?!

Calibri

ABCDEFGHIJKLMN**OPQRSTUVWXYZÄÖ**
abcdefghijklmnopqrstu**vwxyzääö**

0123456789@&,;?!

Exampletext Calibri Light

Exampletext Calibri Light Italic

Exampletext Calibri Regular

Exampletext Calibri Italic

Exempeltext Calibri Bold

Exempeltext Calibri Bold Italic

Handwritten notes: A, B, C

Handwritten notes: D, E, F

Font sizes

Headings must be written in Arial Black and have a font size of 24 pt. Subheadings are also written in Arial Black, but have a font size of 18 pt. In cases where there is another heading level, Calibri italic with 14 pt is used.

The body text must be written in Calibri light and be in 11 pt. If the contrast between text and background is low, Calibri regular is used on the body text, but with the same font size.

Image and table texts must be written in 10 pt, either in Calibri light or Calibri light italic. On the right you see the proportions between the different text types.

Heading 1

Heading 2

Heading 3

Bodytext

Text for pictures or charts

B
A

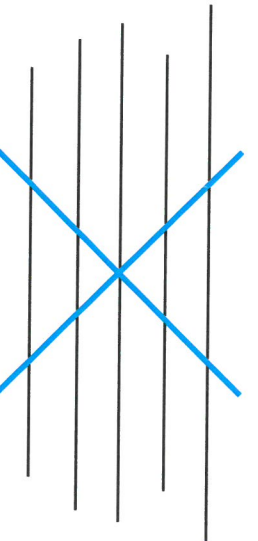
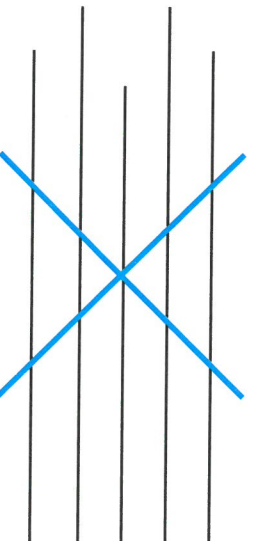
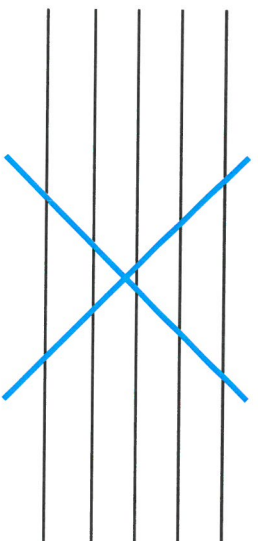
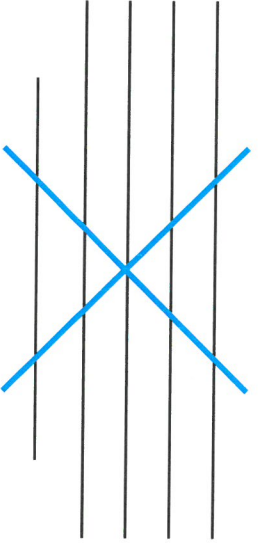
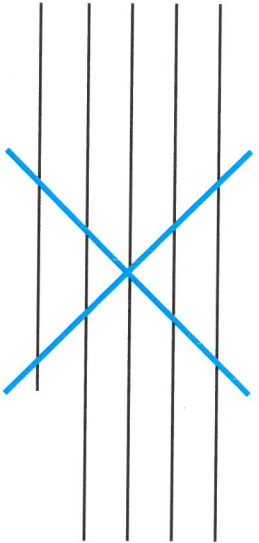
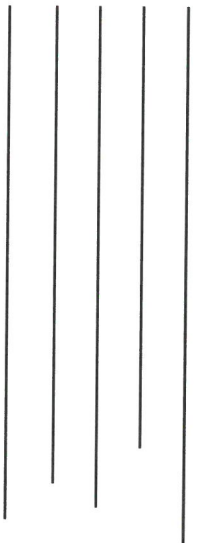
B

E
E

Textformat

The Student Union uses left-justified text in official documents. This is to create a natural case and avoid gaps between the words, which often occur with, for example, margin-adjusted text and which require clipping, blocking or hyphenation.

New paragraphs are always marked with a blank line: never indented and never both.



RP
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CB

E. E

FORMAT

E E

OB A RP

Standardformat

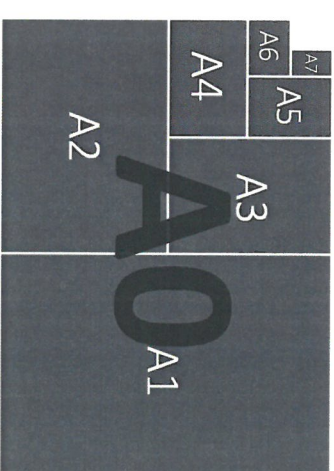
The student union usually uses international paper formats standardized in DIN 476-2 and ISO 216 when the material is intended to be printed.

It is mainly A3, A4, A5 and A6 that are used as the size of the sheets, the dimensions of which are governed by convention.

- A3 – used for posters
- A4 – used for official documents
- A5 – used for flyers and catalogues
- A6 – used for table riders

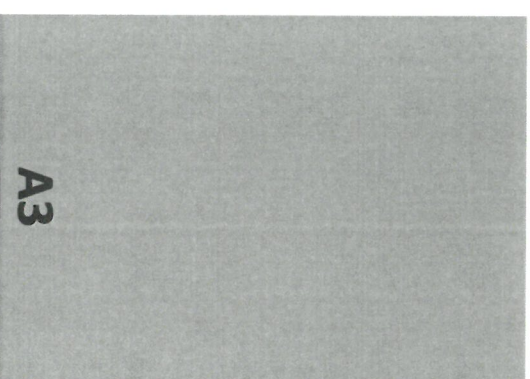
Size A0-A2 may occur in larger posters and street speakers.

A7 and smaller size sheets should be avoided.



B
F
B

F
F



42 x 29,7 cm



29,7 x 21 cm



21 x 14,8 cm



14,8x10,5 cm

Special format

To increase operational flexibility, the student union uses special formats when the standard formats do not work.

The dimensions of the special formats are set based on functionality rather than convention. The formats are mainly used for various digital publications, but also for printed materials such as business cards and physical tickets.

1 - Facebook banner
1920x1005 px

2 - Picture in newsletter (Unicore)
500x(valf höjd) px

3 - Master slide-picture for webpage
1160x588 px

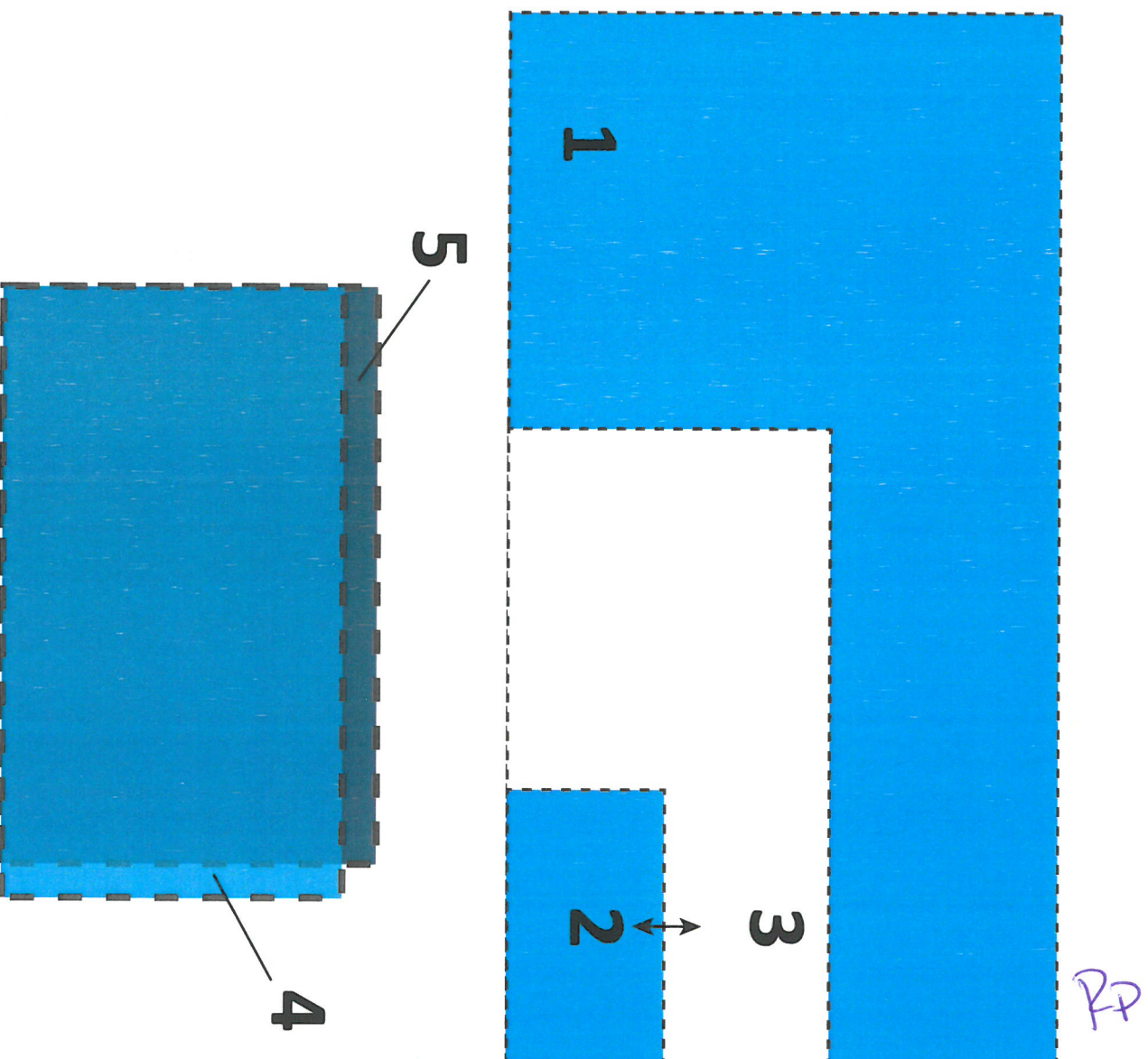
4 - Discount coupons
9x5 cm

5 - Businesscards and tickets
8,5x5,5 cm

6. Instagram-post
1080x1080 px

7. Hittract
1080x1080 px

8. Banners on webpage
1920x700 px



FORMAT TEMPLATES

EE

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Official documents

All official documents, such as decisions and minutes, must have the same basic appearance. The format is A4 and the front should consist of a color plate with the student union's characteristic blue color. The company's white logo must be in the top, higher corner.

Three spaces down, the main heading should be in 18 pt Arial Black. If needed, a subheading can be on the line below in Arial Black 14 pt. On the bottom line, a heading with the date

should be in 14 pt Calibri italic.

Footer

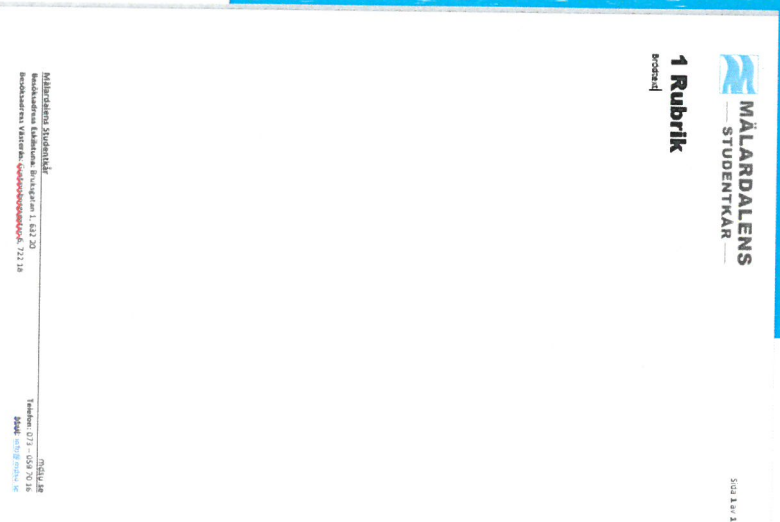
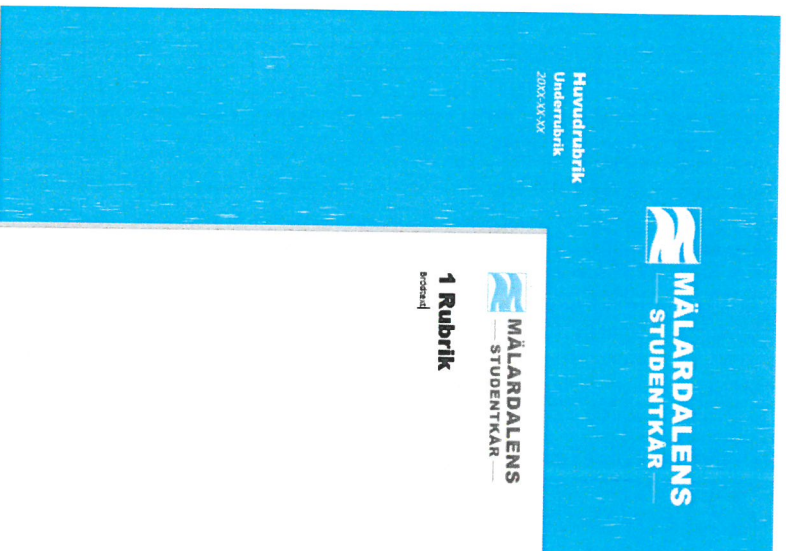
In the footer, Mälardalen's student union's name, visiting addresses, website and contact details must be included. In the header, the standard logo, page number and date must be included.

Other types of document

Unofficial word documents have the same design in the footer and header as official documents, but the front page is not important to have.

Powerpoint presentations are structured in the same way as official documents. The front is blue with Mälardalen's student union's white logo and the name of the presentation in Arial Black. In future pages, the student union's logo, visitor addresses, website and contact details must be included.

The communicator at Mälardalen's student union ensures that there are ready-to-use templates in appropriate place on One drive.



Handwritten blue ink notes: 'B', 'A', 'B', 'E', 'E'.

PICTURES

EE
OR
PP
A

A good photo

In order for Mälardalen's student union's activities to be presented in a professional manner, it is required that the organization uses high-quality images. A good photograph is characterized by sharpness and good contrast. The colors are saturated without being too saturated. The light is balanced with soft shadows. If the image is to be published on Instagram, it should have a square shape. If the image is to have text, this must be placed on a white or blue border with opacity 80%, the text must be blue or black on a white border and white on a blue border.

The photographs must be self-taken, paid for or from the Freepick image bank. If a person can be distinguished, written permission is required before use.

Templates and consent forms must be available in the organization's folders on teams.

A bad photo

To maintain a professional impression, you should avoid using and publishing a photograph that:

- is blurry/grainy or out of focus
- has low contrast effect
- is saturated
- is too bright or has too strong highlights
- has strong shadows
- is dark.

Be restrictive with the use of filters.



FB
A
FB
FB

PROFILE MATERIAL

E.U
CB
A
RP

Profile material

The student union orders profile material from Medtryck.

The pens previously ordered are called Pierce (item number 2539). Bags previously ordered are called "Ecological paper bags" (item number 5902) and have been used as membership bags.

If necessary, other profile material can be ordered and should primarily have the standard logo, if the cost is higher with two colors, the white or the black is used depending on whether the product has a light or dark background. Alternatively, our secondary logo is used.



NOTE! Exemple pictures.

RP
A
B
D

Profile hoodies

The student union must be able to present a unified appearance and be easily recognisable. Therefore, all staff must wear profile shirts at events where it is important that we are seen. Hoodies from MDU may be used as well.

The profile shirts have been ordered from Medtryck. They are called Zip Hoodie Fairtrade cotton (item number 4617).

The profile jerseys have a black base color and our standing blue and white logo on logo on the back with a print width of approx. 27 cm. The back logo must be visible even if the hood is pulled down. On both arms, our landscape logo in standard format should be present, with a print height of 5 cm.

On the front, on the left breast, the specific employee's name is printed in white capitals in Arial Black font.

At the bottom of the back under the logo, the position must be printed, for example "Chairman", in Arial Black font and in white.

The shirts are available in sizes XS-XXL.



NOTE! Logotype must be visible when hood is down

Handwritten blue notes: 'B', 'F', 'B' and 'B', 'D'.

Handwritten blue notes: 'B', 'D'.

COLLABORATIONS

EE
CB
A
RP

Collaboration posts

When the student union collaborates with companies, it may mean that we post someone else's information on Instagram and Facebook, among other things. Then it is important that it is still visible that we are the sender and that we stand behind what the company wants to convey. Good communication between the company and the communicator at the student union is important for both parties to be satisfied.

In the first place, the company's image must be used with the student union's blue banner (opacity 80%) with white text and logos. If this does not work, adjustments must be made, but the posts should follow the student union's graphic profile.



FB
F
G

F
E