

Student Union Malmö's operational report 24/25

§1. Introduction

Constructive, intense, and productive talks have been prevalent within the organization during the operational year 2024/2025. Long-term, this gave Student Union Malmö (the Union) a solid foundation on which to work throughout the year to examine the roles and responsibilities within the board to improve the Union's operations and raise significant problems for the students.

Members autumn semester 2024: 2906 and members spring semester 2025: 1401

This report on operations will outline the year's progress, the Student Union Malmö's implementation of the 24/25 operating plan, and the absence of focus questions for this operational year.

§ 2. Areas connected to the operational plan

While the operational plan had no focus questions, the Union had a particular attention for the following topics during the operational year:

- The structure of the Union, see section 4.1 The structure of the Union and work environment

§3. Monitoring of courses and programs and student influence

Ensuring student influence and actively supervising courses and programs are two of the Union's primary duties.

3.1 Student influence Forum

At the beginning of the operational year, FORUM was held at all faculties as well as the central level.

Three students attended the HS FORUM. Two of them came to be re-elected as formal student representatives and for the third student this was the first contact with the Union. All three students remain as formal student representatives in their respective positions.

On September 25th, KS FORUM took place. During the event, six students attended and were all elected in positions as formal student representatives. Almost all ordinary spots were covered during FORUM, except for Urban Studies education council, but the position was later covered during KS local student council.

On September 24th, LS FORUM took place. During the event, four students attended and were all elected in positions as formal student representatives. Sadly, most of the positions in LS weren't filled during FORUM.

Two students attended the TS FORUM. These two students accepted the positions for which they were nominated. With the formation of the TSS section in the faculty and the role within sections as EMO (Educational Monitoring Officer), there has also been student representation

on the Curriculum Committee although no student was nominated for that post during the FORUM.

The Central Forum was held on the 26th of September, with 13 students in attendance. It was a hybrid meeting. Various positions were filled, while some remained vacant. The remaining spots were filled as the operational year went on, through local student council and presidium decision. One of the candidates made a complaint about the process not being fair due to their digital attendance. The issue was resolved with the presidium by demonstrating that all due processes were followed.

3.2 Quality of education

During the 2024/2025 operational year, the Union continuously monitored students' educational quality and work environment. A key issue addressed was the low attendance at lectures and classes. This concern was raised in dialogue with the university and within the Council, where the Union's president, together with the board, brought it to a Council meeting attended by the university's Vice Dean for Education.

The matter was discussed across various university forums and meetings, leading to the Union's decision to conduct a short survey aimed at understanding the underlying causes of low attendance.

Improving the student experience remains a top priority for both the Union and Malmö University. As part of the "Coffee with the Union (KmK)" initiative, a survey was carried out to gather insights into student preferences and attendance patterns. A detailed analysis of the survey results has been compiled into a report, which was formally presented at relevant university meetings.

Student influence has also been a core topic in the preparation and development of education at Malmö University this year. Increasing physical presence on campus and in lectures has been highlighted as a shared objective. The advisory board has discussed and revised the course evaluation questions to better reflect student input.

Throughout the year, the Union has continued to serve as a key consultative body on a wide range of matters, including new procedures, governing documents, and broader university decisions ensuring student perspectives remain central in shaping university policies and practices.

3.3 Student errand management

The Union has continued to work with student errands in faculties and will publish an annual report on student errands at the end of the semester. The report contains statistics, comparisons, trend analysis and the Student Union Malmö's recommendations for what the university can weave into its own work linked to student cases.

Student ombuds are responsible for ensuring all student errands they have received go into the Union's system and categorised without any private information that might link to any party.

Moreover, at the end of the academic year, the ombuds will write the report and have decided to first write it, with individual report for each faculty as often they are requested by the vice deans, before they are combined for the central level.

Lastly, the ombuds discussed and after discussing with the Union's president, decided to add additional details in the next year's system.

§4 The Student Union's operations

4.1 The structure of the Union and working environment

The Student Union Malmö is an organisation that represents students at four out of five faculties at Malmö university. After the reorganisation that we had in the beginning of the operational year we now have four full time employees in the office, two full time remunerated in the presidium and four members with the faculty responsibility that receive remuneration for specific meetings but are still full-time students. This type of the organisation was decided upon due to the difficulties to recruit students that are ready to put their education on hold and be full-time student representatives at the Union during one whole year.

Due to the decision of the reorganisation at the end of the operational year 23/24 we have employed two ombuds with the responsibility for two faculties each. This operational year was in a way a trial-and-error period, period of learning and adjustments to see how this reorganisation will work and help us better with the student recruitment and student engagement.

The areas of responsibility were redistributed accordingly among the work team, and even though we had to go over them a few times during the year, workload was quite balanced between the team members. At the beginning of the VT25 member for LS dropped out due to personal reasons and so we had to distribute responsibilities among the ombuds and other student representatives to cover some of the meetings.

However, even though it wasn't always easy and we lacked one board member with LS faculty responsibility we tried to support each other, and we got the support from the volunteer board members as well. They tried to support us in different areas whenever they could. The support of the team members who stepped in when necessary has been a huge helping hand in overcoming the work overload that was happening during some periods of the year.

With all the changes and adjustments happening in the Union board, both of our Kick-offs, were focused mostly on work environment, importance of clear communication as well as collegiality and mindfulness. This was very much appreciated by the whole working group and indicated the need for systematic integration of these aspects in future handovers and kick-offs.

Likewise, during the year, the president has held development talks with each member of the team, and this has helped everyone understand their roles better and perform more satisfactorily. Overall, the working environment has had its ups and downs but can be seen as very successful as the team accomplished quite a lot together despite all the challenges faced during the year.

The operational auditors will hold interviews with the presidium during the month of June. They also monitored the correct use of the statutes, and that the board followed the student council decisions and that were acting in a democratic way.

4.2 Meet your ombud

“Meet your ombud” is when the Student Ombudsmen spend time out in the faculties in their respective offices. Being in our offices in the faculties as much as possible is important to have a close contact with the students Ombud KS and TS have offices at Niagara. Ombud LS and HS

have offices in Orkanen building and The General Hospital area. The number of students who visit the Ombudsmen during these designated times varies, but most of the time there are few students who come. This may be because students do not know what the Union does and more specifically what the student ombudsmen do and can help with. During the past year, the representatives have tried to have different times for these sessions but without change in the number of visits.

4.3 Union house

The question of a new Union building has been urgent the whole OP year 23/24 due to the moving out and demolition of the property Amphitrite aka Union house. The search for the new premises was high on the president's agenda and at the beginning of the operational year 24/25 we needed to move out from the Union house located at Bassängkajen 8.

After many meetings back and forth and discussions with different representatives from Malmö university, Malmö city and the current landlord it has been decided that the moving out date needs to be in August 2024. The Union has accepted this after we found the temporary replacement premises for Union office space and with the condition that our current landlord gives us time to move out until the 23rd of August since our board as well as staff members are on holiday vacation during the month of July.

As the location for the Insparken was under huge question mark the president negotiated with the city and MAU and requested a permission to use the pub premises during first weeks of HT24 semester, until the Insparken was over. The permission was granted, and thanks do that we were able to have Insparken for HT 24 as planned.

The premises for the temporary office space have been secured at Scylla 4 with the address Nordenskiöldsgatan 4. The president has signed the contract for next four years with the possibility to prolong it or cancel it earlier depending on when the new building (Amphitrite) is built and depending on if we find another suitable space for the Union operations.

The temporary space for the "Kölsvinet" was also secured at the address Neptunigatan 20, (Stinshuset; now called "Lilla Kölsvinet"), and the contract for 3 years was signed.

However, the work on finding a suitable location for the pub (bigger social space) is still in the process during the whole OP 24/25 and needs to be worked upon further.

During the year we have checked various locations, and we are currently negotiating around the object called Sjöormen intended for the Union's future social spaces (pub, Kölis etc). The possibility to have the whole operations (Union house) in the same location is also looked upon.

The president has continued discussions about cooperation on the issue, both with the City of Malmö and Malmö university.

The president has been involved in Stygruppsmöte för Amphitrite and had continuous discussions with the university director, the building department chief, and other concerned parties at the university regarding the Union's needs in terms of space in the new building or/and

other locations. Due to the high future costs in the future Amphitrite building and lack of space in it, the other locations are also considered as part of the solution.

The president was a part of workshops where there were discussed questions about the needs, the layout plan as well as the appearance of the new building Amphitrite.

The Union's needs and requirements regarding new premises will need to be continued worked on carefully even during the coming operational year 25/26.

Lastly, the discussions regarding the future of the financing of the temporary premises needs to continue with Malmö city as well as to secure the new revised agreement/contract that benefits both parties.

The discussion needs to be kept open, both with the University and Malmö city, and even have in mind the financing of the future space in Amphitrite, as the costs will be extremely high, or alternatively other future premises for the Union operations.

4.4 Sustainable student engagement

The Union has many volunteers, and these are essential for the Union's operations. To continuously have volunteers and for these students to enjoy their time and stay for longer periods of time as a support system, and work voluntarily, we have to make it sustainable. Due to the reorganization and transition period we need to continuously attract new volunteers and sustain the ones we already have. This topic focused on long-term development, sustainability but is even connected to the success of the new board structure.

The Union is dependent on students wanting to get involved and help voluntarily. In conversations with students and surveys of reasons why they do not get involved, lack of time is a crucial factor. Thus, it is not sustainable in the current situation to study full-time and engage in volunteering.

During the operational year, the board and the ombuds has launched different initiatives that drives a sustainable student engagement.

The Union organised an event called Connecting your future on February 12th 2025, this was themed an engagement day with the Vice chancellor and pro vice chancellor of education. Mia Rönnmar and Andreas Jacobsson, we invited all students at Malmö University, including associations, sections and student groups, to come and get inspired on how student engagement has impacted positively and help them become leaders at the university.

4.5 Committees and working groups

Reports on the work of the Union's committees and working groups.

4.5.1 Event Committee

The event committee was quite active during this year, with a lot of members discussing possible collaborations and things they can do.

But they were unable to do any events, yet many of its members are remaining for the next operational year and making plans.

4.5.2 Committee for Student Engagement

The committee was also active this operational year, with the members also approaching associations for an "student month" and even taking over the Union's Instagram account, but no events were held.

4.5.3 Committee for Students' Health and Well-being

The committee has been quite active since its creation, and it was quite active this year as well.

They had meetings with the student health at Malmö University and shared flyers to the students to make them aware of their existence.

They didn't have a specific event this year, but their members have been working on ensuring a common drive and documentation of their work.

4.5.4 Committee for Education Monitoring

The Committee for Education Monitoring had a big return this operational year, with the Vice president taking the lead and having numerous meetings with its members, which also involved council members.

They also held an event in Niagara, which was quite successful!

4.5.5 Career and Business Transition committee

The Business and Career Transition Committee (BCTC) hasn't been very active this operational year due to personal reasons of the head of the committee, which is why they were unable to have a meeting. But it has big plans for the next operational year.

4.5.5. Working group for the Union Award

The guidelines for the working group on the Student Union Award have not been updated. This operational year, the working group received eleven applications, which was a slight increase. As only nominations for individual awards were received, the working group considered that four met the criteria and decided to award all four with individual awards of SEK 2 500 each.

4.6 Council (FUM)

The council (FUM) had two constituent meetings on 8th of May and 22th of May 2024, where an 8 member board was elected to carry out the Union's activities during the operational year 24/25, one position was left vacant. FUM met three times during the autumn semester and four times during the spring semester. The FUM Kick-off was held on the 3rd of October. The day was devoted to teaching the internal documents of the Union, meeting techniques and team building. Moreover, the discussion on committees and their work for the operational year has been quite crucial along with the new guidelines on the mandatory choice of each council member being part of the committees. Lastly, we ended the day with a dinner where we created internal bonds and was crucial for the continuity of many of the council members.

There has been a relatively high fluctuation of the members of the Council. Some chose to drop out due to difficulties in balancing their studies, their privacy and their commitment; some who were voted in by by-election did not appear again for meetings.

During the first ordinary meeting, the student council elected the remaining board positions as we missed the HS member in the beginning of the operational year and the member of Ls and one member since they dropped out in the beginning, all three positions were filled.

The 5 FUM Committees (Committee for Student Engagement, Committee for Health and Well being, Committee for business sector connection and career transition, Event Committee and Committee for Educational Monitoring) were more or less active during this operational year. The committees report on their work in their respective sections.

Discussions during the year have been marketing of the Council's work and successes to increase knowledge about these among the student population; Union house questions, the students' work environment, students' engagement and conditions for a more proactive involvement of the Council members in the committees and otherwise.

During VT25, the Council had sessions with the guests from Malmö university. We discussed issues regarding campus attendance with the vice-rector for education and digitalisation. With the sustainability developer from MAU we have discussed environmental targets and impact.

The council had a series of workshops, and we kick started the ambassadorship program. The council was trained to understand they had the mandate to represent other students and represent the Union in the best possible way that snowballs to engagement.

The discussions between council members and MAU guests were highly appreciated from both sides and this should be done at least once per semester to engage our council, discuss important issues concerning students as well as university and retrieve important information and feedback from both parties.

4.7 Visibility and communication

The aim of the Union's communication is to make the Union's work visible to students and other stakeholders, to have an important dialogue with our members where we can capture students' opinions and reach out to and engage more students in the Union's activities and work. It is important that the Union's communication work is highly prioritized, as it is our chance to reach out with our work and our main messages. To be able to conduct a well-established student representation, we need to succeed in our goal of capturing students' opinions. From a membership recruitment perspective, it is essential that both potential and existing members have full insight into the Union's activities and also can influence them.

The primary focus of our communication over the past year has been to promote FUM's committees and the Union's events and invite to facilitate discussion on our various channels. At the same time, we have continued to use more film in our existing communication channels for visibility for better engagement, especially on Instagram. During the operational year 2024/2025, the Union has focused on the following communication channels:

4.7.1 Digital channels

Facebook

The Union's Facebook page is one of our largest channels for spreading information about the Union's activities, sharing photos, videos, and other current events.

Facebook is still not the most important channel as our reached target group (women and men aged 25-35) for Facebook does not fully match the target group for our activities. Younger people (18-24) do not use Facebook to the same extent and therefore we prioritize other platforms going forward.

However, Facebook's chat function Messenger is an important interface with students, where they can ask questions and get quick answers via the chat. Today, Facebook has removed likes, which means that this is no longer relevant information. Today the Union has 6047 followers instead. Facebook is an important tool for conveying the Union's message in everyday life and we can gain a lot by taking advantage of the transparency Facebook offers our brand. The Union does not share external companies' information, instead they can share their own posts on the Union's Facebook page as visitors or publish in our four student groups for the different faculties. This is partly because the Union has enough to share from us, our associations or sometimes departments from Malmö University, and partly because we want to be more consistent. However, it is possible for the Union to share posts against payment according to our document "Marketing through the Union".

Paid contributions have not been widely used this year either. This year, we paid for a post for the Union elections to encourage more people to run.

The Union can add all associations' events under its page on Facebook to increase visibility if desired. This is a good way to increase the visibility of our associations and is appreciated by them and has been done continuously during the year.

On average, unpaid everyday posts on the Union's Facebook page, such as the week's events, divisions from various institutions on Mau or our competitions, reach up to 200-300 people.

Film

We have continued to invest in moving images as they attract the most attention. During the 2024/2025 operational year, films in the form of reels have continued to be made and worked well. Films for the Union elections have also been made.

Moving format is often more time consuming to create but worth the work as it reaches more people and spreads information better than via images.

Instagram

The Union's Instagram account serves as the main platform for the Union's social channels and is based on spontaneous and direct communication where we share snapshots. This makes planning more difficult and requires everyone in the working group to contribute pictures from current events so that they can be quickly posted on Instagram before they lose their timeliness. On the other hand, there are a lot of regular posts made each year as our events recur. Instagram has been prioritized as the main channel during the operational year and at the time of writing in May 2025: 3018 followers.

Over the past year, the channel has grown naturally and gained an increased following. The stories/events function is used extensively, with the possibility of posting direct posts for 24 hours, and one goal has been to always have a story up on our account during working days, which has gone well. Our associations' events are also shared on events. Reels continue to be a

format that should be used to an even greater extent, where the most attractive formula is short and quick clips, preferably in the form of a music montage. During the year, the student ombuds have also started to use Instagram to post stories when they are out on adventures. However, this has still not worked as intended.

Instagram is the channel we will invest most in and want to become even more transparent and personalized to the students. And make more content that students expect to see.

LinkedIn

Here we share things that relate to our activities more outwardly towards the business community. Such as major workshops, meetings, etc. However, not the same content as on Instagram and Facebook. Updates on LinkedIn have suffered, but the number of followers has increased from 50+ followers in 2024 to 86 in spring 2025.

The Union's website - malmostudenter.se

The Union's website contains a lot of information that is not available anywhere else and is therefore an important information base and channel for us. The focus has been on structuring and making the website more user-friendly during the year and it has received a small makeover. Work on the web has been a focus this year, with pages getting a run-through with updated texts and images. However, it is still a work in progress.

Canvas - The Union's course area

Here students can join and get direct information from us about what is happening at the Union. Canvas is a concoction of our website, you could say, with brief information on how to contact us, what we do and what is current. At the time of writing, our Canvas has 1266 students who have chosen to subscribe to our page. Through a new routine from the university, we have the opportunity to mail information about us to all students every week, which is an invaluable feature.

The development potential for Canvas is great and there are many interactive modules that we do not currently use. We mainly use Canvas for weekly posts every Monday on our course area that informs about the coming week.

Canvas is a channel we will invest more in the coming operational year.

Other

Screens

Three digital screens are available, one in Lilla Kølsvinet, one in the Office Building and one at Kranen, installed by Universitetsmedia (also owner of Studieblocket). All screens have worked well and have given us at the Union an increased visibility among our members. The screens are continuously updated in connection with new events and events at the Union. Associations and sections also have the opportunity to be on the screens.

The digital screen at the Niagara office is currently used extensively. This is a screen that we have developed ourselves and the Union's own events and information will be visible. Even larger things can be seen here, but not as much as on the other screens.

Student calendars

This is not something we have access to anymore.

University Team Channel

Here we can still post weekly announcements that are visible on Canvas. Here you can ask questions and easily communicate with the staff at Malmö University at, for example, joint events. This is also where information is added for the common weekly post on Canvas that goes out to all students.

4.7.2 Prints

Posters and flyers

Printed matter in the form of posters and flyers is used to promote the Union's activities for the major events such as the Union Election and the Union Award. The Toilet Paper, our physical newsletter, is printed every month of the financial year and is available in the various toilets and poster sites on campus. Posters and flyers are a difficult channel to reach out through as the competition for space is great on campus, but they still fulfil an important function by strengthening the Union's profile and highlighting our messages. It is often difficult to be seen with the smaller A4/A3 sizes that our printers print.

Survival guide

The survival guide contains useful information and tips for the first time as a student in Malmö. The guide is proving very popular, especially in English. After the initial distribution of the guides at the start of the semester, the representatives have distributed the survival guides to students at the different faculties. You can also pick up a copy in Lilla Kølsvinet. As there are quite a large number of copies left, especially in Swedish, fewer guides will be printed by fall 2025.

Term appendix

Along with the membership bulletin, which is sent out at the beginning of each semester. Membbit gets the bulk of these to send out to students to give them all the info they need before they become members. The semester supplement is a condensed version of the Survival Guide and useful info such as contact and our activities and is meant to be timeless during the school year. At the time of writing, we have quite a few appendices left over. Has the same information in both Swedish and English. Printed in a total of 7500 copies in May 2024. Before the school year, a smaller number will be ordered.

Profile products

Most of the promotional products have run out. But will be ordered again in the fall. New promotional products have been produced in the form of bookmarks and stickers. Otherwise, pens and bottle openers are being bought back. We will again purchase saddle covers, as tote bags were not as popular as we had hoped.

Mailing

The Union sends out a welcome email in connection with the start of the fall and spring semesters to all new students at Malmö University. The email contains information links to, among other things, the Survival Guide, the Union's website and Insparken. Statistics from the mailing show a high opening rate and many link clicks, which means that this is an important and

effective communication channel. For every Toilet Paper, emails have been sent out every month where the opening rate is above 50 percent, which is considered positive.

In addition, newsletters have been sent out to our members about candidacy, about voting in the Union elections. The idea is that Apsis will be replaced with a new system in the fall to invest in more engaged mailings.

§ 5. The Student Union operations: areas of responsibility

5.1 Housing

During the 2024/25 operational year, the first major step taken regarding housing was when SFS once again listed Malmö as red in their annual housing report. This classification was based on a phone interview with the president of the Union as well as MKB. The red listing created momentum for both the city and the university to respond to the acute housing crisis in Malmö.

The Union supports any actor, public or private, who wants to be part of the solution. Anyone looking to build and provide more student housing should be encouraged to do so.

In addition to this, the Union maintains its position on the need for the creation of a housing foundation, as exists in other traditional student cities in Sweden. As a non-profit organization, a housing foundation would secure student influence, ensure fair and reasonable rents, and reinvest all surplus into building more student housing. The Student Union Malmö sees a combination of public, private, and non-profit actors as the best approach to resolving the student housing crisis. While private actors and the city may offer quicker solutions, the housing foundation would serve as the fairest and most sustainable long-term solution.

The Union also continued its responsibility for the second-hand housing portal Hemma, managed by the organization's administrator. Hemma has functioned very well during the year, with both students and landlords expressing satisfaction with the service.

Throughout the operational year, the Union also ran the Sofa Project to assist students struggling to find accommodation. This year, the project was more successful than in the previous year.

At the national level, in the SFSFUM, the Union raised concerns about prioritization in the housing guarantee for students. This follows the 2023 national legislation, which limits student housing eligibility at state-owned universities to international fee-paying students only. The Union advocated for a reassessment of this legislation in terms of its operational effectiveness across state universities.

Another milestone achieved during the 2024/25 operational year was the development of a guide, in collaboration with Jag vill ha bostad, titled "*Safe Housing Practice in Malmö*". This initiative aligns with the Union's action plan for addressing housing issues. The guide is currently in its final stage and contains all relevant information new students need to navigate Malmö's housing market properly.

This guide is particularly important given that around 40 apartments from Malmö University's student housing were removed due to cost, reducing the availability of accommodation and

limiting guarantees for newly admitted students. Therefore, providing clear, accessible, and fair information is crucial and this guide serves that exact purpose.

5.2 Union election

This year's council elections saw 25 candidates for 19 seats, a decrease from last year when we had 29 candidates. This year's voting turnout was slightly lower. This year's was 484 votes compared to last year which was 519.

In order to reach out to students both before and during the candidacy period and the voting period, the Union was partly out at the various faculties to talk about this directly with students, partly we used digital channels to spread information and partly we got help from teachers to spread an information film about the Union election that we had recorded during the fall semester.

It is still difficult to recruit candidates and reach out to students. For the coming financial year, a strategy needs to be developed for how to increase knowledge among students about the Union election and interest in joining the council.

The election committee consists of three people. Unfortunately, the third person was not active in the work of the election committee. Which made the work suffer.

5.3 Events

5.3.1 Music pub

During this operational year, due to the lack of premises the Union was unable to hold any Music Pubs. Instead at the beginning of the Spring Semester, we held a sittning, where all students were invited to buy a ticket and attend!

5.3.2 The Faculty Cup

This year, with the loss of the student pub, most associations haven't been able to host events for the faculty cup, though Festmesteriet continued to have quizzes that worked towards the Faculty Cup along with our own competitions.

The faculty cup winner will be announced after Utsparken on the 23rd of May, and this year winner is LS!

5.3.3 Utsparken

Utsparken is a social event designed to conclude the academic year, serving as a contrast to Insparken. For the 24/25 operational year, it will coincide with the thank you event and Union awards. This year, Utsparken will be organized by various associations and sections on May 23rd.

These groups will orchestrate a variety of activities, including games and activities, running from 3pm to 5pm. Throughout these activities, students will have the opportunity to earn points linked to the Faculty Cup.

In the end, due to the weather the event was held inside, with not many of the associations who signed up coming, which brings the question on how to ensure their participation for the events they signed up.

5.3.4 Thank you-event

There were two thank-you events, as per usual: the thank-you event in December, and the thank-you sitting in May. The thank you event in December was held in the Lilla Kölsvinet, where snacks and pizza were served for members of the council and the student representatives, while the thank you sitting, which was named "Summer Sittning" was held in May.

Before the summer sittning, there was a ceremony which would have been promoted better to both the students but also the student representatives, but many of them seemed to enjoy it along with the sittning itself.

5.3.5 Soup lunch and student breakfast

During this operational year, due to the lack of premises the Union was unable to hold any soup lunches or student breakfasts.

5.4 Cultural cooperation

During the year there have not been many cultural collaborations. Malmö opera offered us tickets to visit the cinema. The Secret Seats project is now closed, which means that this collaboration is over.

5.5 Sofa project

The sofa project this operational year was quite successful, while the autumn semester had naturally more applications than the spring semester, the majority of them were able to find a host for a few weeks.

Moreover, the application form for both the hosts and those who wish for a sofa have been created for HT25, and all the previous hosts have been invited to apply once again.

5.6 Internationalisation

This year, Malmö University continued to strengthen its commitment to internationalization. From the *Beredningen för utbildning*, we've focused on expanding the university's international portfolio. A key strategy is integrating English-language electives across most programs. This not only builds bilingual competence in students but also makes it easier for international students to spend an elective semester at Malmö University.

Another major initiative was the development of the CIM Certificate 2.0. Its goal is to encourage student participation in globally oriented activities such as attending international workshops, writing theses abroad, and engaging in "internationalization at home" through student-led events like those organized by the Union.

The Union has also been active, taking part in workshops focused on internationalization and student mobility. This came in response to national media reports highlighting the lack of interest among Swedish students in studying abroad. The Union has worked closely with Malmö University to develop strategic responses to this issue.

The Council for Global Engagement (RAGE) was successfully restructured this year, welcoming new members and renewed momentum.

One of the year's highlights was a series of presentations by faculty representatives. These shared insights into internationalization efforts within each faculty and examined how these efforts support the university's overall strategic goals.

Finally, student involvement in international alliances grew stronger. Malmö University students took on leadership roles within both the UNIC and SASUF student boards. Our representative to UNIC also contributed actively to the alliance's external coordinating group.

On the SASUF front, the alliance is currently dormant, although several attempts have been made to revive its activities. Underground efforts have taken place, including an event in Uppsala where Student Union Malmö represented our institution. Plans are underway to reinvigorate the group through a series of initiatives such as an innovation week, bilateral interactions, cultural and dance events, and interactive workshops that foster cultural exchange. Additionally, meetings are scheduled for the upcoming autumn semester to further support these endeavours.

In conclusion, this year marked significant strides towards a more globalized and interconnected learning environment at Malmö University. The active engagement of students, faculty, and staff across the institution promises to further enrich the university's internationalization efforts.

5.7 Coffee with the Union (KmK)

During the operational year from August 2024 to April 2025, the 'Coffee with the Union' initiative was held across university campuses, including Niagara, Orkanen, and HS, fostering an environment where students actively shared their insights on vital academic and welfare issues.

Engagement included the students' opinion on what the Union premises should include, opinions on courses during lunch, student engagement and elections!

All student groupings were invited to attend KmK, though most of them attended during HT24 while the majority of companies attended in VT25.

5.8 Introductions

5.8.1 Orientation Week

The Union in conjunction with the university organized the orientation week, The Union contributed volunteers, gave speeches and organized an association fair for the students.

The Union presented herself and engaged students on different possibilities to get engaged. Similarly, we continued the work for Spring Semester, even though the Orientation Week was on a smaller scale due to less international students joining for VT25

Lastly, the Union has been in contact regularly with the International office regarding the orientation week for HT25, which will be quite different due to the Housing starting their lease from 1st of August, which means the new orientation will start on week 35.

5.8.2 Tjuvkik

Tjuvkik was organized as usual by the Student Center, at the start of both the autumn semester and spring semester. The Union contributed by holding a speech at the fair, by being at the fair itself, and by holding an event for the students "fika with the Union" in Lilla Kölsvinet.

5.8.3 Insparken

Insparken continues to build on the success of the 2024 edition. The 2024/25 edition saw greater engagement from new students ("nollor"), with strong participation sustained throughout the two-week event. Different Inspark responsables from various faculties contributed to the success of the social activities. Led by four Generals, the team worked closely with others to ensure smooth coordination. The recruitment group has already selected new Generals to lead the upcoming 2025/26 Insparken.

5.9 Collaboration

During both autumn and spring semester the Union organized the Union Days. It was for three days and both the University, the associations, sections and several organizations and companies participated, it was very successful.

In September, the Mecenat tour also came to visit, which was very much appreciated by the students. Both companies and organizations have contacted us to visit the university, and we have had several visits during the year. The organizational administrator has worked further on strategies for increased cooperation.

During the year we have had various collaborations. We have continued to have cooperation for home insurance with Hedvig, LIREMA eye clinic with discounted prices on eye lasers and the mobile subscription VIMLA to Union members. A collaboration with Adlibris Campus (the old Campubokhandeln) has been initiated and we hope it will go well for both parties.

5.10 Associations and Student Groups

During the Operational year 2024/25, the Union lost one of the active associations, Malmö Debating Society, but managed to revive Amnesty International.

Furthermore, we established 2 student groups this year, named: Leisurely Book Club, Parenting Through Academia and one new association, Malmö Renaissance! We have also brought in METIS to the Union, as a collaboration between our association LGBTQ students and TS section.

The associations have been having at least biweekly events and have been recruiting new members during the operational year.

On the other hand, some of the associations continued to be dormant, such as the Choir and FAMUS and Triple- S.

At the same time, the Union had two joint meetings in the autumn semester and three meetings in the spring semester, with multiple associations and sections joining each time. Sadly though, this operational year, no joint event was hosted even though it was planned, but the plan is to have it during Autumn instead.

5.11 Sections

During the operational year 24/25 there were four active sections: Criminology Students in Malmö (KriM), ArtCom, the Section for Global Political Students (GPS section) and the TSS section. A common challenge for the sections is recruitment and continuity in connection with completed studies or lapses in the section board. It often falls on few to do more, which is not sustainable.

The section responsible and member with faculty responsibility have conducted a lunch presentation at Kranen to promote sections and other activities within the Student Union Malmö. The aim was to raise awareness of sections in particular among students at the HS Faculty. However, there are still no new sections at the HS Faculty and no sections at the LS Faculty. It will take effort, continuity and perseverance to succeed in establishing and maintaining section activities, regardless of the faculty.

As there is a fixed amount from which all sections request funds, each section now needs to be able to present a detailed planning and cost statement before the request is made. This is intended to make it easier for both sections and the Union board when it comes to having the semester's activities planned and that the requested funds are used in an effective way.

During the operational year, the position of 'Educational Monitoring Officer' was introduced on a trial basis for section board members. The role will be evaluated to see if its intended purpose matches reality.

Due to temporary premises, we are not able to offer the activities we could before. The lack of suitable premises is a setback for the sections and requires more creativity and effort to offer their members the desired activities.

5.12 Digitalisation

The Union adopted a new platform called Orbi, a centralized system for membership, communication, ticket sales, and increasing visibility for groupings within the Union. Orbi will be officially implemented from the autumn term of 2025 and will complement the existing membership system, Membit.

At the university level, the Union has remained an active voice in digital development, including the Council for Digitalisation, ensuring student interests are well-represented in digital initiatives and advancements. Union, being diligent in its representation duties, delegated student representatives to contribute to multiple digital working groups.

This year, the Union contributed centrally to creating guidelines on the responsible use of AI. It also participated in major efforts to deploy multi-factor authentication for Malmö University students and helped develop a Canvas course on AI usage, which will be available to all students as a reference resource.

5.13 Verksamhetsförlagd utbildning, VFU

During the operational year, the student ombud for HS and LS has been responsible for issues and development regarding the work-based training (VFU) at the university. The student ombud is part of the new group, KVAL-VFU (Quality in work-based training in education), which has

been formed at LS Faculty. The group consists of a small number of teachers who together have anchoring and competence in the preschool teacher and teacher education programs' practical training, together with education leaders, scientific leader for VFU, vice dean and student ombud LS. The group looks specifically at issues linked to work placement in teacher education programs and is advisory to decision-making bodies at Malmö University.

The student ombud has participated in the LS VFU consultation for exchange applications once, and on another occasion the member with faculty responsibility participated. Unfortunately, we have not had a formal student representative appointed for this position.

5.14 Labour market connections and Career Transitioning

This topic remains a vital part of our operational plan, following discussions within the Union Council where students called for increased efforts to support career development. It was initially identified that students in general degree programs faced significant challenges in establishing themselves in the labour market. As a result, the Union decided to involve key stakeholders in organizing targeted career fairs.

In February 2025, we organized *Meet Your Future*, a specialized career fair for GPS students. This was the second time the event was held, following the pilot in 2024. The fair offered students the opportunity to engage with industry professionals, alumni, and potential employers through both formal presentations and informal networking. It was a collaborative effort between the GPS department, the Union, and the Student Centre (including Careers, GPS study counsellors, and Alumni Relations). The event saw participation from 15 organizations, 400 registered students (including 69 from other faculties), 20 same-day sign-ups, and 250 cups of coffee served. The event was a resounding success and has proven to be a highly effective and popular concept.

At the council level, we also invited the University Career Services Center to discuss the importance of initiating a self-led career fair model. This initiative encourages associations, sections, and student groups to integrate career event planning into their annual operational agendas. It is seen as a strategic approach to help students at Malmö University strengthen their labour market readiness. We plan to continue this dialogue through recurring meetings with Niklas Rosenqvist to develop actionable steps.

Starting from the spring semester of 2025, the Unions TS section assumed responsibility for planning *Arbetsmarknadsdagen* (Career Day), with some support from two coordinators from the TS faculty. Planning for the autumn 2025 fair is currently underway.

The Union also continues to have a representative on the board of Drivhuset. However, cooperation has been limited, as several board meetings were held at times that conflicted with the Union representative's schedule. Despite this, the relationship between the Union and Drivhuset remains positive.

§ 6. The Student Union's operations in the faculties

6.1 Health and Society (HS)

Student engagement in the Faculty of Health and Society continues to produce mixed results. Of the 7 committees and councils in the faculty for formal student representatives, all have at least one post filled. There is a good structure in the faculty for both formal and semi-formal student influence. Semi-formal student influence takes place through program councils and course forums.

Program councils often have appointed student representatives present, while course forums tend to be well attended only if a major problem has arisen where students need to express their disappointment. Student engagement, in the sense of working both constructively, preventively and developmentally, is mainly seen in formal student influence.

HS student councils have had few or no participants. Similarly, there have been few or no participants during the meet-your-ombud time. A positive development of having a full-time student ombud is that the relationship with the Student Union Malmö is strengthened among both students and staff at the university through a personal and continuous contact with the student ombud. The continuity also enables increased collaboration and joint projects in both the short and long term.

Lack of student engagement in the study social area through the Union is still a reality. At the moment, only the Criminology section is active at HS, although many students express a desire for a stronger community and the opportunity to meet other students outside the classroom. A student initiative to create a better sense of belonging for criminology students is under discussion. It is about using already existing premises but to characterize these spaces so that criminology students can identify with its design and content. For example, hanging posters with targeted content, having a separate loan shelf with relevant course literature, etc.

The HS Student ombud has, together with the Vice Dean, developed a presentation on student influence and quality work that is intended to become a regular feature once or twice a semester. The purpose is to increase the students' knowledge of what student influence and quality work is, but also to show them how their voices form the basis for the faculty's work on developing the programs. In the long term, we think that this work at grassroots level will contribute to a stronger quality culture among students.

The HS ombud has regular meetings with the vice-dean to discuss the number and type of student matters that come in via the Union. There is also an exchange of information here so that the Union and the faculty update each other on current issues in their respective and joint activities.

6.2 Education and Society (LS)

The faculty has 30 positions for formal student representation. 23 of these positions are in the 11 program boards that exist there. By the end of VT25, 16 of the 30 positions were filled.

During the past year, LS student ombud have worked diligently to build good relationships with faculty staff to understand how the unit is structured, but also to gain an insight into who works with what and to establish contact with key people to develop a systematic approach to recruitment and renewed mandates for formal student representatives.

In terms of the number of students at the faculty, there is a vanishingly small proportion who sit as student representatives at a formal and/or semi-formal level. There is a strong interest from both the faculty and the Union to investigate this phenomenon more closely, as it is particularly distinctive in comparison with the other faculties that the Union represents.

LS Student Council has mainly been used for the purpose of electing formal student representatives officially as student councils are decision-making in the number of students participating. There is a need to simplify the process of how formal student representatives are elected and this is something that the Union needs to take under advisement in the coming year.

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6.3 Culture and Society (KS)

The Faculty of Culture and Society at Malmö University is one of the largest faculties, housing three departments: the Department of Global Political Studies, the Department of Urban Studies, and the School of Art and Communication. These departments offer a wide range of programs.

For the operational year 24/25, KS has been the most successful faculty when it comes to the student influence, they have worked on training with the semi formal representatives and all departments have had meetings with the ombud to discuss the current errands and how to improve them.

Each month, the vice dean of education and the quality coordinator have had meetings with the ombud and the board member with faculty responsibility, where we discussed current issues at the faculty and updates that happened during the KS leadership meeting.

Moreover, majority of the student errands that came to the Union, have been handled mostly between the ombud and the teacher, with only a few landings to the head of the department and two going to the dean.

Specifically for each department:

Global Political Studies:

The department has shown a huge decrease in student errands this academic year, with the biggest one being regarding the graduation mingle, which was handled with a joint meeting with the mingle coordinator and student representatives from the programs, along with finalising it

with the fact the mingle will take place on a faculty level and with a student representative being part of the planning.

Furthermore, the department hired two student teacher assistants, which will help the informal student influence and the ombud already has come in contact with them and even planned sessions with them for the upcoming operational year.

Arts and Communication:

The department has had an increase of student errands this academic year, but majority of the errands had to grades and they ended on the teacher's level.

The department is also in the process of hiring a new head of department, with the Union being part of the process.

Urban Studies:

The Urban studies department had a calm autumn semester, but three errands have come in during the spring semester, two having to do with grades and one having to do with the structure of a program.

We have also been working on highlighting the student engagement at the department with meetings with the head of the department.

In conclusion, the faculty has worked hard with student influence and working on student errands, with both the faculty and the Union having a strong and pleasant cooperation.

Student Influence

At the beginning of the semester, we conducted compulsory visits to all classes in KS, known as "Upprop." These visits aimed to inform new students about the Union, how to participate in insparken, opportunities for student involvement, and membership details.

During the 2024/2025 operational year, student engagement and participation in KS faculty meetings saw significant improvement. All positions were elected in forums, and students were excited to participate in these meetings. The elected representatives did an excellent job presenting student perspectives, and the ombud remained in contact with the formal representatives by creating a slack channel and with email conversations.

6.4 Technology and Society (TS)

In the advent of the 2024/25 academic year, the Ombud was able to conduct introductory visits to all first-year courses across the various programs with the assistant of the member of TS, with the goal of familiarizing the incoming students with the Union. All the program visitations were done physically, the ombud had 5-10 mins moments in all of the first introductory classes in TS

Student engagement remained imperative in the operational agenda of the Union, particularly considering the absence of student representation on various committees and councils beyond the member with faculty responsibility.

During the forum some positions were able to be filled, with the two more student representatives being elected during local student council which left only one ordinary position in TS which was the extra board member of the Education Board of TS.

After a suggestion from a TS representative, the ombud created a common channel for the student representatives, where they share updates and communication with each other.

The ombud has also had monthly meeting with the vice dean of TS, alongside the member with faculty responsibility for TS and has started planning bimonthly meetings with the heads of departments.

The faculty also remains one that has the least student errands among the four faculties the Union represents and is constantly working on improving the engagement and efficiency of their programmes.

§ 7. External collaboration

7.1 Collaboration groups at the University and Student City Malmö

The Union has been an active part of the steering group for "Studentstaden Malmö", the group consists of student representatives from the Union, the Odontological Student Union and representatives from the university and the city of Malmö, the student coordinator is the convener. The chairmanship of the group rotates between the City of Malmö and MAU, during this operational year Malmö University held the chairmanship. The rotation is now going to Malmö City.

During the operational year, the collaboration mainly focused on issues of student housing, career transitions and student life in the city according to the action plan. Regarding the housing issue, a survey was distributed among the students at Malmö university and the results were presented in the follow up meeting in VT. A workshop regarding student housing is also being arranged.

During the operational year, one physical SPA (Studentpolitiker afton) was held in Rådhuset that revolved around discussions of student life and connection to the career opportunities.

During the spring semester SPA was held in Kommunstyrelse room. The discussion topics were regarding student discounts (connected to cultural events) as well as student life and importance of the social space of the students (focus on location Sjöormen).

The president has been a part of the reference group for collaboration between Malmö University and the City of Malmö. Main task of this group is to plan and coordinate meetings for the collaboration group.

The vice president for education monitoring usually sits on the advisory board of Collaboration at Malmö University. There were discussions regarding students' attendance, course reports, AI, students, work environment, surrounding collaborations with other universities and best-practices sharing among faculties - specifically regarding student engagement.

7.2 SFS and SFSFUM2025

During the operational year, the Union participated in two physical member meetings. The autumn semester's physical membership meeting was held in Örebro in October, and the president attended it. The matters regarding the three-year organizational focus questions were discussed as well as political matters in the school sector. There was also a possibility to discuss organisational challenges with the other Unions in Sweden.

The second member meeting was held in Linköping in February and was attended by KS member. The matters regarding the university, external monitoring, economy, budget, priority focus questions as well as SFSFUM 25 were discussed.

Next to this, there have been a couple of digital members' meetings, and the president and ombud attended a few of them due to the busy schedule.

The Unions' delegation to SFSFUM in Kristianstad consisted of 8 delegates, with the organization administrator as delegation leader.

The Union continued to be represented in the SFS network for education monitoring and the network for student work environment representatives.

7.3 Other Student Unions

Student Union Malmö, Odontological Student Union Malmö and Doctoral Student Union Malmö have had a collaboration agreement since 2019. Student Union Malmö and Odontological Student Union intensified their cooperation through the joint work with the Student City Malmö project.

Next to this there have been numerous meetings organized by the president during the year where all three Unions have updated each other on what is happening at the University and discussed various issues and cooperations.

The Unions plan to continue collaborating in the coming year and are looking at scheduling regular monthly meetings between the three Unions in the future. The three student Unions will closely collaborate around the European University of Post-Industrial Cities (UNIC) as well in the future, and most likely rotate in taking place at the Student UNIC Board.