

# ACTION PLAN

## DEVELOPMENT OF MEMBER BENEFITS



**Consensus**  
MEDICINSKA FAKULTETENS  
STUDENTKÅR

Board of Directors 21/22

# Introduction

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In Consensus Operational Plan 21/22, under the target area *Union member on equal terms*, the board was tasked with developing an action plan for the continued work on the development of member benefits. This action plan aims to clarify Consensus' upcoming work on the development of member benefits over the next three years.

## Year 1 (21/22) - Start-up

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- Conduct a comprehensive survey that assesses the importance, need, and suggestions for new membership benefits from the students.
- Review the current agreements concerning member benefits. Evaluate member benefits against cost and student demand. Terminate collaborations and agreements that do not provide sufficient member benefit.
- Create a new Sponsorship and Collaboration Policy that can lead to increased financial opportunities to develop member benefits.
- Create new economically beneficial cooperation agreements with external parties.
- Sign up for a twin membership with a student association in Kalmar where you study.
- Revise the Consensus Request Policy to allow for requests from regionalized locations.
- Sign new agreements with the union houses for union-wide admission discounts and food discounts. The discounts will be the same at the study locations of Norrköping and Linköping.
- Expand Café Örat as a membership benefit. Increase the difference between member price and non-member price and support the Café financially and infrastructurally.
- Look into the possibility of establishing poor people's breakfasts, or similar arrangements, in Norrköping again.



- Develop an action plan together with Kårservice for the development of Kårhus Örat with the aim of generating increased student and member benefit.
- Review the possibilities and make suggestions on how Consensus' retained capital can generate increased member benefits. Produce a mission statement.
- Reduce the membership fee for the next financial year

## Year 2 (22/23) - Execution

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- Follow up agreements with associations in the regionalized locations. Revise if the need arises.
- Sign new collaboration agreements with external parties using the new Sponsorship and Collaboration Policy.
- Follow up on the renewed agreements with the student union houses. Evaluate cost against student benefit. Revise if necessary.
- Actively follow the housing market according to Uppdrag Kårstuga. Discuss the shape of the student union cottage to generate member benefit.
- Increase collaboration with Medicinska Föreningen's board committees in the regionalized locations to develop local and attractive membership benefits in each place of study.
- Double the number of Pub Örat and use its financial surplus to strengthen Café Örat as a membership benefit.
- Create platforms and incentives for increased intersectional collaborations.

## Year 3 (23/24) - Evaluation

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- Carry out a new survey on member benefits that follows up on the results of the one conducted in year 1.



- Perform a major financial evaluation of the new membership fees with subsequent price optimization.
- Review the possibilities of creating multi-year memberships.
- Perform two-party evaluations of the largest financial agreements with external parties.
- Continue to sign new collaboration agreements with external parties with the help of the new Sponsorship and Collaboration Policy.
- Carefully evaluate the agreements with the regionalised localities.
- Actively follow the housing market according to Uppdrag Kårstuga. Discussions on how the student union house can best generate member benefit. Alternatively, start the development of the union house in order to generate member benefit in the best way.
- Begin an evaluation of the new membership system (Memelist) and the digital service Orbi with questions about how this can support more equal member benefits.
- Report the results of the action plan in its entirety to the council.
- Evaluate the operational goal of Student Union Member on equal terms as a whole.
- Evaluate the need for new operational goals or action plans for the continued development of member benefits.

