

## Communication must reach all students

Statement paper, 27.4.2021

Students have difficulty finding information which is relevant to their studies. Reaching out to students has been talked about even before these ongoing exceptional times, and the importance of communication targeted at students is especially emphasized now. It is paramount that students are involved in the communication of their university and are able to find information independently.

Instead of developing new communication channels, the focus should be on developing existing communication. In particular, communication in Intra requires improvements. The allocations in Intra have so far been too broad and do not meet the needs of students. It can be challenging to filter out information that is relevant to the student, in which case it is easy to reject following the communication channel.

Following the Intra is the responsibility of each member of the university community, but the possibilities for this are limited to either a daily summary email or regular monitoring of the website. For example, a student will not be able to change the frequency of receiving a composite e-mail or to select content that it contains. Because of these inconveniences, a significant portion of students ignore the communication of the university community while striving to meet other expectations and goals set for students. Attention should be paid to this responsibility of following communication in the students' orientation to the university world.

Student organizations and the student union provide current information from the university to their members. Not all students are involved in the communication of student organizations or the student union and this should be taken into account in the development of student communication. However, the responsibility for informing about current affairs of the university lies ultimately with the communicator and the information should be provided with a proper channel through which both communicators and new members of the university community are introduced. All students must be reached.

On behalf of students of the Faculty of Management and Business

Aleksi Niemi

Heta Lindgren

Chair of the board

Vicechair of the board and

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## Signatures

On behalf of Ad Hoc - Tampereen yliopiston hallintotieteen opiskelijat ry Chair of the board  
Jimi Elomaa

On behalf of Hallat ry - Tampereen yliopiston kunnallistieteiden opiskelijat Chair of the  
board Katariina Jortikka

On behalf of Iltakoulu ry Chair of the board Cecilia Ingman

On behalf of STAABI Tampereen yliopiston hallintotieteitä opiskelevien yhdistys ry Chair of  
the board Juho Katajamaa

On behalf of Tampereen yliopiston julkisoikeuden opiskelijat - JuJu ry Chair of the board  
Janne Virtanen

On behalf of Tampereen yliopiston kauppatieteiden opiskelijat - Boomi ry Chair of the board  
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On behalf of Tampereen yliopiston ympäristön ja alueiden politiikan opiskelijat - Spatikka ry  
Chair of the board Emilia Saalasti

On behalf of Student Union of Tampere University TREY Chair of the board Iris Taubert

On behalf of Tietojohdajakilta Man@ger ry:n Chair of the board Olli-Pekka Pettersson

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