



**Dear Misi Members,**

Again thanks very much for a Great night at Toscana this Friday!

We were finally able to enjoy the great progress of Misi together over a nice dinner with pizzas, pastas, wine and dessert ;) It was great to see everyone again and Gina in person. It was a very enjoyable time together with the Misi team. Too bad we forgot to take some pictures!

The meeting really fulfilled my expectations of a Kick Off Event. This event enabled us to communicate the current situation of our various parts to each other, thereby everyone were able to get a better understanding of our current position. The event also enabled us to share many good ideas within different areas to each other.

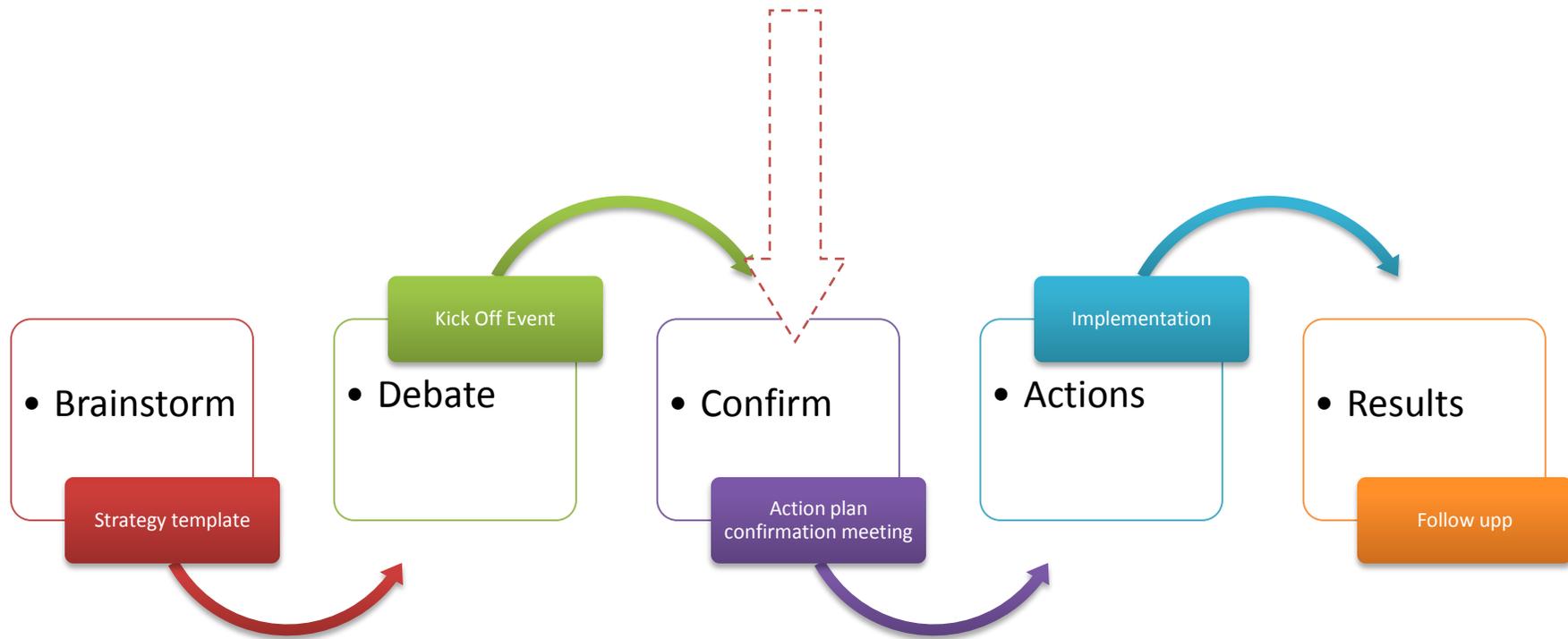
Furthermore the event brought the team closer, we reviewed our Misi Vision, went through our aspirations for Misi.se, talked extensively about crucial core values for Misi and we decided upon many strategic priorities for this fall.

I felt very inspired after the meeting and I hope everyone within Misi did as well. As I mentioned during the *Kick Off Event*, Misi is really our own firm/organization, we have built Misi from scratch to become a more and more professional non-profit organization whose service is frequently used by around 1000-1500 international students. We are passionate of our creation, we have come a good way but our aspirations are much greater!!

In the table below I have summarized the new commonly agreed upon strategic targets for this fall for each departments, until the next Misi meeting the **29<sup>th</sup> September at 20.00** all managers except for Gina (Since she will re-edit the marketing outlined plan into a more detailed strategy) **will need to present an action plan** for the set strategic targets over the fall term. This action plan must also include **an estimated budget** for associated costs to each department. During the meeting we have discussed our strategic priority of all areas, which is now recruiting and organization development. These are the two areas where we will have most of our costs. However please make a fair estimate of the associated costs don't overstate but neither underestimate the associated costs, since we currently have a fairly good financial position.

Autumn Development Process:

### Current Development stage phase



Misi start Sep 2010

Improved Misi Jan 2011



Misi Progression

Misi  
Autumn

## Strategy –Yining

Department:	Suggested Strategic Priorities	Confirmed strategic Targets fall 2010
<b>Editorial</b>	<p>Nils’s suggestion of the articles series “City Beats”, “Misi headlines”, “Discovering Sweden”, “Introducing Swedish” etc includes very relevant and fun topics. It’s however very important and also a challenge to implement great articles.</p> <p>But through mutual support and good coordination I think we are definitely able to implements these great various topics.</p> <p>To our contents we need bloggers, photo albums and maybe even external writers Politicians or professors etc for some Saturday specials</p>	<p>Nils has confirmed to, except for sustaining current posting content , editorial will also increase the external editorial contributions with columnist new “blogger /event ”writers, professors etc.</p> <p>The editorial chief will be responsible for taking contacts with potential columnist and coordinate “blogger /event”writers group. Thereby the Editorial manager will have a more the managerial position to lead all internal and external contents of Misi.se</p> <p>Nils please also present a better solution to the current non congruent “theme” issue</p>
<b>IT-Development</b>	<p>I think we should be able to add functions such as <b>the travel planner</b> (västtrafik) directly on our site. Direct friends activity facebook connection to Misi to facilitate and enhance facebook connection to Misi.se, <b>Spofiy Sharing</b> function to share Spotify lists on Misi.se directly</p> <p>Useful direct link dropdown function to GUL/Ryaniar/SJ on Misi.se</p> <p><b>News headlines</b> dropdown lists and <b>Word of the day column.</b></p>	<p>We have decide that IT-development will take gradual steps towards increasing the amount of services provided by Misi.se</p> <p>For this year our priorities are;</p> <ol style="list-style-type: none"> <li>1) Misi-services dropdown menu structure as a page header instead of calendar page Under this dropdown we will add a news RSS feed page to provide news services to students and add on more features to this structure with time</li> <li>2) Add on PDF file upload function to Misi so that we can upload our Misi Vision / Core values etc</li> <li>3) Add “Word of the day” Widget box function where a Swedish word of the day can be displayed and display the “Spotify playlist” of the week</li> </ol>

<p><b>Marketing</b></p>	<p>Our new marketing manager Gina Wagle will provide us with a marketing strategy that will cover both the marketing parts and the marketing feedback system.</p> <p>This marketing strategy should show our “<b>target students</b>” available “<b>marketing channels</b> “ and “<b>marketing format</b>” then connect these target students with appropriate format in the right channels.</p> <p>Further the marketing strategy should also propose different actionable forms of marketing feedback formats. These various formats together constitute the market feedback system.</p> <p>The marketing strategy must be actionable, that means it must consider the resources available within Misi when planning the strategy.</p>	<p>Action plan for Marketing will be set after the new strategy is presented and confirmed. Gina have received feedback for her previous presented plan, which was great but we need a more strategic overview that defines different groups of students and connects them with marketing channels, marketing forms that promotes the right type of values to the different types of student groups.</p>
<p><b>Org Development</b></p>	<p>I think currently our internal routines are pretty good. But sometimes we lack consistency, we need to have more meetings on a routine basis and under these meeting discuss the progress of all areas, receive feedback from all members (through discussions on this field) and then set new short term action plans accordingly to the general strategy. The <b>use</b> of documentations need also be improved We also need to continue with <b>department strategies for fall</b>, this time we will also add <b>budgets allocations</b> to each department. We also need to increase formal routines for payment and accounting.</p>	<p>One of main our organizational focus is to make our core values are lived up by the organization and by individual members.</p> <p>Continued good intra organizational routines which includes consistent meetings once each two weeks and good documentation of meetings, <b>encourage and perform more budgeted Misi team events</b>. Encouragement and search for of more informal communication channels. Prepare possible change in organization structure to accommodate increased amount of Misi.se team members</p> <p>Start a new budget process. Aid vice group leader in establishing a new recruiting strategy and improve recruitment routine process.</p> <p>Search for a better web statistics program.</p>

Even though we have a great new Vision for Misi I still think we lack some more internal belief and boundary descriptions. Since we are developing as an organization in both the amount of members and also our economical influence. Specially for new members, we need some general principles that guides them for which types of values we encourage and which types of values/actions we discourage.

**External Relations,**

We need to continue with the implementations of the Advisory Board, this initiative is very crucial to Misi.se to keep good relations with the student unions. The student unions helps us with distribution of cards, marketing, recruiting etc. Misi.se is in the end seen as a supportive service for all international students, therefore our ties and relations with the student unions is very important.

Further due to the impact and the formal organization structure of Misi.se. We are also free to develop new collaborations with new institutions. External relations will also include creating new financial or student relevant collaborations with external firms, in the form of advertising or inviting lectures to some new events.

To implement these new initiatives we need to recruit a **new External relations manager.**

This role is expected to:

- 1) Continued implementation of the Advisory board student union collaboration

**Recruit Process**

The vice group manager needs to create a document that better provides an overview of the “employee branding strategy” Connect target students, with marketing channels, type of advert and possible collaboration partners”

We might also need to concretizes a value proposition to

I will assist Sanna in developing these areas and simultaneously take care of ongoing interviews

The “HR” is one of the most crucial areas right now within Misi.se, I think we have been putting In a great effort on recruiting now, but might have been doing it In a wrong way.

Therefore we need to

really understand our strength and weakness of Misi as a attractive and stimulating part time job. Thereafter we will in our adverts more in detail emphasis our competitive advantages as an attractive “employee”

We also need centralize some of the current documents under the recruiting material dropbox. The Interview document and the recruiting premises should be under the common document.

We also need another document that summarizes our current recruitment needs. For example we will need to summarize our current development areas /tasks budget and current responsible areas. Thereby we can easily identify our most prioritized recruiting areas and also more in detail specify the needed competence and that person expected deliverables.

- 1) Define attractive and probable recruiting student pools
- 2) Identify Misi’s real “Value proposition” for these students
- 3) Connect student group, marketing channels with the right Value proposition to set up new recruiting strategy for Misi.se.

During this process interviews will be held continuously and recruiting please everyone please also help us by recruiting through your friend network!!

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