

Optiem 2026-2028 Strategy



A clear and
ambitious goal:

To be Finland's most
community-
oriented IEM guild
by the year 2028



General

The 2026–2028 strategy of Oulun Tuotantotaloustekkarit ry (Optiem) is based on a shared goal of being Finland's most community-oriented IEM guild. The strategy outlines the direction that will help the guild develop into a meaningful entity that brings together students, alumni, companies, the university unit, and international students.

The strategy does not prescribe detailed operating procedures or strict growth targets; rather, it offers ideas and serves as a framework within which annual action plans and budgets define practical implementation. These guidelines are based on discussions held with both the board and members of the guild, which have led to a shared vision of how Optiem should develop in the coming years.

There are two versions of the strategy. One is this public version, and the other is a more detailed version prepared for the Board that includes concrete development ideas.

Main objectives

1. Developing Alumni relations

Optiem's goal is to build an active and inclusive alumni network that supports students' career and networking opportunities and strengthens a sense of community even after graduation. The purpose of alumni relations is to create continuity—the community does not end with graduation but continues as a lifelong network that benefits both students and alumni. – “Once an Optiem student, always an Optiem student.”

2. Deepening cooperation with the Industrial Engineering and Management unit

Optiem's goal is to maintain open, constructive, and regular cooperation with the Industrial Engineering and Management unit at the University of Oulu. The purpose of this collaboration is to support students' well-being, learning, career readiness, and opportunities to make a difference, as well as to develop the degree program together with students and staff.

The goal is to strengthen the collaboration between Optiem and the Industrial Engineering and Management Unit, making it even more open and a natural part of both parties' daily lives. The aim is to foster interaction that is not limited to formal meetings but is also seen in more casual everyday encounters and shared activities.

3. Developing international activities

Optiem's goal is to integrate international exchange and degree students into the guild and its activities. Activities are developed so that the guild's communications and events also serve its international members. The goal is for international students to be aware of the guild's events and to feel comfortable joining in on the activities.

Optiem aims to maintain and further increase the visibility of ESTIEM's activities and the number of opportunities for guild members to participate. The goal is to increase guild members' participation in ESTIEM events.

4. Developing marketing and communications

Optiem's goal is to communicate and market in a way that is clear, consistent, and accessible. Communications and marketing should be aimed at the guild's various target groups—members, alumni, companies, and international students—and strengthen the Optiem brand both within and outside the university community. The goal is to create a recognizable, high-quality, and consistent communication strategy in accordance with the brand book, which supports Optiem's sense of community and visibility.

5. Developing and diversifying corporate collaboration

We aim to build a meaningful and mutually beneficial network through corporate partnerships, one that brings financial stability to Optiem and offers members authentic encounters, learning opportunities, and career prospects. We aim to integrate companies and their representatives into our community through diverse collaboration concepts.

6. Investment operations

The purpose of investment operations is to create a financial buffer to support the guild's operations and development projects by utilizing accumulated assets. Investment operations aim to make it possible to organize major events, such as the annual ball, without significant financial risk.