

„Opening horizons”

The University Student Council as a service provider

Pécs, October 31, 2018

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INTRODUCTION

Dear Students!

Dear Colleagues!

Before describing my presidential program in detail, please let me have some introductory ideas without the need for completeness.

The University Student Council (EHÖK) of the University of Pécs has undergone organizational changes that have determined the last three and a half years. The previously used operating model in which our organization's work was framed a part of the university's obligations was transformed into an organized, disciplined work environment, in which it demands personal responsibility and a reliable work environment. Apart from the transformation of the organizations work, there are unique results in the field of student representation and administration processes. I am thinking here of the tuition fee payable in three installments, the rationalization of the benefit system or the adaptation of our constitution to the changing regulatory environment. I would like to take this opportunity to thank President Gyula Takács who led our activities with a clear sight and also tireless work, which created the fundamentals that serve as the base of my goals so my present proposal could be built on it.

In our "Opening Horizons" program, I created a vision for EHÖK which, starting from a stable foundation, can create student services that can fairly compete with both the domestic and international examples of a high quality student council. Our mission is to extend the classical approach of representation from the dimensions of institutional representation, to involving new areas in which we can directly or indirectly develop the life quality of our students.

Ambitious goals exist on a theoretical level until a team fails to get behind them who stand tall in their professional competences, their unquestioned commitment to work and the unconditional trust for each other. I feel lucky because I know that my colleagues, who I would like to ask for joint work when choosing me, meet the above criteria.

In my team, I would like to ask for Rudolf Rajczi, who is always a cold-headed strategist, in the interest of his advocacy work to perform the general vice-president's duties. I would like to support our work by calling on vice-president for special affairs Viktor Koczka, who is accountable for the relevant knowledge in the benefits and study activities. While I urge my colleague, Tamás Szentgyörgyvári, to be in charge of the operational organization of work and personal management tasks, with the duties of chief of the cabinet.

However, besides the work of the management in a narrower sense, we cannot forget about the staff of EHÖK's apparatus and relatives, as well as those of you, Honorable Representatives, whose work and effort is invaluable when talking about high-level advocacy. I am confident that I will use the following program in favor of our affectionate trustees in the next two years, and we will help our fellow students to the best extent of our knowledge possible!

EHÖK AS A SERVICE PROVIDER

EHÖK has thrived to better the quality of student's services over the years. From the formerly bureaucratic, administrative-oriented interest representation, which is experienced earlier, our work is increasingly characterized by personal contact. While earlier, EHÖK typically provided services to the faculty student councils - administrative support, advocacy for university leadership - direct contact with students was done by representatives of the faculties. **Nowadays, due to the rationalization and harmonization of the areas of compensation and benefits, as well as the divergence of dormitories, as the focal areas of advocacy activity, direct contact with our students is indispensable, so our service model approaches to the transformation and development of our earlier model of activity are more than justified.**

It is justified, given that the emergence of new features and changing student needs were not provided or not adequately followed by the necessary service, structural and infrastructure transformation. **Accordingly, we consider the service provider EHÖK concept to be our priority task:** our aim is to provide more direct access to both the faculty student councils and the students, and to be able to grow both horizontally and vertically in our service portfolio and develop qualitatively.

The service provider EHÖK has been divided into four priority areas, described below, which are internal services aimed at the functional-operational development of student self-government; external services for the direct representation of students, cultural, leisure and service organization; general student services designed to develop student core services such as reimbursement and benefits, dormitories, and advocacy / legal aid competencies; as well as organizational development concepts that promote the feasibility of goals.

1 Internal Services - Developing work organization in the University Student Council

The priority function of EHÖK – as an umbrella organization for faculty student councils – is to support the activities of the components. Our goal is to create an internal service provider framework that ensures that faculty's advocacy, economic administration and service activities can operate at a high level, efficiently and independently. In order to achieve the goals set, the following strategic lines have been formulated:

- reform in organizational and economic administration;

- digitization in business and communication;
- and the transformation of the training and knowledge transfer system.

1.1 Reform in organizational and economic administration

The foundation for providing and maintaining high-quality interest representation and student services is the organizational administration happens behind the "scenes", so if we think of reaching our long-term goals, it is strategically important to build a reliable, transparent and easy-to-use burr to support our operations.

1.1.1 Deregulation of internal regulations

By further developing administrative support for the municipalities, the bureaucratic institutional expectations of student organizations in the faculty region can be significantly reduced. Our goal is to deregulate our administration system up to the level of requirements, desired by the legal and university regulatory environment. **We believe that through the reduction of bureaucratic burdens, we can support the development of advocacy activity in the faculties and municipalities, while maintaining proper operation.**

1.1.2 Economic Administrator

Our aim to the support for the deregulation process is to employ an economic administrator who is responsible for organizing and managing the entire economic administration of our department, thus guaranteeing full compliance with statutory and regulatory environment (see e.g. NKOH notices) shuttle control. We believe that advocacy and creative culture can be pursued effectively if the underlying administrative work is ensured in a regular, transparent and disciplined framework.

1.1.3 Blank administration system

According to our experiences, it can be stated that both the economic administration, the bidding-interest representation and the organizational operation administration are full of parallels. **To create a transparent, easy-to-learn and easy-to-manage workflow, we want to further reduce bureaucratic burdens in all areas involved by creating a blank administration system.** With this step, both internal and direct student administration can be simplified, significantly reducing the administrative resources requirements and shortening its timeliness.

1.1.4 Creating a central HÖK archive

Recent inspections have shown that the infrastructure available at arms is inadequate for partisan governments to keep track of their filing rules and secure their official records safely. As a result, **our development proposals supporting the administration include the creation of a student municipal archives within the Rector's Office**, which can be our organization's safe, year-by-year file that complies with regulatory requirements. With the implementation of the development and the necessary transformation of our internal regulations, it is possible to have access to all available documentation in all our operations.

1.2 Digitalization

Over the last five years, the most significant development of our "soft" IT infrastructure was the EHÖK Drive platform, which was created to assist financial administration, which greatly accelerated the processing of the Economic Office. There was, however, a lack of development in the communication interface (HÖK landing page and application), and the continuous development of EHÖK Drive: the possibilities offered by the new study system or the transition to the chancellor system were not followed. **Our goal is to create an effective back-up system within the Modern Cities Program to enable EHÖK and faculty students councils to have an adequate infrastructural background, not only in the economic field, but also in all areas of administration, and to develop an ultramodern online communication space with which students can become more effective than ever before.** With online system development, we will prioritize the implementation of three priority areas over the next two years:

1.2.1 Electronic administration - "EHÖK workflow" and digital repository

In the light of the feedback, it can be stated that the current EHÖK Drive has limited functions, mainly in the recording of information from the Economic Office is limited. **It is important to rethink the entire workflow, to keep the business administration in the workflow system and to constantly update it in accordance with university and legal changes in the environment.** In addition to the economic administration, it is important to mention that the recent inspections have highlighted the fact that the document management and administration records (invitations, attendance bills, records, stock records) are different in quality. **In the framework of EHÖK "workflow" we intend to create an integrated management system that allows the convening in minutes, decision registers and members of the bodies, the convening and full administration of corporate meetings.** The data mass generated here is designed to build a secure and long-term archive storage system during its development.

1.2.2 Electronic elections

In the acts of CCIV. 2011 on National Higher Education the basic condition for exercising our rights (hereinafter referred to as: NFIV) is to conduct student municipal elections in compliance with legal requirements. However, traditional voting currently used is not only resource-intensive (both human and material resources), but also the risks of physical storage of supporting documents (physical destruction, data loss during administration). It follows from the foregoing that we are indispensable for introducing electronically verified and authentication elections through the study system. **Applying the model will help not only in the voting but also in the archiving of candidates' applications, decisions and protocols made during the elections.** In the formulation of the digitized student municipal electoral system, we would like to base the working systems of other partner institutions as good practice. The regulatory and operational changes to facilitate the operation of the model will be detailed in the organizational development program.

1.2.3 Integrated web development

According to our digitalization goals, we consider it important for students to be able to find a simple, transparent and comfortable user interface. In the context of the Modern Cities Program, in conjunction with the "EHÖK workflow" project, we have submitted a request for the development of a HÖK web site in which both the municipality and EHÖK's web pages can be integrated. **The development requirement includes a site bullet for a surface that is suitable for creating a news portal, advertising wall, profile management, search engine, gallery, poll, statistics generation, event generation, and post / blog functionality.** In addition to this, we would like to create a **"PTE student jobs portal"** as a major innovation on the website through which student workforce and local work supply can meet on a quality-assured and efficient interface. In addition to the features listed, we are designing a **search engine for services** that greatly facilitates student orientation among local service providers and their products. Applying a unified communication interface to track student access, thus providing additional development opportunities for sales of media surfaces in increasing sales revenue for communications.

Supporting this an application will be developed to run on both Android and iOS operating systems, so that communication between the Student Councils and students can be more direct and efficient than ever before. It is a fundamental principle that, in order to increase the quality of life of the international student community and to facilitate its everyday life, all of the elements listed above are fully available in English.

1.3 Development of training and knowledge transfer system

The competency requirement of the activities carried out within the framework of student municipalities is extremely diverse, but there are general job and management skills that are justified for the whole system. Experience shows that some student representatives and managers spend on average 2-4 years of work in Student Council bodies, so human resource fluctuation is part of our work. The current knowledge transfer system focuses primarily on the collective transfer of professional competences without providing a general knowledge that can be used by a member or leader entering a "workplace" environment not only in the performance of his public service interests but also in his subsequent workplaces. **Our goal is to transform the leadership system in a way in which the development of general skills and the basic knowledge of interest representation are delivered through multi-day lectures, trainings and workshops every six months.** In the case of specialized competences, regular one-day training courses will be targeted specifically to the education for the members of the given field, thus providing the extended and focused knowledge base needed to perform the tasks.

2 External services - interest representation and student services

The Student Council of the University of Pécs has been increasingly involved in direct student interest representation activities and organizing student cultural and leisure activities over the last few years. With my team, we have examined the strategically outstanding service areas that can enhance the representation of interests and the quality of community organization both for EHÖK and for the municipalities.

2.1 Creation of a Student Service Center

The current front office is no larger than 20.01 m², while the direct student services offered here are extremely diverse:

- Dormitory administration (accommodation request, payment of fees, disciplinary procedures)
- Scholarships (submission of applications, remedies)
- Student mediation (job opportunities, public activities)
- Student legal assistance (appeal remedies, reporting violation problems)

We have to admit that in the present work organization and infrastructure of EHÖK it is unsuitable to provide students a high quality service. With the combination of the "back

2.1.1 Personal counseling and personal assistance

In the client center, we would be able to administer the following groups of cases:

- Administration of dormitories: administration of applications, cancellation of fees, complaint handling,
- Application management: Integration of HPP (Student Application Point) tasks,
- Assisting international students: Incorporate customer service staff with good English skills,
- Student workforce mediation,
- Legal assistance and complaint handling.

Larger space allows discreet administration in parallel workstations, which is particularly important when handling social benefits.

2.1.2 Electronic administration: the key to transparency

In parallel with digitalization announced in internal services, using the Modern Cities Program and our own resources we consider the re-design of the EHÖK website as a priority.

The seat materials (protocols, invitations) produced under the back support system, tenders can be easily and quickly accessed to the students - of course, prior to the Neptun authentication.

In parallel, **in the next two years we plan to achieve all student administration issues concerning EHÖK handled through the NEPTUN study system.**

We consider it important to have a **complete application that can be done electronically** so it does not require any paper use: the student should not print or deliver one single paper and could receive the notification through the Neptun system later on.

2.2 Internationalization

With the emergence of the Modern Cities Program, a significant increase in volume and further expansion is expected in the international student community, bringing new challenges to student councils. **Our aim is to provide quality, reliable and attractive service to the non-Hungarian students as good as for the Hungarian students, in terms of both advocacy, leisure and culture.**

2.2.1 Communication – Bridge to our international students

In order to achieve the stated goals, it is of utmost importance to reach the widest possible access to the international students community and to deliver promotional content that is currently only

available in Hungarian or only partially accessible in English. The emphasis on internationalization and the development of communication efficiency is the strengthening of the availability of student events, advocacy and customer service support, as well as open access to foreign students. In addition to organizational coordination, an emphasis should be placed on **the efficiency-oriented development of the mentoring network** launched in 2018, given that the appropriate training of mentors can lead to more direct communication and information flow towards the international student community. The personal, trusted relationships of the international student base, often forming a closed community, play a significant role, so close cooperation with the mentor network provides an opportunity to address our so far "unattainable" students. In planning the organization of cultural and leisure activities, we intend to rely more on the expectations of the international student environment, accordingly intensify the qualitative and quantitative demand assessment for both services and their communication.

2.2.2 Representation and administration

In developing our internationalization strategy, we want to improve the academic and advocacy support of the international student community. **Our goal is to provide all students with the same high-quality service, both in their academic and administrative affairs.** It is of the utmost importance that we provide the international student community with a well-prepared service not set back by any linguistic barrier. We also consider it important to make the policies that are most relevant to students' academic, social, and housing affiliation, which have the most impact on students' academic and career prospects, in English. We encourage students in foreign language to set up an English-language reconciliation forum for a half-yearly period, thus ensuring the management of cyclical and returning interest representation issues.

2.3 “UP Family” -Improving University Events

The cultural and community life of students has gone through a significant transformation over the past five years. The "Z" and the "Alfa" generations to be enrolled in the coming years have significantly different demands compared to those enrolling in the past, both in Hungarian and international student communities, and we consider it our priority to create a portfolio of events that can successfully integrate the typical electronic space social partners. **In the field of higher education competition, an easily identifiable, strong brand identity has an increasing role to play. Besides it is elementary to preserve our traditions and customs, we must invest in strengthening the marketing strategy of the university, we must strive for the creation of a strong, unambiguous "HÖK brand".** The tendencies show that young students entering

higher education are extremely comfortable in their senses, and their activity can typically be captured by the implementation of special, large-scale, themed ideas.

In addition to changing students' needs, it is worth framing our event portfolio at organizational level. Student events generate a significant part of our organization's operating revenues so the continuous development of the area has a paramount importance for the next two years. It is typical in the current practice that economies of scale cannot be realized due to segmentation, due to the presence of high fixed costs on the expenditure side (constant costs that are independent of the number of participant), while the revenue side is that small and medium sized events cannot significantly generate sponsoring revenue. We believe that the key to maintaining quality student events, developing the portfolio, financial stability, predictability and further strengthening of revenue-generating capability is the key. In addition to the cash-flow approach, it is important to note the challenges posed by the bureaucratic environment as well as the changing attitudes of market players.

In evaluating the situation as summarized above, we are convinced that the solution can be interpreted at a university scale, and in many cases it is a joint effort to create value-creating events:

2.3.1 UP Freshmen festival – UP community, Faculty identity

University of Pécs Freshmen Festival as a large-scale project is not an unknown concept, it has been on several occasions in the previous years in EHÖK Delegation's negotiating table, most recently in 2017 when I was lucky enough to coordinate the preparation of the feasibility and planning personally. The concept of a university's freshmen camp with the help of the municipalities and EHÖK it should be fine-tuned on the basis of the experience of the previous year, however, we believe in precise planning and disciplined execution to be fruitful. The re-entry of the former construction cannot be more up-to-date as the campgrounds currently used will become uncertain in the future, partly through ownership changes and renovations, partly by the change of attitudes of the host. **Looking at the Hungarian higher education map, we can see that we are not facing a unique problem, and many institutions complain about the capacity and infrastructure constraints of the potential host institutions.** It is a tendency, therefore, that the few facilitations that are suitable both for quality and quantity to accommodate freshmen camps are beginning to develop serious competition that is unfavorable

to the customer, as it is price-driving. As the UP Student's Council, we are responsible for securing a reliable location in the long term to ensure that our events can be sustainably secured. Earlier experience dictates that **the basis of the joint work is that the diverse, colorful traditions of individual faculties can be relayed and preserved**, so we recommend the further development of the freshmen camp and the further strengthening of cooperation in the operational organization. The territorial features of the freshmen camp presented in the previous concept as well as the flexible program and service organization provide the opportunity to maintain the identity of the faculties, at a higher level than previous practices. The university freshmen camp has new opportunities for building partnerships, both in terms of service providers and supporters. **The university-wide event has a huge potential to involve sponsoring money that can significantly improve the success of the freshman camps. Surplus appear to add additional quality improvement services to the freshmen camp, and can be used to extend the service portfolio.** We believe that we have acquired all the experience and knowledge that you have gained over the past few years, utilizing a progressive, unprecedented event in our country that goes beyond our previous experience, and we can build more brands.

2.3.2 UP Freshmen Ball – Elegance and fun

One of the most identical classic event organized is the freshman's ball, which **during the previous years have shown in many formations the effectiveness of the cooperation between the faculties.** There are currently two organizational models for strollers, a ballet model with sitting or standing ball, and a light toned dance to music model. The freshmen bouquet program is structurally similar, so it is easy to harmonize in the case of university freshmen. In the case of a jointly organized ball, the question of differentiation of meals can be realized by selling a separate "dinner ticket" and "party ticket" so that the student can freely choose the ideal service for him. Similarly to the university freshmen camp concept, this initiative is also able to generate significant efficiency gains, and we see a huge opportunity to be able to mobilize a success like the Alan Walker concert last year, not only involving the Hungarian but the international student community as well.

2.3.3 PEN Festival (Pécs University Days)

PEN keeps improving since 2015, both for the number of visitors and the quality of entertainment, which has overgrown its former self, now city-wide, but it can still be defined as a festival for the needs of students. **Considering the saturation of the Hungarian festival market, it is a realistic opportunity for the next two years to develop PEN to a regional festival.** To this end, we wish to focus more on international students and the receptive audience of the region, with the key to further enhancing the music pallet, with the emphasis on strengthening the foreign performer lineup. Apart from the profile of the youth music festival in Pécs, I find it the utmost important that the intellectual-cultural idea that fits into the university environment to become an inseparable part of PEN's services. Accordingly, in the future, we wish to organize a PEN Open University during the festival, within which we will be able to bring to life events for multidisciplinary lectures, round table discussions, thematic debates and inter-university relations. In addition to the innovative ideas, of course, we cannot forget about the traditional elements as well, the election of student Rector as the PEN's entertaining hand-picking rivalry rationalized in a new robe, but with the colorful palette of the festival by taking into account the constructive opinions of the former organizers and team leaders.

2.3.4 Freshmen week – Get acquainted and collect info

According to our current experiences, we can say that there is no university-level integration event in which students can get to know more about the uniqueness of our university, city and region. Within the framework of the UP Freshmen concept, **we want to realize a multi-profile event that brings students closer to the student's council, the various departments of the University and services provided by our beautiful city.** Doing this all by creating a mini-festival event that introduces our newcomers to the spirit of the UP community and the Pécs University Days.

2.3.5 PTE Skiride

PTE currently does not have a matured university concept for the organization of skiing. In recent years, the Students Council has participated in random ventures, with weak marketing and sales network support, so currently we do not have a university ski brand. The most successful model in the field of higher education is the "SOTE Skiride" operating at the Semmelweis Medical University, which is organized by SOTE and EFOTT Kft. **Our aim is to develop a coordinated network of marketing and sales, in which we can provide skiing opportunities for more students than ever before and creating a strong and successful PTE Ski Camp "brand" thanks to these steps.**

2.3.6 EHÖK Café

As an afternoon program of 2018 Pécs University Days, we have created a pilot forum for a sparkling, inclusive public and civilian life. In view of the success of the event, we aim to create a so-called "EHÖK Café" in the future as a separate event, with the mission of young intellectuals to discuss the actualities, social, scientific and public processes of our narrower and wider environment with known public figures, influencers, educators and listeners.

2.4 Sport concepts

Exiting from public education, leaving the world of "compulsory" physical education behind, organizing our sportsmen's leisure time activities is an individual responsibility for everyone. In the spirit of "Sound mind in a sound body", we consider it important to provide our students with the opportunity to maintain a healthy lifestyle and movement culture.

The University has gained good results in several areas of sport over the past few years. The Sports and Parasport Committee of the Senate has expanded its sport awards for the last two years, and major sports complexes have been developed and implemented (National Basketball Academy, Sport Street Complex Development). Although there is a long way ahead to develop: in our opinion, the responsibility of the student's municipality lies in expanding the range of available sports portfolios and promoting mass sports, establishing effective communication and organizing sporting events.

The utilization of the University's sports infrastructure (PEAC, NKA, university sports facilities) can be optimized, the currently unused time slides can be uploaded with content, thus enhancing student sports opportunities. **Our goal is to work with the university's sport bureaus to create a dynamic, jointly maintained sport facility calendar to monitor the use of infrastructure for mass sports.**

In addition to this, a wide range of sports is available out of the walls of the University, including both the individual and the mass sports level. In cooperation with city sports clubs, the university sports portfolios can be improved, especially for sports that the University's infrastructure does not allow. Along with sports co-operation, both a discount system and a sports course for study credits can be initiated.

From the point of view of achieving these goals, the right communication and the flow of information both from supply and demand are of the utmost importance today. **There is a key role to promote sport opportunities in university sport life as widely as possible.** First of all, we need assessment in relation to the sports that are required and the time periods and conditions that students would like to use in connection with these services.

2.5 Discount system, service mediation

In addition to our primary tasks, the student council's increasing responsibility is to contribute to improving the quality of life of the students outside their campus.

2.5.1 Student ID based discount system

Our goal is to develop a system of benefits through the experience of previous initiatives, by reviewing their model with a student ID, through which partners will benefit from their products and services. Such co-operations are beneficial not only for students but also for service providers, given that participation in the discount system acts as a quality assurance system since only controlled partners are introduced. Also considering the quality assurance of the product or service quality, its accessibility and the development of customer relationship management (at least in English-speaking customer reception). **We would like to address the widening of student discounts for local buses as a priority area, and for many students it would be a great saving to extend discounts to bus tickets.** In addition to the examples above, the palette of engaging services can range from a wide spectrum of services, from hospitality through cultural services to discounts to product purchases, and making them available can help improve the quality of life of our students.

2.5.2 Sublet mediations

On the basis of the available capacities the Balassa János College will give space an average of 90% of the students who applied dormitory accommodation available in Pécs. There is currently no expansion in dormitory capacity for our city at the National Dormitory Development Strategy. The growing number of Stipendium Hungaricum program students (who receive a dormitory place due to the first freshmen benefit) and the achievement of 25,000 students in the Institution Development Strategy assumes that the current favorable rate of dormitory accommodation cannot be guaranteed in the future, so we can see as a substitute service the suburban mediation potential assistance opportunity for our searchers. **Our goal is to provide a mediation service that fits in the web development concept, providing high quality service under controlled conditions, based on the standard quality of accommodation,**

accurate accountability, prompt administration and professional problem management.

With this initiative in the long run, we want to build a "brand" that students can trust and through which we can offer advocacy for marketplaces for our students.

2.5.3 Webshop – Fashion and image

Due to the history of the EHÖK Webshop, the creation of it is a milestone that has a range of opportunities. After supplying a year it is time to rethink the demands. Although the products currently available are popular, they cannot fully satisfy demand. The product range has to be expanded in two directions:

On the one hand, it is necessary to expand the range of products that strengthen the PTE community, based on student feedback with the introduction of the following product ranges: PTE cap and fullcap, new designer t-shirts, sweatshirts and t-shirts, and seasonal products such as scarves, towels and other demand generated progressively.

On the other hand, we want to enhance the identity of the Faculties brand in our services.

In the case of these products, the design of the image is based on suggestions coming from student or faculty level, so we sell a product palette directly to the student's needs.

3 General student services

In the previous paragraphs we reviewed the program proposals focusing on internal, organizational operations and external, direct student interest representation and services. Below, we would like to introduce our ideas about general student services that affect all or some of our students, including the introduction of multidisciplinary legal assistance, dormitory issues, and reimbursement and benefits.

3.1 Fees and benefits

In the past two years, the tasks of the University Student Council have become the priority area of the centralized reimbursement and benefit system. By creating the system, it has become possible to standardize university-level scholarship programs, with particular emphasis on regular social scholarships and institutional, professional and academic scholarships. Drawing on the experience of the last two years, after finishing the fundamentals, it may be necessary to fine-tune it and strengthen the replenishment education.

3.1.1 New scholarships, new opportunities

Looking at previous practices and looking at their advantages and disadvantages, our primary goal is to return its own revenue generated through its operation to the students, not only indirectly, in the form of events or services, but also by creating various supporting scholarships.

Accordingly, we do not only want to preserve the Talent Scholarship but also broaden it: **the system of the talent scholarships will be developed by the beginning of the 2019/2020 school year, which will give the faculty a self-referential prize competence for the establishment of professional (instinctive) prizes.** This process fits in "publicizing" of a public scholarship as a "formalization" of a tender form by the fact that various professional activities (e.g. study trips) and student excellence fees (e.g. "Pro Communitate Studiorum Facultatis Oeconomiae") to appear in our scholarship system.

3.1.2 Structural reform of public benefits

With the disbursement of other scholarship payments, the University Internal Audit Department gave the advice of the structural reform of public allowances. **Our goal is to develop an open, objective and competitive scholarship system to increase the transparency of the Student Council.** To this end, it is inevitable that, as stated earlier, subsidies not related to student self-government activities should be separated from the institutional public scholarship.

In our view, good student representation can be done if there is enough free time available for the student movement. The changed legal environment, the specialty of public scholarships and the rise in the overall price levels points to the fact that the incentive opportunities linked to the unchanged student normative are insufficient. More and more talented students are forced to work for their studies, after which they no longer have the opportunity to participate in community organization and representation. **Therefore, we consider it a strategic goal to develop an institutional public benefit system that covers the more than forty percent inflation since 2007.** It is important that the scholarship is really a scholarship: **so far the fix-amount, position-based scholarships is intended to be changed to a performance or objective-based scholarship.**

3.1.3 Dormitories: Barracks or communities?

The Student Council of the University took over the majority tasks in 2012 from the Dormitory Department after its shut down. **Among the tasks that were taken, one of the most important was the conduct of the student's recruitment process and the consolidation of the self-government of the students living in the dormitory by the strengthening competencies of the Student Committees.** With the chancellery system

and the large number of international students arriving, the dormitory system is under constant pressure and undergoing transformation. The establishment of the Housing Management Group for the economic utilization of dormitories naturally resulted in conflict situations compared to the experiences of the previous operating model. Over the past two years, EHÖK has been striving to establish a relationship and use the Housing Management Code of Conduct to improve student quality of life. **Thus, we managed to achieve not only preventing the increase of student dormitory fees, but also lasting reductions in compliance with current legislation.**

In addition, we have created the guarantees of student self-government within the dormitory:

- the introduction of a warning system in the House Rules violations has been subject to procedural privileges in the hands of the Student Committees;
- is part of the dormitory recruitment procedure reimbursement and benefits policy, so we have the veto right granted by NF*TV;
- Guarantee elements have been established in the relationship of the dormitory contract;
- the number of delegates from EHÖK has been increased in the University College Committee.

The continuity of the upcoming University Student Council is the guarantee that this area will continue to play a prominent role.

While maintaining these results, it is essential to dramatically improve housing conditions. It should be pointed out that during the cycle that preceded, the refurbished PPP colleges will fill their age of 10, which will result in **double bed PPP colleges from category IV. to category III.** This gives us the opportunity to add additional tariff reductions. We also consider it important to develop space in dormitories: we want **to increase the comfort of students and lounges by developing furniture.** In accordance with the practice of the last two years, we will continue to work on **the washing machine replacement program:** annually replacing the wearable machines to provide a continuous wash option for the students. Last but not least, we would like to see the fulfillment of minimum conditions in accordance with Government Decree 87/2015 (IV.9.)^{and} to initiate its compliance:

We would like to pay particular attention to improve the interest of the representation of rural colleges: it is untenable that the minimum living space (net of 7 m²) is not complied with in the case of certain colleges in rural areas. It is unacceptable that in the case of dormitories, it counts luxurious in 2018 if a student's own table and chair are available. It is unacceptable that in some dormitories the living space provided to students is the same as the recommended living space of the prisons (4 m²).

Dormitory Room size	Room size	Slots available	Estimated gross space per head
ETK Laterum Coll.	22,65 m ²	5	4,53 m ²
ETK Szombathely Coll.	20,19 m ²	5	4,04 m ²
KPVK Szekszárd Coll	19,14 m ²	3	6,38 m ²

Based on the table above it shows that there is nothing to be surprised about that students have no basic equipment: it is impossible for a student to have a bed, table, chair or wardrobe in a 4 m² area. **Consequently, it is a priority objective that, for dormitories with more than two places of residence, the number of seats should be revised during the academic year 2019/2020 and the availability of minimum material conditions should be assessed for each dormitory.**

3.2 Legal Aid

One of the most important tasks of the University Student Council is **student interest representation**, which is to provide a **complex legal assistance service for outstanding quality**. Legal assistance is provided by the establishment of a working group that is responsible for the implementation of the applicable legislation in the field of higher education, under the regulations of the university and the special regulations of the faculty, **provides the interest representation of students participating in graduate education, provides guidance between the regulations, about the legal possibilities available for problems**. In the work of the working group, he intends to work closely with the Legal Department of the University and with the student law student program of the Student Councils of the Student Union. **It is a fundamental principle that the legal aid service at all levels should protect the rights and**

interests of graduate students and ensure fast and professional legal support in defense of anonymity. It is our clear goal to use the utilization of the issues arising out of the investigated cases and issues, to improve the EHÖK's interest protection functions and to manage structural problems.

The legal aid system can provide support in the following priority areas:

- Educational assistance,
- Application assistance,
- Legal aid for representatives.

3.2.1 Educational assistance

Legal Aid, including complaints related to administrative errors, should be delegated to the head of the reorganized Committee of Education and Advocacy in issues such as personal, faculty or university affairs management. The operation of the study assistance service is overseen by the Vice-Chair of EHÖK.

3.2.2 Application Legal Assistance

The grant application assistance is divided into two areas according to function, given that the coordination of dormitories and benefits matters is separate from the planned organizational structure. Accordingly, legal aid is provided by the head of a specific task, but close co-operation in the area if necessary, considering that the evaluation of dormitory applications is necessary for the same committee due to the possible assessment of the social situation.

3.2.3 Legal aid for representatives

Counseling on legal affairs, unlike the previous two areas, is a service provided by the University Student Council to the faculty council colleagues. By this **we refer to the professional, monolithic support provided, the follow-up of the change in the environment of the higher education law, the provision of continuous information, the involvement in regulatory norm control, codification assistance and advice on the** faculties' issues. We believe that we will be able to rise to a new level at the university and in the faculty's specific interest representation.

4 Organization development

For the efficient operation of the service provider EHÖK it is essential to change the organizational structure that promotes the achievement of the goals set, starting from the leadership competencies all the way to the operative board.

Accordingly, unlike previous practices, the reimbursement duties are shared among the Vice-Presidents. The vice-president for special affairs is primarily responsible for statutory compulsory grants (scholarships, social-based scholarships), while the general vice-president is responsible for public and private income-based scholarships. In addition to reimbursement cases, dormitory management and advocacy tasks are the responsibility of the general vice-president while the academic affairs and legal aid are being developed under the supervision of the vice-president for special affairs. This action creates a better burden and division of responsibilities on the vice-president level along these well-defined areas, where the vice-president responsible for the area can now devote enough time to running the system as well as to its innovative development.

The head of the cabinet is responsible for the work organization, both for customer service and for staff with professional competence. In some areas of work (cultural organization, marketing), **we want to introduce project-oriented work organization** that will ensure the planning of projected funding, job matching and performance through a transparent definition of responsibilities.

The development of our organization is not only carried out in the transformation of the inner structure and the stock, but also by the rational transformation of our organization's leading and specialized bodies. **Our goal is to reduce bureaucracy and duplication in our operations in accordance with the ideas above.**

4.1 Reduction of bureaucracy in management bodies

The University Student Council currently maintains two parallel governing bodies, whose decision-making powers are segregated, but the Bureau as a decision-making body based on the delegated powers of the Delegate Assembly, its decisions can be revoked by the Delegate Assembly. The question arises whether it is worth maintaining these bodies in parallel with their full administration, financial and human resources needs, or whether it would be desirable to create a leadership that discusses the decision-making competencies of both units together.

4.2 Rationalization of BEB and KVB

In parallel with the establishment of an electronic electoral system, the role of EHÖK's Internal Audit Committee (BEB) and of the Central Election Commission (KVB) in our organization needs to be reviewed. By merging and streamlining committees with a staff of 14 members, significant parallelisms (backward information obligations, control competencies, communication difficulties) can be excluded from the system.

Our aim is to consolidate EHÖK's Supervisory Board based on merging of these two organizations, based on HÖÖK's operational model, which would allow the 5-person staff to elect to make the tasks of the present commissions. In order to carry out the elections, the Supervisory Board would be entitled to electoral subcommittees (by election, possibly separately for each faculty), which could delegate committee members to the members of EHÖK delegation, the departures concerned and faculty student organizations, thereby ensuring the human resources generated during each election process. The head of the electoral subcommittees is a member of the Supervisory Board who is responsible for the training and work of delegates in his subcommittee, thus guaranteeing the smooth running of the elections. The election results are then submitted by the Supervisory Board to EHÖK's governing body for their approval, guaranteeing the legality and legal compliance in two stages.

4.3 Fine tuning of committees

The specialized committees of EHÖK in light of the experience of previous years need to be reorganized and fine-tuned, so we intend to set up the following commissions:

4.3.1 Committee on Social Affairs and Equal Opportunities (ESZEB)

During the spring of 2017, EHÖK reached a milestone as it took control and coordination over the student's dormitory and application evaluation system. These centralized tasks are done by two committees of EHÖK, the Committee for Social Affairs and Equal Opportunities (SZEB) and the Tender and Scholarships Committee (PÖB). Based on the experience of the past one and a half years, it is clear that human resource management requires a review and a change of attitude as many of the members currently delegated to the committees have not or have hardly participated in the operational functions. We do not want to reduce the total number of members, but with the introduction of an apprenticeship system, we would like to provide both adequate replenishment and a more streamlined decision-making and care system. In addition, in order to reduce bureaucracy and administrative burdens, it is appropriate to consider the merger

of the two committees by which the full set of tasks related to the competences referred to in their powers (from announcement to criticisms) would be carried out by the Committee on Social Affairs and Equal Opportunities. The control over the grant cases is to be delegated to EHÖK's board of trustees within the framework of the reporting system.

4.3.2 Committee of Culture and Communication

The Committee on Culture and Communications is responsible for harmonizing the culture and communication between EHÖK, the faculty student councils and the student councils of the dormitories. In addition to merging and streamlining the functions of the former Budget and Management Committee and Event Management Committee, the Culture and Communications Committee is complemented by assessing sales and ad serving on online and offline HÖK surfaces, helping to optimize unused promotional revenue. The committee thus formed can be an effective forum for co-ordination and communication coordination of major university events.

4.3.3 Committee of Education and Advocacy (TÉB)

A committee composed of study referents of faculty councils is a suitable forum for collecting issues occurring on faculty level. It offers more opportunities to discuss general and faculty specific learning challenges at the Commission level, to jointly express opinions and to make a unified decision-making. **It is not the task of the TÉB to take over the role of representation from organizations on the faculties but to prepare the advocacy decisions of the faculty councils and to provide advice.** In addition, there are a number of issues to be addressed at the university level, for which it is not only gives an opinion, but also performs such essential activities as the working group, such as the presentation of amendments to the various regulations (eg, Student Opinion of the Teacher's Work). We are confident that we will be able to further develop the work of the Commission over the next two years in a more structured and coordinated way in our cycle and provide a foundation that will be the core of our future study and advocacy activities.

4.3.4 Central Dormitory Committee (KKB)

The Central Dormitory Committee has increased its role in centralizing the benefit system by having autonomous decision-making competencies in the management of dormitories. As a result, it has become necessary to strengthen the CDC, to create a new order of business, the professional task of which was prepared by the vice-president for special affairs during this cycle. This is how the dormitories in rural training centers have been integrated and the harmonization

of interest representation of foreign students has been completed in our system. **However, the work does not end here, in order to counterbalance the economic and market interests of the Housing Management, the role of EHÖK in dormitory issues should be increased in the future.** For this purpose, the CDC will be in the general vice chairmanship in the future, emphasizing that it not only monitors a grant but also performs significant reimbursement and event organization tasks.

4.4 Strengthening tender activities

The University Student Council has increased its tendering activity in the past two years. Over the last few years, we have conducted a successful lobbying for investment funds for improvement of student development services and the extension of student services within the framework of the Modern Cities Program. The Jubilee 650 program provided funds for a number of value-creating events, while in EFOP 4.2.1. we raised funds for furniture and IT infrastructure development. During the next two years of presidential term, additional infrastructure, cultural and scientific applications will be announced and implemented, in which we wish to participate above all previous activities. **With my team, our goal is to expand the number of applications in the future, and to be able to involve talented students in the field of science-research applications, thus supporting their career prospects.**

4.5 Cooperation with HÖÖK

Over the past four years an excellent co-operation has been developed between PTE EHÖK and HÖÖK, thanks to the fact that Tibor Gulyás, the outgoing president, considered his Alma Mater as a top partner. In the framework of this cooperation, we successfully organized and conducted the role of the 2017 EFOTT host institution, we have been actively involved in the last 3 years of Educatio (a student enrollment event in Hungary) and have actively participated in the work of HÖÖK's governing bodies both operationally and politically. **We are not lying when we say: Péter Kovács, our highly esteemed colleague, has been deputy chair of the National Conference of Student Councils as of January 1, 2019. We believe that Peter is a guarantee that the close cooperation of recent years will continue during the next HÖÖK presidential term and our goal is to develop horizontally.**

We have a chance to cooperate, among other cases like in HÖÖK's external program has a much more active role for our University, and we want to support cooperation and transfer of knowledge between our institutions and foreign higher education institutions.

We welcome the strengthening of professional associations that are set up by the newly established Bureau, which we support locally if possible.

We initiate the rationalization of the local mentoring networks run by HÖÖK and the revision of their effectiveness in order to achieve the above-mentioned activity and organization in both the Mentoring Program, the Talent Rescue Program and the Stipendium Hungaricum mentoring program.

5 • Final Thoughts

As a closing note of my program plan, let me thank the work of my team, without whom this professional work could not have been created. I would also like to thank all those who honored me and have read our program. Last but not least I am grateful to friends, colleagues and family members who aided me in the past with their helpful tips, and have been wise in their advice, and helped me keep on the right track with constructive criticism. I could not achieve this without you!

Dear Colleagues! Dear Delegate!

I hope that during the reading of the program above you have been inspired by the enthusiasm I feel about the possibilities of the future. If you feel that our strategic orientations and our professional plans are truly value-creating, I ask you to reward me with your trust, and kindly support my presidential proposal.

Thank You All!

Koltai Arnold
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