

# Policy Plan 2019/20

Study Association for European Studies



Study Association for European Studies

## **Board 2019/20**

Chair: Sophie Eisenberger

Secretary: Leonard Kersting

Treasurer: Ruben Wiltgen Georgi

Internal Affairs: Alexandra Kovalčíková

External Affairs: Viktória Simon



# 1. The Board 2019/2020

## 1.1 Introduction

The board of the association consists of five members appointed by the Board Selection Committee. These five members will hold the posts of Chair, Secretary, Treasurer, Commissioner of Internal Affairs and Commissioner of External Affairs. Each member will be responsible for their specific tasks delegated to their position and be charged with the coordination of the committees. Together the board will be responsible for the full functioning of the association.

## 1.2 Job description

### 1.2.1 Chairwoman

The post of Chairwoman for this board year, 2019-2020, will be held by Sophie Eisenberger. Sophie will hold ultimate responsibility for all the activities and events of the study association, including all decisions made by the Board. It is important that Sophie as the Chairwoman stays on top of all the developments within the board and the association as a whole. Therefore, close contact with all board members is essential. The Chairwoman will host the weekly meetings and makes sure an agenda will be available. The Chairwoman is not only a contact person for all board members but also the representative of the study association, including all its members. Sophie will foremost be in contact with the Faculty of Humanities as a body of the University of Amsterdam. The various General Assemblies which will be held during the year will also be hosted by the Chairwoman. Within the Board of 2019-2020, Sophie will be coordinating both the Lustrum Committee and the Career Committee.

### 1.2.2 Secretary

The post of Secretary for this board year, 2019-2020, will be held by Leonard Kersting. He holds the responsibility for the association's administration, which includes writing the weekly newsletter, updating the website and taking the minutes during board meetings and assemblies. Moreover, he keeps the overview of the membership files and sign-up forms for the association's events. In addition, the Secretary is the vice-chairman, which means that the Secretary will stand in for the Chairwoman if the latter is absent. This year, Leonard is coordinating the Travel Committee and the Introduction Committee.

### 1.2.3 Treasurer

The post of Treasurer for this board year, 2019-2020, will be held by Ruben Wiltgen Georgi. The Treasurer holds the main responsibility for the financial affairs of the study association. He draws and supervises the yearly budget, administers the bank account, supervises the budgets of the committees and keeps track of the accounts both digitally and on paper. He also ensures proper

administration of the receipts, expense claims, income and details of bank payments. Three times a year, the Treasurer must submit a grant application to ALPHA for the partial reimbursement of study-related activities. This year, Ruben is coordinating Eurovisie, Hitchhike Committee and the Conference Committee.

### **1.2.4 Commissioner of Internal Affairs**

The post of Commissioner of Internal Affairs for this board year, 2019-2020, will be held by Alexandra Kovalcikova. The Commissioner of Internal Affairs will be the contact person for the members of the study association and for the committees. Furthermore, she is responsible for organizing the General Committee Assemblies and the Active Members Weekend, as well as monitoring the Gouden Borrelaar Prize. Continuing the introduction of the Social Media Manager from last year, the Commissioner of Internal Affairs will take over this position again and ensure the correct and regular usage of the social media platforms used by the SES. This year, Alexandra is coordinating the Debate Committee and Educational Committee.

### **1.2.5 Commissioner of External Affairs**

The post of Commissioner of External Affairs for this board year, 2019-2020, will be held by Viktória Simon. The Commissioner of External Affairs will represent the association towards external bodies and work on establishing and maintaining contact with these parties, such as the European Studies Alumni Association (KES), as well as other study associations, sponsors and cultural or political institutions. Additionally, the Commissioner of External Affairs is part of the board of KES. This year, Viktória is coordinating the Acquisition Committee and the Event Committee.

## **2. General Policy Plan**

### **2.1 Recruitment and integration of new members**

#### **2.1.1**

Considering the lower number of first-year students expected for the coming academic year, 2019/2020, the Board will strive to ensure that the SES maintains its accessibility. Therefore, effort should be placed on the recruitment and integration of new SES members. This applies to both Dutch and international first-year students.

#### **2.1.2**

The first weeks are crucial in member recruitment and in the integration of new students. The Intreeweek plays a major role in this process, which is why the full board will be present as mentors of the groups from European Studies. This introduces the first-year students to the SES, its members and student life in Amsterdam. During the Intreeweek, the aim of the SES is to promote the association.



### **2.1.3**

Essential for the integration of new members is introducing the new students to the various committees of the SES and their activities. The promotion of the committees will happen at the committee market on the European Studies Day and thereafter through the digital platforms of the SES. The committee page on the website will be updated with the functions of the various committees, their tasks and information about what the committee entails. Also, an email will be sent to all the members at the beginning of the year with an explanation of every committee and their functions by the Board.

### **2.1.4**

It is important that the SES remains an attractive association for all members. Therefore, the focus of the activities and committees should not solely be concentrated on new members but also on current members. It is important to actively involve the current members in the association at the beginning of the year as well. The introduction period will serve this aim because there will be more events focused on integrating the first-years with the old members.

## **2.2 Recruitment of board members**

### **2.2.1**

Members of the board need to be recruited for the subsequent year. In order to form the best board possible, efforts will be put into attracting more members to consider undertaking a board year. A specific meeting, The Board Information Evening will be held around mid-April in order to provide the necessary information. People interested in a board position will also be granted the opportunity to have a one-on-one conversation with a current board member. Furthermore, Facebook and Instagram will be used to inform members about the specific roles within the board.

### **2.2.2**

The new board will be selected by the Board Selection Committee. The decision of the Board Selection Committee will be presented and voted on during the last General Assembly of the year.

## **2.3 Promotion/communication**

### **2.3.1**

As in past years, the SES will use social media for promotion. This year, the association will be using four different media platforms. Firstly, the newsletter will be used for general announcements, the promotion of SES events, the promotion of sponsors and to provide information about the association to all members on a weekly base. Secondly, Facebook will be used for general announcements and the promotion of events as well as the promotion of sponsors. A separate



Facebook event will be created for each event. Thirdly, Instagram will be used to display pictures of events that have taken place or promoting events that are going to take place. Lastly, LinkedIn will be used to present the SES in a professional manner and to create a professional network for the association. In addition, it will be used to maintain contact with guest speakers and people that are involved with SES as well as finding new ones.

### **2.3.2**

This year the Board will increasingly focus on maintaining their social media platforms well-structured and informative. This includes more regular posts about all events and activities. More importantly, this will be translated through the redesign of the website. It is more user-friendly and highlights the priorities of the association, for example, the Eurovisie Magazine or upcoming events.

### **2.3.3**

The Commissioner of Internal Affairs functions as the Social Media Manager. The task related to this role is ensuring the correct and regular usage of the social media platforms used by the SES. At every board meeting, a list will be made of the content that should be posted the following week.

### **2.3.4**

This year we will continue to work towards further increasing the attendance at the General Assemblies (GA). As it was carried out last year, this will be done by informing everyone about the GA through the newsletter, Facebook and Instagram. Awareness of the importance and function of the GAs will be spread in order to attract a larger audience.

### **2.3.5**

The new SES website will be maintained and updated by the Secretary on a regular basis. It will contain all useful information regarding the SES and its activities.

### **2.3.6**

The SES highly values the collaboration with other study associations as it offers our members the possibility to become familiar with people from other study associations. Thus, the SES will continue to collaborate with other study associations.

### **2.3.7**

The Board will continue the sale of the SES merchandise. As the current stock is almost finished, the board is considering redesigning the sweater, most probably with a connection to the Lustrum year.

### **2.3.8**

The Board highly values communication with the European Studies department in order to use their network and knowledge to improve the quality of - educational - events. It is the task of the Board to maintain an overview of the contacted persons throughout the year, in order to extend the network



and establish easier communication. The Board should make the committee members aware of this possibility.

## **2.4 Transparency**

### **2.4.1**

Three General Assemblies will be organised during the academic year. The assemblies will be open to all members. The purpose of the assemblies is to present any developments and how the association is being managed. The General Assemblies are also a platform to present the Policy Plan, the (Semi-) Annual Report, and the year's budget plan.

### **2.4.2**

The official documents of the association, comprised of the Policy Plan, (Semi-) Annual Report, and the minutes from each of the General assemblies will be published on the website of the association. Links to the documents will also be included in the newsletter where relevant.

### **2.4.3**

In order to maintain the transparency and inclusive character of the association towards our members, three Think Tanks will be organized this academic year. The first and newly added Think Tank will function as an opportunity for members at the beginning of the year to express their ideas and expectations towards both the Board and the upcoming Lustrum year.

### **2.4.4**

The second and third Think Tanks will be mandatory for all the chairs of the Committees. This is to ensure more qualitative and wide-ranged feedback as well as establish stronger communications between the Committees. All the chairs of the committees will be asked to hand in their committee specific recommendations beforehand in order to make the Think Tank more constructive. The Board will communicate this responsibility in the committee interviews with the applicants.

### **2.4.5**

In order to keep the members up to date on the developments of the associations, the board will provide a semi-annual report. This report will be presented during the first GA after the winter break.

## **2.5 Internationalisation**

### **2.5.1**

The association should be inclusive for both Dutch and international students. Thus, the nature of the events should be attractive to both.

### **2.5.2**

The SES will remain a bilingual association. However, this year the newsletter will only be provided in English. Additionally, official documents and Facebook posts will mainly be provided in English as most Dutch students are considered to have a good understanding of the English language. Posts that are only applicable to Dutch-speaking students will be provided in Dutch.

### **2.5.3**

The Board aims for all the members to feel included and to diminish any form of language barrier between our members. The Board sees the use of a common language as beneficial for all of our members. Therefore, English will be the main language in SES activities.

### **2.5.4**

The Chairwoman, being the only native Dutch speaker, will be the main contact person for Dutch students.

### **2.5.5**

Being aware of the decline of interest of students within the Dutch track for the study association, the Board is committed to making the SES equally accessible for everybody. The Board will strive to maintain an association that is appealing for the Dutch track by offering them events that are more engaging within a group of SES members.

## **2.6 Book Sale**

### **2.6.1**

The Commissioner of External Affairs will have the task of providing students the opportunity to order their required books with a discount through the SES. Students will order their books directly at the supplier. However, they will still receive the SES discount. The Commissioner of External Affairs will be in contact with the supplier and if students experience any issues during the process, the Commissioner of External Affairs will try to resolve them.

### **2.6.2**

In order to make sure that the book-ordering procedure is clear to all members, the information on the procedure will be available in English.

## **2.7 Committees**

### **2.7.1**

The committees, excluding the Hitchhike Committee, Introduction Committee and the Board Selection Committee, should be formed as soon as possible. In line with this, the applications for the various positions within the committees can be submitted from the start of the Intreeweek. The application period ends on the 29th of September at midnight, since this marks the end of the Introduction Weekend. This does not apply to the Lustrum Committee. This committee will be formed earlier. (see 3.12.2) This gives sufficient time for the new committee members to be familiarised with what being in a committee entails before they start operating and for the committee functions to be assigned.

### **2.7.2**

The importance of the committees' role in the association and the benefits for the active members shall be expressed to both first and older years. For first-years specifically, this will be done at a fair organised by the association on the European Studies Day during Intreeweek and the Introduction Weekend. A brochure will be produced that includes a description of each committee and what they do. The "Committee" section on the SES website will be maintained with information about each committee along with the application form. An email containing the information about the committees, including their role and a link to the application form will be sent to all years. The weekly newsletter will feature a section on the committees and the application process. The social media channels of the association will also be used to communicate about the committees during the application period.

### **2.7.3**

Due to the restructuring of the committees this year the Board considers the possibility to increase the number of committee-members in certain committees.

### **2.7.4**

The Board aims to achieve committees that have a diverse group of members, from different years with both Dutch and internationals. This adds to a deeper integration of the association.

### **2.7.5**

The communication between the chair of the committee and the board coordinator needs to be clear. It is also important that the coordinator does not take on the tasks of the committee chair and vice versa. The board coordinator has to supervise the activities and meetings of the committee and provide a supporting role.

### **2.7.6**

The communication between the board treasurer and the treasurer of the individual committee needs to be effective, efficient and frequent. Moreover, the board treasurer will organize one



General Treasurer Assembly, at the beginning of the year, after the first committees have been formed.

### **2.7.7**

At the start of their committee term, the coordinators of the various committees will stress the importance and usage of the white papers to the committee members. At the end of the academic year, each committee member has to contribute to the white paper, which will be uploaded to the committees' Dropbox/Google Drive.

### **2.7.8**

In the event of a resignation of a committee member, the committee together with the board coordinator will decide if it is necessary to find a replacement. To prevent this from happening, the members will be well informed about the workload of a committee at the beginning of the year.

## **2.8 Committee interviews**

### **2.8.1**

All interviews will be held by the coordinator of the specific committee supported by one of the other board members, preferably one with relevant experience.

### **2.8.2**

The committee interviews will be held as soon as possible after the closing date for the applications. A decision on the formation of the committees will be made before the first General Committee Assembly and during this assembly the committees will be introduced.

### **2.8.3**

Because of the possible early scheduled activities organized by the Lustrum Committee, this committee has priority in the formation period.

### **2.8.4**

As in previous years, the Introduction Committee and the Hitchhike Committee will be formed later in the year. The application period for these committees opens at the end of the winter break due to the fact that the events organized by these committees start later in the academic year. The deadline for the application will be at the end of January and interviews will be held in the following week. As these particular committees will only start functioning in February, members that are abroad during the first semester have an opportunity to join a committee in the second semester.



## **2.9 Methods of payment**

### **2.9.1**

The method of pre-authorized debit will be completely replaced by payments through iDeal and the portable pin machine. For larger amounts, bank transfers will also be possible, as it can be more suitable for some members.

### **2.9.2**

The method of cash payments will be maintained throughout the introduction period as it is more suitable for some international students during their first weeks in Amsterdam. However, the method of online payment is preferable. After the introductory period, the treasurer will strive to reduce the number of cash payments.

## **2.10 SES Office**

### **2.10.1**

The SES office is open every weekday between 11am and 1pm. Members are welcome to come to the office during these hours and at other times when a board member is present. Members are not allowed in the SES office if there is not a member of the board present.

### **2.10.2**

Each board member will do a weekly shift in the office during these opening times.

### **2.10.3**

The aim of the Board is to promote the existence of the SES Office and make it more accessible for its members in general. Most promotion will be through social media and signs within Bushuis.

## **2.11 Agenda/Calendar**

The Board will create an agenda for the SES events in the academic year 2019/2020 with the anticipated time frame in which the events will take place. There will be room for new ideas by the committees and the agenda will not restrict the committees in their work. Henceforth the yearly calendar will not have exact dates but will rather serve as a general framework for further planning. This is supposed to create a balance of events organized by the SES throughout the academic year and prevent overabundance in certain periods. As soon as an event date is set the Secretary will update the homepage. Thus, all members will stay informed of the SES events throughout the year.



## **2.12 Environmental policy**

### **2.12.1**

In light of the ever-growing awareness about climate change, the Board will strive to adopt more environmentally friendly measures in order to contribute to a more ecologically conscious association. Therefore, the Board will strive to establish a cooperation between the SES and the UvA Green Office to organise educational events.

### **2.12.2**

The financial affairs of the SES will be transferred to Triodos Bank. Triodos Bank seeks to support projects and businesses with social, environmental or cultural added value through their clients' deposit. The SES aims at contributing to these goals through the transfer.

## **3. Committee-specific policy plan**

### **3.1 Introduction**

The committees will organize several activities, events or trips throughout the year. Often examples are taken from the previous years. However, new ideas can always be discussed with the board and are always encouraged.

### **3.2 Acquisition Committee**

#### **3.2.1**

The task of the Acquisition Committee is to seek contact with external parties in order to secure funds, make deals and also gain non-financial benefits for the association and its members.

#### **3.2.2**

The Acquisition Committee should consist of a chair, a secretary, and two general members. The committee with the Commissioner of External Affairs will maintain a database of all the external communications and contracts made by the committee.



### **3.3 Activity Committee**

In this year, the Board has decided to dissolve the Activity Committee. The Board has made this decision due to the restructuring of the roles of certain committees. The events organized by last year's Activity Committee will be taken over by the Event and Educational Committee (see Article 3.7 and 3.9)

### **3.4 Career Committee**

#### **3.4.1**

The Career Dinner is the main project of the committee. The event will be open to all members. Besides the Career Dinner, the committee will organize more career-related events. The aim is to organize one more event and to do a collaboration with KES.

#### **3.4.2**

The committee is encouraged to develop a new event-idea for one more event during the second half of the year such as the Futures Market in the previous year.

#### **3.4.3**

Promotional activities and taking photos during the event should be organized by the members of the committee.

### **3.5 Conference Committee**

#### **3.5.1**

The task of the Conference Committee is to organize the annual conference, which should be relevant to the various disciplines within European Studies.

#### **3.5.2**

The conference is intended for both members and non-members. However, members can attend the conference at a discounted price.

#### **3.5.3**

The Board and the Conference Committee aim to increase the number of participants by refraining from holding the conference between the Study Trip and the exam period. Furthermore, the committee will increase the ways of promotion and the collaboration with other organizations.



### **3.5.4**

Promotional activities, such as taking photos during the event, should be organized by members of the committee.

## **3.6 Debate Committee**

### **3.6.1**

The task of the Debate Committee is to organize several debates and a SESMUN. When organizing debates, it is advisable to collaborate with other study associations or organizations in order to achieve higher attendance numbers. Regarding the topic of the debates as well as the SESMUN, it is recommended to take up current controversial issues, especially in the European sphere.

### **3.6.2**

This year, the Board has decided that the Debate Committee will be responsible for organizing Pub Debates, which will be held in the same format as former Pub Lectures with an increased focus on a discussion afterwards.

### **3.6.3**

Promotional activities, taking photos during the events, should be organized by the members of the committee.

## **3.7 Educational Committee**

### **3.7.1**

The task of the Educational Committee is to organize study-related activities and to facilitate members' interest in topics related to the European Studies courses. The activities organized will be a study-related day trip, the The Hague Day, the Family Day and two pub quizzes.

### **3.7.2**

As the educational committee is still a rather new committee, new ideas will be discussed and implemented if they fit the objectives of the committee. The committee members will have the opportunity to propose new events or possibly replace one of the events stated above.

### **3.7.3**

The Educational Committee shall attempt to correspond the activities to the curriculum and closely cooperate with the faculty in order to expand its network and thus make the educational aspect of their events more attractive.



### **3.7.4**

Promotional activities, taking photos during the events, should be organized by the members of the committee.

## **3.8 Eurovisie**

### **3.8.1**

The Eurovisie is the magazine of the association. There are several editions of the magazine published each year. The content of the magazine is directed towards the interests of European Studies students. This includes content related to the course, careers, the university and life in Amsterdam. The articles are written by students and guest authors.

### **3.8.2**

The committee will consist of an editor-in-chief, editors and a designer. As the Eurovisie is an autonomous committee, the committee will not be disbanded at the end of the year. Members can stay in the committee for as long as they would like, provided they function according to the committee's standards. Members have the possibility to apply for the Eurovisie committee throughout the entire year.

### **3.8.3**

Any student of European Studies can submit articles for the Eurovisie to the committee. This should also be encouraged by the committee.

### **3.8.4**

The committee with the board coordinator will maintain the individual facebook page for the Eurovisie. The Facebook page will be used to share the online edition of the magazine, for promotion of the magazine, and to make posts concerning and related to the content of the magazine.

### **3.8.5**

The committee should aim for an even distribution of articles between the various disciplines within European Studies.

### **3.8.6**

Awareness about the existence of the online version and the Facebook page should be raised. This will be done by means of highlighting the online version on the website and other social media channels. Moreover, older articles might be posted if they become relevant for an upcoming SES event or applicable to emerging news.



### **3.8.7**

A special Eurovisie tab will be made on the SES website under media, in order that more people can be made aware of Eurovisie.

## **3.9 Event Committee**

### **3.9.1**

The task of the Event Committee is organizing two to three SES parties, a Christmas gala in collaboration with Alpha and the theme-related Happy Borrels and borrels in collaboration with other associations. The Event Committee is encouraged to establish new events such as a festival.

### **3.9.2**

In the case that the Event Committee makes a profit, the profit will be used to assist in the funding of other SES events.

### **3.9.3**

This year, next to the Chair, Secretary and Treasurer, there will be two general members. The tasks of this position entail communication with external parties as well as promotion of the events. It should be made clear in the interviews that it is the responsibility of every committee member to take initiative when it comes to contacting third parties.

### **3.9.4**

Promotion and photography during the event will be organized by the members of the committee.

## **3.10 Introduction Committee**

### **3.10.1**

The task of the Introduction Committee is to organize the Introduction Party, the Introduction Weekend and other events during the introduction period. Furthermore, the Introduction Committee will assist the board during the extended introduction period regarding the integration of the new first-year students. Depending on the success of this years' increased number of events, the committee, from next academic year on, will organize this as well.

### **3.10.2**

Promotion and photography during the event will be organized by the members of the committee.



## **3.11 Hitchhike Committee**

### **3.11.1**

The task of the Hitchhike Committee is to organize a hitchhike competition which involves taking care of a recovery vehicle, accommodation, activities at the destination and the journey back to Amsterdam.

### **3.11.2**

Promotion and photography during the event will be organized by the members of the committee.

## **3.12 Lustrum Committee**

### **3.12.1**

This year the SES will celebrate its 35th year of existence. For this occasion, the Lustrum Committee will be formed, whose task will be to organize a series of events throughout the year. The framework of these events will be decided by the committee and has to be approved by the board.

### **3.12.2**

Within the current SES agenda, Lustrum events will start from the beginning of October onwards. As the Board encourages new ideas from the committees, the type of events will not be determined beforehand. Thus, the committee is able to develop its own concept for the Lustrum year.

### **3.12.3**

It is necessary that the Lustrum Committee will be formed as soon as possible. Therefore, the Board has decided that the application deadline ends on the 15th of September at 23:59. Interviews will be held the following week.

### **3.12.4**

In order to make all members aware of the Lustrum year, the Board will use social media to promote its existence and the upcoming Lustrum event.

### **3.12.5**

Promotion and photography during the event will be organized by the members of the committee.



## **3.13 Travel Committee**

### **3.13.1**

The task of the Travel Committee is to organize the study trip and the reunion barbeque. Before the trip starts, the committee should organize an information evening with all participants.

### **3.13.2**

The maximum number of participants for the study trip will remain at 45.

### **3.13.3**

The participants are selected on the basis of their motivation application. All applicants are required to submit an anonymous motivation.

### **3.13.4**

The assignment of tasks during the trip itself should be clearly agreed beforehand.

### **3.13.5**

Promotion and photography during the event will be organized by the members of the committee.