ANNUAL PLAN

2018

Student UNION.
UNIVERSITY OF TWENTE

pepsi Grolsch ABN·AMRO

Preface

Welcome to the annual plan 2018 of the Student Union. In this document you will find our focus points and goals for 2018.

In this preface, you will find a clear explanation about the process that led to the content of the annual plan and our ideas for the process of next year. Besides the process, you will find the structure in which the document is written.

Process

The last couple of years, the annual plan was written with minimal input and involvement of UnionMembers' opinions. We think that this approach is a loss and creates dissatisfaction among students. Therefore, this year, we have focused on engaging more students in the creation of the annual plan 2018.

Among other things, we organized a public participation session. In this session, associations, per sector could rank their priority to our focus points and were also given the possibility to suggest new focus points. Extended feedback on this session and their feedback was given via e-mail. The overall top five ranking of the focus points is:

1. More clarity about SU subsidies

2. Data driven policy

3. International students can easily join an association

4. Better accessibility to communication channels for students

5. Research the possibility of a free afternoon for activism

On the 25th of January, a new session to discuss the first concept was organized. During this session we received more feedback on the formulation of these focus points and structure of our document, leading to better formulated aims. We also discussed the annual plan with all UT service departments and received feedback from the Stategy & Policy department to further improve the different concepts.

However, the process of involving students in the creation of our annual plan is still far from perfect. For example, the period up to the session of December was rushed, with little time for the UnionMembers to prepare.

For upcoming years, we want to develop a clear and thought-out process. This process will be communicated in advance to our UnionMembers, wherefore they will know what is expected of them in order to have a say in the creation of our annual plan.

Document structure

In our annual plan, three themes are crucial and recurrent. Namely, internal focus, communication and data.
- **Internal focus**
  Internal focus can be interpreted as becoming a more stable, reliable and professional organisation, which in turn supports every ambition of the strategic plan 2016-2019. It is going to be a long-term project and will likely become a large project, therefore we decided to create an extra ambition called 'The SU will focus internally on becoming a more stable, reliable and professional organisation'.

- **Communication**
  Communication should never be one-sided. Relevant information of policies must be accessible to students and in turn, they should be able to communicate input back to us. Communication initiatives can be found throughout the whole annual plan.
- **Data**
  To measure is to know. That is why we want to make our performance more measurable by giving data a more prominent role within the Student Union. In particular for decision-making on policy for students and associations, we hope to quantify opinions and interests to allow for a better aligned policy.

The structure in which the document is designed, is as follows.
- Ambitions of the strategic plan 2016 – 2019
  - Subject of section
    - Per section, we start by describing a problem or a trend that is the reason to make this subject a section in our annual plan 2018 in the first place.
    - Next, we describe our intended action in a broad way.
    - Lastly, we clearly define a SMART goal in the 'aim', which you can find below each section with a clear indent to indicate them.

On behalf of the entire Student Union we hope you enjoy reading about our upcoming plans!

Stef Huttinga   *External Relationships, Entrepreneurship*
Tijmen Elfrink   *Academic Development, Education*
Albert-Jan de Croes   *Finance, Accommodation, Entreprise Management*
Femke de Gooijer   *Sports & Arts*
Jordi Weggemans   *Communication, Internationalisation*

Abbreviations

SUN   Student Union Network
CES   Centre of Educational Support
SIP   Student Internationalisation Platform
DSIF   Dutch Student Investment Fund
HTHT   High Tech Human Touch
MTAD   More Than A Degree
LTSH   Long Term Strategic Housing
CRM   Customer Relationship Management
SU   Student Union
UT   University of Twente

Contents

1. The SU will focus internally on becoming a more stable/professional organisation

As you have probably noticed, this ambition is not represented in the strategic plan 2016 - 2019 of the Student Union. The explanation about this decision can be found in the 'Preface' of this document.

Internal organisation

Over the last years, our organisation has gone through a rapid growth - the number of projects we are involved in, as well as the number of committees and employees within our organisation, increased significantly. In the meantime, the structure of our organisation did not change accordingly. Due to this, our responsibilities and corresponding role became unclear. Therefore, a critical revision of the organisation itself, as well as the position of the SU regarding to the University of Twente is needed. This will include a policy on human resources, together with a recalibration of the supporting staff eventually increasing the quality of our work. This should also help to better establish our position with regards to Service Departments of the UT, working together towards Vision 2020.

Aim: By the end of this academic year, there is a recalibration plan for our organisation, that is ready to be implemented.

Increasing student involvement by making our policy data driven

We would like to integrate the opinion of students in our policy to ensure the best policy for students and to take the student satisfaction into account. Quantifying the opinion of students and implementing it in our data should work towards this goal. Creating data driven policy starts with being able to obtain data. We aim to realise this by focussing on preparing and launching the Student Union Network (SUN), which is elaborated under this focal point and acquiring means to directly email students which will be elaborated upon later on in this document.

The SUN system will enable associations to handle the administration of their members with greater ease and will enable them to follow the new, stricter privacy laws. At the same time the system will enable us to gather data about activism, sports and culture. To realise SUN we will focus on the following:

Aim: To work together with LISA and CES to ensure full linkage between OSIRIS and SUN before the launch of SUN making sure that the data in SUN is up-to-date (this is a prerequisite for the second aim).

Aim: Before June, if we successfully link Osiris and SUN, we ensure the launch of SUN. We will make it available to associations, using the ICT project management expertise of LISA.

2. The SU encourages students to integrate, in order to realize a huge community feeling at the UT.

Buddy

The Student Union has an initiating and facilitating role in bringing national and international students together. The UnionMembers also prioritized this as one of their top three focus points for us. So, to make associations more accessible to international students we will look into the possibility of an online platform implemented in the buddy system that connects buddies from associations with international students on a voluntary basis. Via this platform students can apply for introductory walk-alongs with a buddy from an association, hopefully lowering the threshold for international students to join associations. In this way, members can meet new students and introduce new members to their association.

> **Aim**: The first version of the online Buddy-platform has been developed and can be found on the website.

Internationalisation: collaborate and align

Within the UT, we notice many different projects trying to shape an international and vibrant community. It is important to collaborate and find alignment within these initiatives. To contribute to this, we will evaluate the position of the Student Internationalisation Platform (SIP) to check how it can help in the alignment process.

> **Aim**: Together with UniTe and the umbrella associations, the SU will evaluate SIP in order to make a decision on its form and goals.

WorldRide, a new Union committee, will be founded and developed. This committee aims to bring understanding and collaboration between different parties and their cultures, by organizing cross-party events that focus on a specific culture each month.

> **Aim**: WorldRide has at least one initiative each month leading to more cultural awareness of the currently hosted culture. At the end of the year these events have a total amount of visitors of at least 200.

More than a Degree Subsidies

The Student Union supports integration at the UT with its various More Than A Degree funds. However, UnionMembers have indicated that they do not know when they can apply for these funds. Next to that, the current regulations offer room for multiple interpretations, making it impossible to execute a uniform policy over multiple years.

Aim: Set up data gathering methods for the various subsidies, revise the regulations and improve the customer journey of getting these subsidies.

Aim: Increase the number of UnionMembers that make use of our subsidies by 10 associations.

World associations

The world associations are important in making international students feel at home. That is why the Student Union, together with UniTe, will look at how they can help the sector world to have more professionally governed associations.

Aim: The handbook for international associations is rewritten together with UniTe and communicated to all world associations.
Adequate financial support is important to all world associations, and that is why last year a new application process was designed for the world association subsidies. The SU will monitor this new procedure and evaluate it such that it can be further developed.

Aim: With the input from the world associations, we will evaluate the subsidies world associations application process in a written document. This document helps CES to further improve the procedure.

3. The SU enables all students to develop themselves.

One entrance for entrepreneurship

For multiple years now, students are overwhelmed with the number of organisations that offer help to establish their undertaking. Clouded in ambiguity, students cannot find the right facilities and support to start and establish their own enterprise. For the upcoming years, we want to create a central point of contact whom all student entrepreneurs can go to regarding entrepreneurship, increasing the amount of student entrepreneurs. To realize this, we aim to connect various players like Novel-T and NIKOS on a strategic level and consecutively connect relevant other parties, like Hardstart, DSIF, NESST and the Gasfabriek, of the entrepreneurial ecosystem. This year, we will focus on starting to work together.
Multiple projects will thrive from this cooperation. For the entrepreneurial community Hardstart, this means more connections with direct business development and better events. The project Startup Hub will also greatly benefit from this, as all entrepreneurial parties of the UT will recognize this as the place for entrepreneurial starters. Together with these parties we will determine where to realize such a place.

> **Aim**:   Realizing the strategic collaboration between Novel-T, NIKOS and the SU, resulting in a clear division of roles and a central contact point for student entrepreneurs.

UT Entrepreneurial Challenge

Events to encourage entrepreneurship of multiple organisations are scattered throughout the year without real alignment with each other. Having one main event/current, the UT Entrepreneurial Challenge, that provides encouragement regarding student entrepreneurship is our long-term vision. This year, we want to focus on further developing the UT Entrepreneurial Challenge into this main current. In order to advance in this direction, we want to involve more students in the organisation of the Challenge, after which it will grow naturally during the coming years.

> **Aim**:   The workgroup of the UT Challenge organisation will be reinforced, to a total of minimal eight students (currently 1, an SU board member), gaining more engagement and participation of the student population.

Offer opportunities to students to develop themselves

We offer opportunities to individual students and board members to further develop themselves. This year we would like to improve and integrate our current offer into a streamlined activism experience.
Our More than a Degree programme will get a more prominent role and will be redesigned to accommodate for every phase in the life of an active student. In order to work towards this streamlined experience, we will:

> **Aim**:   Review our current events such as the events of the Board Improvement Program, activism market and Afternoon Sessions and incorporate these events into the More than a Degree programme if possible.

At the moment our offer for individual students is quite limited. Because we want to provide meaningful experiences to individual students we will put extra focus on the Afternoon Sessions section of the More than a Degree programme. This extra focus will lead to the following:

Aim: Improve the continuity in the Afternoon Sessions committee by recruiting two additional students, growing the committee to four members.

Aim: At the end of 2018 the Afternoon Sessions are visited by 50 students on average and evaluated by its visitors with a 7.5/10 appreciation rating.

Students are able to spend time on extracurricular activities

We think it is important that students academically develop themselves during their stay on the University of Twente. Extracurricular activities teach students valuable life lessons that help transform them into T-shaped professionals. Therefore, students should be able to spend time on these extracurricular activities during their stay at the University of Twente. In order to achieve this, we will activate the UT to put more emphasis on activism by combining activism with the curriculum.
Aim: We will help the Strategy & Policy department to connect minors and activism, resulting in the coupling of one of the HTHT minors to the Team Twente Teams.
TOM increased the amount of contact hours in curriculum making it harder to find time to work on extracurricular activities in a team. A mutual free afternoon reserved for activism is something we would like to investigate and discuss with the University Board. What would be the impact of such an afternoon and are students interested in a mutual free afternoon?

Aim: Investigate the need for a free afternoon for activism by asking, at least, 200 students.

Activate students to become active by rewarding them

An active student population is good for the entire community. Therefore, we try to set an example out of active students. We try doing this by rewarding active students via various reward mechanisms and events.
Last year we structured the More than a Degree awards resulting in more fluent show and the accompanying marketing campaign attracted 200 visitors. Coming year, we plan to further develop the MTAD Awards by working together with the Marketing & communication department. We hope to increase the number of visitors to 350 and to attract national media attention.

Aim: Grow the More than a Degree awards resulting in 350 visitors and national media attention.

We would like to reward more fulltime board members by making the recognition of activism more widely known. We will attract a student employee to manage the entire recognition of activism project which should lead to 50 of 250 eligible students obtaining their recognition during this year.

Aim: 50 (60% increase with this year) out of 250 eligible students acquire their recognition of activism in 2018

4. All students look back on a great student time, and among other things, they are proud of Twente's student life.

Housing

The room to develop yourself starts literally with a room near campus. This is a big part of the UT's mission to become the most welcoming university. For international students, it can be quite a challenge to find suitable housing. Therefore, together with the UT housing group, we focus on improving the fit between the preferences, of students requiring a visa, and the rooms that the UT offers to them.

These offerings will take place from the newly launched Roomspot website. This website offers both rooms with and without co-optation, giving an integral overview of all housing possibilities in Enschede. If this website can add value for all UT students, being both seekers as providers, we will try to incorporate our own portal.

Aim: Incorporating our platform with Roomspot resulting in a single housing portal for students in Enschede, making housing easier for students.

Bastille Facilities

The Bastille is not only the place for student activism, but also the place for students to relax and have fun. In order to make the Bastille even better for students, we aim to reopen De Stek, a café that has not been used since 2011, and promote existing facilities better. De Stek offers associations the space to host general assemblies, lunches, and drinks. For students, De Stek can be used for graduation drinks or Christmas dinners. These improvements in 2018 will hopefully increase the number of visitors in de Bastille with 10%.

Aim: Open up the movie theatre, in the Bastille, to all UT students reaching 20 bookings by the end of the year.

Aim: Have 40 rentals of De Stek.

Clarity in Sports and Culture

Enable all students to get enough physical exercise throughout the day and be involved with culture, the Sports and Cultural associations play a major role. More clarity in both sectors, internally and externally, is key to increase the number of students participating.

Firstly, the sports and cultural offer of the University of Twente should be clear by updating the information on our website with use of the communication strategy and input of associations. Additional information towards Saxion students, employees and externals will be communicated as well. There will be one place as overview of all student events on campus. Concrete plans on how to improve the visibility of culture on campus will be made to increase the percentage of students that is familiar with Vrijhof Culture.

Aim: Work together with the UT to create a wholesome and up-to-date Sports and Culture overview on our website, showing activities and associations.

Aim: The percentage of students that is familiar with Vrijhof Culture will increase from 66% to 80%

By decreasing the amount of actions that should be taken to subscribe and by implementing the buddy program, an unclear subscription process may no longer be a threshold to participate in Sports and Culture.

Aim: Starting the conversation with the administrators of DMS with as goal, increasing the customer journey for our students, creating a better interface and less steps that should be taken.

Facilitating growth for Sports and Culture

Besides clarity, having more students participate in Sports and Culture, both sectors need room for growth, literally. A close look at the current situation will be taken to use the space we have as efficient as possible. By supporting and working together with both umbrella's, Apollo and Sport-koepel UT, plans for temporary solutions, in and outside campus, for both sectors will be made and implemented. In good collaboration with both sectors, the future wishes and demands will be mapped to improve the accommodation on campus.

Aim: Supporting the Dance Hall committee of Apollo by making plans that are ready for LTSH.

Aim: A critical look at the current situation of the Watersports Complex will be taken, resulting in   concrete plans and actions on how to use this location as efficient as possible.

In 2015 the last version of the 'Multi-Year Plan Sports' has been written by the SportCentrum. This year, a new version will be developed, describing the accommodation and facilities plans for the upcoming five years.

Aim: We will support the Sports Centre in writing the Multi-Year Plan Sports by representing the students from the sport sector and also by looking at the perspective from the sector Culture.

Hopefully, taking each other's perspective into account will in the future lead to more harmonization and collaboration between Sports and Culture.

Welfare of students

For students to fully focus on their academic development, it is important each student is mentally and physically in good condition. With the number of students struggling with mental problem being doubled and our mission to advance the welfare of students, it is a logic step the SU focuses on both the mental and physical health of students. For example, the Health Week, which is currently organized for employees only, will include student activities as well. Furthermore, we will use our communication channels to provide students with information on how to improve their welfare.

Aim: Make the Health Week open to students resulting in 250 students participating.

Aim: The SU works together with the UT to provide information about both mental and physical health issues and where to go with them.

5. In order to reach these goals, each student is familiar with the SU.

Communication strategy

To do its work optimally, the Student Union must know the associations and students and they have to know where they can make their opinions heard and use us for. Communication at the Union provides the means to achieve this but has over the past years been subject to many changes, lacking a clear direction. That is why this year we will redefine our communication strategy.

Aim: There is a written document that describes the communication strategy of the SU, describing how we communicate our message.

Centralized student life information

Currently, students indicate that the available information about student services outside the primary process is scattered. From student perspective, centralization of this information is desirable. Since we create policy directed at the extracurricular the SU is a logical place to centralize this information.

Aim: Increase the synergy between the website of the UT and the website of the SU, increasing the findability of information for students and associations. This will lead to a 15% increase of annual visitors to our website.

Due to this lack of centralization it is difficult for individual students to find events that are interesting to them. On the other hand, associations also struggle to reach these students. As the overarching organisation, we should take on a more facilitating role in communication between associations and students.

Aim: An online event calendar, where students can find all relevant upcoming student activities, will be made available to students.

We will also take a look at new information sources to increase the number of students that is reached. As an addition to SUN, we will try to implement a personalised mailing system. Newton brought this idea up during one of the feedback sessions, as a means to prevent spam, as students can personalize their SUN profile, indicating whether they want to receive mails about certain subjects or not. This will be realized by creating a communication strategy that involves:

Aim: Installing control mechanisms within our organisation that prevents misuse of direct mailing.

Aim: Enabling students to personalize their subject preferences in order to prevent them feeling spammed, while still offering them centralized information.

Structuring our external relations

Currently, the Student Union has many relations that are, for the majority, not structured or categorised in any way. Having a long-term partner hierarchy, which will structure the development

of new relations and enable us to manage these relations more carefully is part of being a stable organisation.

This year, to make the SU a more stable organisation and increase continuity, we will focus on two key points: 1.) familiarizing every portfolio holder and employee of the SU to work in the same Customer Relationship Management (CRM) system and 2.) creating the same procedure for every user. During this year, we will make use of the fast knowledge already present at several of our own UnionMembers, such as W.S.G. Isaac Newton.

A more long-term aim is aggregating the external relations of our committees into one shared CRM, increasing and simplifying the acquisition activities. Also, making it easier for companies to find better alignment between multiple events organized by students.

Aim: All our external relations, organisation-wide, are included and categorized in our CRM system.

Aim: There is a document that formalizes the procedures in which we work together with each different type of partner/category of collaboration.

Strategic partners

For multiple years, the SU has decreased the costs and increased the ease of products/services that students use on a daily basis. In order to offer a broader variety of these products/services, we started negotiations with potential partners in the banking-, telecom- and health insurance sector, thus increasing the number of strategic partners.

Last month, we managed to enter a pilot-partnership for one year, with the ABN AMRO Bank.

Aim: Continuously evaluating the partnership with ABN AMRO Bank, organizing a minimum of four sit-ins for all connected student associations to give their input and feedback, together shaping the collaboration to our mutual benefit.

Aim: Mapping the possibilities for our UnionMembers, starting a partnership with a telecom- and health insurance partner.

Overarching Deals

We noticed that the cost of purchasing, for every UnionMember, can be drastically reduced when- ever they establish a collaboration in which they joint purchase products/services from mutual relations. Therefore, we gauged the interest on this matter during the public participation session, creating enthusiasm, resulting in the first group of associations that started working together, D.R.V. Euros taking the lead.

Aim: We will have contributed to the realization an organ/committee, that is managed by deputies of different UnionMembers themselves and supported by us, arranging the joint purchase of these UnionMembers.