

ANNUAL PLAN

2019



Preface

Welcome to the annual plan of the Student Union for the year 2019. In this document you will find our plans with concrete aims for the upcoming year. Below we will explain the process of the creation and setup of this plan.

Process

Since the creation of the annual plan of 2018 we started collecting more input from Union members for the creation of our focus points. The SU is committed to all students and associations, so we believe that they should have a voice in our plans. With the feedback on the process of the setup of the annual plan of 2018, we tried to improve this process for the annual plan for 2019 even further.

Amongst other things, we organised participant sessions per sector, where the associations were provided with the possibility to give input. We collected their ranking of our focus points beforehand, and during the sessions we discussed why certain focus points are relevant for the SU to pay attention to. The associations also had the possibility to suggest new focus points, aside from the list the SU had set up. After the sessions, we combined the input and made a top 10 of our focus points, which includes:

1. Improving the financial transparency of the SU
2. Educating international students on the benefits of becoming active
3. Competence development for part time boards
4. Creating more possibilities for input from students and associations
5. Making it easy for international students to join associations
6. The SU, together with M&C, improving the internal communication within the UT and defining her role in it
7. Allowing student voices to be heard in UT's policy making on internationalisation
8. The SU focussing more on sustainability
9. Academic development in education
10. Reviewing the collaboration with external parties concerning the UnionCard

During the second participant session, the first version of our annual plan for 2019 was discussed. Here, we focussed on the formulation of the focus points and concrete aims. Aside from these sessions, we discussed our plans with all UT service departments and received input from the Strategy & Policy department to further improve upon our plan.

Document structure

The structure in which the document is designed, is as follows:

1. Ambition
 - a. Subject of section
 - i. Description of problem or trend that provides reason to make this subject a section in the annual plan for 2019.
 - b. Clearly defined SMART goal in the 'aim', which can be found below each section, indicated by a clear indent.

On behalf of the Student Union board, we hope you enjoy reading our annual plan for 2019!

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Abbreviations

C&FM	Campus and Facility Management
CES	Centre of Educational Support
CfE	Centre for Entrepreneurship
EC	European Credit, a study point in higher education
HR	Human Resources
LISA	Library, ICT Services and Archive
MVP	Minimum Viable Product
MVP	Minimum Viable Product
PCM	Participants Council Meeting
SACC	Student Affairs Coaching and Counselling
SU	Student Union
SUN	Student Union Network
UT	University of Twente

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

Internal organisation

In the annual plan of 2018, we described that we planned to take a critical look at our organisation structure. The SU organisation has gone through a rapid period of growth, not only in the number of committees and employees, but also in the number of projects in which it is involved. During the process of improving the internal organisation, we kept in mind our core values:

- The SU is a student driven organisation.
- The SU offers quality for student, association and the UT.
- The SU is in close contact with students and associations.
- The organisation is autonomous but collaborates with the UT.

In the first half of 2018, we made a plan to improve our internal structure. Now we are implementing this plan, which consists of three parts: 1) developing a new HR strategy, 2) defining roles for project support from employees and 3) creating an agreement document to provide a clear division of responsibilities between the SU and UT. This agreement document is meant to give SU board members clear overview of our tasks and responsibilities.

Aim: By the end of 2019, the community works according to the new HR guidelines.

Aim: By the end of the academic year 2018-2019, the SU is a more stable organisation that ensures continuity of knowledge.

Student Union Network

SUN is a member administration system that is linked to Osiris. This system should make it easier for associations to keep their memberships up-to-date. The SUN system can also be broadened to include other features. Currently, the backend of SUN is almost completed, and the front end is being built. The development of SUN has had some delays in the last years. To make an impact with SUN, we need to develop it more quickly. To accelerate the process, we will pay the committee, as well as formulate clear steps and goals for parts of the project. Then, a test phase will be executed, the beta version will be launched, and finally a workable (MVP) SUN will be released. While releasing SUN, we will intensify the collaboration with LISA.

Aim: Release the alpha version of SUN and develop the beta version before the end of 2019.

Aim: Assure the continuity of the system by letting LISA maintain SUN. Meanwhile, leave the responsibility of developing and improving the system with the SU.

Financial transparency

The Student Union has a wide scope and is involved in various projects. This means that understanding our finances can be difficult for an association or individual students outside the SU community. This is a problem which arises during our financial Participants Council Meeting (PCM). To address this and make the PCM more productive and focussed on the content, we will attempt to explain and present our finances in a new way. This will be done through an extensive FAQ attachment to our annual financial report and by presenting our finances in a new way, inspired by methods of large shareholder companies.

Aim: Have three quarters of attendees of the financial PCM understand the finances of the Student Union.

Aim: Use visual marketing to present the structure and finances of the SU to the general student population.

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

International student activism

In 2019, the Student Union will continue to improve the integration between national and international students within associations. We believe that international students should not face extra barriers in joining or becoming active in associations. In 2018, we executed the International Student Activism Survey to determine, amongst other things, potential reasons why international students might hesitate to join associations and become active. This survey revealed that some students hesitate because they worry about their visa being retracted if they do not earn enough EC's. This is a clause of the Modern Migration Policy Act. However, this law also states that exceptions can be made if a student has been highly involved in activism.

Aim: The Student Union ensures that students whose visas are jeopardized because they have participated in activism are able to clearly demonstrate the extent of their activism to the deciding committee.

Another reason students might hesitate to become active is because they do not see how the current offer of associations benefits them. This causes us to wonder what types of activism students are looking for. Questions that pertain to internationalisation are interesting to ask in the context of an open discussion.

A reason some students hesitate to join the existing associations is because they do not know anyone there. In 2018, the Student Union developed the Member for a Day Platform to allow students to 'try out' an association with a buddy to guide them. Though developed to meet demand from international students, this program is open to all students and associations (regardless of language).

Aim: 20 associations and at least 50 students will participate in our first run of the Member for a Day Platform. We will monitor the run and improve the platform as needed.

The student's voice on internationalisation topics

The UT's Vision 2020 has high ambitions for internationalisation. To realise these ambitions, this year, the UT launched its Program International Projects. This program includes initiatives such as reshaping the Student Contact Centre (a central point for student information) and creating a smoother process for incoming students. Many of the projects will affect UT students, and so it is important that the voice of students is heard during development.

Aim: Advise the UT on the implementation of at least 2 of the Program International Projects, using student opinions from sources such as surveys and forums.

3. The SU enables all students to develop themselves.

Competency development for part time activism

In past years, we have tried to improve the development of full-time boards within the 'Board Improvement Program'. This program offers activities and trainings for full-time boards. Part-time board members can only participate in some fragments of the program, and so this year we want to focus more on part time activism. Our goal is to encourage even more students to further develop themselves according to their needs.

Aim: Organise four trainings for part-time activism based on their preferences of competency development.

Measuring activism at the UT

It is important for us to have insight into the proportion of activism at the UT, so that we can improve our policy and stimulate activism further. A survey was conducted in each of the last few years, but it was barely useable. To get more useable insights, we want to gather data from associations to spot trends in specific sectors. From this we can collaborate closely with the associations in order to improve their activism. For example, if we see that the proportion of part time activism is decreasing, we can set up a plan to change that trend.

Aim: Design and execute a research plan for measuring activism that is easily executable by both the SU and the associations.

Competency development in curricula

With the introduction of TOM, the development of curricular and extra-curricular competencies has become more integrated. Different faculties at the UT now attempt to improve the professional development of students within the curriculum. We want to encourage this trend by exploring the channels for (professional) competency development. The 'Boards minor' has been halted, as the level of education was not good enough. The SU thinks the 'Boards minor' lowers the threshold to participate in full time activism. Therefore, we want to introduce a new 'Boards minor,' where the SU will be involved in the design of this new minor.

Aim: The possibility of bringing back a minor for boards in a more suitable way is explored. If possible, the SU aims to help the UT bring it back.

The role of the SU within the Centre for Entrepreneurship

Since January 2018, NiKOS, NOVELT and the SU have been working on a Centre for Entrepreneurship (CfE). This is not a new service or institute, but a logical bundling of entrepreneurship-promoting activities and facilities at the UT. The tasks and the ambition of the CfE are based on four pillars,

namely: 1) awareness, 2) space(s) & facilities, 3) coaching & skills training and 4) projects & teaching, resulting in an overall ambition: “Every student at this University goes through at least one real experience with entrepreneurship each year.” This real experience links back to the four pillars, and the SU wants to focus on the first two: ‘awareness’ and ‘space(s) & facilities’, as pillars 3 and 4 are covered by NIKOS and NOVEL T. The UT has called herself ‘the most entrepreneurial university’ for three years in a row now, and by pursuing the ambition of the CfE we hope to get students increasingly acquainted with entrepreneurship at the UT.

Aim: The SU helps in creating awareness around entrepreneurship amongst students in association with CfE parties.

Aim: The SU facilitates improving the facilities for student entrepreneurs in association with CfE parties.

Student entrepreneurs in the Bastille

A concept plan exists for a new Startup Hub where all entrepreneurship is focussed in one central place. In this plan, the goal is to create a lively centre where cross-fertilization of entrepreneurial spirits plays a key role. By reshaping the second floor of the Bastille into an attractive location for budding student entrepreneurs we hope to attract more aspiring entrepreneurs to the Bastille. In addition to the plans of floor 2, we want to make the Bastille a more liveable building and ensure a workable office space situation for all tenants of the Bastille during the summer period. This year, the SU wants to take the first steps to turn these plans into a reality.

Aim: Start building the new entrepreneurial square in the Bastille (floor 2).

Aim: Attract 3 new start-ups to the Bastille building together with Hardstart.

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

Sustainability

Sustainability is a much-discussed topic. Within the UT, the first initiatives regarding this topic are being established. Students and associations are becoming more and more invested in improving sustainability on campus. The SU wants to respond to the needs of students by bringing expertise to the associations that need it. We hope to work together with students who can help other associations work on their sustainability, as well as improve within our own organisation. The United Nations sustainable development goals will form a basis for these plans.

Aim: The SU will bring different parties together and help promote student initiatives concerning sustainability.

Mental welfare

Stress and other mental health issues are receiving more attention, not only in Twente but on a national level as well. Students of today experience a lot of stress and pressure from their surroundings. The Student Union needs to define her responsibility in these developments. We are unable to tackle these problems by ourselves, however, so we want to collaborate with different parties to establish suitable actions. Therefore, we are working on a substantive collaboration with a health insurer, and SACC. The focus of the collaboration with the health insurer will be on the content that we could offer.

Aim: The SU facilitates a campaign with workshops where students can actively participate and learn how to tackle mental health issues.

Together with the UT we want to set a strategy for the upcoming years concerning the prevention of high stress level for students. The initiative 'Health week' shows how we work together with Sports Centre and CES to improve the physical and mental welfare of students and employees. Next to that, the SU could play a role in the information provision of initiatives that are already being organised by the UT.

Aim: Collaborate with the UT in terms of information provision and setting a strategy for the upcoming years.

Individual sports and culture offer

The Student Union is responsible for all the student sports and culture on campus. In recent years, we have seen a change in the environment on the UT campus. Besides joining sports and culture associations, students want to partake in individual sports and culture activities as well. Many sports participants do fitness and follow courses and group lessons like yoga, meditation and swimming at the Sports Centre. For arts participants there is a wide offer of cultural courses including painting, designing, making music, cooking and welding. The Student Union stands for

every student, and so we think developing the individual sports and culture offer is crucial. In addition, it is also a national trend to practise more individual activities.

Aim: Together with Culture & Events and Sports Centre, figure out how the individual culture and sports offer can be improved and matched with the interests of students.

Five years of the UnionCard

Five years ago, we introduced the UnionCard. Since then, we have seen a growth in the number of students who join sports and arts associations. We have also seen that a larger proportion of these students choose to participate in individual sports and arts courses. We want to encourage both trends in the upcoming years. Because of this, it is important for us to review our collaborations with external parties. In addition, we noticed that DMS is not the most user-friendly system. That is why we want to evaluate the processes behind the UnionCard.

Aim: Improve our UnionCard collaborations with external parties.

Aim: Simplify the use of the UnionCard by evaluating all the steps in the process of acquiring and using the Union Card.

Visibility of culture associations

Too many students do not know about the broad range of culture activities that are available on campus. It would be nice if even more students would participate in these cultural activities. We think the problem is the conscious visibility of culture on campus. In the upcoming year, we want to increase the visibility of arts associations. This will contribute to the welfare of students. Together with Apollo and Culture & Events, we want to create more campus-wide recognition of the culture associations and their initiatives. For example, we want to investigate if we are able to set up new agreements with Theatercafé to make the location more attractive for culture associations.

Aim: Together with Apollo, set up at least two campaigns to promote the visibility of arts associations.

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

The individual student

Our mission is to stimulate the academic development and welfare of all UT students. At the moment, our attention is mainly focussed on the student associations and organisations because they are easily accessible for us. However, in 2019, we want to focus more on involving the individual student, by giving them the opportunity to join input or brainstorm sessions about relevant topics like sustainability or the mental welfare of students. These input sessions are accessible to every UT student. We are thinking carefully about how we are going to reach individual students. In the creation of this annual plan we noticed that the input from the associations was very useful. Therefore, we will not forget to invite the associations as well. We have regular meetings with all umbrella boards and we will consult the individual boards for brainstorms on our policy.

Aim: Organise SU forums for students every quartile with a minimal attendance of 40 students per session.

Communication channels for student activism

It can be a hassle to give and receive information about extracurricular activities at the UT. Associations often use many different channels to reach students, creating unnecessary spam for students and extra work for associations and the UT. That is why we want to focus on clarifying the internal student communication channels at the UT this year.

Aim: Together with UT employees and students, create a concrete plan of action to clarify current channels, and begin implementing this plan.

The Student Union herself has problems communicating to students. We think that clearer brand recognition could help. In 2018, the Student Union set new goals for our visibility, and developed a new marketing strategy to help reach these goals.

Aim: Implement the new marketing strategy and extend the corporate identity of the SU to create clearer brand recognition for students.