



2009 Annual Plan

Student Union University of Twente

Colophon

Annual Plan 2009 Student Union

Number of Copies

400 copies

Layout

M.W. Titulaer

Printer

VDA Group, Enschede

Address

Student Union, University of Twente
Bastille, the student building, room 332
P.O. 217

7500 AE Enschede

T: +31 (0) 53-4898006

F: +31 (0) 53-4894433

E: studentunion@utwente.nl

w: www.studentunion.utwente.nl

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Preface by the Board

Before you lies the 2009 Student Union Annual Plan. This Annual Plan outlines the 2009 Student Union goals. In 2008 a beginning was made with the implementation of the 2008-2011 Strategic Plan.

Union participants have been closely involved in the development of the 2009 Annual Plan. Each umbrella organisation has held a meeting in which they could contribute their ideas on the goals and action points of the Student Union for 2009. Thanks to the large turn-outs, these meetings have been very useful and we have incorporated as many suggestions as possible into the 2009 Annual Plan. The Student Union has greatly valued the feedback from Union participants and other parties.

The 2009 Annual Plan is as specific as possible and clearly states the goals that have been set out for 2009. A theme or point of focus is intentionally absent. The 2008-2011 Strategic Plan is the guiding principle for this annual plan and internationalisation is an important topic for 2009.

Union participants are often mentioned in the Annual Plan. This covers all associations and umbrella organisations that have been recognised by the Union; Apollo, Societas Vitae, Sports committee, Consultation Study associations and the umbrella organisation miscellaneous. The Student Union would appreciate a closer cooperation and interaction with the Union participants.

We would like to thank everyone who has participated in the development of this Annual Plan.

Enschede, December 2008.

Board of the Student Union Foundation, University of Twente

| | |
|--------------------|--|
| Sophie van der Ham | Chair, Policy & Strategy, Staff & Organisation |
| Anne-Fleur Wijlens | Sports & Culture |
| Pim Oude Alink | Finance, Accommodation |
| Judith Kreuzen | Academic development |
| Esther Sanders | Communication, Internationalisation |
| Thomas Mensink | Student entrepreneurship, External Relations |

Introduction

The Student Union consists of its participants¹, organised in five sectors; the umbrella organisations. Four of these umbrella organisations are coordinated by an umbrella organisation (board). This applies to the umbrella organisation Sports (Sports committee²), Culture (Apollo³), Leisure (Societas Vitae⁴), Study (Consultation Study associations⁵) and the non-coordinated associations 'other'. The umbrella organisation boards and the associations have been closely involved in the development of this annual plan.

The ongoing Student Union tasks are not included in this annual plan (more specific: anything that doesn't involve a clear change in direction or a new activity). This will show clearly in which areas the Student Union will take a different direction from the years before.

The annual plan has the following structure. The first two chapters contain general information about the Student Union and the 2008-2011 Strategic Plan. The chapter Policy & Strategy will provide an explanation of the 2009 policy and strategy of the Student Union. Subsequently, the various activities that have priority in 2009 have been listed under each respective policy area. Each sub-area is structured the same way; a short introduction to the policy area, followed by the goals that must be achieved in 2009 and the action points that result from those goals. After an overview of these sub-areas the plan concludes with the budget and an explanation of the most significant budget changes.

As of 2004 the Student Union has been entirely responsible for policymaking in the sectors Sports and Culture and for the living environment of international students. In 2008 these responsibilities have been extended to include policymaking for Student entrepreneurship. In this area the Student Union works together with the Kennispark to implement policy.

¹ Participants are all Union-recognised organisations.

² <http://www.sportraadut.nl>

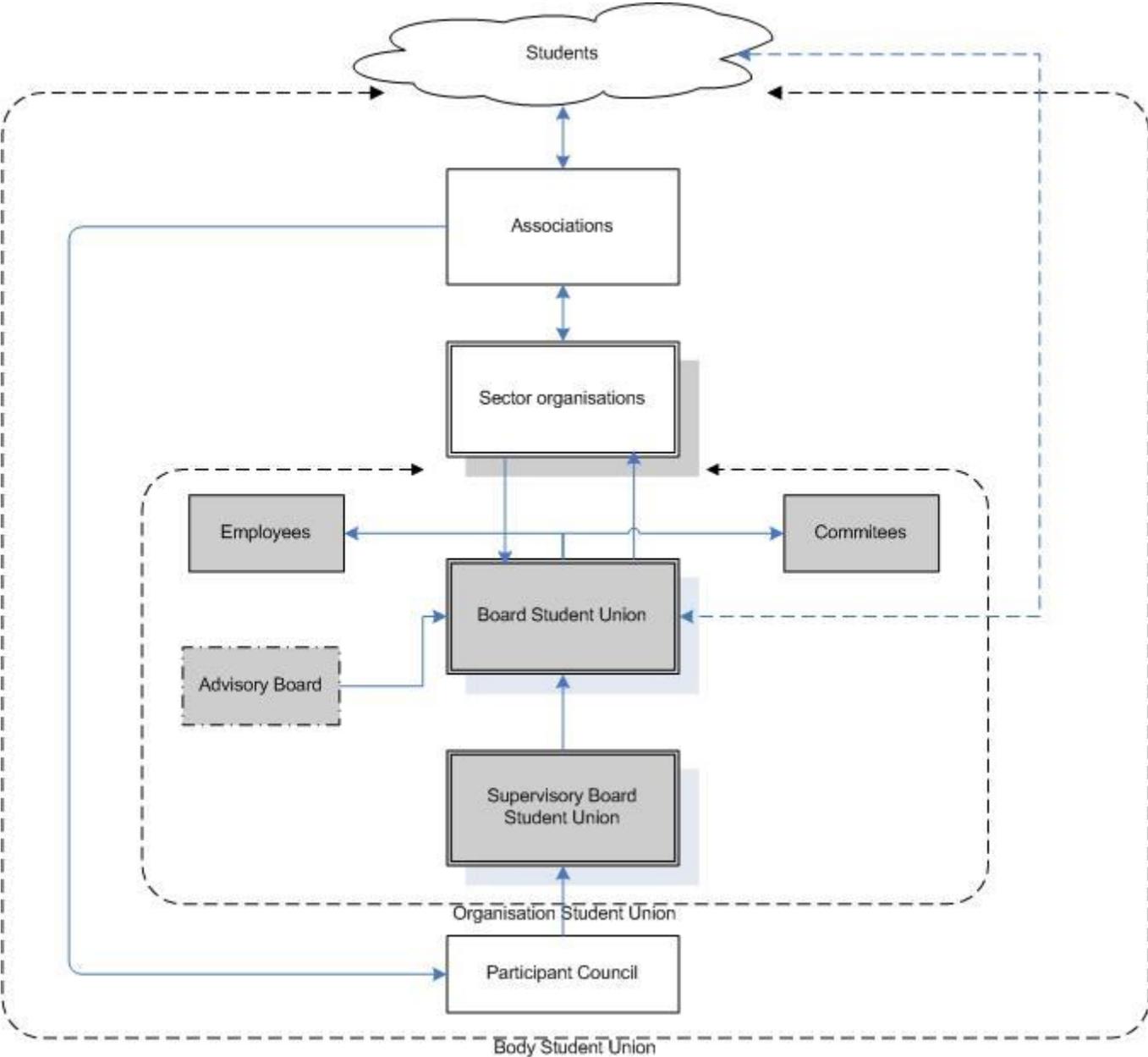
³ <http://www.apollo.utwente.nl>

⁴ <http://www.fact.utwente.nl> & www.vestingbar.nl

⁵ <http://www.os.utwente.nl>

The Student Union

Organisational chart



The Student Union

Mission statement and profile

Mission statement

The Student Union mission is to provide high quality student facilities and deliver highly qualified academically developed alumni to society. Both objectives are part of the mission statement of the Student Union Foundation:

“Fostering the academic development and well-being of students at the University of Twente.”

In addition, the Student Union focuses on supporting its associations and encourages contact between students and the local, regional and national business community.

This mission statement translates into the following strategic goals:

- High quality student facilities
 - provide students with the opportunity to enjoy the best possible leisure activities
 - provide students with the opportunity for the best possible personal development
 - contribute to students' social network
- Highly qualified academically developed alumni
 - are, partially, formed through the pursuit of extra-curricular activities;
 - have acquired a mix of various – recognised - competences
 - are able to function within society in a critical and constructive manner.

Student Union's profile

The Student Union is the coordinating body of all student associations at the University of Twente. The University of Twente is the first university in the Netherlands that has actually incorporated the concept of 'student self-rule' in its organisational structure. The fact that the Student Union is responsible for policymaking in the sectors of sports, culture and the living environment of international students emphasises the importance of student self-management at the University of Twente.

The Student Union strives to provide a range of high-quality student facilities that meet the demands and needs of students and staff members. By providing a demand-driven supply of facilities for students and striving to meet as many of the staff's demands as possible, the Student Union will meet the criteria that have been set out.

The Student Union strives to deliver highly qualified academically developed students. Academic development and the therewith associated personal development of students can occur in numerous ways. By keeping an open mind, the Student Union wishes to create a challenging programme for students at the University of Twente.

2008-2011 Student Union Strategic Plan

Summary

The Strategic Plan is the basis for all concrete action undertaken by the Student Union, the umbrella organisations and the associations to achieve active participation and enhance the well-being of the students of the University of Twente. A summary of the Strategic Plan follows below.

Introduction

This strategic plan has been developed after a lively debate with all concerned parties. A committee with delegates from each sector formed the framework for the 2008-2011 Strategic Plan. Subsequently, the concept of the Strategic Plan was thoroughly discussed with the Union participants and the suggestions from the associations and umbrella organisations have been included in the final version by the Student Union.

Reflection

In the past four years the Student Union has acquired a permanent position within the UT-community. Also, the young, internal organisation of the Student Union has been further developed. The experience gained will be used to apply further development in the organisation in the upcoming period. One of the planned activities includes the creation of a monitoring system to improve the ability to measure objectives.

Currently, the Student Union is responsible for policy-making in the areas of sports facilities, cultural facilities, student entrepreneurship and the living environment of international students. In addition, the Student Union also plays a consulting role in the following areas: communication towards students, IT services for students, internationalisation and the living environment of students.

The Student Union's main target group primarily consists of the associations and umbrella organisations, followed by the individual students. The Student Union is aware of the need to build an adequate support basis within its target group. In the next four years the Student Union will increase this support by providing clear communication and good results to the Union participants and the individual students.

Goals until 2011

The goals in this Strategic Plan describe the desired situation in 2011. These strategic goals have intentionally been set out in an ambitious and measurable manner and describe the direction in which the Student Union wishes to move. The goals don't describe how changes should take place. The way the Student Union operates will be further outlined in annual plans and vision documents.

General goals

1. The Student Union will maintain control and an overview of the policy for extracurricular⁶ activities at the University of Twente.

The Student Union wants to maintain an overview of all extra-curricular activities at the University of Twente. This way the students and student associations will have a better understanding of the range of activities on offer at the University of Twente.

2. The Student Union is an influential discussion partner representing the student body before the Governing Board of the University of Twente and external parties.

The Student Union is perfectly suitable to represent the UT-students because of its umbrella position and policymaking role. As a result of this role the Student Union is aware of the needs of its participants. This enables the Student Union to safeguard the interests of the associations and umbrella organisations and connect the Union participants with interesting parties.

⁶ According to the Student Union, extra-curricular activities are all activities in addition to the academic curriculum.

3. Improving internationalisation amongst UT-students and Union participants.

The Student Union wants to expose more students to internationalisation. The Union also highly values opportunities for international students at the University of Twente to enjoy leisure activities, develop their skills and take part in entrepreneurial activities.

Entrepreneurship

Fulfilling the following goals will result in an environment that encourages entrepreneurial thinking amongst students, as part of their personal development.

1. The organisation of nine new or renewed activities/events by and for the students of the University of Twente.

Through promotion and support nine new or renewed activities will be organised at the University of Twente in the upcoming years. The Student Union will play an initiating and facilitating role and the actual organisation of these new activities will, wherever possible, be in the hands of Union participants.

2. The number of student businesses will increase with 10 percent⁷.

The Student Union assists students who want to set up a student business at the University of Twente. By offering this kind of support it's easier for students to establish themselves as entrepreneurs. The benefits of student entrepreneurship will also be clearly stated on the promotional materials.

Leisure

By fulfilling the following goals the Student Union will create an exciting environment for UT-students in which they can enjoy the best possible leisure activities:

1. The student facilities are primarily aimed at meeting students' needs and secondarily at meeting the needs of UT staff members.

The Student Union will focus on improving the facilities to solve the current capacity problems and serve the growing student population. The Student Union will provide clear communication on the choices that will be made. The Student Union wants to implement the Xtra-card as the sports- and culture card for all students in the region.

Development

By fulfilling the following goals the Student Union will create an environment for UT-students in which they can develop themselves to the fullest:

1. Adjust activism⁸ to the changed student population and surroundings. Also focus on the increasing number of international and 'HBO'⁹ students to fully involve them in activism.

A large intake of new groups of students ('HBO', international, etc.) is expected in the next four years. The Student Union wants activism to keep pace with the growing number of new students and new groups. The goal is to keep the level of activism high. Information for international and 'HBO' students on activism at the University of Twente.

2. UT graduates have the broadest academic development of the Netherlands, in terms of extra-curricular activities.

The Student Union's goal is that by 2011 the University of Twente has become the leader in the Netherlands in the field of academic development. The quality of activism is a key item in achieving this goal. Therefore it's important that extra-curricular activities offer a valuable learning experience and are stimulated, acknowledged and rewarded (also financially).

3. Good job market orientation coaching for students.

Existing activities will be restructured and an ongoing organisation will be set up to better prepare students for the job market. The Student Union, its participants and the University of Twente will make these efforts. All currently existing activities concerning job market orientation will continue.

⁷ In 2007 there were between 110 and 130 student businesses at the University of Twente.

⁸ Students voluntarily carrying out tasks in student organisations.

⁹ 'HBO' is a University of Applied Sciences.

Policy and Strategy

This chapter will clarify the Student Union's policy and strategy in 2009 concerning the 2008-2011 Strategic Plan and the results that have been accomplished in 2008. It will elaborate on the goals for 2009 and mention the most important new points.

Using the Strategic Plan as guideline the Student Union will adjust to the changing environment. The growth of the student population and the implementation of the University of Twente's institutional plan, RoUTE '14, affect the Student Union activities.

Strategic Plan Link

In 2008 an interpretation has been given to the 2008-2011 Strategic Plan. This plan includes eight goals for the Student Union to achieve by 2011. These goals can be grouped into three categories: leisure, development and entrepreneurship. By setting these goals in the several annual plans an attempt is made to fulfil the goals of the 2008-2011 Strategic Plan.

Leisure

"Leisure" is one of the three pillars of the 2008-2011 Strategic Plan. From the strategic plan we can deduct that Sports and Culture are an inseparable part of leisure and development for students at the University of Twente. The goal is to primarily meet the needs of students and secondarily of the staff. The goal is to create more opportunities in the area of Sports & Culture and the use of the Xtra-Card.

Sports and Culture

The 2008-2011 Strategic Plan states that Sports and Culture should be adequate to serve the increased student population by 2011. At the moment the Sports and Culture sector struggles with a capacity problem, which will worsen with the growing student population. In 2008, the capacity problems for sports have been mapped out and the priorities were determined. In 2009 more work will be done to implement these solutions. Culture's capacity problems will be mapped in 2009. The Xtra-Card market will be used to focus attention on the Sports and Culture facilities to inform students about the opportunities that the card provides.

Xtra-card

The current Xtra-card cooperation with Saxion College has increased the leisure opportunities for students. The Student Union now wants to expand the Xtra-Cards opportunities, also beyond the campus. This will be done in cooperation with the local authorities of Enschede and Hengelo as well as with other regional higher education institutions.

Development

The Strategic Plan's "Development" pillar includes academic development and job market orientation. The Student Union highly values students who also further their academic development outside of their studies. It differentiates between extra-curricular learning and activism within a student association.

Activism

The concept "activism" is used by the Student Union to refer to all forms of activities developed within an association or organisation. Activism is not only a position on a board or committee but also membership in an association.

The Student Union wants to anticipate the changing student population. Examples of these changes are the growing number of students, the increasing number of international students and the bachelor/master structure. In order to support the Union participants, the Student Union has developed the activism monitor. The activism monitor's zero was set in 2008 and its goal was to map students' requests and needs around activism. By using the activism monitor the Student Union is able to anticipate these needs and demands.

In 2009 a second activism monitor measurement will take place. After its evaluation a plan will be made for the following three years. A project called “activism career coach” will also start in 2009. This coach will inform and advise students about the opportunities for extra-curricular development.

Personal Development

The Student Union would like to play a more active role in competence-focused learning. This can be stimulated by awareness and support. The CareerPortal's¹⁰ personal development pillar will offer competence development support to all students.

Training sessions offered by the Board Improvement Program¹⁰ to student board members will be adjusted to the participants' needs in 2009. There will also be training sessions to support the use of the competence guide.

Entrepreneurship

The “Entrepreneurship” pillar is new in the 2008-2011 Strategic Plan. Entrepreneurship includes setting up or owning a student business as well as initiating and organising activities.

Organising Activities

The Student Union focuses on initiating and organising new activities and aims to create a climate in which students are supported to set up and organise events themselves. In honour of its second Lustrum the Student Union will organise a large event for all students of the University of Twente. Furthermore, the third edition of Create Tomorrow, the largest student think tank in the world, will take place in 2009. This year there will once again be funding for student initiatives. This initiative supports students in executing their ideas by providing financial and organisational support. The Student Union also wants to promote all innovative events among the Union participants, especially events that are above Umbrella level.

Student Entrepreneurship

The Student Union facilitates students who want to set up and manage their own business. This is done in cooperation with Kennnispark. Businesses can be affordably housed in the Bastille and the KPMG building and attend network meetings. The following phases have been developed to adequately stimulate and coach student entrepreneurship:

1. *Stimulating Business Start*: information and orientation about the opportunities for student entrepreneurship.
2. *Facilitating the set up of a business*: facilitating student entrepreneurs by offering them subsidised offices, services, support (business coaches, accountants) and an intake meeting to familiarise the student entrepreneurs with the facilities.
3. *Help expand the network and stimulate growth of student entrepreneurs*.

In recent years the Student Union has mostly focused on supporting existing businesses. However, in 2009 the Student Union will stimulate students to start up their own business as well as improve the facilities for student entrepreneurs. The website studentondernemer.nl¹¹ will become the face of student entrepreneurship at the University of Twente.

The Student Union's goal is to increase the number of student businesses in 2011 by 10%, compared to 2008.¹⁰ By gaining more insight into the kind of businesses run by students and improving their facilities, the Student Union wants to lower the threshold to student entrepreneurship. It hopes to have achieved its goal by 2011.

Sports & Culture

¹⁰ The CarrièrePortal is an initiative of the de Student Union and the study associations of the University of Twente. The Student Union is responsible for fulfilling the pillar “personal development” on this website.

¹¹ Studentondernemer.nl lists an overview of the initiatives and support available to student entrepreneurs in each phase of the entrepreneurial cycle.

The Student Union carries the responsibility for policy in Sports & Culture. To provide activities that meet the demands of students requires sufficient capacity of facilities. In 2008 the sports facilities that had a capacity problem were mapped and ranked according to priority. In 2009 possibilities for sports investment will be researched and carried out where possible. Opportunities for cooperation with external partners will also be researched. An inventory of the bottlenecks of the culture facilities' capacity will be conducted as well.

Since 2007 there has been a cooperation agreement with Saxion College on the joint facilities card, also known as the Xtra-Card. This year the possibilities of expanding this cooperation to other higher education institutions will be assessed. The goal of these possible expansions is to enlarge the sports and culture opportunities in the region for UT students.

Students are not always aware of the opportunities in the field of sports and culture. Therefore a number of activities will be organised this year to promote the available sports and culture opportunities. In addition to the existing activities, there are the following 2009 action items:

Goals:

1. Expand the number of sports and culture activities and facilities available.
2. Inform the student population about the available sports and culture opportunities.

Points of Action:

- 1.1 Implement sports investments to eliminate capacity bottlenecks of the sport facilities.¹²
- 1.2 Make an inventory of the capacity bottlenecks of the cultural facilities and eliminate these bottlenecks wherever possible.
- 1.3 Investigate the possibilities for cooperation in the sports & culture field with external partners¹³ in the region.
- 1.4 Further develop the cooperation with Saxion College and study the possibilities of cooperation with other higher education institutions in the region such as ArtEZ Enschede and Edith Stein
- 1.5 Expand the possibilities¹⁴ of the Xtra-card.
- 1.6 Conduct a needs assessment of sports and culture and communication about the Xtra-card.

- 2.1 Organise an event to increase the popularity of sport and culture.
- 2.2 Organise an Xtra-card market in February and September where students can see which activities¹⁵ are offered by the Xtra-card in sports and culture.

¹² For more information, please visit:

http://www.studentunion.utwente.nl/projecten/sport_cultuur/sportinvesteringen.html.

¹³ For example, cooperation with companies in and the local authorities of Enschede and Hengelo.

¹⁴ For example, more discounts at sports and cultural events in the region.

¹⁵ Focusing on sports and culture courses.

Academic Development

Academic development includes student activism and personal development. The Student Union has set as its goals to adjust activism to the changed student population and climate. We want to increase the level of activism this year by better informing students about the possibilities of student activism and adjusting activism to the students' current needs. The Student Union has deliberately chosen to involve the group of international students and the influx of 'HBO' students in the possibilities of activism. Furthermore, the Student Union will continue to stimulate students to further their personal development.

Goals

1. Better inform students about the opportunities for activism at the University of Twente.
2. Stimulate students to get involved in extra-curricular activities
3. Stimulate students to develop themselves personally.
4. Gain insight into activism at the University of Twente and make improvements where possible.
5. Involve international and HBO students in activism.¹⁶

Points of action

- 1.1 Introduce first year students to activism.
- 1.2 Organise an activism market for the entire university,¹⁷ including the international students.
- 1.3 Make faculties and students aware of the activism regulations.

- 2.1 Appoint an activism career coach.¹⁸
- 2.2 Organise an activity for students to stimulate activism.
- 2.3 Professionalise and expand the personal development pillar of the CareerPortal.
- 2.4 Organise an event in which social involvement plays the main role.

- 3.1 Adjust the Board Improvement Program (BIP) to the needs of the student board members.
- 3.2 Develop cooperation with a recruitment and selection bureau in the field of personal development of the student.¹⁹
- 3.3 Evaluate the renewed Skills Certificate.²⁰
- 3.4 Take the appropriate action(s) after evaluating the renewed Skills Certificate.

- 4.1 Obtain a second activism measurement from the activism monitor.
- 4.2 Link actions to the results of the Activism monitor involving associations.
- 4.3 Pre and post evaluate the Activism monitor (in cooperation with the branches) and develop a three year plan based on the evaluation.

- 5.1 Organise an activity on activism for the influx of HBO (and international) student.
- 5.2 Organise activities for the German students of the Dutch (technological) language course to introduce them to activism.

¹⁶ The definition of activism, according to the Student Union, is found under Policy and Strategy.

¹⁷ The Activism market will showcase all vacancies on student organisations' committees and boards.

¹⁸ An Activism career coach will inform students about the opportunities of activism at the University of Twente.

¹⁹ The Student Union is currently working on a cooperation plan with the recruitment and selection bureau Tempo-Team.

²⁰ The Skills Certificate has been thoroughly evaluated in 2008. As a result the Skills Certificate is now offered as a weekend session during which a student can improve skills.

CareerPortal

The CareerPortal is a website for students of the University of Twente containing information on their future career, personal development and activism. The CareerPortal is a cooperation between all study associations and the Student Union. Its goal is to offer centralised information about job market orientation and personal development. The Student Union is responsible for the interpretation of the personal development pillar.

Activism monitor

The Activism monitor is a measuring instrument that gives insight into activism and its trends. The first survey (the zero) was conducted amongst students and associations in 2008. A surprising result was that half of the students are currently active in a committee or a board.

The Student Union highly values the associations' support and wants to ensure it keeps this support in the next measurement. The obtained results will be discussed with the Union participants and based on the result, points of action will be linked to the Activism monitor.

Board Improvement Program (BIP)

The BIP consists of the components training and the Competence Development Project (COP). BIP's goal is to increase the awareness of student board members about the learning experience they gain during their year as board member. The training sessions take place on a monthly basis and are given by professionals from the private sector as well as the University. Training can be provided to individuals as well as to the entire board. The COP consists of three half-day training sessions in which the trainer will address a competence or problem, which the entire board would like to improve.

Student Entrepreneurship

The Student Union is involved in student entrepreneurship by supporting (existing) student entrepreneurs by, for example, offering them offices and network meetings. This year, however, the focus will shift to encouraging students who want to set up a new business.

At the end of 2007 the Student Union started a strategic cooperation with the Kennispark. In 2008 the coordinator of student entrepreneurship was appointed to support the entrepreneurship portfolio holder and be the contact person for student entrepreneurs. The coordinator also keeps in close contact with the student entrepreneurs in order to map their needs. This needs assessment has resulted in many action items and new initiatives, such as the creation of a contact list for potential student entrepreneurs so they can contact each other as well as other student entrepreneurs to set up a business. A digital network will also be set up to connect (former) UT student entrepreneurs and facilitate interaction between many parties. The coordinator will support the portfolio holder with these and the following action items:

The website Studentondernemer.nl²¹ became operational in 2008. It will be expanded so that it will become the face of student entrepreneurship at the University of Twente. The Student Union will also highlight the Student Knowledge Portal (SKP) as the place for companies to ask their knowledge questions.

Goals

- 1 Stimulate the start up of new student businesses.
- 2 Map the needs of student entrepreneurs concerning facilities and advice.
- 3 Expand and improve the services for student entrepreneurs.
- 4 Gain insight into the number and types of student businesses at the University of Twente.
- 5 Turn the website Studentondernemer.nl into the face of student entrepreneurship at the University of Twente.
- 6 Maintain and enhance cooperation with other regional parties²².

Points of action

- 1.1 Organise at least one activity to stimulate students to start their own business.
- 1.2 Develop a pool of future/interested student entrepreneurs.
- 1.3 Set up an idea's file that potential student entrepreneurs can use to set up a business.
- 1.4 Offer a non-committal intake meeting for starting entrepreneurs to introduce them to the facilities, support and contacts that the Student Union and Kennispark offer.

- 2.1 Research the needs of student entrepreneurs.
- 2.2 Take action according to the results of the research stated in 2.1

- 3.1 Implement a regulation that entitles student entrepreneurs to a business coach,²³ study guidance,²⁴ entrepreneurship rooms, advice and financial services.
- 3.2 Benchmark student entrepreneurship among other Dutch universities.
- 3.3 Set up a digital network for (former) entrepreneurs of the UT.

- 4.1 Open a registration application for student entrepreneurs in Studielink.²⁵

²¹ Studentondernemer.nl lists an overview of initiatives and support for each phase of entrepreneurship.

²² Current parties of interest to the Student Union in the area of entrepreneurship include the Kennispark, the Chamber of Commerce, Syntens, Young Business Professionals (YBP), BTC, Technologie Kring Twente (TKT) and Nikos.

²³ Business coaches are professionals in the entrepreneurship field who, with their experience, will coach the student entrepreneurs.

²⁴ Study guidance especially for student entrepreneurs will be similar to the Top Athlete's support regulation (but without the financial aid). This regulation supports students who compete at a top level in sports by offering study guidance and financial aid.

²⁵ Studielink is an online enrolment system that enables students to take care of all their (re) enrolments. The UT will use Studielink from the academic year 2009-2010 onwards.

- 5.1** Promote Studentondernemer.nl amongst students and (starting) entrepreneurs as the central information source on student entrepreneurship.
- 5.2** Translate the Studentondernemer.nl website to English.
- 6.1** Organise at least two network meetings and/or events (such as the entrepreneurship day) in cooperation with local parties that stimulate student entrepreneurship.
- 6.2** Encourage student entrepreneurs to join business clubs and network associations²⁶ in the area.

²⁶ The Student Union is currently in contact with Jong Gedaan, Young Business Professionals (YBP), Industriële Kring Twente (IKT), Technologie Kring Twente (TKT) and MKB Enschede as potentially relevant business clubs or network associations.

Introduction

The introduction period is of great importance to get future students off to a good start of their student life. During this period the students learn what the University of Twente and the region have to offer. It's the Student Union's task to introduce them to their new surroundings and make them aware of the importance of entrepreneurship, personal development and leisure during their time as a student.

The Student Union's Introduction Committee (IK) organises the introduction. For 2009 more specific goals have been set concerning the participation of Master and International students. Direct steps will also be taken towards foster a closer cooperation with Saxion College.

Goals

1. Introduce at least 80% of the new bachelor students to their new environment.²⁷
2. Introduce at least 40% of the new master students to their new environment.²⁸
3. Work towards a joint introduction period for the UT and Saxion College by 2010.²⁹
4. Stimulate better communication between faculties, studies and the IK.
5. Continue good cooperation between the Union participants and the IK
6. Evaluate and if necessary adjust the work and advisory groups on the introduction.

Points of action

- 1.1 Make future bachelor students aware of the introduction and its importance.
- 2.1 Make future master students aware of the introduction and its importance.
- 3.1 Align the cycle of the College Introduction days (HOI) Committee as much as possible to that of the Introduction Committee.
- 3.2 Determine which activities the IK and the HOI can organise together.
- 3.3 Make clear agreements about the task division between the IK and HOI as well as the financial input and the division of joint sponsor money.
- 4.1 Align the Faculty introduction planning to that of the general introduction, in discussion with the Studies' Introduction Committee (OIK's) and the faculties.
- 4.2 Clarify the responsibilities of the IK and OIK to the studies and faculties.
- 5.1 Determine the number of opportunities for input for Union participants according to the IK08 evaluation and increase their involvement if possible.
- 6.1 Evaluate the IK08 advisory and work groups.
- 6.2 Based on the evaluation, review the role of the advisory and work groups.

²⁷ This was X% in 2008

²⁸ This was X% in 2008

²⁹ This will happen under the conditions defined by the Student Union as a result of the advisory of the van Buchem committee.

Internationalisation

The number of international students is increasing at the University of Twente and internationalisation remains an ongoing focus. This year, as always, attention will be paid to the English information facilities of the Union participants. Compared to last year, the focus will not only be on translating texts for websites but also on subsidising English print materials.

For international students to fully participate in student life they need to be given the opportunity to integrate into Enschede's student society. This will contribute to their academic development and wellbeing. To facilitate this there will be a focus on providing relevant information and encouraging the integration of international students. The Student Union believes it's important for Dutch students to have an international orientation and that they develop themselves internationally. The Student Union wants to especially stimulate this in 2009 by increasing awareness on the many international associations and activities at the University of Twente and by supplying information on going abroad. The Student Union would like to stimulate this by organising Let's GO³⁰ for the second time. The Student Union will focus on the many improvements that still have to be made compared to last year.

Goals

1. Make the Union participants' information on associations and activities accessible to international students.
2. Give international students the opportunity to integrate into Enschede's student life.
3. Encourage internationalisation amongst UT students.
4. Encourage UT students to attend more international associations' activities.

Points of action

- 1.1 Actively encourage Union participants to translate their websites and other means of communication.
- 1.2 Promote a subsidy for print material for Union participants.
- 2.1 Provide international students with information on Dutch culture³¹.
- 2.2 Make all Student Union activities accessible to international students.
- 2.3 Create an events calendar in two languages.
- 2.4 Encourage Union participants to make their activities accessible to international students.
- 3.1 Introduce a language buddy system for international and Dutch students in which they can learn each other's language.³²
- 3.2 Have PITS³³ organise Let's GO again.
- 3.3 Organise workshops and presentations for students who want to make a study trip or an exchange to a foreign country in cooperation with an international association.
- 4.1 Stimulate the promotion of international associations' activities.
- 4.2 Fine-tune the organisation of international associations' activities within PITS.
- 4.3 Provide clear information to increase awareness on international associations among UT students.

³⁰ Let's GO is student mobility fair offering information to students about going abroad during their study. The fair will be organised again in November 2009.

³¹ In cooperation with the international office and educational service.

³² This falls under the 2nd goal.

³³ PITS (Platform International Twente Student Associations) is a platform in which all internationally focused organisations discuss business/problems related to internationalisation and jointly look for solutions. The Student Union is a participant in PITS.

Staff and Organisation

Three goals have been developed for the Staff and Organisation portfolio, based on the 2008-2011 Strategic Plan and the 2008 results.

Firstly, the Student Union will increase the involvement of its participants. It is important that Union participants have a voice to express the interests of their umbrella or association and are familiar with the most recent developments within the Student Union. Through interaction with its participants the Student Union will have a better grasp of what is going on and will therefore be able to better represent the University of Twente's student society.

Secondly, the continuity within the organisation of the Student Union will be increased.

Thirdly, the Student Union will focus more on interaction with external parties in 2009, maintaining contact with the local authorities of Enschede and initiating contacts with other local parties. A focus this year will be to stimulate interaction between Union participants and students at the University of Twente on the one hand and parties outside the University of Twente on the other hand. The events offered at the University of Twente are very diverse, but outside the University and the region there are many other unique events that can encourage a student's development, entrepreneurship and leisure opportunities. The Student Union wants to offer students a chance to develop themselves as broadly as possible, which is why Union participants and students should be informed about non local events.

Goals

1. Increase involvement of Union participants in the Student Union.
2. Improve continuity within the organisation of the Student Union.
3. Maintain and initiate contact with the local authorities on the one hand and non local parties³⁴ on the other hand.

Points of action

- 1.1 Organise at least four moments during which Union participants can offer input.
- 1.2 Organise an activity to thank all boards of the Union participants.
- 1.3 Clarify the Student Union's vision and activities to the Union participants.

- 2.1 Make a staff plan that clearly describes the function profiles of the Student Union's board, committees and the Office.
- 2.2 Introduce the Student Union's vision and activities to new staff, new board and new committee members.
- 2.3 Develop a format for a project portfolio which will describe both completed and potential future projects.
- 2.4 Evaluate the role of the Student Union's advisory organs and improve where necessary.

- 3.1 Hold structural meetings with the local authorities of Enschede.
- 3.2 Initiate contact with the local authorities of Hengelo, the province of Overijssel and other regional parties.
- 3.3 Promote Student Union and University of Twente events to student societies outside Enschede.
- 3.4 Provide information to Union participants and students at the University of Twente on events organised by other institutions in the Netherlands.

³⁴ For example other Universities and associations in the Netherlands.

Finances

This year there will be a greater focus on the presentation of the finances of the Student Union and the Union participants. Currently the budget cannot easily be compared to the sum of results; the structure will be harmonised in 2009.

This year there will also be a focus on the continuity of the financial organisation of the Student Union. A vision document will be developed for the finance portfolio and a clear policy will be established for the Student Union's own assets. The Student Union's committees will also receive more financial guidance.

The University's new catering plans include a Grand Café in the Bastille. This year a decision will be made on how this will be implemented. In 2008 a study was conducted on the sale of lecture notes by the UnionShop. As a result a pilot has been started for selling the lecture notes. In 2009 this pilot will be evaluated and a decision will be made on how to sell the lecture notes. Finally a long-term plan will be made for Student Union Enterprises BV. Its interpretation will depend greatly on the success of the Grand Café and the lecture notes sales as these are two essential parts of the firm, namely the UnionBar and the UnionShop.

Goals

1. Create more insight into the Student Union's finances for Union participants.
2. Guarantee the continuity of the Student Union's financial organisation.
3. Determine the interpretation that should be given to Student Union Enterprises BV.

Points of action

- 1.1 Present the Student Union's budget and sum of results in the same format.
- 1.2 Set up an integral subsidy policy for Union participants.
- 2.1 Formulate the finance vision.
- 2.2 Create a policy for the Student Union's own assets.
- 2.3 Carry out an unequivocal financial policy for the Student Union's committees.
- 3.1 Determine the joint plans for the current student restaurant and the UnionBar with the managing company and caterer, Sodexo, and decide on follow-up based on the outcome.
- 3.2 Evaluate the pilot for the new implementation of lecture notes sales and take action based on the achieved results.
- 3.3 Create a long-term plan for Student Union Enterprises BV, taking into account the previous two points.

Communication

It's not easy for students at the University of Twente to oversee all information sources related to their student life. Various university departments will begin to work together to clarify to students which sources are relevant to their student lives. This cooperation will result in a central portal; the Student Portal. It should be clear to the students where to find the information they are looking for.

For the Student Union to gain/keep the support of its Union participants and students it's important to keep them involved in the Student Union. This matter will be given a lot of attention. To involve students in the Student Union it's important that they know what the Student Union is and what it does.

Goals

1. Point out information to students that is relevant to their student life.
2. Improve the communication from the Student Union towards students.
3. Increase the involvement of students and Union participants in the Student Union.

Points of action

- 1.1 The Student Union will increase cooperation with umbrellas, courses, faculties and services of the UT regarding the provision of information.
- 1.2 Improve the provision of information towards students by concentrating all information from the Student Union, the University of Twente, Union participants, umbrellas, courses, faculties and services in the Student Portal³⁵.
- 1.3 Promote the Student Portal as the central information source for the students.
- 2.1 Carry out a communication study³⁶ of the Student Union's current communication channels.
- 2.2 Adjust the means and channels of communication based on the results of the study.
- 2.3 Adjust the website based on the recommendations from the study listed under point 2.1
- 2.4 Distribute the Student Union newsletter more widely among the students.
- 2.5 Link the Student Union's website to the Student Portal, the Associations' portal and the Events Calendar.
- 3.1 Encourage requests for the student initiative.
- 3.2 Stimulate interaction between the Student Union and the Union participants and students.

³⁵ The Student Portal is a central portal where students can find web applications and relevant information. (<https://www.studentunion.utwente.nl/portal/>)

³⁶ Research the range, value and the possibility of two-way communication.

External Relations

The Student Union's partnerships and agreements with companies intend to bring added value to Union participants and UT students. The basis of a partnership is a long-term, close relationship between the Student Union and a partner. As described in the External Relations vision the Student Union wants to focus more on the added value of the content of partnerships. This means that a company provides means that have a direct positive effect on the students' wellbeing³⁷. In 2008 the Student Union had 4 partnerships, three of which ended in late 2008.³⁸ Upon conclusion of a partnership a thorough evaluation of the value added by the companies is conducted. The Student Union will also research the need for a Customer Relationship Management (CRM) system among Union participants and student entrepreneurs. If the need is there, a CRM system will be developed that will primarily serve as a database to effectively manage and share contacts with the corporate sector

Goals

1. Create financial or content-based added value for the Student Union and Union participants through partnerships and agreements.
2. Organise corporate contacts and interactions to make information accessible to associations and committees.

Points of action

- 1.1 Conclude at least one partnership that will offer financial or content-based added value to the Union participants, students and Student Union.
- 1.2 Evaluate the current partnerships.
- 1.3 Take action based on the results of the evaluation.
- 2.1 Research the need and the usefulness of a CRM among the Union participants and student entrepreneurs.
- 2.2 Develop a CRM system according to the needs of the Union participants, student entrepreneurs and the Student Union, should there be a demand for it.
- 2.3 Archive all data and interactions with external contacts through a CRM system.

CRM system

The Student Union has developed a CRM system before. However, this system was unable to comply with the demands of the Student Union and Union participants and therefore never became operational. This time the possibilities of an open source CRM will be taken into account so that it can be adjusted to the needs of the user. The system will be available to all Union participants, student entrepreneurs and the Student Union and its committees. When developing the CRM the Student Union will consider the needs of all these groups.

³⁷ For example training and workshops given by companies, facilities offered by companies or discounts on their products.

³⁸ The contracts with Rabobank, Vrumona and Menzis end on 31-12-2008. The contract with the Rabobank will be extended. The possibilities of extending the partnerships with Vrumona and Mezis are being discussed.

Accommodation

The Student Union is responsible for policies for the three student buildings: the Bastille, the Water Sports Complex and the Pakkerij. Management of these buildings has been delegated to a management company. In 2008 a new vision for the Accommodation portfolio has been developed and forms the basis of the 2009³⁹ action points.

As a result of the department Student & Education Centre (S&O) moving to the Vrijhof, more rooms will become available in the Bastille in 2009. The use of these rooms will be determined in 2009. The needs of Union participants, student entrepreneurs and students will be assessed. The possibilities that may be created will be discussed with the Drienerlo Group real estate and the management company.

The cooperation with the management company also deserves some attention this year. Long-term agreements will need to be made concerning the cooperation between the company and the management committees of the Union buildings. In 2008, in deliberation with the management company service, Staff, Labour & Organisation (PA&O) and the Pakkerij association, a handbook was created for the Pakkerij outlining all management agreements and responsibilities between these parties.

Goals

1. Support Union participants in obtaining accommodation.⁴⁰
2. Increase the cooperation with the management company.

Points of action

- 1.1 Research the various accommodation needs of Union participants, student entrepreneurs and/or students.
- 1.2 Explore the possibilities for obtaining accommodation for Union participants.
- 2.1 As a result of the reorganisation within the management, out-dated service level agreement documents need to be evaluated and reviewed and converted into long-term agreements.
- 2.2 Explore the possibilities of creating a handbook like the Pakkerij for the other Union buildings.

³⁹Please visit the following site for information on the new accommodation vision:
http://www.studentunion.utwente.nl/nl/de_student_union/visie.html

⁴⁰ The Sports and Culture branch is not included as it is part of the Sports and Culture portfolio.