

ANNUAL PLAN 2020



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INTRODUCTION

Starting from 2020, the Student Union has a new long-term strategy that forms the basis for our annual plans. This annual plan is largely an implementation of our new strategy, but also contains additional aims and goals. Based on our new strategy, input from many stakeholders and our own experiences as Student Union we have created this edition, which sets the goals for 2020.

In the process of establishing this annual plan, attunement has been sought with the process of Shaping 2030 in order to aligning the goals with broader strategy of the UT. This has taken place in the form of several meetings between the Shaping 2030 team and SU board members in which draft versions have been discussed. Since the UT strategy was not yet established, the annual plan of the SU for 2021 can and will be more specific in the connection with the UT strategy.

We start this annual plan by introducing our mission, values and strategy. This is followed by our six main aims for the year, each with its own goals and indicators. Last, appendix A provides context on our current organisational structure..

OUR MISSION, VALUES AND STRATEGY

As Student Union we have the mission to **promote the personal development and wellbeing of all students at the UT**. This mission forms the basis of everything we do as Student Union and is surrounded by our core values:

- **Student-driven:** Students fuel our organisation and are the main part of our organisation;
- **Entrepreneurial:** We are constantly looking for new opportunities and set up or stimulate new initiatives that support our mission;
- **Quality above quantity:** We aim to deliver high quality products and services;
- **Connected to students:** We involve students and student organisations in our mission and are easy to approach;
- **Inclusive & diverse:** We stand for a diverse organisation and student life in which everyone can participate, regardless of their conditions;
- **Connected to the UT:** We cooperate with the UT whenever we can to fulfil our mission and reach our goals.

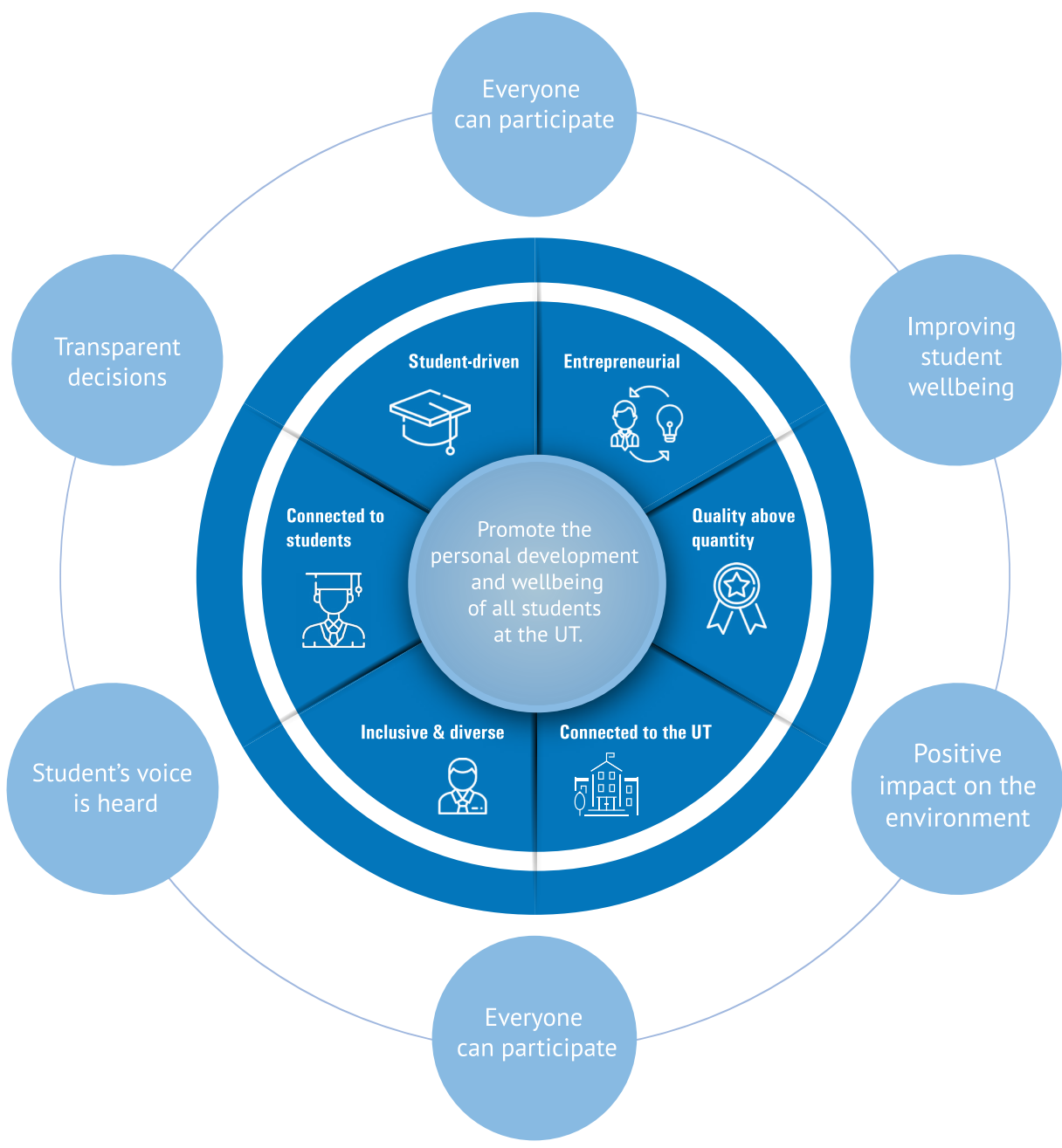
Our strategy supplies our mission and core values with the following five main aims for the coming years:

1. **Everyone can participate in student life:** All students can find a part of student life that is attractive and accessible to them, and we help student organisations to provide this.
2. **We aid in improving student wellbeing:** We help students to stay healthy, both on a mental as on a physical level.
3. **Students are stimulated to develop themselves:** Both on a personal as on a professional level, it is possible and attractive for students to develop themselves.
4. **The voice of students is heard:** We make sure that the interests of students are defended both inside and outside our organisation.
5. **We improve our organisation and communication:** We become more transparent and clear on our organisation and in our communication.

The input from our student organisations showed, however, that there is also an increasing importance to become more environmentally sustainable. Therefore, we added one extra aim:

6. **We have a positive impact on the environment:** We use our position and means to promote environmental sustainability and become more sustainable ourselves.

These aims form the framework for all goals and indicators of this year's annual plan.



1. EVERYONE CAN PARTICIPATE IN STUDENT LIFE

Everyone gets introduced to their living environment

The changing student population with changing needs also brings challenges for the introduction of students to their living environments. For most international students for example, a week is not long enough to properly let them get used to their new living environment. Furthermore, the diverse needs of students calls for a more diverse introduction week that is both inclusive and accessible.

As Student Union, we will focus the coming year on adapting the introduction program to better fit all of our students. To realize this, we started last year with setting up a more extensive evaluation also including the non-participants and the faculty Kick-In. This evaluation will be used to improve our introduction program. As we realize that nine days is not enough to properly introduce students, we also want to extend our Buddy program and find better ways to introduce students to associations. Last, we want to make sure that students can also get picked up from the airport in the winter by making the pick-up service semi-annual.

Goal

Make the introduction of students more comprehensive, accessible and inclusive by:

- making the pick-up service semi-annual;
- using the evaluation results – now also available for non-participants – of the Kick-In to improve the accessibility and inclusiveness of the Kick-In;
- integrate other introduction initiatives, e.g. Buddy, more with the programme of the Kick-In.

Indicators

- We have made the pick-up service available for both the summer and winter Kick-In;
- We have implemented at least two of the recommendations following last year's evaluation of the Kick-In in the Kick-In for 2020;
- We give the Buddy program a specific opportunity to promote themselves during the Kick-In.

We help students & student organisations to find each other

Whether it is due to developments in national politics and society or due to developments at an institutional level, student life and the needs of students are changing. Amongst others, students want to study faster, are more career-focused and a significant proportion of the new students no longer has a Dutch background. These changed needs might call for changes among student organisations, but can also make it difficult for new students to find organisations that fit their needs.

We see it as our responsibility to help both students and student organisations to find each other. On the one hand by showing students what they can do in the diverse network of student organisations and on the other by helping our affiliated organisations to adapt to the changed needs of students. Therefore, during this year we will analyse why students do not become active and advise student organisations how to incorporate different groups of students.

Goal

Help student organisations to adapt to the changing needs of students and help students to find the organisations that fits their needs by:

- analysing the reasons why students do not become active;
- advising our student organisations to better incorporate different groups of students in their organisation.

Indicators

- We formulate an advice to all sectors based on the outcome of the activism monitor and the non-activism survey;
- We do a survey with at least 100 student respondents on why they do not become active.

We help student organisations to be (financially) healthy and more professional

Most of our student organisations are highly dynamic organisations in which students rapidly change positions. Although this allows students to quickly learn and gain new experiences, this dynamic also causes a challenge: students are usually not experienced and passing on competences and experiences can be hard. As Student Union, we want to make sure that students don't have to reinvent the wheel every year and, with that, make organisations more healthy and professional.

Starting this year, we want to use more experienced students to train less experienced students on relevant topics and competences. To assure high quality trainings, we will make sure that these students receive professional education on training students. Next, we also want to further assist our international student organisations, as it is typically more difficult for them to sustain themselves.

Goal

We professionalize student organisations by:

- educating students to provide individual trainings to committees and part-time boards;
- assisting international student associations to be organisationally and financially self-sustainable.

Indicators

- We educate at least two students to provide trainings to committees and part-time boards;
- -These students train at least 10 committees or part-time boards.

We help students to find relevant information, events and activities

We have over 125 affiliated student organisations that regularly organise all kinds events and activities that are potentially interesting for all students. However, it is currently challenging for student organisations to reach the entirety of the student population, especially to reach students not directly connected to them. On the other hand, students can also easily be overwhelmed by all the available information.

As Student Union, we want to help students find the activities and events interesting to them. Therefore, we are collaborating with the UT to create one centralised, but personalised platform where students can find all kinds of information relevant to them. This year, we will be launching this platform with the information of at least 5 student organisations.

Goal

We help students to find relevant information, events and activities by:

- creating a platform to communicate and promote activities and events open to students, in collaboration with the UT.

Indicators

- We have provided a platform where student organisations can communicate and promote their activities;
- This platform is used by at least 5 student organisations;
- This platform is visited weekly by at least 10% of the student population.

2. WE AID IN IMPROVING STUDENT WELLBEING

We aid in improving mental wellbeing

The pressure on students has increased considerably in recent years, as research shows: Students have more complaints about stress and have an increased risk of a burnout. International students face a pressure that is potentially extra high, considering that they often also have more difficulty to getting used in their new living environment. An additional challenge for internationals is the cultural differences in social life, which can also hamper professional counselling.

As Student Union we will therefore make serious work of aiding in the improvement of mental wellbeing of all students, with a special focus on international students. We will intensively collaborate with the UT to make sure accessible professional help is available and is being found. In addition, we will build a ne twork of assistance together with our affiliated organisations that can offer help in an early stage. To streamline this we will also work closely together with national student organisations like ISO and LSVb.

Goal

Contribute on a preventive level to student mental wellbeing and create awareness of the professional help & support available at the UT by:

- starting a student wellbeing taskforce for prevention;
- train confidential advisors in student organisations;
- promote the facilities available at the UT;
- consult with the UT and national student organisations to gather advice regarding mental wellbeing.

Indicators

- At least 5 students have been trained to act as a confidential advisor in their organisations.
- Our website has been updated with a page to inform about well-being.
- There has been a campaign to promote the UT facilities.

We further improve the UnionCard-model

For five years, we have been using the UnionCard as a facility card for sports and culture. During these years, we have been working together with the respective umbrellas, the Sports Centre, Culture & Events and several external parties, like Artez. We made several agreements, both financially and in the division of tasks and responsibilities. After these five years, we have asked an external company to review the functioning of the UnionCard-model.

We want to use the review's outcome to further improve functioning of the UnionCard-model. This will also include an evaluation of the collaboration, both with the umbrellas, Sports Centre and Culture & events, as with external parties.

Goal

Improve the functioning of the UnionCard-model by:

- using the outcome of the independent review to implement improvements to the UnionCard-model;
- evaluating the UnionCard-collaborations with external parties.

Indicators

- We implement at least two points of improvements following from the review;
- We at least evaluate the collaboration with Artez.

We work towards a more stable sports and culture sector

Over the past years, the number of sports and culture participants has significantly increased. On one hand, this has many positive results: associations increase in size and are able to offer more, while also more students remain physically and mentally fit.

On the other hand, however, the growth also brings challenges, as more use also means more costs. The current financial model cannot accommodate this growth, forcing students and student organisations to pay more every year or discouraging student organisations to grow. In addition, the dissolution of the sports umbrella and past experience show us that there is a need for a new organisational structure in the sector sports.

Altogether, we want to address both the financial as organisational challenges in sports and culture. We will find and implement a feasible structure for both the finances as the sports umbrella, in collaboration with both students and student organisations as with external parties.

Goal

Work towards a more stable sports and culture sector, both organizationally and financially, by:

- finding and implementing a feasible structure for an umbrella for the sports sector;
- researching and implementing a feasible subsidy model for both sports and culture.

Indicators

- Starting from the academic year of 2020-2021, we realise a new structure for a sports umbrella;
- We have a new subsidy model to be used starting from the academic year of 2021-2022.

We write a new vision on culture

The last years, the distinction between sports and culture is getting less clear. Several activities could be labelled both as sports and as culture, e.g. dancing. Sports and culture also largely share the same goals within the UT: to meet others, to develop yourself and to relax. Altogether, both help students to become and remain physically and mentally fit.

As Student Union, we support this trend and consider it favourable for both sectors to share the same policy related to personal development and socialization. Over the past years, the circumstances in both sectors have changed. Therefore, last year we have written a new vision for the sports sector. This year, we want to do the same for culture by writing a new vision that shares the structure and basis with the visions sports.

Goal

Make the visions on sports & culture share the same basis and structure by:

- reviewing the current vision on culture and writing a new vision culture in line with the vision sports.

Indicators

- We have a new vision culture that shares the basis and structure with the vision sports.

3. STUDENTS ARE STIMULATED TO DEVELOP THEMSELVES

We offer facilities and services for student entrepreneurs

We believe that being a student entrepreneur is of great value for one's personal and professional development. As the responsible body for student entrepreneurship, we want to stimulate students as much as possible to transform their ideas into a successful start-up. Even if this process does not lead to a successful start-up, we believe that students learn various skills that will be useful in their upcoming careers.

In collaboration with the UT and Novel-T we have realised Incubase, a start-up incubator aimed at UT-students. Starting this year, the facility will not only provide flex workspaces, meeting rooms and offices, but will also offer programs and support for entrepreneurial students in collaboration with Novel-T and other partners. We will actively promote these services and facilities through our promotion channels, to attract as many potential student entrepreneurs as possible.

Goal

Use Incubase to let students get into contact with entrepreneurship and provide facilities for students' entrepreneurial activities by:

- offering facilities, programmes and support for entrepreneurial activities in collaboration with Novel-T and other partners;
- actively promoting the available facilities for student entrepreneurship.

Indicator

- At least 30 student entrepreneurs or 10 student start-ups make or made use of the Incubase as a facility to undertake entrepreneurial activities;
- In collaboration with Novel-T, we offer events, support and at least three different programmes for student entrepreneurship in the Incubase;
- We actively promote the facilities for student entrepreneurship offered by us and our partners through our promotion channels.

Students receive appreciation and recognition for their activities

We believe students deserve appreciation and recognition for their board and committee activities outside of the curriculum. Where appreciation makes being active more appealing and pleasurable, a form of recognition can also prove the value of extracurricular activities to future employers. In an international working environment, a recognition of student activities can provide huge benefits. Employers are also looking for students with *more than a degree!*

Next year, we want to focus on appreciating and recognizing active students more. We will conceive a way to recognize part-time extracurricular activities and we will start making sure that students who are active fulltime get back their full tuition fee.

Goal

Make being an active student more attractive by:

- providing a recognition for part-time activities;
- ensuring full-time active students get their full tuition fee back via FOBOS.

Indicators

- We conceive a way to recognize part-time activities;
- We make sure that students who are active fulltime get their full tuition fee back from 2022¹.

4. THE VOICE OF STUDENTS IS HEARD

We hear the voice of students and our organisations

We regularly make decisions or recommendations that (can) have a major impact on student life and our student organisations. As mentioned in our strategy, we consider it highly important to take the interests of impacted students and organisations into account. We want to strengthen this for the future by involving students and our diverse network of student organisations more in our decision-making process.

This year, we will start involving our students and student organisations more in our decision-making process. We will experiment with temporarily extending the rights of our umbrella meetings, searching for the just balance between participation and decisiveness. In addition, we will involve individual students in the making of our policy.

Goal

Increase the amount of participation of students and student organisations by:

- experimenting with (temporarily) extending the rights of the umbrellas and/or umbrella meeting;
- evaluating these extended rights at the end of the year;
- using the input of individual students in making policy.

Indicators

- Our umbrella organisations can make use of (temporarily) extended rights at two or more umbrella meetings;
- We evaluate the temporarily granted rights at the end of this year, and discuss these results together with our affiliated student organisations;
- We organize at least 4 initiatives to gather input of individual students.

Students are heard at the UT

As Student Union, we are the UT's all-overarching student organisation for student activities and facilities with over 125 affiliated student organisations. Students regularly contact us with questions and requests regarding all kinds of student matters, and trust us to defend their interests.

We believe that we have the position, network and powers to safeguard student interests. In our strategy we have therefore set the goal to increase our capacity to safeguard student interests on facilities and activities. This year, we therefore want to start increasing our capacity by allocating a (new) part of our organisation that is dedicated to defending student interests and bring existing parties together.

Goal

Defend the interests of students & student organisations more by:

- increasing the capacity in our internal organisation to defend student & student organisation interests.

Indicator

- We have allocated a (new) part of our organisation that is solely dedicated on safeguarding student interests that closely works together with existing bodies, e.g. study associations, university council and others.

5. WE IMPROVE OUR ORGANISATION AND COMMUNICATION

We work towards a more transparent organisation

As mentioned before, we are an organisation with a large potential impact on student life at the UT. We should therefore not only ensure sufficient participation of students and our student organisations, but also should be transparent about our decisions and how they have been made.

For the coming years, we have set the goal to be more transparent in our organisation, finances, decisions and processes. This year, we will start by focusing on our decisions and decision-making process, by better explaining and communicating our decision to those who are impacted by them. Next, we will also continue to make our finances and financial structure more understandable.

Goal

Increase our organisational and financial transparency by:

- publishing all non-confidential decisions;
- actively communicating high-impact decisions with our student organisations;
- expand the use of visuals to explain our finances.

Indicators

- At least 80% of our attendees at the participants council meeting considers us to be transparent in our organisation and finances (2019: 69%);
- At least 80% of our attendees at the participants council meeting understands the broad lines of our finances (2019: 78%);
- We will publish all our non-confidential decisions;
- We actively communicate each decision to the student organisations that it has a direct impact on.

We improve the awareness of our services and facilities.

As Student Union, we offer a broad range of services and facilities that can be of added value for both students and student organisations. Due to this broad range of services and facilities that we offer, it can, however, be hard for both to see the forest for the trees. Therefore, students and student organisations are potentially not making optimal use of what we can offer.

In order to better be able to help students and student organisations, we want to improve the awareness on the services and facilities that we offer. We will not only increase our efforts in marketing and communication, but also simplify our corporate identity to give a clearer overview to students and student organisations.

Goal

Make students and student organisations more aware of the services and facilities that we offer by:

- making more use of digital marketing;
- increase our presence on social media;
- simplifying our brands regarding our services and facilities to clarify promotion.

Indicators

- We make sure that at least 60% of the promotional content is digital content to use on social media and other platforms;
- We increase the engagement at our social media by 30%.
- We use at most 5 brands for our services and facilities.

We optimize our exploitations

In the Bastille, we currently have three exploitations: the UnionShop, the Stek and the Atrium. Each exploitation has its own purpose, where the common goal is to provide added value to students. However, the added value these exploitations add comes at a cost, therefore making it critical to have good insights in finances and whether they fit to the needs of students. After all, the budget could also be used in other ways.

At this moment, the financial overview is not sufficient to get these insights, which makes it hard to draw conclusions and improve the current situation. This year, we therefore want to focus on getting a clear overview of the revenues, costs and profits of our exploitations in the Bastille. Based on this financial review, we want to improve accordingly.

Goal

Have a clear overview of the revenue, costs and profits of our exploitations in the Bastille by:

- reviewing the finances and financial structure of our exploitations and improve accordingly

Indicators

- Every three months, we review the monthly revenue, costs and profits of our exploitations. If applicable, this also includes the changes in inventory.

6. WE HAVE A POSITIVE IMPACT ON THE ENVIRONMENT

We promote environmental sustainability

Environmental sustainability is becoming increasingly important in today's society. More and more students and student associations see the need to become more environmentally sustainable and are willing to improve. As Student Union, we take our social responsibility and want to contribute to this, which is in line with the vision and strategy of the UT (Shaping 2030).

Therefore, we want to promote environmental sustainability and promote how students can become more sustainable. Additionally, we want to support students and organisations in their initiatives to improve environmental sustainability.

Goal

Positively contribute to environmental sustainability by:

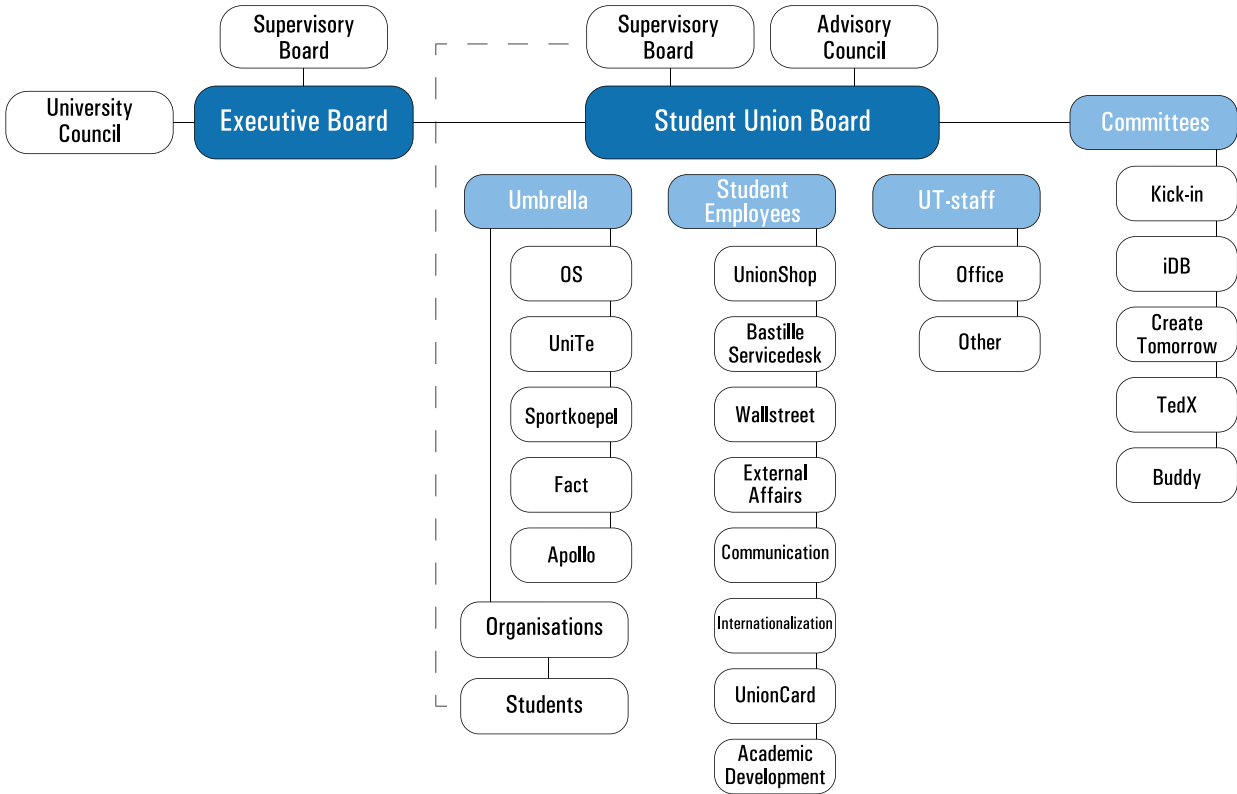
- promoting initiatives regarding environmental sustainability;
- encouraging students can be more sustainable;
- organisationally or financially supporting initiatives regarding environmental sustainability.

Indicators

- At least once per month, we promote environmental sustainability on our media platforms;
- We organisationally or financially support at least two environmental sustainability initiatives.

APPENDIX A - OUR ORGANISATION

The Student Union has grown considerably since its establishment in 1999, both in size as in responsibilities. We currently have over 130 affiliated student organisations and over 120 people working for our organisation as an employee or in one of our committees.



The figure above shows our organisational structure and the relation to the UT's executive board. The Student Union is governed by the executive board, which is supported by student employees, supporting staff from UT service departments and several committees in their daily work.

Furthermore, our organisation consists out of several bodies that are involved in the decision-making and participation process. The supervisory board, consisting both of students and non-students, has to approve the most impactful plans and decisions of the executive board. In addition to the supervisory board, we know an advisory board that advises the board on all kinds of matters.

Next to that, we have over 130 affiliated student organisations, the so-called participants. These organisations are united in the Participants Council that appoints, suspends and discharges the members of the supervisory board. These organisations are also divided into six sectors, for which five of them have their own overarching organisation, the so-called umbrellas. These umbrellas, which are shown in the previous figure, meet frequently with the executive board to discuss and advise various topics. The figure below helps to understand the decision-making structure.

Supervisory Board

Meets each 4-6 weeks
 Approves impactful decisions of executive board
 Appoints, suspends and discharges executive board members

Executive Board

Full-time
 Decision-making on behalf of the Student Union
 Leads Organisation

Umbrella Meeting

Meets each 4-8 weeks
 No formal rights
 Discussion and feedback on plans of executive board

Participants Council Meeting

Meets 2-4 times per year
 Appoints, suspends and discharges supervisory board
 Gets informed on large plans and decisions

