

# ANNUAL REPORT 2020

## PREFACE FROM THE BOARD

Dear reader,

Welcome to the Student Union's annual report of 2020, in which we reflect on the past year's progress towards our ambitions. Based on the five ambitions as laid out in the strategic plan 2020-2023 and the aims formulated in the annual plan of 2020, we will highlight our successes and challenges.

As everyone knows, 2020 was not a normal year. The COVID-19 virus had a huge impact on UT student-life and therefore, on the Student Union. From March on our main focus as an organisation switched to dealing with this new crisis. The annual plan of 2020 had plans we wanted to execute, but we had to prioritize.

However, despite the pandemic we achieved a major part of our goals and we are very proud of what we achieved last year. The pandemic gave us the opportunity to strengthen our position within the UT organisation as we gained some valuable roles within policy and decision making. Because of this we were able to defend the interest of our fellow students more than ever and we will make sure this will sustain after the pandemic as well. Next to that, we strongly believe it is easier for student boards but also individuals to contact us. Everything we is done for our fellow students, so it is very important that we are easy to reach for everyone. Also, despite the pandemic there are not yet big concerns regarding the student organisations. Together with the UT, the municipality and the Veiligheidsregio Twente we made sure we could organize a safe Kick-In which helped a lot since most of the associations even got more members than they normally get. This is very hopeful for the years to come, but we are fully aware that the real effects of the pandemic are yet to come and therefore, we will offer the student organisations the support that they need.

Lastly, we would like to thank all students, both in and out our organisation. The role of students within our university is very unique which we should cherish by seizing all opportunities that come with it. We are happy to see that a lot of students do this by doing more than a degree. Without these students the UT would be a completely different place. Having said that we should also thank all UT departments and employees who make everything possible for the students. Let's strive to keep the UT at least as unique as it is in 2021.

Best regards,

The board of the Student Union,

### **2020-I**

Daniël de Vries	President, Policy & Strategy, Staff & Organisation
Mohammed Al Kathemi	Finance, Accommodation, Enterprises
Lisanne Venix	Sports & Culture
Manouk Ramselaar	Personal Development, Education
Mathijs de Ruiter	External Affairs, Entrepreneurship
Saikiran Samudrala	Communication, Internationalisation & Well-being

### **2020-II**

Daniël de Vries	President, Policy & Strategy, Staff & Organisation
Giel van Weezel	Finance, Accommodation, Enterprises
Irene van de Zande	Sports & Culture
Manouk Ramselaar	Personal Development, Education
Emmilie Kuks	External Affairs, Entrepreneurship & Innovation
Bregje Walraven	Communication, Internationalisation & Well-being

## PREFACE FROM THE SUPERVISORY BOARD

Dear reader,

You are reading the annual report of 2020 of the Student Union. This report has been approved by us, the Supervisory Board. We are the body that supervises the work the SU does: we need to approve budgets, appoint board members, approve annual plans and also this annual report. Furthermore, we handle the appeals on decisions by the board of the Student Union. If you ever have any comments or any things we should know, please feel free to contact us. You can find our contact details on the website of the Student Union.

It cannot go unmentioned that the year 2020 has put everyone's improvising talent to the test. For the university and the Student Union specifically, COVID-19 presented many challenges but brought opportunities as well. To name two, an invitation to the UCM and a Kick-In with a major online component have set standards for the coming years. Online education and lockdown increased the attention for student (mental) well-being even more. UT associations can now request trainings to teach their members how to look after each other. Despite the situation, a system has been set up that allows part-time boards to follow a board training.

The organisation of the SU is continuously developing. The representation of the sector of sport has been renewed and the vision on culture was updated. This report represents only a part of the actual work that has been done. For example, the statutes of the SU itself have been updated to be more in line with the current situation. This led to a reconsidering of the position of the Council of Advice, making it more useful to the SU board members.

Communication between the Supervisory Board and the SU board has, like everything, shifted to the digital domain. Nevertheless, there is a healthy relation and constructive communication between us.

On behalf of the Supervisory Board,

Maarten Assendorp

## INDICATOR OVERVIEW

To each aim, a success indicator has been attached. The indicators mean the following:

Indicator	Description	Aim count
<b>SUCCESS</b>	We consider the aim as achieved	23/35
<b>ALTERNATIVE SUCCESS</b>	We consider that an equal or better alternative to the aim is achieved	2/35
<b>PARTIAL SUCCESS</b>	We consider the aim to be partially achieved and that the part that has been achieved can be considered a success. This is usually due to a delay in progress or nearly having met the goals.	7/35
<b>UNSUCCESSFUL</b>	We consider this aim to be insufficiently achieved to call it a (partial) success	3/35

## ABBREVIATIONS

### A

Aki [Artez](#)– academy of fine arts and imaging  
AR– activism recognition (committee)

### C

CFM - campus & facility management

CCOW – committee to coordinate education during corona

CCVB – corona college van bestuur

CEO's - chief educational officers

### D

DMS - digital platform of sports and culture

### E

E&I – extra & incidental (used in FOBOS)

ECIU - European consortium of innovative universities

### F

FACT - umbrella organisation of student associations

Fobos - financial support extraordinary circumstances support students

### G

GH – green hub



ISO – national student association

**K**

Kic – kick In Committee

**L**

LKvV – national umbrella organisation of student associations

LSVb – national advocacy organisation for all students

LTHS – long term strategy for housing

**M**

M&C - marketing and communication department

**O**

OS – umbrella of study associations

**P**

PCM – participants council meeting

**S**

SACC - student affairs coaching & counselling

SEG – shaping expert group

SU – student union

SUT – sports umbrella twente

**U**

UCM - university committee management

UniTe – umbrella world associations

UT - university of twente

UT - EB – executive board university of twente

UWC – University water sports complex

# 1. EVERYONE CAN PARTICIPATE IN STUDENT LIFE

## Everyone gets introduced to their living environment

### SUCCESS

#### **Aim: Making the pick-up service semi-annual.**

The pick-up service was successfully organised in February (before the winter Kick-In) and August (before the summer Kick-In). Communication of these services were done via the (Winter) Kick-In participant invitations. In total an amount of 103 international students participated in the pick-up service, 19 students in February and 84 students in August. With the COVID-19 measurements in August, more buses were organized in this edition to make sure the 1.5m distance was kept in the buses between participants of this pick-up service.

### PARTIAL SUCCESS

#### **Aim: Using the evaluation results – now also available for non-participants – of the Kick-In to improve the accessibility and inclusiveness of the Kick-In;**

The changing student population brings challenges for the introduction of students to their living environments. Therefore the Student Union has focused on adapting the introduction program to better fit all of our students. The process of implementing the recommendations of the Kick-In of 2019 had been started for 2020. However, due to Corona, our priorities were somewhere else. Some recommendations, like researching the length of the Kick-In, were not relevant anymore due to the corona crisis. Therefore the indicator to have implemented at least two of the recommendations following last year's evaluation of the Kick-In for 2020 has not entirely been met. Nonetheless, all recommendations are passed on to the new Kick-In Committee such that no information might be lost.

However, it has also become more and more clear that the need for a central body for the study Kick-In's is important. To shorten the lines between studies and the KIC it has been decided to enlarge the coordination group with one program director of each faculty and one representative from OS. Inclusion and diversity remains an important topic, therefore it is now discussed with the diversity and inclusion officer of the UT whether she should also get a position in the coordination group. These changes in composition of the coordination group have been made recently, hence it is not yet possible to comment on the effect this will or will not have.

One of the recommendations which came from the evaluation results of the Kick-In of 2020 was that the length of the faculty days of some master's programs could last longer. This recommendation will be implemented for the Winter Kick-In of 2021, namely the faculty days will go from 1 day to 1.5.

### SUCCESS

#### **Aim: Integrate other introduction initiatives, e.g. Buddy, more with the programme of the Kick-In.**



Initiatives like Buddy and the pick-up service were well communicated before and through the Kick-in (through means like the Kick-In participation invitations, SU/UT/Kick-In social media channels (take-overs, posts, stories), and M&C correspondence with international students). The Buddy project continues until the end of the semester. In addition to this, we started a platform (Kick-In Give it A Go) to centralise all introduction initiatives of all associations at the UT. The website has as goal to encourage new students to find an association of their interest easily via an user-friendly website. On this website, also the Buddy program is promoted.

## We help students & student organisations to find each other

### PARTIAL SUCCESS

**Aim: Analyse the reasons why students do not become active.**

In 2020, 61,5% of the associations filled in the activism monitor. What struck the most, was that the percentage of active international students was less than the percentage of the active national students within the same association. Possible reasons for this were discussed during umbrella meetings and the participants council meeting, which gave some useful insights

Input of the meetings will be used to find a way in how to incorporate internationals better in the very active student community of Enschede. What shouldn't be forgotten, is that world associations are also there for the internationals, which might result in internationals joining less associations of the other umbrellas. In 2021, conversations with the umbrellas will be planned, to talk about the outcome of the activism monitor of 2020, including the input of the meetings, in order to help the organisations to adapt to the changing needs of students.

Additionally, no survey about why students do not become active has been made. This for the reason that in 2020, the COVID-19 virus arose. We decided that it is better to analyse this when everything is back to normal again.

### UNSUCCESSFUL

**Aim: Advise our student organisations to better incorporate different groups of students in their organisation.**

No training was organised on how to incorporate students from different cultural backgrounds. However, the Shaping 2030 Inclusion group started in October 2020 with working on this topic together with the Student Union. In January 2021 discussion groups will be held with Dutch and International students from different organisations to talk about the inclusion of students from different cultural backgrounds. With the outcomes of these discussions, possible solutions on how to better incorporate different groups of students in associations will be investigated and carried out.

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



## SUCCESS

**Aim: educate students to provide individual trainings to committees and part-time boards.**

A new concept for student trainers was developed, in close cooperation with Buro Winners. In this concept, 3 students (former board members) were educated on how to give trainings. Since October 2020, the trainers have been giving trainings to part-time boards. In total, 20 part-time boards send in a request to have such a training. 10 of them completed the full training program, where the other 10 followed a part of the programme or couldn't start yet due to stricter measures that were announced by the government. The trainings were evaluated and had 14 respondents to the evaluation. The training itself was rewarded with an average of 7.7 and the trainers themselves were awarded with an average number of 8.2. The major difference between a fulltime training (given by professionals) and a part-time training, is that the fulltime training is personalized, and that the part-time training has one fixed program that covers several topics. Those topics were chosen based on the experience of Huub, who has trained a lot of boards and, therefore, was aware of the reoccurring topics.

We decided to focus on giving training to part-time boards at first. As this demand was already quite high, we weren't able to offer similar trainings to committees, yet. In 2021 we will see whether our budget and the capacity of the student trainers allow it to give trainings to committees as well.

## PARTIAL SUCCESS

**Aim: assist international student associations to be organisationally and financially self-sustainable.**

New advancements are made with assisting UniTe and international associations to be financial stable. In the beginning of 2021 an world sector advisor will be introduced to UniTe and the international associations for helping and guiding the international sector towards becoming more visible and professional by advising and helping them with their policy plans, budget, year report and financial reports.

Furthermore, new and less organized organisations have received aid in the preliminary setup of their budget plans and their financial reporting. A new template was developed where a step-by-step guide helps clear up previous unclarities and provides a setup on which organisations can build their financial structure. To other organisations, personalised aid was provided.

## We help students to find relevant information, events and activities

### PARTIAL SUCCESS

**Aim: Create a platform to communicate and promote activities and events open to students, in collaboration with the UT.**

A project to create a platform to centralise all the activities and information relevant to students together with M&C of UT was postponed due to COVID-19. Hence, for the





Christmas breaks, another project (the Share & Take Care initiative) was started in collaboration with the UT and student associations to promote activities and events during these two weeks of vacation.

This project was a result of noticing that a lot of (international) students would be forced to stay over at the University during the Christmas breaks due to COVID-19. To give everyone a nice and especially not lonely Christmas, a special 'Holiday Buddy' project together with an information platform for events during the two weeks breaks was established. In these two weeks, over 10 student associations, the UT language and the sports centre promoted activities and events for students. In addition, 140 Buddies were linked together to enjoy each other's' company during (online) activities or a Christmas lunch/dinner. The information platform was viewed by more than 1500 students, and promoted through a special e-mail to international students and the UT student news. Furthermore, M&C handed out Christmas cookies to several student houses with an informational flyer. During the Christmas holidays, every day one or more activities took place and were highly appreciated by the students.

Since the project was a success, possibilities for a continuation of this project for the entire academic year are investigated in the beginning of 2021 together with M&C, the UT language centre, CFM, the Vrijhof, sports centre and the student organisations. The main goal is to establish such a platform and Buddy program not only during the Christmas breaks, but also during Eastern, the summer and eventually maybe even throughout the year.

## 2. WE AID IN IMPROVING STUDENT WELL-BEING

### We aid in improving mental well-being

#### SUCCESS

#### **Aim: Start a student well-being taskforce for prevention.**

A Steering and project group for student Well-Being was set-up which works as a taskforce to bring all the Well-Being related issues to one place. This Steering group consists of persons from education, higher management of the UT, M&C of UT, SACC of UT and the Student Union. Outcomes of this group are a canvas page with workshops on stress and mindfulness. In this canvas page students can e.g. enrol for an online stress workshop. In addition, a 'look after your friend' training that has been developed by the Student Union and the UT psychologists, for student trainers to give trainings to other students about how to look after their friends that cope with mental health issues. These trainings can be requested by student associations in the beginning of 2021.

When the first lock-down due to COVID-19 took place, the Student Union got a seat in the UT CCOW-3 group on student Well-being during the virus. Outcomes of this group were that the Student Union posted tips and inspiration for mental Well-being on our Instagram. These blogs have been visited 736 times on the Student Union webpage. In addition, we started a



webpage on our website with UT facilities (Goodhabitz, virtual language centre), tips and inspiration for prevention of mental illness for students during the lock-down. This webpage was promoted through the informational flyer that came with the UT socks every student received in December 2020, and has been visited 2,363 times. At last, the Goodhabitz platform was established by the UT for students to do online workshops to upskill themselves.

#### UNSUCCESSFUL

##### **Aim: Train confidential advisors in student organisations.**

Due to the Coronavirus other Well-being projects got more priority, wherefore the confidential advisor training for associations was postponed. However, in 2021 the project will get a follow-up. Together with the material for the 'look after your friend' trainings, the knowledge of a trust person from Euros, two deans who are a confidential advisor, and the associations, the project to train confidential advisors in associations will be executed in 2021.

#### SUCCESS

##### **Aim: Promote the facilities available at the UT.**

Due to Corona, the Student Union website now has a page about mental well-being during Corona, which includes the facilities available (e.g. Goodhabitz, Virtual Dutch language Café, Sports centre online courses, tips and inspiration for studying) at the UT that help in prevention of mental well-being issues. The webpage was well promoted by the informational flyer that came with the UT socks every student received. Over the year 2020, the Corona page of the Student Union has been visited 2,363 times.

The webpage is updated regularly with the most up-to-date information. Furthermore, after the virus the webpage will be converted in a general well-being page.

#### ALTERNATIVE SUCCESS

##### **Aim: Consult with the UT and national student organisations to gather advice regarding mental well-being.**

The Student Union is part of the UT steering and project committee about Student Well-being. In addition, we also have a seat in the CCOW-3 tasks force on Student Well-being during COVID-19.

Furthermore, the Student Union is in contact with other student organisations (e.g. University of Innovation Fellows, FACT, and the national ECIO for advise on this topic. We do this by for example attending an online conference of the ECIO and having a meeting with the commissioner of the King of Overijssel. In addition, FACT is present during national discussions of the LKvV on student well-being (during COVID-19) and regularly updates us on national important topics regarding student well-being.

Unfortunately, no contact has been sought with the ISO and LSVb yet, therefore the indicator is determined to be an alternative success. Nevertheless, we are contacting them in 2021 to gather advice regarding mental well-being.



## We further improve the UnionCard-model

### SUCCESS

#### **Aim: Use the outcome of the independent review to implement improvements to the UnionCard-model.**

The UnionCard exists for over five years now, hence it became time to investigate and evaluate the model. In November 2019, a broad UnionCard review has been done. The aspects that have been reviewed were:

- The goals of the UnionCard;
- The organisation of the sectors sports and culture;
- The financial structure of the sectors sports and culture.

Of those aspects, some recommendations were made. Most of those recommendations have been looked into and a large amount has been implemented. Some of the recommendations that have already been followed are the reconsideration of DMS, a permanent coach for the Student Union, delegation of the mandate for the Sports Umbrella, the portfolioholder Sports & Culture as (independent) chair of the Sports Umbrella. In addition we have developed a whole new financial model for the Sports subsidies and therefore raised the price of the UnionCard and added an 'unforeseen' post, like has been recommended.

### SUCCESS

#### **Aim: Evaluate the UnionCard-collaborations with external parties.**

A new powerful collaboration with Kaliber Kunstenschool has been set up, which improves the offer for the individual participants of performing arts. Kaliber offers musical education to all UT students at a very low price, and new culture courses have been added for UnionCard holders.

There has also been contact with AKI ArtEZ to evaluate and improve this collaboration. However, because of COVID-19 the activities at the AKI such as cultural courses have been cancelled. To have a low occupancy rate at their building evening classes have been added to their schedule, which means there is not enough space to facilitate extra courses. Although we have evaluated the collaboration but did not find clear points on how to improve it, we remain to look for a way how both parties can profit from this collaboration.

## We work towards a more stable sports and culture sector

### SUCCESS

#### **Aim: Find and implement a feasible structure for an umbrella for the sports sector.**

The previous years the number of sports and culture participants at the UT has increased significantly. Although this growth brings many positive results, it brings also more challenges



to the sectors. The dissolution of the sports umbrella was one of the reasons to review the organisational structure in the sector sports.

During the year, a taskforce has been working on creating a feasible structure for a new umbrella in the sector sports. They came up with a new concept: the Sports Umbrella Twente (SUT). The Sports Umbrella Twente is a foundation with a supervisory board and an advisory board. In the new structure, the three main responsibilities are separated.

These responsibilities are:

- Making policy;
- Executing policy;
- Representation.

The policy is made by the board of SUT and supervised by the Supervisory Board. Executing this policy is outsourced, where the Sports Centre is the main facilitator. Representation of the six sectors, the individual sports and the Sports Centre, is done by the Advisory Board.

This structure seems to be working quite well. Although it has only been implemented since September and not many conclusions can yet be drawn, it may already be said that the close communication between all parties involved is beneficial for the sports associations of the UT. The Sports Centre, the Sports Umbrella Twente and the Student Union who with the three of them form the Sector Sports of the UT are working closely together to be able to work with the new subsidy model from next academic year on.

#### PARTIAL SUCCESS

### **Aim: Research and implement a feasible subsidy model for both sports and culture**

For the sector sports, we created a new subsidy model, called 'facility allocation guidelines'. We make use of a multiyear budget plan, to make sure the sector is stable over the years. As per September 2021, the new facility allocation guidelines will stand.

For the sector culture, first the new vision on culture had to be finished in order to determine how much finances are needed for specific policy choices. The subsidy model for culture is looked into at the beginning of 2021. However, a concrete implementation is not yet clear.

## We write a new vision on culture

#### SUCCESS

### **Aim: review the current vision on culture and write a new vision culture in line with the vision sports**

The distinction between the sectors sports and culture is getting less clear. The two are growing closer to each other as they share the same goals: to meet others, to develop yourself, and to relax. Altogether, both help students to become and remain physically and mentally healthy.

Over the past years, circumstances in both sectors have changed. Therefore, a new vision on sports was written in 2019. The goal for 2020 was to also write a new vision on culture.



The new vision for culture has been written in collaboration with the whole sector culture and has been approved by the UT. Input from students and cultural associations has been implemented, and Apollo and Culture & Events were closely involved during the writing of the new document.

### 3. STUDENTS ARE STIMULATED TO DEVELOP THEMSELVES

We offer facilities and services for student entrepreneurs

#### SUCCESS

**Aim: offer facilities, programmes and support for entrepreneurial activities in collaboration with Novel-T and other partners.**

The Incubase officially opened its doors in February 2020. This heralded the launch of the UT's start-up incubator. Located in the Bastille, this initiative of the SU and Novel-T is built to facilitate and support students in growing their startup. The Incubase works with memberships for flex workspaces and cubicles. A membership contains support, trainings and consultancy by the Incubase's partners. While the Incubase has only been fully accessible for a few weeks due to Covid-19, a large group of students became a member of the Incubase. The Incubase helps student entrepreneurs by the community it offers and the possibility to ask experts or other students right away for advice or help. During the Corona period, online support was provided by Novel-T. At the moment, Incubase has 26 members with about 10 to come which makes a total of 36 members. We expect the Incubase to continue to grow and hope to expand its services to support an even larger group in the near future.

Furthermore, several entrepreneurship-related events have already been organized, such as the UT Challenge, (digital) Create Tomorrow and various workshops by well-known entrepreneurs with a UT history. Novel-T also held their START bootcamp, START program, Advanced program and various start-up talks in a digital form hosted from the Incubase. We're also working on a well-prepared UT Challenge and Create Tomorrow including multiple scenarios.

#### SUCCESS

**Aim: actively promote the available facilities for student entrepreneurship**

Over the year, we collaborated with Novel-T on reaching a broader spectrum of students by promoting entrepreneurship not only as creating a start-up, but also a way of transferring your knowledge into feasible ideas. Furthermore, the portfolio extension towards Innovation is focused on new student desires like short-term activism and challenge-based learning. While it's too early to show measurable results from this, we hope it will contribute to the number of entrepreneurial students in the future.



While a lot was digital last year, the promotion of Incubase, Create Tomorrow and UT Challenge increased a lot. For Create Tomorrow, one of the goals is to make the event more inclusive by reaching more varied groups of people within Enschede and also have students from other cities/countries join by offering a high-quality hybrid event. For the UT Challenge, new ways of promotion are used and the focus for the finals will be broader than only participants and its close contacts, to increase the awareness around entrepreneurship by other students as well. Furthermore the contacts with DutchSE, a student network with all entrepreneurial communities on national scale, are intensified which can create promotional benefits on our events and facilities on national scale in the future.

## Students receive appreciation and recognition for their activities

### SUCCESS

#### **Aim: Provide a recognition for part-time activities**

In 2020 a pilot was held, in which part-timers who have spent more than 15 hours for at least 40 weeks a year, were eligible for the part-time activism recognition and an edubadge. An edubadge, is an online activism recognition that can be placed on a Linked-In page. The Student Union developed a procedure for the application process of this part-time activism recognition and edubadge. This procedure is very similar to the application process of a full-time activism recognition.

Students can obtain the activism recognition by writing a reflection report of 2 pages, that will be assessed by the activism recognition committee (AR) of the Student Union, who also assess the fulltime applications. As the workload of the AR was already quite high due to the fulltime applications, the minimum of 15 hours was set, to minimize the amount of part-time applications in 2020.

In 2020, from April onwards, approximately 15 students applied for the part-time activism recognition. In comparison to the 65 fulltime activism recognition applications, this is of course a bit less. Possible reasons for this are the minimum amount of hours and the fact that the possibility of getting the activism recognition is not very well known yet amongst part-time board members.

In 2021, it will be evaluated how many hours it took for the AR to assess the part-time activism recognitions. The pilot will be evaluated and the minimum amount of 15 hours will most likely be lowered, so that more part-time board members are eligible for the part-time activism recognition. Overall, we are confident that this pilot will be continued as an official procedure and therefore, we consider the results of this goal as a success.

### PARTIAL SUCCESS

#### **Aim: ensure full-time active students get their full tuition fee back via FOBOS.**

During several meetings between the Student Union and the various umbrellas, it was concluded that full-time active students deserve to get their full tuition fee back, but only under the condition that the entire 'boards' and 'must' category of E&I get all their grants. After this, the new category 'boards extra' would be eligible for grants. Reason being, is that



during meetings with the umbrellas it was concluded that the sixth board member would be highly beneficial to get the organisation to a higher level, but would not be as essential for an organisation as committees placed in 'boards' and 'must' of E&I.

In 'boards extra' all big associations that need a 6<sup>th</sup> board member to continue and improve their association, as concluded in the E&I meeting with all umbrellas, are eligible for extra grants for the sixth board member, that are not distributed in category 2. As the FOBOS budget was not sufficient to cover the entire 'boards extra' category in E&I, only 60% of this category was filled. This means that not all full-time active students got back their entire tuition fee. In 2021 we will further evaluate this process during meetings with all umbrellas. For now, we consider this aim as a partial success.

## 4. THE VOICE OF STUDENTS IS HEARD

We hear the voice of students and our organisations

### SUCCESS

**Aim: experiment with (temporarily) extending the rights of the umbrellas and/or umbrella meeting.**

For 2020 we temporarily extended the rights of the umbrella organisations. The umbrella organisation had the right to be involved in the making of the strategic and annual plans, policies and finances specific for the sector of the umbrella organisation, advices towards the UT regarding the profiling fund (FOBOS) policy, changes of the recognition regulations and subsidy regulations. Also, they have the right to advise the supervisory board for decisions of the supervisory board regarding the strategic and annual plans including the finances, and the corresponding reports, policies specific for the sector of the umbrella organisation, non-confidential decisions directly related to (organisations in) the sector of the umbrella organisation and changes of the statutes and forthcoming documents (incl. recognition regulations).

### SUCCESS

**Aim: evaluate these extended rights at the end of the year.**

Extending the rights of the umbrella's was highly appreciated from both sides. The umbrellas are closer to the student organisations than we do. This gives us the opportunity to get relevant input on our ideas without speaking to over a 130 student organisations. They combine input of the student organisations which really helps us in improving our ideas. From the other side it is easier for umbrellas to tell us about problems within their sector and they have a bigger say in what we do.

In the beginning of 2021 we will decide on the rights that the umbrella's should have in that year. We expect that the rights they had in 2020 will be continued and some rights will be added.



## UNSUCCESSFUL

### **Aim: Use the input of individual students in making policy.**

We wanted to use the input of individual students in making policy. We implemented this for the vision on culture, where all students could participate in a brainstorm session. However, no other initiatives were organized. We experienced it was hard for us to collect the input of individual students. At the moment we are mostly focused on student organisations. In order to change this, we are working on increasing our capacity to hear the voice of the individual students in the upcoming years.

## Students are heard at the UT

## SUCCESS

### **Goal: Increase the capacity in our internal organisation to defend student & student organisation interests.**

In order to represent students better we are looking for possibilities to defend student interests in meetings on a high policy level at the UT. Due to the COVID-19 virus two of our board members were involved in the UCM (University Committee Management) which is a meeting with the vice-president of the UT-EB, all directors of the services, managing directors of the faculties and the secretary of the UT-EB. Our opinion was asked about corona related items which were discussed here. Together with the secretary of the UT-EB is decided which other items on the agenda are interesting for us and all these items are discussed at the start of the meeting, so are time is used wisely.

In 2020, the UT started with their new strategy, Shaping2030, of which we thought it would be wise to involve the student perspective for the implementation. Therefore we helped each Shaping Expert Group with finding a student to be part of their group. The SEGs Citizen Science (agenda member), Sustainability, Inclusiveness and Teams & Individuals wanted one of our board members to join their group. For the other two SEGs we found other students to represent the student perspective.

Additionally, the current COVID-19 crisis we are living in, puts some things in a certain perspective. In the first half year, the university had to decide fast when it came to decisions with regards to the COVID-19 measures. This was understandable, however, we were of the opinion that in some decision making processes more students could have been involved. Therefore we had several conversations with the UT to stress the fact that is very important to clearly communicate towards all organisations with regards to certain (high impact) decisions. We also improved our own communication in this. An example of this, is a communication pathway that we agreed upon between the UT (update on decision taken during the CCVB), the SU and all union participants.

We didn't only make sure students and organisations were better informed about processes within the university, but we also found various ways in which student could give input in certain decisions. One example is the Kick-In, in which students (as well the kick-in committee as associations) convinced the UT that some physical activities should take place. Or the document that was made in cooperation with the CEO's (chief educational officers) of





all study associations, in which input was given on physical education. We have seen that all input is taken very seriously by various bodies within the UT and is appreciated a lot.

In 2021, we will look into opportunities to further defend the interests of students and student organisations within policy making of the UT. In order to achieve this a project will be set up in which also other students who are involved in policy making at the UT, e.g. student assessors, are included.

## 5. WE IMPROVE OUR ORGANISATION AND COMMUNICATION

### We work towards a more transparent organisation

#### SUCCESS

#### **Aim: Publish all non-confidential decisions.**

A webpage was developed on the Student Union website to publish all non-confidential decisions. Every month, a new document is published with the non-confidential decisions of that specific month.

#### SUCCESS

#### **Aim: Actively communicate high-impact decisions with our student organisations.**

We are in close contact with student organisations. Especially some decisions about the Bastille, the UWC and the Pakkerij influenced their residents a lot, so we made sure we communicated this well. Next to that during Covid-19, transparent communication about ever-changing limitations became more important. We developed a template which all Union recognised associations receive after every press conference, giving them direct, insightful information about what new measures affects associations in certain ways. Therefore we believe this aim has been achieved.

#### SUCCESS

#### **Aim: Expand the use of visuals to explain our finances.**

During the third PCM of 2020, both the financial report of 2019 and the budget plan of 2021 were explained. Through clear visuals, an initial indication of the situation was given. The presentation itself went into more detail on why certain budget decisions were made. At the end, a survey was held in which participants of the PCM could indicate how well they understood the finances of the Student Union. For the budget plan, 86% of survey respondents (n=28) understood the finances well, and only 4% understood it poorly. For the 2019 financial report, 75% understood the finances well, and no-one understood it poorly or worse. To consider this goal a success, 80% of the attendees had to understand the broad



line of our finances. The cumulative sum of attendees reporting basic or better understanding of both the 2019 financial report and the 2020 budget plan is  $(55/56) = 98\%$ .

## We improve the awareness of our services and facilities

### SUCCESS

#### **Aim: Make more use of digital marketing.**

The Student Union has made more use of digital marketing in 2020, because of the COVID-19 causing being able to reach students almost only online. Therefore, promotion of the Student Union main brand has been done for 90% with digital promotion content via the Student Union Facebook, Instagram, LinkedIn, YouTube, LED screens and board e-mail newsletter. Only the Kick-In bags were filled with a Student Union and Union card promotional flyer.

### SUCCESS

#### **Aim: Increase our presence on social media.**

In the year 2020 we generated an increase of 800 followers on Instagram, a decrease of 17 page likes on Facebook and an increase of 111 followers on LinkedIn. With 617 followers on the 1<sup>st</sup> of January 2020 and 1417 on the 31<sup>st</sup> of December 2021, we had a social engagement of 233% on Instagram. For Facebook, with 2900 page likes in January 2020 and 2884 page likes in December 2020 the social engagement was 0%. As with LinkedIn, the social engagement was 133% with 332 followers on the 1<sup>st</sup> of January 2020 and 443 followers on the 31<sup>st</sup> of December 2020.

The less social engagement on Facebook can be explained by the shift seen by students from Facebook to Instagram. Where in 2019 a lot of students still used Facebook, nowadays a lot of students are using Instagram only. The focus of the Student Union has therefore also shifted from Facebook to Instagram. However, on both platforms promotion of the Student Union brand is done.

As for LinkedIn, we also see this platform being used more and more by students. Therefore, the Student Union recruitment and achievements are also being posted on this platform. In addition, developments of LinkedIn are being followed to see how the Student Union can make more use of this platform.

### SUCCESS

#### **Aim: Simplify our brands regarding our services and facilities to clarify promotion.**

To create more brand awareness, brands were designed for the Student Union main services and facilities. 5 Main brands have been introduced for the Union Shop, Union Locations, More than a degree, Union services, and Union Events. All these brands are designed in a Student Union house style, which makes it easier for students to recognize the



Student Union in the facilities and services.. These brands are used in all the promotion of (parts of) these services and facilities.

## We optimise our exploitations

### PARTIAL

**Aim: review the finances and financial structure of our exploitations and improve accordingly.**

The Student Union currently has three different exploitations in the Bastille. Whilst they might be considered essential for the Student Union, these have been operating at a significant loss in the previous years. By improving the financial structure of these operations the Student Union aims to improve the exploitations.

#### *Unionshop*

A system is implemented in order to keep track of the inventory and its several cashflows. With this the revenue, costs and profits can be calculated and act upon the results. These cashflows are reviewed monthly and the inventory is calculated every three months.

Furthermore, a bachelor thesis assignment has been written out, and there are plans to start this thesis in February 2021. The goal is to have a student professionally assess the business strategies in the Unionshop and to give us clear guidelines for improvement.

#### *Atrium*

There used to be unclarity about the different cashflows of the Atrium and the Stek, as they were entangled. This year, the cashflows of the Atrium were separated from the cashflow of the Stek. This already gives us a sufficient overview of the cashflows in order to keep track of the inventory, revenue, costs and profits.

#### *Stek*

The aforementioned separation of cashflows gave us clearer insights in the profitability of certain exploitations. This caused us to re-evaluate the business plan of the Stek in general. A report was made to analyse this position and it became clear that the concept had to change. A second report was made to gather information on additional facilities students would like to have access to. From this report, it became clear that the Stek space would be repurposed to facilitate an esports lounge, of which building plans were highlighted in a third report. The esports lounge failed to secure funding through LTSH, but in a joint venture with student organisations we're securing funding and plan to start the development in 2021.

## 6. WE HAVE A POSITIVE IMPACT ON THE ENVIRONMENT



## We promote environmental sustainability

### ALTERNATIVE SUCCESS

#### **Aim: Promote initiatives regarding environmental sustainability.**

The past year, a working group has been working on decreasing usage of material regarded having a negative impact on the environment. These events included the Kick-In, Business Days Twente, Batavierenrace and Create Tomorrow. This was done through a collaboration between the organisational teams of the above mentioned events, Sustain and Campus & Facility Management (CFM). Although some of these events were organized in an alternative way due to corona, steps have been made in storing all the information and plans to organise events in a sustainable way at Green Hub (the new central platform for sustainability within the UT), so that plans can be reproduced easily. Furthermore, events like Create Tomorrow and Kick-In incorporated some goals on decreasing the environmental impact of their events into their annual plan. They'll be supported by SU and Green Hub in this. While the indicator was set as promoting environmental sustainability on our media platform once per month, an alternative success is reached because it was shown that a central platform would be the best approach via which we will (indirectly) be promoting sustainable initiatives as well. This central platform is Green Hub and they did promote environmental sustainability already a lot. Furthermore, we try to support Green Hub in their developments to become a well-known central platform for sustainability within the UT.

### SUCCESS

#### **Aim: Encouraging students can be more sustainable.**

We have the Green Hub (GH) in the Bastille from October 2020. We are collaborating with them to expand our actions regarding sustainability. There is still a lot to be gained with regard to sustainability, whether it is focused on the environment or on a social level. In the coming years, the actions related to this subject will be extensively researched and implemented. Within the collaboration, GH can be seen as the central platform that has the expertise and knowledge within this theme, and SU will actively support them in creating exposure and usage by all students and student organisations.

One big step in this focus shift is the extension of the Entrepreneurship portfolio, which now includes Innovation as well. Within this portfolio, a lot of research has been done this year to define the goals and content of this portfolio. Furthermore, the SU has a place in the Shaping Expert Group of Sustainability in which they can represent the student voice on policy level and bring initiatives and ideas from the SEG towards students. The Eco Challenge that will be organized in 2021 is one of the examples of an initiative that encourages students to be more sustainable. This is organised by SU in collaboration with Green Hub.

### SUCCESS

#### **Aim: Organisationally or financially supporting initiatives regarding environmental sustainability.**



The promotion policy has been adjusted in order to minimise paper waste to 20% during promotion. This is an example of organisationally supporting initiatives regarding environmental sustainability. Furthermore adjustments within the subsidy regulations are finalized to stimulate student organisations to organize their events in a way with the least possible negative impact on the environment. In this way, we also financially support initiatives regarding environmental sustainability. Furthermore, because the Green Hub is currently developing themselves as the central (advisory) platform within sustainability, we noticed that we as SU don't necessarily have to support sustainable initiatives directly, but we try to support this indirectly by supporting the Green Hub in their developments. The SU will help them in reaching all students and student organisations to provide them with organisational support on (environmental) sustainability.