



Student Union

ANNUAL REPORT 2023

By the Student Union Board 2023 I-II



Annual Report Student Union 2023

PREFACE FROM THE BOARD

Dear Reader,

Welcome to the Student Union's annual report for the year 2023, where we reflect on our progress towards achieving our ambitions. Guided by the six ambitions outlined in the 2020-2023 strategic plan and the objectives outlined in the 2023 annual plan, this report highlights our successes and acknowledges the challenges we have faced.

As the Student Union board, we have seen many developments across various areas throughout 2023. One notable achievement was the success of Create Tomorrow 2023, which engaged over 800 students in a full day of workshops, entertainment, and brainstorming sessions. Additionally, we established a new FOBOS category to support full-time entrepreneurs by covering their tuition fees.

The year 2023 was also characterised by the formulation of new strategies. Through collaborative efforts with stakeholders, we developed a new strategic plan and covenant for the next four years. Furthermore, we crafted two visions focusing on Sports & Culture and Extracurricular Personal Development to outline fresh goals for these important policy areas within the Student Union.

Towards the end of the year, the university began to acknowledge the impending challenging financial situation. The Student Union, along with other departments, was tasked with outperforming its performance in 2023. Additionally, the transition from UT-Flex to Driessen, and the resulting financial implications, directly impacted the potential workforce and, consequently, the output of the Student Union for the year 2023.

In addition to these highlights and context, this annual report provides an overview of numerous other projects undertaken by the Student Union. We are pleased with the progress achieved and extend our gratitude to all students, both within and outside our organisation, who have contributed to the student community. Without their support, none of this would have been possible. We also express our sincere appreciation for the assistance and dedication of all University of Twente (UT) departments and employees. We are looking forward to 2024.

Best regards,

The board of the Student Union,

2023-I

Bram van Uden	President, Policy & Strategy, Staff & Organisation
Harro Beens	Finance, Accommodation & Business Management
Alies ter Lingen	Sports & Culture
Tessa van Leeuwen	Personal Development & Education
Quinty van der Helm	External Affairs, Entrepreneurship & Innovation
Eva Vogelezang	Communication, Internationalisation & Well-being

2023-II

Xander Bon	President, Policy & Strategy, Staff & Organisation
Bas Zutt	Finance, Accommodation & Business Management
Pim Brouwer	Sports & Culture
Tessa van Leeuwen	Personal Development & Education
Quinty van der Helm	External Affairs, Entrepreneurship & Innovation
Justus Straus	Communication, Internationalisation & Well-being

PREFACE FROM THE SUPERVISORY BOARD

Dear reader,

You are reading the annual report of 2023 of the Student Union, which has been approved by us, the Supervisory Board. As the supervisory board, we have the following responsibilities: The appointment and dismissal of Student Union board members; approving or rejecting the annual plan, the budget plan, and the (financial) annual report of the Student Union; and approving or rejecting changes to the regulations and articles of the Student Union. Furthermore, we provide solicited and unsolicited advice to the board and handle appeals on decisions made by the Student Union board. If you ever have any comments or anything we should know, or if you have a dispute with the Student Union, please feel free to contact us. You can find our contact details on the website of the Student Union.

We want to compliment and thank the Student Union boards 2023-I and 2023-II for their work in 2023.

On behalf of the Supervisory Board,

Yorick Moleman

Chairman

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INDICATOR OVERVIEW

Outcome	Description	Aim count
SUCCESS	We consider the aim as achieved	6/15
ALTERNATIVE SUCCESS	We consider that an equal or better alternative to the aim is achieved	1/15
PARTIAL SUCCESS	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.	8/15
UNSUCCESSFUL	We consider this aim to be insufficiently achieved to call it a (partial) success	0/15

ABBREVIATIONS

SU	Student Union
BIP	Board Improvement Program
CFM	Campus Facility Management
DE&I	Diversity, Equity & Inclusion
FAM	Facility Allocation Model
FOBOS	Financial Support for Students in Special Circumstances
KIC	Kick-In Committee
LAYF	Look After Your Friend
LTSH	Long Term Housing Strategy
MentOS	Mental health “Overleg Studieverenigingen”
OS	Overleg Studieverenigingen, the umbrella organisation for the sector study
SUT	Sports Umbrella Twente
SWIP	Student Well-being Implementation Programme
UT	University of Twente
ESN	Erasmus Student Network
SIC	Student Involvement Consultants
PCM	Principal Council Meeting

1. Active Students

Students know from their first year on what possibilities they have in becoming active.

Goal: *First year students are aware of the different ways they can become active in their first year and the activism among first year students increased.*

Indicators:

- The Student Union will promote first year activism on their social media through e.g. posts or a video highlighting what it means to be active as a first-year student;
- The Activism Monitor shows an increase in active first year students.

**PARTIAL
SUCCESS**

Progress Explanation

In February, a meeting was held between the More Than a Degree (MTAD) Communication Team and the Personal Development Team to establish a communication strategy specific for this year. A new staff member has been recruited specifically to oversee MTAD communication efforts. A campaign video for MTAD was launched during the Kick-In event, targeting incoming first-year students. In addition, the MTAD Monthly concept has been reintroduced, where each month an active student is interviewed about their experiences. This format is also shared on UT channels as this channel reaches a larger audience and we want to reach all first-year students. The first five videos of MTAD are live. This series is going to continue reaching on average approximately 10.000 students.

Next to that, the events on campus format that are shared each week is aimed to make activities on campus better known. This can contribute to lowering the threshold for first years for joining such activities. During the first half of the year, the concept of activism take-over was introduced, in which a board member of a Union Participant takes over the SU Instagram stories for a day. Approachability and accessibility towards being active are supported by this format.

In general, the SU Instagram page has been reaching more accounts than it used to. At the time of writing, the account reaches up to 21 thousand users per month. This is a large increase compared to 11 thousand a year before. These numbers highlight how the new communication strategy has not only heightened the focus on first-year activism but has also increased in reaching students.

The results of the activism monitor show no significant changes compared to last year. Nonetheless, the results of the actions undertaken in 2023 are not yet fully measurable in the activism monitor, as the survey was sent out in August, which the final deadline in October. So, the activism monitor of next year will be a better measuring point, to be able to conclude whether the level of engagement in first-year students has increased. Therefore, the goal is labelled as a partial success.

Students are rewarded for their commitments to achieving More Than A Degree by Edubadges

Goal: “Edubadge” is a well-known phenomenon among students and students see “Edubadge” as an added value to activism.

Indicators:

- It is made easy for students to publish their Edubadges on social media like LinkedIn;
- A plan to implement Edubadges in the FOBOS E&I process is written and implemented;
- “Edubadge” is promoted among students eligible for Edubadges via social media and through the E&I process;
- The added value students perceive from Edubadges is evaluated.

**PARTIAL
SUCCESS**

Progress Explanation

Throughout the year, multiple actions and initiatives were undertaken to boost the awareness and added value of “Edubadge”. Even though the abovementioned indicators are executed, the success of reaching the goal is to be discussed. As outlined by one of the indicators, a survey was conducted among the 144 active students who received an “Edubadge” and Activism Recognition Certificate from 2021 to 2023. The 30 students participating, overall, expressed that they found the “Edubadge” to have limited added value (rated 5.4/10). Therefore, it is important to acknowledge that the success of this goal is not merely to be measured by the execution of the indicators, but also the outcome of them. Nonetheless, the indicators are still important to evaluate, because they create context for the concluded future recommendations.

Firstly, at the start of the year, the option to publish an “Edubadge” on LinkedIn was introduced. This was accompanied by a step-by-step guide provided to students upon receiving their activism recognition after applying at the Student Union. Half of the respondents have already linked their “Edubadge” to their LinkedIn profiles, while 43% were unaware of this option and expressed interest in a tutorial on how to do so. Currently, the Communication Team is

developing a video tutorial to clarify the process of applying for an “Edubadge” for eligible students, as well as a video explaining its significance.

Secondly, a plan to implement “Edubadge” for committees was drafted in collaboration with the Activism Recognition Team and Personal Development Team. The initial plan was to link “Edubadge” for committees to the category 5 FOBOS distribution, being the FOBOS funds for extra board members and committees. However, this FOBOS category fluctuates in the available funding, causing the application opportunities to fluctuate together with the funding. This is not desirable, resulting in a second plan: making “Edubadge” available for all committees in the FOBOS categories that are eligible for funding, regardless of whether they receive it.

Thirdly, “Edubadge” was not extensively promoted throughout the year on social media. All eligible students received emails about the opportunities for requesting an “Edubadge”. Therefore, this indicator was not fully reached.

All in all, although relevant steps have been taken to broaden the use of “Edubadge”, the survey results suggest that the overall goal has not been fully achieved. Therefore, this goal is considered a partial success. It is recommended for the upcoming year to include reevaluating the objectives of issuing activism recognition and “Edubadge” and devising plans to enhance their value for external parties.

Students partaking in a board year invest time into their personal development

Goal: *Students partaking in a board year are more aware of all the possibilities the Board Improvement Programme has to offer.*

Indicator:

- The Board Improvement Programme (BIP) is promoted among all boards throughout the year, but especially at the start of the academic year when boards have just changed, by explaining what the SU can offer during sector assemblies;
- The number of part-time boards that follow the part-time board training is increased by 50%;
- The part-time board workshops are evaluated and rated with an average grade above a seven.

SUCCESS

Progress Explanation

A BIP promotion planning was set up that primarily focuses on in-person promotion. The experiences of previous years have taught us that word of mouth is the most effective way to

reach the audience of (part-time) boards. The Personal Development Team promoted the BIP the pre-board training and the Kick-In market, among other moments. Next to that, associations that took part in the part-time board training last year were contacted to see whether the next board also wanted to attend the training.

The full-time board workshops have been used extensively again this year, as they have been in the past as well. Therefore, this year's focus was on part-time training. In 2022, eleven part-time boards of Union Participants utilised the part-time board workshops, while in 2023, the number increased to seventeen part-time boards and one committee of Union Participants, marking a 63% increase. To further expand participation, it was decided to extend the offer to include larger committees of Union Participants, such as Lustrum or Kick-In committees. This decision aims to provide support for lower threshold forms of activism and increase awareness of the part-time board workshops. Whenever signing up on the website, Union Participants can indicate what kind of association or committee they are to ensure the right training is matched to the applicant. Unfortunately, some evaluation data of the part-time training has been lost due to the transition between employees. The data that is available shows an average evaluation of eight on a scale of ten for the board workshops.

Students know the possibilities on our university regarding

entrepreneurshipGoal: *To help start-ups and to show what is possible on our university the Student Union will collaborate on 2 projects with start-ups.*

Indicators:

- Possibilities on collaborating with start-ups have been researched;
- Start-ups will be actively approached to think together with the SU on projects that can be collaborated on;
- The entrepreneurial mindset promotion will be broadened;
- Possibilities on broadening the facilities provided by the SU to entrepreneurs will be researched.

**PARTIAL
SUCCESS**

Progress Explanation

During the first few months of the calendar year, the Student Union engaged in conversations concerning potential collaborations with start-ups. In the end, several opportunities for future collaborations came out of these conversations.

As of December 2023, the SU added products of LoopTas (several types of bags) to the assortment of the UnionShop to aid LoopTas with better market access. LoopTas designs and manufactures

reusable bags and accessories that are durable, functional and environmentally friendly with a focus on the circular economy. This is something we as the SU also support. We also explored the opportunity for start-ups to collaborate with the SU through the Eco Challenge. However, this event sadly did not take place in 2023 due to a lack of sign-ups.

We engaged with many different start-ups to research the possibilities of collaboration. From this, one full collaboration originated. After intense cooperation with other start-ups, no second collaboration originated in 2023. We do see opportunities to collaborate with start-ups in the future.

2. Well-being

Transfer knowledge about well-being among associations, entities and students

Goal: *Improving the knowledge about well-being and offering help among students by:*

Indicators:

- Contributing to the governance of student well-being;
- Contributing to the establishment of gatherings to discuss well-being topics within each sector;
- Contributing to a safer and more inclusive Kick-In regarding the curricular programme.

SUCCESS

Progress explanation

The Student Well-being Implementation Programme (SWIP) steering committee has prioritised the governance of student well-being as a key agenda item. The newly appointed Well-Being Officer at Student Affairs Coaching and Counselling (SACC) aims to transition various well-being programs established by SWIP over the years to permanent organisations like SACC or the faculties. The SU actively participated in the SWIP-steering group's discussions on well-being governance and was involved in the appointment advisory committee process that appointed the new Well-Being Officer.

Concerning the existing well-being facilities, the SU and the SWIP Communication Working Group explored ways to increase awareness of confidential contact persons and peer listeners. These facilities are not used a lot which asked for a revision.

Regarding the well-being facilities that are currently in place, the SU and the SWIP communication working group examined ways to raise awareness of confidential contact persons and peer listeners. The fact that not many pupils have been using their services yet calls for another assessment following the promotional activities. Rather than opting for a discussion group like MentOS, an information session for all Union Participants was held. This decision was based on observations that information during discussion groups was mainly conveyed from SACC or SU to the study associations, with limited actual discussion. Feedback from input sessions for the Student Union 2024–2027 strategic plan indicated a preference for guidelines, training, or information sessions over discussion groups.

For the curricular program of the Kick-In, study Kick-In committees received training on well-being and social safety issues. This ensures inclusiveness and safety considerations during the

Kick-In's curricular activities. Diversity, Equity & Inclusion (DE&I) is consulted for insights and represented in the coordination group to prioritise these aspects in organising the Kick-In. During the last Kick-In, initial steps were taken to enhance inclusivity with a successful game night. Further steps are planned for 2024. Additionally, the SU participates in Well-Being Wednesdays and shares well-being tips on their Instagram.

Moreover, in addition to various trainings and workshops, the SU collaborated with campaigns on well-being topics. Partnerships included "Centrum Seksueel Geweld" for a sexual assault helpline, providing feedback on the Trimbos evaluation for student well-being, and supporting the Dry January campaign.

With the appointment of the new Well-Being Officer, the SU closely collaborated with SWIP, aligning shared goals outlined in the Annual and Strategic plan of SWIP, focusing on creating a more inclusive Kick-In program and a Well-being Hub, which is now being researched.

The Look after you friend (LAYF) training is undergoing revision to condense it into a single session, addressing student feedback regarding the time investment. The minimum participant requirement has been lowered to enhance accessibility, and ongoing improvements are based on continuous student feedback, proving to be successful.

Although specific data on the use of services for creating awareness about well-being among students in 2023 is unavailable, a general trend indicates widespread use of services such as Confidential Contact Persons training, Look after your friend training, and active bystander training among our associations.

In summary, we have seen clear success in various areas. The appointment of a Well-Being Officer and the integration of programs into permanent structures show our commitment to student well-being. Additionally, creating spaces for well-being discussions and improving Kick-In events have made a positive impact on student welfare.

Diversity is the mix, and inclusion is making the mix work

Goal: *Contributing to the increasing involvement of diverse groups of students by:*

Indicators:

- *Making the world sector more stable;*
- *Being involved in the implementation phase of Shaping2030.*

PARTIAL SUCCESS

Contributing to the increasing involvement of diverse groups of students starts with a warm landing for new, international students. To facilitate a warm landing, the Buddy program is facilitated by the SU. Last year there were difficulties in finding a committee. Now, the Erasmus Student Network (ESN) organises the Buddy program for new students. The collaboration is successful with ESN assigning one Board member permanently to the Buddy programme. The management of this committee is now comparable to other SU committees.

Currently, we are working on implementing the new World Sector design. However, it is difficult to find associations who want to join. With the current World Sector Officer, the World Sector is stable, and we are constantly monitoring the sector. Together with the World Sector Officer, there are currently searches for another option. One option we are researching is assigning permanent financial policy support at the service desk for world associations. Furthermore, we are looking at whether any unrecognised groups might want support through a new structure.

Yet, we have not participated in Shaping 2030's implementation phase.

In conclusion, steps have been made in contribution to inclusion by stabilising Buddy to give international students a warm landing at UT. However, there are still difficulties in getting associations to join the new structure for the world sector. Despite these challenges, we are still committed to finding an alternative structure for willing World Associations. Furthermore, we have not participated in Shaping 2030's implementation phase. Hence, this goal is a partial success.

3. Growth and continuity

Support of organisations

Goal: *The Student Union is able to support student organisations and the involvement of students within these organisations and the university.*

Indicators:

- *The SIC is able to adequately handle requests of Participants and individual students/ bodies of UT and employees;*
- *The SIC is used as a consultant for difficult or impactful decisions and to provide the board with advice.*

**PARTIAL
SUCCESS**

Progress explanation

The Student Involvement Consultants (SICs) project has been ongoing for 2 years. Within this time, the project has established itself, participating in multiple projects for UT and forming an involvement pool of enthusiastic people wanting to help. A significant aspect of accomplishing this is promoting the SICs initiative. The team did this by setting up a think tank during the summer Kick-In 2022 and the winter Kick-In 2023, placing banners at the entrance of UT buildings, distributing flyers, conducting promotional actions like handing out food, using social media, and gaining visibility during Create Tomorrow. They were involved in multiple projects, ranging from Strategy & Policy to student housing. The Student Union Board consulted the SICs for the vision on extracurricular personal development. Also, the idea to create an involvement hub (a place for councils to resonate with the student voice) has been picked up by the SIC.

Throughout the year, project recruitment has not reached the desired level. Some projects in 2023 utilised the pool of involved students. While progress has been made with the involvement of the SICs within UT projects, certain indicators have not been completely met. Therefore, we can conclude partial success.

Progress Expectation 2024

Due to the challenging financial situation of UT and its implications for the budget of the Student Union for 2024, the Student Union has been forced to decide to allocate no budget to the Student Involvement Consultants (SICs) for 2024. Consequently, the SIC project ceased its tasks from December 2023. The current Student Involvement Consultants, in collaboration with the Student Union, are drafting a transfer document to ensure a well-documented process. This

extensive document will be accompanied by an easy-to-read and easy-to-use two-pager to kickstart the project at a later stage when the budget permits. The valuable student pool will be managed by the Student Union for later projects to come, to still maintain a bit of accessible student involvement.

Voice of students is heard

Goal: *The (extended) rights of Umbrella organisations are evaluated and formalised via the Recognition Regulations*

Indicators:

- *The additional and extended rights are clearly formulated and discussed with the Umbrella organisations;*
- *The rights are formalised in the Recognition Regulations;*
- *The rights are communicated to the Umbrella organisations.*

SUCCESS

Progress Explanation

During umbrella meetings in 2021, the rights of umbrellas (according to the recognition regulations) were discussed, as well as whether these rights should be extended. A proposal was written to increase the responsibility of the umbrellas, but the new rights were not finalised within the Recognition Regulations. This year, these proposed new rights were discussed again to determine if they were still considered to be of added value. Both the umbrellas and the Student Union board acknowledged the added value. The proposed rights underwent formal approval by the Student Union Board, Supervisory Board, Umbrella organisations, and finally during the Principal Council Meeting (PCM). Also, the practical implications of the extended rights were discussed with all parties. The new version of the Recognition Regulations has been uploaded to the Student Union website.

The umbrellas will have a meeting with the sector representatives of the Supervisory Board at the beginning of 2024, which will be accompanied by a working document. As the rights of the Umbrella organisations are evaluated, formalised and ultimately expanded, we can consider the aim to be achieved and therefore a success.

Sports & Culture as stable and accessible sectors

Goal: *The facilities for the practice of Sports & Culture are examined to maintain sufficient capacity for the growing number of students.*

Indicators:

- *The voice of the students participating in Sports & Culture is heard about the needed and desired facilities in input sessions;*
- *The dimensions of the added space of accommodation are based on the capacity needs of associations*

**PARTIAL
SUCCESS**

Progress Explanation

The “Masterplan Sports & Culture”, the plan within UT’s Long-Term Strategy for Housing plan (LTSH) containing all renovations and expansions of Sports & Cultural accommodation, was largely cancelled due to the financial situation of UT. Existing plans, like a new sports hall, a new Body & Mind centre, and a strength training hall, are no longer in the planning for the upcoming years. Despite this substantial setback for Sports & Culture at UT, and due to overwhelming support for another form of support in expanding the existing facilities, a smaller budget was allocated within the LTSH purely for solving the largest bottlenecks the Sports & Culture sector is experiencing.

This new development within the accommodation projects for Sports & Culture has resulted in a new Masterplan, in which multiple phases were identified before coming to possible solutions to support the sector. The first phase, a new inquiry amongst Sports & Cultural stakeholders at UT, is nearing its end. In this, Sports & Cultural associations were actively involved to identify the accommodation issues that associations face. Plans for accommodation expansion are set to be finished in the upcoming year. Upgrades to accommodation will take place in 2025 and 2026. Although change is coming, and bottlenecks are being identified, the current allocated budget is not sufficient to increase capacity for Sports & Culture on the scale that was previously intended. Therefore, this goal can be marked as a partial success.

Goal: *Financially stable Sports & Culture sectors are supported by appropriate facility allocation models*

Indicators:

- *The Facility Allocation Model (FAM) of the sector Sports is evaluated, by sessions with the SUT and the sports associations;*
- *A new facility allocation model will be implemented within the sector Culture.*

**PARTIAL
SUCCESS**

Progress Explanation

The FAM (Facility Allocation Model) functions in cycles of four years, and renewal of the FAM Sports is set to be made in the upcoming months. Renewal of the regulations will be based on the recently finished Vision on Sports & Culture, as well as on input from sports associations. Involvement from the SUT and CFM has already been discussed. Evaluation of the FAM should lead to improved support to associations. FAM Sports has not yet been evaluated; this was not necessary because renewal will happen in the upcoming year. Therefore, the evaluation is on the agenda for 2024.

The FAM Culture was recently finished. Implementation of the new document is currently ongoing, and the FAM Culture will start in the new academic year. Consequences for associations have been communicated to trainers and association boards. The expectation is that the new document will give more clarity, transparency, and structure to the allocation of facilities between cultural associations. A large difference introduced by the FAM is the implementation of student trainers within beginner groups of dance associations; to ensure this change is implemented smoothly, options for providing associations with a 'Student Trainer Training' are currently being explored.

Because FAM Sports has not yet been renewed, this goal has been marked as a partial success.

Plans are made to make use of the existing funds allocated to the UnionCard-buffer on the equity of the Student Union

Goal: *It is clear what the existing amount in the UnionCard Buffer allocated equity will be used for*

Indicators:

- *A plan is written, which includes what will be done with the existing amount in the UnionCard-buffer in the long-term.*

**ALTERNATIVE
SUCCESS**

Progress Explanation

In December 2022, it was discovered that the UnionCard buffer was not a buffer at all; because of unclarity in financial administration, this became known after years of unjustified expenses using income that was already allocated for the next year. After this became clear, a plan was made on how this deficit could be resolved. Because there are no signs that the UnionCard income will cease to exist in the upcoming years, this is not an acute problem; however, yearly contributions from the UnionCard income must be made to close the deficit. Action is being taken to increase transparency within the UnionCard budget, to ensure more financial clarity in the future. Because this was not known when this goal was formulated, the result cannot be named a success; however, this improved insight into the status of the UnionCard funds is vital to the financial health of the SU. Therefore, this goal is marked as an alternative success.

Transparency

Goal: *The transparency is measured, and actions are taken to reach the level of 75% as stated in the Strategic Plan 2020-2023.*

Indicators:

- *Transparency will be measured in the next PCM by conducting a survey that measures what does and does not help to increase the transparency of the Student Union;*
- *A significant increase in the percentage of the participant council meeting that considers us to be transparent is made, aiming at 75% or more;*
- *Public decisions will be published and updated on the Student Union website.*

**PARTIAL
SUCCESS**

Progress Explanation

During the PCM of 2022 and the first PCM of 2023, the transparency of the Student Union was assessed. A questionnaire was distributed during these meetings. The questionnaire for PCM 2023-I also included an evaluation of methods by which the Student Union tries to be transparent, such as posting board decisions on the SU website. In PCM 2022-I, 80% of the attendees rated the Student Union as transparent. For PCM 2023-I, this figure rose to 90%. It should be noted that only about ten participants completed the questionnaire for each PCM, which is not a significant portion of the total number of attendees. Regarding the feedback received during PCM 2022-I, a reflection was provided on the steps taken to enhance transparency. Some feedback points from the PCM regarding our transparency included concerns about the allocation of FOBOS grants and the clarity of our emails. Union participants are now systematically notified when a change in allocated grants occurs due to fluctuations in member count or workload, which are measured annually.

Currently, an information session is being organised in collaboration with the umbrella organisations to enhance information provision. The invitation emails for the PCM are sent out on time, and the importance of attendance is communicated. Despite the small sample size in both meetings, it can be inferred that the objective has been achieved since the percentages exceed the targeted 75% and other improvements resulting from the feedback are implemented. However, this does not imply that the transparency goal can be seen as completed; this results in partial success. The Student Union will continue to strive to improve transparency wherever possible.

4. Communication

Visibility Student Union

Goal: *It is clear from our social media what the Student Union entails and does.*

Indicators:

- *The communication channels of the Student Union are improved (e.g. webpage, give it a go);*
- *At least once a month a social media post about a (running) project of one of the board members is posted;*
- *At least two social media posts about our organisation are posted (e.g. PCM, annual plan, organogram, committees, employees).*

SUCCESS

At the beginning of 2023, significant enhancements were made to the SU website, shifting its focus from being Board member-oriented to being more user-centric. Notably, the 'give it a go' page was revamped into the 'association page,' offering greater clarity for visitors. This update includes the addition of a search bar to facilitate easier navigation.

Additionally, the events page underwent improvements to simplify the process for associations and organising committees to add their events. To enhance our Instagram presence, we now feature weekly posts titled 'What's on,' highlighting relevant student events. To reach a wider audience, UT Instagram shares these posts, and the events are not limited to only recognised associations.

To make use of our website, visiting and clicking data is tracked. Through this data, we can incorporate data-based decision-making into our website alterations. This is an ongoing process with changes. To give feedback there is also a feedback button on our website for visitors.

Instagram has the benefit of giving us immediate feedback on what our followers find appealing or unappealing. Finding the ideal balance between information from the Student Union and valuable content for followers is a challenge. Although this is an ongoing effort, it has certainly become clearer on our Instagram channel what the Student Union entails and does. For instance, milestones, MTAD Market events, a film explaining what a board year at the student union entails, an informational post about what the Student Union does, a post on the UnionCard, and items from the UnionShop are now posted. The interaction with users of Instagram has increased and at the time of writing up to 21 thousand accounts per month are reached.

During the year an adaptive Instagram Strategy was followed. Therethrough it was determined that we would post to show what the SU does but not specifically what a Board member does.

In summary, our website and Instagram updates demonstrate a shift towards user-centric communication. With improved navigation and content clarity, we prioritise accessibility. Our Instagram strategy focuses on engaging users by showcasing Student Union activities and pursuits. Consequently, we deem our goal successfully achieved, with transparency and engagement remaining pivotal as we refine our communication channels.

5. Sustainability

The sustainability fund is well known and used

Goal: *The sustainability fund is up and running and the fund is well known by all the organisations.*

Indicators:

- At least 80% of the fund will be used by organisations;
- An overview of all the possible applications is sent to all associations;
- The fund is actively promoted e.g. by promoting it at the GMA's of the umbrella's;
- The fund is evaluated before the end of the year and will have been adapted to make the fund itself more sustainable.

**PARTIAL
SUCCESS**

Progress Explanation

Since the beginning of this calendar year, the sustainability fund has been successfully established and operational. We have actively promoted the fund during gatherings with various associations, such as GMA's and Umbrella meetings. Additionally, emails have been sent to all eligible associations to encourage their awareness of sustainable alternatives and utilization of the offer. Furthermore, the fund has been highlighted during sustainability-focused events like the Sustainability Dialogue. As a result of these efforts, we have already approved over eight requests for a total amount of approximately 1770 euros. This amount is around 35,4% of the total funding we had for this year and not the 80% that we were aiming for. However, the number of received requests is much higher and the regulations seemed quite strict. In the future, we will see if we can expand our offer, by reevaluating the regulations.

A promotional video was made, highlighting associations that made use of the fund. The video intends to inspire and encourage others to follow suit. This video was also presented during the UFonds Alumni gathering as a thank-you to all the donors. At the moment, conversations between the UFonds and SU are taking place to discuss the possibility of having a fixed contribution for the fund, with good prospects. Moreover, we are reaching out to our alumni network interested in this field for future collaborations.

Although the sustainability fund is up and running and many efforts have been made to bring the fund under the attention of associations, the number of reimbursements granted has fallen short of the initial goal. Resultingly, we cannot conclude that the sustainability fund is well known by all the organisations, leading to a partial success of the goal stated.

The sustainability webpage is up and running and used

Goal: *The webpage about sustainability on the website of the Student Union is evaluated and used.*

Indicators:

- The webpage is updated at least every 6 months to keep the information up to date;
- The webpage is promoted to individual students and associations.
- A study was made of what people and associations still miss on the page and this will be adapted.

SUCCESS

The sustainability website has been reviewed and multiple parties have been contacted to see if any updates were necessary. This resulted in the removal of the Shaping Expert Group and the addition of the Climate Centre for the redirection links to the general UT website. An open-ended survey was made to ask students and board members for their opinions on the further information given to each party. The quantity of responses was low, but the quality was quite high. We were able to implement a few of the suggestions that were given. Furthermore, a new subpage was added with practical tips on how to become more sustainable as a student, which is a nice addition to the information we offered in the past. Coherently the sustainability website of UT is being updated. Therefore, a meeting with the communications advisor on Sustainability, Energy & Environment was held to get feedback on our current webpage. This feedback has been processed and we hope to align our websites in the future. Currently, the working group Sustainability OS is working on a sustainability script outlining the different sustainability tips, funds, and certificates available for study associations to use as a guideline. Once this is finished, we will add this to our sustainability page and promote it amongst more associations.

With the data collected through the open-ended survey and the requests filed for the sustainability fund, which is linked to the Sustainability Fund webpage, the stated goal can be considered a success.

Other achievements

Next to our Annual Plan points, the SUB also worked on other projects and goals. The following section reflects on additional achievements of the last half year that are not directly linked to any goals in the Annual Plan 2023.

- Establishing Strategic Plan and Covenant: This year a new strategic plan and covenant have been written for the upcoming four years, taking the input of relevant stakeholders into account.
- Vision Sports & Culture 2023-2027: A new, combined Vision for Sports & Culture has been written by the Student Union in collaboration with CFM-Sports & Culture, Apollo and SUT. This vision entails the focus points for the sector Sports & Culture for the upcoming four years.
- Vision Extracurricular Personal Development: A UT-wide vision on Extracurricular Personal Development has been developed and approved.
- New edition of Create Tomorrow: Create Tomorrow 2023 was a great success with a one-day event full of workshops, entertainment and thinking time. Almost 800 students came together to broaden their entrepreneurial mindset. We as the Student Union supported the committee in the best way possible to promote the event and ensuring an optimal outcome. Positive feedback came from both students and companies, and we hope to continue this even in the future.
- New FOBOS category for entrepreneurs: The EB and UR have approved a new FOBOS category for entrepreneurs which covers the tuition fee of 5 full-time entrepreneurs. The implementation is in progress in collaboration with Novel-T.
- Available FOBOS grants will fluctuate with student numbers: The EB and UR have approved that the FOBOS budget will from now on fluctuate with the student numbers. This has led to an initial increase of the FOBOS budget of 65K this year.
- Recognition check: The pilot of the recognition check is being executed. A part of the Participants has already been checked. We are in conversation with the Participants that currently do not comply with the regulations (yet).
- Office changes: This year we have a new addition to our Office Team, which means a new dynamic within the Office and a fresh look at the tasks of the SU Office.
- Stimulation Fund Regulations: We have worked on revising the Stimulation Fund Regulations because these did not match with the FAM cycles anymore.
- UnionCard income distribution model: The UnionCard income distribution model has been improved so the UnionCard income will now be distributed in a more transparent and substantiated way.