

# **Economic Faculty association Rotterdam**

**Policy document 55<sup>th</sup> EFR Board**

**2018 – 2019**



**Recognised  
school association  
Erasmus School  
of Economics.**

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## **Introduction**

The 55<sup>th</sup> board of the Economic Faculty association Rotterdam (EFR) proudly presents the policy document of 2018-2019. This policy focuses on the core values of the association while at the same time anticipating the changing economic environment. In order to be able to successfully execute this year's strategy, the policy is rather short and sweet. We want to thank the 54<sup>th</sup> EFR board for their intensive guidance throughout the transition period. Further, we are grateful to the Erasmus School of Economics faculty of the Erasmus University for their unconditional support and years of fruitful collaboration.

## **1. EFR Committee members**

The 55<sup>th</sup> board of the Economic Faculty association Rotterdam (from now on: the board) considers committee members to be the core of the association. By focusing on increasing the social aspect of EFR and providing more opportunities for Committee members to develop themselves, both through formal and informal means, the board strives to add increased value for our members.

### **1.1. Social**

Social events between the board and the committee members, and the committee member group itself, can be of great benefit for both EFR and the committee members. Creating a bond increases the attendance on social EFR events and increases long term involvement of committee members to EFR. Also, we aim to be a study association for everyone, emphasizing the aspect of 'the EFR family'.

#### **1.1.1. The board and committee members**

The board invites one or two committees at the office to have lunch together at the EFR office every week. In this way we are able to meet all the new committee members on a personal level before February 2019 (*Robert Nieuwenhuis*).

#### **1.1.2. Committee member group**

Besides the monthly EFR drink at the Stoep, the board wants to actively improve the informal bonding between committee members. For this reason, the board will host one 'vrijmibo' (Friday afternoon drink) every block (*Tiemen de Jong*). Also, the Committee member Mail will return. The High Five committee is responsible for sending a monthly mail to all the Committee members, with a minimum of 8 mailings. This mail increases the likelihood of committee members being informed of all activities organized by EFR and further improves the engagement between EFR and the committee members. Furthermore, to increase the social bond, a teambuilding exercise will be organized during the committee member weekend (*Fleur Notermans*).

## **1.2. Development**

Currently, Committee members can develop themselves by organizing the events their committee is responsible for. Among others, they learn how to have meetings, how to work in a team, what is necessary for an event. The board believes that (professional) trainings can increase the development of the Committee members substantially. By more clearly involving them in this process, we aim to make them feel as though EFR is more involved with their development. To achieve this, we defined a short term and long term strategy.

#### **1.2.1. Short-term strategy**

On the short-term, the board tries to actively develop committee members this academic year by facilitating three development activities. Among others, these activities include a social soft skill and a professional hard and soft skill. Ideas are for instance a meeting training or treasurer training (*Tiemen de Jong*).

#### **1.2.2. Long-term strategy**

To make a structural change in EFR its Committee member development, the board created a Focus Group. This Task Force focuses on identifying the current situation about development within EFR and focuses on discovering where we can add more value (*Fleur Notermans, Rogier Hoogeveen & Thomas van Driel*).

## 2. Orientation

EFR has always been a market leader when it comes to inspirational and recruitment events, not only in Rotterdam but also in the Netherlands. The board believes these events belong to the core strength of EFR and should therefore deserve continued attention.

### 2.1. Inspiration

EFR has always organized a wide variety of inspirational events, such as the Lijsttrekkersdebat and World of Business. These events bridge the gap between theory and practice. We strive to stimulate and challenge students to not only get their ECTS-credits, but to also develop a vision on how they want to leave a positive footprint on society. The board is honored to supervise such an important task and searches opportunities to continue organizing congresses of the highest standards.

#### 2.1.1. Inspirational Congresses

The board wants to actively look for inspirational speakers and organize a yearly congress, such as the ones mentioned above or a completely new event. There are three reasons the board wants to organize congresses. First, a congress has a low barrier of entrance; all kind of students can join. Second, we can offer inspiring people a platform to tell their story. Third, by inviting speakers from all different kinds of backgrounds, we broaden the vision of students.

To actively commence our search for inspirational events, we start by identifying all the congresses and partners EFR had in the past 10 years, before November 1st. Following this list, we start contacting all organizations and search for potential new congress partners. Furthermore, we start contacting 10 potential high-profile speakers for this (or following) academic year(s) (*Fleur Notermans*).

#### 2.1.2. All year-round inspiration

The board wants to start inspiring students all year-round. By adding a blog to our website, students can always get inspired by different topics or people and are therefore no longer limited to one of our events (*Daphne Lodder*).

#### 2.1.3. Link with current economic news and thoughts

The board believes there is a gap in the current curriculum at Erasmus School of Economics in terms of the link with current economic news and thoughts. The board will bridge this gap. Students do not only want to learn about theory, but also want to see how the theory is put in to practice. First, the board sees an opportunity to integrate Guest Lectures into lectures. Together with Erasmus School of Economics (*Tiemen de Jong*). Second, there will be a “coffee table” at the EFR office with journals, such as *The Economist*, and newspapers, such as *The Financial Times* (*Daphne Lodder*).

## 2.2. Recruitment

While recruitment events and services is an aspect of EFR that runs well, we still believe that we can further polish our recruitment portfolio. We will do so by organizing a business trip and by evaluating the Erasmus Recruitment Platform.

### **2.2.1. International Branch Business Trips**

After examining the current supply of international trips, the board discovered the portfolio lacks an international branch business trip. By organizing an international branch business trip, EFR strives to bridge the gap between theory and practice, both on a national and international level. The aim of the trip is to visit a few companies abroad, thereby creating an exclusive possibility to introduce students to several different branches. At the same time, this business trip facilitates a unique opportunity for students to connect with the European labor market (*Fleur Jongma*).

### **2.2.2. Erasmus Recruitment Platform**

The board considers the Erasmus Recruitment Platform to be one of the flagships of EFR. There is a lot of potential in the platform and we aim, together with STAR, to increase the focus on growing the platform. We can do this on three levels: commercial, exposure on campus and IT. We will develop an all-time performance overview of the Erasmus Recruitment Platform before the second sprint to identify opportunities for growth (*Thomas van Driel & Emile Evers*).

### **3. Evaluation**

As EFR is one of the most active and professional study associations of the Netherlands, we provide students a diverse portfolio of academic events, recruitment occasions and social activities. When organizing such a large amount of events, it is important to remain critical and progressively minded. To do so, we want to conduct an overall evaluation of every EFR event, our services, IT projects and committee recruitment.

#### **3.1. Events & Services**

The board wants to evaluate all its events on a structural basis and in a consistent way. We will create an evaluation document, consisting of the following four components: participant satisfaction, financial and environmental impact. The results of these evaluations are used to define a long term view considering these events and services, bundled in an “end of the year” overview (*Thomas van Driel & Fleur Jongma*).

#### **3.2. Information Technology**

There is a lot of data that can be derived from the EFR website. With this data, the board is able to make more data-driven decisions. On the EFR website, we will integrate a randomized opt-in, pop-up survey to evaluate the user experience of our website and we start tracking the downloads of our summaries and other documents (*Thomas van Driel*).

#### **3.3. Committee Recruitment**

Since the committee recruitment process has not changed for a long time, the board will take a critical look at the effectiveness of this process. First, a focus group evaluates the last two recruitment periods before December 1st. After this, we can improve the future recruitment process. Next, we will look into the demand of students with regards to committee opportunities in January. We want to provide more opportunities to first-year students who did not apply in September, and third-year students returning from exchange (*Thomas van Driel*).

#### **3.4. Financial Process**

The board will innovate the financial process since the Treasurer currently has a significant workload, especially compared to the treasurers of other large study associations in The Netherlands. To do so the Treasurer will inquire with other associations how they handle their financial systems before November 1st. After contacting the other associations, the Treasurer will create a plan of action to implement these changes within academic year 2018-2019 (*Rogier Hoogeveen*).

#### **3.5. Board evaluation**

While evaluating all the events and services that EFR offers, we want to make sure to also evaluate ourselves. In this evaluation, we focus on succeeding in executing both our short-term strategy as well as our long-term strategy. Our intention is to evaluate our policy at the end of every block (*Robert Nieuwenhuis*).

## **4. Innovation**

Innovation is vital in the workplace because it gives EFR an edge in adapting the market faster and working more efficiently. There are three major areas where we believe EFR can innovate, either in its existing strategy or by implementing new products. These areas are our privacy policy, considering the new rules regarding GDPR, our promotion methods and our sustainability policy. Of course, when it comes to innovation, our goal is not restricted to the above mentioned points.

### **4.1. Privacy Process**

The 54<sup>th</sup> EFR board revamped the privacy policy of EFR to ensure the association keeps up with organizational policies that include the latest privacy developments. The board continues to make this an important aspect of our organization. As a big organization, EFR has the obligation to make sure personal information is handled with care. To anticipate this fast changing data driven world, the IT Officer will create a list of to-do's regarding the privacy policy before November 1st. After this, a timeframe will be made for the implementation of these to-do's **(Thomas van Driel)**.

### **4.2. Promotion**

As the popularity of Facebook is declining, we believe it is important to invest in alternatives to maintain our reach. The board therefore wants to diversify the use of digital marketing channels. By using Instagram more often and including it as an option for companies. Furthermore, we will increase our activity on LinkedIn and look into the possibility of using Uni-Life **(Daphne Lodder)**.

### **4.3. Sustainability**

The board wants to create awareness about sustainability and the environmental impact of EFR amongst our Committee members. Environmental impact has become increasingly important in society and amongst our students. To achieve this goal, we have created a Social Responsibility Committee, which will investigate how we can implement sustainability within EFR, and we will include the Sustainability Policy in the committee member Kick-Off **(Fleur Notermans)**.