

Economic Faculty association Rotterdam

Policy document 60th EFR Board

2023 – 2024



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1. Introduction

With the presentation of this policy document, the 60th EFR Board would like to outline their plans for continuing the rich history of EFR in the academic year 2023–2024. Firstly, we would like to acknowledge the hard work and dedication of the 59th Board in bringing the association to new heights. The document looks to explain our ideas on the core pillars of EFR, including general topics, engagement, sustainability, diversity and inclusion and development. With this we would also like to acknowledge our 99 year long-standing collaboration with the Erasmus School of Economics, looking forward to encapsulating it with a Lustrum in the next year.

2. General

2.1. Lustrum committee (LuCo)

In 1925 EFR was founded, making the next academic year our lustrum year. We are proud of the long lasting history of EFR and are excited to celebrate our centennial. Therefore, this year the Lustrum Committee (LuCo) will be at the heart of EFR's ambitions for the upcoming year. Its primary role is to intertwine the legacy of our past with the aspirations of our future. By melting the wisdom of former board members with the fresh perspectives of passionate EFR members and other interested individuals, LuCo aims to celebrate next years' lustrum in a way that truly encapsulates EFR's evolution and ambition over the last 5 years.

2.2. Wellbeing and trust person

In our commitment to fostering a nurturing environment within EFR, we prioritise the significance of mental health and trust. To actualize this commitment, we are taking the following steps. We will actively promote our dedicated mental health support person in High Five emails and during initial committee meetings. This will ensure that all members are aware of this vital resource and encourage them to reach out when needed. *To enhance trust and promote a positive image, we are planning to rename the Wellbeing Committee. This change will help ensure that participating in its events is not associated with negativity but is seen as a proactive step toward personal growth and well-being.*

2.3. Recruitment

Full-time recruitment

EFR recognizes the importance of periodically reviewing our full-time recruitment process and thus also our existing modules and the process of appointing them. We believe that this review is vital to ensure that modules remain aligned with the evolving needs and goals of the board in the coming years. By reviewing the modules, we aim to keep them up to date and relevant to the current challenges and opportunities within EFR. This process ensures that the modules are equipped to provide valuable support to the board and, ultimately, contribute to the success of the association. We believe it is essential to assess whether the right individuals are matched with the most suitable modules. While we acknowledge that the board has the final say in module appointments, we also recognize the value of asking questions during the selection process to gauge applicants' alignment with specific modules. This approach helps ensure that the individuals selected for modules are genuinely suited to the roles they will undertake. In addition to the module selection process, we propose a periodic review of our existing modules to assess their continued relevance and effectiveness. Some modules may need adjustment or replacement to better serve EFR's objectives.

2.4. External relations

The association recognizes the strength in unity and the collective impact that collaboration can bring. To encourage meaningful connections and mutually beneficial partnerships, EFR commits to the principles of open dialogue, joint initiatives, collaborative events and long-term relationships. By working with these principles, EFR seeks to create a collaborative network by combining the strengths of various associations. The goal is to improve the academic experience and professional development opportunities for all parties involved.

2.5. International external relations

More and more students are interested in working abroad, therefore EFR is on a mission to grow its international connections. We will actively reach out to embassies, NGOs, and major corporations to build strong partnerships. This expansion effort reinforces EFR's commitment to a robust international network. By doing so, EFR hopes to create a more extensive and impactful global network with the aim of collaboration and positive change worldwide.

3. Engagement

3.1. Committee member bonding

Recognizing the importance of strong interpersonal bonds among committee members, EFR is committed to enhancing team cohesion and engagement. To this end, we plan to allocate specific funds for committee member bonding activities at the start of the year. This budget aims to facilitate social events and initiatives, making the committee more tightly knit and strengthening members' engagement with the EFR.

3.2. Active promotion among international students to recruitment events

To attract international students to EFR's recruitment events, it is essential to showcase global opportunities and diverse cultural experiences. By partnering with international institutions and alumni, hosting multilingual information sessions, and promoting real-world global business scenarios, EFR can match with the goals of the global student community and emphasise its international appeal. Lastly, by leveraging social media platforms and alumni networks to showcase success stories of international students who have thrived through EFR, we can create a compelling narrative that students will value.

3.3. Master students

EFR would like to attract master's students to our recruitment events, through events like the Master Career Week and the well-known Erasmus Recruitment Days. By creating exceptional experiences with interesting talks, hands-on workshops, in-house days, and chances to connect with industries, we aim to guide master students towards their ideal career paths. These events will give them valuable knowledge and connections, bridging the gap between their studies and job opportunities

3.4. Social media strategy

EFR is committed to enhancing our social media strategy to resonate with our members, prospective members, and the broader community. In response to evolving social media trends, we will prioritise creating short, engaging videos for private stories. These provide an exclusive, personal connection with our

audience. We're actively working to expand our reach by increasing our LinkedIn and Instagram followers, ensuring our content maintains a consistently high standard in terms of aesthetics, messaging, and quality. This commitment contributes to a more recognizable and trustworthy EFR brand. Recognizing the power of short video content, our strategy will focus on Instagram Reels initially and gradually expand to TikTok, targeting a younger, more diverse audience. This expansion also serves our goal of engaging high school students interested in EFR, introducing them to the opportunities and benefits we offer, and nurturing a pipeline of future members.

3.5. Committee member lunch at the office

At the heart of the EFR office, a vibrant lunch culture flourishes among its dedicated committee members. By gathering weekly around a communal table with different committees, diverse minds converge, ideas are exchanged, and connections thrive over a shared meal. This tradition not only nurtures collaboration, but also fosters a sense of unity that transcends projects, embodying the very spirit that defines EFR's success.

3.6. Open office

The open EFR office stands as a beacon of collaboration and inclusivity. Firstly, it breaks down hierarchical barriers, promoting transparent communication that encourages a culture of equality. Secondly, the open office will stimulate spontaneous interactions with the goal of exchanging innovative ideas. In this open environment, every voice finds a stage and propels us towards greater achievements. Hence, EFR aims to foster a welcoming environment that encourages member engagement and connection. To achieve this, we're transforming our office space into a "living room" – a comfortable hub where members and committee members can drop by, relax, and enjoy a free coffee. By creating this inviting atmosphere, we hope to emphasise that our association is not just a place of work but also a home where everyone belongs.

3.7. VrijMiBo

EFR believes in the importance of informal gatherings to strengthen bonds and boost engagement. With this in mind, we're keeping the "VrijMiBo" – Friday afternoon drinks. This initiative aims to provide committee members a relaxed

setting to connect, share experiences, and further their sense of belonging within the EFR community. We want to do this more regularly compared to last year.

3.8. (Part-time) Alumni

EFR recognizes the immense value of our alumni, which includes former board members and former full-time committee members. These dedicated individuals have significantly contributed to the success and growth of EFR. We are committed to maintaining a strong connection with our alumni, acknowledging their vital role in our history and the potential they hold for our future. Our current alumni board, consisting of former board members and former full-time committee members, plays a crucial role in keeping our alumni engaged with EFR. They organise events and activities designed to foster connections among alumni, both with the association and their fellow alumni. This engagement not only enriches the EFR community but also benefits our organisation by tapping into the valuable expertise and support our alumni can offer.

In addition, we recognize that EFR has had numerous part-time committee members over the decades. Their contributions and experiences are equally significant to our history. To bridge the gap and rekindle connections, we aim to reach out to these former committee members and organise events that allow them to reconnect with one another. These events serve as an opportunity to share knowledge, rekindle friendships, and, most importantly, have fun with EFR once again.

For our alumni, we maintain an alumni email that provides updates on EFR's current initiatives and events. We recognize the importance of extending this communication channel to our part-time alumni, ensuring that they stay informed about EFR's activities and have the chance to participate in alumni events.

EFR is dedicated to nurturing lifelong relationships with all our alumni, celebrating their contributions to our association, and building a bridge between our past and future.

4. Sustainability, diversity, Inclusivity

For nearly a century, EFR has been curating events that enhance students' experiences alongside their studies. We deeply appreciate the steadfast backing we receive from Erasmus School of Economics in orchestrating these events. In the current year, our priority lies in bolstering the community aspect while complementing our members' academic pursuits. To be precise, our aim is to further our sustainability, embrace greater diversity, and foster deeper engagement within Rotterdam.

EFR has been and continues to be dedicated to sustainability, diversity, and inclusivity. Building upon our CO2 neutrality, accomplished two years ago, and our expanding diverse community, we aim to formulate an organisation-wide policy bringing the three pillars of sustainability, diversity, and inclusivity to the forefront of our decision making. This new policy underscores our commitment to responsible leadership and positive change.

4.1. Sustainable Travel

EFR recognizes the environmental impact of travel and is determined to opt for greener alternatives. Therefore, prioritising travel options such as trains over flights. While cost is a consideration, EFR is willing to take on higher costs in order to enjoy substantially more sustainable travel options. In cases where cheaper flights are a consideration, we'll evaluate the trade-offs and endeavour to offset the environmental impact through responsible practices.

4.2. Local Vendors

EFR aspires to deepen its collaboration with local businesses. We recognize the pivotal role that local enterprises play in both fostering a greener environment and cultivating a strong sense of belonging within Rotterdam. By leveraging their resources and expertise, we aim to infuse our activities with a sustainable edge while amplifying our impact within the local community. Supporting local businesses is a core value for us. It's not just about transactions; it's about contributing to the growth of our city's entrepreneurial spirit focussing on the environmental benefit of local producers. Through meaningful partnerships, we seek to create a win-win scenario; elevating both our events and the businesses that call Rotterdam home.

4.3. Rotterdam Community

EFR is dedicated to actively engaging with the Rotterdam community, and one of our key collaborations is with MOVE. Having previously partnered with MOVE, we're excited to further expand our cooperation and contribute to their impactful initiatives.

By increasing the engagement between different societal groups, we hope to foster equality and citizenship. Their student-child partnerships bridge the gap for children who face fewer opportunities than their peers.

By aligning with MOVE's inspiring mission, EFR is demonstrating its dedication to creating meaningful change within Rotterdam. We believe that through this partnership, we can amplify our collective impact and contribute to a more inclusive and harmonious community.

4.4. iBuddy programme

To support incoming English-speaking students at Erasmus School of Economics, the iBuddy program is going to be of greater focus. The iBuddy program has been proven to be of great importance for many first-year English-speaking students in guiding them in their new environment. The iBuddies offer a wide range of information, including insights about Rotterdam, contacting the university, and much more.

4.5. Culture Café

To promote the relationship between English-speaking and Dutch-speaking students, we aim to create more opportunities for the two groups to interact. Through the Culture café, which actively promotes both student groups to meet each other, students can convene in a relaxed setting. They will be able to grab a drink together, engage, and share their diverse cultures. The aim is ultimately to reduce the barrier and create a greater sense of community among EFR members.

4.6. Event focus

To create a more inclusive atmosphere, the focus at certain events will shift away from drinking alcohol. This will be achieved by providing more non-alcoholic alternatives and by including more social activities during drinks through which

students can connect outside of drinking. Example is Mooie Boules, where you can play jeu de boules, and for those who want to have a beer with this.

5. Data driven strategy

We acknowledge the previous board's effort into turning EFR into a data driven organisation, we look to continue that progress in the coming year. EFR will look towards making our processes more efficient through the use of data, helping provide better services to our membership.

5.1. New Website

The membership experience at EFR is something that we take great pride in. The website plays a large part in allowing for convenient interaction between our board, committee members and general membership, serving as a communication hub for the organisation. The website is used extensively by members and an important consideration when looking to improve their experience. We want to look into expanding the usability of the website in the future, therefore we aim to redevelop our main website, improved with more interactive features, better customer experience and a higher focus on data based improvements.

5.2. Different data sources

Data driven organisations allow for faster, better informed and more reliable decision making. In our efforts to become more data orientated, collection of data on our campaigns is of essence. This will be undertaken by incorporating more analytical tools at our events, further monitoring of our social media statistics and overall digitisation for improved work efficiency. The changes should allow for increased efficiency in the working processes of the boards and committees, allowing for better knowledge sharing between transition periods. Additionally, it will allow easier prediction and comparability among events.

5.3. Cooperation marketing & It-Strat

In order to implement the marketing dashboard and to have more data driven decision-making, The IT Strategy and Marketing officer will work closer together. An internal workgroup with workmoments and feedback sessions will allow for improved marketing strategies, as deepering insights on the behaviour of our target group is gained.

5.4. Tiktok and Instagram Reels

In our effort to increase engagement, particularly on Instagram, we want to leverage the algorithmic nudges that favour Instagram Reels. The intended progression begins with a stated focus on strengthening our presence on Instagram Reels before venturing onto TikTok. The dissemination of content through Instagram Reels will be duplicated by posting it on TikTok, thereby expanding our reach. We will investigate the current trends on TikTok and Instagram.

Responsibility for implementing this strategic effort lies with the Marketing Committee and their supervisor, the marketing officer. The demographics we want to target consist primarily of Erasmus students and scholars with a keen interest in economics.

An added benefit of this approach is the prospect of increasing EFR's visibility among students in their final year of high school. This collective initiative seeks broader recognition and brand awareness within the specified target audience.

6. Development

We want to ensure that EFR offers its members possibilities to develop themselves both from a personal and a career perspective. Hence, EFR will provide students with their needs by offering events that are not provided in the general curriculum.

6.1. Market Research

In order to match the students' wants with events that EFR offers, thorough market research on the three main stakeholders of EFR will be conducted. Firstly, we will analyse the wants and needs of companies that are interested in students of Erasmus School of Economics. Secondly, we will research how Erasmus School of Economics wants study associations like EFR to bridge the gap between theory and practice. Thirdly, we will investigate what type of events, such as trainings and lectures, are popular amongst students. Making the perfect match between these stakeholders will ensure that EFR maximises its value added to all.

6.2. EFR Members

EFR already offers several events to all its members that enable them to develop themselves. Examples of such events are the Inspiration Congress and Job Market Skills. This academic year, EFR hopes to offer two extra development possibilities to its portfolio, namely Dutch classes and lunch lectures about wellbeing.

6.2.1. Dutch Classes

EFR will contact Erasmus Language and Training Centre to seek for possible collaborations making it easier for our members to sign up for Dutch classes. This, together with other initiatives such as the IBuddy programme, will ensure that we offer our members possibilities to both teach and learn the Dutch language and culture. This will ensure an even tighter bond between our Dutch and English speaking members.

6.2.2. Lunch Lectures of Resilience & Success

Together with Erasmus School of Economics, EFR will organise three lunch lectures about wellbeing during the academic year under the theme “Resilience & Success”. These lectures will be interactive, where the participants have many opportunities to ask questions to the speaker. EFR will make sure that all our members, regardless of their nationality, are enthused to participate in these lunch lectures to develop themselves.

6.3. Committee Members

Committee members have the opportunity to acquire new skill sets by organising a wide range of events and activities at EFR. These different committees are a great way for students to learn soft skills that complement the hard skills that their studies offer. However, we also want to offer them the opportunity to develop themselves next to their committee activities with a broader range of activities. Such as, but not limited to, allowing more independence in task management and decision making. Providing training and guidance as necessary for specific functions, such as treasurer, marketing managers and chairpeople.

6.3.1. EFR Academy

The EFR Academy was established to provide additional training for EFR committee members. With these trainings, committee members can invest in their human capital. Every committee gets the chance to see what kind of training

suits them best. Every committee can attend general improvement trainings, which can be time-management and case trainings. However, the EFR Academy also provides specialised trainings.