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Erasmus School
of Economics**

Economic Faculty association Rotterdam

**Policy document 57th EFR Board
2020 – 2021**

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1. Introduction

With this document, the 57th board of the Economic Faculty association Rotterdam (EFR) presents her policy for the academic year of 2020-2021. This document explains what the ideas and plans are for EFR, divided in the four clusters we identified. These clusters are 'COVID-19', 'EFR-External', 'EFR-Students', 'EFR-Internal'. For each cluster, we explain what the most important goal is for next year and why it is essential for EFR. The other subsections of the respective clusters explain additional ideas the board has. These ideas will be executed as well, but with lower priority. Hereafter, we clarify how we are going to implement these ideas. We want to thank the 56th board for their time, knowledge and support in the transition period. This greatly accelerated the transition process and improved our understanding of EFR's operations. Finally, we are grateful for the connection with and support of the Erasmus School of Economics, which has lasted for 96 years until now.

2. COVID-19

Where in the past EFR-policy was primarily based on internal processes, this year, external effects are of great impact on the policy. COVID-19 restricts events and travel but also influences the economics and many more aspects of daily life. EFR aims to adapt to these circumstances and service their students as well as possible. Three aspects of COVID-19 have been identified and this section will focus on each of these aspects. Firstly, we identify the safety of our students as an important aspect. Also the well-being of students and finally the restriction for international students to travel to the Netherlands are aspects on which we have based our policy.

1. Safety of the students

Highest on our priorities will at all times be the safety of the members and students. We aim to create an environment within which committees and members can safely undertake their activities.

EFR will at all times aim at organizing events offline where possible. However, when regulations don't allow for it, or EFR otherwise believes that the event can present a health risk to its participants, events will be held online as to guarantee the safety of its members while still being able serve their needs.

1. EFR legal officer

To assure the validity of the contracts EFR provides, it is important that all contracts will be checked to see where issues may arise. This is especially important with regard to Covid-19, as these times demand changes and shifts in otherwise fairly failproof contracts and legal documents. This will be done by the treasurer and IT Officer/Secretary. When this is done, issues will be communicated to the ESE legal office to be able to find solutions and prevent extra costs.

(Stephan van Eijndhoven)

2. Subgroup Corona Officer

Each PM will act as a Covid-19 officer, which means they will oversee the working of their committees, and their adherence to the government guidelines regarding Covid-19.

The PMs will write a specific Covid-19 protocol for the committees to follow when planning their events. This protocol will be checked by the president. The Subgroup will also create a checklist of all regulations an event should adhere to. This checklist will be distributed to committees

EFR will at all times aim at organizing events offline where possible. However, when regulations don't allow for it, or EFR otherwise believes that the event can present a health risk to its participants, events will be held online as to guarantee the safety of its members while still being able to serve their needs.

(Dieuwertje Borst and Martijn Hendrickx)

3. Committee scenarios

Furthermore, each committee will have to set up three scenarios for their events, in order to minimize the risk of cancelation, and to be prepared for sudden changes in regulations. For all events, a Covid-19 checklist will be published to make sure the committees follow the rules EFR has set up.

(the PM's)

2. Well-being of the students

The current restrictions limit students in their physical contact and time spend with others. An effect of this development has been seen in the decrease of student wellbeing. The 57th board is aware of this problem and aims to invest in events and organizations which improve this wellbeing.

1. Expanding the ibuddy program

The ibuddy program has shown to be of great value to students from outside of the Netherlands. It offers someone to talk to about study but also about personal problems. With the limited amount of contact with other students, we see this as a good addition to the student life for all first-year students. The possibilities will be researched and a possible cooperation with the current buddy programs for first years will be found. **(Fleur Bruijnzeels)**

2. cooperating with organizations active in well-being

EFR does many things for the students, however several organizations at the Erasmus University Rotterdam are specialized in improving and managing the well-being and mental health of students. The 57th board sees these associations as very important and aims to cooperate on at least one event with these associations **(Frédérique Schellekens)**

3. Re-evaluating committees

The events and output that committees can deliver is dependent on different variables. With the current government mandated restrictions, several committees will be re-evaluated to see if their main objectives can still be reached.

1. Move

The aim is to expand the number of events of the Move Committee. The prime focus points of these events will be Corporate Social Responsibility (CSR) and well-being. Currently, the Move Committee is not very involved within EFR. In order to change this, we will organize events for the well-being of EFR members to ensure mental stability in these hard times. We will attempt to combine these well-being events with our drive to organize events that are increasingly sustainable. One example could be a sustainable cooking workshop. **(Frédérique Schellekens)**

2. H5 challenges

To improve the connection between EFR and the students, as well as create an interactive and fun moment in the student lives, the 57th board aims to create a challenges program. These challenges will be both online and offline (for instance 'find the EFR flag' within Rotterdam or 'build the highest tower with toilet rolls' online). **(Sammy Botter)**

3. AC speakers cycle

The city trip planned in the fall has been rescheduled. The activities committee will look into the possibility of creating an (online) speakers cycle with possibly inspirational speakers. The goal is to organize at least one speaker moment **(Sammy Botter)**

4. party crew

Unfortunately, due to Covid-19, parties will not be possible on the short term. Therefore, we have found new responsibilities for our Party Crew next to the organization of the drinks. Party Crew will be more responsible for broader social events, like a cinema screening in Pathé. **(Sammy Botter)**

4. Drinks policy

During the current pandemic, we still aim to organize monthly drinks. This will only be for our active members though, as the number of visitors should be limited to a certain amount. Of course, EFR does not want to be responsible for the potential spreading of the virus during these drinks. Therefore, we will adhere to the local rules (of the restaurant or bar) and carry out consequences where needed. This means guests will be asked to remain seated during the evening. It will also be necessary for active members to sign up for the drinks in order to get an accurate number of expected visitors. Apart from that 3 scenarios will be created for the intensity of Covid-19 at that moment.

(Sammy Botter)

3. Students not able to travel to the Netherlands

With the travel regulations, students from the Erasmus School of Economics and members of EFR will not be able to travel to the Netherlands. The 57th board recognizes this problem and aims to offer these students an student experience as well.

1. Organizing online workshops

For all 'social' committees, the demand of organizing at least one online workshop will be communicated. This workshop could for instance be a cooking workshop where people can cook along. Through these workshops, we aim to create the possibility for social contact online with other students in a more relaxed atmosphere. **(Fleur Bruijnzeels)**

2. Revising the times of online events

With members all over the world, time-zones are of influences on the events organized online. The 57th board thinks all students should be able to attend the online events. A plan to include as many students as possible through altering the times of online events will be created. **(PM's)**

4. Thinktank

The 57th board recognizes the need for more information. The regulations change fast and with new regulations, a lot of new information has to be found quickly. To get help with obtaining this information, the 57th board will create a thinktank consisting of several committee members. This thinktank will be tasked with finding answers to relevant questions regarding the circumstances.

(Sammy Botter)

3. EFR-External

EFR-External stands for all external organisations EFR is in contact with. The 57th board identifies the possibility to expand our influence by gaining more international contacts and organising several events with external organizations.

5. Gaining international contacts

EFR has many commercial contacts, however the majority resides in the Netherlands. To create more diverse and inclusive events, EFR should be able to contact international commercial contacts and companies. A problem with this objective is the fact that in every country the recruitment functions differently. To have a better knowledge of the recruitment in other countries and to be able to offer more diverse events, the 57th board aims to expand the contacts with other study associations outside of the Netherlands.

(Frédérique Schellekens)

1. New events

Creating new events or reviving older events together with strong partners is of interest to the 57th board. We will therefore aim to organise the following events.

1. One-health

In Collaboration with One-health and Mfvr, we want to organise an event. **(Ruben Tober)**

2. Turing

The aim of the collaboration is to set up an event for students of EFR to learn more about coding. This is a need that has not yet been fulfilled by EFR and appears to be of interest to students as the ESE has been increasing its focus on Data Science & Marketing Analytics. For this to be a success, we plan to contact Turing three times through email, one initial contact moment, one follow-up, and one final reminder, for it to be a success. If the opportunity arises, we plan to include this project in the new curriculum aspect of ESE, Career Skills, to provide students with an ECTS when participating in this project.

(Martijn Hendrickx and Dieuwertje Borst)

3. Case competition

In previous years, this competition has been organized. This year we will look into the possibilities of organizing a big 5 case competition and if possible will cooperate in the organization.

(Martijn Hendrickx)

4. EFR-Students

Most important for EFR are the students that are served. The 57th board aims to continue to serve the students as well as possible through inclusion, diversity and study support.

1. Membership

In interchangeable ways, EFR and its members provide great value for each other. Students benefit from the opportunities and challenges EFR offers and members are the key asset of EFR. It is important to be actively involved with this membership, both for students and for EFR.

1. Contribution fee

Becoming a member of EFR is free of charge in the Eureka week and 5 euro thereafter. Many members register because it is free. This results in many passive members. In order to motivate members to actively find out what EFR is and what it has to offer, the board will review whether a contribution fee will stimulate members to be more proactive and aware of EFR. **(Ruben Tober)**

2. Diversity and Inclusion

Students at Erasmus University origin from various countries. EFR sees the need to include all students in their activities and events. The 57th board aims to improve their connection with international study associations to be able to provide a more inclusive set of events, as well as by cooperating with organizations at the university. The aim is to allow more students to feel safe and welcome within EFR.

1. All communication in English

EFR is an association which aims to include all students. Therefore, all communication towards students on all platforms will be performed in English. **(Fleur Bruijnzeels)**

2. Coöperating with other organizations

By cooperating with organizations serving a specific group of students, EFR can reach more students and become a more inclusive and diverse association. The 57th board aims to organize one or more events in collaboration with other associations. **(Frédérique Schellekens)**

3. Student Support

Supporting students throughout their studies and bridging the gap between theory and practice is the mission of EFR. Students should therefore be serviced from their first day at university to their last day in their master. The 57th board aims to create a 'how to student timeline' and put more effort into the personal development of master students.

1. 'Student flights' / how to student timeline

Research from previous years has shown that the communication from EFR to its students has not been fully effective. One of the problems is that we miss a clear path for students to follow in their student

years at EFR. Our plan is to set up a timeline to follow for the students, from the moment they arrive as a first year, to their final months as a master student, called student flights. These flights will be set up as a journey to a certain destination. The aim is to visualize at least 4 possible flights a student can follow, and one more general timeline with the events EFR can offer for each study phase. **(Dieuwertje Borst)**

2. Personal development master students

Because personal development is really important for master students regardless of their specific master's degree, EFR aims to organize some form of training for master students to find out what they want for their future. Due to the autonomy of the Master Study Boards, we will present this to them as a suggestion, but not force them to organize this in any way.

Furthermore, the possibility for an Academic committee for master students will be explored.

(Martijn Hendrickx)

4. New/additions to events

1. The Research Project

Besides the Involve Consultancy project, EFR plans to expand this field by bringing back the EFR Research project. Commercial opportunities will be explored by the Commercial Officer, and the possibilities for ECTS by the Project Manager Education. Besides this, research will need to be conducted to see how other associations manage such a project. **(Dieuwertje Borst)**

2. Inspiration Days to two days

We hope to expand the Inspiration Days to a two-day event from 2022 on. Last year, it turned out that the Inspiration Days was very dependent on subsidies from the Erasmus University Rotterdam and Erasmus School of Economics. Coming Inspiration Days, we will focus more on the commercial side of the event. We believe that our revenues will rise with this commercialization. A two-day event gives us more opportunity for commercial exposure. Next to that, it also gives the opportunity to for example organize a public versus private day for students, which will attempt to inspire students from multiple perspectives. In order to find out how we will create a two day event, we will be closely following ticket sales, acquisition, the speakers and the time spent on the event by the Inspiration Days committee.

(Sammy Botter)

5. EFR-Internal

The internal processes of EFR should be regularly re-evaluated. The 57th board has recognized several aspects which should be revised or improved in the upcoming year.

1. Recruitment

Students state they do not know which committee to choose and are unsure of the differences between committees. This raises the question if the communication regarding the committees and recruitment is sufficient.

1. Revise current brochures and communication

The 57th board aims to revise the communication regarding recruitment. Also, we will research alternative ways of communicating the differences between committees and will update the brochures and website accordingly. This could for instance be done by differentiating committees more based on for instance the amount of hours they demand. **(Frédérique Schellekens)**

2. Tailor EFR events to curriculum

EFR has become the recognized school association of the ESE. Therefore, the board wants to tailor events to the curriculum of E&BE and IBEB. This will improve the impact of the events on students.

3. Committees

Committees organize most events, their efforts should be recognized and valued. Also the contact of the Board with the committees should be social. However within the committees, improvements could lay as well. The Board therefore aims to reward committees for their efforts but will also research the possibility of revising the committee recruitment structure.

1. Rewarding committees

Instead of gifting the committees a reward at the end of the academic year, the 57th board thinks committees should be rewarded for their efforts after their (last) event. We will aim to reward committees directly after their (last) event to more directly thank them for their efforts. **(Ruben Tober)**

2. Physical meetings

The 57th board sees the great importance of the committees of EFR and find the contact with these committees important. We will therefore aim to find a way to meet physically with the committees through for instance lunches or drinks. **(PM's)**

3. Revising the structure (following the ER committees)

The loss of information between committees and the loss of effort from committees over the summer has raised the question if perhaps the structure of several committees should be revised. The 57th board aims to evaluate the ER committees for which an altered structure holds. **(Martijn Hendrickx)**

4. Online marketing

With the increasing importance of online marketing. The focus of EFR should also be on these developments. The 57th board aims to create a more data based online marketing strategy. **(Fleur Bruijnzeels)**

5. Internal processes

1. Implement Salesforce

Company contacts often change and knowledge about our commercial partners is lost during the transition period. EFR has a Salesforce licence but this tool is not used to its full potential. The board will research these possibilities and set up a future proof structure to counter loss of knowledge. **(Hidde Harms)**

2. Timeline for a new website/CRM

The website of EFR is becoming outdated. No actual steps will be taken. However the 57th board sees the importance of planning ahead and will make a timeline for this process. **(Stephan van Eijndhoven)**

6. Alumni

We will create LinkedIn alumni groups (active members) categorized by year and one big LinkedIn group for all past active members, going back 5 years.(Fleur) This will be done in order to make invitations for alumni events easier and to make better use of our alumni network. **(Sammy Botter)**

6. General policy

This section will be dedicated to the ideas that do not fit in one of the four clusters

1. Social responsibility

Social responsibility is a topic that cannot be forgotten. EFR wants to contribute by taking sustainability into account and raising awareness through the already existing MOVE committee. We think we can do more than that and have a look at ourselves as well.

1. Prevent waste

EFR organizes many events and for these events, EFR buys promotion material such as goodies, pullovers and t-shirts. The person responsible makes the best estimate as possible when buying something, but often there are leftovers. We will continue the objective to track all orders and left-overs to make sure we will be able to order more efficiently in the future. To reduce the waste of promotional materials even more for the upcoming years, the board wants to measure the amount of excess materials. An example of this are the flyers at the end of a promotion period. This will be registered and passed to the next board. We will only buy merchandise without years printed on them. **(Ruben Tober)**

2. Media channels

Throughout the year, EFR organizes various events which can be interesting for the media. The board wants to systematically contact the media when main events occur. This can be free marketing for events of EFR. **(Sammy Botter)**