

Economic Faculty association Rotterdam

Policy document 56th EFR Board

2019 – 2020



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school association
Erasmus School
of Economics**

Table of contents

1. INTRODUCTION	3
2. DEVELOPMENT	4
2.1 ACKNOWLEDGING ACHIEVEMENTS	4
2.2 EVALUATION	5
2.3 SKILLS TRAININGS	5
2.4 SOCIETAL EVENTS	6
3. ORIENTATION	7
3.1 MASTER ORIENTATION DAYS 2.0	7
3.2 ASK ME ANYTHING.....	7
3.3 UNDEREXPOSED INDUSTRIES REVIEW	8
4. NETWORK	10
4.1 MEMBERSHIP	10
4.2 INCLUSION	11
4.3 SOCIAL.....	12
4.4 HALF-YEAR COMMITTEES	12
5. EDUCATION	13
5.1 ECTS PROJECTS	13
5.2 TAILOR EFR EVENTS TO CURRICULUM.....	13
5.3 GUEST LECTURES.....	14
6. GENERAL POLICY	15
6.1 SOCIAL RESPONSIBILITY.....	15
6.2 IDEA BOX.....	16
6.3 MEDIA CHANNELS	16

1. Introduction

With this document, the 56th board of the Economic Faculty association Rotterdam (EFR) presents her policy for the academic year of 2019-2020. This document explains what the ideas and plans are for each pillar of EFR, namely development, orientation, network and education. For each pillar, we explain what the most important goal is for next year and why it is essential for EFR. The other subsections of the respective pillars 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 55th 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 95 years until now.

2. Development

The development pillar ensures EFR members and committee members have ample opportunities to learn about skills that are not taught in ordinary lectures. The board uses four themes to accomplish the goal of guiding students in their development. More specifically, we want to acknowledge achievements made both by the board and the committees, evaluate our services thoroughly, add new skills trainings and include societal events.

2.1 Acknowledging achievements

The most important developmental idea the board will focus on this year is acknowledging achievements. Acknowledging achievements is defined as allocating more time to reflect on experiences and celebrate success. The board thinks reflection is an important part of success. With this in mind, we think acknowledging achievements helps in learning from experiences and increasing motivation.

To acknowledge achievements, we employ four ideas to improve learning and motivation.

2.1.1 Enjoying success

Celebrating good results may be a great catalyst for even greater results. Only focusing on what has gone wrong is detrimental for future performance and needs to be avoided. More specifically, we want to put committees in the spotlight during EFR drinks and show what they have achieved. **(Diederik Mosch)**

2.1.2 “How to student” timeline

Not every student easily knows how to map his or her own road to success. We want to add a timeline to the website that shows what a student can do in every part of their studies. For example, the timeline will show a first-year student’s opportunities based on his or her preferences. If a first-year student wants to improve his or her organizational skills, it will show the START or IBEB committees. Second-year students that want to broaden their scope with respect to industries and companies will be shown the MCW or ERD. **(Victor Schipper)**

2.1.3 EFR Academy

The board believes in training her committee members and investing in their human capital. The EFR academy will invest in the human capital of our committee members, by providing

specialized trainings and holding periodical evaluation and feedback sessions. **(Florian de Groot)**

2.1.4 Proper end of committee time

The committee member announcement dinner is the official start of the committee period. This dinner is very popular and well received by the committee members. Until now, there has been no proper ending of the committee period. The board wants to organize a closing dinner for each committee. **(Diederik Mosch)**

2.2 Evaluation

The second developmental theme is about evaluation of all events and services provided by EFR. The board strongly believes structural evaluations leads to better results. The board identified two ways to improve the evaluation process.

2.2.1 Getting more feedback from committee members

Committee members are greatly involved in EFR's operations and can give relevant feedback and advice to the board. Next year, we want to organize three sessions where committee members can give feedback to the board. **(Florian de Groot)**

2.2.2 Using GetFeedback forms

ESE students are our customers. We believe we need to satisfy our customers in every way. Our goal is to use GetFeedback forms for every event we organize. This feedback will help us to improve the event the next time it is organized. **(All project managers)**.

2.3 Skills trainings

This idea is about providing trainings for students to learn new skills. EFR believes students need to actively learn new skills which can prepare them for the future job market. EFR organizes specialized trainings that are open to all students.

2.3.1 Thesis programs trainings

The university provides opportunities to learn about data programs, as provided by the ESDC. The board believes there is still room for additional trainings. We find that many students would appreciate additional trainings in statistical programs, such as STATA and SPSS. **(Sanne Kranenborg)**

2.3.2 EFR programming

The rise of algorithms and artificial intelligence has sparked the interest in programming. EFR wants to offer interested students accommodative courses in programming. **(Dirk van den Beuken)**

2.3.3 Cycle of workshops

Employers require many skills of their employees. EFR wants to offer various trainings in for example presenting, CV improvement. In essence, the board aspires to grow the already existing job market skills events. **(Sanne Kranenborg)**

2.4 Societal events

An event that is connected with the city of Rotterdam and gives back to society, also in relation with the University. EFR has always organized renewing events that focus on a variety of topics. However, there is an opportunity to include more events that focus on giving back and on the community of Rotterdam. In 2019-2020, EFR wants to investigate the opportunities of organizing such an event.

2.4.1 Amsterdam sustainability event.

Amsterdam organizes a festival with over 250+ events that is very popular. We will investigate if such an event is feasible to organize in Rotterdam. **(Diederik Mosch)**

3. Orientation

Within the orientation pillar, we aim to scale-up non-recruitment orientation and do research to broaden our portfolio. These improvements will be made in order to offer students a clearer vision of their future possibilities. Listed below are the three policy points we aim to address.

3.1 Master Orientation days 2.0

The goal of the Master Orientation Days is to facilitate end-bachelor students in orienting themselves among the ESE master directions. The MOD aims to provide students with an in-depth insight on the possibilities a master direction offers them. Over the last years, the number of participants has declined. We believe that the MOD has the potential to offer a broad range of students an extended insight into the different master directions.

3.1.1 ESE partnership

The ESE offers orientation days of its own. These are purely focused on presenting an overview of the different masters and their curricula. We try to offer an in-depth insight in the industry related to a specific master. In this way, we offer value to the ESE orientation track. By creating a more direct link between the ESE open days and the MOD, the MOD can become the second, deepening, step in their orientation process. **(Dirk van den Beuken)**

3.1.2 Major orientation

Since nearly all ESE majors are aligned with the ESE masters, the major choice is often an important part of their master orientation process. Because the MOD is aimed at demonstrating an industry, it is relevant for major orientation as well. The focus will still be on future master students, but we will also target the group of major-orientating students to give the event more traction. **(Marjolein Keijzer)**

3.2 Ask me anything

In the period from February-June, there is a gap in informal contact between job-seeking master students and their potential employers. We aim to bridge this gap with a new event-concept; "Ask-me-anything". Not every student has the network to 'drink a cup of coffee' with a professional.

Companies on the other hand highly encourage their employees to drink a cup of coffee with students.

3.2.1 Overarching “Ask me anything” event

Students will be provided the opportunity to meet a selection of the biggest/most important ESE alumni employers in an informal setting. Essential in the concept is that it is not part of the recruitment process. This will make sure that the students are free to “ask anything” about their potential employers. Examples of informal settings which can provide the desired ambiance:

- Jeu de boules
- Pool (**Emiel van der Geest**)

3.2.2 MSB collaboration

The essence of the event will stay the same. In this case however, the MSB will take the lead to organise this event for companies for their field of interest. Possibly, in combination with or as an extension to the MCW-bootcamps. (**Emiel van der Geest**)

3.3 Underexposed industries review

The Orientation events of EFR often revolve around the same, well-known, industries. Even though many students may be interested in this, we believe it is worth investing whether some industries should be given more attention. Indicated below is a general guideline for this process.

3.3.1 Desk research

- Find potentially underexposed industries.
- Review previous events related to these industries.
- Identify possible fittings in existing orientation events.
- Identify possible new events for these industries. (**Emiel van der Geest**)

3.3.2 Demand

- We need to identify which underexposed industries are demanded by students.
- Then, we need to identify which underexposed industries are demanding ESE students.

(Emiel van der Geest)

4. Network

EFR provides networking events to enable students to make connections with fellow students. Networking can be of great benefit to both EFR and (committee) members. It increases the attendance on social events and it sustains the continuity of the association.

4.1 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.

4.1.1 CRM update

The CRM-system must be up-to-date and in line with GDPR. This will secure the privacy of its members and enable EFR to target students more accurate. The current CRM-system and the ways of updating a profile will be reviewed. The board will investigate a way of keeping the CRM-system up to date for the long-term. **(Victor Schipper)**

4.1.2 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. **(Maurice van Marrewijk)**

4.1.3 Membership card

The book sale has been an important value-adding activity of EFR. However, the book sale has decreased significantly. It is necessary for EFR to investigate other ways of creating value for its members. The board will research the feasibility of a membership card and, if possible, implement it the second half year as a pilot. **(Emiel van der Geest)**

4.2 Inclusion

In order to be an association for everyone, inclusion for all groups is important. There is still room for improvement with regard to including all members of EFR. The 56th board will organize various events to include student for whom there were no activities yet. With specific events, we actively include those students in other ways than before. The aim is to make students feel more welcome and personally involved with EFR.

4.2.1 Activity January recruitment

In June, September and January, EFR recruits new part-time committee members. In the first half year, various events are organized to bond with these members. However, the new committee members (recruited in January) miss these events with the effect of less attachment to EFR. To include these members to the EFR Family, a committee member day will be held in the second half year with all committee members recruited in June, September and January.

(Diederik Mosch)

4.2.2. Vrijmibo's

The board has a special role in making committee members more connected to EFR. Therefore, the board organizes 'vrijmibo's' where they have an informal drink at the office. Besides the regular social activities, these drinks are an additional way of getting to know the committee members. The board aims at organizing four 'vrijmibo's' where all committees are invited.

(Maurice van Marrewijk)

4.2.3 Culture café

In order to share the international character of EFR, an event will be organized where students can share their culture by means of an activity. This activity will be related to the different cultural background of both Dutch and international students. In this way, students will be stimulated to meet each other and other cultures. **(Diederik Mosch)**

4.2.4 Week in the life of ...

Besides the existing online and offline ways to meet people behind EFR, blogs will be written once every six weeks. These blogs write about the board, committee members and the events

they organize. This is done to share the open character and personal stories of people behind EFR. Eventually, the aim is to make people feel more familiar with EFR. **(Marjolein Keijzer)**

4.3 Social

EFR will focus, as an extension on the existing social events, on offering diverse events with the goal of broadening the social network of our members. Besides the support on academic level, EFR plays a role in the social activities of students.

4.3.1 Social collaboration with other associations

The benefit of collaborating with respect to social events is that students meet students from different disciplines. Additionally, it benefits the relationship with other associations. The aim is to organize such an event three times this year. **(Diederik Mosch)**

4.3.2 Afterexam party

EFR will organize after-exam parties. Students finished their exams; this is a great timing for a social event. These parties will take place at the end of each block, resulting in five parties in a year. **(Diederik Mosch)**

4.3.3 EFR Study Café

The university library is extremely full in exams period. In order to offer more value to its membership, the board aims to facilitate a study spot for EFR members. It will be a study place where only ESE-students are present, creating an atmosphere where students can help each other. The feasibility and impact of this project will be investigated. **(Marjolein Keijzer)**

4.4 Half-year committees

In the portfolio of events, there is room for new kind trip that will be organized. In January, a new committee will be recruited to organize this trip. It will be a sports-related trip in the second half of the year. **(Board)**

5. Education

The focus on the educational pillar has improved a lot in the past few years. However, with the introduction of the Project Manager Education (PME) in the board only two years ago, there is still a lot of room for expansion. This year, the board will work on the pillar in three ways.

5.1 ECTS projects

EFR organizes several academic courses where students can earn ECTS, such as the EFR minor, the EFR/ESE Job Market Skills and the EFR Involve Consultancy Project. In collaboration with the Erasmus School of Economics, EFR wants to expand its portfolio of ECTS projects this year. The goal is to set up at least one new project for the academic year 2020 – 2021.

5.1.1 EFR summer school

The board wants to research the possibility to organize an EFR summer school in the holiday period. Contact will be sought with the Erasmus School of Economics to see if any partner universities are willing to work together on such a project. **(Sanne Kranenbarg)**

5.1.2 EFR research project

The board wants to bring back the EFR research project, which was organized before with KPMG and Shell. The previous editions were very successful, but it was quite hard to organize. Now that the Business Week is gone, the Commercial Officer will have more time in that period to contact companies for a new collaboration. **(Emiel van der Geest)**

5.2 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. Ideas are to organize an InDesign workshop during the Marketing course, a Big 4 visit during Intermediate Accounting, an embassy visit during International Economics and/or a visit to a pension fund or health insurance company during the Economics of the Welfare State course. **(Sanne Kranenbarg)**

5.3 Guest lectures

The board thinks that guest lectures are very valuable for students to identify the relevance of the subject matter in real life. This year, these will be organized both on campus and off campus.

5.3.1 Guest lecture schedule

EFR gets many requests from companies for occurrences to speak to students. Therefore, e-mails will be sent to professors of the bachelor courses to pinpoint the possibilities for guest lectures. A schedule will be created (**Sanne Kranenborg**) and companies will be contacted about the opportunities. (**Emiel van der Geest**)

5.3.2 Guest lectures on location

To increase the attractiveness of guest lectures, the board wants to organize these at an inspiring location, such as the Euromast or SS Rotterdam. The lecture should be an interaction between an ESE professor and someone working in the field. (**Sanne Kranenborg**)

6. General policy

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

6.1 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.

6.1.1 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 want to make a better estimate of how much we need to order. Because there is no data from previous years, the board will stay in contact with previous board/committee members of the corresponding event or committee to make better estimates. . 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 **(Marjolein Keijzer)**.

6.1.2 Donations

The board aspires to reduce spilling (as discussed in the previous subsection) and benefit other parties with the materials that became unnecessary for EFR. The board divides donations in two different categories, namely "food and drinks" and "clothes and goodies". Food and drinks will be donated to the "Voedselbank" and clothes and stuff to the "Leger des Heils" **(Marjolein Keijzer)**.

6.1.3 Sustainability tracker

The board believes it has a responsibility to make proper decisions about waste and emissions. To show our members and others that EFR is actively involved with this process, the board wants to provide insight into our progress on our website. The board aspires to add facts and figures about EFR's CO2's emissions and what we do to lower our emissions. **(Victor Schipper)**

6.2 Idea box

6.2.1 Office Box

The committee members are the heart of our organization and they can provide us with valuable ideas to improve EFR. In the past years this has been done before. We want to investigate how to improve this concept and implement a system which guarantees that the ideas do not get lost. We want to create a system where committee members feel confident in submitting an idea. Furthermore, it is important that we actually take action and systematically do something with promising ideas. **(Florian de Groot)**

6.2.2 C-hall Box

Since 2019 we have access to the C-hall information desk. The board can use this desk to reach non-committee EFR members. A lot of people pass by and could have valuable ideas from a different perspective than committee members. Here it is also essential that the members are stimulated to submit their ideas. **(Florian de Groot)**

6.3 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. **(Marjolein Keijzer)**