

Economic Faculty association Rotterdam

Policy document 61st EFR Board

2024 - 2025



Table of Contents

Table of Contents	2
1. General	3
1.1 Well-being and trust person	3
1.2 Sustainability	3
1.2.1 Goodie Bags	3
1.2.2 Travel	3
1.2.3 Vegetarian Initiatives	4
1.2.4 Supporting Local businesses	4
1.3 Diversity and inclusion	4
1.3.1 Local community	4
1.3.2 Focus events	4
1.3.3 Student representation	5
1.4 External relations	5
1.4.1 Erasmus School of Economics	5
1.4.2 International relations	5
1.5 Lustrum committee (LuCo)	5
2. Academic	6
2.1 Academic events	6
2.1.1 EFR/ESE Job Market Skills	6
2.1.2 Lunch lectures	6
2.1.3 Model United Nations Rotterdam	7
2.1.4 Hard/soft skill trainings	7
2.2 Study support	7
2.2.1 Summaries	7
2.2.2 Book Sale	8
3. Engagement	8
3.1 Committee member bonding	8
3.2 Part-time recruitment	9
3.3 Active promotion among international students	9
3.4 Master study boards	9
3.5 Marketing	9
3.5.1 Social media strategy	9
3.5.2 Marketing Plan	10
3.6 Committee member lunch at the office	11
3.7 Open office	11
3.8 DoMiBo	11
3.9 Alumni	12
4. Development	12
4.1 EFR Members	12
4.2 Committee Members	13
4.2.1 EFR Academy	13
4.3 Well-being specific workshops	13

5. Inspirational events

14

5.1 Inspiration Days

14

1. General

1.1 Well-being 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 persons through our communication channels. This will ensure that all members are aware of this vital resource and encourage them to reach out when needed. In response to last year's feedback, it has been identified that maintaining a low threshold for events is critical for their success. To encourage participation, it is essential that events are scheduled at convenient times and given names that are clear, engaging, and inviting. These measures will be prioritised to maximise event success and attendee engagement.

1.2 Sustainability

Three years ago, EFR made history as the first study association to achieve CO2 neutrality. Since then, sustainability has become a fundamental element of our identity. As we look to the future, our ambition is to build upon this foundation, continuously striving for greater sustainability.

1.2.1 Goodie Bags

At various events, EFR provides goodie bags, offering companies a unique opportunity to increase brand visibility while adding value for students. While we intend to maintain the use of goodie bags, we will evaluate their sustainability and relevance for each event, ensuring they align with our commitment to responsible practices.

1.2.2 Travel

EFR-organized trips are a cornerstone of our social activities, fostering lasting memories and friendships. However, we recognize that travel is one of the largest contributors to our CO2 emissions. In response, we are committed to prioritizing

greener travel alternatives. Although this may result in higher costs, we believe that sustainable travel is worth the investment. In cases where flights are unavoidable or the most cost-effective option, we will carefully assess the environmental impact and implement measures to offset it, ensuring that our trips remain responsible and impactful.

1.2.3 Vegetarian Initiatives

Beyond travel, the consumption of meat significantly impacts EFR's carbon footprint. With the meat industry accounting for nearly 15% of global CO2 emissions, we are committed to making vegetarian options the standard for our dinners and lunches, reinforcing our dedication to CO2 neutrality.

1.2.4 Supporting Local businesses

Rotterdam is renowned for its entrepreneurial spirit and strong work ethic, resulting in a thriving community of local businesses. EFR holds these businesses in high esteem and aspires to strengthen our collaborations with them. By doing so, we aim to contribute to the growth of local enterprises while advancing our sustainability goals. Moreover, we seek to connect students with local entrepreneurs, fostering inspiration and exchange. Through these partnerships, we aim to build meaningful connections within the local community and support its continued success.

1.3 Diversity and inclusion

1.3.1 Local community

For many years, EFR has been deeply committed to making a positive impact on the Rotterdam community. Through our partnership with MOVE, we are privileged to support children who grow up with fewer opportunities, thereby contributing to greater equality and helping to narrow the gap between rich and poor within the city.

1.3.2 Focus events

To further enhance the inclusivity of our events, EFR is dedicated to ensuring that alcohol consumption does not take center stage at certain gatherings. Our goal is to broaden the scope of our social activities, offering alternatives outside of

traditional bar settings, such as padel or ice skating. These events will focus on fostering connections through shared activities, with optional opportunities for socializing.

1.3.3 Student representation

EFR takes pride in being a representative voice for the students of Erasmus School of Economics. We are committed to creating an environment where everyone feels welcome, which includes giving due recognition to important holidays and events from diverse backgrounds. We have observed that a significant number of international students are eager to join our committees. We also aim to demonstrate that EFR provides enriching experiences that can complement social associations, with the hope of encouraging more Dutch students to become actively involved.

1.4 External relations

EFR values the power of unity and the significant impact that collaboration can achieve. To build meaningful connections and partnerships, EFR is committed to fostering open communication, joint ventures, shared events, and enduring relationships. By embracing these principles, EFR strives to create a network that leverages the strengths of various organisations, ultimately enriching the academic journey and professional growth for all parties involved.

1.4.1 Erasmus School of Economics

Erasmus School of Economics is a valued partner of EFR, and we greatly appreciate the support we receive through this collaboration. To ensure our relationship remains strong, we are committed to keeping Erasmus School of Economics informed about our activities.

1.4.2 International relations

EFR is dedicated to expanding its global reach by forming new relationships with embassies, NGOs, and major corporations. This initiative highlights EFR's focus on strengthening its international network, with embassy connections playing a key role in attracting influential speakers. Through these efforts, EFR aspires to foster meaningful collaborations and drive positive global change.

1.5 Centennial Committee (CeCo)

This academic year marks a significant milestone for us: our lustrum year. We take immense pride in EFR's rich history and look forward to celebrating this important occasion as we approach our centennial. Central to this celebration will be the Centennial Committee (CeCo), which will integrate the valuable insights of past board members with the innovative ideas of current EFR members and other contributors. CeCo's mission is to craft a celebration that captures the essence of EFR's growth and aspirations over the past hundred years, honoring our legacy while looking forward to an exciting future.

2. Academic

2.1 Academic events

EFR is known for its wide range of academic events that cater to the diverse interests and professional aspirations of students. EFR organises multiple workshops, interactive trainings and events to broaden students their skills and knowledge as they progress through their academic path.

2.1.1 EFR/ESE Job Market Skills

The EFR/ESE Job Market Skills is our most important ECTS project. Through this project we can hand out 120 ECTS per year. The EFR/ESE Job Market Skills is a series of 8 trainings for bachelor 3 students to better prepare them for the labour market. The trainings are offered by a variety of companies in different branches. Once they have completed all trainings, they obtain 1 ECTS credit. This one credit can be very valuable to students who did a minor at RSM. For next year EFR tries to focus on providing interactive, educational and high quality tutorials for 160 (4 groups of 40) students.

2.1.2 Lunch lectures

EFR organises 3 lunch lectures per year. The main goal of a lunch lecture is to bridge the gap between theoretical knowledge and real-world application. During a lunch lecture a lecture is given about an interesting topic which is more

focussed on practice in combination with a free lunch. In the past the lunch lectures have been a great success, however we believe that it has more potential. EFR will try to reach its maximum potential by focusing on marketing and choosing interesting contemporary topics.

2.1.3 Model United Nations Rotterdam

The Model United Nations Rotterdam (MUNROT) offers a dynamic platform for students to engage in global diplomacy and develop their debating skills in a simulated United Nations environment. MUNROT is a 3-day congress where students debate and lobby about socially relevant topics. There are chairs and delegates. Chairs are usually more experienced and lead the committee sessions. The congress consists of a plenary opening, committee sessions, a plenary closing and some informal activities. MUNROT is also offered as a career-skill course. Students can obtain 1 ECTS for attending. Our objective is to keep the ticket prices as low as possible, to attract a large number of participants. It is also important to keep in mind that the tickets shouldn't be too expensive as it is a career skill.

2.1.4 Hard/soft skill trainings

In our market research it became clear that there is a lot of demand for individual hard skill training. Examples of hard skill training could be: Stata training, corporate writing training or writing for business training. EFR believes that these skills are very valuable for students and their future career. To achieve this, we will strategically partner with institutes or companies to provide these training sessions either for free or at a reduced rate. This collaborative approach will help us make the programs more accessible while still maintaining quality.

2.2 Study support

We want to make sure that EFR is known as an association that provides useful materials for studying. Such as: free summaries, cheap books and training. From now on EFR gains a lot of members through offering summaries and our book sale. Our goal is to offer high quality summaries and training and the most favourable book prices for our members.

2.2.1 Summaries

Every year more and more students make use of our summaries. EFR is known for offering trustworthy, high quality summaries for free. We provide summaries for Bachelor 1 and 2 students and since last year we also provide summaries for a few Master courses. Our goal for the upcoming year is to increase the number of summaries available for Master's and Major courses. To achieve this, we will set specific targets, measure progress regularly, ensure the goal is achievable with our current resources, keep it relevant to our overall mission, and establish a clear timeline for completion.

2.2.2 Book Sale

One of EFR's main goals is to provide cheap books for their members. Every academic year we try to offer the most favourable book prices for our members. For the upcoming year EFR has a collaboration with bookshop WO4YOU. Together with WO4YOU we can offer our members a discount of 17% on their study materials.

3. Engagement

3.1 Committee member bonding

Understanding the value of strong interpersonal relationships within the committee, EFR remains dedicated to promoting team cohesion and boosting member engagement without requiring additional funding. By making the most of existing resources, we will organise social activities and increase bonding initiatives at the start of the year. These efforts, led by the supervisors, will focus on creating meaningful opportunities for committee members to connect and collaborate more effectively. Through carefully planned events and team-building activities. We aim to strengthen the committee's sense of unity and foster a deeper connection among members, reinforcing their active involvement within EFR.

3.2 Part-time recruitment

Enhancing part-time recruitment is vital for building a diverse and engaged EFR community. To achieve this, EFR will actively promote the visibility and accessibility of part-time roles, ensuring students are aware of the flexibility and benefits these positions offer. To strengthen recruitment efforts, EFR will implement targeted initiatives, including interest drinks and informational sessions tailored specifically for part-time committees. These events will provide prospective members with insights into the value of part-time involvement. Additionally, we will encourage part-time and full-time members to participate in broader recruitment activities and social events. This strategy will not only help bridge the gap between committees but also enhance understanding of each role, thereby increasing engagement and encouraging recruitment. By fostering these connections, we aim to create a more cohesive EFR community and ensure a continuous influx of dedicated members.

3.3 Active promotion among international students

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 align with the aspirations of the global student community and strengthen its international appeal. Additionally, leveraging social media platforms and alumni networks to share success stories of international students who have thrived through EFR, will create a compelling narrative that students will value.

3.4 Master study boards

EFR would like more engagement with master students through the master study boards. We want to fill every master study board. The master take-offs are the main recruitment event for the master study boards. The MSB's need to organise more events for the students, mostly career focused. There is going to be a different policy day for the MSB's. We would like to set up a MSB for accounting auditing and control. If we can organise the master take-off for this master next year, we can recruit students for the MSB.

3.5 Marketing

3.5.1 Social media strategy

EFR is committed to improving our social media strategy to better connect with our current members, potential members, and the broader community. To respond to current trends, we focus on creating short, engaging videos for private stories that provide an exclusive and personal connection with our audience.

We are actively working to expand our reach on LinkedIn and Instagram by gaining more followers and ensuring our content maintains consistently high standards in terms of aesthetics, message, and quality, contributing to a more recognizable and trusted EFR brand.

For Instagram we want to make our Instagram stories more engaging by incorporating interactive features to increase follower participation. Given the growing importance of video content, our initial focus is on Instagram Reels, with plans to gradually expand to TikTok.

This year we introduced the “EFR Announcement Group” whatsapp group, where students can stay up to date on all the events EFR organises. Through this group chat we hope to get students more involved in EFR, and seem more approachable.

3.5.2 Marketing Plan

To maximize the impact of EFR’s marketing strategy, it is relevant to create a clear, year-round marketing plan. This includes a well-structured instagram content calendar and a monthly overview of events. It is important that we identify the target groups and tailor the approach to effectively reach the targeted group. It’s equally important that committee members have a say in the marketing plan of their event, ensuring their insights and ideas are incorporated, making the plan more inclusive and adaptable to changing needs.

3.6 Committee member lunch at the office

To strengthen connections and enhance communication within EFR, we will reintroduce the lunch tradition at the office this year. We will organise a minimum

of one lunch per committee. These lunches will facilitate interactions between committee members and the board, as well as provide opportunities to engage with full-time committee members. The objective is to improve communication, foster a deeper understanding of each other's roles, and build a more cohesive network within EFR. This initiative aims to support stronger relationships, better collaboration, and a more unified and engaged community.

3.7 Open office

The EFR office will continue fostering collaboration and inclusivity through its open office model, encouraging spontaneous interactions and innovative ideas. We'll maintain the office as a welcoming "living room" where members and committee members can relax and enjoy free coffee. This reinforces our commitment to creating a space where everyone feels valued, promoting ongoing engagement and a sense of belonging within EFR.

3.8 DoMiBo

EFR understands the value of informal gatherings in strengthening connections and enhancing engagement across our community. This year, we will transition from the "VrijMiBo" (Friday afternoon drinks) to a new monthly event, "DoMiBo" (Thursday afternoon drinks), which will be open to all EFR members. These gatherings provide a relaxed atmosphere for members to unwind, share experiences, and build a stronger sense of community. The monthly DoMiBo events will offer a great way for students to connect with one another and engage with committee members, fostering relationships that support recruitment efforts. The first DoMiBo will focus on the September recruitment period, helping new and prospective members get acquainted with the committee and explore opportunities within EFR.

3.9 Alumni

EFR highly values its alumni, including former board members and both full-time and part-time committee members, who have played a key role in the association's success. We are committed to maintaining strong connections, recognizing their past contributions and their potential to shape EFR's future. The

alumni board, made up of former board and full-time committee members, organises events to keep alumni engaged with each other and EFR. To further reconnect with alumni, we will host events that encourage them to reunite and stay involved. Additionally, we will send out more detailed emails to keep them informed about the latest initiatives and upcoming events, ensuring regular and meaningful communication with our alumni network.

4. Development

4.1 EFR Members

EFR is committed to offering a wide array of events and opportunities that enable our members to develop themselves both personally and professionally. In addition to longstanding events such as the EFR Inspiration Days and Job Market Skills, EFR now also provides Lunch lectures focussed on wellbeing. In the coming academic year EFR wants to offer a comprehensive suite of development opportunities, including soft skill workshops in subjects like communication, teamwork and leadership, and hard skill workshops in tools like Excel and STATA, all provided in collaboration with partner companies and Erasmus School of Economics to ensure relevance and quality. These offerings are designed to enhance the skills and resilience of our members, ensuring they are well-prepared for their future careers.

4.2 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 compliment 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. To enable this we also provide training and guidance as necessary for specific functions, such as treasurer, marketing managers and chairpeople.

4.2.1 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. At the beginning of the academic year, all committee members can participate in project management training. This training also helps to equip them with the necessary skills and knowledge to effectively manage and execute their responsibilities throughout the year. The EFR Academy also provides specialised trainings.

4.3 Well-being specific workshops

In response to market research and member feedback, EFR will expand its well-being initiatives by offering more approachable and engaging events that do not require prior registration, such as sport events and activities like a rage room. Additionally, we recognize the ongoing demand for stress management workshops and will explore ways to increase participation in these sessions, ensuring they better meet member needs. Our goal is to provide a diverse range of well-being activities that are both accessible and effective in promoting mental and physical health.

5. Inspirational events

EFR remains committed to providing inspirational events to students of Erasmus University Rotterdam. With EFR's rich history in the world's most prominent politicians, professionals and entrepreneurs to campus we want to build on that foundation to keep connecting the most inspirational names to campus Woudestein. By creating specific inspirational events that have no recruitment aspect, EFR tries to broaden the view of students and staff. EFR ofcourse aims to do this through its flagship inspirational event, Inspiration Days, but also by the way of for example lunch lectures in collaboration with Erasmus School of Economics.

5.1 Inspiration Days

EFR notices that the world is becoming more and more fast paced and that the life of students is also affected by this change. With the schedules of students being extremely full and the pressure and standards very high, EFR notices that a full day inspirational event does not cater to the needs of the students. That is why this year EFR will explore a change in the format of Inspiration Days, the aim will be to make the event shorter and more interactive while still aspiring to invite the biggest names to the event. Given the success of the Lunch Roundtable of Inspiration Days it is evident that interactive conversations with top-level professionals is what students are most interested in.