



POLICY DOCUMENT

SIB-UTRECHT

2021-2022

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INTRODUCTION

Dear reader,

Before you lies the policy document written by the 41st Board of SIB-Utrecht - hereafter SIB¹. Since its foundation in 1982, SIB has acquired a special and solidified position in both student life in Utrecht, and the world of International Relations.

SIB is characterized by the unique combination of intellectual and social activities. One important aim of the association is to interest and engage members in International Relations and Affairs, in the broadest sense of its definition. This is achieved through our weekly intellectual Tuesday evening program and our annual Symposium. In addition to this intellectual side, there is plentiful room for socializing. SIB is an open association without hierarchy among members. Members get the chance to enrich their student life, both socially and intellectually, through opportunities to develop themselves in various areas.

This year we will first of all celebrate our association during our lustrum year. Beyond that, we will connect our branches and thus unify and strengthen our association. We will connect our social and intellectual side by the introduction of themed weeks. Lastly this year will turn our eyes towards the future to look after the future of SIB.

This introduction is followed by the policy plan of the 41st Board. First, this year's vision, policy targets, and motto will be discussed. Secondly, our organizational structure is briefly explained. Finally, the policy components will be addressed extensively from Chapters 1 through 7. We wish you a pleasant reading experience!

Yours sincerely,

The 41st Board / the XLI Board of SIB-Utrecht,

Kim van Dorp, *President*

Dana van Uitert, *Secretary & Commissioner of Promotion*

Marjolijn Heeres, *Treasurer & Commissioner of Acquisition*

Elsbeth Smalbrugge, *Commissioner of Internal Affairs*

Iris de Boer, *Commissioner of External Affairs*

¹ Please note that whenever SIB is mentioned in this policy document, this always refers to SIB-Utrecht. When reference is made to SIB in other cities (Amsterdam, Leiden, or Groningen) or SIB-Netherlands, this will be done explicitly.

I. VISION, MOTTO AND TARGETS

This chapter describes the vision and policy targets of this year's Board. Within the vision and targets, the statutory main objective of SIB-Utrecht is upheld. This objective is as follows: "The aim of the association is to create an interest among young people for diplomatic, economic, cultural, and religious affairs, which can exist or grow between countries, nationalities, and international organizations, and everything linked to this in the broadest sense." The Board's overall vision is decomposed into 6 policy targets, which will be elaborated on below, in paragraph 1.3.

1.1 Vision

In this paragraph, we elaborate on four matters which play a prominent role this year. These are the SIB community, the Tuesday evening program, internationalization, and the future of SIB.

This Board's focus lies with the SIB community and social cohesion among members. SIB's members are very diverse, this is one of the strengths which we wish to preserve and amplify. We aim to create an environment in which our diversity can flourish, where members find a safe place to express themselves. We wish to connect all parts of our community to create a cohesive but diverse association.

Following this, as every year, we will ensure the flourishing of the intellectual side of our association. In the past years, SIB has made the switch from weekly Talks to biweekly Talks, since the previous set-up has proven to no longer be viable. A different kind of intellectual activity now takes place every other Tuesday, such as a workshop, city tour, debate, or philosophical cafe. The purpose and contents of these activities continue to fall under our intellectual Tuesday evening program, and have been named 'Tuesday Twists', in order to differentiate them from our regular Talks. What will separate the Tuesday Twist from the regular Talk, is increased audience participation and interaction. Whether we host a Talk or a Twist does not make a difference regarding our aim to ensure their quality and engagement.

Additionally, our association is in the process of internationalization. SIB's previously existing two-year plan came to an end last year. Therefore, the Board aims to make a follow-up plan to further internationalize SIB, using the guidelines left by the previous board and through the analyses of the process so far, and by continuing to learn from the already internationalized SIB-Groningen and SIB-Amsterdam, other already internationalized associations situated in Utrecht, and guidelines as left by Universiteit Utrecht and University of Applied Sciences Utrecht.

Furthermore, this Board aims to look ahead; in order to ensure the future of SIB and maintain its quality and core. Following the Core research, the values of SIB have become evident, and we now aim to cherish these and secure SIB's values in the long term.

1.2 Motto

SIB is constantly growing and evolving. Whilst there are some values which are fundamental to SIB, new interests spring like branches from a tree. Under the motto 'Connecting our Branches' the 41st Board aims to unify SIB, in the broadest sense of the word. 'Connecting our Branches' applies to member integration, our intellectual and social side, and our Tuesday evening program. Additionally, not only this, but it entails the unification of our strengths and interests, both as individuals and as an association. By connecting our branches, we aim to fortify SIB-Utrecht not only as an association but as a safe haven for our members.

1.3 Targets

Listed below are the targets which the Board will pursue during this year.

1.3.1 SIB Cohesion: optimising the SIB community through integration and connection

Member integration and connection are essential in making sure our association thrives. Personal contact with our (new) members is key in strengthening the connection, more on this can be found in Chapter 6.2. This year's targets concerning member integration and connection are:

- 1) a number of first-year dropouts below 30%;
- 2) a number of second-year dropouts below 25%;
- 3) 60% of the first years are active members;
- 4) 55% of the second years are active members;

These numbers have not changed from previous years. This is because COVID-19 has influenced the achievements of previous Boards, which is hopefully not the case this year and will show a true realisation of these numbers.

Another important aspect of member connection this Board will focus on, is connecting the social and intellectual side of SIB. This will be done through the implementation of themed weeks during which the Tuesday evening programme and the Thursday evening programme are linked through a theme. This way, the intellectual and social side will be in charge of the content and quality. The Tuesday evenings will be organised by the Commissioner of External Affairs and the External Affairs Committee, the Thursday evenings will be organised by the Activities Committee and the Commissioner of Internal Affairs, or the Board. Four themed weeks will be organised this year, the themes have been decided by the Board. The first themed week focuses on a societally relevant topic, the second on social safety, the third is the Dies week, and the fourth focuses on international relations.

To determine the success of these weeks, people's attendance will be recorded and they will be asked to fill in a questionnaire at the end of each week to assess their experience. A themed week will be considered a success when at least half of the people in attendance during the Tuesday and Thursday evenings attend both evenings, and if the average grade is a 8.0.

1.3.2 Increasing social safety within SIB

During the summer of 2020, SIB worked on a Declaration of Intent, together with Vidijs and FUG. During Board van Wetten, the precedent was set with the unofficial introduction of confidants. Before that, in 2018-2019, a protocol regarding social safety was approved by the GMA. This Board year, we intend to follow through with this and we intend to increase the social safety within SIB. This will be done through increased awareness and visibility of our confidants through our social media platforms and website, but also through the establishment of official documents. This Board will write a Code of Conduct, in which SIB's principles, standards, and the moral and ethical expectations that members and third parties are held to, will be highlighted. We will also take the guideline left by the previous Board for the Confidants protocol, and take this into consideration when writing and implementing our own confidants protocol.² These documents will be voted on during the Half Year GMA. Additionally, we will adapt our Rules of Procedure accordingly, which will be presented at the Election GMA. The themed week as mentioned above, will focus on increasing awareness and educating the members about the importance of social safety.

This target will be reached, when the Code of Conduct, the Confidants Protocol, and the adapted Rules of Procedure are approved by the GMA. Additionally, this target will be reached, when the question on the Year Survey 'Are you aware of the social safety net available within SIB?' is answered with a 70% 'Yes'.

1.3.3 Maintaining the quality of our Tuesday evening programme

The Tuesday evening programme is one of the signifiers of SIB and something to be proud of. Therefore maintaining the quality of our biweekly talks as well as Tuesday Twists (hereafter TTs) is one of the priorities of SIB this year. This will be achieved through:

1. Inviting well-versed speakers by doing research beforehand. We reach the goal of inviting well-versed speakers when we get an average of 8.0 by public vote for the Talks as well as the TTs.
2. Inviting diverse speakers for the Talks and TTs. This means that this year we want to maintain the distribution between 50% academics and 50% of other professions (with a margin of 10%). This year we will also aim to secure a 50/50 distribution between men and women (with a margin of 10%). To make our programme of Talks and TTs more inclusive this year, the goal is to have 10% of our speakers be a person of colour. To have more perspectives and to guarantee the programme if a speaker cancels at the last minute, we aim to have at least two speakers 75% of the time.
3. Selecting diverse subjects for our Talks and TTs. For the talks this will be done by having a distribution of 40% IR topics and 60% societally relevant topics (with a margin of 10%). At least 50% of the TTs will have a subject in regards to social matters. The reception of the formats, speakers and subjects will be measured through survey and public vote, which will be evaluated separately.
4. Sustaining the attendance of our talks, which was an average of 60 attendees per Talk last year. This year the goal will be set at 50 attendees per talk, because of the current policy with respect to COVID-19 vaccination. Last year only one physical TT was held due to COVID-19 restrictions, which was visited by 30 people. In the year before, the

² Board van Wetten, Protocol Confidential Counselor, 2021.

average number of visitors during TTs was 24.5. For this year we want to look at locations that have a capacity for at least 30 visitors. The goal for this year will then be set for 30 people attending our TTs. Other scenarios with respect to COVID-19 can be found in Chapter 7.

5. Increasing the number of our Talks and TTs in English. In recent years the number of talks in English has increased, which is in line with the internationalisation plan of SIB. This year we will continue this plan to make sure that the programme of Talks and TTs will be accessible for our target audience as well as our English speaking audience. This results in the goal that the programme of this year should be at least 90% in English.
6. For the TTs we will use a broad variety of formats. This year the formats of our TTs will further expand by arranging trips and tours, like visiting a museum or doing a city tour, next to the already known formats. Those trips and tours will also be evaluated by public vote and in the Tuesday evening survey, for which the goal will be a 7.5.
7. Raising audience-engagement and social involvement of the TTs, by making interaction and social involvement a natural part of the evening. The TT-format requires a more active role from the audience, as these are for example workshops or debates. Besides that, asking questions is encouraged by enabling this in earlier stages than (for instance) during the set discussion or question round later in the evening. We will measure this with the survey, with questions on audience engagement for which our goal is an average of 7.5.

More about the realisation of this target can be found in Chapter 7.

1.3.4 Continuing the process of internationalization

SIB has been in the process of internationalization for the past couple of years, starting with Board the Regt in 2018-2019. To further this process, this year's Board will create a new multi-annual plan regarding internationalization, following the guideline left by the previous board³, which will be voted on during the Half Year GMA. In addition to this, we intend to translate all official documents to English, as well as ensuring that when googling SIB, you will land on the English page. Promotion will remain fully in English. Furthermore this Board will put a larger emphasis on the Orientation Days, in order to gain SIB more exposure amongst internationals. This exposure will be achieved, by working closely together with the Federation for International Student Associations (hereafter: FISA) in order to spotlight associations which cater towards internationals. Lastly, the committee protocols will be translated or summarized in English, to ensure the accessibility of committees for internationals.

1.3.5 Looking ahead

Every year, a different Board policy is written. Whilst this entails a diverse range of ideas on SIB, our aim is to facilitate the creation of long term plans with an eye towards the future. Transcending issues such as a growth stagnation of members and financial difficulties require a multi-annual solution. Last year, a CORE research was conducted, figuring out what stands at the metaphorical core of SIB, which is summarized in the association's motto; Enjoy,

³ Board van Wetten, Follow up Plan Internationalization, 2021.

Explore, Experience⁴. Now that we know what our members value, we must ask ourselves what needs to be done in order to safeguard this. That is why this Board will start planning for the future. During the first half year, we will develop a strategic plan, which will paint a picture of the major challenges we will be facing in the next couple of years. This way we can determine the problem definition and what exactly we should work on as an association to ensure our future. Once this is approved during the Half Year GMA, we will draw up an implementation plan in the second half of the year in which deadlines are set for the writing of multi-annual policies for each of the challenges. This second plan will be presented and voted on during the Election GMA. By doing this, we aim to maintain the future of SIB.

1.3.6 Celebrating our Lustrum year

This year is SIB's 8th Lustrum. This Board will celebrate the Lustrum throughout the academic year of 2021-2022. A Lustrum Committee (hereafter: LusCo) will be set up. This committee will serve as a helping hand in supporting both the committees organising Lustrum activities, and the CI. Members will be able to attend a Lustrum activity every month, organised by varying committees. These activities include a Lustrum MEME, Lustrum Talks and Tuesday Twists, and Lustrum (social) activities, etc. The Dies week, SIB's birthday week, will start off with the Lustrum Symposium, and include activities and festivities, ending with a party. On top of Lustrum activities, the Promotion Committee and Commissioner of Promotion will create Lustrum merchandise displaying the Lustrum logo. The Lustrum year will end with a Lustrum weekend organised by the LusCo. The success of this Lustrum will be monitored through the member survey at the end of the year, so that the next Lustrum will be even better.

⁴ Board van Wetten, CORE research, 2021.

2. GENERAL

The General Members Assembly (hereafter: GMA) is the supreme body of SIB. During the GMA, the Board reports about its actions and the current state of the association. Each SIB-member must have the opportunity to participate in these meetings, and contribute to the decision making.

The Board is supported in its duties by four Board Committees. Furthermore, SIB has various regular committees which organize activities and trips year-round. These committees are supervised by the Board. The organizational chart is shown on the page below. Policy changes in any of these committees will be elaborated on in the chapter of the responsible Board members. In addition to committees, members can freely establish societies within the association to gather and organize activities. For an overview of our committees and societies, see Appendix 1.

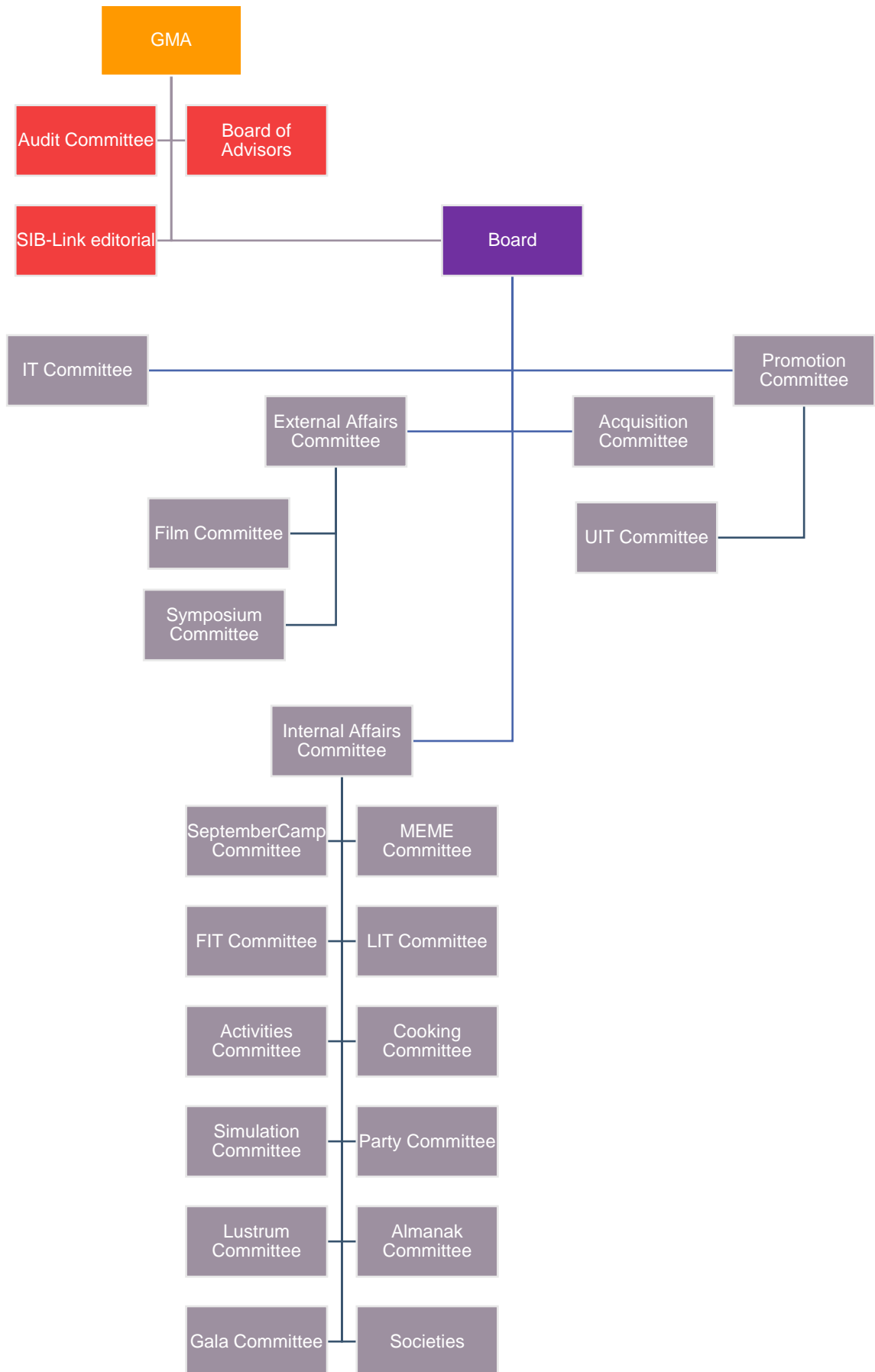
SIB also has three bodies which operate independently of the Board. They answer directly to the GMA. These are the Board of Advisors, the SIB-Link, and the Audit Committee. More information on them can be found in Appendix 3.

2.1 Board

The 2021-2022 Board of SIB-Utrecht consists of five members. The three usual positions are; President, Secretary and Treasurer. SIB also has the positions; Commissioner of Internal Affairs (CI), Commissioner of External Affairs (CE), Commissioner of Promotion (CP), and Commissioner of Acquisition. The secretary will take on the position of Commissioner of Promotion (CP), and the Treasurer will take on the position of Commissioner of Acquisition (CA).

2.2 Board Committees

Members of Board Committees provide a major contribution to keeping the association running, by supporting the Board members in their specific areas. These Board Committee members bear a great responsibility, since they contribute to the realization of policies made in their area. An elaboration of these committees can be found in Appendix 1.



2.3 Committee Policy

Committees are an integral part of SIB, and are of great importance for the functioning of the association. Therefore, the Board wishes to express its heartfelt gratitude to all committees. This is shown through handing out thank-you gifts, the annual Committee Appreciation Day, and reimbursement for the printing cost on committee shirts. The Board supports each committee in their efforts through training their respective President and Treasurer, and by being available for aid or advice when the committee needs it.

The Committee Appreciation Day is open to members of both Board Committees and committees with a year round task. Members who took part in Project Committees are thanked with a gift after completing their respective project, as it is more appropriate and personal to thank a committee directly after their project instead of several months later, en masse, at the end of the year.

The independent bodies of SIB - the SIB-Link, the Board of Advisors, and the Audit Committee - will also receive a thank-you gift at the end of the year and are asked to participate in the annual Committee Appreciation Day.

2.4 Alumni

The President will be responsible for the alumni policy this year. The alumni policy of recent years will be continued. Alumni receive a birthday card, the alumni magazine (Ad Infinitum) in the first half of the academic year, and the external e-SIB, our digital newsletter. In addition, they are invited to attend the Alumni Drinks. Considering this year is a lustrum year, the alumni will also be invited to the IAC cantus, the Dies party, as well as the party hosted by SIB at the end of the year. As usual, the Secretary will promote the option to become an alumnus among people who deregister from SIB.

2.5 Housing

Since August 2020, the SIB office in Pnyx was relocated from the city centre to Utrecht Science Park. The new Pnyx building is located at Princetonplein 9 on the Utrecht Science Park. It remains to be managed by Pnyx porters. They manage the building, meeting rooms, and the mail. SIB will maintain a good relationship with the porters.

Since 2016-2017, one Board member of each of the full-time Boards in Pnyx has formed a Pnyx committee. This is usually the President, and concerns AEGEE, ESN, Histos, SIB-Utrecht, USHC, and Vidius. This year will be no exception. The aim of this committee is to ensure that the users of the building comply with the house rules. The committee also concerns itself with the possible relocation back to the city centre by staying in frequent contact with those responsible.

As our Tuesday evenings have evolved, so have our location choices. Our biweekly Tuesday Talks remain located at Instituto Cervantes, whom we have extended our contract with until the end of 2021. We intend to extend this contract for another year. For the Tuesday Twists, we do not have a standard location. This enables organizers of these evenings to choose their platform freely to accommodate the specific activity they are planning.

2.6 COVID-19

Since March 2020, the COVID-19 pandemic has impacted everyone around the world. As COVID-19 still poses health risks at the start of this year, and although these risks seem to

lessen, we as an association have to adapt to its accompanying consequences. This includes closely following COVID-19 measures, and requires a careful consideration of SIB's online and offline connections and activities.

Firstly, during all of our activities, regulations from the government, RIVM, and UU and HU will be respected at all times. We are responsible for our members' compliance with those rules at our activities, and will have to take adequate measures if a violation occurs.

Secondly, we need to make decisions in SIB's organization of online and offline activities. While we highly value welcoming our members at real-life activities, we prioritize everyone's safety and will therefore change our program when necessary. This means we will organize physical activities during the year, but only if we can guarantee our members' safety. We will at the same time have a backup plan for each activity in case the situation and restrictions change and online substitutes are needed - due to the previous year we already have the online capacity and services - this applies to our Tuesday evening program, as well as to all our other activities.

2.7 Sustainability

Sustainability is increasingly important to SIB, and we as a Board want to ensure a green future for our association. In order to achieve this, we will continue to print on sustainable paper when printing is necessary and keep on ordering merchandise on order instead of in bulk. In addition to this, at activities such as BBQs or outside dining, we will implement an 'bring your own plate' policy to avoid wasting single use plastic and paper. At all activities concerning food that is prepared by either the Board or committees, 100% of these activities will be meat free. For our travels, we will continue to look for more sustainable means of travel, whether that be traveling by train, or booking flight tickets and paying the optional Co2 compensation.

2.8 Statutes

On July 1st 2021, the *Wet Bestuur en Toezicht Rechtspersonen* went into effect. This law involves measures to improve the quality of management and supervision within associations and foundations. A consequence of this for student associations, is the adaptation of the statutes. The law obligates associations and foundations to include a regulation in their statutes which addresses the responsibilities of the Board members in case of absence, and ensures equal say in decisions made within the Board. We are granted a five-year period for changing our statutes, which entails that this year, we will start orienting about what needs to change in our statutes in order to meet the demands as set by the government. In addition to this, we will also look if the statutes remain representative of our association.

3. SECRETARIAT

The Secretary is responsible for the association's administration and providing information to members and external parties. Furthermore, they will maintain the website as well as the office and its facilities.

3.1 Information distribution

The Secretary informs all members by means of the e-SIB, SIB's weekly digital newsletter. This newsletter announces the activities of the upcoming period and will be sent every Monday. The objectives are to inform members about the activities of SIB and to encourage them to participate in these activities. Usually, it is the Secretary who writes the e-SIB but other board members can take over for special occasions.

In addition to this newsletter for members, there is a newsletter for external parties such as collaboration partners, speakers, and other interested parties. This newsletter will be sent when bigger events such as a symposium or lustrum are coming up. External parties can register for this newsletter via email or the website.

The last few years, the mailing system Mailchimp has been used. This year, we swapped to Laposta due to the fact that Mailchimp did not completely comply with the GDPR law. The new system is very similar to Mailchimp so neither the Secretary or the members will notice huge differences.

3.2 Administration and Knowledge preservation

Administrative duties include the processing of (digital) mail and updating the member and alumni administration. In the member administration, the Secretary keeps track of, among other things, the committee and society activities of members and information on how new members discovered SIB. Important documents and information is stored on Google Drive, a NAS and Wiki. The Wiki is outdated so all information that is there and not yet transferred elsewhere will be stored on the drive or NAS.

3.3 Office and Archive

The Board pays attention to maintaining the office and archive spaces. Normally, the office is available to SIB members in various ways. Generally, on business days, at least one Board member is present in the office from 10 a.m. to 5 p.m. Committee and association members can use the facilities in the office. They can also, in consultation, use other rooms in Pnyx for meetings while our office is in Pnyx. The Board considers it important that there is an opportunity for members to visit the office. Members are welcome – except for during the Board meeting, which takes place once a week.

This year, the situation might still be different due to the measures taken by the government and the UU regarding COVID-19. Within what is possible by these measures, we will make as much use of the board room as possible.

Important (policy) documents from (at least) the past ten years are stored in the archive, which is also located in Pnyx. To ensure that no irrelevant documents are present, the

Secretary will review the inventory of the archive once a year and remove any redundant material.

3.4 Website

This year, the Secretary will be responsible for the maintenance of the website. Last year's Secretary started with establishing a member portal on the website. In this portal, members will be able to sign up for activities, update their personal data, and make payments. This will make administrative tasks easier. This year, establishing the portal will be continued. The same applies to the web shop on the website. The photo page, which can also be found after logging in with your member account, is already launched at time of writing. The portal and web shop are expected to be live before the end of 2021. On the web shop, every member will be able to buy SIB merchandise via Mollie. This brings little transaction costs, just like when merch is bought with the sumup. This will thus be handled the same way as the sumup costs.

3.5 IT Committee

This year, the IT committee will be under supervision of the Secretary. The committee will help and advise the Board on several IT related issues, such as the website and computers in the Boardroom.

4. FINANCE

Throughout the year, the annual budget as established during the Policy GMA will serve as the financial guideline for the Board. Significant changes considered necessary by the Board (e.g. an adjustment to compensate for a generated difference between expected and realised expenses) are to be approved by the GMA.

Maintaining the non-profit nature of the association is one of the main responsibilities borne by the Treasurer. Furthermore, the Treasurer manages the association's finances in compliance with the annual budget. The latter will be closely monitored by the Audit Committee, which also provides the Treasurer with advice if desired. Financial matters are to be accessible and transparently communicated to members. To guarantee this, the Treasurer accurately maps all money flows and publishes an annual budget, a biannual financial report and an annual financial report, also ensuring their own accountability.

4.1 Financial Management

The Treasurer manages the treasury with a minimal amount in cash, the ASN savings account and the payment account owned by SIB-Utrecht, which is being switched from ING to Triodos in 2020.

The amount in the deposit, which is stored in the safe, will not exceed €100,00 to prevent loss or theft of any amount above that. The payment account will usually not exceed €2000,00, unless the board expects a higher amount to be needed on short notice. Any amount above the set threshold of €2000,00 will be transferred to the ASN savings account. Transfers from the savings account to the payment account are to be authorised by both the President and the Treasurer.

The Treasurer keeps the other Board members informed about the state of the finances at least once a week, during the Board Meeting. The other Board members are also informed about the debits, which will usually be announced to the debtors within fourteen days and collected within 42 days after the activity is paid for. If an exception is made, members from whom collections are made will be notified by email. Annual contributions from donors and alumni will be collected before the end of march 2022. The Treasurer will send invoices and pay invoices received by them.

4.2 Supporting Committees

The Treasurer will supervise the Treasurers of committees and is responsible for the accountable spending of committees. This supervision will entail verifying budgets for activities, evaluating the realised spending afterwards, and providing advice when necessary. The treasurer will always have the main responsibility when it comes to the financial planning of committees, and can thus intervene at any time they deem necessary.

4.3 Discount Policy

Several committees are granted a discount for activities at which they are unable to fully participate due to organising responsibilities. No changes are made to the Discount Policy in comparison to the previous year.

4.3.1 Summer Introduction Offer

The special introductory offer for new members who register during the UIT is still valid. This entails the following: instead of the usual €60,00 annual membership fee, new members may opt for either a €10,00 discount on the annual membership fee of their first year, or a 6-month membership for the price of €10,00. These introductory offers are only valid when new members sign up during the UIT, or Orientation Days. If a new member opts for the €10,00 membership-deal, and they choose to extend their membership after the first six months, they are to pay the remaining €50,00 of a normal annual membership fee.

4.4 Other Sources of Income

4.4.1 Alumni

The minimum amount to be donated annually by an alumnus will remain at €15,00, any amount above that is free to be chosen by the alumnus. The option to donate any amount of money to the Tuesday evening programme is also offered to alumni.

4.4.2 Donations

Non-members and non-alumni may donate an amount of at least €15,00 to either the association as a whole, or to the Tuesday evening programme (either incidentally or annually). The opportunity to become a donor will still be promoted by mentioning it in information leaflets, on donation forms, on the website and is mentioned when a member decides to end their membership. In addition to this, the option to become a donor as a parent of a member will be more thoroughly promoted at the annual parents-day (See 8.3).

5. ACQUISITION

5.1 General and the Acquisition Committee

SIB-Utrecht depends on funds in order to be able to finance recurring intellectual events, such as the Programme of Talks and the Symposium. These make up a major part of the association's activities. The acquisition of subsidies is achieved through the Acquisition Committee (hereafter: AC), which is presided over by the Commissioner of Acquisition (CA), ultimately bearing responsibility over all subsidy requests and finalisations, as commented on in Appendix 1: Committees and Societies. In light of the fact that the position of Commissioner of Sponsorship has been merged with the function of CA, the AC will, from this year onwards, also be responsible for the acquisition of sponsors for the association.

Members of the AC will be actively deployed to support the CA in searching for funds, requesting subsidies and finalising subsidy requests, writing newsletters (see paragraph 7.2.1) and assisting Treasurers of project committees with subsidy requests and budgets. In addition to this, members of the AC will support the CA in searching for and contacting suitable sponsors.

This year's subsidy requests will be made for the Programme of Talks, the Massively Exciting Mid-Year Exploration (hereafter: MEME) and, if necessary, the Utrecht Crisis Model United Nations (hereafter: UCMUN). Subsidy requests for the Symposium will be prepared by the Symposium Committee and submitted by the CA.

This year's focus in sponsoring lies on renewing existing contracts and finding new sponsors that are representative of SIB-Utrecht (see paragraph 5.4).⁵

5.2 Organisation and Communication

5.2.1 Newsletters for Funds

In order to maintain good relationships with funds, a newsletter will be sent to the funds supporting the Programme of Talks every eight weeks. The newsletter will contain a brief summary of past Talks, and invites funds to contact us if they have any questions or concerns, or pay a visit to one of our talks. A list of funds currently supporting the Programme of Talks is provided in Appendix 4: Funds.

5.2.2 Contact with Sponsors

In order to maintain good relationships with sponsors, a newsletter containing an update on the association and its activities will be sent to the sponsors four times per year. Sponsors are invited to personally contact us via email, phone calls, LinkedIn, or even a personal visit, if they have any questions or concerns.

5.2.3 Organisation, Composition and Conservation of Knowledge

The level of professionalism with which a subsidy or sponsor request is written and developed, remains to be an important factor in the likelihood of a request succeeding. The new Google Drive account that was implemented in the Acquisition Committee last year will therefore continue to be used this year. All external communication, except for finalized requests and reports, will remain to go through the AC e-mail address. This e-mail address

⁵ A fund provides money in the form of a grant, specifically intended to be used for projects that fit their goals (e.g. public engagement or sustainable events). A sponsor provides money in exchange for promotion of their business or another service that benefits their organisation.

will also be used by the members of the AC to contact potential sponsors. When a new sponsor is acquired, however, all further contact will go through the CA and their SIB email. Further training to improve the writing or marketing skills of the AC will be provided if deemed necessary by committee members and the CA. The necessity of training will be assessed with the committee every two months.

5.3 Programme of Talks

For this year's Programme of Talks, the U-fonds, the VIGU fund, and the Municipality of Utrecht have pledged their support (see Appendix 4). SIB-Utrecht has a financial reserve for the Programme of Talks, which currently contains €11.855,00. There is no need to draw anything from the reserve this year. The goal for this year is to find funds willing to support the Programme of Talks for 2022-2023, which would mean drawing any amount from the financial reserve will continue to be unnecessary next year.

5.4 Sponsorship

As mentioned earlier, the focus on sponsoring this year will lie on renewing existing contracts and entering new contracts with sponsors that connect to and represent SIB-Utrecht well. Although sponsorship in kind will not be overlooked, the intention this year is to find mostly monetary sponsors. Unfortunately, SIB-Utrecht's largest structural sponsor decided last year to no longer renew their contract, meaning that finding new sponsors to bridge this difference is one of our main priorities this year. To achieve this, the Acquisition Committee will support the CA in composing a list of potential sponsors to approach. Furthermore, the list of sponsors that have supported us in the past will be looked at, to see if any of these past sponsors can be contacted to form another partnership with SIB-Utrecht. To make sure the most suitable deals are offered to potential sponsors, the CA will review and update the prospectus, making sure it contains current and correct information. Sponsors will be provided with the option to promote in the eSIB newsletter, SIB-Link, on leaflets and information booklets, and on our website and social media platforms. Seeing as this year SIB-Utrecht celebrates its Lustrum, sponsors are also offered the possibility of promoting in the Almanac. Together with the AC, the CA strives to contact at least thirty potential sponsors this year.

Instituto Cervantes is a constant factor in the budget of SIB-Utrecht and will continue to sponsor €1800.00 this year. The incidental sponsoring budget this year has been set at €1000.00. Due to COVID measures steadily decreasing (at the time of writing), businesses might be more likely to sponsor us this year, making it more likely this amount of money will be reached in the form of sponsors.

Effort is always made to act professionally towards sponsors, with the intent of leaving a lasting positive impression and encouraging them to renew their contracts with SIB-Utrecht. For events such as the UIT and the Symposium, extra attention will be put into sponsorship, as these events offer many promotional opportunities.

6. INTERNAL AFFAIRS

The primary responsibility of the Commissioner of Internal Affairs (hereafter: CI) is the member policy, which consists of two parts: Member integration and member connection. Additionally, the CI is involved in the organisation of social activities, and supervising most of SIB's Committees and Societies. They are responsible for the exchange of information between them and the Board. The CI is supported by the members of the Internal Affairs Committee (hereafter: IAC), of which the CI is the Chair.

6.1 Member integration

The goal of Member Integration is to involve new members in the association following their registration. This integration is achieved in three parts. The Introduction Periods (hereafter: IPs), a mentor policy, and the new member's participation in a Committee or Society. Besides the CI, the IAC also has an important role to play in the integration of new members during IPs. They make sure to know every First Year by name and face, to make them feel welcomed. They monitor the atmosphere, and help the CI ensure the IP is running smoothly.

6.1.1 Introduction Periods

A total of three Introduction Periods will take place throughout the year: in September, November and April. Each IP will contain a weekend that is accessible for both new and senior members. This encourages Member Integration on both horizontal and vertical levels.

The first IP takes place in September and starts with the September Camp. This is a camp that lasts one weekend, and includes activities and parties to allow for people to get to know other members extensively.

The second IP starts in November with the Fall Introduction Trip (hereafter: FIT). The third IP starts in April with the Lovely Introduction Trip (hereafter: LIT). The FIT and LIT are weekend trips and are open to those who signed up after the previous IP, senior members, and people who are not yet a member. For people who are not members, these trips are a good opportunity to get to know SIB more extensively. If any places are left, people who are not yet a member can sign up as well, which offers them the opportunity to get to know SIB extensively. The November IP lasts one week and takes place in the week following the FIT. The April IP also lasts one week and takes place in the week following the LIT

This year, we have decided against organising a fourth IP. Joining the association during this IP means that for these new members there is not enough time to participate in the association fully before the end of the academic year. Members who sign up after the April IP are encouraged to join in on all SIB's activities. Their official IP and inauguration will take place in September, giving them enough time to get to know the association.

During Introduction Week, or -Weeks in the case of the September IP, new members are invited to attend several activities showcasing what SIB has to offer. The committee and

society market will be presented in an interactive way this year. This offers new members an interesting way to get to know committees and societies, and will contribute to their enthusiasm to join committees and/or societies. Examples of an interactive committee and society market are a treasure hunt, a fox hunt, etc.

New members are actively encouraged to attend as many activities as possible, at least half. Individual exceptions can be made in case of personal circumstances or obligations surrounding job and study, but only in deliberation with their mentor and CI. When a new member has missed all, or most IP activities without deliberation with their mentor or the CI, but still wishes to be a member and to be officially inaugurated, they are welcome to attend the activities of the next IP.

In addition to the IPs, interested students can use the buddy system year-round, during Tuesday evenings or Thursday evenings. This system means an interested student will be assigned a buddy, from either the Promotion Committee or the IAC. This differs from last year, as it includes activities on Thursdays. This allows interested people to experience the social side through the Thursday evening programme, as well as the intellectual side through the Tuesday evening programme.

6.1.2 Mentor Policy

The mentors play an important role during and after the IPs. They are a central part of integrating and retaining new members. Mentors are selected based on their enthusiastic membership and availability. Mentor pairs are made responsible for a mentor group, which consists of a maximum of ten new members. The CI will create clear expectations, both what the CI expects from the mentors, and what the mentors can expect from the CI.

Through the use of a WhatsApp group chat, Mentors will encourage their first years to attend activities together, both during and after the IP, to promote further Member Integration. They will take part in the interactive Committee and Society Market and encourage their First Years to become a part of either. Mentors are also requested to send an update on their First Years at the end of each Introduction Week. This will contain their first impressions, attendance, and any other noteworthy information about their First Years.

Mentors of the September and November IP are asked to meet with their group at least two times throughout the year. Mentors of the April IP are asked to meet at least once before the end of the academic year.

6.2 Member Connection

Member Connection is an important aspect of the social life within SIB. The Board, the IAC, and committees in general are committed to maintaining members' active involvement in the association. Good relationships between members, and between members and the Board, are the central part of member connection. Personal contact, and the way in which this occurs, plays an important role in creating good relationships. Preference will be given to phone calls, over text messages, to allow for open and clear communication, leaving less room for interpretation. Secondly, the Board expresses gratitude to members who contribute to the association by e.g. organising an activity or IP, and being part of a committee. These

ways of personal contact are to ensure members feel welcome and appreciated, and are motivated to remain involved and develop themselves within SIB. The Board and the IAC also greatly value confidentiality, to ensure members feel safe, comfortable and valued. Cases of confidentiality will be dealt with differently than previous years, more on this can be found in Chapter 1.3.2. We expect the number of dropouts to be less or remain equal to last year's numbers due to the previously mentioned forms of personal contact and new confidentiality policies.

6.2.1 Association-wide Activities

In addition to the Tuesday evening programme, member connection is achieved through other (social) activities. New activities will be organised each week, by one or more committees, societies, and via collaborations. These activities will take place on Thursdays, the certainty of (at least) two SIB nights a week provide members with structure. This structure can be altered for special occasions such as holidays, themed weeks, or in case of an abundance of activities. Two days a week is a continuation of last year. In case of stricter COVID-19 regulations, Thursday activities may be reduced to biweekly activities. The previous year has shown that weekly online activities have lower attendance than biweekly ones because of an abundance of online life for members.

6.2.2 First Year Activities

As was started the previous year, this year will have three first year activities. In the previous years these activities were mostly online which led to a lower attendance. This year, we hope to find out how effective these activities are in the integration and connection process. These activities will take place approximately three weeks after each IP. This will ensure a reaffirmation within the integration process and provide better member connection. These activities will give first years the opportunity to bond on a horizontal level, which will result in a strongly connected group of new members. The first year activities will not only be organised by the Activities Committee (AcCo), but can also be organised by other committees appropriate for these activities, such as the Film Committee, Cooking Committee, Party Committee, etc.

6.2.3 Member's survey

During the year, we distribute two surveys to gauge members' opinions on the openness of the association, its atmosphere, and its activities. The survey is planned to be distributed in January and June of 2022. The survey will be distributed through all possible channels: e-SIB, email, WhatsApp, and the Facebook group. This survey generally does not reach as many people that fill it in as could be possible, so a more extensive promotion strategy will be used, through all previously mentioned channels.

6.3 Committees under the supervision of the CI

Various committees and societies fall under the supervision of the CI. These committees will continue their work as they did last year; no major changes have been made. In general, committees are expected to meet at least three weeks before every activity. Communication with the CI concerning activities, meetings, and committee occupation is done via email. The

CI is only approached by text message in cases of urgency. Information on all committees and societies can be found in Appendix 1.

6.3.1 Internal Affairs Committee

The IAC supports the CI by helping with Member Integration and Member Connection. This is done through the contribution of ideas, opinions, and evaluations on activities and their organisation. They keep an eye on the atmosphere within the associations, members' opinions of activities, and members' ambitions regarding committees and member initiatives. Members of the IAC are contagiously enthusiastic, and central people within the association, meaning they know other active members by name, or by face. They serve as welcoming hosts for members, to make them feel at home. IAC members are encouraged to join a non-Board Committee to provide them and the CI with more insight into the committees. Similarly to the previous year, a IAC presence of 50% at SIB activities will be aimed for. Availability will be discussed during the biweekly IAC meetings. Despite the new confidentiality protocol, IAC members are still expected to be able to handle confidential information from members. The protocol will further detail what this means exactly.

6.3.2 Activities Committee

The merge of the Intellectual Activities Committee (Intac) and the (Social) Activities Committee (hereafter: AcCo) was completed last year and will continue to exist this year. The AcCo is encouraged to focus more on social activities, due to the wider range of possibilities in the Tuesday programme because of Tuesday Twists.

The AcCo also plays an important role in the new Theme Weeks. During those weeks they will organise an activity related to the theme. The balance between intellectual and social for these activities is left to their own judgement, since it depends on the theme.

6.3.3 Cooking Committee

The Cooking Committee (hereafter: CoCo) organises different culinary activities, approximately four throughout the year, and on top of that three to four HapHops, more on that in Chapter 6.4. The CoCo also organises association-wide activities in collaboration with other committees. Examples include the New Year's Dinner with the AcCo, the Valentine's Dinner with the ParTee, and the dinners during the September camp with the CampCo.

6.3.4 Party Committee

The Party Committee (hereafter: ParTee) organises parties throughout the year, with a few exceptions. Unlike previous years, the ParTee organises themed VriMiBos (for a detailed definition, see Glossary). The ParTee also assists the Board in organising the Dies party, because of the larger scale due to the Lustrum. The ParTee also organises some association-wide activities such as a pub crawl, or dance workshop.

6.3.5 Lustrum Committee

This year, SIB's 8th Lustrum will take place. A Lustrum Committee (hereafter: LusCo) will be set up to assist the Board and other committees in organising Lustrum activities. The LusCo will consist of three people, the CI and two experienced, senior members. The CI will be the

chair of the LusCo, to foster easy communication between the LusCo, the Board and other committees. The LusCo will support committees and the Board in the brainstorming process, and assist with organisational aspects of activities. The LusCo will also organise the Lustrum Weekend at the end of the year, which is a weekend away to a place in the Netherlands, in honour of the end of this Lustrum.

6.4 The HapHop

HapHops will be organised monthly, just as was intended last year. Each IP will have one HapHop organised by the Board. Continuing on from last year, some of the HapHops will be organised by the CoCo. These HapHops will take place at alternative locations to restaurants, with as much self-made food as possible, where vegetarian options will be the default option. Examples of these locations are parks or community centres.

Last year, HapHops were not possible due to COVID-19. This year will hopefully allow this plan to be executed, as more self-made meals will decrease both price and waste. If COVID-19 continues to influence these plans, socially distanced options and online alternatives will be considered.

6.5 Member Initiatives

Member initiatives are ideas of individual members for association-wide activities. A budget is available to fund these initiatives. Members can leave their ideas in the 'Idea box' at the Boardroom, and our website includes a page where members can submit their ideas digitally. Of course, ideas can also be emailed. Members have to submit their initiatives at least two months before they want their activity to take place. The organisational part of the activity falls on the members who submitted the activity, with support from the Board.

6.6 Societies

This year, the requirements surrounding societies will change from previous years. Due to COVID-19, the requirements from previous years have not been enforced as much. Currently, many societies are inactive, and consist of inactive members. These situations will be prevented by raising the requirements, and stricter enforcement of pre-existing rules. The pre-existing rules include a minimum number of seven members to form a society, societies are required to organise four activities in a year with a minimum of one association-wide activity. All currently existing societies will retroactively abide by the new requirements. If these are not met, the society will be dissolved.

To raise the requirements, a society now requires two captains. These captains will function as chairs of the society, and take the lead in organising activities. Similarly to previous years, a minimum of seven members is required to start a society, this number includes the Captains. A member can be Captain of no more than two societies at the same time.

To become a member of a society, a member has to submit a motivation, through a Google Form, consisting of three to four sentences explaining why they wish to be a part of the Society. This is not a requirement they can be rejected on. It is meant to raise the level of effort it takes to become a member of a Society. Members can be a part of no more than three Societies.

For association-wide society activities, societies must submit a budget to the Treasurer and the CI, to be approved for a contribution from SIB. The requirements set in previous years of one association-wide activity, and three society-only activities will remain in place, and will be more strictly enforced. Societies can also organise a Talk or Tuesday Twist, and may do so in collaboration with the Commissioner of External Affairs and the External Affairs Committee.

7. EXTERNAL AFFAIRS

The public intellectual programme of SIB is part of the External affairs, which includes the talks and TTs on Tuesdays and the yearly symposium. The Commissioner of External Affairs (hereafter: CE) is responsible for several committees, as seen in Appendix 1. External contacts are also one of the domains of the CE. For a list of external contacts, see Appendix 2.

7.1 Talks

SIB organizes biweekly talks on Tuesdays with the goal to bring its members and non-members in contact with a wide range of subjects, among which International Relations. Those talks are an important part of the association with which SIB distinguishes itself from other student associations in Utrecht. TTs are organized every other week.

7.1.2 Speakers

To sustain the quality of our talks the External Affairs Committee (hereafter: EAC) will invite suited speakers who are capable of speaking for big audiences. This can be checked beforehand by looking for media sources in which the speaker participates. For example the EAC can listen to a podcast of a possible speaker to conduct if the speaker is suited for a Tuesday evening at SIB. Or maybe members of the EAC had lectures of a speaker during their studies, so they know that a speaker is well-suited to attend a Talk/TT. When a speaker accepts the invitation a member of the EAC will plan an (online) meeting to walk the speaker through the course of the evening and to coordinate the content of the talk. The quality of the talks will be evaluated by the public vote, for which the goals are explained in our targets.

As explained in the targets it is important to have a diverse selection of speakers to guarantee a representative view of our society. This means that this year we will keep an eye on the distribution of academics/non academics, gender and persons of colour. The exact goals can be found in the targets.

7.1.3 Formats

For the biweekly talks the classic format of two speakers and a question round will be maintained. However, this doesn't mean that other formats won't be used within the intellectual programme of SIB. Other formats, for example interviews, workshops and debates, will become part of the Tuesday's Twists as explained under 'Tuesday Twists'.

7.1.4 Subjects

Over the past years the subjects of SIB's talks have become more diverse, which resulted in a division of the talks in two categories: International Relations (IR) and broader, socially relevant subjects. This year the division into those two categories will be maintained in order to guarantee a diverse programme that is attractive for the members of SIB as well as a broader audience. Therefore we strive for a balance between IR topics and Socially relevant topics, as explained in the targets.

7.2 Tuesday's Twists

Two years ago TTs were introduced to ensure the prosperity of our intellectual programme. Different formats and locations were tried throughout the year, however the possibilities to explore all options were limited due to COVID-19. Even though the prospects with respect to COVID-19 remain insecure, this year we want to keep exploring our options with respect to real life TTs. In total there are 21 TTs, including 4 Film Talks organised by the Filmco. The remaining TTs will be organised by the External Affairs Committee. There is, however, also room for other committees, societies and members to organise an TT. If they want to do that, they will be guided by the CE or a member of the EAC. If individual members are interested, they can contact the CE or a member of the EAC.

7.2.1 Format variation, Audience Interaction and Involvement

With respect to formats we will test whether the formats that were tried online last year are also suited for physical TT's. Furthermore, we want to expand the formats of TT's with trips and tours this year, like a visit at a museum or a city tour. However, it is of importance that the Tuesday evening programme will remain free of charge in order to make it accessible for everyone who is interested. Therefore trips and tours as TT's are only possible if institutions/organizations are willing to open their doors for free.

A key aspect within these TT-formats is a more active role of the audience, as many of these are for example workshops or debates. Besides that, asking questions is encouraged by enabling this in earlier stages than during the set discussion or question round later in the evening. This will be measured in the survey, where people can react to statements in regards to audience engagement. Examples of such questions are: if they felt free to ask their question, if they told their friends about the evening and if they felt the evening was interesting and gave some new perspectives. If the majority of the participants answer positively to these statements, our goal will be reached.

7.2.2 Locations

We aim to find several locations for our TTs. This will ideally be two or three, each with a capacity for at least 30 people without restrictions, and around fifteen with those in place. Having these locations as permanent options is necessary to continue the TTs. Examples of possible locations are community centres, The Hemingway or café Hofman. Because we want to expand the format of the TT's with trips and tours, some of the TTs will also be hosted at locations that are connected to the institution/organisation that is providing the programme of the TT.

7.3 Attendance Talks and TTs

Attendance of our Tuesday evening programme varies since these include Talks and TTs, and online or offline options. The scenarios will be discussed in this paragraph.

Last year most of the talks took place in an online environment due to COVID-19, where an average of 28 people attended the online talks. We do not intend to raise the goal for online talks this year, since this will not be realistic because of 'COVID-19/online fatigue'. Therefore the goal with respect to attendance of the online talks will be set at 28 people per talk. However, our main focus lies with interaction with the audience. For physical talks with 1.5 meter distance rules, our maximum capacity lies at 30 visitors. This year the goal will be an

average number of 25 visitors for physical talks that have a maximum capacity because of the 1.5 meter distance rules.

Under regular circumstances the goal of last year was 60 attendees per talk. However, the new circumstances with respect to testing and vaccination can lower this number. For this reason the goal with respect to attendance of talks under regular circumstances will be set at 50 attendees per talk.

Last year only one physical TT was held due to COVID-19 restrictions, which was visited by 30 people. In the year before, the average number of visitors during TTs was 24.5. If TTs can be held physically this year, we want to look at locations that have a capacity for at least 30 visitors. The goal for this year will then be set for 30 people attending our physical TTs. For physical talks with 1.5 meter distance rules the goal will be set at an average of 20 people. For online TTs the goal this year will be a number of 28 people watching, which was the average number of people participating in the online TTs last year.

7.4 English Talks and TTs

The number of talks and TTs in English has increased in recent years, which is in line with the internationalization plan of SIB. This year we will continue this trend to make sure that our programme of talks and TTs for our target audience as well as English speaking visitors. This will be achieved by making English the main language during our talks and TTs. We don't expect this to be a problem for our speakers. However, if a speaker is considered to be an asset for our programme, but is refusing to speak in English, an exception can be made.

7.5 Evaluation

In recent years a new evaluation system was implemented. This system combines votes from the public with the results of the Tuesday evening survey, which was sent out twice last year. We think that those innovations have been useful to evaluate the quality of our talks and TTs, so we will maintain this method for evaluation. However, as the survey is partly a qualitative measure and the public vote a fully quantitative one, we will treat and interpret their overall results separately. Visitors of the Talks and TTs can give a public vote by scanning the QR codes at the exit of the location.

The goals with respect to public vote and quantitative part of the survey can be found in the targets. The qualitative answers will be reviewed and interpreted to give more of an overview of the members' opinions. Within the Talks survey, we also ask about the TTs and online scenarios if necessary. For the TTs this includes questions about format and audience engagement..

7.6 Committees under supervision of the CE

The CE is responsible for several committees. They are President of the EAC and provide guidance to the Sympo and Filmco. These committees are elaborated on in Appendix 1. The EC and Filmco are responsible for most of the Talks on Tuesdays. During the year, the CE organises three workshops or trainings (for instance, with the help of an experienced member), so the EAC and interested members of the Filmco can practice and improve their skills. Examples of themes of these workshops are writing to speakers and moderating Talks. This way, we work to maintain the professionalism of the committees, which in turn helps in the organisation of the Talks going smoothly. The Symposium Committee is responsible for organising the yearly Symposium Social connection will be promoted among committee members of the EAC, Filmco and Sympo, for instance by organising informal get-togethers

or having dinner together before a meeting. We aim to fill the committees with enthusiastic and committed members. This amounts to seven to nine members for the EAC, four to seven members for the Filmco and five to six members for the Sympo.

7.7 Conference Committee

In the past, SIB-Utrecht has organised several conferences in the theme of 'A Struggle For Peace'. This year we decided that the Conference Committee will not be started in the coming years. The Conference Committee will not be a point of discussion anymore until one of the upcoming boards decides to start a Conference Committee again.

8. PROMOTION

The association and the Talk programme cannot exist without effective promotion. The Commissioner of Public Relations (CP) is responsible for the promotion of and within the association, and promotion of Tuesday evening talks. Promotion ensures that the association and our Talks are known within Utrecht, and increases brand awareness and member recruitment. Promotion of SIB-Utrecht is spread out throughout the year as we welcome members at three introduction moments during the year.

8.1 SWOT-analysis

A SWOT-analysis (Strengths, Weaknesses, Opportunities and Threats) can be useful for thinking about how the association's strengths can help maximize opportunities and minimize threats, how the association's weaknesses slow down its ability to seize opportunities, and how weaknesses can expose the association to threats. Therefore, you can find SIB's SWOT-analysis in Appendix 5, to be able to ground the promotional goals on the SWOT's.

8.2 Brand Awareness

This year, we want to continue increasing brand awareness by making SIB more well known among students. We will do this by continuing the steps taken in the previous years, for example by using targeted advertising on Facebook and Instagram, and through Search Engine Optimisation (SEO). We will also be consistent in using our corporate identity document (made 2016-2017, updated 2020), for both offline (flyers and posters) and online promotion (Instagram, Facebook, Twitter, LinkedIn, TikTok). A promotion plan will be set up for regular promotion on our marketing channels. A separate one will be set up for the UIT and the symposium, together with the CP of the corresponding committee. This plan will be based on those of previous years, but will also contain posting dates and specific details. It is important to be consistent in our promotion since that will create recognisability.

An offline presence will be established through attending Open Days at the UU and HU. When these days are still online because of the pandemic, we will also be present there if allowed, so we can still promote SIB towards new students. Besides the Open Days, we will be present at Orientation Days. To establish an offline presence in a safe way, we will also use more physical promotion throughout the city such as the hanging up of posters and usage of stickers. This will be done in the most sustainable way, which means: sustainable paper, and (mostly) timeless promotion.

8.3 Internal Promotion

All our internal promotion is in English since it should be accessible for all our members. Internal promotion is sent in the WhatsApp group and the exclusive Facebook group, the Sibbeling. A promotion scheme has been made to do this in the most consistent way possible. For example, each Tuesday and Thursday, the event of that evening is promoted once again to remind members of it. This will come down at 4 WhatsApp messages a week. Note that this is the weekly promotion, there will be extra promotion prior to a trip or symposium etcetera. The SIB-agenda, which is an overview of the planned events, is also in English. The

only exception to the English promotion is the promotion of Dutch Talks, to clearly communicate that the Talk will be in Dutch.

The e-SIB, which is sent each Monday, is also a way of internal promotion since the activities planned that week are promoted in the newsletter.

Thursday's activities are promoted with a promotional image and text. While the image will often be made by the CP this year, CP's in the committees themselves will be given more opportunity to create the images themselves. We hope this will involve the members more.

There will be special promotion around our themed weeks. Special colours are used to festively promote the theme weeks and clearly distinguish them from other activities.

Lastly, donations on the parents-day are promoted. Each year, there is a parents day where parents from members can get a look into their child's association. It has always been possible for parents to make donations but we will promote extra for this this year by sending reminder mails and providing donation form on the event itself.

8.4 External Promotion

8.4.1 Channels

To advance our internationalisation, all the social media (such as Facebook and Instagram) posts aimed at external audiences will be in English to make SIB accessible for international students. Instagram is mainly a visual platform with a young and still growing active user base. Posts on Instagram will follow a set promotion schedule. A carousel post will be made on Wednesday, the day after the talk. The photos in this post show an atmospheric impression of the talk and the promotion for the next two talks. On Friday, a post will be made about the activity hosted the day before, and the promotion for the next two activities. There will of course be more posts about one-off activities or days. Furthermore, the feature Instagram Stories will be used to also promote activities and talks, and to let followers know what they can do at SIB. Growing our Instagram following status will mainly be done by attracting new members and other student associations to our Instagram account, by the use of relevant and popular hashtags, pictures that grab attention with design, the active use of Instagram stories and promoting posts. The goal is to gain 100 followers on Instagram this year, which will lead to a total of 600.

Facebook will mainly be used for the promotion of talks but also for events such as a symposium or introduction period. Twitter and LinkedIn are also used to promote and give an impression of our intellectual program. As Twitter is mainly a channel to promote towards non-members, we will only promote activities that non-members can participate in or join.

This year, we will start using Tiktok. This platform has 1.7 million Dutch users (an increase of 1 million compared to 2020), mostly between the age of 10-29. It is clearly the platform of the future. On Tiktok, we can post videos such as a day in the life of a sibber, a boardroom tour etcetera. The goal is to have 80 followers at the end of the year and to have posted 25 tiktoks. The tiktoks will also be posted in Instagram's function 'Reels'.

8.4.2 Tuesday evening program

The Tuesday evening programme is the backbone of SIB and is often visited by non-members. It is desirable to attract both members and non-members and to make non-members enthusiastic about SIB. Promoting the programme of talks and the association

before, during and after our Talks is the duty of the Promotion Committee. Every Tuesday, there are members of the PC present that take photos, stand at the promotional stall, and act as a central point of contact in the room for potential members. Other PC tasks are (de-)assembling the promotion stall and coordinating the buddy system. The online promotion will continue to include a variety of social media platforms, namely Facebook, Instagram, LinkedIn and Twitter. In addition, the Tuesday evening programme is published on as many event sites and online calendars as possible to increase visibility. We will also use paid promotion on Facebook and Instagram so our posts and events can reach a wider audience. Finally, study associations from both UU and HU will be approached by mail again this year in order to increase brand awareness and attendance at the Talks, and bigger events such as the symposium will be published in the Uitagenda and the English equivalent MAG.

8.5 Merchandise

This year we will continue to promote SIB merchandise actively through various channels, making sure that more members buy merchandise and ultimately aiming to make SIB more visible. The PC will offer support when selecting and designing new merchandise. Like last year, there will be a standard page in the SIB-Link where merchandise can be found and merchandise will be promoted via social media, such as Instagram and Facebook. Items such as sweatpants or slippers will just as last year be made on order or in batches, rather than all at once, to diminish waste. New this year is a web shop on our website, which members can use to order merchandise on. Since we celebrate our lustrum this year, there will be special lustrum merchandise in the lustrum colours and with a lustrum logo.

8.6 Committees under Supervision of the CP

8.6.1 Promotion Committee

The PC is the board committee that supports the CP. The CP is the chair of this committee. They will assist the CP by helping out with ideas for merchandise and promoting the Tuesday Evening Talks by approaching study associations of the University of Utrecht and University of Applied Sciences to make them aware of the Talks by mailing them. As mentioned before, they will perform a set of tasks during physical Talks.

8.6.2 UIT Committee

The UIT Committee is responsible for the organisation of the Utrechtse Introduction Period or UIT on behalf of SIB. They will put together a weeklong programme for first year students to enjoy and to attract them towards SIB. One of these activities has to be an intellectual one, similar to the Tuesday Evening Talks. Throughout the UIT week, promotion of the association on social media will be divided between a member of the PC and an UIT Committee member (usually the promo-member in that committee). The committee will have started no later than 6 December.

EPILOGUE

We hope that by reading this policy document you have gained a good impression of the association and the policy plans of the XLlth Board of SIB-Utrecht. We are convinced that the approach above will further improve the association and strengthen its unique character. Thank you very much for reading our policy, and let us enjoy, explore, and experience all that SIB has to offer.

The 41th Board / the XLlth Board of SIB-Utrecht,

Kim van Dorp

Dana van Uitert

Marjolijn Heeres

Elsbeth Smalbrugge

Iris de Boer



GLOSSARY

Board & Committees

Abbreviation	Full name
AC	Acquisition Committee
ACCO	Activities Committee
AUDIT	Audit Committee
BoA	Board of Advisors
CA	Commissioner of Acquisition
CAMPCO	September camp Committee
CE	Commissioner of External Affairs
CI	Commissioner of Internal Affairs
COCO	Cooking Committee
CP	Commissioner of Public Relations
EAC	External Affairs Committee
FILMCO	Film Committee
FIT	Fall Introduction Trip
IAC	Internal Affairs Committee
ITC	IT Committee
LIT	Lovely Introduction Trip
PARTEE	Party Committee
PC	Promotion Committee
SIB-Link	SIB-Link Committee
MEME	Massively Exciting Mid-Year Excursion
SYMPO	Symposium Committee
UITCO	UIT Committee

Student Association Terminology

Term	Explanation
Alumnus/-a	Former member
Cantus	Dutch student tradition with drinking and singing
Cafe Hemingway	Our usual spot, a pub located at Janskerkhof
Certificate	Official membership or alumni or honorary member
Committee	Group of people appointed for a specific function or role
Gezellig(heid)	Dutch concept of having a good time; having fun; cosiness
GMA	General Members' Assembly
HapHop	Organized group dining at a restaurant; refers to the Dutch term of eating (Hap) and leaving (Hop) to the next activity
Inauguration	Officiating a new member to the association
Installation	Officiating a new member in a committee
Office	Boardroom
UIT(week)	Utrecht Introduction Time; an introduction week for Dutch and International students to Utrecht, Universities and associations
Talk	Free and public talk organized by SIB, part of our biweekly Tuesday evening programme. The format varies, but often consists of one or more speakers, with a short break and a discussion
Tuesday evening	Consists of a free intellectual activity (talk, workshop or other format), programme and drinks at our local pub. Every month it starts with a HapHop.
Tuesday's Twist (TT)	Free and public intellectual activity organised biweekly by SIB. The format varies, but is often a workshop, master class or philosophical café
VriMiBo	Friday afternoon drinks; a Dutch abbreviation of 'vrijdagmiddagborrel'. Similar is Thursday afternoon drinks: 'domibo'; the Dutch abbreviation of 'donderdagmiddagborrel'

APPENDIX I: COMMITTEES AND SOCIETIES

This Appendix contains an elaboration of the committees and societies within the association. Members of SIB are encouraged to become active within committees and societies to organise activities and to attend others. There are three different committees within SIB-Utrecht: Board Committees, Continuous Committees and Project Committees. Board Committees are the direct responsibility of an appointed Board member. Continuous committees organise activities year-round. Project Committees are set up to organise one major activity.

Committees under the Secretary

IT Committee

This year the Secretary will be responsible for both the IT and the IT Committee.

Committees under the Commissioner of Acquisition

Acquisition Committee

The CA presides over the AC. Generally, the CA remains a member of the AC after their board year, to guarantee the retention of knowledge and skill. Members of the AC can be deployed to assist the treasurers of committees in writing funding applications. Since this year, the AC also assists the CA with sponsorship applications.

Committees under the Commissioner of Internal Affairs

The Commissioner of Internal Affairs (hereafter: CI) is responsible for the member policy, which consists of two parts: member integration and member connection. The CI is also involved in the organisation of social activities and supervises the committees and societies which are under his supervision. This also includes the exchange of information between them and the rest of the Board. The CI is supported by the members of the board committee Internal Affairs Committee (hereafter: IAC) of which they are the chair.

September Camp Committee

When COVID-19 does not interfere, the Introduction Period starts with the September Camp. The September Camp Committee (hereafter: CampCo) is created by the previous CI and is guided by both the former and new CI. This committee ideally consists of four to six members, both senior and first years. The CampCo is responsible for all organisational aspects of the September Camp, except for the location, which is taken care of a few years before each camp. The camp usually includes a theme, competition, cantus and a party. The CI plays an organisational supporting role, and during the camp itself, the entire Board is there to support the committee.

Fall Introduction Trip Committee

The Fall Introduction Trip Committee (FIT) organises the introduction weekend in the November IP. The FIT is a two-day trip and generally has a destination within the Benelux,

Germany or France. However, if this year it is not possible to organise a trip abroad, due to COVID-19, the committee of three people will organise a day trip in the Netherlands for our new members.

Lovely Introduction Trip Committee

The Lovely Introduction Trip Committee (LITtee) organises the third introduction moment of the association year, in March. Like the FIT, the LIT lasts two days and generally has a destination within the Benelux, Germany or France. The LITtee consists of three members and will be launched in December, if COVID-19-measures allow us to.

MEME Committee

The MEME is a journey of about one week within Europe. This year, we have decided to organise a MEME. We want to continue the policy presented by the previous Board to alternate between Short Voyage and Grand Voyage. However, due to the cancellation of the MEME last year, and uncertainty surrounding the development of COVID-19, we aim to organise a short trip this year.

Simulation Committee

A simulation is a historical live-action role play game and has many similarities with the popular concept of a Model United Nations. The Simulation Committee is responsible for organising the yearly Simulation, which is also open to non-members. This year, the Simulation will be organised in May. The Simulation Committee (SimulaTee) consists of five members and will be launched in October or November.

Committees under the Commissioner of External

The CE is the president of the External Affairs Committee (hereafter: EAC), which organises most of the Talks and TTs. In addition, the CE is responsible for the Film Committee (hereafter: FilmCo) and the Symposium Committee (hereafter: Sympo), but is not a member of these. They do, however, play a supporting and advisory role and assist with the programme.

The External Affairs Committee

The EAC is responsible for the intellectual program on Tuesdays and is led by the CE. The EAC has the task of shaping the evening. For example, for the talks, they take care of the practical matters in the room (care for speakers, technology and setup) and they take care of the content of the evening. Another task is to critically evaluate the Tuesday intellectual activities. During meetings, the committee members discuss the preparation and implementation of the past activities. Ideally, the Committee consists of seven to nine members, which in turn prepare a Tuesday evening and are present at all the Tuesday Intellectual Activities. Ultimately, the responsibility of the Tuesday evening remains with the CE. Members of the EAC are extensively trained in shaping the evening (thinking about the coordination between speaker, format, and subject as well as writing, presenting, and moderating), which happens following a pre-written protocol.

The Film Committee

Four times a year, the Filmco organises a discussion or talk related to a film screening. The film talks are a good and varied addition to the regular talks and are greatly appreciated by SIB members. The members of the FilmCo will be assisted with the organisation of these talks by a member of the EAC or the CE themselves. Both the FilmCo and the EAC evaluate the film talks. In addition, the FilmCo organises other film-related activities such as movie nights throughout the year. The FilmCo usually consists of four to seven members.

The Symposium Committee

This year another symposium will be organised. It will take place on the association's Dies Natalis on Saturday, March 12th. The symposium will contain various components, such as workshops, masterclasses and talks. It will start with a general opening talk, after which the guests can compile their own programme. The Sympo consists of five members: a chair, a treasurer, a Commissioner of Public Relations, a Commissioner of Logistics and a Commissioner of Programme. The CE may assist if necessary.

Committees under the Commissioner of Public Relations

The Commissioner of Public Relations (hereafter: CP) presides over the UIT Committee and the Promotion Committee (hereafter: PC). Usually, the CP is chair of the PC and stays in the committee after their board year to retain knowledge and skill.

Promotion Committee

The responsibility of presiding over the PC belongs to this year's CP. The PC has several standard tasks for promotion, such as manning an information stall on Tuesday evenings, thinking along about the promotion and design and holding promotional talks at (university) lectures. In addition, opportunities for merchandise and new options for putting SIB on the map are regularly examined. The PC is tasked with promoting the Tuesday evening programme. Like before, the PC will follow the protocol that has been written in 2017-2018, making sure that the PC is professional and consistent in their performance. In addition, the PC will also have weekly tasks at the Tuesday Evening Talk such as initiating contact with non-members attending the talk. PC members are also tasked to promote SIB during open days.

UIT Committee

The UIT Committee is responsible for presenting SIB-Utrecht during the Utrecht Introduction Time (hereafter: UIT). The existing protocol is used during the UIT, in which major improvements have been made over the last three years. The division of tasks is the same as last year, with the Board supporting the UIT Committee. Sponsoring will again be the responsibility of the Treasurer and CA. In recent years we have looked at ways in which the UIT Committee could shift its focus from logistics to visibility and persuasiveness. By using a detailed script, taking part in the eating table schedule or ETS of the UIT administration and offering a varied evening program, SIB has presented itself well. This year, we continue to build on the evaluations of recent years and implement their advice.

The committee will consist of a President, a Treasurer, a commissioner of logistics, a commissioner of promotion and 1 or 2 regular members

APPENDIX 2: EXTERNAL CONTACTS

External Contacts of the CE

The CE maintains a good relationship with several external contacts, which are listed below. The intention is to intensify these existing relations, and to establish new relations for possible collaborations for the Tuesday evening programme, by actively contacting organisations and associations.

Instituto Cervantes

SIB has a good partnership with Instituto Cervantes. The current contract with Cervantes runs until the end of 2021, and we fully intend to renew the contract for 2022.

Studium Generale

In recent years Talks were organised in collaboration with Studium Generale. SIB provided thematic input and a moderator for the Q&A to assist the moderator of Studium Generale. This collaboration will be continued for this year.

PAX

In recent years SIB-Utrecht has organised several talks during the Peace Week in collaboration with PAX. These collaborations have not resulted in many benefits for SIB. However, in September 2021 PAX and SIB-Utrecht organized a talk together, which was perceived as a success. Therefore we keep the option for further collaboration with PAX open this year.

Nederlandse Vereniging voor de Verenigde Naties (NVVN)

Last year the NVVN provided a talk on October 27th 2020. This collaboration was perceived to be a success. This year we will try to plan another collaboration for a talk with the NVVN.

Nederlands Genootschap voor Internationale Zaken (NGIZ) (national and Utrecht)

Since the reorganisation of NGIZ, the former collaboration between the NGIZ and SIB has ended. Last year there was the ambition to organise Talks in collaboration with the NGIZ again. However, the intention did not lead to any actual collaboration. This year we have the ambition to organise Talks in collaboration with NGIZ again. This will initially be on an incidental basis. We do maintain a good relationship with the organisation by attending Talks of NGIZ as a Board, and by promoting their events in our newsletter when deemed relevant for our members.

Louis Hartlooper Complex

In previous years some Talks were organised at Louis Hartlooper Complex, which were received well. This year, we continue to organise Film Talks at Louis Hartlooper Complex, as the collaboration has thus far been satisfactory for both parties.

Koninklijke Nederlandse Vereniging Ons Leger (KNVOL)

In previous years, we hosted talks in collaboration with the KNVOL. This was deemed pleasant by both parties. This year, the goal is to organise another talk with the KNVOL, for which it will provide a speaker.

RAG-Week

Last year an online talk was organised in collaboration with the board of the RAG-week. This year we will explore our options to organise an online or real life lecture during the RAG-week again.

Study and student associations

Last year we organised an online Talk in collaboration with Sola Scriptura and Urios. This year we are open to those study/student associations as well as other study/student associations to approach us to organize talks together.

External Contacts of the President

The President also maintains a good relationship with several external contacts. Listed below are the current most important external contacts of SIB. Incidental partnerships are not mentioned in this section.

Utrecht University (UU)

The contact between SIB and Utrecht University is valuable and must be carefully maintained. SIB-Utrecht truly appreciates the cooperation with the UU and makes every effort to keep this relationship positive and, where possible, to intensify it. The Board will visit official UU occasions and inform the UU contact person about the activities of SIB and - if appropriate - specifically invites them. The university's contact person is approachable for SIB when we have questions regarding promotion and information within UU context.

University of Applied Sciences Utrecht (HU)

The strong contacts with the University of Applied Sciences Utrecht will continue. The collaboration is appreciated by both parties. The Board keeps the HU regularly informed of the activities of SIB and invites - if appropriate - their contact person specially. In addition, the Board visits official occasions of the HU.

Pnyx

For SIB, contact with the location management of our Boardroom is very valuable. The Board intends to continue contact with the Pnyx porters the same way in its new location of Princetonplein 9 at the Utrecht Science Park, as it was in the city centre. The mutual relationships with fellow Boards currently located in Pnyx are also important and maintained.

SIB-Nederland (DUNSA-NL)

SIB-Nederland is the umbrella organisation of the four SIB cities (Amsterdam, Groningen, Leiden and Utrecht). This year the President of SIB-Utrecht is the Treasurer of the Board of DUNSA. In recent years, DUNSA has evolved into a platform through which additional sponsor contracts have been established, and national activities have been organised. These activities are the annual DUNSA-NL gala and DUNSA Drinks, which all four cities attend.

Federation of International Student Associations (FISA)

The five international associations of Utrecht, SIB, AEGEE, AIESEC, Buddy Go Dutch and ESN, have an umbrella body. This umbrella organisation is called Federation of International Student Associations. The main function of the FISA is to act as a representative of the involved international associations. This has been the case at the start of this academic year,

when a plan of action was formed in collaboration with the municipality, UU and HU, other umbrella bodies of Utrecht student associations, and other relevant parties. During the UIT there will be a joint effort to profile the internationally oriented associations. Apart from within FISA, there are also bilateral collaborations with AEGEE, ESN, AIESEC and Buddy Go Dutch, among other things in the form of incidentally promoting each other's activities. This year, the President of SIB takes a seat in the FISA Board.

Utrecht University Hall

SIB makes use of the Utrecht University Hall several times a year. The Aula can be used when the association expects an extra-large audience for a special Tuesday evening programme and the Senate Hall is a beautiful accommodation for the Change of Board.

The Utrecht Centre for Global Challenges (UGlobe)

The main goal of the Utrecht Centre for Global Challenges (UGlobe) is to raise the image of International Relations in Utrecht through collaboration between the different academic programmes focusing on International Relations. UGlobe wishes to give the students of these programmes a recognisable identity. UGlobe also aims to bundle contacts and activities in this area. UGlobe organises various master classes, career events and skills training. SIB maintains contact with the organisation, in order to promote activities relevant to our members. This year, the President of SIB will take place in the Student Council of UGlobe.

APPENDIX 3: INDEPENDENT BODIES

Within SIB there are three committees which operate independently from the Board. They answer directly to the GMA, and are not managed by the Board in any way. A visualisation of this can be found in the organisational chart in the policy document, in Chapter 2.

Board of Advisors

The Board of Advisors provides the Board with advice on important matters within the association. The Board discusses these matters, when possible, with the Board of Advisors before presenting it to the GMA. Furthermore, the Board of Advisors will form an interim Board, should the situation require them to. The Board will maintain good contact with the BoA to ensure that they can fulfil their advisory tasks as well as possible. The BoA consists of a minimum of three and a maximum of five members, who are elected by the GMA. This year, two members of the BoA will also function as the two confidants of the association.

SIB-Link

The SIB-Link is the association magazine which is published and distributed to members four times a year. The SIB-Link editors are entirely responsible for the contents of these magazines. The Board will, however, aid the editors by supervising the logistics of sending out the magazine, keep an eye out for any sensitive content and supervise compliance with all (sponsor) obligations of the SIB-Link.

Audit Committee

The Audit Committee checks the Treasurer's bookkeeping. This is done at least twice a year, in the manner described in Article 7 of the Rules of Procedure. The Audit Committee informs members of its findings during the GMA following the audit. The committee consists of a maximum of four and a minimum of two members, who are elected by the GMA. Of these members, at least one should be a former Treasurer.

APPENDIX 4: FUNDS

Utrechts Universiteitsfonds

This year, SIB-Utrecht will make use of the funding possibilities of the Utrechts Universiteitsfonds (U-fonds / Utrecht University Fund). The U-fonds has supported the Talks in the past and is a reliable fund for the future. The U-fonds is represented by the STUF student committee.

Vrienden van het Instituut Geschiedenis

De Vrienden van het Instituut Geschiedenis Utrecht (the VIGU Fund) supports the Talks this year. In addition, this fund has subsidised travel and simulations in the past; this year we will approach them again for these activities and aim to approach them for the Talks for next year as well.

Nederlands Genootschap voor Internationale Zaken (NGIZ)

The NGIZ is a reliable source of collaboration for SIB-Utrecht and actively engaged in the field of international relations. They support the Talks this year and will also be approached for next year.

Open Society Foundation

The OSF is a new supporter of the Talks this year. Their aim is to support organisations that are engaged in education, independent media etc. They will also be approached for next year.

Municipality of Utrecht

The Municipality of Utrecht has subsidised many projects in the past, including the Programme of Talks. They support the Talks this year and will also be approached for next year.

K.F. Hein Fonds

The K.F. Hein Fonds supports activities focused on culture, social work and performing arts. They do not support the talks this year, but they will be approached for the next year.

Mr. August Fentener van Vlissingen Fonds

The Mr. August Fentener van Vlissingen Fund supports and stimulates projects from institutions for the benefit of study, care and culture, and preferably a combination of these areas of interest. They do not support the Talks this year, but they will be approached for the next year.

European Youth Foundation

The EYF supports youth NGOs within Europe and has several grants to support initiatives in topics like societal participation and the exchange of ideas. They support the Talks this year and will also be approached for next year.

APPENDIX 5: SWOT-ANALYSIS

SWOT-analysis

A SWOT-analysis (Strengths, Weaknesses, Opportunities and Threats) can be useful for thinking about how the association's strengths can help maximize opportunities and minimize threats, how the association's weaknesses slow down its ability to seize opportunities, and how weaknesses can expose the association to threats. Therefore, this chapter is started with this analysis to be able to ground the promotional goals on the SWOT's.

- SIB's strengths are its unique program of talks, the valuable connections with academic organisations and a few key concepts that can be summarized under the phrase 'Enjoy, Explore, Experience'. These are for instance the open-mindedness and diversity of SIB-Utrecht⁶.
- Opportunities are for instance the brand awareness on high-schools. In order to gain more members, it can be useful if high school students already heard of SIB; SIB-Utrecht but also SIB-Amsterdam, SIB-Leiden and SIB-Groningen. Collaboration with other SIB-cities can therefore be very useful. Increasing the awareness here can be done with posters, newsletters, presence during relevant activities et cetera. Besides, it is important that we make good use of the expiry of the COVID-19 measures and our lustrum because the former will probably ensure that there is more demand for activities from both members and non-members and the latter will give the activities an extra festive addition.
- Unfortunately, the association also knows a weakness and some threats. The weakness is the lack of a private society. The fact that we are dependent on locations such as Instituto Cervantes and Café Hemingway, and that Thursday activities are always in a different location can hinder the connection with the association.
- One of the threats is the stagnation in member growth, since we have significantly grown over the last few years. This has an impact on the committee occupation since there are fewer members to fill SIB's wide range of committees. Besides the stagnation of member growth, a lack of funds and sponsors causes a shortage of financial means.

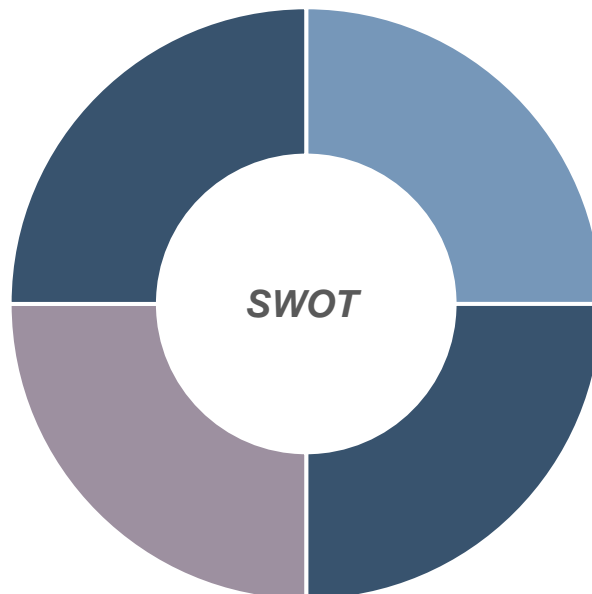
⁶ Core Research Report (2021)

STRENGTHS

- Unique program of talks
- Valuable connections with academic organisations and other associations
- Enjoy, Explore, Experience

OPPORTUNITIES

- Brand awareness on high schools
- COVID-19
- Lustrum



WEAKNESSES

- The lack of a private society

THREATS

- Number of members
- Committee occupation
- Money