

Year Report

2020-2021



SIB-Utrecht

August 27, 2021

as established by the XLth Board of SIB-Utrecht

1. Preface

Dear reader,

Before you lies the Year Report of the academic year 2020-2021, written by the 40th Board of SIB-Utrecht (*Utrechtse Studentenvereniging voor Internationale Betrekkingen, hereafter: SIB*). This year, the Board dedicated themselves to exploring our association's core and our unique combination of intellectual and social activities. SIB's intellectual side also continued with its new chapter, by giving our known Tuesday programme a twist. Continuing SIB's internationalisation process was also of high importance this year. A Follow-up Plan was created as a manual for future Boards to help guide them in taking the steps needed to let SIB's international nature flourish.

Of course, the elephant in the room needs to be addressed as well: the COVID-19 pandemic. It brought many unexpected turns to this year, which influenced various parts of SIB. It was a year full of alterations and transformations. However, as a Board we are very proud of what the association has accomplished together. SIB managed to set up a rich programme full of fun and interesting events throughout the year, ranging from a weekly Tuesday and biweekly Thursday programme to events such as a Dies and Knowledge Festival. But overall, we mostly admire the support and enthusiasm our members showed during these turbulent times. SIB looks back on a memorable and wonderful year, and already looks forward to the next one.

Yours sincerely,

The 40th Board of SIB-Utrecht,

| | |
|-------------------|--|
| Anouk van Wetten | President |
| Jeljer Aldershof | Secretary |
| Léon Gerridzen | Treasurer and Commissioner of Acquisition (CA) |
| Martin Averdijk | Commissioner of Internal Affairs (CI) |
| Maya Keur | Commissioner of External Affairs (CE) |
| Nina van de Voort | Commissioner of Public Relations and Sponsorship (CPS) |



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1. Context: COVID-19

The past year has been somewhat different from other years, due to the COVID-19 pandemic. During this year, the effects of the pandemic trickled down into many aspects of the association. Activities could not take place or were postponed; members could not meet each other in person for a long time and committees had to be flexible with their plans and budgets for activities. Most targets of the Board have been influenced by the pandemic's implications. This chapter provides some context of how the situation developed throughout this year.

Phase 1: First alterations

In September (14-25th), an Introduction Period was held physically, though without the usually preceding September Camp. After these two weeks, more governmental measures were taken to reduce spread of the virus: a maximum of three visitors at home, and it was prohibited to hold indoor events with more than 30 people. no gatherings with over 30 people if it was not possible to keep 1,5 meters distance. With these restrictions, it was possible to have Talks in Instituto Cervantes. However, to ensure the safety of members, speakers, and of other people visiting the Talks, the decision was made to move the Tuesday programme online.

Phase 2: Partial lockdown

From the 13th of October onwards, a partial lockdown was in place. This entailed a full transition to an online association. Our Tuesday and Thursday evening programmes continued to be a weekly event until the Christmas break (December 21st-January 3rd).

Phase 3: Hard lockdown

From the 14th of December onwards, a hard lockdown was issued, which went on to last until April 27th. After evaluation, a biweekly Thursday programme was implemented after the Christmas break (see Chapter 7.1.2 *Biweekly Thursday evenings*). The most prominent examples of measures were a curfew from January until April, and gatherings of more than two people not being allowed in public spaces.

Phase 4: Gradual reopening

As the hard lockdown ended in April, the Thursday programme was changed back to being weekly from May 6th onwards. Government measures were starting to lift, meaning these activities gradually were more in-person. Tuesday evenings remained to take place online for the rest of the year, as events were not allowed before September 2021.

Board room

Throughout the year, only two people were allowed to be in the Board room at the same time. For that reason, members unfortunately were unable to stop by the Board room. From December until the end of April, Pnyx was entirely closed. This meant that for most of the year, working from home was the standard for the Board.

2. Vision and Targets

2.1 Vision

Throughout the years, SIB-Utrecht¹ has grown as an association. Examples of recent influences for this are expansions within the Tuesday programme, and internationalisation of the association. To evaluate what, or who, the association SIB-Utrecht is, and will be, this year's Board made it a main target to conduct research on the core values of SIB. Another important target was to continue and strengthen the internationalisation of SIB-Utrecht. A Follow-up Plan to the Two-Year Plan (2019) was written for this, to provide upcoming Boards with guidelines on how to further develop SIB's international nature.

2.2 Targets

In this chapter, a summary can be found of this year's targets along with an indication of the extent to which they have been achieved, as well as a description of means used to do so. Elaboration on advice for future Boards that follow from this year's results, can be found in later chapters which are referenced after a target.

2.2.1 Formulating the Core values of SIB-Utrecht

In order to formulate the core values of SIB, research among our members was to be set up. This goal has been achieved. Results of the conducted research can be found in a written report, Report: Core Research 2020-2021. This report captures what members find most important within SIB. Having captured this, allows us to fortify our sense of identity, and helps us in formulating a foundation behind the pre-existing promotional phrase: 'enjoy, explore, experience'.

Aside from this, one aspect in the Policy Report that was included within this target has not been achieved, namely "SIB's relation to societal shifts of past years". The report does not take this into account, as that aspect turned out to be a different kind of research in and of itself. We acknowledge that this part of 'relating to societal shifts' should not have been part of the initial target. Aside from that, the research does result in a renewed, strong notion of our identity, and it allows us to promote SIB in a way fitting to how members experience the association.

2.2.2 Advance the Alternative Tuesday programme

To maintain our weekly intellectual programme on Tuesdays, the aim was to further develop our biweekly Alternative Tuesday programme. While dubbed 'Alternative Tuesday programme' before, this has been renamed as the Tuesday's Twist programme (hereafter: TTs) as this is a more fitting and attractive name. The target was achieved through the following subgoals:

- 1) **using a broad variety of formats to find a fitting set up for TTs.** This goal was achieved by implementing various wishes of members, which they expressed in last year's Member Consultation Moments and at the Task Force GMA of June 2020, after

¹ Note that whenever "SIB" is mentioned, this always refers to "SIB-Utrecht". When a different SIB city or when SIB-Nederland is referenced, this will be done explicitly, with use of a hyphen.

which the TT concept was constructed. The minimum of variety in formats to try out was set on five different types, which was achieved; career nights, philosophical and literary cafés, discussion nights and workshops were organised. The experiences of said formats were evaluated through the End-of-Year Survey, with the External Affairs Committee, and in Board meetings, which results are elaborated on in Chapter 9.

- 2) **the raising of audience-engagement and social involvement.** This goal was aimed at increasing the involvement of the audience during the evening, and in a broader sense with present-day society. This was to be achieved by stimulating interaction among speakers and audience members, and by having at least 50% of the TTs be on a social topic. As measured by the End-of-Year survey, audience engagement was evaluated to be high. The latter was achieved, as nine out of seventeen TTs (53%) were on socially relevant topics.
- 3) **sustaining attendance.** Our goal for online TTs was an average of 25 participants, which was achieved, as there was an average of 28 people attending.

In addition to these subgoals, we strived to organise 100% of the TTs in English, with a margin of 20%. This was achieved, as all of them were in English. More on the realisation of this target for the Tuesday's Twist programme can be found in Chapter 8.

2.2.3 Maintaining the quality of our Talks

This target aimed to maintain the quality of our biweekly Talks and was divided into four subgoals. Two of these were met and two were partially achieved, making the target as a whole partially achieved.

- 1) **inviting well-versed speakers.** When possible, the quality of speakers was researched. If a speaker could not be found online, we made sure to set up a preliminary meeting over the phone. Audience review scores determined whether this subgoal would be reached. The aim for this was set on an average of 8.00. This year's public vote amounted to an average of 8.30, meaning the goal was achieved.
- 2) **inviting diverse speakers,** by having a distribution of around 50% academics and 50% of other professions, with a margin of 10%. This goal was achieved, as 41% of the speakers were academics.
- 3) **selecting diverse subjects,** by having a distribution of 30% of Talks focused on International Relations, 50% of socially relevant Talks, and 20% to be filled in, in line with SIB's main objective.² All with a 10% margin. Of the total of 25 Talks organised, 24% were on International Relations, 32% on socially relevant topics, and 44% on varying subjects. Not having achieved the intended percentages has an underlying reasoning related to the socially oriented nature of TTs. As the TTs were heavily focussed on socially relevant topics, the total amount of such subjects in the Tuesday

² "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."

programme as a whole would be out of balance if we stuck to the initially intended 50% within Talks.

- 4) **sustaining attendance.** This goal was partially achieved. This year's average attendance was 28 people watching live. This means that the set goal of an average of 40 was not achieved. However, since last year's average for online Talks was 26.5, the usual level of attendees has been sustained.

In addition to these subgoals, we strived to increase the number of Talks held in English. The aim was to reach 100%, with a margin of 20%. This was achieved, as 88% of the Talks were held in English. More on the realisation of the target and subgoals can be found in Chapter 8.

2.2.4 Optimise Member Integration and Connection

This year, the goal was to optimise member integration and -connection³. This goal was partially achieved. SIB welcomed **21** new members. Next to this, **27** members were second-years at the start of the year. Below is an overview of all subgoals and their results concerning member integration and -connection of these 21 and 27 members:

- 1) **lower the percentage of first-year dropouts to under 30%.** Only three first-years, so approximately **14%** of first-year members, dropped out. This means we achieved this goal. The low dropout this year is due to the successful informative sessions at Introduction Periods (IPs): all first-years were informed well about committees and societies, and they were approached (by phone) immediately after their IP to inquire whether they would like to join a committee or society. Many of them did, and thus became active members. They stayed active as well.
- 2) **get 60% of all first years to become active members.**⁴ This turned out to be **80%** (17 out of 21). This goal is therefore amply achieved, which can be ascribed to the same reason as stated above.
- 3) **lower the percentage of second-year dropouts to below 25%.** This year, 10 of 27 second years deregistered (**37%**). This means this subgoal was not reached. It is to be noted that many of these second years already deregistered or became inactive early in the year. Five of them already expressed their intention to deregister before or in the first half of October. This is 50% of all deregistered second years, amounting to 19% of the total of second years. The mentioned 50% forgot to deregister before August 1st, 2020, which caused them to stay in our member database until the end of this year. Because of their differing motivations, there is not one specific reason as to why they dropped out. Therefore, not much can be done about or learned from this half.

³ With member "integration" and member "connection" two separate things are referred to: by "integration" (Dutch: *integratie*) the first-year's process of getting to know and settling within the association is meant. "Connection" (Dutch: *binding*) refers to the process of remaining a member of the association in general. The latter applies to all generations of members.

⁴ "Active membership" is defined at meeting at least one of the following conditions: the member 1) is part of at least one committee; 2) is a society chair, or 3) visits an activity at least once in two weeks.

- 4) **get 55% of all second years to become active members.** 10 out of 27 (37%) of second years were active members this year. This means this subgoal was not reached. Deducting the aforementioned five second-years that deregistered before October 15th from all deregistrations, 45% of all second years were active members (10 of 22). The lower percentage has two main causes. Firstly, as stated earlier, some second years had already indicated they would be leaving the association before the year actually started. This made it almost impossible to connect them. Secondly, there were several second-years that simply did not have the time or motivation to become an active member, joining a committee or society, during the COVID-19 pandemic. Several second-years indicated this personally to us and it appeared regularly at IAC meetings. The online activities discouraged many second year (but also other) members from visiting as well, as they had other expectations of their membership.

2.2.5 Construct a Follow-up Plan benefitting SIB's internationalisation

A Follow-up Plan was to be formulated based on conversations with members, other internationalised associations, and previous SIB Boards. This goal has been achieved. Within the made plan, three categories were introduced to benefit clarity: direct actions, short term goals and long-term goals. Direct actions are those completed by members of the 40th Board, such as using the English version of the SIB website as the default. Short term goals are defined to be completed between August 2021 and August 2022. Long term goals are to be completed from August 2022 to August 2023. A full overview of all achieved direct actions and proposed short term and long-term goals can be found in Appendix 3: Internationalisation Follow-up Plan. We advise next year's Board to follow through with both the short and the long-term actions, as well as to evaluate what else SIB needs in this ongoing process of internationalisation. The proposed Follow-up Plan serves as a guideline for future Boards which can be altered upon evaluation of SIB's needs, possibilities, and opportunities during its running period.

2.2.6 Improve sustainable consumption within SIB-Utrecht

This year's target around this topic was to improve sustainable consumption within SIB, as well as to write a protocol to maintain this sustainable consumption. This goal has been partially achieved. The subgoals supporting this target are elaborated on below:

- 1) **stopping merchandise stock from piling up.** Merchandise newly created or ordered this year, was to be ordered on request of members to avoid leftover stock caused by ordering in bulk. During this year, no new merchandise was ordered or designed other than free face masks, meaning we did not follow through with this policy completely. We do however advise next year's Board to adhere to this policy, for example when ordering Lustrum merchandise. As ordering requests did not appear, focus within merchandise was laid on selling current leftover stock from previous years to not waste those resources. For this, a promotional merchandise page and incentives of free goodies when placing an order were put on the website and in our magazine. This proved slightly effective, as an old batch of mugs have sold out. It is advisable to the next Board to consider what to do with the leftover stock, as it is difficult to sell.

- 2) reducing paper consumption.** Paper was used only for posters, postcards, stickers, flyers, and folders. The aim was to use recycled paper for this, instead of non-recycled. This aim has not been fully achieved. Recycled paper demands a longer printing and delivery period, varying from a week to nine days. This forced the choice for printing on non-recycled paper on some occasions, as these deadlines were not always met. This was mostly due to last-minute alterations to our programme because of COVID-19 measurements. Taking these into account meant decisions sometimes had to be made around the deadline for printing on recycled paper. Information on ordering deadlines will be passed on to the next Board, so that next year everything can be printed in a timely manner.
- 3) writing a protocol on sustainability.** This protocol would contain how to improve and continue sustainability within the association. It would include order deadlines to print on recycled paper, what to look for in sustainable merchandise, how to make use of collaborations with the Green Office, and what to keep in mind in organising activities and travels. This goal has not been achieved. The intended protocol has not been written. This is because many insights on how to increase SIB's sustainability, now and in the future, were hoped to be gained during physical activities and travels. As few in-person events took place, these insights did not provide enough information to base a protocol on. It is advised that the intended protocol on sustainability is written in the future. The start that was made regarding sustainable printing and merchandise, and earlier contact with the Green Office in this and last year, can be used for this.

3. General

3.1 Alumni

SIB alumni received the alumni magazine *Ad Infinitum* and a newsletter. They are normally invited to join the yearly alumni drinks. This year, however, this event did not take place due to COVID-19. To compensate for this, we advise to pay extra attention to the alumni drinks of next year. This can be done by approaching enthusiastic alumni early in the year, to gather ideas for the event and ideas on how to reach as many alumni as possible.

3.2 Housing

The SIB office is located in Pnyx, which has since August 2020 been moved from Achter Sint Pieter 25 to Princetonplein 9 at the Utrecht Science Park. SIB takes a seat within the Pnyx committee. This year, this committee has evaluated the move and the provided facilities present at Princetonplein. Additionally, a letter was written to the Boards of the University of Applied Sciences Utrecht (HU) and Utrecht University (UU). This letter drew attention to the indicated wish of various Boards in Pnyx to move back to the city centre. We advise next year's Pnyx committee to stay in close contact with the responsible employees of housing within the HU and UU. Via the Pnyx Committee, SIB can continue to help in thinking along with possibilities around the next move of Pnyx.

3.3 Stichting International Centre

The Stichting International Centre (SIC) is the umbrella organisation of the five internationally oriented student associations in Utrecht: AEGEE, AIESEC, BuddyGoDutch, ESN and SIB. The SIC Board consists of the presidents of these five associations. SIC collaborations concern the UIT, organising collective events, and delegating one Board member to the *Studentenstadraad* (Student and City Council). This year, the SIC joined forces with the municipality to increase positive involvement of students in tackling the spread of COVID-19, along with the other umbrella organisations of Utrecht. Additionally, one SIC delegate continued to attend monthly meetings to discuss developments around the pandemic in Utrecht.

During the year it became apparent that the status of the SIC umbrella was unclear. After research by the SIC Board and conversations with Bestuurlijk Actief, the UU and HU body for student associations, it was established that the SIC is an unofficial umbrella: SIC is invited to join conversations that concern them, despite them not having a Board independent of associations' Boards or being officially recognised as umbrella. To ensure this information and agreements made with Bestuurlijk Actief are preserved, they were written up in a handover document. In this, the background, basics, uses and future of the umbrella are described. Simultaneously, the decision was made to alter the SIC into the Federation of International Student Associations (FISA). This name change was proposed in 2018-2019, to avoid confusion between SIC and SIB, and so it would be an English name, thus helping much in communication with external parties. An email communicating the name change is to be sent out to relevant contacts at the start of the next academic year. Additional advice is for the written handover document to be studied by future FISA Boards, and for them to add knowledge from their year.

4. Secretary

The Secretary was responsible for the association's administration and the distribution of information to members and external parties. Further tasks were to maintain the Board room and its facilities. This year, the Secretary was also responsible for the IT and supervising the IT committee.

4.1 Information distribution: Digital newsletters

The Secretary is responsible for providing information to members and non-members, for example by sending the digital newsletters and convocations. SIB-Utrecht has an internal and an external newsletter. The internal newsletter, the eSIB, was sent weekly to members. In total, a number of 47 have been sent throughout the year. This was done on Mondays, for which several members expressed their appreciation in informal conversations, as it provided them with an overview of the activities that would take place in that week. It is recommendable to keep sending out the internal newsletter on Mondays next year. Next to that, including in the member surveys how the eSIB is being experienced would be helpful in the evaluation thereof. Normally, the external newsletter is used to highlight (big) events. At the start of the year, the intention was to send an external newsletter every first Monday of the month. However, due to COVID-19, many big events had to be postponed or cancelled. The external newsletter was therefore sent out once this year, shortly before the Knowledge Festival of June 2021. It is advisable for upcoming Boards to evaluate the number of external newsletters.

4.2 Administration and Knowledge preservation

The member and alumni administration has been carefully kept track of. This administration includes membership registrations and deregistrations, changes in membership of committees and societies and address changes of members. This year, it has been consistently documented how new members had discovered SIB. This information, and continuing this administration, can be used by future Boards to target potential new members more effectively. According to this information, this year's promotional posters proved to be a success, see also Chapter 9.2.2 *Offline Presence*.

4.2.1 Registrations and deregistrations

The Secretary has been keeping track of the member administration carefully. A total of 34 members unsubscribed and a total of 21 members registered throughout the year. The table below provides the number of deregistered members and the number of registrations. Furthermore, a total of seven alumni registered this year, while this number was three in the previous year and seven in the year before.

| Year | Number of deregistrations | Total number of registrations |
|--------------------|----------------------------------|--------------------------------------|
| <i>2016 - 2017</i> | 53 | 34 |
| <i>2017 - 2018</i> | 49 | 52 |

| | | |
|--------------------|----|----|
| <i>2018 - 2019</i> | 52 | 49 |
| <i>2019-2020</i> | 48 | 56 |
| <i>2020-2021</i> | 34 | 21 |

4.2.2 Wiki

The “Wiki” is an online encyclopaedia accessible only by the sitting Board. A goal for this year was to create a new knowledge preservation system since the information and the software of the Wiki is outdated. While a search for this was initiated together with the IT Committee, eventually the decision was made that an improvement of hand-over documents would be the best replacement. These hand-over documents consist of protocols and documents, which can be kept up to date and improved upon by future Boards. To ensure these documents are up to date, they are made in an environment where they are available for editing. Back-ups of these documents can be saved on the NAS server SIB uses for this purpose. We believe that these documents will provide future Boards with all information they need in their Board year. Even though the knowledge is preserved this way, it is preferable that these documents can be linked to each other and include hyperlinks to related subjects within all documents. Therefore, it is advisable for the next Board to investigate alternatives that enable this.

4.3 Board room and Archive

4.3.1 Board room

The Board paid collective attention to maintaining the Board room. Having moved to a new location, as mentioned in Chapter 3.2, this year’s Board has taken care of furnishing and decorating the office. As the Board room was closed due to COVID-19 measurements, this was not completed. It is advised to be continued next year.

4.3.2 Archive

Important (policy) documents from the past ten years are stored in the archive, a cabinet in a room in Pnyx. To ensure no irrelevant documents are kept, the Secretary reviews the inventory of the archive once a year and deletes any redundant material. Since the Pnyx building was closed for a large part of the year, this scheduled review has not taken place. Therefore, the advice for next year is to schedule the review of this material twice. Once earlier in the year, so 2009-2010 can be deleted, and a second time near the end, to delete the then redundant material of 2010-2011.

4.4 Website

4.4.1 Online environment for members

The Secretary and the IT Committee worked on an online environment for members. By now, every member has a personal account on the website. The sign-up function is still under

construction, as it involves privacy and safety matters. It is expected to be online at the beginning of next academic year, September 2021. To keep this online environment safe and private, it is advisable that next year's Board keeps a close eye on this, in cooperation with the IT Committee.

4.4.2 Web shop

In the past couple of months much progress has been made in the realisation of a SIB web shop. Upon completion, members will be able to buy merchandise online and pay via iDEAL. Of course, online safety and priority was and is of the highest priority when constructing this web shop. As of August 2021, it is still under construction and progressing. The web shop is expected to be online in September 2021.

4.4.3 IT Committee

The Secretary supervised the IT Committee this year. In several meetings the committee worked on the member portal, the web shop, and the translation of the SIB website and UIT website to English. Furthermore, the IT Committee has advised the Board on several IT related issues such as the computers in the Board room.

5. Finance

Throughout the year, the annual budget as established during the Policy GMA served 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) did not take place and thus was not discussed at a GMA. Members were updated on the finances during the Policy GMA, Half-Year GMA, Election GMA, and Year GMA, and by means of a Half-Year Financial Report and Financial Year Report. The accounting was checked by the Audit Committee four times: in October, February, June, and August.

5.1 Financial management

In February 2021, a new payment account was established with Triodos and was gradually implemented to function as the main account for SIB-Utrecht from that point onwards. The ING payment account is no longer in use and is expected to be discontinued in August, along with the ING savings account.

The amount in the deposit, which is stored in the safe, did exceed the set limit of €100.- (one hundred euros) by around 50%. This is due to the restricted access to the Board Office, preventing the collection of excess money. However, the collection of this surplus will still be done before September 2021. The payment account did not exceed €2,000. - (two thousand euros), except for times where the Board expected to be needing a higher amount on short notice, for example, when the location for the MEME had to be booked. Other than those instances, any amount above the set threshold was transferred to the ASN savings account.

The other Board members have been kept informed about the state of the finances at least once a week, during Board meetings. They were also informed about the debits, which were usually announced to the debtors within fourteen days and collected within 42 days after the activity that required to be paid for, as proposed in the Policy Document. An exception was made for the Combi Cantus, Canoe Trip and UCMUN activities, since the decision to require a participant contribution was made at a later stage than usual. Since this threshold worked well, it is recommended to maintain these or similar deadlines. Annual contributions from donors and alumni have also been collected.

5.2 Supporting committees

Training and supervision have been provided to the Treasurers of committees. Verification and finalisation of their budgets has also been done throughout the year. Given the circumstances touched upon in Chapter 1 *Context: COVID-19*, some committees had altered expenses in comparison to years without the mentioned limitations. This is further elaborated on in the Financial Year Report.

To retain an accurate annual budget for all committees at the Policy GMA, the estimated influence of a potential lockdown was taken into consideration per committee, based on spending of past activities from March to September 2020. This estimation was made again halfway through the year at the Half-Year GMA, based on knowledge acquired between

September 2020 and February 2021, and was applied to the biannual budget. It is advised to do so in the future in case similar circumstances arise.

5.3 Discount Policy

Several committees are granted a discount for activities at which they are unable to fully participate due to organising responsibilities. No changes were made to the Discount Policy in comparison to the previous year. This year, the Discount Policy was used for the Simulation and the Symposium.

5.3.1 Summer Introduction offer

The special introductory offer for new members who register during the UIT, and Utrecht University Orientation Days is still valid, where potential new members can choose to sign up for half an academic year for €10.- or for a whole academic year for €50.- instead of €60.-.

6. Acquisition

6.1 General and the Acquisition Committee

Members of the Acquisition Committee (AC) were actively deployed to support the Commissioner of Acquisition (CA) in searching for funds, writing subsidy requests, finalising subsidy requests, and writing newsletters for funds. Committee meetings were held at least biweekly, with a few additional writing nights. This year, subsidy was requested for the Programme of Talks and for the Knowledge Festival. Assisting Treasurers of project committees with subsidy requests and budgets was only needed once, where the CA was deployed to assist the Treasurer of the Symposium committee.

From next year onwards, the Acquisition Committee will include Sponsorship, consequently redefining the current Promotion and Sponsorship Committee into the Promotion Committee. The Commissioner of Acquisition will continue to preside over the AC, which will be carrying out sponsorship requests alongside subsidy requests. The committee will contain more members than in the previous years to equalise workload within the committee, whereas the CA will only be the coordinator of the requests and main contact for sponsors. The current and new members of the AC for the upcoming year have been prepared for the renewed role of the committee. Helpful in this were protocols and templates written by the current Commissioner of Acquisition and Commissioner of Sponsorship, the installation of additional committee members, and trainings on both acquisition and sponsorship. It is advised to evaluate the functioning of the renewed Acquisition Committee halfway through the academic year 2021-2022. See also Chapter 9.5.1 *Promotion and Sponsorship Committee*.

6.2 Organisation and communication

6.2.1 Newsletters

To maintain good relationships with funds, close contact was maintained, and a monthly newsletter was sent to the funds supporting the Programme of Talks, in which a brief summary of past Talks and an invitation to one of the future Talks is given. It is advised to reduce the number of newsletters sent in a year to optimise the use of time of the committee members.

6.2.2 Organisation, composition, and conservation of knowledge

However rarely deemed necessary, any external communication except for finalised requests and reports, went through a new email address operated by the AC. This email address was also used to access the new online file storage, which aided in working in a structured manner. It is recommended to maintain this system. AC members have received training to strengthen their writing skills. Finally, task schemes and how-tos for all documents that are put out by the AC have partially been made. The remaining ones are to be written in August 2021. These can be used by current and future members of the AC and future Commissioners of Acquisition. They may be renewed if the AC structure experiences a major change.

6.3 Symposium

The Symposium was supported by NGIZ and VIDUIS and stayed well under budget. The finalisation has been done and sent to the funds.

6.4 Programme of Talks 2020-2021

The Programme of Talks of 2020-2021 was supported by the Municipality of Utrecht, U-fonds and VIGU. The finalisation has been done and will be sent to the funds in August 2021.

6.5 Programme of Talks 2021-2022

Subsidy requests for the Programme of Talks of 2021-2022 have been sent out and confirmations from U-fonds and VIGU have been received. A confirmation of the Municipality of Utrecht is still awaited.

7. Internal Affairs

SIB-Utrecht's Internal Affairs are handled by the Commissioner of Internal Affairs (hereafter: CI), supported by the Internal Affairs Committee (hereafter: IAC). The CI is responsible for the integration and connection of (new) members, and their wellbeing. Managing most of the committees and societies is also part of the CI's responsibility, including the organisation of (social) activities.

7.1 Activities

Due to the COVID-19 pandemic, SIB-Utrecht's programme of activities took place almost entirely online this year. Together with the SIB committees, societies, and members, a wide range of activities was organised. Various platforms and formats were used in this.

7.1.1 Online activities

The overall experience of members of online activities was less positive than the few physical ones, the End-of-Year Survey showed. This was not due to the quality or variety of the online activities themselves. Members indicated they were happy with those. According to feedback from IAC meetings and the Survey's report, online activities are simply less appealing than physical ones. For example, a whole day of sitting behind screens for meetings and studies during lockdown resulted in a much bigger threshold for many members to attend online activities in the evening. Furthermore, the Survey showed an average score for online Thursday evening activities at 3.1 out of 5, but offline ones at 3.6 out of 5. This explains the lower turnouts at online activities.

The average turn-out at online activities was between 10-20 (including an average of three Board members). This was a group of members that returned regularly, which means that there was also a group of (usually active) members that did not feel attracted to attend online activities. Members have, via communication with the Board and in the Survey, indicated that they like offline activities over online ones, so there is not much to do about that. Evaluation and feedback from many IAC meetings confirmed this too. The same can be said about the turnouts of online drinks on Tuesdays.

It should be said that members did value our online programme greatly. They were part of the aforementioned regulars and visited often, as the lockdown caused them to meet less people offline. The online activities made it easier for them to meet and talk to others, and even made it possible to establish new friendships.

7.1.2 Biweekly Thursday evenings

At the start of the second lockdown in January 2021, we decided to organise one online activity every two weeks instead of every week. This was not only necessary because of the low turnouts, but also to maintain the quality of our online programme. Coming up with fun and original online activities appeared to be much more of a challenge for the Board, committees, and societies than offline ones. This became clear at IAC meetings and correspondence with committees. The biweekly Thursday evenings naturally resulted in less space for committees and societies to organise activities. It also resulted in three First-Year's activities instead of the planned amount of four, as many regular Thursday evenings were cancelled. We advise future Boards to evaluate committees' capacities regarding the amount of Thursday evenings they are

asked to organise in a month. For example, replacing the Thursday evening with a VriMiBo on Friday or reinstalling the biweekly Thursday could alleviate the committees' workload.

7.1.3 VriMiBos & HapHops

No VriMiBos and HapHops, including those organised by the Cooking Committee (CoCo), could take place this year due to the COVID-19 pandemic. However, the CoCo was able to organise some online activities, like two cooking workshops. We did not think organising online VriMiBos and HapHops were of added value, as feedback from IAC meetings and members themselves indicated that there were already enough other online events on schedule. We do recommend online cooking activities and drinks if a lockdown will be reinstated, but we advise future Boards to not organise multiple of these events in a week. For example, an online HapHop and cooking activity every month is simply too much screen time for members, just like online Tuesday Drinks and an online VriMiBo in one week.

7.2 Introduction Periods

We planned to organise four Introduction Periods (hereafter: IPs); one in September (physical), November (online), March and May/June (both physical and online). The IPs successfully integrated this year's first years, as most of them became an active member. It should be noted that offline IPs were not specifically more successful than online ones. September usually attracts the most first-years. Furthermore, September's first-years signed up in a period without the expectation that in October already, everything would become locked up again due to the pandemic. The other IPs, which were partially online, partially offline, all had similar results if it comes to the total number of first years. What could be said about all IPs, is that we welcomed a substantial low amount of first years this year. Overall, the low number of first years can be blamed on the pandemic. More on promotion can be found in Chapter 9.

7.2.1 September

2020's September Camp was cancelled due to COVID measures. Instead, the September Camp Committee (hereafter: CampCo) was transformed into the Introduction Committee (hereafter: IntroCo) that organised a few physical activities around the city of Utrecht, spread over two weeks. All activities were approved by the municipality of Utrecht to take place and COVID-19 measures, such as social distancing, were mandatory. We advise future Boards to organise a similar introduction if a pandemic strikes once again. The total number of participating first-years in September was **sixteen**.

7.2.2 November

November's IP had to be organised fully online, including the FIT (for more about the FIT, see 7.3: *Travel Committees*). After the FIT, a regular Tuesday and a Thursday evening were organised by the AcCo. The online Committee Market took place just before the Thursday evening activity. The total number of participating first-years in November was **three**. One of them did not attend all the activities, and therefore was not able to become a full member (see 7.2.5: *IP conditions* for more about this matter).

7.2.3 March

The March IP was quite similar to November's, though the LIT was able to be organised offline (see *Travel Committees* for more details). The total number of participating first-years in March was **two**. Despite the low turnout, we did promote the LIT quite strongly and even used printed posters. We do advise future Boards to maintain the March IP, as it usually welcomes more first-years outside COVID times.

7.2.4 May/June

We decided to add a fourth IP with the expectation that more students would sign up due to the improved COVID situation. However, only **one** first-year signed up for the May/June IP. We turned out to be too optimistic. The promotion went generally well, as we used once again posters for promotion, but we think it was the ongoing lockdown that kept new members away from signing up. Furthermore, it took place almost at the end of the year, which is for many students not really a logical moment to sign up for an association. The IP started off with 2021's successful UCMUN Simulation, which was organised physically. The remaining Tuesday and Thursday evening were online, as public spaces were not fully opened by then. We do not recommend organising a fourth IP again, as it was not as effective as expected, even during COVID times.

7.2.5 IP conditions

From this year on, first-years were expected to attend all the IP's activities to become an official member. Due to this alteration to the IP's conditions, we had to refer one first-year that did not attend all of the activities during the November IP to the March IP. Unfortunately, the first year declined. As for the remaining first-years, most of them (80%) did integrate successfully, so the IP's altered condition did not stand in the way of their integration. We advise to hold on to these conditions in the future.

7.2.6 Committee Market

In previous years, the Committee Markets took place at separate evenings during the IP. This often resulted in low turnouts among first years, as an informative evening did not always sound as attractive as other activities. Since this year, we decided to organise the Market just before another activity, to prevent first-years missing out crucial information about committees and societies. This turned out to be successful, as all our first years attended one of the four informative sessions this year. That is why we recommend this way of organising the Market for the coming years.

7.2.7 Mentor Policy

Regarding the Mentor Policy, this year's target was to get the mentor groups together at least twice after the Introduction Period. This did not work out since during the lockdown it was not possible to invite a certain number of guests at home or to go out for dinner. This way COVID regulations did not allow mentor group meetings throughout the year. Unfortunately, we did not encourage the mentor groups to meet in smaller groups or online. This is because we thought members were already meeting each other often enough at other online activities, both within and outside of the association. But in hindsight we should have at least tried, as it might

have better connected some first years and their mentors. Therefore, it is advised for future Boards to let mentor groups meet online if similar circumstances occur again the coming year.

7.3 Travel Committees

All Travel Committees, like the Fall Introduction Trip Committee (FITco), Lovely Introduction Time Committee (LITco) and Short Voyage Committee (also known as the Massively Exciting Mid-year Excursion, or MEME) were not able to organise physical trips this year.

7.3.1 FITco

The FIT was replaced with an online event on a Saturday evening (November 14, 2020), organised by the FITco. It was an animal-themed pub quiz with a large variety of different questions and challenges. The evening was quite well received by new- and older members, who teamed up in small groups of two to three. If circumstances are similar in the future, we advise future Boards to organise such online interactive events. Online challenges, such as workshops, are recommended as well. If travelling abroad is the only thing that is not an option, we recommend a trip to a Dutch city, or a physical (outdoor) activity as organised instead of the LIT (see *LITco*).

7.3.2 LITco

A LIT Committee could not be set up this year. Travelling was not possible in March 2021, a prospect which made potential committee members not willing to join it, knowing something alternative had to be organised. Therefore, the LIT alternative was organised with help of the IAC. This activity became an egg hunt at the Gagelbos on Saturday March 20th. Despite a low turnout, the activity was well received by the participants that did attend, including the new members. The LIT Egg Hunt was the first physical activity in a long time. The low turnout among older members was for that reason not expected, while it at the same time can be understood for that same reason.

7.3.3 Voyage Committee

The MEME Committee did a really good job by altering the Short Voyage into a weekend at a Landal park at the Veluwe, between the 23rd and 26th of April. Though the MEME was very close to happening, the weekend at the Veluwe had to be cancelled anyway, at the very last moment. We would have cancelled earlier if the government did not announce the new COVID measures just a few days before the weekend would have taken place. Fortunately, due to the sudden COVID measures, Landal gave us a voucher to move the reservation within a maximum period of a year. This means we did not make any cancellation costs, **provided** that the MEME (or something similar) will be reorganised **before May 2022**.

Just as with some other events, we did not decide to substitute the MEME with an online alternative, since there was not much demand for even more online activities, both among members and ourselves as Board.

7.4 Member communication and appreciation

This year, we have intended to stay in touch with our members the best way we can, especially during such challenging times like the pandemic. According to the End-of-Year Survey, members

had a hard time to feel connected with SIB, as most submissions indicated to have felt barely connected. The Survey also shows a mixed response on our communication towards members; some had a better experience than others. This is to be blamed on the fact that for us as Board, it was also very challenging to talk to our members in an informal way. Therefore, a weekly moment was put in place for members to meet the Board online at the so-called “QualiTea Time”, to have an informal chat and a nice cup of tea on Friday afternoons. We did this for a few weeks, but hardly anyone came by. We do not recommend trying this again in the future. However, we did manage to have close contact with members via many other ways. For example, by delivering parcels (for numerous occasions), calling them personally and sending postcards.

By doing all these things, we tried to show our sincere appreciation for all their efforts as well. Fortunately, we were able to organise a physical Committee Appreciation Day in June for all committee members (both permanent and project ones) that showed their immense commitment this year. We recommend a same approach towards members and committees for the coming years, especially during turbulent times like the pandemic. Look for creative ways to stay in touch, both physically (parcels, postcards) and digitally (phone calls, online meet ups).

7.5 Confidentiality Policy

This year, in response to a member’s request and inspired by a confidentiality course from VIDUIS, SIB’s confidentiality policy needed to be updated. The current policy turned out to be unclear for some members, and having multiple confidential bodies (the Board, Board of Advisors, and the IAC) was discouraged in the VIDUIS course. After consulting with the IAC and Board of Advisors, a clarifying guideline for members for how to address confidential matters was designed.

From now on, the Board of Advisors is the official body of confidentiality within SIB. Members of the SIB Board and members of the IAC can be approached to handle confidential matters, but they are **not** an official body of confidentiality, **nor** are they in the position for confidential counselling. They may refer to the Board of Advisors for this, in consultation with the approaching member.

Out of the Board of Advisors, two are Head Confidential Counsellors who have been trained to be a Confidential Counsellor. They are the point of contact for a member. When the unpleasant situation cannot be resolved by the Board of Advisors, it may refer to the Confidential Counsellor of Utrecht University, of the University of Applied Sciences, or of VIDUIS. Contact information of the two SIB Head Confidential Counsellors, and of the external Counsellors, can be found on the SIB website.

The information stated above is incorporated into the Members Guideline to Confidential Counselling (see Appendix 4). This was presented at the Year GMA on August 25, 2021.

8. External Affairs

External Affairs include the public intellectual programme of SIB, which entails the intellectual activities on Tuesday as well as the annual symposium. The Commissioner of External Affairs (CEA) is responsible for several committees, as described in Chapter 8.5. External contacts are also one of the domains of the CEA. For an overview, please refer to Appendix 1.

8.1 Tuesday evenings

Despite the COVID-19 pandemic we have continued a weekly intellectual programme, consisting of Talks and our new Tuesdays Twists. To maintain our weekly intellectual programme on Tuesdays, this year we wanted to further develop the biweekly alternative intellectual activities. For practical reasons, they were called the Tuesday's Twist (hereafter: TTs). Due to the measures surrounding the COVID-19 pandemic, nearly all Talks this year have been online.

8.2 Tuesdays Twists

8.2.1. Formats

For our TTs we aimed to use a broad variety of formats, so that we could offer a wide range of activities for our members, and we could find out what works well for this new kind of Tuesday evening programme. This meant that we wanted to try at least five different formats, and that the evenings were evaluated by public vote, the External Affairs Committee, and a broader evaluation by the End of Year Survey. Examples of formats used are Career Nights, Philosophical and Literary café's, discussion nights and workshops. This means our goal of using at least 5 different formats was achieved. These kinds of more interactive formats were positively received, as the TTs received an average of 8.40 by public vote. The End of Year survey also gave a positive review. While having to get used to organising different (online) formats, the EAC and Board thoroughly enjoyed (organizing the) TTs. However, it is important to note that because this year has been online, it is difficult to say what formats work best in a real-life setting, as you remain more limited with online formats. However, we would recommend using the aforementioned formats offline as well. In case of a new lockdown, we recommend trying to make the online formats as interactive as possible, for instance by using breakout rooms. This can be incorporated into the mentioned formats as well.

8.2.2. Audience-Engagement and Social Involvement

Our second goal for the TTs was to raise audience-engagement and social involvement, by making interaction and social involvement a natural part of the TTs. Audience engagement means that we wanted to increase the amount of interaction between the audience during the evening and social involvement means that we wanted to increase the involvement of our audience with current social matters by making them more aware of societal issues going on in the world around us.

We wanted to achieve more interaction between attendees by enabling discussions and letting people ask questions at an earlier stage during the evening. According to the End of Year survey, people felt like they could ask questions and discuss their thoughts. Additionally, we wanted to

raise the level of social involvement by having at least 50% of the TTs have a subject regarding social matters. This was achieved as 9 of the 17 TTs (53%) were on social matters and according to the End of Year survey, attendees left with new insights. Examples of socially involved topics are *The Freedom and Suppression of Tibet*, *The End of Poverty* and *Accessibility of Society for the Visually Impaired*.

8.2.3. Attendance

Due to COVID-19, except our Philosophical Café ‘The World According to Nietzsche’ in the September Introduction Period, all TTs were online. Our goal for online TTs was an average of 25 people participating, which we achieved as they were attended by 28 people on average. The TTs were promoted in a similar way to our regular Talks. This way attendees of our Talks were also urged to visit our TTs and vice versa.

8.3. Talks

8.3.1. Speakers

This year we aimed to invite well-versed and diverse speakers, which would be reached when we received an average of 8.00 from the public vote and had a distribution of around 50% academics and 50% of other professions (with a margin of 10%).

- The ratings from the public votes of our Talks averaged an 8.3.
- 16 out of 39 speakers were academics, which means 59% of the speakers were from other professional backgrounds, such as an architect, a sex therapist, and social media influencers. This means our goal was achieved. We recommend having a similar goal next year, as feedback from surveys and members has made it clear that diversity in speakers enriches the Talks programme. Additionally, having a target rate is recommended, as it provides guidance for the Commissioner of External Affairs and External Affairs Committee in reaching the goal. Our advice for the next Board and External Affairs Committee would be to keep thinking of ways to diversify the intellectual programme of SIB. While this was not a specific target for this year, diversity in gender and ethnicity are important factors to keep in mind while organizing activities.

8.3.2. Subjects

The aim was also to cover diverse subjects by having a distribution of 30% of Talks focused on International Relations, 50% on socially relevant topics. The other 20% could be filled in freely, provided that the topics were in line with the main objective of SIB. For all these percentages a 10% margin was maintained. In total, 25 Talks were organised. Of those, 24% on International Relations (such as *The EU according to the Dutch*), 32% were on socially relevant topics (such as *The Use of Force and the Right to Protest with Urios*) and 44% were on different subjects (such as *Positive psychology: A New Movement*). This means this goal was partially achieved. During the year, it became apparent that the TTs were heavily focused on socially relevant topics. If we stuck to the initially intended 50% within Talks, this would've brought the distribution of subjects of the Tuesday programme as a whole out of balance. We therefore reduced the number of Talks focused on this area, leading to us not having reached the aim of subject

distribution. Advice for next year is to keep in mind this balance of subjects for the entirety of the intellectual programme, next to a favourable distribution of themes within either Talks or TTs.

8.3.3. Formats

In 2019-2020, the existing format of SIB Talks was redressed to incorporate more speakers and topics in other areas of expertise than IR such as philosophy, neurosciences, psychology, physics, etc., but explained as simply as possible. This year, we aimed to continue this endeavour by setting the goal to have at least 20% SIB Talks, with a margin of 10%. While a SIB-Talk was organised, when evaluated by the Board and EAC, we found out that the online environment was not suited for this format. We do, however, encourage the future Board to continue exploring the possibilities in the formats of Talks.

8.3.4. Attendance

The aim this year was to sustain attendance. For the online Talks, this translates to a goal of at least 40 people watching live via Facebook or YouTube. We did not reach this goal, although our average was slightly higher than last year, when there was an average of 26.5 people watching the online Talks - this year an average of 28 people attended our online Talks. However, this is still lower than the attendance at physical Talks over the last few years. Reasons noted for this in our surveys are an increasing number of online activities and the ongoing lockdown, which forced a lot of people to spend their whole day behind a screen already. Furthermore, it is important to note that with our live streamed talks, people are always able to watch them back later. This year the Talks that were posted on our YouTube channel accumulated a total 1669 views, which is around 83 per talk on average. This year was different from the years before, because almost everything was online. In a similar scenario, our recommendations to increase attendance would be collaborating with other associations with similar interests as SIB and invite more well-known speakers.

Lastly, it is advisable for the next Board to consider that 'attendance' is a result, not a goal to maintain the quality of our talks. We advise future Board members to refer to it as a result they want to achieve, but not as a subgoal to maintain the quality of our programme.

8.4. English programme

In the context of the two-year internationalisation track of SIB, our aim was to further advance this gradual transition and to organise at least 80% of our Talks in English. This way more of our programme will be accessible to international members and students, which accommodates the ongoing progress of internationalisation. This goal was reached, as 88% of our Talks and all TTs were in English. We did not encounter a lot of issues with this, as when given the choice most speakers were more than willing to give their presentation in English. However, we do recommend notifying the speaker immediately about the language of the Talk when they are invited, as this gives them more time to prepare, which will also positively influence their English.

8.5. Committees

The CE provides guidance to the committees that it is responsible for and is the main point of contact on behalf of the Board. As usual, the presidents of each committee have received training to prepare them for the committee work.

8.5.1. External Affairs Committee

The External Affairs Committee (EAC) supports the CE in performing its tasks. That includes organising the intellectual Tuesday evenings, thinking about policy, and making sure that the Tuesday evenings go smoothly. The EAC met every two weeks this year. The EAC organised most Tuesday evenings and with several new members joined, currently consists of seven members. Also, several workshops were organised for members of the EAC, on promotional texts, moderating and preparing physical lectures for when we get back to Instituto Cervantes. We recommend organising these kinds of workshops next year as well if several new members join the committees. Subjects of workshops can differ in line with the wishes of the committee next year.

8.5.2. Film Committee

The Film Committee (Filmco) contributed to the programme of Talks with two online film Talks, for which they received guidance from the CEA. At each talk, a speaker provided background and explanation of the film. The aim was to organise more Film Talks, but one had to be cancelled because of the second lockdown. Lastly, because online movie nights were a prevalent activity during the lockdown, we strived to organise more diverse activities instead of more Film Talks. Besides the Film Talks, the committee has organised other film related activities, such as a film quiz and discussion night.

8.5.3. Symposium Committee

This year's Symposium Committee organised a Knowledge Festival with the theme 'Me vs Them'. With a very interesting and relevant theme and speakers such as Sylvana Simons and Mei-li Vos, it was a successful event.

Normally, the yearly symposium is organised in celebration of the association's Dies Natalis (in March), however, under the restrictions issued by the government, we decided to postpone the symposium to the 19th of June. This was done to have the best chance at a physical symposium. Unfortunately, COVID-19 restrictions were not lifted for events, so the committee and Board decided on an online symposium. Because the event was shorter and took place online, we chose to have eight speakers this year. Regarding the date, we do not advise on holding the symposium in June in the future, since this is a busy period for SIB and its Board already. For the first time, our Knowledge Festival was completely in English, which attracted 5 internationals. We recommend this for next year as well, as it increases accessibility and makes it more attractive for non-Dutch speaking people. This year, the promotion of the Knowledge Festival was entirely in English, as we wanted to reach non-Dutch speaking people as well. To increase the number of internationals visiting the symposium in the future, we would recommend using targeted advertising and hanging posters in places where many international students study or live (such as University College Utrecht). This year approximately 60 tickets were sold. This is

slightly more than last year (around 50 tickets), however still less than our goal (100 tickets). Reason for this could be due to the event being online, COVID-19 measures starting to lift as well and uncertainty due to constant changing government measures. It was not clear for a long time whether the event would take place physically or digitally, which affected the promotion as well.

If in the future, there is uncertainty if a Symposium can be held physically, we advise to be clear in your communication about the different scenarios with speakers and set clear deadlines for different scenarios. Even if it's unclear if a physical event is possible, it's important to decide in due time before the event. Lastly, we would advise to test your online platform with the speakers and still make sure to have back-up.

8.5.4. Conference Committee

In the past, SIB-Utrecht has organised several conferences in the theme of 'A Struggle for Peace' every few years. The last Conference took place in 2018 and took two years to prepare, meaning that the committee started in 2016. That would mean that this year, it would be time to start the organisation of a new Conference. However, this year, no Conference Committee has been set up. The Board deemed it unrealistic to start such a project with the current measures and capacity of the association. It's important to note that this committee requires a high capacity of the association. Together with the current restrictions and uncertainty this kind of event would be hard to plan. Therefore, we do not deem it realistic that it can be started up next year.

9. Promotion

Promotion ensures that the association and Talks are known within Utrecht and increases brand awareness and member recruitment. Many things that are regularly part of promotion, such as in-person Open Days or promotion stands at Talks, were not possible to do this year, due to those not being in-person considering the COVID-19 pandemic. Focus was therefore laid on social media and other online promotion.

9.1. Brand awareness

To keep SIB brand awareness up to date, an aim was to rewrite SIB's promotional talk. This was to be a new version of the known phrase "*Inhoud en gezelligheid*". This aim has been partially achieved. Results from the Core research were needed for the construction of this new talk. The Core report has yet to be approved at the Year GMA of August 25, 2021, for which reason the decision was made to not finalise the promotional talk. It is advised that this new talk is written by next year's Board, based on the approved results in the report of the Core Research. That way, the SIB brand will be captured in the way members experience the association, as was intended by this goal. This new talk can then be used in both in-person and online promotion.

Another aspect within brand awareness is adherence to the Corporate Identity Document as written in 2016-2017. Promotion content such as flyers, posters and social media posts were designed based on this document. We advise the next Board to continue to do so, as it helps SIB in maintaining a consistent image.

9.2. Visibility

This year, the use of targeted advertising campaigns on Facebook and Instagram was continued, to increase brand visibility and make our name more known amongst students in Utrecht. For the most part, this was done by making specific advertisements and campaigns preceding introductory events, the Knowledge Festival and the UIT. This increased visibility of SIB-Utrecht online, as our average reach was 8257 accounts. We advise the next Board to keep enhancing SIB's visibility through these campaigns.

9.2.1. Promotion plans

To ensure consistent promotion of regular SIB activities on social media and in internal communication, a promotion plan was set up. This plan contained: dates of when to post, what content to post, on which platforms, and any other relevant information such as related accounts or people to be tagged. Similar plans were designed for big SIB events, in consultation with the Commissioner of Promotion of responsible committees. These events were Introduction Periods, the Knowledge Festival, and the UIT. Included in these promotion plans for events were the promotion on event calendars and in news media, such as the *Uitagenda Utrecht* and *RTV Utrecht*. For example, the plan for the Knowledge Festival proved very effective, as this event gained much engagement, and 60 tickets were sold (see Chapter 8.5.3 *Symposium Committee*). We advise to continue creating promotional plans for regular posts and for separate events, to ensure consistency. The event calendars and news media are advisable to keep included too, as they draw in a broader demographic which also increases visibility.

9.2.2. Offline Presence

An offline presence was to be established by attending the Open Days of Utrecht University and the University of Applied Sciences. However, these did not take place physically. Two Orientation Days hosted by the International Office did take place, at which SIB was present. Attending these increased brand awareness, as afterwards students mailed us requesting more information. We advise the next Board to continue attending the Orientation Days, and to keep in contact with Utrecht University and the Utrecht University of Applied Sciences to find out when their in-person Open Days will take place again.

Despite only a few of the in-person Open Days having taken place this year, an offline presence was still established. This was done through posters hung up in student hot spots. Hot spots included university buildings, both in the city centre and at the Science Park, and student housing complexes. This was done two weeks before each introduction period, thus making it a quarterly undertaking. This targeted offline presence has proven to be effective, as multiple requests for information packages, and even a member sign up, indicated in their sign-up forms they found SIB via posters. We advise future Boards to continue the use of posters, and to stick to the two-week time frame and student hot spots.

9.2.3. Online Promotion

As described in 9.2.1. 'Promotion plans', promotion has been kept consistent. The intention was to grow our Instagram following through this consistent presence. The consistent presence has been achieved. However, we have learned that to expand reach, engagement with posts is needed on top of this. Engagement includes likes, comments, shares, and saves. We advise the next Board to keep in mind the factor of interaction when planning content to post to social media, as that will help in creating a bigger presence. Encouraging engagement can for example be done by sometimes posting content separate from promotion of upcoming activities. This can be on recent activities, on activities from the past, or with the use of a poll related to the subject of a Talk, so long as it stimulates engagement aside from likes, such as comments, saves and shares. A Board committee such as the Promotion Committee could be included in coming up with these ideas.

9.3 Promotion in English

This year, the aim was for all promotion on social media to be in English, which has been achieved. The only exception to this was when we promoted a Talk that would be in Dutch, so as to inform people it would be held in Dutch. In these two cases, a disclaimer was written at the top of the post in English to inform people clearly that the Talk would be in Dutch. We advise the next Board to do this when this should happen again.

9.4 Merchandise

Our merchandise was to be promoted on various SIB channels. Thus far, we have only promoted it in the SIB-Link. Firstly, we took new stock photos of the merchandise to be used in future promotion and in the web shop. The reason we have not promoted it on internal promotion channels or social media by the time of writing this, is because we were waiting for the launch of the web shop. In hindsight, we could have promoted it earlier, for example after an introduction

period. We advise the next Board to choose data of promoting merchandise about a month after an Introduction Period.

9.5. Committees

9.5.1. Promotion and Sponsorship Committee

The role of the Promotion and Sponsorship Committee (PSC) is to support the Commissioner of Promotion and Sponsorship. This year, this role was different from previous years. Due to the Tuesday programme taking place on the platforms Facebook, YouTube and Zoom, there was not really a way to have a digital promotion stand or to personally approach externs. Therefore, the Committee mostly helped in coming up with ideas for promotion in a time where virtually everything was online, instead of fulfilling their role at in-person events. The committee has also taken part in a workshop on sponsorship and helped in coming up with new merch possibilities and promotion plans.

Next year, the structure of the PSC will be altered. Promotion and Sponsorship will be separated. While this change will be fully implemented next year, the first steps have already been taken. As described in Chapter 6.1 *General and the Acquisition Committee*, Sponsorship will be included in the Acquisition Committee (AC) and will be supervised by the Commissioner of Acquisition. From next year onwards, the Promotion Committee will continue to be supervised by next year's Commissioner of Promotion. We advise next year's Board to investigate possibilities for the way this 'new' Promotion Committee will work, and to discuss the future of this committee with the current PSC and with next year's Promotion Committee.

9.5.2. UIT Committee

The UIT Committee takes care of the planning of SIB's programme during the Utrecht Introduction Time (UIT). This year, the committee consisted of six members. Agreements were made between the Board and the UIT Committee on which tasks and roles would be done by whom. The Board supported the Committee for example in recruiting volunteers, as well as organising the picnic at the beginning of the week.

Before the start of the week, efforts were made to make SIB more visible. In the city centre, our banner was hung up in the Nobelstraat a week before the UIT. Additionally, a targeted advertising campaign was created, and a social media presence was established. SIB could also be found on the UIT application.

Due to the COVID-19 pandemic, the UIT took place in a hybrid form this year. It lasted three days, with 2000 students attending physically - as opposed to 4000 people in a regular year, while an online programme was provided as well. Small events were possible to take place in the evening. Distance had to be kept at all times. The association debate also took place in a different form than in previous years, namely as a three-question discussion broadcasted live, in which a SIB representative stood along the other FISA associations.

This year, eighteen people signed up during the UIT-week, with one more sign-up between the UIT and the GMA.

10. Sponsorship

10.1 Sponsorship SIB-Utrecht

Sponsorship this year turned out to be a harder task than usual. Even though little physical talks have taken place in Cervantes this year, they continued to support this. Unfortunately, Cimsolutions did not. As for incidental sponsors, companies were not very willing to invest in sponsorship deals during the pandemic. We did in-person visits (when possible), mailed, and called, without much result. In total, we have reached out to 19 companies, which resulted in one new partnership, and three contract renewals. Some companies have also reached out to us, which resulted in two new partnerships. As can be understood considering the pandemic, companies were not very willing to invest in sponsorship deals. The sponsorship goal was set at 1000, - at the start of this year, which was adjusted down to 400, - at the Half Year GMA. The sponsorship amount reached was 200, -.

A training on sponsorship has been followed by the PSC and the AC. For next year it is advised to give the AC more responsibility in acquiring sponsorships.

| | | |
|------------------|-----------|---------|
| 2019-2020 | €1.700,00 | €438,19 |
| 2020-2021 | €400,00 | €200,00 |

10.1.1 Cimsolutions

SIB lost her biggest structural sponsor during this year, namely Cimsolutions. This break has been coming for some time. The reason for this is that despite the promotion SIB provided them with, they could not ascribe the recruitment of new employees or interns to this partnership. Therefore, they decided to terminate the agreement. Other sponsorship packages were offered to try to mend bonds, but they did not agree to those.

10.2 Sponsorship SIB-Nederland (SIB-NL)

This year, SIB-Amsterdam was responsible for the sponsorship for SIB-NL. They have started to create a new prospectus for SIB-Nederland, which would allow companies to be promoted on the cities' individual platforms, based on the prospectuses of the different cities. A newly established SIB-Nederland website should aid in the acquiring of sponsors in the near future as well.

11. Epilogue

We hope that with this report a good insight is given into the workings of SIB-Utrecht during the past year, as well as in the functioning of the XLth Board. The Board has made an effort to improve the association and researched the identity of the association.

Sincerely,

The 40th Board of SIB-Utrecht,

Anouk van Wetten
Jeljer Aldershof
Léon Gerridzen
Martin Averdijk
Maya Keur
Nina van de Voort



Appendix 1: External Contacts

External contacts of the Commissioner of External Affairs

a. Studium Generale

Throughout this year, SIB has been in close contact with an employee of Studium Generale. They took part in a Tuesday's Twist and provided a workshop for our External Affairs Committee. Next to this, we have taken a more active role in the collaboration. The Commissioner of External Affairs was involved in the organisation of a themed Talks series from the start, as opposed to last years when SIB would join a Talk from a Studium Generale series which had for the most part already been set up.

b. NVVN

This year the talk 'Future of the Forests' was organised in collaboration with the Dutch United Nations Association. This talk was part of the series DUNSA Talks to commemorate the 75th anniversary of the United Nations.

c. NGIZ-NU

This year a new podcast, named the Africast, was set up. This podcast is oriented on the topic of culture, history, and relations of the continent of Africa. It was started up with the help of some enthusiastic SIB members. Our advice for next year would be that SIB remains affiliated with Africast and NGIZ-NU and evaluates possibilities within this partnership.

d. Louis Hartlooper Complex (LHC)

Last year, several Film Talks were organised at Louis Hartlooper Complex. This year, a first Film Talk was planned, but due to the ongoing lockdown, this year we were not able to host them at LHC. However, we look forward to continuing this collaboration next year.

e. Study and student associations

This year, SIB organised several intellectual activities in collaboration with other study and student associations. At the beginning of the year, we organised the Talk 'Excuses in Crisis communicatie' with SV contact. Together with the Young China Circles, we organised a discussion night on 'Soft Power and the Rise of China'.

We also worked together with student association Sola Scriptura, on a discussion night on 'The Art of Nudging'. For the RAG-Week, we helped raise money for the Bartiméus foundation, by organising a talk on 'Accessibility of Society for the Visually Impaired' and lastly, we organised a TT in collaboration with Urios on 'The Use of Force and the Freedom to Protest.'

f. PAX

In recent years SIB-Utrecht has organised several Talks during the Peace Week in collaboration with PAX. Next year, SIB will once again collaborate with PAX, with a Talk on 'Gender, Peace and Security', which is scheduled for September 14th, 2021.

g. Instituto Cervantes

The Board has maintained a good relationship with Instituto Cervantes. Because of the COVID-19 pandemic, it was important to remain in contact about the government measures and possibilities for returning. We look forward to hopefully being able to host physical talks in Instituto Cervantes again next year.

External contacts of the President

a. DUNSA

DUNSA is the umbrella organisation of the four SIB cities Amsterdam, Groningen, Leiden, and Utrecht. The DUNSA Board consisted of four representatives from each city and a ceremonial president. The Board met every six weeks to discuss affairs. This year, the President of SIB-Utrecht was the President of the SIB-Nederland Board. Contact between the cities was very positive and much appreciated by each city President. They arranged three extra meetings, aside from the formal six weekly meetings, to chat about the status of and leading of their associations in times of COVID-19. This provided inspiration and led to the organisation of two SIB-Netherlands collaborations. Firstly, a SIB-NL Pub quiz was organised, to replace the yearly gala that could not take place due to COVID-19 measures. Second, the four SIB cities joined forces to organise a lecture series on Soft Power. As this closer contact was much appreciated, it is advisable to investigate ways to continue this in years to come.

b. Pnyx

Contact with the Pnyx porters has been maintained, insofar as this was possible with the extent to which Pnyx was opened, and a porter being present during these opening times. The mutual relationship between fellow Boards located in Pnyx were maintained and intensified where possible.

c. University of Applied Sciences Utrecht (HU)

The contact and cooperation between SIB and University of Applied Sciences is valuable and has been carefully maintained. The Board has attended official HU occasions, such as the Opening of the Academic Year, the HU Dies, and the online dinner for association presidents. Additionally, the Executive Board was invited for the SIB Knowledge Festival of June 2021.

d. Utrecht University (UU)

The contact and cooperation between SIB and Utrecht University is valuable and has been carefully maintained. The Board has attended official UU occasions, such as the Opening of the Academic Year, the UU Dies, the online dinner for association presidents, and the gathering for association Board members in the Botanic Gardens in July. Additionally, the university's Executive Board was invited for the SIB Knowledge Festival of June 2021.

e. Utrecht University Hall

SIB may make 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,

which did not occur this year. The Senate Hall is a beautiful accommodation for the Change of Board.

f. The Utrecht Centre for Global Challenges (UGlobe)

Contact with UGlobe has not been continued during this year, as it became apparent that this contact had not been maintained last year. Renewing this contact in the future may be interesting for both parties, if organised activities and training are still similar.

Appendix 2: Overview Activities

This overview was added to paint a picture of what SIB-Utrecht and its members have organised in the past twelve months. It excludes all the standard (online) Tuesday evening drinks, QualiTea Times and Member Consultation Moments.

September

| Date | Name/type of activity | Location/online |
|----------------------------------|---|---------------------------------|
| Tuesday 01-09-2020 20:00 | <u>Opening Talk:</u> <i>Mensenrechten in Nederland</i> | online |
| Thursday 03-09-2020 20:00 | <i>Netflix Party: Pick your Picture</i> | online |
| Tuesday 08-09-2020 20:00 | <u>EAC Talk:</u> <i>Fourth Wave Feminism: A Digital Revolution?</i> | online |
| Thursday 10-09-2020 20:00 | <i>Online Escape Room Evening</i> | online |
| Tuesday 15-09-2020 17:00 | September IP <i>HapHop Poké Picknick Party</i> | Wilhelminapark (offline) |
| Tuesday 15-09-2020 20:00 | September IP <u>EAC Talk in collaboration with SV Contact:</u> <i>Excuses in Crisis communicatie</i> | Online and café Hemmingway |
| Thursday 17-09-2020 20:00 | September IP <i>Game Night</i> | StayOkay Utrecht (offline) |
| Tuesday 22-09-2020 18:00 | September IP <i>HapHop</i> | Café Hofman (offline) |
| Tuesday 22-09-2020 20:00 | September IP: <u>EAC Philosophical Café (TT):</u> <i>The World according to Nietzsche</i> | Café Hofman |
| Tuesday 22-09-2020 21:30 | September IP: <i>Committee Market</i> | Café Hemingway (offline) |
| Wednesday 23-09-2020 20:00 | September IP: <i>Fox Hunt</i> | Inner city Utrecht (offline) |

| | | |
|---------------------------------|--|---|
| Thursday 24-09-2020 19:00 | September IP: <i>Jeu de Boules</i> | JEU de Boules Bar Utrecht (offline) |
| Thursday 24-09-2020 21:00 | September IP: <i>Inauguration</i> | Café Hemingway (offline) |
| Tuesday 29-09-2020 20:00 | <u>EAC Talk:</u> <i>Positive Psychology: A New Movement</i> | online |

October

| Date | Name/type of activity | Location |
|----------------------------------|---|--|
| Thursday 01-10-2020 20:00 | CoCo: <i>Sushi Workshop</i> | Buurtcentrum De Leeuw (offline) |
| Tuesday 06-10-2020 20:00 | <u>EAC Talk:</u> <i>Mysteries of Utrecht</i> | online |
| Thursday 08-10-2020 20:00 | ParTee: <i>Music Bingo</i> | Buurtcentrum De Leeuw (offline) |
| Tuesday 13-10-2020 20:00 | <u>EAC Talk:</u> <i>International Security in a Changing Environment</i> | Hybrid (livestreamed from Instituto Cervantes) |
| Thursday 15-10-2020 20:00 | First-Year's Activity: <i>Among Us</i> | online |
| Tuesday 20-10-2020 20:00 | <u>EAC Talk:</u> <i>Between Democracy and Dictatorship</i> | online |
| Wednesday 21-10-2020 18:30 | Policy GMA | online |
| Thursday 22-10-2020 20:00 | Naturally Society: <i>David Attenborough: A Life on Our Planet</i> (Netflix Party) | online |
| Tuesday 27-10-2020 20:00 | <u>EAC Talk in collaboration with NVVN:</u> <i>Future of the Forests</i> | online |

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|---------------------------------|--------------------------|--------|
| Thursday 29-10-2020 20:00 | <i>Online Game Party</i> | online |
|---------------------------------|--------------------------|--------|

November

| Date | Name/type of activity | Location/online |
|---------------------------------|--|-----------------|
| Tuesday 03-11-2020 20:00 | <u>EAC TT:</u> <i>American Election Night</i> | online |
| Thursday 05-11-2020 20:00 | Nikè Society: <i>Late Night Workout</i> | online |
| Tuesday 10-11-2020 20:00 | <u>SIB Talk:</u> <i>Fresh Eyes on Dutch Life</i> | online |
| Thursday 12-11-2020 20:00 | Arts & Culture Society: <i>Piano Night</i> (Interactive live stream concert) | online |
| Saturday 14-11-2020 20:15 | November IP <i>Fall Introduction Time!</i> | online |
| Tuesday 17-11-2020 20:00 | November IP <u>Film Talk:</u> <i>The Shining</i> | online |
| Thursday 19-11-2020 19:00 | November IP <i>Committees & Societies Info Session</i> | online |
| Thursday 19-11-2020 20:00 | November IP: <i>AcCo Story Adventure</i> | online |
| Tuesday 24-11-2020 20:00 | <u>EAC Talk:</u> <i>The World goes (Without) Bananas</i> | online |
| Thursday 26-11-2020 20:00 | FilmCo: <i>Black Mirror Watch Party & Discussion</i> | online |

December

| Date | Name/type of activity | Location/online |
|---------------------------------|--|-----------------|
| Tuesday 01-12-2020 20:00 | <u>TT:</u> <i>SIB Career Night</i> | online |
| Thursday 03-12-2020 20:00 | World's Religions Society: <i>Meditation Time</i> | online |
| Tuesday 08-12-2020 20:00 | <u>EAC Talk:</u> <i>Does Money Grow on Trees?</i> | online |
| Thursday 10-12-2020 20:00 | First-Year's Activity: <i>Where's Sinterklaas?</i> (By the AcCo) | online |
| Tuesday 15-12-2020 20:00 | <u>EAC TT:</u> <i>Discussion Night: The Secret to Interviewing</i> | online |
| Thursday 17-12-2020 19:00 | CoCo: <i>Cooking Night</i> | online |
| Thursday 17-12-2020 21:00 | <i>Christmas Drinks</i> | online |

January

| Date | Name/type of activity | Location/online |
|---------------------------------|--|-----------------|
| Tuesday 12-1-2021 20:00 | <u>EAC Talk:</u> <i>Een goed gesprek met Lex Bohlmeijer</i> | online |
| Thursday 14-01-2021 20:00 | ParTee: <i>Party night</i> | online |
| Tuesday 19-1-2021 20:00 | <u>EAC TT in collaboration with Urios:</u> <i>The Use of Force and the Right to Protest/w Urios</i> | online |

| | | |
|---------------------------------|---|--------|
| Tuesday 26-1-2021 20:00 | <u>EAC Talk:</u> <i>Life in the Anthropocene</i> | online |
| Thursday 28-01-2021 20:00 | Nacha Society: <i>Rotten Teleparty</i> | online |

February

| Date | Name/type of activity | Location/online |
|----------------------------------|--|-----------------|
| Tuesday 02-02-2021 20:00 | Heimweek <i>TT: Avatar Teleparty and discussion</i> | online |
| Thursday 04-02-2021 20:00 | Heimweek <i>The Great Nostalgic Quiz</i> | online |
| Tuesday 09-02-2021 20:00 | <u>EAC TT:</u> <i>Rise of Western Buddhism</i> | online |
| Thursday 11-02-2021 20:30 | ParTee: <i>Valentine's Beer Tasting</i> | online |
| Tuesday 16-02-2021 20:00 | <u>EAC TT in collaboration with Sola Scriptura:</u> <i>The Art of Nudging</i> | online |
| Tuesday 23-02-2021 20:00 | <u>EAC Talk:</u> <i>Dangers of Global Diseases</i> | online |
| Wednesday 24-02-2021 18:30 | Half-Year GMA | online |
| Thursday 25-02-2021 | Swedish IKEA Society: <i>Språkkurs i Stockholm</i> | online |

March

| Date | Name/type of activity | Location/online |
|---------------------------------|---|-----------------------|
| Tuesday 02-03-2021 20:00 | <u>Film Talk:</u> <i>RBG</i> | online |
| Monday 08-03-2021 20:00 | DIES <i>Reception</i> | online |
| Tuesday 09-03-2021 20:00 | DIES <i>The Future of Utrecht</i> | online |
| Thursday 11-03-2021 20:00 | DIES <i>About Time</i> | online |
| Friday 12-03-2021 17:00 | DIES: <i>VriMiBo</i> | online |
| Tuesday 16-03-2021 20:00 | <u>EAC/AcCo TT:</u> <i>Election Debate</i> | online |
| Saturday 20-03-2021 20:00 | March IP <i>LIT Egg Hunt</i> | Gagelbos (offline) |
| Tuesday 23-03-2021 20:00 | March IP <u>EAC Talk in collaboration with the RAG-week:</u> <i>Accessibility of Society for the Visually Impaired</i> | online |
| Thursday 25-03-2021 19:00 | March IP <i>Committee & Society Info Session</i> | online |
| Thursday 25-03-2021 20:00 | March IP ParTee: <i>Online Cocktail Workshop + Inauguration</i> | online |
| Tuesday 30-03-2021 20:00 | <u>EAC TT:</u> <i>Discussion Night: The Freedom and Suppression of Tibet</i> | online |

April

| Date | Name/type of activity | Location/online |
|---------------------------------|---|-----------------|
| Tuesday 06-04-2021 20:00 | <u>EAC Talk:</u> <i>The EU according to the Dutch</i> | online |
| Thursday 08-04-2021 20:00 | SIB-Link: <i>Write & Wine</i> | online |
| Tuesday 13-04-2021 20:00 | <i>Workshop: Make up your mind</i> | online |
| Tuesday 20-04-2021 20:00 | <u>EAC Talk:</u> <i>The Secret to Hacking Wallstreet</i> | online |
| Thursday 22-04-2021 | CoCo: <i>Tapas Night</i> | online |
| Tuesday 28-04-2021 20:00 | <u>SIB NL Collab Leiden:</u> <i>Q&A with Joke Brandt</i> | online |

May

| Date | Name/type of activity | Location/online |
|---------------------------------|---|-----------------|
| Tuesday 03-05-2021 20:00 | <u>SIB NL Collab Amsterdam:</u> <i>Soft powers in contemporary conflict dynamic</i> | online |
| Tuesday 11-5-2021 20:00 | <u>SIB NL Collab Utrecht:</u> <i>Soft Power and the Rise of China</i> | online |
| Tuesday 18-5-2021 20:00 | <u>IAC TT:</u> <i>Let's Talk About Touch</i> | online |
| Thursday 20-05-2021 20:00 | AcCo: <i>Puzzle Walk</i> | online |
| Tuesday 24-5-2021 | <u>SIB NL Collab: Groningen:</u> <i>Preserving Corporate Hegemony During Times of Crisis</i> | online |

| | | |
|------------------------------------|--|------------------|
| 20:00 | | |
| Tuesday 25-5-2021 20:00 | <u>EAC TT:</u> <i>Discussion Night: Cuba's New Chapter</i> | online |
| Thursday 27-05-2021 20:00 | <i>Prominent Pyjama Cantus</i> with Anteros, AEGEE-Utrecht, BuddyGoDutch & ViaKunst | online |
| Fri-Sat-Sun 28/29/30 05-2021 | May/June IP <i>UCMUN Simulation: Pacific War</i> | UCU (offline) |

June/July

| Date | Name/type of activity | Location/online |
|---------------------------------|---|---------------------------------|
| Tuesday 01-06-2021 19:00 | May/June IP <i>Committee & Society Info Session</i> | online |
| Tuesday 01-06-2021 20:00 | May/June IP <u>EAC Talk:</u> <i>Hammer time or Price Tag: How Does the International Art World Work?</i> | online |
| Thursday 03-06-2021 20:00 | May/June IP Naturally Society: <i>Canoe Trip</i> | Oudegracht Utrecht (offline) |
| Tuesday 08-6-2021 20:00 | <u>EAC TT:</u> <i>Discussion Night: The End of Poverty</i> | online |
| Thursday 10-06-2021 20:00 | Cake & Cocktails Society: <i>SIB x BITON Cake Picnic</i> | Wilhelminapark (offline) |
| Tuesday 15-06-2021 20:00 | <u>EAC Talk:</u> <i>The Evolution of Catholicism</i> | online |
| Thursday 17-06-2021 20:00 | OHG-DG ² Society: <i>Beer Yoga</i> | USP (offline) |
| Tuesday 22-06-2021 20:00 | <u>TT:</u> <i>Literary Café: Freedom and Censorship</i> | online |
| Thursday | <i>First-Year's Drinks</i> | Café Hemingway |

| | | |
|--------------------------------|--|-------------------------|
| 24-06-2021 20:00 | | (offline) |
| Tuesday 29-06-2021 20:00 | EAC Talk: <i>Infected Development: How to Grow While Hit the Hardest</i> | online |
| Friday 02-07-2021 18:00 | CoCo/ParTee: <i>End-of-Year BBQ</i> | De Sterren (offline) |

August

| Date | Name/type of activity | Location/online |
|----------------------------------|---|--------------------------------------|
| Monday 16-08-2021 12:00 | UIT <i>Information Market</i> | |
| Monday 16-08-2021 18:00 | UIT <i>Dining Out with SIB</i> | De Stadsgenoot (offline) |
| Tuesday 17-08-2021 11:00 | UIT <i>Associations Market</i> | |
| Tuesday 17-08-2021 18:00 | UIT <i>Dining Out with SIB</i> | |
| Tuesday 17-08-2021 20:00 | UIT <i>Game Night</i> | Café Hemingway |
| Wednesday 18-08-2021 20:00 | UIT <i>Talk: The Slavery History of Utrecht</i> | Café Hemingway |
| Wednesday 25-08-2021 18:30 | Year GMA | online |
| Thursday 26-08-2021 20:00 | Inauguration GMA | Utrecht University Hall (offline) |

Appendix 3: Internationalisation Follow-up Plan

Internationalisation: Follow-up Plan



SIB-Utrecht

May 12, 2021

as established by the XLth Board of SIB-Utrecht

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| Long-Term Goals | 8 |
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Introduction

As of February 2021, the Two-Year Plan concerning SIB-Utrecht's process of internationalisation, as introduced by the 38th Board in 2019⁵, has come to an end. This, however, is still an ongoing process. To benefit SIB's internationalisation in the coming years, a Follow-up Plan is proposed in this document, in the form of a chronological overview of steps to take to further advance internationalisation. This timeline consists of three different timeframes:

- 1) Direct Actions, to complete within three months from now (May 2021)
- 2) Short-Term Goals, to complete from August 2021 to August 2022
- 3) Long-Term Goals, to complete from August 2022 to August 2023

This Follow-up Plan aims to aid future Boards in how to manage SIB's process of internationalisation. Additionally, it provides members with up-to-date information and ambitions regarding this subject. This plan is meant as a useful tool, within which alterations asked for by circumstances or ambition are welcome and should be implemented as deemed wise and necessary by the GMA and Boards.

The plan is based on an analysis made of SIB's current stage of internationalisation, in the second half of 2020 and the start of 2021. A protocol from the 39th Board on attraction and integration of international members is incorporated as well. On several occasions, the subject of internationalisation was discussed with former SIB Boards, both national and international members and with other international associations. This allowed for a reflection on how the process was being experienced, or how other associations approached internationalisation. This helped establish SIB's next steps. In conversations with members, they voiced support for continuation. While anglicised activities or texts sometimes may feel unnecessary, members are aware of the bigger picture: a SIB flourishing through intercultural exchange within the context of the 'classically Dutch' association. A SIB where 'international relations' and a global society are prevalent between members and within Talks and other activities, thus enriching the unique experience that SIB-Utrecht has to offer to both national and international students in Utrecht.

⁵ *Tweejarenplan Internationalisering*, XXXVIIIth Board of SIB-Utrecht (2018-2019)

Current Status

Many of the aims from the Two-Year Plan have been achieved: the main language used within the association is English. This is the case at events, on paper, online and in promotional communication. Several official documents already have an English translation. Additionally, Utrecht University (hereafter: UU), the University of Applied Sciences and the Chamber of Commerce are aware of our international nature.

Other formulated goals are yet to be achieved, due to prioritisation by Boards based on circumstances or needs in the association. These goals are marked with an asterisk (*) and are integrated into the timeline below, along with additional steps found to be necessary to benefit SIB's internationalisation. The goals in this timeline are further elaborated on in the pages afterwards. The order of goals in the timeline is based on general activities of a Board, meaning that deadlines are set on moments when a Board would have relatively more time to spend on a long-term process like internationalisation.

Timeline: Continuing Internationalisation

Direct actions - May 26, 2021, to August 25, 2021

1. Updating the English website and using it as default page May 1
2. Notify the University of Humanistic Studies and the HKU University of the Arts Utrecht of our international nature May 15
3. Update our mentor policy June 11
4. Enable active English promotion at universities* June 11
5. Create how-to guide for internationals August 13
6. Update UIT mentor protocol August 25

Short-Term Goals - before August 31, 2022

1. Create English guidelines for applying for a Board position* November
2. Further anglicisation of the SIB-Link December
3. Translate committee protocols into English January 31
4. Translate all official documents into English* January 31
5. Translate Board handover documents March 31
6. Collaborate with the International Welcoming Center Utrecht April 29
7. Collaborate with the UU International Office April 29
8. Making international speakers a natural part of our Tuesday Programme August 31

Long-Term Goals - before August 30, 2023

1. Reaching international foundations and sponsors
2. Work through FISA (formerly: SIC) to help make the UIT more international friendly
3. Collaborate with student associations abroad

Elaboration

Direct Actions - May 26, 2021, to August 25, 2021

1. Updating the English website and using it as default page

To give our association an international appearance, the default for the SIB website is English. A Dutch version remains available.

2. Notify the University of Humanistic Studies and the HKU University of the Arts Utrecht of our international nature

These educational institutions in Utrecht have not yet been made aware of the current international nature of SIB. As these are institutions from which SIB has members, they are to be made aware of our development, to benefit future communication and promotion. An email containing an update and implications will be sent out to them.

3. Update our mentor policy

Prior to every Introduction Period, mentor groups are formed to help integrate new members. Internationals are of course part of these groups, in pairs or more per group. Mentors are to be specifically informed on how to best introduce internationals to the association and Dutch student life in general, to make sure they can participate on the same level as Dutch speakers. A helpful guide for mentors must be made and relayed onto them when they are instructed on their mentorship.

4. Enable active English promotion at universities

Research on which studies or courses are popular among international students is needed. This can be done by requesting local educational institutions for further information. With a list of these popular studies and courses, effective promotion is possible through promotional talks at lectures aimed specifically at students of those studies and courses.

Promotion among international students will also be enabled through a collaboration with the UU International Office (hereafter IO). The IO focuses on exchange students and has a network extending over all continents. Collaboration with the IO helps us reach these students before they arrive in Utrecht, as well as reaching foreign universities. By joining this network, SIB expands her reach and brand awareness abroad.

5. Create how-to guide for internationals

Some international students are quite unaware of the ins and outs of Dutch student life, and that of Utrecht specifically. An extra introduction on this area is desirable. This can be done through the updated mentor policy, as well as with a brief introductory document on both SIB's customs, and helpful general information on what the landscape of student life and associations looks like in Utrecht. This document will be available for both Dutch and international members.

6. Update UIT mentor protocol

This year, one set of SIB mentors will be coupled with an UIT group of international students. This will be evaluated afterwards, and results are incorporated in SIB's UIT protocol for future UIT presidents.

Short-Term Goals - before August 31, 2022

1. Create English guidelines for applying for a Board position

Guidelines are needed to ensure international members can apply for a Board position. A clear, English manual on how to apply will be written.

2. Further anglicisation of the SIB-Link

The SIB-Link is a GMA committee, which means the Board does not have a say in the contents of the magazine. The Link editorial staff has, however, requested guidance in their own anglicisation. During the year 2021-2022, the language used should be evaluated and it should be actively discussed with the SIB-Link editorial staff what appropriate next steps are.

3. Translate committee protocols into English

To ensure international members can join all committees, training documents and introductory scripts need translation. This can be done throughout the year but is favourable to be completed earlier in the academic year to enable international members joining committees sooner.

4. Translate all official documents into English

Policy documents, (Financial Half-) Year Reports, and GMA minutes are already provided in English by default. Other official documents meant for members should be translated as well: The Rules of Procedure, and SIB protocols on 1) alcohol; 2) drugs, and; 3) social safety.

5. Translate Board handover documents

To further ensure the possibility for international members to hold a Board position, an English version of handover documents for Board positions should be made. This also applies to general informative documents supporting Boards throughout their Board year.

6. Collaborate with the International Welcoming Center Utrecht Region

The International Welcoming Center Utrecht Region is a cooperation between the UU, Utrecht Province and the municipalities of Utrecht and Amersfoort. It offers expats and international students financial, informative, and organisational support during their residence in the region. Becoming part of their network enables us to reach international students planning to live in Utrecht and will help us advance our own informative guides (see: Direct Actions 6).

7. Making international speakers a natural part of our Tuesday Programme

SIB's Tuesday Programme is fully in English. This gives us opportunities like inviting international speakers to our programme, which is something that would add to the international interest and engagement among members. Inviting foreign speakers situated in the Netherlands can be done throughout the year, while inviting them from abroad would need to be evaluated with possibilities in distance and budget. A minimum of international speakers in the Tuesday Programme is therefore not set in this document but is to be decided after researching the above-mentioned practicalities.

Long-Term Goals - before August 31, 2023

1. Reaching international foundations and sponsors

With the expansion of SIB as an international association, our reach also expands. This enables us to look beyond our borders when looking for foundations or sponsors for our internationally oriented programmes. By doing research on suitable foundations and sponsors, and contacting them for collaborations, new partnerships beneficial for the association can be established. It can be determined which international foundations may be interested to support us, by comparing them with current foundations SIB has partnered with. Contact with the UU International Office may be helpful here, too.

2. Work through FISA to help make the UIT more international friendly

The Federation of International Student Associations (FISA) consists of the internationally oriented associations of Utrecht; AEGEE, AIESEC, BuddyGoDutch, ESN and SIB. They work together in various areas, such as the Utrecht Introduction Time (UIT). The UIT helps SIB reach many potential members. Through FISA, SIB can work to equalise the UIT experience for international students to that of Dutch participants, since that is currently not the case. Improving their experience can be done through enhancing English versions of provided information and working on the inclusivity of international students at events and at the UIT associations markets. Working with FISA in this regard, may also help increase the attractiveness of Utrecht for international students in the long run.

3. Collaborate with similar student associations abroad

Student associations that are much like SIB-Utrecht, are likely to exist beyond the Netherlands. It would be interesting to search for and reach out to these associations, to extend our international network. This is not necessarily beneficial for our internal process of internationalisation but does enable many new international experiences and exchanges in the broadest sense.

Conclusion

The timeline above serves as a framework to continue and improve SIB-Utrecht's process of internationalisation. The Long-Term Goals are set-up in a way more open to interpretation, as it is hard to say now what the association will need in two years' time. Since this plan is a guideline to begin with, it is advisable for Boards to evaluate the status of internationalisation throughout the mentioned two years, for example every three months. In doing so, it can be established what steps are logical and useful to make at what time, and which target dates might need adjustment. This goes for Short-Term Goals as well as the Long-Term aspirations.

Even though numerous dates are shown in the timeline, no final date is given as a moment of completion of the internationalisation. Internationalisation takes time and will probably not be finalised by August 2023. Certain milestones can in the meantime serve to point out stages within this process, such as having international members active in Board Committees, having a substantial number of international members (e.g., 20%), and having the first or multiple international members in Board positions. Together, these milestones can provide for a point of evaluation where SIB's international nature is no longer a question, but a given within the association.

It is, lastly, good, and important to emphasise that the internationalisation of SIB-Utrecht adds to our unique character. We are a Dutch student association, open to both national and international members, thus providing a place where all students of Utrecht can enjoy, explore, and experience our diverse programme. This Follow-up Plan is meant to add to our association as a whole: to make it marvel in its Dutch customs, in its classic SIB atmosphere, in its broad and global engagement, and with the wonderful people in it. Continuing to make SIB enjoyable for its members, is what is most important. We believe that the above proposed steps, most certainly will add to that.

Appendix 4: Members Guideline to Confidential Counselling

Members Guideline to Confidential Counselling

1. When a member has an unpleasant experience within or via the association, they can reach out to talk about this issue or experience.
 - a) The Board of Advisors is the official body of confidentiality within SIB. Out of this Board, two are Head Confidential Counsellors who have been trained to be a Confidential Counsellor. They are the point of contact for a member.
 - b) When the unpleasant situation cannot be resolved by the Board of Advisors, it may refer to the Confidential Counsellor of Utrecht University, of the University of Applied Sciences, or of VIDDIUS.
 - c) Contact information of the two SIB Head Confidential Counsellors, and of the external Counsellors, can be found on the SIB website.

2. Members of the Board of SIB and members of the Internal Affairs Committee can be approached to handle confidential matters, however, they are not in the position for confidential counselling. They may refer to the Board of Advisors for this, in consultation with the approaching member.