



Internationalisation plan

Introduction

As of February 2021, the Two-Year Plan concerning SIB-Utrecht's process of internationalisation, as introduced by the 38th Board in 2019, has come to an end. Internationalisation is an ongoing process and has not stood still since then. The 40th Board created a follow-up plan consisting of direct actions, short-term goals, and long-term goals, but that guide was never installed by the GMA. Following the member consultation moments, we, as the 41st Board have decided to evaluate the process of internationalisation our association has undertaken during the Half-Year GMA. We aim to review the steps that have been taken so far and to determine how we wish to continue.

This plan aims to show you all aspects of SIB which are affected by internationalisation, and to provide you with options on how to continue. We have determined three scenarios on which the options are based. The first scenario is where we continue with internationalisation as it is now and no further steps are taken. The second scenario is where we reverse internationalisation, and undo the steps taken in the previous years. The third scenario is where we continue with internationalisation, taking steps to further the process and grow our international identity. For different aspects, different options can be chosen, with a possible result of reversing internationalisation in some parts of SIB, and continuing it in other parts.

To emphasise: this plan is not set in stone and will be up for discussion during the GMA where the GMA will decide and make it definitive. A discussion can be held per topic in the order of this document, where one of the options is then chosen and voted on, leading to a complete plan by the end of the GMA.

Plan**Recruitment of international members**

a.	We continue actively recruiting international students in the way we are doing now.
b.	We stop recruiting international members and revert to being a Dutch student association.
c.	We stop actively recruiting international students, but they are welcome to sign up.

Currently, there are certain actions we take to actively recruit international students, such as being present at Orientation Days, creating all our promotion materials (flyers, posters for events, stickers, etc.) in English. This allows for international students to find us. However, what should be considered is that this is a lot of work, for which the result has been little.

Option a. would be a continuation of the current situation. Option b. would spare the board and committees work which shows little result, but it would exclude international members from our society. Option c. would spare the board and committees work which shows little result, and would still allow international students to become members, but it would be harder for them to find our association.

Official communication between the board and members

a.	All official communication between the board and members, which includes association-wide emails, cards, surveys, etc. will continue to be in English.
b.	All official communication between the Board and members, which includes association-wide emails, cards, surveys, etc. will revert back to Dutch.
c.	All official communication between the Board and members, which includes association-wide emails, cards, surveys, etc. will be offered in both English and Dutch. In certain cases such as cards, either English or Dutch will be used, based on the member being an international or not.

Currently, all official communication between the Board and members is done in English. This could mean that Dutch-speaking members may struggle with fully understanding our communication, but it allows for non-Dutch speaking members to

understand and participate in all aspects of official communication within the association.

Option a. would be a continuation of the current situation. Option b. would mean that our Dutch-speaking members understand and participate in our official communication better, but would exclude our non-Dutch speaking members. Option c. would ensure all members can understand and participate in all official communication, but could create long official communication and the added issue of creating a hierarchy between languages.

Official documents and GMAs

a.	All GMAs and official documents, which include policy documents, financial reports, GMA minutes, committee protocols, Board training documents, etc. will be in English.
b.	All GMAs and official documents, which include policy documents, financial reports, GMA minutes, committee protocols, Board training documents, etc. will revert back to Dutch.
c.	All GMAs and official documents, which include policy documents, financial reports, GMA minutes, committee protocols, board training documents, etc. will be offered in both English and Dutch. In the case of the GMA, the presence of an international would determine the used language.

Currently, GMAs, GMA minutes, and policy documents are provided in English only. Committee protocols are provided in Dutch. This means GMAs and most official documents are accessible to all members, but Dutch speaking members may struggle to understand everything completely and make it more difficult to join in during GMAs. It also means becoming the chair of a committee, or a board member is currently not accessible to non-Dutch speaking members.

Option a. would be a continuation of the current situation, with the addition of committee chair positions, and Board positions becoming available to international members. This would mean a lot of translation work, and a possible disconnect because of difficulties in communication because of a possible language barrier. Option b. would allow our Dutch speaking members to understand all official documents and participate in GMAs, but would exclude internationals from these. Option c. would mean that

everyone is able to understand official documents and participate in GMAs, but could lead to long official documents, duo-lingual preparation and finalisation of GMA's for the Board, and a lot of translation work, with the added issue of creating a hierarchy between languages.

Internal promotion

a.	All forms of internal promotion, such as the eSIB, the SIB-Link, the promotional Whatsapp-group, and the Sibbeling Facebook group will continue to be in English.
b.	All forms of internal promotion, such as the eSIB, the SIB-Link, the promotional Whatsapp-group, and the Sibbeling Facebook group will revert back to Dutch.
c.	All forms of internal promotion, such as the eSIB, the SIB-Link, the promotional Whatsapp-group, and the Sibbeling Facebook group will be done both in English and in Dutch.

Currently, all internal promotion is done solely in English, which includes the forms mentioned above. Some members have mentioned their preference for Dutch as it is easier to understand, but that would also make it accessible to our international members.

Option a. would be a continuation of the current situation. Option b. could mean our Dutch-speaking members understand our promotional messages better, but would exclude our non-Dutch speaking members. Option c. could ensure all members understand the promotional messages, but could create long promotional material, and the added issue of creating a hierarchy between languages. It would also increase the workload for committees and the board.

External promotion

a.	All forms of external promotion, such as the website, Instagram, Facebook, LinkedIn, Twitter, etc. will continue to be in English.
b.	All forms of external promotion, such as the website, Instagram, Facebook, LinkedIn, Twitter, etc. will revert back to Dutch.
c.	All forms of external promotion, such as the website, Instagram, Facebook, LinkedIn, Twitter, etc. will be done in both English and Dutch.

Currently, all external promotion is done in English. This allows for non-Dutch speaking students and sponsors to be aware of what we do, but it could also lead to the alienation of Dutch speaking students and sponsors.

Option a. would be a continuation of the current situation. Option b. would mean that international students and sponsors would be unable to find us and be aware of what we do, but could lead to more Dutch-speaking students and sponsors to find us. Option c. would ensure all students and sponsors understand the promotional messages, but could create long promotional material, and the added issue of creating a hierarchy between languages.

Talks & Twists

a.	We continue with the current plan. This means a continuation of English as the main language used for Talks and Twists, which includes the 100% aim.
b.	A reversion of English as the main language used for Talks and Twists. We go back to using Dutch as the standard language for speakers.
c.	We become flexible with the percentages, aiming towards a 50/50 division of English and Dutch where it depends on the EAC's and Speakers' preferences.

The current situation is that the EAC (External Affairs Committee) aims to have 100% of their Talks & Twists in English. This affects the speakers they invite and therefore the topics they address. It also means they are able to reach a wide audience, including people who don't speak Dutch.

Option a. would be a continuation of the current situation. Option b. could lead to a limitation in topics and speakers to write to, as only Dutch-speaking speakers could

be invited., and also a limitation on who could attend Talks & Twists as internationals would be excluded. Option c. could allow for the widest range in possibilities, where the EAC has the fewest limitations on their choice of topics and speakers, but could lead to limitations on who could attend as internationals would not be able to attend all Talks and Twists.

Other activities, trips and events

a.	All activities, trips and events should be organised in English.
b.	All activities, trips and events should be organised in Dutch.
c.	All activities, trips and events should be prepared in both English and Dutch, and depending on the presence of a non-Dutch speaking person the language used should be determined.

Currently, all activities, trips and events are organised in English, although there are some exceptions due to collaborations. This means international members are nearly always able to join in on activities, but it also means that activities are often English-speaking despite there only being Dutch-speaking people present.

Option a. would be a continuation of the current situation. Option b. could allow our members who are Dutch-speaking to feel more comfortable organising and coming to activities. On the other hand, this could exclude the current and possibly future international members of our association. Option c. could prevent the exclusion of any of our members, but could mean an added workload for our committees.