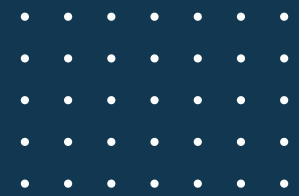


# Multi-annual plan Member Recruitment: SIB in 2030



# Preface



It is with great pleasure and anticipation that I introduce SIB's first Multi-Annual Plan (hereafter: MAP) about member recruitment. This document provides a visionary roadmap that sets the course of our association for the next seven years. SIB is not the same as it was ten years ago, neither is the student life in Utrecht. Especially not after a few challenging years due to the Covid-19 pandemic. In order to improve our resilience and adaptability as an association, we need strategic foresight and long-term planning and goals. It is therefore the next step in the professionalisation of our association.

This MAP is the culmination of an ongoing discussion about the core of SIB. Where do we want to be and what do we want to be in 2030? We have used previous research and insights to put forward new strategic policy goals. It hopefully reflects our collective feelings, by drawing both on the expertise and experience of the members and on valuable insights from other associations. This plan is the first in a line of five plans, which together will form one comprehensive Multi-Annual Plan. By being the first, we hope to set a standard that can easily be recreated and determines some core principles for every plan.

I would like to express my gratitude to everyone who has contributed to the development of this MAP. Enjoy the read!

On behalf of the Taskforce Multi-Annual Plan,

Eefje Corbeek  
June 2023



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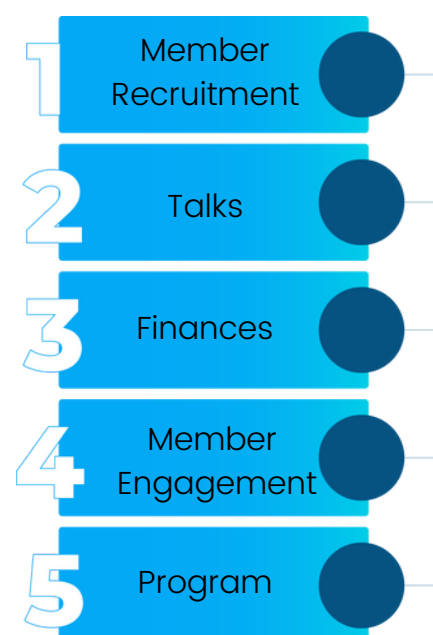
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# Introduction

As an association with a new board every year, policy sometimes tends to be focused solely on current needs. However, there are always transcending issues that require a multi-annual strategy. That is why Board Van Dorp proposed the development of multi-annual plans (MAPs), aiming to take a forward-looking approach that considers the dynamics of multiple years. The General Member Assembly (GMA) approved this proposal and installed a taskforce that was put in charge of writing five MAPs, each about a different topic: member recruitment, talks, finances, member engagement, and activities program. Together these plans will form one comprehensive body of work.

This Multi-Annual Plan is the first one of those plans and discusses member recruitment. However, to be able to do so, also some overall principles are required. You need to know what kind of association you strive for before being able to deduct a promotional message. Consequently, the first part of this plan will introduce some guiding principles about SIB in 2030. These principles are based on the Core research that was conducted in 2020-2021, but also on the experiences and suggestions of members. The principles will also serve as goals. While starting general, they gradually zoom in on member recruitment. These goals are necessary to know what we, as an association, aim to be in 2030.

In the second part of this plan, these goals and principles will be translated into a strategic approach, which will enable us to achieve our goals. This member recruitment strategy is grounded in a deep understanding of our target audience. It is important to note that this MAP is formulated in broad terms and is quite abstract at times. This was done to ensure that the proposed strategies are flexible and adaptive throughout the coming years, so as to not render them useless after a few internal or external changes.





In order to write this plan we gathered data through various means. Firstly, a survey was distributed among the members. Participants were asked questions about their ideal SIB, how they first got in contact with SIB, and how they would promote SIB. Secondly, the taskforce organised two Member Consultation Moments (MCMs). During these sessions, members expressed their opinions and shared their views on member recruitment. Lastly, the promotional committee was actively involved during the entire process, as it has the most expertise on the topic at hand. An analysis of the data can be found in Appendix II.

The plan finishes, after a short conclusion, with some recommendations. Throughout the process, several ideas popped up that were either too concrete and practical or belonged to another MAP, for instance about the program of talks. It seemed regrettable to not mention these recommendations, so that is why we attached a list in Appendix I. The board and the GMA can use these recommendations as an inspiration for future policy plans or however they see fit.

We hope this first MAP will serve as a compass, guiding SIB towards a bright future with many more Multi-Annual plans to come.

# Guiding principles

In this section, the guiding principles for the ideal functioning of SIB in 2030 will be discussed. In total, five guiding principles were deducted from the collected data. These principles serve as the foundation for the member recruitment strategy that will be discussed in the next section of this document.

**1) In 2030, SIB is an association for students who are interested in what is happening in the world around them.**

What connects the members of SIB with each other is their collective interest in international, societal and political developments. The extent to which this is the case of course differs per individual, and it is up to each member themselves whether they are more interested in the intellectual or the non-intellectual activities of SIB. However, it does allow for conversations to quickly switch between topics that range from your favorite drink and go-to plant store to climate change and the political situation in Brazil. It is a place to find like-minded people.

**2) In 2030, SIB is a small-scale yet flourishing association with approximately 170-200 members. It neither has a hierarchy nor obligations for its members.**

SIB is part of the smaller student associations of Utrecht, which allows you to quickly get to know the majority of its members and ensures that you will always receive a warm welcome. Though being small-scale, SIB's pool with active members is large enough to easily form committees and to lead to well-attended events. Next to this personal sentiment that SIB provides, a crucial aspect of its atmosphere is the lack of a hierarchy: new members and senior members easily connect with each other, and the board is very approachable. Furthermore, a membership of SIB does not contain any obligations (except for paying your contribution). This means that it is up to the members themselves how often they would like to come and whether they would like to join a committee and/or a society.

**3) In 2030, SIB has an open and inclusive character. Not only because it is a place to meet people with different study backgrounds, but also because it is a place where you feel at home quickly, have the freedom to be yourself, and can try out new things.**



Whereas SIB sometimes gets mistaken for a study association instead of a student association because of its intellectual character, its main difference with a study association is that SIB is a place where people from all different kinds of study backgrounds come together. Therefore, it is a nice way for members to enrich themselves with perspectives from outside of their own study field. Furthermore, it was found in the collected data that what members value about SIB's atmosphere is that it is easy to integrate and that they feel the space to express themselves in the way they want to. Moreover, SIB is a place for members to develop themselves by trying out new things, such as organizing a trip abroad or a simulation. As these components are key characteristics of SIB, they should be cherished and strengthened as much as possible, for example in our promotional strategies. This is to ensure that they will also still characterize SIB in 2030 – hopefully even more so.

**4) In 2030, SIB is not known for its talks anymore, but rather for its nights that have a fun yet intellectual character. This intellectual program distinguishes SIB from other student associations.**

Whereas SIB has had a longstanding tradition of weekly lectures on Tuesday evening, the recent boards have decided to experiment by alternating the lectures with Tuesday Twists. These are other types of intellectual activities, such as a debate or a historic city walk. As these Tuesday Twists have shown to be a success, they will be the standard instead of the exception in 2030. This means that the intellectual activity on Tuesday evening can take any kind of form and does not by default have to be a lecture anymore. In this way, intellectual activities remain the core part of what distinguishes SIB from other competing associations – but in a new form.

**5) In 2030, the way in which SIB is being promoted depends on the group that is being targeted.**

Instead of using one single promotion strategy for all potential new members, different promotion strategies are being used for different target groups. This is to show potential new members why SIB could be a good fit specifically for them and therefore ensure that promotion is implemented as effectively as possible. To make these diverse promotion strategies possible, personas will be used. The next section of this document will further elaborate upon these personas.

# Strategy

The following section will describe the member recruitment strategy in order to implement the guiding principles stated in the previous section. This strategy will be used mostly during the UIT and the months prior since this is SIB's most important promotional moment. However, continuous deployment throughout the year is needed to ensure increased brand awareness. When possible, sufficient means (financial and human resources) should be available to optimally recruit new members in the months prior to our introduction periods. Additionally, current members who are volunteering during the UIT week should be informed and updated on SIB's upcoming program. It would therefore be good to have the September program planned in time.

A strong, consistent social media presence is important to implement the proposed strategy. However, online channels change quickly and it is therefore important to stay up-to-date with new developments. Each year, an assessment should be made of the current social media trends to ensure that SIB is right on track.

In our online as well as offline presence, it is important to focus on our unique selling point. In 2030, the intellectual program will continue to distinguish SIB from most other social student associations. Promoting the intellectual program should therefore be a clear focal point in the promotional strategy. However, SIB's promotion of its intellectual program should focus on the broad range of activities that it offers, instead of solely focusing on talks. Therefore, this diversity in intellectual activities should be clearly shown in promotional pitches, for example during the UIT or open days. For instance by opening the Twists to the public and uploading them on the website just as is being done for the talks now.

A small association like SIB needs more brand awareness to attract members. The easiest way to ensure this is via word of mouth. Existing members can be used more effectively to help with membership growth, for instance by bringing potential members to activities. Currently, only the talks are completely open to non-members. The promotion committee puts much effort into promoting these talks externally. We would advise to keep doing so but to also put part of this effort into promoting other activities, such as "buddy drinks" (in Dutch: "vriendenborrels"). These are drinks during which members can bring their friends who are not members of SIB yet. Members can always bring their friends to drinks but this does not happen very often. "Buddy drinks" could incentivize this and





hopefully provide opportunities to recruit new members. Word of mouth is very important for the promotion of these events but would also be very beneficial in general. The buddy system (where someone with an interest in SIB can email/DM that they would like to join an activity and will then be paired with a member who can show them around) is also very important to attract more potential members to non-intellectual activities.

In the upcoming years, SIB would like to expand its member base, but only by retaining the close community that the association currently has. We will therefore focus on qualitative growth as opposed to unrestrained growth. The survey showed that members would like to see the association grow in number of members, but do not want to lose its small scale and closeness. Additionally, qualitative growth ensures filled committees and attendance at activities, so it is very valuable. In order to recruit and retain members that fit SIB's character (qualitative growth), the introduction periods must be promoted every year as a valuable period for the (prospective) members. Instead of only promoting that the introduction is obligatory, the focus can be on the positive experiences a member can take out of this period. The extent to which the introduction periods are compulsory for new members is to be decided by the board. We would recommend to promote with obligation but flexibility since there are several introductory periods during the year. Qualitative growth can also be achieved by targeting the promotion strategy on certain target groups: SIB's person's.



## The Persona System

In order to identify potential members and provide SIB with a theoretical framework to build its promotional policy on, we have created a persona system. This system is an adaptation of the persona concept used in marketing sciences. For our case, a persona is a type of person for whom SIB is an attractive association to become a member of, because we provide 'products' (activities, potential friendships, etc.) that they are looking for.

In practice, the persona system enables all relevant parties (for example: the Board, UIT- and Promotion Committee) to have a clear and well-defined image of the people that SIB should target for member recruitment. Usually, potential members belong to two or more personas. This means that SIB's promotional materials, UIT-program, etc. should be made to appeal to these personas as much as possible. The philosophy behind the personas is that using tailor-made promotion strategies will enable SIB to reach as many potential members as possible, therefore maximizing the number of new members.

Currently, we have defined 9 personas within SIB, which you can read more about in Appendix III. A summary is listed in Figure 1. The 9 personas are divided into two categories: interest-based ones and socially-based ones. The interest-based ones indicate what these kinds of people like to do. The socially-based ones indicate what kind of social environments these people are looking for. It must be understood that many of the potential members can relate to more than one persona and of course there are always exceptions.

It is not effective to focus on each and every persona with our promotional strategy, because some associations have a competitive edge over us in some regards. For example, if we start heavily promoting towards queer-minded students then it will probably yield no satisfactory results, since there is a queer focused student association in Utrecht that can offer more than SIB in this regard. However, it can be very beneficial to focus on 'Diplomats' and 'Geeks' for example, because there are no associations that compete with SIB in these areas. Nevertheless, SIB can offer something to all of the nine persona's. It is necessary to be mindful of the persona's and adjust SIB's promotional strategy accordingly.

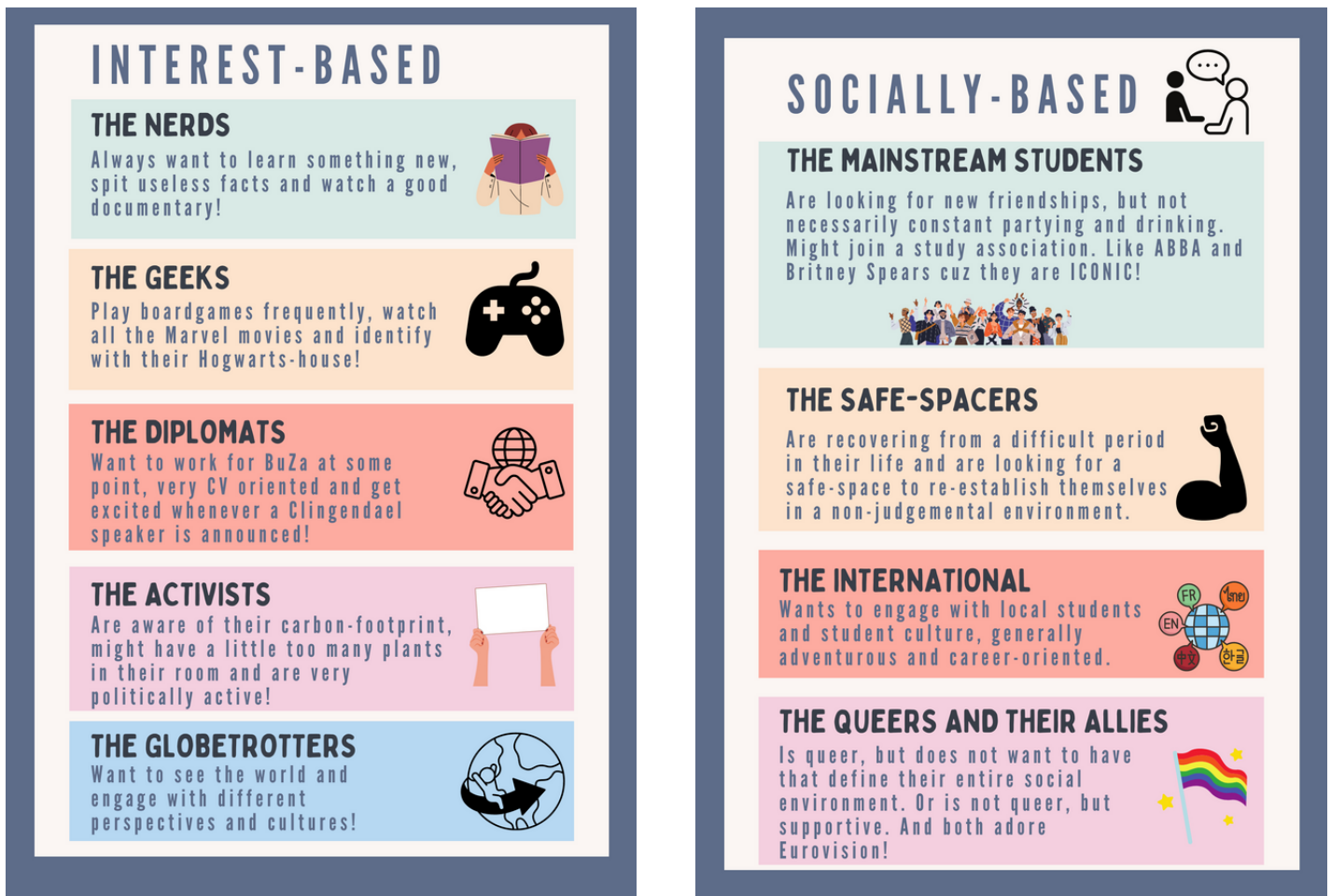


Figure 1: Personas

Note that the personas are always subjective to change. Some persona's might die out in a few years time and some new ones might arise. We therefore recommend that the Promotion Committee evaluate yearly whether the established persona's still fit the current situation. It might seem weird for an association who prides itself on its diversity to stereotype and generalize its members in this way. However, we think this is beneficial in order to streamline SIB's member recruitment policy.

As diverse as the personas are, SIB should also be in its words and deeds if it wants to grow as a diverse and inclusive association. This means, for example, that inclusive language is used in official communication and that there is a diversity in activities. During important promotion moments, for instance the UIT, SIB should reflect its diversity. This means inviting members with different kinds of backgrounds and/or asking different personas to volunteer at the UIT or help with open days. Since 2018-2019, international students are also welcome to join the association. We will continue to do so, because being inclusive also means welcoming everyone that wants to join. The same goes for MBO students and other minority groups that are present in the student life of Utrecht.

# Conclusion

In short, in this document, a roadmap for the recruitment of members for SIB-Utrecht for the upcoming seven years was provided. Based on five guiding principles that depict the “ideal SIB in 2030”, a member recruitment strategy was presented. The main focus of this strategy was qualitative growth as opposed to unrestrained growth. A key means to achieve this qualitative growth is the persona system. In total, nine personas were identified that can be used to reach specific groups of students that fit the profile of SIB. Hopefully this document has provided a clear vision for SIB-Utrecht’s promotion strategy, while at the same time allowing for flexibility to adapt to changing circumstances, leading to an association that will still be flourishing in 2030!

# Appendix I:

# Recommendations

In this appendix we would like to give a few recommendations. Some apply to the writing of a Multi-Annual Plan. Others are concrete policy recommendations that can be implemented with next year's policy plan. And finally there are a few that can be used when writing the next installments of SIB's MAP.

## 1) Use the same structure and chapter outline for all the Multi-Annual Plans.

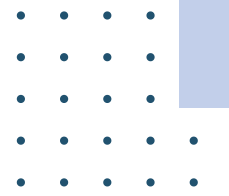
There will be five MAPs in total with each a different topic. Maintaining the same structure and outline for them will ensure that in the end every MAP is part of a bigger collective, because the different parts can be easily merged. Keeping the same formula will also improve the readability of the documents.

## 2) Follow up on the idea of promoting SIB as a brand instead of an abbreviation.

The policy plan of 2019-2020 introduced the idea of promoting SIB as a brand by itself instead of promoting SIB as an abbreviation of "the student association for international relations" in Dutch. As international relations is not covering the full identity of SIB, this might lead non-members to believe that we are a study association, which is not the case. Back in 2019-2020 a majority of the members therefore voted in favor of the idea to stop using our full name as much as possible. However, right now this is still not fully implemented. For example, the full name of the association is used on the front page of the website and in promotional brochures. We suggest following up on the idea of promoting SIB-Utrecht more like a brand by itself, which means that the full name should be removed from official promotion channels. However, before fully renouncing our name, we recommend researching the potential negative implications that this could have, for example for our partnerships with the SIB associations of other cities.

## 3) When promoting trips, make sure to emphasize the words 'cheap and sustainable' instead of 'far away'.

Next to 'Inhoud en Gezelligheid', trips are also one of the core activities of SIB. During introduction weeks we therefore promote ourselves as a travel association.



While doing so, we often mention that we go on long faraway trips, even outside of Europe; India and Nicaragua are commonly brought up as examples. However, these trips took place 10+ years ago. Currently we organize several weekend trips and one longer trip within Europe every year. Therefore, we think that it is false advertising to still mention these faraway trips in our promotion. Instead we suggest focusing more on the cheap and sustainable character of our trips, which also fits better with the target group of the association.

#### **4) A well-prepared budget for the introduction trip (e.g. Brussels trip) is beneficial to the member recruitment strategy during the UIT.**

Ever since 2017-2018 we have organised an introduction trip at the end of the summer period. Potential new members can join this trip to get a better idea of SIB before signing up. It is a great way to convince those who are still in doubt to sign up. This trip is attractive to potential new members because it is a cheap and fun trip that they can join without having to commit to a membership. We think that this trip has even more potential when promoted right. Firstly, we recommend that this trip takes place in a foreign city as opposed to a Dutch city. After all, why pay 10 euros if you can go for free to The Hague when visiting your family? Secondly, we recommend to keep the sign-up costs as low as possible. This should be feasible as the costs of this trip are usually lower than expected. Lowering the financial contribution makes it more attractive for potential members to join.

#### **5) Organise more activities where non-members are also welcome in order to encourage word-of-mouth advertising.**

A small association, like SIB, benefits a lot from word of mouth advertisement. To encourage this, there should be more activities where non-members can join as well, so members can bring their friends to SIB. This could for instance be done by organizing “buddy borrels” two to four times a year (you get a free drink if you bring a non-member to the drinks). Not only can you recruit new members during these kinds of events, but it also helps to increase brand awareness, because new people get to know SIB and might spread the word. Furthermore, the more people present at an activity, the merrier.

6) In the MAP about the intellectual program of SIB, there should be thought of a new name for this program.

The intellectual program of SIB is very binary. Currently there either is a talk or a Tuesday twist. However, in 2030, SIB will have an intellectual programme which encompasses the full range of intellectual activities (e.g. talks, workshops, museum visits, etc.). Therefore, the term “Tuesday twist” will become an empty term. It is unclear what is meant by a twist as the name will not cover the full meaning of the intellectual Tuesday evening program anymore. That is why we recommend coming up with a new name for the program.

# Appendix II:

# Data Analysis

In this section, the data gathered through the survey will be analyzed. Ten members filled out the survey 'SIB in 2030: member recruitment'. All participants were Dutch; six identified themselves as male and four as female. 40% of the respondents were first years, 20% second years, 20% fourth years, and 20% fifth years or older, thus representing a nice variety.

## 1) Why did you become a member of SIB?

To visualize this data, answers were first translated into English. 'Gezellig' and 'Gezelligheid' were translated as 'Fun', 'Inhoud' and 'Inhoudelijk' as 'Intellect' and 'Intellectual'. Verbs and adverbs were removed and some concepts were merged into one concept (e.g. Talk = Talks, Intellect = Intellectual). The remainder of the responses resulted in the word cloud of Figure 2, where the size of the word indicates how often the word was mentioned.

Unsurprisingly, the intellectual (intellectual/intellect/talk/talks) and fun sides of SIB were often said. But also the 'people' were often mentioned (people/members/friends). In conclusion, the answers can be summarized as 'I was looking for a new group of friends / a new association with fun people that are also intellectually interested'.



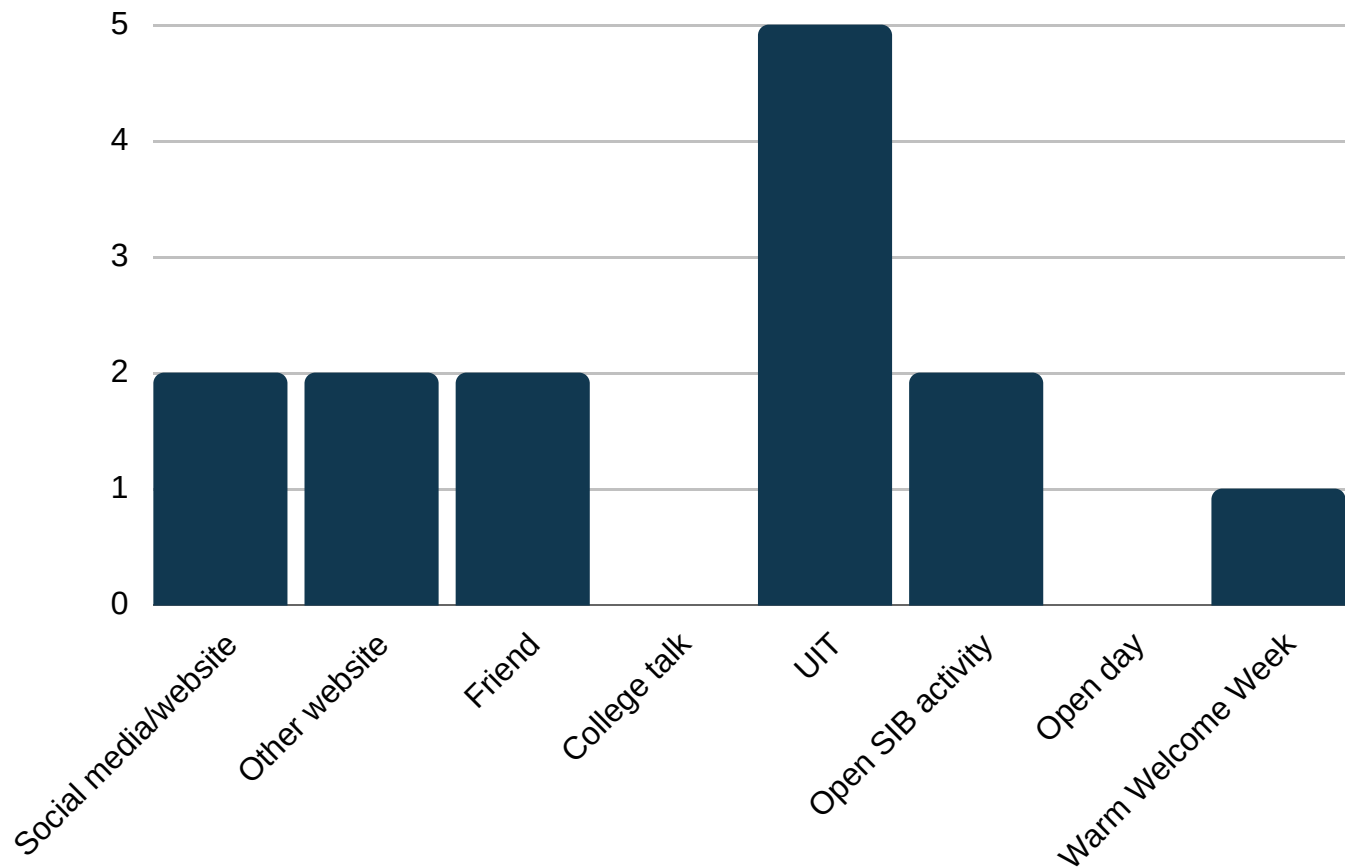
Figure 2: Word cloud 'Why did you become a member'



## 2) How did you first hear about SIB?

The results are listed in Table 1. Unsurprisingly, most members first heard about SIB during the UIT.

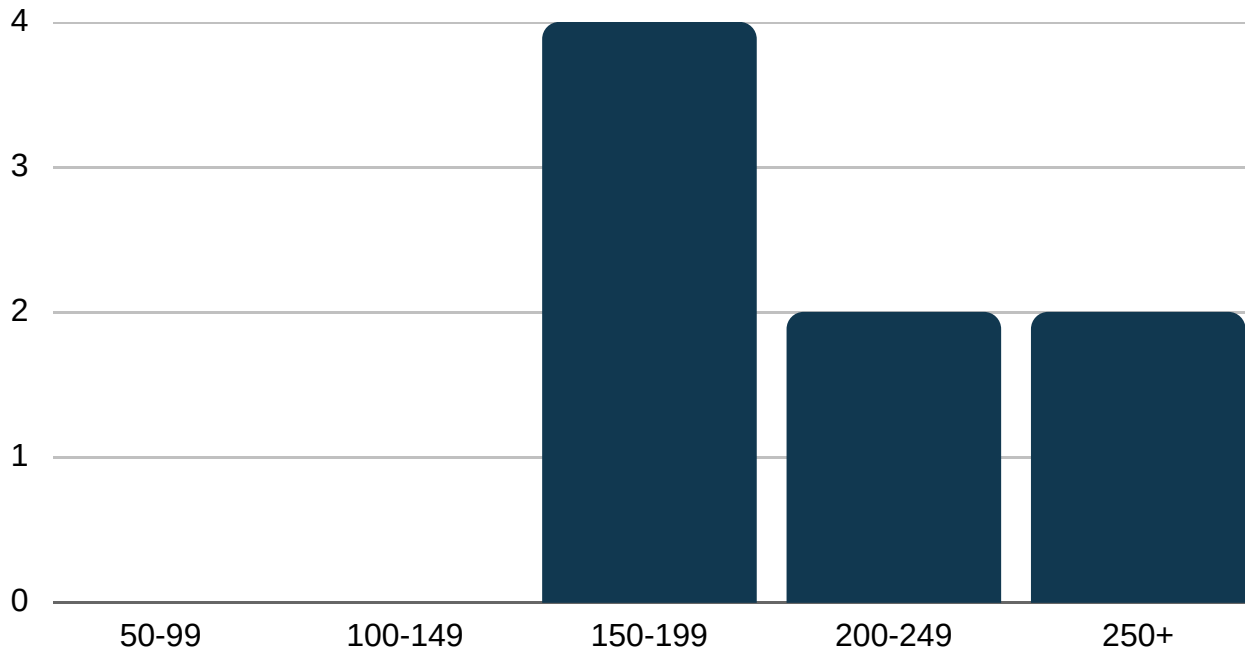
Table 1: 'How did you first hear about SIB?'



## 3) How many members does your ideal SIB have?

The results are listed in Table 2. One participant answered 'As many as possible', which was interpreted as 250+. Two entries were not included in this visualization since these only said something about the active members, and not about the total members. One participant preferred 50-70 active members, and the other mentioned 80. In June 2023, SIB-Utrecht had 146 members. We can therefore conclude that the association currently does not have the number of members that is preferred by the respondents.

Table 2: Ideal number of members



#### 4) How would you describe your ideal version of SIB in three words?

Data preparation followed the same process as for question 1. Again, some entries were merged (“Gezellig” → “Gezelligheid”, “Inhoudelijk” → “Inhoud”, “Inhoudsvol” → “Inhoud”). In addition, one entry, which only said ‘No comment’, was removed.

Then, the data was visualized in a word cloud (Figure 3). The colors are based on the categorization of the Core Research (Van Wetten et al, 2021), where purple means enjoy/people, red means explore/program, and yellow means experience/structure.

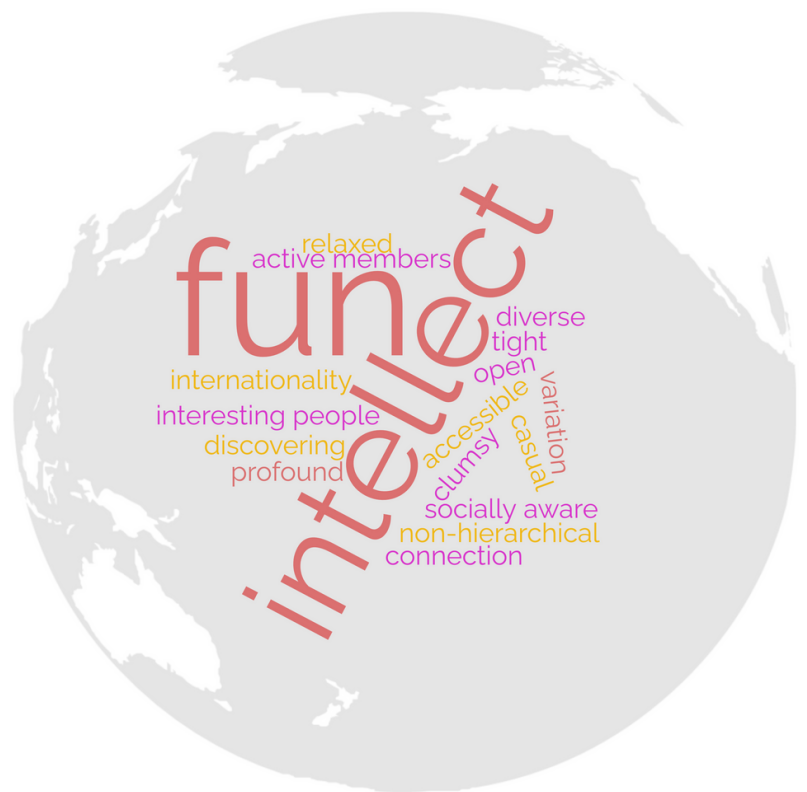


Figure 3: Word cloud 'SIB described in three words'

## 5) What do you value most about SIB?

To visualize the answers to this question, another word cloud (Figure 4) was made. A remarkable finding is that while the other word clouds are mostly focused on SIB's activities, this word cloud is rather focused on raw feelings. We can therefore conclude that regardless of what kind of activities SIB offers or what kind of promotion channels are being used, the most valued aspect of our association is the respect we feel and show to ourselves and others.

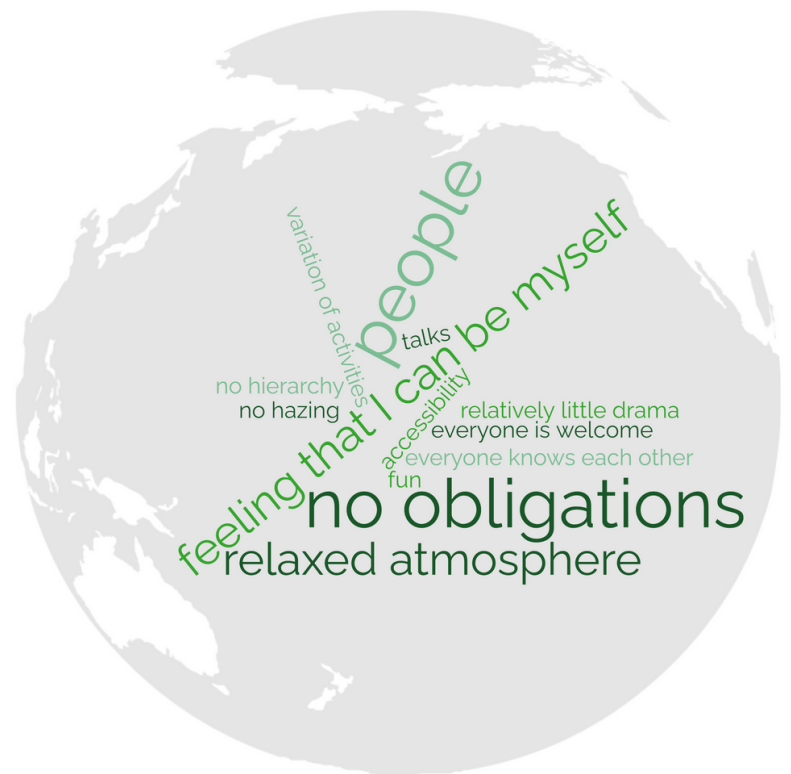


Figure 4: Word cloud 'Most valued about SIB'

## 6) If I wanted to recommend SIB to someone, I would do so in the following way(s)...

As can be deduced from Table 3, simply telling something about the association is a common way for members to recommend SIB to someone else. Members bring others more easily to an intellectual activity than to a non-intellectual activity, except for the drinks. This can be explained by the fact that SIB's intellectual program and the drinks are open to everyone and non-intellectual activities are usually not. However, the data does not indicate whether members prefer bringing their friends to intellectual activities instead of non-intellectual activities.

One person said that they would take someone to different activities, depending on what the person is like. This would match our proposed persona's. Another participant said they would not recommend SIB at all.

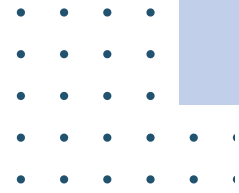
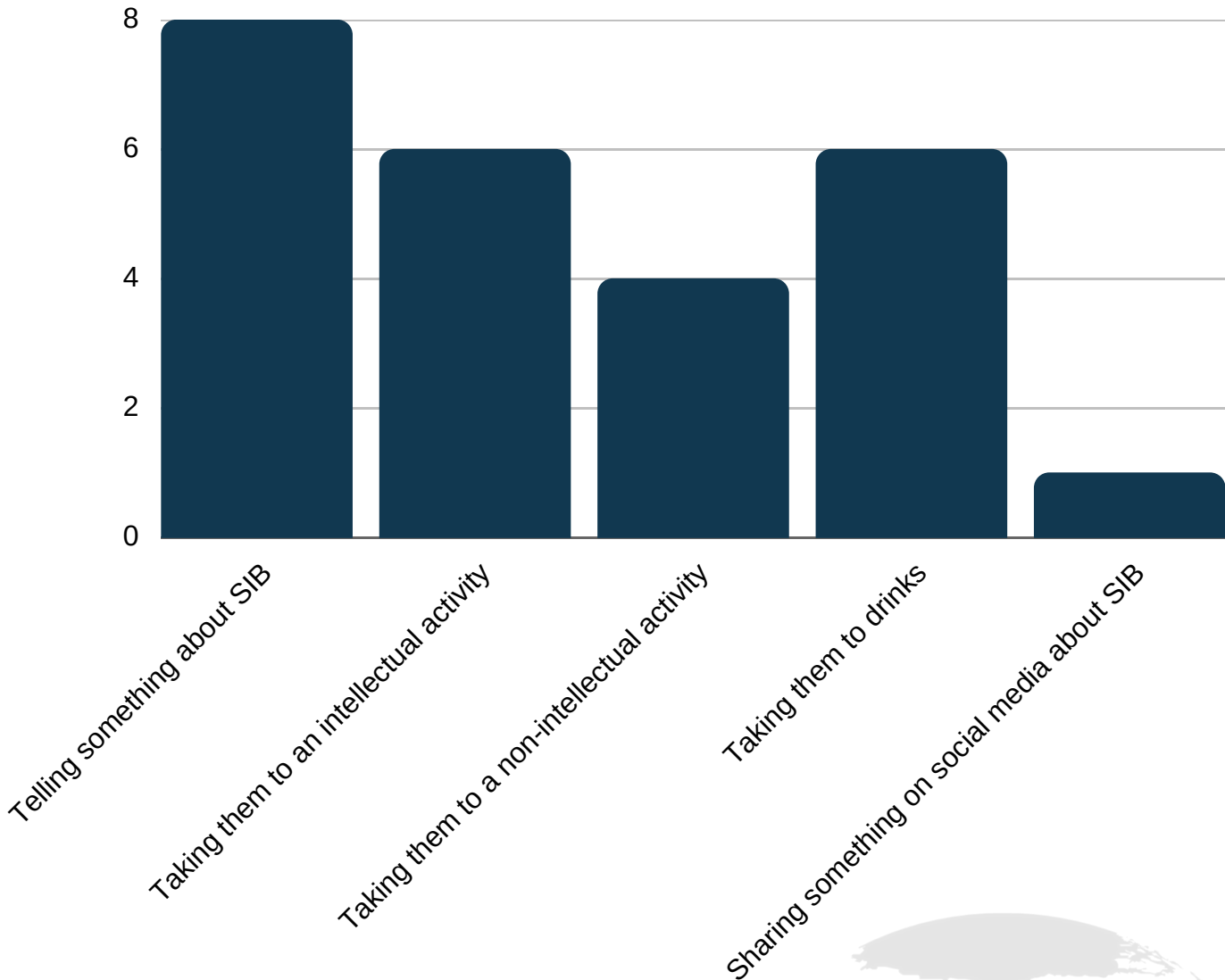


Table 2: Ideal number of members



7) If I were to describe SIB to someone, I would do so in the following way:

To prepare this data for visualization, all verbs and adverbs were removed. Again, similar concepts were merged into one. The rest of the text responses were visualized in the following word cloud in Figure 5.



Figure 5: Word cloud 'Describe SIB'

# Appendix III:

# Personas

## The Nerds

### Profile

Nerds think of learning as something fun, something they like to do when it is not related to their education or careers. Nerds are attracted to SIB because of its intellectual program. Because SIB is the only association in Utrecht that defines intellectual activities as part of its identity, SIB has a strong position to attract these people.

### Strategy and Tools

Nerds are drawn to SIB's intellectual program, so this is the most important topic to emphasize on. Display both the variety of intellectual activities as well the opportunity to shape these activities themselves (through committees).

---

## The Geeks

### Profile

Geeks like to do 'nerdy' stuff. They share a lot of similarities with Nerds, but the main difference is in the type of activities they like to do. Geeks are looking for fun instead of knowledge. They rather play DnD or watch Lord of the Rings, etc. instead of going to a talk. Because SIB has a lot of geeky people, geeky activities are frequent at SIB, therefore making us a prime candidate for geeky students looking to find friends who share their hobbies.

### Strategy and Tools

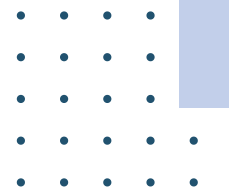
Geeks enjoy a board game night and other casual activities, where they can have a drink and chat a bit while doing something fun. They are a 'show - don't tell'-kind of group, so the best approach is to provide them with a geeky activity. In pitches, it could be beneficial to mention the various societies within SIB, where you can explore and enjoy a niche topic with like-minded friends.

---

## The Diplomats

### Profile

Diplomats are deeply engaged in International Relations, either as a topic of interest or as a career path. Because SIB is tied to the United Nations, does a lot with IR within its intellectual program and organizes trips to embassies and international institutions, it provides a lot of activities these people would like to visit. Competition from a study association is absent as well.



## Strategy and Tools

In pitches, emphasize the intellectual program, our ties to the UN and the frequent visits of embassies on trips. During the UIT, inviting them to the introduction trip at the end of summer is of paramount importance.

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## **The Activists**

### Profile

Activists tend to be idealistic and worry about the environment and social issues. For their choice of association, they look for one which is invested in sustainability and inclusivity. SIB does these two things better than most associations in Utrecht.

### Strategy and Tools

Preferable activists are hard to identify without having talked to them extensively. If you manage to spot one, explain SIB's commitment to sustainability and mention the abundance of environmental and societal issues tackled in our intellectual program.

---

## **The Globetrotters**

### Profile

Globetrotters like to travel in the company of others and are looking for an association that can provide these for them. SIB travels more often than other associations and does this in a sustainable and inclusive manner (low costs), which distinguishes it from its competitors.

### Strategy and Tools

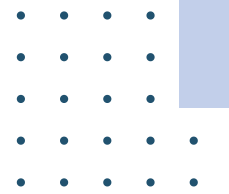
Explain SIB's trips and how they are appealing (low costs, flightless). It might also be useful to explain the difference between other travel-oriented associations and SIB.

---

## **The Mainstream Student**

### Profile

These people are the largest pool of potential members, especially during the UIT. They tend to be slightly shy, but not anti-social. For example, they feel assured around their friends but slightly uncomfortable in new social environments. They are interested in joining an association for the most straightforward reasons; to make new friends, establish a network to find a room and participate in fun activities. Yet, most traditional associations scare them due to their emphasis on drinking, hierarchy and partying. SIB is a more suitable association for them, because SIB's abundance of like-minded people gives them the opportunity to be themselves and is free of the aforementioned hierarchy and intensive drink & party culture.



### Strategy and Tools

To recruit Mainstream Students, it is suggested to make activities as accessible as possible by keeping things lighthearted. Do not expect these people to want to take the spotlight in a new environment; refrain from activities that invoke this. Use the buddy system and mentors to combat their fear of being left out or not fitting in. Emphasize the lack of hierarchy and obligations in promotional materials and pitches.

---

## **The Safe-spacers**

### Profile

Safe-spacers are recovering from a tough period in their life and are looking for a new, safe social environment to re-establish themselves. SIB is an excellent safe space due to the non-judgemental environment that it provides.

### Strategy and Tools

Safe spacers are usually students that are second year students or master students. They learn about SIB via word of mouth advertisement. You can recruit these students by having accessible activities that are free to join for everyone. They like the non-judgemental atmosphere of SIB, so maintain that atmosphere at all cost.

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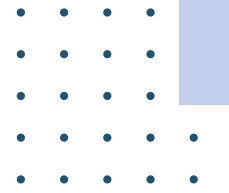
## **The Internationals**

### Profile

These are the international students that would like to connect with Dutch students during their time in Utrecht. They tend to be career focused and therefore quite intellectually oriented. SIB is the only association in Utrecht that actively tries to mix both international students and Dutch students, resulting in being the best option for these people.

### Strategy and Tools

These international students want to know more about Dutch culture and student-life, so telling them that SIB is a chance to experience things like a 'cantus' usually works best. Because of their intellectual and international orientation, they enjoy a mix of 'inhoud en gezelligheid'. Being present at the Welcome Week and maintaining an English online presence are vital.



## The Queers and Allies

### Profile

These are the queer people who want to prevent their sexual and/or gender identity from defining their entire social environment. These can also be heterosexual people who are very supportive of LGBTQ+ rights. They mostly like to express their identity through queer events like Pride and Eurovision.

### Strategy and Tools

Queer-minded students are attracted to SIB because of the non-judgemental atmosphere. They like the association because it creates a safe space for them to be themselves. A respectful, open-minded and diverse association is what they are looking for. Maintain this at all costs. It is hard to actively recruit queers due to the competition from Anteros, but through word-of-mouth it has proven possible to get them to sign up.