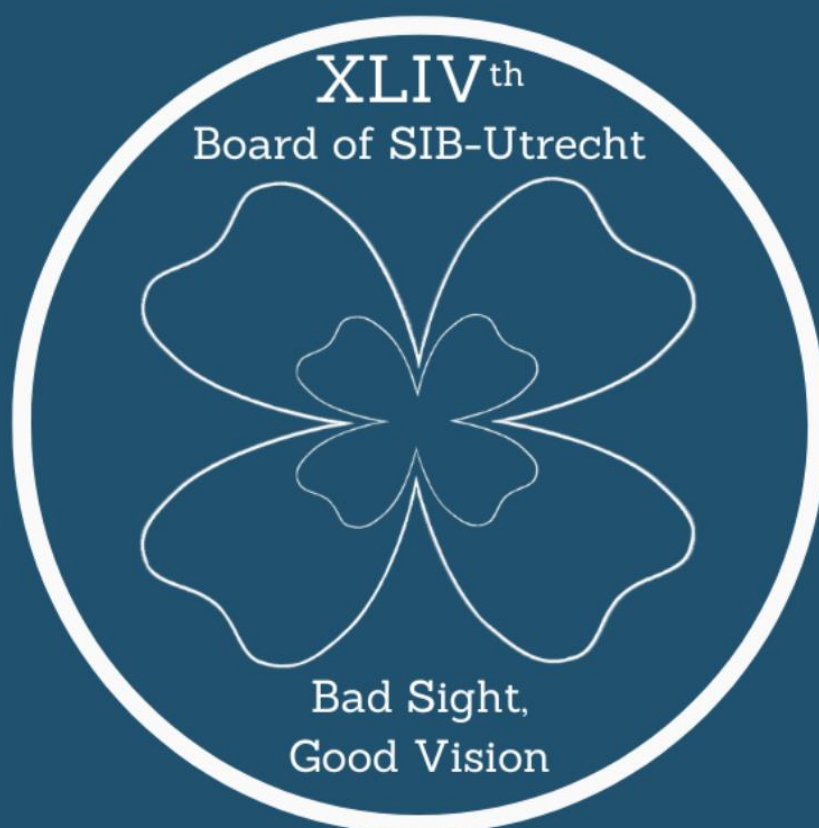


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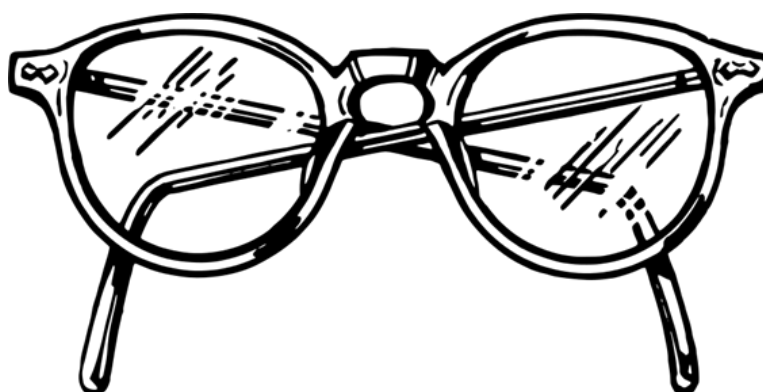
POLICY DOCUMENT 2024-2025



SIB-Utrecht

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Introduction

Dear reader,

Before you lies the policy document written by the 44th Board of SIB-Utrecht (Studentenvereniging voor Internationale Betrekkingen, hereafter: SIB). SIB is characterised by a unique combination of intellectual and social activities. One important aim of the association is to interest and engage members in International Relations and affairs in the broadest sense. In addition to this intellectual side, there is much room for socialising. SIB is an open association without hierarchy and has the quality to make a lot of different members feel at home.

This year, the policy will be shorter and structured differently compared to previous years. The explanation of how the association is structured has been removed from the policy. A separate document will be created for this purpose in the upcoming year which can be found on the website. In this document, there will be an overview of the structure of the association. You can also find an overview of the parts of older policy plans that are still operational in this document. The targets have been placed in a table at the end of this policy plan to improve readability. The targets are at the end of the document, because first an explanation is given about our plans and then an overview of the targets is given.

Our motto, 'Bad Sight, Good Vision', is based on a joke that all board members wear glasses. But a lack of sight does not, of course, mean a lack of vision for the future of SIB. We want to focus more on social media, reaffirm commitments to member bonding and integration and social safety. Furthermore, we want to keep working on digital affairs and prepare SIB for the future.

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

Yours sincerely,

The 44th Board / The XLIVth Board of SIB-Utrecht,

Marthe-Maria Twisk, *President*

Vincent Kuhlmann, *Secretary*

Gemma Veenstra, *Treasurer*

Ayla Abbenbroek, *Commissioner of Internal Affairs*

Elisa Jeuring, *Commissioner of External Affairs*

Charlotte van Brakel, *Commissioner of Acquisition and Sponsorship*

1. General

1.1 Housing

Since August 2020, SIB's office has been located in Pnyx, currently situated at Utrecht Science Park. Together with other associations, SIB is part of the Pnyx Committee. This year the President will take part in this committee. The current building which houses Pnyx is temporary. Utrecht University is in deliberation on what the new housing for student associations will look like. Currently, there are no guarantees on what the future housing of SIB may look like. As a board, we vow to stay active in ensuring the best possible housing solution for SIB.

Secondly, for a few years the association has been looking for a new cafe where Tuesday Drinks can be hosted. This year, a priority of the board will be to find a cafe that SIB and its members can call home again. At this moment, the most promising option is Grand Café de Beuntjes, which was also the preferred cafe according to the member survey. The board is in contact with the cafe to make agreements for SIB's future.

1.2 Social safety and general integrity

The following will be done within our year to ensure social safety and general integrity within the association as we want SIB to be a safe space for everyone:

- All board members, and future board members, are obliged to follow at least one social safety training before the Policy GMA (General Members Assembly) in their respective year.
- Further training on integrity in their respective areas could be followed if the board or GMA deems this necessary.
- Transparency on how SIB deals with (sensitive) information.
- During parties or other events where deemed necessary, board members with sobriety duties will wear a brightly coloured band. Next to availability in emergencies, these board members can also be approached to report socially unwanted behaviour.
- The code of conduct will be renewed, which includes integrating existing protocols into one document where possible. The end product will be one coherent document where all information on conduct related to social safety can be found.
- A form will be created where members can anonymously report situations in which a member noticed socially unwanted behaviour or uncomfortable situations, either first hand or as a bystander. The form will be monitored by the board. The information given may be shared with the BoA (Board of Advisors) and CCPs (Confidential Contact Person) with the purpose of getting advice on how to deal with a certain situation.

- The form is meant to create an accessible place for members to report uncomfortable behaviour within the context of SIB, such as during a committee meeting, an activity, drinks, trips, in friend groups and more. The board estimates that there is a wish for such a place, as in conversations between the IAC and the BoA, it was noted that some behaviours are not 'severe' enough for members to actively seek support at the CCPs while it may still be helpful to report it to the association.
- The form is not meant as a disciplinary measure or to place blame. The goal of this form is that it allows the board to recognise and analyse patterns of socially uncomfortable behaviour that occurs within the association. As an example, the use of the form may lead to general announcements towards members about behaviour which may be perceived uncomfortable. We hope that this will stimulate self-awareness, a safe environment within SIB where we are not afraid to ask one another about behaviour, and create awareness around asking for consent.

If a structural problem with a specific member seems to exist, the board may choose to initiate an open conversation with said member. The board is aware that the form only emphasises one point of view and is committed to view reports as objectively as possible.

- Increasing the visibility of the Confidential Contact Persons (CCPs).
- Concretising the tasks of the Internal Affairs Committee (IAC).

1.3 Domain names

Domain names, like 'sib-utrecht.nl', are a vital cornerstone of digital identity and digital presence.

Currently, SIB holds the following domain names:

1. sib-utrecht.nl
2. sibutrecht.nl, as a redirect to sib-utrecht.nl
3. ucmun.org
4. astruggleforpeace.nl
5. struggleforpeace.nl



To save costs (€25-€50 per year), we cancel the last three domain names, only preserving sib-utrecht.nl (and sibutrecht.nl).

As a malicious party can then register these domain names, they should be considered lost and not associated with SIB anymore. For projects, the standard will be to use a subdomain of sib-utrecht.nl,

like simulation.sib-utrecht.nl. Subdomains are free, and they are more recognisable as official websites from SIB.

1.4 Website

For the website, we drop targets based on visitor counts (i.e. website traffic). This is because of the following reasons:

1. According to reports, around 50% of web traffic is generated by bots.¹
2. For a website with low visitor counts, this share may be even larger.
3. Many of these bots are designed to be indistinguishable from humans.
4. Traffic patterns from bots may reflect industry trends (like scraping for AI), or as another example, frequent changes could make bots visit more often, to re-index content, and probe for new vulnerabilities.
5. Traffic patterns from humans may not reflect the usefulness of the website. For example, users who have difficulty finding certain information may visit many pages, whereas if they found the information immediately, they may only have paid a single visit.
6. Visitor tracking based on IP-addresses is unreliable, and any other methods are typically privacy-invasive and require user-unfriendly cookie pop-ups.

As visitor counts are hence hard to interpret, basing targets off them may lead to wrong conclusions and incentives.

¹ Jeff, Beckman, 'Must Know Internet Traffic of Bots Statistics (2023 Data)', *The Tech Report* (May, 2024). <https://techreport.com/statistics/software-web/internet-traffic-of-bots/>; Emma Woollacott, 'Yes, The Bots Really Are Taking Over The Internet', *Forbes* (April, 2024). <https://www.forbes.com/sites/emmawoollacott/2024/04/16/yes-the-bots-really-are-taking-over-the-internet/>

2. Activities

We want to continue with the consistency in scheduling as set up by previous boards. This means that:

- a. Every Tuesday there will be an activity organised by SIB starting at 20u00, followed by drinks at 21u30.²
- b. Every first Thursday of the month will be a designated SIB-day. During the day, the boardroom will be opened to members. Furthermore, we will try to provide study/work-spaces for those wanting to work on projects related to SIB, university assignments or private endeavours. At 20u00 there will be an activity organised by SIB.

In order to timely inform members of what activity will take place, we will promote activities via different channels:

- a. Each Friday, next week's schedule will be posted in the group-WhatsApp. Furthermore, the text accompanying the schedule will encourage members to read the e-SIB for more detailed information.
- b. Each Wednesday, new activities that have been planned for the upcoming weeks will be announced in the group-whatsapp.
- c. In each e-SIB, new activities will appear in full, with their promotion text and image.

2.1 Committees

As each year, the board will be supported by a number of committees run by members of the association (see Appendix I). In addition to these committees we plan to install two new committees:

1. *Photo Committee (PaparaCie)*

The Photo Committee will take photos and videos during activities organised by SIB. This can be by SIB-camera, their own camera or even their phone. The committee will make a schedule on who will be responsible for capturing which activity.

Furthermore, they will be informed by the board on who is allowed to be photographed for internal- or external promotion purposes.

2. *European Solidarity Committee (ESC)*

The 42nd board submitted our first ESC funding request and successfully received funds to spend on inclusivity. The 43rd board applied for the funds again, this time for mental well-being, but unfortunately did not meet all of the requirements. This year, the 44th board has

² Occasionally exceptions may be made e.g. due to the availability of a speaker. This will be communicated in advance.

applied for the funds for well-being again. The application was done by a full group of four people outside of the board, and one within. The board expects that the application will go through this year and thus wants to install the group of people that applied as an official committee. In practice, this means that the treasurer oversees the budget and has the option to make amendments if the distribution of the budget is not in line with SIB's core values. We place the ESC as a committee within the regular structure of SIB, which means they will meet the same requirements as other committees. The previous board's recommendation is for the committee to present their overall plans and a finalisation of the plan at the end of the year to the GMA. As the application process has been different this year we will take a slightly different approach. The committee's plans have already been discussed with the board before the application was handed in and we trust the committee will go through with these plans. However, because this committee is relatively new in SIB and the construction is rather unusual with the members asking for the funds in their own name and not just in SIB's name, we will ask them to present on the Half Year GMA. They will get the opportunity to tell the GMA how the project is going and how the cooperation with the board has been.

We want to show appreciation for our members who participated in a committee. Previously, committees have been shown appreciation in different ways, we will do this differently by organising an association-wide thank-you day for every committee member towards the end of the year. This way we can invest more into this special day, and stop unnecessary differentiation between committees.

2.2 Societies

Last year, society captains expressed that members within a society tended to be inactive and sparsely react to messages sent by the captains. This led to frustration and demotivation. Therefore, this year the policy regarding societies will be revisited and changed in the hopes of optimising the functioning of societies and increasing their added value to SIB.

The following changes will be made:

1. Each society will be required to organise two *open-activities*.³ One in the time-period of the 1st of October till the 30th of November, and one in the time-period of the 1st of February till the 21st of March. A society can be excused from organising one of the open activities if their society-wide activity falls within the time frame of the mandatory open activity.

³ Exemptions can be made for societies established during the board-year 2024-2025.

An *open-activity* is an informal activity that is open to all SIB-members and is promoted on the different internal promotion channels of SIB. The activity is hosted by the society itself, for which the captains are responsible. In line with this, the content and structure of the open activity is open for the society to decide. However, we advise that it mimics other activities the society hosts.

The goal of an open-activity is for members to get an idea and feel of how the society is, before they decide to become a society member. The reasoning behind the installation of open-activities is that in the past many members now join all societies so that they do not have to miss any activity without knowing whether the society truly fitted their interests, which made societies very large. We hope by organising open activities members feel welcome to try out an activity of a society and be introduced to the concept of societies in general.

Topic	Association-wide Activity	Open Activity	Society Member Activity
Nº per year	1	2	unlimited
Needs to be organised on a SIB-day	Yes	No	No
Needs to be approved by the board	Yes	No	No
SIB-Budget available	Yes	No	No
Promotion	Internal and External promotion	Internal promotion only	Promotion only in society group chat
Board responsible?	Yes	No	No

2. The mandatory answering of a question before a member is admitted to a society will be discarded. In previous years, the question proved as an insignificant measure for members to join a society. Partially because of time constraints of the board to check whether this question was actually answered by each society member. With the part-time nature of this board in mind, the responsibility of admitting members into societies will be placed by its captains. Members can now join a society by simply contacting one of the captains of the society of interest. In doing so, captains are free to express their expectations of the members within their society.
3. Inactive members in the society's group chat are allowed to be removed from the society. A member qualifies as inactive when they do not respond to any messages sent by captains.

Furthermore, captains are obliged to clean their group chat through a reset round twice a year. This entails sending a message in a way that asks members whether they want to stay active in the society. Members who do not respond need to be removed from the chat by the captains. Nevertheless, if the removed member wants to re-enter the society, they are allowed to do so by contacting the captains.

2.3 Other

Member initiatives

Currently member initiatives policy states that member initiatives need to be submitted two months in advance. From now on, this strict deadline will no longer be applied. Members can submit their ideas via the [website](#) or by sending an email to the board. Nevertheless, members are encouraged to submit their ideas on time, as the activities schedule fills quickly. Therefore, the sooner the board knows about an initiative the better. Members are responsible for taking initiative in organising the activity, the board is able to support where necessary.

Introduction periods

Last year SIB had two introductory periods. As recommended by the 43rd board, we will no longer organise a second introductory period in February. Therefore, the only official introductory period will happen in September. Nevertheless, those interested in becoming a member of SIB are still allowed to register all year-round. Instead of a larger introductory period, these members will be coupled to another SIB member via a buddy system. This way, new members still have someone to ask questions to and make coming to activities less daunting. The buddy system will be managed by the IAC. In the same line, the responsibility of organising BuddyBorreles, hosted previous year by the Promotion Committee (PC), will be transferred to the IAC. In addition, new members will be inaugurated during the first GMA following their registration.

Instead of an introduction period, the board plans on organising a re-introduction period of two weeks in February. This period aims to reintegrate members who were away on internship or exchange the first semester, integrate new members who signed up after the introduction period in September, and reach out to new members who have lost sight of SIB because of hectic university life.



Off-site Simulation weekend

In the End-of-Year Survey conducted by the 43rd board, members expressed the wish for an End-of-Year Camp. The board has decided to take this as an opportunity to organise an off-site simulation weekend somewhere in the Netherlands. The board will take on the responsibility of organising the logistics of this weekend. The Simulation Committee will organise the simulation itself. As it falls with Whitsun weekend and thus there is an extra day compared to a normal simulation weekend, there will be plenty of free time for members to explore the surroundings.

Meals&Mingle's

HapHops are a long standing tradition within SIB. Nonetheless, the name of the event no longer fits its intended purposes and design. Furthermore, the association is internationalising in its internal and external promotion. Therefore, the name will be changed to Meals&Mingle (M&M for short). The goal remains the same as it has been in previous years; for members to get together, share a meal and stories, and mingle with a crowd that they may not encounter in their usual groups such as committees and societies.

Attendance

Last year, the board experimented with an attendance target. They concluded that although the tracking of attendance is fruitful, a target seems unnecessary. Therefore, this year the target on attendance of an activity or during drinks will be removed. However, the number of attendees will still be noted. As a replacement, the board plans to analyse what influences attendance numbers (e.g. exam weeks), what activities are popular, and what promotional efforts seem to increase attendance. This analysis will be included in the Year Report 2024-2025.

3. Intellectual Programme

A defining aspect for SIB has for a long time been the Intellectual Programme. With the Intellectual Programme, SIB wants to offer new and exciting perspectives towards its members. The Intellectual Programme consists of a biweekly (once every two weeks) Intellectual Activity and the annual symposium. The different formats for the Intellectual Activities will be: Talks and Interactive Intellectual Activities. These two formats will alternate with a few exceptions.

3.1 Location

The location of the intellectual activities will be dependent on what will best fit the activity. This can be a lecture hall, like Instituto Cervantes, a café, a city, etc.

3.2 EAC Targets

Female speakers

This year we will change the way we count the number of female speakers. We will look at how many women were approached for a lecture instead of how many women gave a lecture. The new target will be to approach at least the same amount of women as men. This new target is because the External Affairs Committee (EAC) has noticed that women decline to give a lecture more often than men, this can result in some difficulty to achieve this target. This new way of looking at the target will hopefully lessen the strain on the EAC. This does not mean that the EAC will not strive to get at least as many female speakers as male speakers this year.



Non-Dutch cultural background

The goal for the target 'non-Dutch cultural subjects by someone with a non-Dutch cultural background' is to have speakers from a non-Dutch cultural background talk about subjects from their background. Of course a speaker from a non-Dutch cultural background can still speak about other subjects, but that would not count towards this target.

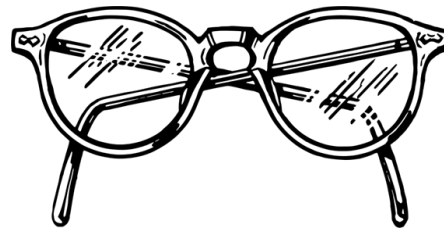
Categories

This year we have decided to remove the categories of topics from the policy, as advised by the 43rd board in their year report. These targets have been an afterthought for the past few years. The activities would be organised and afterwards it would be given a category without thinking about this beforehand. This naturally does result in a diverse programme, but this is because of the desire for the EAC to organise activities with different themes. These categories only put more strain on the EAC while not having any benefits. While these will be removed from the policy, the EAC will have an

internal policy guideline so a diverse programme of activities will be assured. The EAC will keep track of the categories and in the year report an analysis will be given.

3.3 Other

This year we will look into revising the Committee of Recommendation. We will also actively encourage members to submit their ideas for the Intellectual Programme to the External Affairs Committee (EAC) in the form of a suggestion box.



4. Promotion

This year, the tasks of the Commissioner of Promotion are divided among different board members.

4.1 Social media promotion

Last year, board Van Duifhuizen increased our Instagram followers by a lot. Because of this growth, we can shift focus this year to increasing the quality of the members who found us through social media. We intend to do this by increasing the number of reels, as these in general gain more traction from non-followers (even without paid promotion). We also increase the number of Instagram stories to get a higher engagement with our current followers.

Furthermore, we wish to expand our promotion to LinkedIn. Our target this year is to post at least 10 times. In general these posts will be about lectures and our target audience will be future lecturers and possible donors. We will keep evaluating which posts do well and what can be better.

4.2 Physical promotion

The physical promotion during the UIT and Warm Welcome week will remain. The Open Days will be different: the PC will not be solely responsible for being at these days. We have made a WhatsApp group chat where people who are passionate about telling people about SIB can sign themselves up to be at Open Days. One of the board members will oversee the planning and will make sure every Open Day has enough SIB-members. We are also in contact with mbo's in Utrecht to see whether it would be fruitful for us to join their Open Days as well.

Last year, nearly every lecture had a physical promotion stand with people from the PC to promote SIB. This year we will be working with Capstone Lectures which means that we will be focusing our physical promotion on a smaller number of the total lectures.⁴

4.3 Merchandising

This year we wish to reexamine our approach to merchandising. We will be looking at three different aspects (of merchandising):

- Merchandise partners, who do we buy from and how does that relate to sponsorship deals and cost effectiveness.
- Taking stock of our current merchandise and the buying trends among members.
- Promotional strategies, how do different types of promotion affect our merch sales.

The review of this reexamination will be published in the Year Report 24-25.

⁴ The Capstone Lectures are defined in the Multi Annual Plan of the programme of talks.

5. Finance and acquisition

5.1 General finance

In their Year Report, the previous board recommended that the discount policy for committee members remains the same:

- September Camp Committee pays for half camp;
- Symposium Committee members can attend for free;
- People who are on sobriety duty can be given discounts for that particular activity.

During the Utrecht Introduction Period the membership discount system remains the same besides small adjustments for the increase in membership fee listed here:

- The annulment deal: If the membership is annulled before the 1st of January membership fee of €10 is collected and if no annulment occurs or the annulment is later the full membership fee of €70 is collected.
- The discount deal: A discount of €10 is offered on the full membership. This means that instead of €70 euros new members will pay €60 instead.

5.2 Donations

Donations are a minimum of €1 and structural donations a minimum of €5, and will be collected in batches throughout the year.

5.3 Acquisition

The Acquisition Committee (AC) will try to find more sponsorship opportunities this year, in addition to the regular duties of the committee. In previous years, the CA's have made several overviews on which funds and companies have been contacted and if the interaction was fruitful or not. These overviews are currently not integrated into one file. This year the committee will combine all information of the five previous years to come up with a comprehensive overview. Furthermore, the AC will support other committees, like the PC and the UIT Committee to find cheaper or sponsored alternatives for their endeavours.

6. Targets

In this chapter there will be a schematic overview of all of our targets. They have been put in a table with the topic. Explanations on why targets are different can be found in the related chapters.

<i>Topic</i>	<i>Board Twisk</i>
<i>Members</i>	
Active First Years	60%
Active Second Years	55%
Nº of First Year deregistration	<30%*
Nº of Second Year deregistration	<25%
Nº of attendees during a social activity	-
Nº of attendees during drinks	-
Nº of Meals&Mingle's	5
Nº of Vrimibo's	3
Nº of First Year Activities	2
<i>Intellectual Programme</i>	
Attendance intellectual activities internal	25
Attendance intellectual activities external	3
Rating intellectual activities	8.0
Female speaker	-
Non-Dutch cultural subjects by someone with a non-Dutch cultural background	25%
Non-academic speaker	40%
<i>Promotion</i>	
New Instagram followers	-
Total Instagram followers	1.000

Nº of reels on Instagram per year	20
Nº of Instagram stories per week	2
Nº of posts on LinkedIn	10
Nº of new members after the first introduction period	15

*Excluding international members on an exchange year.



Epilogue

The XLIVth Board of SIB-Utrecht thanks all readers of this policy document. We believe by reading these pages you have acquired full insight of the policy plans of the XLIVth Board of SIB-Utrecht. We firmly believe that the outlined approach will serve to improve our association. We look forward to a year filled with fun activities, trips to wonderful places and exciting drinks.

The 44th Board / XLIVth Board of SIB-Utrecht,

Marthe-Maria Twisk

Vincent Kuhlmann

Gemma Veenstra

Ayla Abbenbroek

Elisa Jeuring

Charlotte van Brakel



Appendix I

Committees under the Commissioner of Internal Affairs:

- Internal Affairs Committee
- Activities Committee
- Party Committee
- Cooking Committee
- Simulation Committee
- Utrecht Introduction Time Committee
- September Camp Committee
- Fall Trip Committee
- Spring Trip Committee
- MEME
- PaparaCie

Committees under the Commissioner of External Affairs:

- External Affairs Committee
- Symposium Committee

Committees under the Commissioner of Acquisition and Sponsoring:

- Acquisition Committee
- European Solidarity Corps

Committees under the Secretary:

- IT Committee

Committees under the Treasurer:

- Promotion Committee

Committees under the General Member Assembly:

- SIB-link
- Audit Committee
- Board of Advisors

