

# Updated Strategic Plan 2018-2023



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# Preface

Esteemed reader,

Before you lies the updated strategic plan 2018-2023 of Cedo Nulli. In the past three years many of the original parts of the strategic plan have been accomplished or now need to be adjusted. The updated strategic plan 2018-2023 reflects Cedo Nulli's current accomplishments, goals and ideals.

The set-up of the updated strategic plan is equal to the original strategic plan, consisting of two parts; the vision and the strategics. However, below each original aspect you can now find the current situation and approach for the future. Also, since the financial strategic plan was no longer of the desired quality, this plan is rewritten in cooperation with the audit committee. I would like to thank everyone who contributed to this now updated strategic plan.

Emma Peters  
Chairman 35th board

# Mission, Vision & Strategy

## I. Mission

The association is determined to be of added value to all students of the Erasmus School of Social and Behavioural Sciences.

## II. Vision

To be of added value to all the students of the Erasmus School of Social and Behavioural Sciences, the association presents study-supplementary and study-supporting activities, fulfills the wishes and needs of the students, improves the contact between themselves, between the teachers and employees and offers trainings and career orientation.

## III. Strategics

- 1. Study-supplementary activities:** The association provides students with a wider look on their standard curriculum with study related and broadening activities.
- 2. Study-supporting activities:** The association provides students with study-supporting activities like study groups.
- 3. Self-development:** The association provides space for self-development through experience in committees, a board year and through projects.
- 4. Career opportunities:** The association offers students opportunities to prepare themselves for their future careers and provides career opportunities.
- 5. Representation of the interests of students:** The association works together with the faculty and achieves optimal solutions for the problems of students. The association represents the voice of the students.
- 6. Stimulating and maintaining social contacts:** By offering an open society with a welcoming ambience students can meet here. Activities provide opportunities for students to get to know each other during and after studying.
- 7. Accessibility:** The association is accessible to all students at the faculty. There is an open culture making the association attractive for all the students including international students, master students and alumni.
- 8. Visibility:** The association has a good reputation among the students. The association has a good marketing strategy, which makes the association known by and visible to all the students.
- 9. Financial Strategic Plan:** The association is financially stable, so the association has no problems with financing its activities and equipment.

## **Study-supplementary activities**

### **1.1. Trainings**

#### *Situation 2017:*

During the Social Sciences Career Week we have some trainings. And also during the year we have some basic trainings, for example for LinkedIn. But Cedo Nulli needs to have more trainings during a year because this is very important for the development of our members.

#### *Goal:*

In five years Cedo Nulli needs to have a basic set of trainings that we can use every year. We strive to have at least one training every 2 courses.

#### *Approach*

The board can investigate what kind of training the students want. In that way a career related committee can organise these trainings. A good basic set of trainings can be a selling point of Cedo Nulli.

#### *Update 2020*

*There are four study skills trainings and several other trainings during the year. This is already more than the previous years.*

#### *New approach*

*There should be study as well as career skills trainings in the future. The board should take care of this and should ask the faculty to cooperate on this. There should be at least 4 study skills trainings and two career skills trainings every year. The idea of a skillsweek is now off track.*

### **1.2 Symposium**

#### *Situation 2017:*

This year Cedo Nulli has started to organise symposia for each of the different studies. This would replace the annual conference. In one month there are four different symposia.

#### *Goal:*

The symposia need to be organised by the study-related committees. Every symposium needs to have one main topic. There needs to be a balance between external speakers and teachers from the faculty.

#### *Approach:*

The symposia need to be professionalised by the board and committees. The event should reach more students, have more renowned speakers and we want to work together with the faculty. We strive to have multiple symposia per study per year.

#### *Update 2020*

*Right now there are three professional symposia per year, one for pedagogical sciences, psychology and misoc/public administration/sociology. There is a good balance between external speakers and teachers from the faculty. They are well received. The goal for more symposia per study per year needs to be adjusted to just one symposium per year.*

#### *New approach*

*The approach stays the same. The symposia need to be promoted by the faculty, via email and social media.*

### **1.3 Projects**

#### *Situation 2017:*

The past years Cedo Nulli has participated in National Model United Nations (NMUN) New York.

*Goal:*

This project has to stay, because it targets the ambitious students of our faculty. The project contributes to the image of Cedo Nulli because of the great successes over the past number of years. The goal is to have an equal amount of ambitious and relevant projects, where a lot of skills are developed, for all the students from all the different studies.. However, the financial risk will have to be limited.

Cedo Nulli strives to organise several (smaller) projects. This can also be in cooperation with other organisations.

*Approach:*

NMUN will stay in its place. The board will brainstorm and research on other projects which will be interesting for all study programs of the Erasmus School of Social and Behavioural Sciences but also for specific studies.

*Update 2020*

*Currently there are more projects going on, such as MUN and the involvement in the climate table project this year. The goal is to keep MUN and to search for more projects the upcoming years.*

*New approach*

*The board should look for opportunities to enhance and broaden our current offer of projects. MUN should stay in place as a yearly project, try to work together with other study associations to take the project to a higher level. Also, the board should look for projects that involve for instance, public speaking or sustainability. Aim for at least one extra project per year.*

## **1.4 Visiting institutions/organisations**

*Situation 2017:*

Every year Cedo Nulli organises some visits to institutions, for example to the Kijvelanden or Hartelborgt, for the studies Pedagogical Sciences and Psychology. And for Sociology and Public Administration to Gemeente Rotterdam or Brussels.

*Goal:*

Have at least one day trip per year, per study. However, we strive to have more per year, per study.

*Approach:*

The board needs to reach this by inventorying the possible institutions and organisations. But the board needs to be aware of this every year. Besides that, the board can work together with the faculty. They can use the network of the faculty members to go to interesting institutions and organisations. They can also use the connections within the national consultation bodies.

*Update 2020*

*There is a steady offer of trips per year, namely one per study. However, members repeatedly expressed the wish for more than one trip or excursion per year so this should be taken into consideration. Also, the association grew in member count, as such the offer of trips should grow as well to give members a chance to join a trip or excursion.*

*New approach*

*The board should strive for at least two trips or excursions per study per year. They should do this through the current approach.*

## **1.5 Renowned speakers**

*Situation 2017:*

Sometimes a renowned speaker visits our association and they speak for example during a symposium or at the Social Sciences Career Week. It is important to inspire our students with lectures of renowned speakers. Besides that, it makes our association more visible.

*Goal:*

In five years Cedo Nulli needs to have at least one renowned speaker per year, this doesn't include the Social Sciences Career Week or a symposium.

*Approach:*

The Commercial Relations Officer can take care of this. He/She can search for inspirational speakers, looks for funds, and the Marketing Officer can make the event a success.

The board can ask the (active) members which famous persons they would like to give a lecture and try to arrange this.

*Situation 2020:*

*It is sometimes quite difficult to get a renowned speaker with the current budget. Additionally the event itself is not that popular, so it is important to question whether the amount of money that is spent on it is worth it.*

*New approach:*

*Future boards need to look critically at the renowned speaker and possible alternatives, such as diverting the budget for speakers at the Social Sciences Career Week or the symposia or increasing the amount of money in order to get speakers who will generate a larger attendance amongst students. Therefore the goal needs to be adjusted to at least one renowned speaker, included in the Social Sciences Career Week or the symposia.*

## **1.6 Sustainability**

*Situation 2020:*

This year it has been decided to put sustainability on the agenda during the year. To keep up with current worldwide affairs Cedo Nulli must focus on this major social responsibility.

*Goal:*

Cedo Nulli must offer students at least three sustainability events throughout the year. Also Cedo Nulli must keep an eye on sustainability during all the events.

*Approach:*

Currently the sustainability events are organised by the board, in the future a committee might be appointed to keep up with the need for attention for sustainability in Cedo Nulli. Other aspects, such as using mugs and cutting in paper use should be taken into account at all times. The board should look for opportunities to make Cedo Nulli more sustainable.

# Study-supporting activities

## 2.1 Study groups

### *Situation 2017:*

This year Cedo Nulli started to organise study groups for the first year students. This is a very good way for students to prepare for their exams and learn from each other. Besides this, it gives the students a good reason to join Cedo Nulli, as we aren't selling books and summaries anymore. A second year student will give the study group and a first year student will be the assistant to make sure that the second year student will have the right study material. Next to this we offer official crash courses for statistics, given by the Bijlespartner.

### *Goal:*

In five years, Cedo Nulli organises study groups for every study, every course, every year (including the master students). Next to this, Cedo Nulli organises crash courses for every statistics course at the faculty.

### *Approach:*

The study groups will be organised by students from a higher bachelor year and the assistant will be a student from the course the study group is meant for. The board needs to find a good way to organise the study groups for the bachelor 3 and master students, because they probably can not be held in the same way as the other study groups. The board will make a document with good study group tutors and try to get those good tutors for multiple years. For the crash courses for statistics we need to work together with a professional company. The board also needs to try to require funds from the company we will be working with.

### *Update 2020*

*There are study groups for first and second year students and this is still an important selling point for Cedo Nulli. There are also statistics study groups for almost every program. Besides, there are statistics and thesis trainings provided by tentamentrainingen.*

### *New approach*

*The study groups for third and master students should have another approach since they want to go in depth of the study materials instead of listening to a study group tutor. The advice for now is to reserve rooms in the exam week to create the opportunity for students to ask questions to each other and to discuss the topics again by themselves. To promote the position of study group tutor, we should make use of lecture talks by the old tutors and let the faculty help us on their socials. There should also be at least one training for the studygroup tutors and assistants at the beginning of the year.*

## 2.2 Study Skills

### *Situation 2017:*

At this point in time Cedo Nulli tries to organize workshops and trainings to improve the students' study skills. Unfortunately this does not happen very often yet. In the future we would like to offer more of these trainings and workshops. We want to organise this to help the students with their studies and help them develop in a way they want. This will also be of a great value when attracting members, we want to give students more reasons to join our association.

### *Goal:*

In 5 years Cedo Nulli has a stable offer of study skill workshops/trainings, that are relevant for every study year. You can think of trainings about how to make an exam, how to write a motivation letter, how to find an internship.

#### *Approach:*

The upcoming five years all of the options need to be researched and where possible used to provide more of these trainings to our students. The board could for example try to work together with our faculty and/or university, as some of these trainings already exist there. The board could also look into the possibilities of committees searching for, and organizing, these workshops (e.g. the professional development committee).

#### *Update 2020*

*There are four study skills trainings organised per year. These are fitted for the time of the year; in the beginning we focus more on general skills and at the end of the year they are about thesis and scientific writing.*

#### *New approach*

*There should be a minimum of four study skills trainings per year. More career skills trainings is still the way to go. The goal should be to organise about 2 every year. There may be a committee in the future that organises these trainings.*

### **2.3 Searching for new study supporting activities**

#### *Situation 2017:*

The before mentioned activities are the only study supporting activities Cedo Nulli has at the moment. But Cedo Nulli is still a study association so we need to have new ones to keep the association attractive for students.

#### *Goal:*

In five years Cedo Nulli has at least one extra study supporting activity. If the board accomplished this, they need to look further for more study supporting activities.

#### *Approach:*

The board needs to search for new study supporting activities. For example by asking students what they miss during their studies. Where they need help for et cetera.

Besides this, the board needs to stay open for new opportunities we get from companies/institutions et cetera. And search actively for this kind of opportunities.

#### *Update 2020*

*Currently the extra study supporting activities are considered study skills activities. The education officer actively searches for opportunities to organise supporting activities and takes offers from companies/institutions in account. That is the reason for the termination of this part of the strategic plan.*

## **Self-development**

### **3.1 Research Project**

#### *Situation 2017*

At this point Cedo Nulli is mostly trying to set this up. So far we have had one for Public Administration at the municipality of Rotterdam and we are currently looking into working together with KLM for an organizational psychology and sociology project. This is really just the beginning of these projects, it could be developed a lot in the future.

#### *Goal*

In five years Cedo Nulli has at least one project for psychology and/or pedagogical sciences and at least one project for sociology and/or public administration.

#### *Approach*



The Education Officer and the Commercial Relations Officer will actively search for this kind of projects. They will also be aware of the offers for this kind of project Cedo Nulli gets via email.

*Update 2020*

*This part of the strategic plan is no longer relevant, as it is already discussed in chapter 1.3 Projects.*

### **3.2 Skills week**

*Situation 2017:*

At this moment Cedo Nulli organises skill trainings during the Social Sciences Career Week. But skills development is very important for students for their further life. Therefore we need to give this more attention and focus more on (skill) trainings for students.

*Goal:*

In five years Cedo Nulli has a Skills Week for our students to develop themselves as good as possible.

*Approach:*

The career related committees need to be able to organize some skill trainings during the year. In the end they might be able to make a full week out of this. It will be up to the board, and maybe some of the committees, to research what students would like to learn in these trainings. After which, the committee and the board can be more specific with the trainings they want to organize. The Commercial Relations Officer can assist these committees in the process and might be able to organize some events him-/herself.

*Update 2020*

*Cedo Nulli organises study and career skill trainings throughout the year, as well as during the Social Sciences Career Week. It is not beneficial to plan a seperate week of skills activities. Since this part of the strategic plan is no longer relevant nor beneficial, it will be terminated.*

# Career opportunities

## 4.1 Social Sciences Career Week

*Situation 2017:*

*Upcoming December is the third edition of the Social Sciences Career Week. The week has around 200 participants each year. During this week, we organise all kind of activities. You can think of workshops, trainings, in-house days, speed dating with companies and company dinners.*

*Goal: Cedo Nulli need to get a bigger Career Week in the upcoming years. In five years we want to have 500 participants. The SSCW also needs to have a fair division of activities for all the studies. We strive to have a full time committee in 2023.*

*Approach: To realize this, every year a growth in quantity and quality has to take place. Each year the board needs to look critically to the date of the next Career Week. But at this moment we prefer the end of november/beginning of december.*

*Update 2020:*

*Last November, the fifth edition of the Social Sciences Career Week was held. The week has had around 200 participants over the last years. During this week activities such as workshops, trainings, in-house days, speed dating with companies and company dinners are organised. This year, the SSCW committee is aiming for a higher target of €5.000. Cedo Nulli aims to expand the Career Week in the upcoming years. In three years we want to have 350 participants. Furthermore, we aim for quality over quantity, which is why the SSCW consists of the maximum of five days. In addition, it is important to improve communication on which activity is suitable for what study. Lastly, for now the aim for a full time committee is too ambitious. Cedo Nulli will aim for the growth of the SSCW with a part time committee, consisting of seven members.*

*New approach:*

*To realize increased participation, we aim to collaborate more with the Faculty. Therefore, the 'career orientation plan' is made. This plan includes shared promotion of career events, such as the SSCW, and perhaps making career events mandatory. Additionally, each year the board needs to look critically to the date of the next Career Week. But at this moment we prefer the end of november/beginning of december.*

## 4.2 Internships

*Situation 2017*

At this moment Cedo Nulli doesn't provide any information about internships for our students. It is very important to offer information to our students about these types of things. Because the university is often unclear about this and internships are really important for students.

*Goal:*

Cedo Nulli provides more information to our students about how to find an internship and what the possibilities are. The Education Officer and Commercial Relations Officer need to search actively for internships. The board can put the internship offers on the website. In that way, companies can also approach us to offer their internships.

*Approach:*

Cedo Nulli can do this by making use of the Alumni network, offers via the email and keeping in contact with companies who for example are present during the Social Sciences Career Week.

The board can ask our good partners if they have any internships. The board can also look for the possibility to cooperate with existing internships institutes. Besides this Cedo Nulli can help the university making the students more aware of the internship possibilities, by cooperating with them.

*Update 2020:*

*This year, the Board puts vacancies on the Cedo Nulli website, most of the time for free. However, there are not enough internships being promoted. We would like to collaborate with the Faculty more, for example to promote the internships they offer.*

*New approach:*

*To achieve this goal, more collaboration with the Faculty is required, by achieving shared communication on internships.*

### **4.3 Career related committees**

*Situation 2017:*

Now Cedo Nulli has a Social Sciences Career Week Committee and a Professional Development Committee. The last named committee organises workshops and trainings besides the Career Week. In this way, Cedo Nulli has workshops and trainings throughout the year. But this is only the first year of this committee and her activities.

*Goal:*

In five years Cedo Nulli needs to have workshops, trainings, in-house days and company dinners during the whole year.

*Approach:*

Both committees can work together. If a company or training does not fit in the Career Week, then the other committee can organise something with this somewhere else in the year. And vice versa; if a workshop or training is of really good quality, then the Career Week Committee can fit it in their programme.

The Commercial Relations Officer needs to support these committees with the acquisition, with finding the right companies and with the conversations at the office of a company.

*Update 2020:*

*The professional development committee has become the career orientation committee, because the name is more informative and clear. The Corcom is responsible for organising career events throughout the year, such as a Corporate Dinner and Inhouseday. Both the Corcom and SSCW committee contribute to the acquisition target of the Commercial Relations Officer.*

*New approach:*

*The approach with the Corcom and SSCW will remain the same.*

# Representation of the interests of students

## 5.1 Student Representation

### *Situation 2017:*

At the moment most aspects of the student representation aren't well known amongst students. There are some members of Cedo Nulli in the student representation, the Faculty Council and in the University Council, which creates some visibility, but is still difficult to bring it to the attention of the students. It also remains hard to let all the different representations communicate well with each other. Cedo Nulli, especially the Education Officer, can play a big role in this.

### *Goal:*

In the upcoming years we want to have more active students in the student representation. Cedo Nulli could play a role in this because of the big group of students that is involved with the association. Besides this, the Education Officer has the role to facilitate the student representation the best way possible, to make the different student representation councils come together and to make it all more visible to the public with the goal to make the student representation function properly for the long term.

### *Approach:*

Cedo Nulli will raise the awareness of the general student representation, together with the student representation councils. The board will do this by giving these more attention during the lecture talks at the beginning of the academic year. Besides this, the board can also inform our active members more about this. For example, by promoting this during the committee meetings.

The Education Officer should play a role in the recruitment of the student representation. He/she will also organise useful trainings and team building activities for these students and be the connection between the management team and the student representation. Besides this, students can approach the Education Officer with complaints and he/she will make sure it's brought to attention.

### *Update 2020*

*Student representation is not visible enough by the Cedo Nulli members. There are still lecture talks given by the beginning of the year and the Education Officer assists the different representations in the recruitment. Faculty Student Meetings are once every 5 weeks.*

### *New approach*

*The goal and approach that is already stated is still correct and up to date. However, the Education Officer should make sure this part of the faculty is more visible by for example making social media posts on this. The board should also think about an alternative or an improvement to the complaint email inbox since this is not frequently used by students. There can be a page on the new website instead or a Facebook page.*

## 5.2 Contact person for the students

### *Situation 2017:*

At the moment students can go to the Education Officer if they have a complaint about education. The Education Officer can send the students to the right person at the faculty, or discuss it with the student representation. Unfortunately, a lot of students do not know about this service, so the possibility is barely used.

### *Goal:*

The Education Officer should be the contact person for the whole student representation, and this should be clear to everyone. When students don't know where to go with their question or complaint, they should contact the Education Officer.

*Approach:*

The Education Officer should actively promote the student representation and make students more aware.

The board should make the students more aware of this function of Cedo Nulli. They can do this by making it more visible on the website and talk about this during the lecture talks at the beginning of the academic year.

*Update 2020*

*The complaint email inbox gets very few emails. However, the program committees receive complaints and questions regularly. The current board feels that the students know where to go with their complaints and don't feel the need to use the complaint email as well.*

*New approach*

*The Education Officer should think about other ways to be involved in students' complaints. He or she can for example join program committee meetings more often to discuss such affairs. The board can also think about the possibility to create an inbox on the website for these complaints or questions.*

### **5.3 Contact with the Faculty**

*Situation 2017:*

As written in the last plan, having a good relationship with teachers and the faculty can have a lot of benefits for Cedo Nulli. Cedo Nulli has a healthy relationship with the Faculty but the type of contact differs per board.

*Goal:*

Cedo Nulli has to have a positive relationship with teachers and the other faculty members, which will lead to a good will on both sides. Based on this good relationship, the teachers' knowledge and networks could be of good use for the association.

*Approach:*

The employees of the faculty need to be updated on the association and the activities. This can be achieved by sending the employee newsletter. Besides that the Education Officer needs to make sure that the faculty members are invited for big activities, for example the Social Sciences Career Week. The Education Officer also needs to keep in mind to invite teachers as speakers for lectures, organised by the committees.

*Update 2020*

*There is no separate Cedo Nulli newsletter anymore. However, we have an item in the ESSB newsletter since faculty employees take more effort to read this. There is still a healthy relationship with the Faculty. Currently there is a lot of cooperation with the marketing and recruitment admission to promote our activities on the ESSB channels.*

*New approach*

*The contact with the Faculty should be intensified by having regular meetings. In this way, the faculty and Cedo Nulli can be more up to date about each other. There should be concrete agreements on what Cedo Nulli and the faculty expect from one another and how we can work together. This includes the Webteam, study advisors and the educational office as well. Every year, we should revise these agreements.*



## **Stimulating and maintaining social contacts**

### **6.1 Less but bigger activities**

#### *Situation 2017:*

This year Cedo Nulli has started with organising less, but bigger activities. For example, instead of the multiple lectures per study, we organised the symposia. Besides that Cedo Nulli has monthly drinks instead of all the small drinks for all kinds of activities. In this way we want to have more qualitative activities. We want to continue this in the upcoming years.

#### *Goal:*

We want to make sure all Cedo activities are based on quality, we do not just want to organise any and all activities. Furthermore we want the activities we organize to be well known and a lot of students attending them.

#### *Approach:*

The board needs to keep an eye on the quality, make sure everything that's being organised has a purpose and keep asking students what they would like to see.

#### *Update 2020:*

*The activities that are being organised are of the desired quality. We don't organise too many events, but sometimes too many events are organised in one week. Therefore, we want to spread out the events better during the year.*

#### *New approach:*

*By having a look at the heat-map of the bachelor and master programmes of the ESSB, we want to plan the activities in the best time spots.*

### **6.2. A place to get to know each other**

#### *Situation 2017:*

At the beginning of the academic year, Cedo Nulli can be a place where freshman get to know each other. At this moment there are not a lot of activities at the beginning of the year, because the committees are not formed yet. So at this moment, the freshman can not really get to know each other at Cedo Nulli. But we try to keep the freshmen activities, only available for the freshmen students.

Also for all the other students is it important to have activities at the beginning of the year. They can get to know Cedo Nulli and catch up with their fellow students.

#### *Goal:*

In five years Cedo Nulli needs to have a stable amount of introductory activities especially for the freshman but also for all the other students.

#### *Approach:*

##### Freshmen:

The board and the freshmen committee can organise social activities to introduce the freshmen to the association and to each other. Besides that, they can also come to the other activities that are organised at the beginning of the year to get to know the association better and see what Cedo Nulli has to offer.

##### All the students:

The board needs to stimulate the committees to also organise activities for the beginning of the next academic year. In this way we will also attract more students as members. It is important to organise social activities, in that way the students get to know each other. But also study,

career and self development related activities. In that way the students can also get to know the association and see what Cedo Nulli organises.

*Update 2020:*

*There are more activities organised in the beginning of the year. Some activities are organised by the former committees and some by the (old) board. In order to let all students get to know our association, we need to organise more introductory activities for the second, third year and master students. We also need to think more critically about the target group of our activities.*

*Approach:*

*There need to be more introductory activities at the beginning of the year for second, third year and master students, at least two introductory events especially for this target group. The board can achieve this by preparing these activities for the next academic year, together with some of the committees.*

### **6.3. Supporting students in their study**

*Situation 2017:*

At this moment, Cedo Nulli supports students with the study groups. But Cedo Nulli does not support them with getting used to studying, making exams et cetera. This can also be very useful to new students. Our faculty doesn't have anything like a mentor programme.

*Goal:*

In five years Cedo Nulli needs to support our students not only by helping them to learn for their exams but also by getting members used to studying, the student life and everything new on the university.

*Approach:*

The board can work together with the faculty to organise this. The board can search for students and look into the possibilities for a cooperation with the faculty. In the upcoming five years Cedo Nulli can look into the needs of the students and how we can form this to become a programme.

*Update 2020:*

*Cedo Nulli supports students with getting to know the student life. However, we do not provide a lot of activities for international students. Also, we don't get them to know about Cedo Nulli very well. Cedo Nulli should facilitate a kind of mentor programme to let elderly (international) students introduce the freshmen within the student life.*

*Approach;*

*The board could set up a mentor programme with international students that introduce the freshmen international students to the student life and the activities of Cedo Nulli. We need to seek a way to get the older students in contact with the freshmen students. Therefore, Cedo Nulli should facilitate at least two contact moments for this mentor programme.*

### **6.4 International Officer**

*Situation 2020*

One of the board members takes on the role as international officer. As the International Officer you should make sure that the interests of the international students are incorporated in the policy plan and implemented throughout the year. This year, we implemented a new sub task within the committees: the international commissioners. These persons represented the interests of international students in their committee meetings and stimulated students to speak English during Cedo events.



### *Goal*

In three years, we should be still focusing on the internationalization of Cedo and make the members aware of this.

### *Approach*

The internationalization of the association can be improved and the board should keep the international officer and the international commissioners. In this way, the members become more aware of internationalization.

## **6.5. Cohesion Officer**

### *Situation 2020*

One of the board members takes on the role as cohesion officer. This function monitors the cohesion within the board and committees. There are also cohesion commissioners in the committees that keep an eye on the cohesion within the committee. In the beginning of the committee year the cohesion commissioners are trained by the cohesion officer about general cohesion, committee trips and the round of honesty. We still advise the board and committees to do a round of honesty every committee meeting.

### *Goal*

In three years, there should be new activities or plans to improve the cohesion between committees and other members of the association.

### *Approach*

The cohesion within the whole association should be kept by having the cohesion officer and cohesion commissioners. The board should facilitate an open community for committee members as well as general members. There should be at least one training for the cohesion commissioners. And at least one general member activity next to the committee appreciation day.

## **Accessibility**

### **7.1 International students**

#### *Situation 2017:*

We're now in the third year in which we have international studies at our faculty. But we're not where we want to be with our association; the amount of international students within our association increases slowly. Sometimes the internationals feel left out. But slowly, there are also more international students in our committees.

Besides this there is an international associate in our board. This is a contact person for the international students and for the international office at the faculty.

#### *Goal:*

In five years Cedo Nulli needs to be a complete international association. For example, the General Assembly needs to be in English. But also all the activities need to be in English. The Social Sciences Career Week is an exception because some companies don't want international students in their company.

Besides this, we want that the international students feel like a part of Cedo Nulli. And for them to join more activities and committees.

#### *Approach:*

Cedo Nulli continues having an International Associate in the board. And the board will make this more visible by announcing it during the lecture talks at the beginning of the academic year. They'll also write it down in the first newsletter of the year.

The board will also stimulate the committees to organise their activities in English, even when their study is not English. There can be made an exception for the Social Sciences Career Week and when it is only relevant for Dutch students. The board needs to be an example for the (committee) members and have good contact with both the national and international students.

#### *Update 2020*

*Currently all the above is already been done or is actively implemented. To increase the involvement of international student in our association we should aim at bridging between Dutch and international students, not just on the international students themselves. Also, internationals should be contacted earlier in the year.*

#### *New approach*

*The international committee should function as a bridge, their events should be aimed at making connections between our Dutch and international members. The board should focus on the international students more during the Eureka week, look into the possibility of joining the international day during the Eureka week. Also, try to give internationals information about Cedo Nulli before their start at the Erasmus University. Try to work together with the faculty to reach this goal.*

## **7.2. Master students**

#### *Situation 2017*

This year the board discontinued the master committees. Cedo Nulli will focus more on career related activities to attract the master students. Besides that Cedo Nulli wants to attract them with options such as NMUN and research projects.

#### *Goal:*

There needs to be an increase in the amount of masters students at the career related activities, trainings, workshops and in-house days.

Besides that we need to develop master committees for the different masters per study.

#### *Approach:*

At the beginning of the year we can promote the relevant activities for the masters, for example the Social Sciences Career Week, trainings, possibilities for internships et cetera. The board can also promote the committees during these talks. The committees will be formed with people who are interested from the different master studies. The committees can be more independent than all the other committees.

#### *Update 2020*

*It is still challenging to reach master students, therefore Cedo Nulli needs to be more visible for master students. As master students are more serious about their career and study, the association should stress this sides of Cedo Nulli. As it is already difficult to get master students for the committees, the development of committees for master students should be left out for future goals.*

#### *New approach*

*Making sure Cedo Nulli is more visible for master students should be the first step to make sure master students are more involved. This can be done by being present at the Premaster Day and the Master day during the Eureka week. Another way to achieve this is organising events focused on master students, such as the Master Groups. At least two events with the focus on master students should be organised every year.*

### 7.3 Alumni

#### *Situation 2017:*

Cedo Nulli still has an alumni committee. There are not a lot of alumni members and not all of the activities are a success. Therefore Cedo Nulli wants to form an alumni society. At this moment the board is making the first steps to start the society. In this way the alumni are more independent. And we hope that they will visit more of the alumni activities and that we can make use of this network.

#### *Goal:*

In the upcoming years Cedo Nulli needs to start an alumni society. To start the society, the Cedo Nulli board needs to find a board for this society and that board needs to write bye-laws. Besides that Cedo Nulli wants to see that their membership is worth the money, by organising activities they want.

#### *Approach:*

First of all the alumni society needs to be formed. The board of Cedo Nulli will form the first alumni society board. After that, the alumni society board will need to choose their own successors. The alumni society needs to find out what kind of activities the alumni want. The society board can organise them and create a good connection with them. In this way Cedo Nulli can keep them connected with Cedo Nulli and hopefully this alumni network can lead to new possibilities for activities and interesting networks for the current students.

#### *Update 2020:*

*The number of Alumni members has increased to almost 100 members. The alumni committee organises at least 3 drinks a year for these alumni members. During the last drink, around fifty alumni attended. We have decided to not start an alumni society, because there seems to be no demand for it among our alumni members. However, it is of high importance to utilise the alumni network. This year, the Board does this by involving alumni's in the new initiative 'Mastergroups'. During these events, alumni's inform ESSB students on finding an internship or job.*

#### *New approach:*

*We strive to elaborate the alumni network further in the upcoming years. Furthermore, we would like to elaborate on the range of activities, for example organising a speakers event or inhoueday with alumni. In this way, we hope to make the alumni membership more worthwhile. Meetings with the faculty have to be held to determine how the needs of the alumni can be fulfilled better, for example by organising other activities than social drinks.*

# Visibility

## 8.1 Means of promotion

### *Situation 2017:*

At this moment use Facebook, Instagram and Twitter as main means of promotion. Besides that Cedo Nulli also has the website and the monthly newsletter. And of course some physical promotion on the campus.

### *Goal:*

Cedo Nulli needs to be visible on the campus, so we need to make more use of the physical promotion on campus.

Besides that we need to focus on two or three popular social media and make use of that for our promotion.

Last but not least, in five years we need to have a new website that we can use for promotion. This website needs to have at least an implemented membership database, invoicing and an option for the iDeal system.

### *Approach:*

The board needs to find out what the best kind of promotion is and invest in that kind of promotion. Besides that the board need to promote the website more. For example by linking to the website in Facebook messages (that are also meant als promotion). The board also needs to find out what kind of promotion is relevant for the students and what they use for social media for example, and use that kind of promotion.

The 33rd board needs to make a start with looking into the new website. They need to look at the costs and how Cedo Nulli will pay for it.

### *Update 2020:*

*At this moment, Cedo Nulli uses the website as the main mean of promotion. We also use Facebook and Instagram as tools to support the website. Besides this, we also use some physical promotion on the campus throughout the year.*

### *New approach:*

*The board needs to stay focussed on using the website as the main mean of promotion. Also, there needs to be more focused on Instagram and this medium needs to be more professional, since Facebook is becoming a bit outdated.*

## 8.2 Corporate Identity

### *Situation 2017:*

During the last years, the corporate identity (huisstijl) of Cedo Nulli changed a lot due to the change to an international association. There are a lot of little changes. But in this way we can not form a corporate identity.

### *Goal:*

The next five years Cedo Nulli need to have the same Corporate Identity. And a board can only change this during a General Assembly.

### *Approach:*

Cedo Nulli needs to have one Corporate Identity that will not be sensitive for the changes within the association. So we need to have a really basic design.

### *Update 2020:*

*This year, the corporate identity has changed so it was more in balance with our website. The pillar of Cedo Nulli needs to be more visible.*

*New approach:*

*The corporate identity should not change a lot in the coming years, otherwise you cannot form a stable corporate identity. If it's beneficial for the association, the Marketing Officer can make small changes in the corporate identity. These changes don't have to be during a General Assembly.*

### **8.3 Acquisition**

*Situation 2017:*

The last couple of years we have seen that it is difficult to reach the acquisition target, especially since the end of the book and summary sale.

*Goal:*

The goal is to create a target that is possible to reach for the Commercial Relations Officer.

*Approach:*

The Commercial Relations Officer needs to make a good estimate for a target that he or she can reach. He or she can do this by looking at the things that Cedo Nulli has to offer but also what kind of cooperations we can arrange with companies. The Commercial Relations Officer needs to make sure that we have good contact with our partners. Besides this, the Commercial Relations Officer needs to be involved with the acquisition during the Social Sciences Career Week and the other career related committees.

*Update 2020:*

*For the last few years, the acquisition target has been well achieved. This year, €10.000 was reached halfway through the year. Therefore, we feel that the acquisition target should be at least this amount for the upcoming years.*

*New approach:*

*To match the growth Cedo Nulli is undergoing, the products and services of Cedo Nulli should become more costly, since our member base and reach is growing every year. Additionally, the career orientation committee and Social Sciences Career Week committee can contribute greatly to the acquisition target, which makes it more plausible to reach the target.*

# Financial Strategic Plan

*Written in cooperation with the audit committee.*

## **Cooperation with the Faculty**

*Situation in 2020:* The current cooperation with the faculty is going smoothly. We have a yearly meeting with the financial department, where we discuss the subsidies from the faculty for the upcoming year. Furthermore, we present a summary of our budget at the Management Consult of the faculty so the entire faculty has an overview of it. And finally the financial administration gets reviewed by the faculty at the end of the year.

*Goal:* To make the best use of the subsidies granted by the faculty, it is highly recommended to check the subsidies from the faculty halfway through the year and schedule a meeting if amounts need to change or diverted to other parts of the budget. Additionally, Cedo Nulli has been growing over the last years and we want to enlarge projects which are beneficial to the faculty, such as NMUN, the Parent Day or the Social Sciences Career Week. One way of doing this, is by requesting more subsidies from the faculty.

*Approach:* A meeting with the financial department could be held in the middle of the academic year to discuss the subsidies and the general financial situation within Cedo Nulli. During a meeting with the financial controller of the faculty, he commented that raising or diverting the amount of money can be done, if Cedo Nulli has valid arguments to do so.

## **Subsidies**

*Situation in 2020:* At this moment we request subsidies from multiple sources, such as the Trustfonds or the Executive Board. Most of these subsidies have been requested and granted on a yearly base, however the amount of money received from the Trustfonds has decreased over the last years. Furthermore, the potential subsidy from the Ministry of Foreign Affairs for NMUN has been cancelled for the foreseeable future.

*Goal:* To keep the current subsidies at a stable level and try to increase the number of subsidy providers, both in- and outside of the university.

*Approach:* Future board should continue the practice of having at least one meeting per year with the providers of the current subsidies in order to discuss the amount, distribution and future of the subsidies. Furthermore, Cedo Nulli should aspire to have at least one subsidy provider that is not related to the university, such as a ministry. One way to do this, is by contacting sister associations and seeing who provides them with subsidies outside of the university itself.

## **Membership Fees**

*Situation in 2020:* Currently, the amount of membership fees has been growing over the years, due to the increasing number of international students and the removal of the “*numerus fixes*” for the Bachelor of Psychology. However, as it has been reintroduced for the upcoming year, it seems likely that the amount of membership fees will stay the same for a couple of years. As Bachelor of Psychology has the largest amount of students and thus Cedo Nulli members, the amount of membership fees is somewhat dependent on how many freshmen the faculty will allow to enroll in this study.

*Goal:* To keep the total amount of membership fees stable and budget the possible change of it in the future in a realistic way. Additionally it must be a goal of Cedo Nulli to keep the current

membership fee for both regular and alumni-members as it is and only increase it whenever this is absolutely necessary.

*Approach:* Cedo Nulli needs to keep in touch with the faculty regarding the numerus fixus for certain studies and the amount of freshmen, in order to budget accurately and avoid sudden drops in membership fees.

## **NMUN**

*Situation in 2020:* The finances of the project are currently stable and are provided by multiple sources. We therefore want to look towards expansion of the project. We have had a meeting with the faculty and they are really supportive of both the project and the expansion of it.

*Goal:* Future boards need to look into the opportunity to increase the amount of delegates by at least two delegates. Additionally, Cedo Nulli needs to ensure that the participation fee will not be raised.

*Approach:* We will request extra subsidies for the future years to include two more members to the delegation. If the current subsidies would decrease in the future, future board should look at other subsidies or increase the amount of funding from Cedo Nulli and/or the faculty.

## **Reservations**

*Situation in 2020:* At this moment the following reservations exist: €500 for the almanac, €1000 for the lustrum activities, €500 for the electronic workplace and €500 for calamities. As of now, the amount of money for the almanac turned out to be sufficient to produce an almanac with an sufficient amount of copies. However, a larger amount of money for the next lustrum is needed. On the other hand, the money for both the electronic workplace and the calamities is barely used.

*Goal:* To take a critical look at the reservations at the beginning of the year and decide to allocate money to or from these if the situation calls for it. However, it needs to be stressed that distributing money from a reservation to other parts of the budget does not equals a permanent increase in that part, as these funds may need to be put back into reservations in upcoming years if the situation requires this.

*Approach 2020:* We have made the following reservations for the upcoming future. To increase the yearly reservation to the Lustrum Committee to €1500. Additionally, the total reservation for the electronic workplace needs to be capped at €2000 and refilled to this amount if money from the reservation is used. To conclude, the reservation for calamities also needs to be capped at €2500 and refilled to this amount if money from the reservation is used.

## **Equity**

*Situation in 2020:* The current amount of the equity is €22.974,42. As this is quite a lot and has grown over the years. A critical look at the amount of money that need to be present in this account is needed, as well as a plan to control the remaining amount in the upcoming years. We have had a meeting with the Financial Controller, he stated that an amount of €20.000 would be sufficient and that we should make sure this amount gets filled up to €20.000 if it would get below it.

*Goal:* To decrease the amount of equity to €20.000 over a longer period of time. And make a plan to spend remaining money in a responsible way over the year.

*Approach:* To decrease the amount of money that is currently in our equity the board proposes. To divert the superfluous amount of money to the lustrum and the almanac in the following division. €2500 will be allocated to the next lustrum and €500 to the almanac.