

Policy Plan Board II L.S.A. Custodia



Nadine Louissen – *President*

Max Kroes – *Secretary*

Luc Meijer – *Treasurer & vice-president*

Isabel Jansen – *Head of Internal Affairs*

Sterre Brinkman – *Head of External Affairs*

Michael Marinelli – *Head of Master Affairs*

1. Long Term Goals L.S.A. Custodia

In the statutes the goals of the association have been set. These are as follows:

The association has as goal:

- 1.a. Represent the needs of students at Leiden University (Campus The Hague), especially focused on the bachelor programme “Security Studies”, and the master programme “Crisis and Security Management”, with regards to their studies and study programme;
- 1.b. Broaden the knowledge of her members in the field of Safety and Security;
- 1.c. Expand the networks of her members;
- 1.d. Advance the social connections between the members of the association.

2. Association Wide Goals Board II

2.1. Development and growth

This year, the board will focus on further developing the association. Emphasis will be placed on expanding the reach of our events, in terms of attendance and awareness of events. This will be done mostly by improving the way of communication within our association. We will place emphasis on our social media communication, meaning, starting promotion earlier, sending out more newsletters and keeping our website up to date, in order to increase the awareness of our members. Also, we will focus on growth within the association, meaning we hope to establish an active core of members within the association, but also to reach more members and students in general who might be interested in the events we organise throughout the year.

2.2. Cohesion

Cohesion will be a focus point in two ways. First of all, the board will focus on internal cohesion, meaning ties within the board itself. Having strong connections with all board members increases the productivity within the board, which we hope to reflect in our workings as a board. Second, we will aim at establishing an active group of members within our association, being both our committee members and other members who will regularly visit our events (be it formal events or borrels). This way, we hope to increase the image of our association and our community, which might attract more members in the future.

2.3. Diversification of events

Now that a good foundation has been laid out for the association, the board will focus on diversification of our events. Last year, focus has been placed primarily on security-related topics, however, this year, we want to shed a light on safety-related themes as well. Both in guest lectures and field trips, more attention will be paid to safety-related themes. Furthermore, we will focus on organising different social events, next to our regular borrels organised every three weeks. This diversity makes it possible to reach more members, as it increases the number of topics and activities that are covered within the association, which can make the events we organise more appealing to more members.

2.4. Rules of procedure

At the moment, the board has drafted multiple protocols and documents with regards to rules and regulation. This year, the board will work on the creation of a “*Rules of Procedure*” document in which all the protocols, rules and regulations will be documented, which members can look in to and which can be amended during the general assemblies, should anything come up which has to be changed or added. Having such a document will be helpful in the sense that we can refer to these “informal” rules, instead of having to refer to the statutes, which can be a confusing document to read. Also, it will be a general guideline which members can access when they are in need of further information about our rules and regulations.

3. President

3.1. Internal communication and functioning

Communication is of utmost importance for the functioning of the association. In my role as president, I am responsible for the functioning of the communication, both within the board and with external parties. In case of internal communication, three main focus points are set out: personal internal communication, professional internal communication and group cohesion. I will aim at being up to date about anything that might be of importance with regards to a board member's functioning, be it personal issues or professional issues. One way of achieving this specific point is by organising evaluation talks with every board member individually each block. As for group cohesion, it is important that the entire board gets along to avoid any issues. Up until now, everyone gets along very well. No issues have been encountered yet, and communication-wise there have not been any problems either. However, because of conflicting schedules, it has been proven to be difficult to schedule events with the board as a whole outside of board meetings and association-related events, which is something I want to focus on the upcoming blocks.

With regards of further functioning of the board, from the beginning of the year, emphasis has been placed on improving the overall image of the board. As has been noticed last year, it was not always clear who was on the board, and who to approach when encountering any association-related issues. This year, the entire board will focus on being present at all events and being as approachable as possible, to make sure our members know who to go to with any questions. In my role as president I will try to make sure the entire board will be present at events as much as possible.

3.2. External representation and communication

Another major focus point for this year is external representation and communication. Multiple lines of communication have been laid out last year, which will be the main partners to focus on again this year.

<i>VerO FGGA</i>	The VerO FGGA is the association consultation with the other associations within our faculty, including the B.I.L., IRSA and Fortuna. The first VerO has not yet been held this year, due to communication issues with the assessor. Together with the other associations I am working on improving this line of communication, so as to make sure our association will remain up to date about important issues within our faculty.
------------------	--

<i>VerO CDH</i>	The VerO CDH is the association consultation with the other associations within our campus, including the B.I.L., IRSA, Fortuna, ASTUS, SPIL, Dentatus and the assessors of other faculties. The first VerO has not yet been held this year, due to communication issues with the assessor of FGGA.
<i>Institute for Security and Global Affairs</i>	The Institute for Security and Global Affairs (ISGA) is a valuable partner for our association, as both programs (CSM & BaSS) fall under this institute. The first meetings with ISGA have taken place and have been of a positive nature. Our association can count on ISGA, and with any issues we might have that might be of importance to ISGA as well, we can reach out for help.
<i>Faculty of Governance and Global Affairs</i>	The faculty is an important line of communication. The first meeting with the dean has been held. Most information with regards to the faculty will be obtained during the FGGA VerO.
<i>Communication & Marketing FGGA</i>	During a previous meeting this year, it has been discussed that it is odd that Communication & Marketing knows so little about what is going on within our association. Some ideas came up to focus about improving the communication between C&M and our association, as both parties might be of help to one another.
<i>Study Association Consultation Platform (StOP)</i>	The Study Association Consultation Platform (StOP) is an association based in Leiden which connects all study associations within Leiden University. StOP is a valuable partner, as they can connect us with other associations and help us out with any issues we might encounter, by providing a lot of workshops and meetings throughout the academic year.

Besides these formal ways of communication with other parties within the university, another external communication focus point for the upcoming year will be the other study associations within our campus, and other study or student associations based in The Hague. The first contacts

with other board members has been established, and with these contacts I will aim at co-organising some events together with other study or student associations.

3.3. Professionalising & growth

Besides focussing on communication and representation, this year will also be focused on further professionalising and growth of the association. The most important professionalising issues have been dealt with last year, and this year will be focused on professionalising our internal processes. Growth will again be of importance, as we will focus on expanding the reach of our events through improving communication and promotion. In this way, we hope to reach and attract more members to join all the events we organise this year.

Nadine Louissen

President

4. Secretary

4.1. Promotion

Promotion is a vital part for our association. Attracting more and more people to our events will help grow L.S.A. Custodia as a whole. The promotion of this year will be done via the following platforms: Facebook, Instagram, WhatsApp, newsletter, website and face-to-face communication. Currently our Facebook page has a total of 516 likes and 556 followers. Reaching members via this platform is practical seen that it provides an indicator of how many people will be attending an event. Instagram on the other hand provides the opportunity, by means of Instagram Story, to promote our events on the day of the event itself. A count-down clock for the event in the Instagram Story can function as a last reminder for our members. With regards to WhatsApp, the promotion will be communicated through Security Studies and Crisis and Security Management WhatsApp groups in which some of our board members are present. Furthermore, the newsletter will be sent out to our members every 3 weeks, depending on the amount of upcoming events. If there is a period which includes few events, the 3-week period may differ. The promotion will also be provided on our new website. The website is a great platform to reach the parts of our members who either do not have Facebook / Instagram / WhatsApp or do not check their e-mail on a regular basis. Lastly, face-to-face communication can act as a more personal way of communicating our events and updates to our members. Either by individually talking to our members or standing in front of the lecture room these important messages can be communicated.

This year, every event will be promoted at least 3 weeks in advance. Last year we noticed that 2 weeks in advance was often not long enough in order to attract as many members as we wanted to our events. In accordance to the year calendar, a promotion schedule will be created in order to provide the committees with guidelines when the board wishes to receive the promotion for organised events.

4.2. Member registration / administration

It is important to know who registers, reregisters or unsubscribes to our association. Our website has helped tremendously with the automation regarding new registration. Members can now register online via the website, after which an e-mail will automatically be send to the secretary e-mail address. The list of the total registrations is updated on a daily basis, depending on the amount of people who register. This process will be continued to be carried out throughout the academic year.

Currently we are working with an excel spreadsheet in order to keep track of the total amount of registrations. We are in the process of obtaining the program called PCleden which can keep track of both the amount of registrations and finances. With the eye on future years, PCleden can be utilized to collect the membership fee from our members automatically.

Total members (2018 – 2020)	363
2019 – 2020	210
2019 – 2020 (Security Studies)	193
2019 – 2020 (Crisis & Security Management)	17
2019 – 2020 (Reregistration, Security Studies)	40
2019 – 2020 (Paid members)	158

4.3. Professionalising minutes

Professionalising the minutes is of vital importance for the overview for both the board and its members. The minutes of both the board meetings and general assembly are important to professionalise. The minutes of the board meetings provide a clear overview of what has been said, by whom and on what date. For future boards, the minutes provide insights into the functioning of the previous boards, while for the current board it functions as a central overview of the topics that have been discussed. The general assembly minutes are especially important to our members, in order to show what has been said, by whom, during the general assembly. With regards to last year, the minutes were not optimally professionalised. The total professionalisation of the minutes will contribute to a better overview of meetings and improved image of L.S.A. Custodia.

Max Kroes
Secretary

5. Treasurer & vice-president

5.1. Keeping the financial administration up to date

Upcoming year the association will for the first time have a substantial amount of money, gained from sponsorships and contributions, to spend. This brings great opportunities for organising a new range of events, but also brings along more responsibility for the board. In my position as treasurer, I will monitor the financials of the association, and will keep the board updated on relevant developments regarding the financial administration.

5.2. Establishing financial committee

The financial committee will verify the financial administration. This year will be the first time the committee is established, thus bringing great chances for shaping the future of this committee. Also, members of the financial committee can have an advisory role to the treasurer.

5.3. Exploring the use of automated financial registration

Last year it has proven to be more difficult to install an automated financial administration. Together with the secretary, efforts have been made, but practical objections have often played a big role. Therefore, this year I will focus again at implementing a useful system for the association, with the help of the financial committee.

5.4. Vice-presidency

This year I will also fulfil the role of vice-president. I will try to assist the president even more from this position and will replace her where necessary.

Luc Meijer

Treasurer

6. Head of Internal Affairs

6.1. Committees

One of my tasks is to coordinate, instruct and guide the Social Committee, the Travel Committee, and the temporary Dies Committee. The Social Committee organises social events such as drinks, pub-quizzes, or karaoke nights. The Social Committee currently exists of five people. My responsibility is to establish the functioning of this committee.

One of my objectives for the Social Committee is to be more involved within the committee. This includes attending several meetings, regularly getting updates from the chair of the committee and, maybe needless to say, but attend all the events the committee organises. Important is to motivate the people within the committee to organise more, but also more diverse events this year. This includes also non-beer drinking events. I believe that the current group of people within this committee is a creative and motivated group that can help make the Social Committee a better committee. An extra point of improvement this year is to increase the attendance rate at events. I will, together with the committee, think about potential improvements that will increase the amount of people showing up.

The Travel Committee has organised its first trip this year, the trip to Kiev. This will take place in January. This means that the committee should start organising next years trip after that month. We currently have to new members for the committee. The goal is to start recruiting new members for the committee in February, as some of the current members might stop after January. My involvement within this committee will be smaller than the Social committee, since they are a more independent committee. However it is of great importance to regularly get updates from this committee as they have to organise a full trip before a specific date. My task is therefore to make sure the communication between me and the chair of the committee is strong. If help is needed with the committee, I can assist them myself to organise the trip.

The first new committee this year will be the Dies committee. As we did not get a sufficient amount of application for this committee, we did not make a permanent committee out of it. However, we will get a representative from each committee which will organise events during the dies week on behalf of his/her committee. If every delegate organises a few events during the week, we will have a full week of different events and can present a great dies week. My objective is to find the representatives with the chair of the committees and lead the meetings (maybe with another board member) for the Dies Committee. I will be the contact person for the temporary committee members at that time.

The second new committee will be the sports committee. This committee will mainly focus on arranging water sports activities in The Hague. Everyone can become a member and will have to pay for each activity that is being organized. My job is to check whether everything is well arranged and how activities can be connected to activities from other committees. I will mainly be in contact with the person who set up the committee.

6.2. Understanding with a bar

My second goal is to establish a good understanding / arrangement with a bar in The Hague. This has already been achieved. For this year we have an agreement with Cafe Leopold (located at Plein). The arrangement includes organising an event at Leopold / (Berger) every three weeks. For regularly drinks we can reserve Leopold and if we want to organise a (e.g.) karaoke night or a pub-quiz, we can use the space at Berger. We can get Hertog beer for €2,25 and free snacks. The location is easily accessible, as it is located at Plein.

6.3. Supporting board members

My third objective is to support and help the other board members where needed. The acquisition committee will be founded this year, which will cost the Head of External Affairs a lot of time. As my board function does not necessarily include mountains of work, I would like to help the other board members if they ask me to. The main objective is of-course to help the association grow and increase the number of members and we are doing this together as a board.

Isabel Jansen

Head of Internal Affairs

7. Head of External Affairs

7.1. Joined efforts with the Head of Internal Affairs and Head of Master Affairs to improve cohesion and cooperation within and among different committees.

This year I will focus on the creation of strong connections between different committees. Strong cohesion within the committees will motivate committee members to support each other on the organization of events and to attend the events that are being organized by others. When cohesion among committee members is strong, cohesion among Custodia members is also expected to grow. Moreover, when committee members know each other well, it will be easier to find each other to organize joined events with both social, educational and formal aspects. Organization of committee activities and drinks will help to accomplish this goal.

7.2. Creating the foundations of an acquisition committee that is able to expand the external partner network in terms of cooperation and financial sponsorship

This year I will chair the acquisition committee to create the foundations of a strong acquisition committee that is able to make Security Studies, Crisis and Security Management and L.S.A. Custodia more known to businesses, organizations and partners in The Hague. The main approach will be to set up the first chains of communication with external partners, as a stepping stone to sponsorship and cooperation in the future. Moreover, small money targets will be set, to fund events and the association. To achieve this purpose, frequent meetings with the acquisition committee will be scheduled. An external acquisition training will be provided to the committee members to teach them relevant skills. Moreover, policy pieces will be developed on potential cooperation and sponsorship deals. Both partners in the professional field and partners in The Hague providing student related products or jobs will be approached.

7.3. Creating a balance between safety and security topics within the formal events

Based on feedback from our members, I would like to integrate more safety topics as the basis for the formal events. This will help to improve the visitors' rate of the formal events, since members stated that they would be interested to see more safety-related guest lectures. The main argument for this is that security topics are already more integrated into the study program compared to safety topics. Hence, creating a balance between safety and security topics would expand the knowledge of our students and provide them inspiration for safety topics. I will frequently discuss this goal with the formal committee and assist them with inspiration for safety topics when necessary.

7.4. Increase the frequency of formal and educational events

This year I will motivate the formal committee to organize events more frequently. We will strive towards one event each two weeks. This can be either a guest lecture, a company visit or an educational event. Educational events will be organized by the formal committee, with two educational events each block. The educational events can focus both on professional or academic skills or on supportive events related to study assignments or exams. The formal committee will mostly function on its own, but I will assist when the committee needs some new inspiration for events or speakers.

7.5. Collecting feedback from members and use this as input for the organization and improvement of events

This year efforts will go out to collect feedback from members on events, promotion and topics. Via informal conversations with members, information will be collected on topics and speakers that are considered to be interesting and efficient promotion of events. If events do align with the interest of many people, more people are expected to attend the formal events. Moreover, it will contribute to making members more involved in the association. Non-members will also be asked to give input, to discover factors that might influence their decision to (not) become a member. Moreover, evaluation forms will be distributed among committee members and discussed with the board to distract relevant feedback to work towards improvement.

7.6. Increasing the attendance rate of events

In order to be able to invite well-known speakers it is important to offer some sort of guarantee with regards to visitors' rates. In order to establish long-term relations and cooperation with speakers and companies it is important that they perceive an event to be successful. Hence, it is really important to increase the attendance rate. Efforts will go out to explain to committee members why it is important to attend the events they organise, and the events organized by fellow committees. Moreover, committee members will be stimulated to start informal promotion in an early stage and to deliver promotion material to the secretary at least three weeks in advance. Moreover, some events can be promoted via hints, as this might attract more attention and curiosity for events.

Sterre Brinkman

Head of External Affairs

8. Head of Master Affairs

8.1. Work to increase awareness of L.S.A. Custodia at the Master level, including encouragement for membership.

At the beginning of the academic year, I will liaise with CSM staff to speak at introductory lectures to raise awareness of L.S.A. Custodia. I will encourage students to become full members.

8.2. Organise and run the Master Committee to ensure continuity in event organisation.

I will organise weekly / biweekly meetings with the Master Committee to keep in touch and to work toward organising events that would be interesting for Master students.

8.3. Keep the board updated what the Master Committee is doing and planning

Related to goal two, I will keep the board notified what the Master Committee is doing in weekly/ biweekly board meetings.

8.4. Being available for Master students to contact by e-mail and will be approachable in person.

I will actively monitor the email account that students are able to contact to ensure quick responses. I will also make sure that I am always prepared to be approachable in person around University and at events.

8.5. Assist the Board to communicate with Master students for any reason

If the board or other parties need to contact Master students, I can use my contacts on social media etc. to notify them what is going on. For example, if the university wanted more people to apply for OLC, I would notify the cohort of this fact.

8.6. Work to organise events with the Master Committee and to foster ongoing relationships with partners

Events are important, and Master students are especially interested in career events. To this end, I will aim to ensure at least one career event and two social events minimum per semester. It is important to maintain relationships with organizations who do come to events, so they can be invited back for future events.

Michael Marinelli

Head of Master Affairs

9. Finances 2019-2020

9.1. Expenses

The table below provides an overview of our expenses up until now (from June 2019 – October 2019):

Board expenses		Expenses activities		Miscellaneous	
<i>Category</i>		<i>Category</i>		<i>Category</i>	
Payback previous year	€ 66,75	Borrel	€ 153,47	Out of balance	€ 6,28
Hopweek	€ 175,85	Guest lecture	€ 32,61		
Professionalizing	€ 80,30	Kiev	€ 2.400,00		
Miscellaneous	€ 173,36	Intro day	€ 103,28		
TOTAL	€ 496,26	TOTAL	€ 2.689,36	TOTAL	€ 6,28

9.1.2. Expenses per post

Board	
<i>Category</i>	
Payback previous year 1	€ 66,75
Hopweek	€ 175,85
Professionalizing	€ 80,30
Miscellaneous 2	€ 173,36
TOTAL	€ 496,26

1. These paybacks could only be done after we had a sufficient amount of financial means again after the donation of LUF. The expenses have been made at the time for organizing events.
2. Miscellaneous refers here to any expenses that do not fit in the other categories. This post consist of, amongst others, a purchased flag, flyers, constitution borrels and money transfers from back account to cash. The latter has been taken into account at the income of cash.

Activities	
<i>Category</i>	
Borrel	€ 153,47
Guest lecture	€ 32,61
Kiev 1	€ 2.400,00
Intro day 2	€ 103,28
TOTAL	€ 2.689,36

1. The expenses here are for our travel committee. The expenses have been made to pay for the flight tickets. These payments have been done from the collected fees from members joining the trip.
2. These expenses have been made for buying articles for the activities during the introduction day. Participants here have paid €5, from which these payments have been done.

Miscellaneous	
<i>Category</i>	
Out of balance ¹	€ 6,28
TOTAL	€ 6,28

1. With regards to cash income, there is a difference in balance of €6,28.

9.2. Income

Category	June	July	August	September	October
Contribution ¹	€ -	€ -	€ 10,25	€ 1.543,25	€ 50,75
Sponsor ²	€ -	€ 712,00	€ -		
Misscelanous ³			€ 40,00		
Activities				€ 130,00	€ 16.000,00 ⁴
Monthly Total	€ -	€ 712,00	€ 50,25	€ 1.673,25	€ 16.050,75

1. Contributions have been collected in three ways. €994,25 has been collected through the use of Tikkie, €360 through the use of regular bank transfers and €250 through cash payments, mainly collected during HOPweek.
2. LUF has sponsored us with €712.
3. This post consist of the transfer from bank account to cash, as previously referred to.
4. These are the payments made by the 40 members joining our trip to Kiev contributing each €400.

9.3. Financial year planning

Planned expenses	
Board	€ 350,00
Social	€ 300,00
Formal	€ 300,00
Travel	€ 13.900,00
Dies	€ 100,00
Master	€ 100,00
Acquisition	€ 100,00
Financial	€ -
MISC	€ 50,00
Back up	€ 175,85
Sports	€ -
TOTAL	€ 15.375,85

9.3.1. Specified planned expenses Board

Planned expenses Board		
StOP	€	10,00
STRATO	€	48,00
ABN	€	100,00
CoBo	€	40,00
Office	€	50,00
Events	€	102,00
TOTAL	€	350,00

9.4. Planned income

Planned income		
Contribution 1	€	520,00
MISC	€	50,00
TOTAL	€	570,00

1. We currently have 52 unpaid memberships.

10. Event Calendar

Week	Date	Activity
<u>August 2019</u>		
Week 33	13 August	EL CID Faculty Morning
Week 34	20 August	HOP Week Faculty Morning
	20 August	HOP Week Information market
	20 August	HOP Week Study association night
Week 35	29 August	H.S.R.V. Pelargos rowing clinic + borrel
<u>September 2019</u>		
Week 36		
Week 37	11 September	Master introduction borrel
	13 September	First years introduction day
Week 38	17 September	Opening drinks
Week 39	23 September	Guest lecture PAX
<u>October 2019</u>		
Week 40	1 – 5 October	Committee interviews
	1 October	Visit to the Iraqi embassy
Week 41	7 – 11 October	Committee interviews
	7 October	Drinks II
Week 42		
Week 43		
Week 44	28 October	After Exam Drinks
<u>November 2019</u>		
Week 44		<i>Japanese embassy: date T.B.D.</i>
Week 45	4 November	General Assembly
	5 November	Guest lecture Lajla Prnjavorac
Week 46		
Week 47	18 November	Social event @ Leopold
Week 48		
<u>December 2019</u>		
Week 49		<i>Pre-wintertrip event: date t.b.d.</i>
Week 50	9 December	Social event @ Leopold (Sinterklaas)
	10 December	JOVD x Custodia panel: 75 years freedom
	13 December	Visit to the OPCW

Week 51	20 December	Christmas-themed after exam event
Week 52		Holiday
<u>January 2020</u>		
Week 1		Holiday
Week 2		Holiday
Week 3		Holiday
Week 4	25 - 26 January	Wintertrip to Kiev
Week 5	27 - 29 January	Wintertrip to Kiev
<u>February 2020</u>		
Week 6	3 February	Social event @ Leopold (Welcome back)
Week 7		
Week 8	17 February	Interim General Assembly
Week 9	24 February	Social event @ Leopold
<u>March 2020</u>		
Week 9	2 – 6 March	Theme week (Innovations in Security)
Week 10		
Week 11		
Week 12	16 March	Social event @ Leopold
Week 13		
Week 14		
<u>April 2020</u>		
Week 14		
Week 15	6 April	Social event @ Leopold
Week 16		
Week 17		
Week 18		
<u>May 2020</u>		
Week 18		
Week 19	6 – 8 May	Dies (half-)week
	6 May	Social event @ Leopold
	9 May	Dies natalis L.S.A. Custodia
Week 20	11 – 12 May	Dies (half-)week
Week 21		
Week 22	25 May	After Exam Drinks @ Leopold

June 2020

Week 23

Week 24

Week 25

Week 26

Week 27

July 2020

Week 27

Week 28

Week 29

Week 30

Week 31

August 2020

Week 31

Week 32

Week 33

Week 34

Week 35

10.1. Explanation event calendar

- **Red** means weeks in which there are no lectures / classes: holidays.
- **Green** are weeks in which no events have been planned yet, and which are thus open for committees to organise their events.
 - Committees are still free to organise events in which another event has been planned already, provided this is discussed with the board beforehand.
- **Blue** are exam weeks.