

**Study Association of International Management Leiden  
Policy Plan 2021-2022**



**Chair:** Renske Makkinga  
**Secretary:** Esther de Bruijne  
**Treasurer:** Samantha van Iersel  
**Assessor:** Coosje Veldhuis

## **Introduction**

Dear members and fellow students,

To state the obvious: we still live in unsure times. The past year and a half is a good example that nothing is certain in life. Nevertheless, we have to take advantage of the freedom that has recently presented itself. It is our job to motivate the members this year to take on an active role in our association and activities, which hopefully can take place in a manner we are used to.

In front of you is the policy plan of the '21-'22 board. The association represents the minor International and Intercultural Management (IIM) and she organises a number of activities which are valuable to the students. The policy involves organisational, financial and secretarial guidelines and comments on the broader vision. The core of the policy plan is promoting knowledge, self-development and of course interpersonal relations. The board will do her absolute best to fulfill their ambitions and we look towards the coming year with enthusiasm.

Sincerely,

VIML board 2021-2022.

## **General information**

The eleventh board of VIML enters into force by Oktober first 2021. A nieuw association year starts, which means new goals and focus points. First of all we want to thank the previous board for their commitment and involvement. The VIML board '20 '20'21 wanted to build on the connections between minor students, teachers and the external parties. They also saw transparency towards members as a valuable part of maintaining good relations. Because of the pandemic the past two years, we feel as if these connections have been lost in certain ways and we want to do our best this year to build up confidence in a mutual relationship. This is why we will focus on including students and growing the VIML network throughout this next year.

The minor is back to physical meetings and this is something we will not take for granted. There will be drinks monthly where students can come into contact with one another and where the opportunity for interacting with teachers outside of class will be available. This benefits mutual involvement.

Finally, we are of the opinion that the expansion of the VIML netwerk is a crucial point. We want to keep focussing on adding external parties to our network and maintaining good relations. Besides this we would like to work together with other associations in the city. We also want to broaden the support bij including alumni, who can summarise their career which will benefit students in preparing for the employment market.

## **Job-specific tasks & objectives**

### **Chair - Renske Makkinga**

- The chair provides leadership to the association and her board whilst also being ultimately responsible.
- The chair chairs the board meetings.
- In collaboration with the treasurer, the chair is responsible for subsidization.
- The chair is the main communication channel with the faculty and university.
- Together with the secretary, the chair will determine the annual plan, policy plan and final report.
- The chair is responsible for ?
- The chair makes sure the association is well established in the chamber of commerce.
- The chair provides the association with locations for the various activities.
  
- De voorzitter is verantwoordelijk voor het tijdig aanvragen van de bestuursmaanden bij de assessor van de faculteit Geesteswetenschappen.

### **Personal objectives**

As chair I will fulfill a leading role within the board this year. I will facilitate my fellow board members as much as I can. This includes supporting the board and where necessary providing my own input. Besides this I will function as a confidant within the board. Als ultimately responsible for the board, I will maintain an overview and help with potential improvements.

By using my own network, but also bij contacting external parties, do we hope to expand the VIML professional network. Through this we can contact interesting lecturers and also promote the minor in a larger way. Besides this, communication is important. Not only communication between the board, but also between all the other parties. The members will be kept up to date of activities and we want to promote them in a suitable manner. We will also search for better contact with the lecturers and we want to work with them to optimise the minor.

## **Secretary** - Esther de Bruijne

- The secretary is responsible for taking minutes of every board meeting. Every other written communication will either be drafted or checked by the secretary.
- The communication with members and external parties will be done through the mail and pigeonhole, and will be overseen by the secretary.
- During any activities the secretary will, together with the treasurer, keep up the inventory of external parties.
- In collaboration with the chair the annual plan, policy plan and final report will be determined.
- Regarding the social media channels, the assessor and secretary will work together. The secretary will keep up the website and LinkedIn page. The design of the social media channels is also a joint venture.
- Finally, the secretary will maintain a clear internal communication. This will happen through administrative purposes meaning the upkeep of the board drive.

### **Personal objective:**

In 2021-2022 I will step up als secretary of the eleventh VIML board. As secretary I will keep busy with taking minutes, organising the internal communication through administrative purposes and also maintaining good external communication. I will also support the treasurer in her activities concerning external parties, and the assessor in her activities concerning the social media channels. I will also step up as main responsible in regards to the website and LinkedIn.

To me it is important that the communication between board members and external parties is clear. I will realise this by the continuous upkeep of any and all contact channels and by being uniform in our minutes. Besides this I will start with laying a solid foundation for the administration which will benefit future VIML board members. Together with my board I will work on an active year where members can get to know one another and where students will get an adequate preparation of life after university.

## **Treasurer** - Samantha van Iersel

- The treasurer is responsible for shaping and supporting the financial policy of the association.
- The treasurer manages and checks the current account of the Rabobank.
- The treasurer is responsible for applying to grants.
- The treasurer is up to date of every expense and income of VIML.
- The treasurer is responsible for the financial health of the association.

**Personal objectives:**

As treasurer I am responsible for a balanced financial policy. Seeing as we are nearing the end of the Covid-19 crisis I hope that we can organise a number of activities for our members. Sadly enough I can not fall back on policy plans of last year as there was no opportunity for in face interaction. Because of this my job as treasurer will be a big challenge.

Our main income comes from the one-time contribution of the members. Besides this the '20-'21 board has left a nice amount in the VIML account. We will do our best to use innovative ways to make use of the opportunities in front of us, regarding grants. If there is a need for extra budget, I will apply to grants at the faculty of Humanities and other organisations such as CASA. All our expenses will take place within a strict budget, considering any unexpected expenses, which will leave the next board with a minimum of €100,-. In this way we guarantee the financial health of the association.

- The assessor is responsible for composing and taking part in the study program committee. She will organise the meetings, collect feedback from students and share this in the meetings.
- The assessor represents VIML during the VerO meetings.
- The assessor is mainly responsible for the social media channels.

### **Personal objectives:**

As assessor I am the link between student and lecturer. This year I want to focus on active participation in activities and classes. The study program committee is an important part of that. By means of the committee we can make sure students are heard and motivated to participate. Besides this the lecturers can use this committee to offer input.

Social media will be an important aspect of creating hype around activities. Besides our current members we would like to see our alumni at activities to share experiences. To keep everyone up to date Instagram, LinkedIn and Facebook will be used.

I will also maintain any contact between VIML and other associations of the faculty of Humanities through the VerO (association deliberation).

Above all I hope to offer the members an unforgettable time.

### **General board responsibilities**

- Organising lectures or workshops: 1 a month

- Organising drinks: 1 a month
- Organising the final conference in May 2022
- Organising a company visit
- Organising a city trip

### VIML activities calendar

<b>2021</b>	<b>Activiteit</b>
<b>Oktober</b>	<ul style="list-style-type: none"> <li>• After Exam Borrel (29 okt)</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• Lecture (17 nov)</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>• Drinks (1 dec)</li> <li>• Lecture/Workshop (15 dec)</li> </ul>
<b>2022</b>	<b>Activiteit</b>
<b>Januari</b>	<ul style="list-style-type: none"> <li>• Drinks (5 jan)</li> <li>• Lecture/Workshop (19 jan)</li> </ul>
<b>Februari</b>	<ul style="list-style-type: none"> <li>• Drinks (2 feb)</li> <li>• Lecture/Workshop (16 feb)</li> </ul>
<b>Maart</b>	<ul style="list-style-type: none"> <li>• Drinks (2 mrt)</li> <li>• Stedentrip &amp; bedrijfbezoek</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>• Drinks (6 apr)</li> <li>• Lecture/Workshop (20 apr)</li> </ul>
<b>Mei</b>	<ul style="list-style-type: none"> <li>• Final conference incl. lecture + drinks</li> </ul>
<b>Juni</b>	
<b>Juli</b>	
<b>Augustus</b>	
<b>September</b>	<ul style="list-style-type: none"> <li>• Recruitment new board</li> <li>• Introduction day minor</li> </ul>
<b>Oktober</b>	<ul style="list-style-type: none"> <li>• Board transfer</li> <li>• Drinks/lecture</li> </ul>



## Budget 2021-2022

Post	Subcategorie	Amount subpost	Amount				
<b>Income</b>							
	Membership	€ 260,00		*26 members			
	Starting amount 2020-2021	€ 331,25					
	Grants	€ 500,00		* Based on 2019-2020			
<b>Total</b>	<b>Total</b>		<b>€ 1.091,25</b>				
<b>Expense</b>							
	Lectures	€ 125,00					
	Drinks	€ 50,00					
	Final conference	€ 150,00					
	Prize final conference	€ 80,00		*20 euro pp based on 4 people			
	Company visit/ city trip	€ 300,00					
	Current account	€ 120,00		*10 euro per month			
	Unforeseen expenses	€ 150,00					
<b>Total</b>			<b>€ 975,00</b>				
<b>Surplus</b>			<b>€ 116,25</b>				
This year we would like to organise a company visit/city trip. For this €300 is budgeted.							
We will be more reliant on grants this year as we have less members than previous years, so less income from membership fees.							
De difference will be 116,25 euro. This will leave the 2022-2023 board with enough starting budget.							

