

Ibn Battuta

Policy 2023 - 2024

63rd Board of Faculty Association Ibn Battuta

Focus Points

- ❖ Smart activity planning
- ❖ Improving digital visibility
- ❖ Increasing career engagement
- ❖ Focusing on a long-term sustainability vision

Preface

The community within Ibn Battuta is very close-knitted and open, where every member is welcome and encouraged to be themselves. With a rich diversity of nationalities, the Association has seen considerable growth in inclusion. Every year, the Board works on developing the Association even further while also trying to respond to current challenges. In this piece, we will present some of the challenges we have encountered, which formed the foundation for our Policy.

After COVID-19, we and the Former Boards noticed new trends in active student life in general, but also within the Association. We noticed a decline in attendance at activities, especially career-related ones. We are convinced that this is partly caused by the fact that we reached 101 activities in the year 2022-2023. Additionally, inflation made participating in activities considerably more expensive than in previous years. Which also played a role in the attendance.

We observed a lack of coherence in the Corporate Identity across all digital platforms and official documents. In comparison with other Associations, we believe that the professionalism of the digital image can be elevated. The 62nd Board has put its efforts into the transition to a new website, which is almost ready to be launched. We will seize this opportunity and use the website to connect and engage the Faculty of Spatial Sciences students with the Association.

Currently, we can see increasing attention towards sustainability, which is also visible within our Association. Former Boards have made the first steps in making committee meetings, activities, committee clothing, and Coffee Hours more sustainable. To take the next step, we initiate thinking about sustainability in a more long-term context. With this, we want to show the members the different solutions and visions regarding sustainability.

Based on these trends and the experiences of Former Boards, we wrote this policy to adapt and further develop the Association.



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Introduction Period

The Introduction Period will be continued in its current form. Additionally, an All Access Pass will be introduced which gives members access to all activities with a discount. Two versions will be available, one including and one excluding Ameland. This will encourage members to participate in the activities and secure them a spot.

Smart activity planning

To prioritize quality over quantity, the number of activities will be reduced while increasing the allocated subsidy. The available dates for the majority of activities are scheduled in advance while being open to flexibility. Additionally, a monthly overview of the schedule will be shown physically in the Coffee Room and online. With this, we aim to boost attendance at activities.

Digital visibility

Corporate identity

In order to establish consistency across all online platforms and official documents of the Association, a futureproof corporate identity will be developed. By doing so, we aim to enhance coherence within the Association. The new website will be the base of the design of the corporate identity. Additionally, the functionalities of the new website contribute to a more professional digital image.

Aftermovies

In order to visualize past activities, capture memories, and gain more insight into the Association, an aftermovie will be created after each academic block. The aftermovies will be shown on the website and Instagram and used as promotion for the Association. Additionally, we aim to increase the appeal and interest of the newsletter by integrating the aftermovie.

Committee Diaries

To provide more visibility, engagement, and insight to all members regarding the committees, Committee Diaries will be created on the website. This provides committees with the possibility to develop a timeline with pictures and captions of developments and occasions. The Board Member of each committee will publish the updates.

Financial benefits

This Association Year, we will work towards changing the Association's fiscal structure. This provides the opportunity to reclaim taxes, which will create more financial resources to develop the Association. Also, the additional funds will be invested in improving the quality and lowering the prices of activities.

Career

Career Roadmap

Based on the study progress of members, a Career Roadmap will be presented on the website. The Career Roadmap will include various steps that help members to prepare for their future career. This plan will be presented in the Learning Communities in order to emphasize the importance of career and increase awareness starting from the first study year.

Alumni visibility

To help members orient on career opportunities, we will strengthen the visibility of Alumni. The Alumni Map will be extended with personal video stories to make it interactive. Moreover, we create a physical Alumni wall. This wall will show posters with information that links to the Alumni Map on the website.



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Sustainability and Society

Long-term sustainability vision

The sustainability guidelines will be revised to put more attention on long-term goals regarding sustainability. We will add more concrete goals on which we reflect during the General Members Assemblies. This way, we aim to raise more awareness amongst members as well as take steps to become more sustainable in the future.

Charity

This Association Year, we continue supporting a charity. In collaboration with the Sustainability and Society Committee, we will organize a case competition focused on the charity's cause to increase awareness. Additionally, we connect the charity to various activities to raise money.

Confidential Counselors

To enhance visibility, we increase the promotion of the Confidential Counselors throughout the year. We will provide moments where members can individually speak with them. With this, we aim to encourage members to get in contact with the Confidential Counselors.

Second-hand clothing market

In light of sustainability, we want to create a physical market for second-hand clothes on Zernike. The market will be organized at least once a year and facilitates members with a low threshold opportunity to buy and sell affordable clothes. Unsold clothes can be donated to charity.

Faculty

Involving Learning Communities

To respond to the Faculty's initiative to increase social interaction within Learning Communities, we are collaborating to organize activities to stimulate this. By doing so, we aim to enhance the bond between the Learning Communities and the Association, also after the Introduction Period. Additionally, mentors of the Learning Communities will be provided with the monthly planning of activities.

Afternoon drinks

To lower the threshold for students and Faculty staff to get in contact with each other, afternoon drinks will be organized. By inviting them personally, both students and Faculty staff will be encouraged to attend. Together with visiting the Faculty regularly, we aim to foster the connection.

Study

Thesis brainstorm sessions

Thesis brainstorm sessions will be organized where members can inspire and help each other with writing their thesis. In these sessions, members are encouraged to come together and discuss the thesis content in an informal way. The sessions aim to help them proceed during the different stages of the thesis process.

Second-hand book sale

To allow members to buy books while promoting the concept of reusing, we will organize a physical book sale. This will be conducted physically and online to give members the possibility to sell and buy their books for the upcoming semester. Besides, we will offer members a platform to advertise their books on the website.



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Sports Ladder Competition

We will establish a Sports Ladder Competition in which members can compete against each other in a predetermined sport. Based on the result of the match, the member will move up or down the ladder after which they get assigned a new opponent. This platform aims to promote sports, improve mental health, and allow members to meet and connect with fellow members.

Social Drinks

This Association Year, we continue to host monthly Social Drinks at 't Gat van Groningen, providing an opportunity for members to gather and socialize. The Social Drinks will usually start on Tuesdays at 10:00 PM. Furthermore, committees, projectgroups, fellowships, and residences will be encouraged to collaboratively organize Social Drinks with themes.

Coffee Room

The Coffee Hours will continue to take place from Monday to Friday from 09:30 AM to 02:00 PM. During these hours, free coffee, tea, and on a regular basis, fresh products will be provided by a Board Member in the Coffee Room. Outside of these hours, members can make their own coffee and tea. Additionally, we stimulate committees, projectgroups, and fellowships to host Coffee Hours to promote their activities. To encourage engagement in the Coffee Room, games will be provided.

