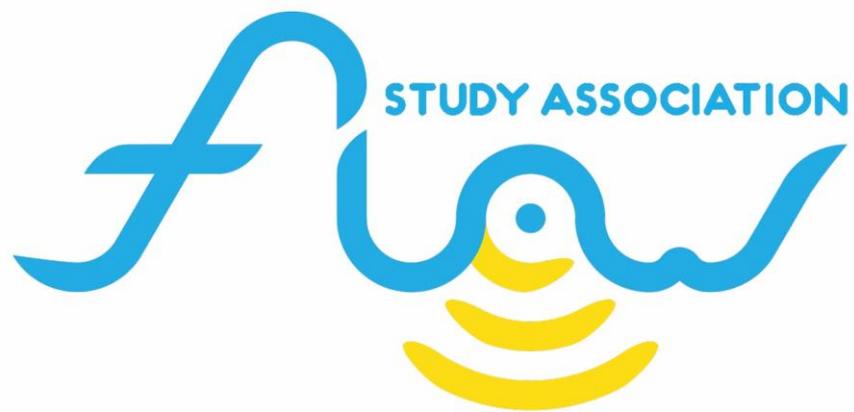


# Policy

*Association year 2018-2019*



Robbert Spaargaren – Chairman

Nina Rooze – Secretary

Ayra Lintsen – Treasurer

Dirk Goosen – Internal Affairs

Anouk den Doelder – External Affairs

## Preface

Dear members of Flow, dear interested,

This is the policy written by the Candidate Board 2018-2019 of Study Association Flow. After numerous policy brainstorms and transmission-meetings, the policy took form during the summer. While writing and rewriting the policy, we held on to the fundamentals of the study association and anticipated on the innovations and developments of past years. These beliefs were translated into our focal points and can be found in the respective pillars: Educational, Professional and Social.

With these ambitions as guidelines, we strive to push our limits to lift Flow to an even higher level than it already is. We can not wait to put our plans into practice and hope to receive your support through your enthusiasm.

On behalf of the Candidate Board 2018-2019,

Robbert Spaargaren  
Candidate Chairman 2018-2019

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## 1. Introduction

Study association Flow is the study association for students studying Communication and Information Sciences and Cognitive Science and Artificial Intelligence. The goal of the association is to serve the interests, in broad sense, of students at Tilburg University, enrolled in the Communication and Information Sciences or Cognitive Science and Artificial Science curriculum. Every year, this goal is realized with three pillars as guidelines: Educational, Professional and Social.

The pillar Educational includes everything in and around study guidance. That means book and summary sales, educational activities, tutoring, help with studying, paper check service, help with choosing minor and master tracks, studyrooms during exam periods etc.

The pillar Professional includes everything in and around job market orientation. That is workshops, company visits, the study trips, career events etc. Besides that, the pillar includes the professionalism of the association itself; the image that Study Association Flow shows to the outside world, the relations with partners and sponsors, de bonds with teachers and employees of the University, and contacts with other associations.

The pillar Social includes all social and informal activities and likes that are being organized, but the relations with all members as well. The relations with members involves relations with current members, donateurs and alumni. Furthermore, this revolves around attracting new members to the association, such as pre-master students and international students. In this pillar, transparency and openness are key.

### 1.1 Mission of Flow

Study Association Flow supports all students Communication and Information Sciences and Cognitive Science and Artificial Intelligence at Tilburg University on educational, professional and social level.

### 1.2 Vision of Flow

*Connecting by communicating.* Study Association Flow helps students to get to know other students, the city of Tilburg, the University and the job market in such fashion that once they are graduated, they can find their way through the job market with plenty of academic and social skills. Study Association Flow tries to achieve this by offering support on the different aspects of the studies Communication and Information Sciences and Cognitive Science and Artificial Intelligence.

## 2. Educational

One of the fundamentals of Flow is to support students from Communication and Information Sciences and Cognitive Science and Artificial Intelligence on educational aspects. Every student has their own approach and their own needs: one student might need extra help with study material, where the other might want more in depth discussion of course material. Therefore, it is very important that a large variety of educational activities is available and that those are visible for all students.

### 2.1 Expand amount of activities

In the past academic year, it came to light that students are in need of more support on educational areas. During that year, activities such as the writing marathon and Futurism Discussion Clubs were introduced to anticipate on this situation. The amount of students that showed up to those activities proved that these activities had potential for further implementation. The Daily Board 2018-2019 wants to continue this upward trend and expand the amount of educational activities. The goal is to offer three different types of educational activities during the current academic year. The three types are distinguished by courses (e.g. group tutoring), skills (e.g. Adobe-training) and in-depth (e.g. Futurism Discussion Clubs). Steps of progression can be made on this point by investigating all courses and check where Flow can offer the demanded support.

Furthermore, there seems to be a continuous demand for extra support for the courses Methodology and Statistics. The Daily Board 2018-2019 would like to consult with the faculty and lecturers of these courses to explore possibilities such as extra training, tutoring or extensive Q&A sessions. Besides that, the Daily Board 2018-2019 has the intention to explore the possibilities of expanding internal trainings and tutoring for those courses. If a solution between the faculty and Flow can not be found, options for other forms of educational support will be explored.

### 2.2 Visibility

At this moment, Flow offers a wide range of educational services. The already existing services vary from tutoring, book sales and course reviews. The Daily Board 2017-2018 expanded these services by offering online educational materials, such as digital summaries and YouTube tutorials. The Daily Board 2018-2019 strives to enlarge the visibility of all educational services.

To accomplish this, the Daily Board 2018-2019 will investigate the possibilities to arrange the website [www.svflow.nl](http://www.svflow.nl) in such fashion that educational services are more visible. Specifically, the arrangement of the homepage will be examined to see if educational services can be highlighted. This way, it should be more visible for members that besides professional and social activities, Flow offers a wide range of educational services.

Next to that, the visibility of educational activities could be enlarged by adding labels to activities in the agenda on the website. The labels could distinguish activities on the basis of the three pillars: educational, professional and social. In this manner, Flow members could see at once that Flow offers a wide range of different activities.

In addition, the Daily Board 2018-2019 would like to investigate if more promotion on behalf of the educational visibility is possible through different channels. As explained further in section 3.2, posts of recent professional and educational activities could be published on LinkedIn where the ones interested can look back on those activities. The Flow app, that will be implemented coming year, could be of use to accomplish this point as well.

### 3. Professional

Flow as an association is always in touch with the University, companies, alumni and other associations. The professionalism of Flow is, therefore, very important. The relation with other study associations will be intensified coming year to enhance the integration of Cognitive Science and Artificial Intelligence students. The online platform LinkedIn will be receiving a boost as well, for the sake of the relation with members and external parties.

#### 3.1 Integration Cognitive Science and Artificial Intelligence

Past year, the Daily Board 2017-2018 put the three-phase plan of internationalisation into action by making all materials and services available in English. Furthermore, the CSAI-committee was created to organize activities specifically for students of the track Cognitive Science and Artificial Intelligence. Besides these developments, Flow can be of even more use to these students in various areas. In cooperation with the international Futurism commissioner and Internationalization Officer, whom both study Cognitive Science and Artificial Intelligence, it is expected to gain more knowledge about the needs of students of the track Cognitive Science and Artificial Intelligence. In this manner, the Daily Board 2018-2019 tries to have a better fit with the wishes of Cognitive Science and Artificial Intelligence students.

To expand this knowledge even more, the Daily Board 2018-2019 aspires to intensify the relation with study associations of Cognitive Science and Artificial Intelligence in the Netherlands. Currently, Flow maintains frequent contact with other study associations of Communication and Information Sciences. This way, it is possible to exchange ideas about the course of events, the policy or the organization of activities. By exchanging knowledge with study associations of Cognitive Science and Artificial Intelligence more frequently, it is expected to gain new ideas for activities and be able to support students of the track Cognitive Science and Artificial Intelligence even better.

#### 3.2 LinkedIn

The Daily Board 2018-2019 is planning to revive the LinkedIn page's owned by Flow. At this point in time, Flow owns a LinkedIn page, a LinkedIn 'person' and two LinkedIn groups. The Daily Board 2018-2019 wants to investigate whether it is possible to combine these groups and pages, or suspend those. There will be looked into the possibility of creating a group for Flow members only as well. This group could be used to publish promotion about coming professional and educational activities, as well as promotion for internships and vacancies.

Furthermore, the Daily Board 2018-2019 will investigate the possibilities to expand the LinkedIn group 'Flow alumni, Tilburg University'. This could be a useful solution for the restrictions of the General Data Protection Regulation (GDPR). This law causes the restriction that personal details from old Flow members can only be stored for a limited time with a valid reason. However, it is possible for Flow to own the LinkedIn page because alumni give permission themselves when they join the group. Because of the alumni page, the relation

with old Flow members can still be maintained. In this group, network events and de possibilities for partnerships could be promoted.

On the general LinkedIn page of Flow, which is accessible for all LinkedIn users, the Daily Board 2018-2019 would like to publish posts after professional and educational activities. This could support the professional character of Flow and could make Flow members more enthusiastic about participating in following activities. Also companies, partners and alumni can see the pursuits of Flow. Following this, partnerships with Flow might be seen as more attractive, because external parties can see for what purposes they invest in Flow. Additionally, this means extra promotion for partners among members who could not attend the activity.

## 4. Social

Without members, there would not be a study association. The relation with members of Flow and the activities organized for them, are of great importance. On behalf of this point, there will be looked into different factors to make activities more attractive for different audiences. Next to that, the posts on social media will be provided with a corporate design to stand out online.

### 4.1 Expand audience

Flow offers a wide range of activities which, with exception of the freshmen and (pre)master activities, are accessible for all members of Flow. Along with the creation of the Futurism committee and the Sports & Games committee, this offer will expand even more. To keep all activities as accessible as possible for the members of Flow, there will be investigated how four different factors can result in accessibility for an as large as possible audience.

The first factor playing a role, is the amount of activities in a certain timespan. The Daily Board 2018-2019 will be watching the deadlines of assignments and periods of exams closely so most activities will take place outside these busy periods. Specifically, there will be investigated if no more than two activities can take place per week for the same audience. In this fashion, it is expected that members who want to be present at most activities, can still be present at most occasions.

The second factor that will be looked at, are the costs that members make for activities. While most activities of Flow are free, it sometimes happens that multiple activities take place where an entrance fee is required or other costs have to be made. To prevent considerations and choices of Flow members, the Daily Board 2018-2019 will take a look at the possibility to spread the concerning activities.

The third factor that affects the accessibility of activities is the distance. The increase of international students of Tilburg University, is also noticed in the track Cognitive Science and Artificial Intelligence, as well as among pre-master and master tracks. These students will, in most cases, not be in possession of free public transport subscriptions. Coming year, there will be investigated if there is a solution for activities which are further away from Tilburg.

The last factor of relevance is the number of activities where alcoholic drinks are available. The feedback from Flow members tells that the number of activities associated with alcohol is little, or even not there. In combination with the point of section 2.1, the Daily Board 2018-2019 wants to make sure that the number of those activities expand.

In close cooperation with the commissioners, the Daily Board 2018-2019 strives to organize as much activities so that all interested audiences can participate. This target could be achieved during Daily Board meetings, General Board meetings and the contact between commissioner and board buddy.

## 4.2 Consistency of Media

Past years, Flow has made use of more and more different social media to reach Flow members. The Daily Board 2018-2019 aspires to make a consistent division of the use of social media. To obtain the most optimal form of consistency, there will be looked into the possibility to create a new social media planning. The goal is to make use of as much channels in an optimal way without the platforms being overloaded with content.

Next to that, the Daily Board 2018-2019 wants to investigate if posts on social media can be provided with the corporate design. The Daily Board of 2015-2016 already introduced templates for Word and PowerPoint files. There will be tried to continue this upward trend by creating a similar style for the online platforms of Flow. By creating templates for the various social media channels, Flow's online content will be more recognizable. The cover of YouTube tutorials introduced this year, are designed in a similar fashion.

## Conclusion

For any questions or remarks regarding this policy, please contact the board of Study Association Flow by mailing to [bestuur@svflow.nl](mailto:bestuur@svflow.nl) or pass by the Flow office (E204).