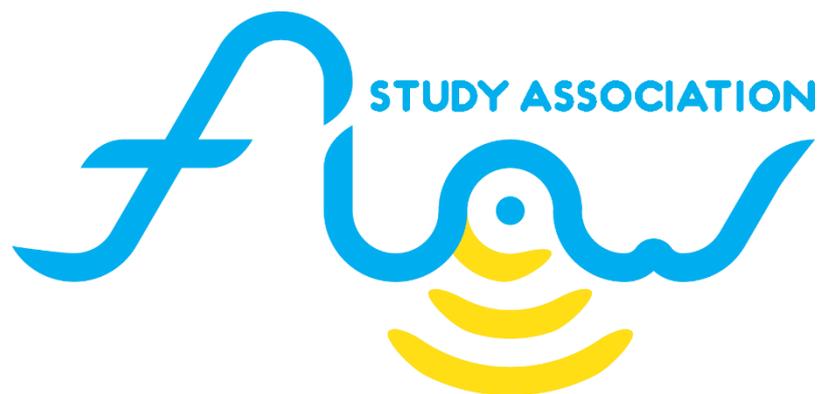


# Policy Plan

*Association year 2020-2021*



William van Wijk – Chair  
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## Preface

Dear members of Flow, dear interested parties,

At this moment you can read the policy plan written by the Candidate Board 2020-2021, of Study Association Flow. After numerous brainstorming sessions, transmission meetings, and policy sessions, the policy plan has been formed into what it is today. During the brainstorming, the three pillars, educational, professional, and social, of Flow have been taken into account the whole time. In addition, we have used our own experiences and the experiences of the Daily Boards of the past years to create a policy plan that is as up-to-date and relevant as possible.

Despite the uncertain and difficult times in which we currently find ourselves, we strive to achieve our goals as well as possible in the coming year and to continue developing the association. In any case, it will not be due to a lack of enthusiasm and motivation! We cannot wait to get started and hope for your support.

On behalf of the Candidate Board 2020-2021,

William van Wijk  
Candidate Chair

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## 1. Introduction

Study Association Flow is the study association for students of Communication and Information Sciences, Cognitive Science and Artificial Intelligence, and (pre-)master students of Data Science and Society at Tilburg University. The aim of the association is to look after the interests, in the broadest sense of the word, of students of Tilburg University who are enrolled in the Communication and Information Sciences, Cognitive Science and Artificial Intelligence, and the (pre-)master's degree in Data Science and Society. This is done based on three pillars: Educational, Professional, and Social.

Under the Educational pillar, everything related to study guidance is included. This includes the sale of books and summaries, educational activities, tutoring, help with studying, help with choosing a minor and a master, study rooms during examination periods, and much more.

Under the Professional pillar, everything related to labor market orientation is included. This includes workshops, company visits, the study trip, career events, and much more. Moreover, professional also means the professionalism of the association itself; i.e. the image that Study Association Flow has to the outside world, the relationships with partners and sponsors, the ties with teachers and employees of the university, and the contact with brother and sister associations.

Under the Social pillar, all social activities, informal activities, and such are included, but also ties with the members play a role. Therefore, it is about maintaining relations with current members, donors, and alumni; this also has to do with attracting new members, such as pre-master students, master students, and international students. Transparency and accessibility are very important here.

### 1.1 Mission of Flow

Study Association Flow helps students of Communication and Information Sciences, Cognitive Science and Artificial Intelligence, and (pre-)master students of Data Science and Society at Tilburg University on an educational, professional, and social level.

### 1.2 Vision of Flow

Study Association Flow wants to help students to get in touch with each other, with the city of Tilburg, with the university, and with the labor market, so that graduated Flow members end up in a good place on the labor market, with sufficient academic and social skills. Study Association Flow tries to do this by providing support in various ways for the various aspects of the studies Communication and Information Sciences, Cognitive Science and Artificial Intelligence, and Data Science and Society.

## 2. Educational

### 2.1 Expand the range of online video content

Due to the current circumstances, a lot of education will be given online in the first semester. In order to respond to this, it is important to offer strong online content as an association. The Candidate Board 2020-2021 sees YouTube as a suitable platform for this, because it is accessible and easy to find for everyone. The Candidate Board will focus on renewing and extending the range of online videos on the YouTube channel of Flow during the year. These videos will be promoted through active members, the General Board, and Flows social media networks.

The creation of the videos will be the responsibility of the Daily Board. For the activities from which video material is collected, a board member will be appointed as the person with final responsibility. By rotating the responsibility, the film load is equally divided over the board members. Furthermore, the Candidate Board will look into the possibility of collaborating with committees to collect content. However, this will strongly depend on the amount of time the committees have during their activities.

We will also look into the possibility of collaborating with teachers, experts, alumni, or students of other associations to create lectures in video form. A video series can be made with several speakers from different sectors that are related to the studies that are associated with Flow. There will also be a focus on shooting and collecting video footage of activities throughout the year. The video footage will be of formal as well as informal activities. All the collected video footage can be merged, so that a more up-to-date promotional video can be made.

### 2.2 Online educational support

As a result of the current circumstances, lectures will mostly take place online. Whereas Study Association Flow would normally respond to educational support in a physical setting, this academic year the Candidate Board 2020-2021 will introduce digital educational support.

The Candidate Board 2020-2021 wants to put extra focus on educational support across all annual layers. In order to do so, the Candidate Board 2020-2021 will actively approach students to identify important deadlines, for which extra support is desired. By asking several students to pass on their deadlines, the Candidate Board will keep track of when the deadlines are planned. For example, one week before the deadline an online meeting can be organized where students can ask each other their final questions about the assignment, or where they can agree to review each other's assignment. This meeting will be led by a student who has completed the course. This student will receive a small reward from Flow for helping out. The meetings are an opportunity for students to share their last uncertainties or concerns on the assignment with each other. These meetings are organized for and by students.

In addition to the deadline support, the Candidate Board 2020-2021 wants to expand the subject related support. For the freshmen, the Introduction Committee already occasionally gives extra lectures for certain subjects. In the coming year, the Candidate Board

wants to look at where additional support for subjects can be provided. All annual layers will be taken into account for this.

Furthermore, the Candidate Board 2020-2021 wants to organize an online meeting towards the examination period per study year, in which a number of core subjects are discussed. During this meeting, members will be able to ask senior students, who have already completed the discussed subject, questions about what they can expect. For example, freshmen can have meetings with second-year students, where second-year students can have meetings with third-year students. Finally, third-year courses can be covered by students who have completed the bachelor, or the specific subject. The Candidate Board 2020-2021 thinks that this can take away some of the concerns from members, because they get more insight into what they can expect. The meeting will be led by the student who had been approached by the Daily Board, in order to avoid chaos and ignorance.

As soon as more education will take place in a physical setting again, the extension of the online educational support will be continued, where possible, in physical meetings organized by the Daily Board.

### 3. Professional

#### 3.1 Improving the connection to the labor market

##### 3.1.1 Promotion internships and vacancies

At the moment, Flow offers a page with the internships and vacancies. Next year the Candidate Board 2020-2021 wants to bring this page more to light by promoting it more. Last year, the Daily Board 2019-2020 conducted a survey among the members of Flow to obtain feedback on the association. The survey showed that 48% of the respondents did not know that the internship and vacancy page existed. This is motivation for the Candidate Board 2020-2021 to make this page more visible for the members.

By making the page more visible, Flow likes to take up on the new internship course. This is new as an optional course in the third year of the bachelor CIS. When more students make use of the offered internships, they are better prepared when they enter the labor market.

In addition to online promotion, the Candidate Board also wants to hold promotion talks during lectures of seniors, pre-masters and masters. For these three groups this page is the most relevant. Because in the coming academic year a large part of the lectures will be online, the Candidate Board also wants to make a promotion video that can be shown during the break of online lectures. In addition, the Candidate Board wants to involve external parties, such as Integrand, Kweek and AIESEC. These specific parties have more experience in promoting and maintaining internships and vacancies. By engaging with these associations, Flow can learn from their expertise in this field. In addition, it is possible to see if things can be promoted for each other or if it is possible to organize an activity related to internships and vacancies together.

##### 3.1.2 Expansion of activities aimed at career orientation

In order to professionally prepare students for the labor market, it is important to organize career orientation activities. The Candidate Board 2020-2021 wants to expand the range of career orientation activities, with an emphasis on network drinks and events. In this way, members will be more prepared to enter the labor market after their studies.

Throughout the year, several workshops will be organized in which members learn new soft-skills, such as applying for a job, presenting, or a LinkedIn training. These workshops can take place both online and offline. In addition, the Candidate Board 2020-2021 wants to organize networking activities, starting with a network training. After the network training, one or more activities will be organized where the new network skills can be applied. Think, for example, of a network drink or network dinner. During these activities, members will have the opportunity to put their networking skills into practice and develop them further.

## 3.2 Online accessibility

### 3.2.1 Chat function

Getting into contact in a physical setting will be harder than usual the coming academic year. That is why it is especially important that members are accommodated in the coming year. Therefore, next year there will be extra focus on extending the possibilities of getting into contact with the association. Where members would normally walk into the Flow office to ask their questions, the association must offer the members another way to easily get in touch with the association.

In order to simplify contact with the association, the Candidate Board 2020-2021 will add a chat function to the website next year. The chat function on the website offers members the possibility to easily submit questions. The members of the Daily Board, who work in the office at that time, will be responsible for answering the submitted questions. As long as the board does not have full-time access to the Flow office in building E, their work will be done from home. An effort will be made to respond as quickly as possible, as soon as time permits. To limit the burden, this chat function will only be available or answered during opening hours.

### 3.2.2 Flow Member Card

The Flow Member Card (FMC) is a good way to increase the involvement of companies in the association. It is an accessible option to collaborate with, for example, smaller companies in the region, and can also be the first step towards a more intensive collaboration with Flow. At the moment, the members receive a physical FMC when their membership starts. When taking into account the current circumstances, new members will not be at the university often due to online lectures, which makes it difficult to distribute the physical FMC. Luckily, showing the Flow app at companies is also considered as a valid way to show the FMC. The Candidate Board 2020-2021 wants to change the form of the FMC in the Flow app. By improving the FMC in the Flow app, the Candidate Board hopes to increase the use of the FMC. An increase in use would be positive for both Flow and the companies on the FMC. In this manner, the Candidate Board 2020-2021 has a good reason to promote the FMC and the Flow app once again and members can still obtain a FMC by downloading the Flow app.

In addition to promoting the FMC, the Candidate Board 2020-2021 wants to promote new and existing deals more actively throughout the year. By increasing the promotion, the Candidate Board 2020-2021 hopes to stimulate the use of the FMC more. The FMC deals are already shown in the app at the moment. However, by improving the layout of the FMC in the app, the Candidate Board hopes to display the FMC better.

During the year, the Candidate Board 2020-2021 will focus on improving the design of the FMC in the Flow app. Together with GroupLink, a way will be found to represent the FMC differently in the Flow app.

## 4. Social

### 4.1 Active Membership

The Candidate Board 2020-2021 wants to lower the threshold to become an active member. Currently, registrations for active membership close relatively soon after the TOP Week and the Introduction Weekend. It happens quite often that new students are not sure what they want to do during their student days when the registrations close. There are some members who still become active members from their second year onwards. However, this can cost active members. In addition, the Candidate Board 2020-2021 thinks it will take new students longer to find their 'place' at the university during the introduction period, due to the corona measures and the limited offer of physical education in the first semester. The Candidate Board 2020-2021 thinks that the aforementioned will therefore occur more often in the coming association year. The Candidate Board 2020-2021 wants to prevent this by introducing two registration moments for all committees, except for the Study Trip Committee and the Ski Trip Committee. These two committees will not reopen their registrations due to the long run of activities.

The first enrollment for active membership will be open for a number of weeks from the TOP Week onwards, as has been done in prior years. The committees will be formed based on the registrations. A few weeks after the division of active members, a second registration moment will be opened for all committees except for the Study Trip and Ski Trip Committee. In this way, the Candidate Board wants to give more members the opportunity to actively participate in the association during the year.

Because registrations for active membership will be open for a longer period of time, the Candidate Board 2020-2021 wants to give the button 'become an (active) member' a more prominent place on the website throughout the year. The Candidate Board expects to be able to recruit more members among the new students.

### 4.2 Appearance of the association

#### 4.2.1 Drinks

Flow is known for its dress up drinks, where each drink has a different theme and the members dress up according to that theme. However, in recent years there have been several signals that the dressing up part can create a barrier for members who want to come to the monthly drinks. Indeed, the survey conducted among members showed that dressing up is everybody's piece of cake, which holds some members back from attending the drinks. This may then result in less high attendance at the monthly drinks. Because Flow is an association that wants to be accessible for all the members, the Candidate Board wants to adjust the kinds of drinks the association offers.

In order to lower the threshold to attend monthly drinks for members, the Candidate Board 2020-2021 intends to make a distinction between 'drinks' and 'Catching Up Drinks'. With 'drinks' The Candidate Board 2020-2021 means the dressed up theme parties that take place from 21:30h till 04:00h. The 'Catching Up Drinks' differ, while it is not needed to dress up. During the year two 'Catching Up Drinks' will take place. These 'Catching Up Drinks' will

be organized by the Daily Board from 19:00h till 23:00h. During these 'Catching Up Drinks' you will be able to have a drink, while enjoying some snacks. The focus here is on catching up and getting to know people. Furthermore, the monthly drinks will take place as usual. These will be organized by the Informal Activities Committee (IFAC). At two of these drinks, the drink will not revolve around dressing up, which hopefully lowers the threshold. There may be a theme attached to these drinks, to enable the IFAC to decorate Klein Café Van Horen Zeggen nicely. In this way, the Candidate Board hopes to lower a barrier for students.

During the association year, the Candidate Board 2020-2021 will monitor the extent to which the organization of undressed drinks activities increases the attendance of members at monthly drinks. In addition, the Candidate Board 2020-2021 thinks that through the 'Catching Up Drinks', the attendance at other Flow activities can also be increased.

#### *4.2.2 Merchandise*

Various products are for sale in the webshop of Flow. Members can already buy sweaters, t-shirts, jogging pants, caps, hoodies, and bags. The Candidate Board 2020-2021 wants to expand the assortment in merchandise. For example more versions of hoodies could be offered. The Candidate Board 2020-2021 also wants to make the purchase of t-shirts more accessible by offering a looser model. This is an attempt to increase the visibility of Flow, because people would be more willing to wear the clothing and accessories.

The Candidate Board 2020-2021 wants to collaborate with the Promotion Committee for designing new merchandise. In addition to the collaboration with the Promotion Committee, the Candidate Board 2020-2021 will organize a design competition in which people, who are interested, get the opportunity to submit their own design for new merchandise or new designs for clothing. The Daily Board will make a selection from these entries. This selection could then be presented to the members through social media channels, where a poll can be set up to gauge enthusiasm per product/design or to vote for their favorite. This can be used to measure which design appeals the members the most.

During the first half of the year, there will be few physical activities. It is therefore expected that not a lot of students will need merchandise. That is why the Candidate Board 2020-2021 wants to focus on designing the new merchandise during the first semester. By the time hopefully more physical activities can take place, for example in the second semester, the new merchandise can be offered in the webshop. So, in the first semester, the Candidate Board 2020-2021 has the time to make new designs together with the Promotion Committee, and in the second semester there is time to offer the new merchandise for sale to the members.

As an alternative to physical merchandise, the Candidate Board 2020-2021 also wants to focus on online merchandise, while many activities and forms of education will take place online in the first semester. Online merchandise includes online GIFs and Whatsapp stickers, which will be available to members free of charge.

During the first semester, the education will mainly take place online. This makes it difficult for members to pick up purchased products at the Flow office. In order to members the possibility to purchase and receive products from the webshop anyway, the Candidate



Board 2020-2021 wants to offer members the option to pick up their order from the branch Tigerprint themselves. If members find this too far, they can also choose to have their bought products to be delivered to their home via an external party (e.g. PostNL or DHL). Shipping costs will be charged for these orders.

## 5. Conclusion

If you have any questions or comments regarding this policy plan, you can contact the board of Study Association Flow by emailing [bestuur@svflow.nl](mailto:bestuur@svflow.nl) or by visiting the Flow office (E204).