



A.S.V.

Policy plan 9th board of A.S.V. Gay

"Samen uniek, samen vooruit"

"unique together, forward together"

2018-2019

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Introduction

This is the policy plan of the ninth board of A.S.V. Gay (Amsterdam Student association Gay). In the coming year, our six members will be conducting A.S.V. Gay through old traditions and leading the association to new opportunities. This policy plan is intended as a general illustration of the board's focus points. It also describes the individual task areas of the board members.

It is our hope to build on the foundation that the association already has in place, to reach new opportunities. Our guiding principles in doing so will be visibility, transparency, sustainability and inclusivity. Without selling our traditions short, we want to make A.S.V. Gay a modern and innovative student association, particularly in the areas of professionalisation and the use of social media.

Alongside these official policy points, of course, we also want to have another great year. A.S.V. Gay is a thriving student association that unites people of very different backgrounds in the spirit of celebrating diversity. The ninth board will be making every effort to bring the best out of the association and its members. Together, we can go further than any of us alone. This is why our motto will be:

"unique together, forward together"

Milena de Swart - *Chair*

Bram Marneth - *Vice chair*

Jeffrey Willighagen - *Secretary*

Liselot Jacobs - *Treasurer*

Boukje Meester - *Commissioner of internal affairs*

Niek Rood – *Commissioner of external affairs*



Bijlagen

I: Committees 2018-2019

II: Budget 2018-2019

III: Media plan 2018-2019

IV: Association identity manual

Policy points

In the year 2018/2019, the ninth board will be focusing on the following policy points: professionalisation and structure, visibility, inclusivity, transparency and innovation. These points are explained in more detail below, with a description of relevant sub-topics where appropriate.

Professionalisation and structure

One of our key focus areas in the coming year will be giving the association a clear structure. We need to maintain a certain level of consistency in the image we as an association put forward, both internally and externally.

Timeline

We strive to inform our members of upcoming activities well in advance, and at fixed times. We intend to do this by publishing a half-year program of our major activities (like the Introduction Weekend also known as Ontrozing, trips and Pride Week) in September and February. We will also publish a monthly schedule at the start of each month. This will be done simultaneously via several channels, such as the new app and a pinned post on the members page. Also, the weekly *borrel* (the weekly social drink in Amstel Fidy Four) will be announced as a Facebook event on Friday of each week. All this is intended to make sure that the members receive information about the events in a clear and structured way, so the members will be aware of events in good time; the board believes that this will increase attendance.

Association identity

An association's house style is an important part of its communication both within and outside the association. It comprises guidelines for both text and visual elements. To facilitate the communication between the board, the members and external parties, we consider it important to be as transparent and clear as possible in our communication. This is why we have created a narrow and strict framework for our house style. We will be following our identity manual consistently in all of A.S.V.Gay's various lines of communication, both internal and external. This uniformity will contribute to a professional image of the association.

Whitebooks

Whitebooks are documents drafted to describe and define the structure, rules and procedures for the various committees within A.S.V.Gay. The board must unfortunately report that the whitebooks are not yet complete and the communication concerning these documents is not yet optimal. This year we would like to see the commissioner of internal affairs collect the existing whitebooks, and then update them and put them into practice in consultation with the committee chairpersons. Any whitebooks that are not available will be drafted in consultation with the board and the relevant committee chairpersons. This will contribute to the continuity of the committees of A.S.V.Gay and facilitate knowledge transfer from year to year.

GDPR

Last year, the European General Data Protection Regulation (GDPR) went into effect. This regulation prescribes rules for how we handle the personal data that we collect. We will ensure that the data that we need to process to keep our association running smoothly is processed in compliance with the guidelines of the GDPR and our privacy policy. All our efforts here are intended to prevent data breaches that could potentially compromise our association or its members. Compliance will guarantee optimal protection of the privacy of the members.

Visibility

The ninth board of A.S.V.Gay wishes to increase the visibility of the association, both internal and external. Internally, we want to generate more visibility by holding regular *borrel* talks and posting updates on social media addressing the members directly. We also want to make our association more visible in Amsterdam and environs. Greater name recognition will attract more new members and open doors for potential new sponsorships. Furthermore, we intended to raise our profile at the national level by increasing our cooperation with the sister associations.

Social media

This year, the vice chair will have the responsibility for managing the association's social media.

A.S.V.Gay has a presence on various social media channels, including Facebook, Twitter, LinkedIn and Instagram. Internal events and activities are posted on the closed members group; the public "like" page is also accessible to non-members. In the coming year we will be devoting extra attention to this public page, of course in consideration of privacy issues for all members and in observance of the GDPR. We will be posting regular updates on all the things the association and its members are doing. The board will also be actively using the A.S.V.Gay Instagram account. A media plan has now been developed in observance of the multi-year plan. This media plan sets out a number of guidelines for each channel with regard to the content and frequency of posts. The goal is to increase the visibility of the association and project a more professional online presence.

Website and app

The secretary will be responsible for managing the upcoming app and the website. The website is the first place where potential new members can go for information about the association, so it is essential to keep the website up-to-date, with all information correct, and to ensure that the website can be found by students interested in the association. This year will also see the launch of the A.S.V.Gay app, which will open new possibilities for communication with the members.

Sister associations

Our sister associations are other LGBTQ+ student associations in the Netherlands with which A.S.V.Gay has a connection. Working together with these associations is a way to support each other and help each other reach our goals. Our goal for the coming year is that the sister associations committee and the planned working group will strengthen the contacts with our sister associations and maximize the benefits from our connections. We also intend to continue to pursue the line of contact with foreign LGBTQ+ associations. This year, the chair will be taking on the responsibility for contact with sister associations.



Amsterdam Federation of Student Associations

Through the Amsterdam Federation of Student Associations (AKvV), A.S.V.Gay is connected with 24 other associations in Amsterdam (our “brother” associations). The fact that the Federation represents such a large number of associations makes many things possible that would be beyond our reach as an individual association. These include (to name just a few examples) the newsletter about student associations that the AKvV distributes to new students, consulting and training sessions for boards and specific committees, and advocacy for the interests of the student associations among major organisations such as the universities in Amsterdam. This expands our network and helps us better reach interested individuals within the target group. For the coming year, the vice chair and commissioner of external affairs will jointly be the external contact point for the AKvV.

Visibility of board

It is important for the board of the association to maintain visibility, both internally and externally. In our view, contacts with the members need to be as close as possible. This is why we as the board want to be playing the most active role we can, both inside and outside the association. This means personal contact with the members, as well as attendance at internal and external activities and the weekly *borrels*.

Visibility of A.S.V.Gay

As the only LGBTQ+ student association in Amsterdam, A.S.V.Gay is in a unique position with regard to the representation of LGBTQ+ students. The more visibility and awareness we generate, the more attention there will be to the importance of further acceptance of LGBTQ+ individuals in the student landscape and elsewhere. One outstanding opportunity to achieve this goal is the several information fairs held over the course of the year. Additionally, closer contacts with the various like-minded organisations should generate more awareness among students. Finally, we intend to generate more awareness by hanging more posters, distributing more flyers, and taking advantage of search algorithms on social media.

Inclusivity

Inclusivity is a topic that has always played a major role within A.S.V.Gay. One example is the addition of the Q+ to the logo; another is the educational infographics that were displayed for a limited time in the restrooms at Amstel Fifty Four. We as the board consider it important for everyone to feel represented and welcome within our association. This year, one focus of attention will be making minorities within the LGBTQ+ community feel more visible and more welcome. Part of this means inclusive language, such as consistent use of the abbreviation “LGBTQ+”. A.S.V.Gay is an association that must allow everyone who identifies with student life to feel welcome and at home, regardless of gender identity or sexual preference.

Accessibility

Within the topic of inclusivity, accessibility to potential and new members is another key focus area. By actively stepping up our efforts towards these new members, we strive to preserve an open, low-threshold atmosphere in which new members are readily integrated into the association’s activities. This refers particularly to the period during the open *borrels*, Introduction Week and Introduction Weekend. For some new members, the threshold to keep coming may be high, because they find it difficult to connect with current members. We hope to lower this threshold by organizing more activities. Our goal is to make sure that fewer members drop out after the introduction period, by actively maintaining contact with them and keeping them aware of the opportunities offered within the association, like participating in a committee or a *gezelschap*.

Transparency

We as the board believe in transparency towards the members. While one of our most important tasks is keeping the association going, in the end our association stands or falls on its members. This is why we make strengthening the connections between the board and our members a priority. We understand that it is not always clear to the members what the board is actually doing. We want to make this very clear to our members, by providing more updates about constitution *borrels*, activities, and the day-to-day work of the board members. These updates will be provided primarily through social media channels. Presence at happy hours for casual conversations with members will be part of being a transparent, accessible and available board.

Innovation

We understand that in order to continue to grow as an association, we need to move with the times, which is why we are implementing a number of innovations in several areas within the association. Of course, part of this is continuing to build on the foundations laid by our predecessors in recent years.

Sustainability

Attention to the environment continues to grow, even as our human impact on it continues to increase. Our society as a whole is orienting itself more and more on the use of sustainable materials and moving away from the “disposability mentality”. A.S.V. Gay needs to be a part of this movement, which is why the board has resolved, for this year, to begin improving the association’s sustainability. This can mean things like reducing paper use for matters such as the financial administration, the member administration and the GMMs (general members meetings). This year, we hope to make the first steps towards developing guidelines for increasing sustainability, so we can continue to move forward in this area in the coming years.

App

Last year, the association worked with AlmanApp to develop an A.S.V. Gay app. The app offers a number of features, such as news alerts, advertising, and more. It gives the association added value in the form of a new information channel through which to communicate with the members of A.S.V. Gay. In the coming year, we hope to be able to use the app for a number of purposes. Overall, the goal is to use the app to deliver news to the members, in the form of news alerts, the calendar for the year/month/week, and the events (which will also be posted on Facebook). The app also offers opportunities for advertising, sponsorship and promotions.

Activities

The board also strives for innovation in the association’s internal activities. We hope to achieve this by improving both the number and content of the activities. We hope to be able to offer more activities, while maintaining a balance between the activities that have been successful in recent years and new activities the association has not offered previously. As part of this, we want to encourage the committees to come up with their own creative and new ideas. We’ll try to achieve this by organising brainstorm sessions and by evaluating previously organised activities, potentially together with the commissioner of internal affairs. We want to keep a good balance between festive activities and activities with a social impact. We are, of course, first and foremost a student association, but our unique position in the student landscape also offers us opportunities to play an important role in society. Finally, in the weekly *borrels* we want to work more actively on member bonding by organizing special activities, like (for example)



charity *borrels* with the current affairs committee or a bingo event in cooperation with the acquisitions committee.

Advertising income

The commissioner of external affairs will be responsible for soliciting and managing advertising income. Our association is made up of a very specific target group, which represents significant potential for advertisers. The launch of the A.S.V. Gay app is also interesting to advertisers. The goal is to earn back the investment on the app over time. We will also be investigating other options to generate more advertising income by innovating with advertising space elsewhere, for example in the newsletter. We will be working with the acquisitions committee to investigate new sponsorship opportunities, particularly outside the LGBTQ+ community.

Lustrum

This coming year will be the ninth anniversary of the founding of A.S.V. Gay. That means that our tenth anniversary is on the horizon, and this calls for a new commemoration as was done for the five-year anniversary. To make sure this goes as smoothly as possible, we as the board are taking a number of steps towards this already. One of the first and most important steps is to appoint a Lustrum Committee, which will be responsible for organizing the activities around the lustrum, as well as choosing the theme and logo. This committee will be made up of a mixture of old and new members, and it will be active over a period longer than one year, the normal duration of a committee. In preparation for the anniversary, we want to intensify the contacts with the returning members by means of regular updates from the association, in an effort to get them actively involved in the commemoration.



Chair – Milena de Swart

voorzitter@asvgay.nl

The face of the association

The chair is the face of the organisation, not only to the outside world but within the association as well. This makes her one of the most, if not the most, important points of contact for the members. She will be raising her visibility by holding regular *borrel* talks and maintaining as much contact with the members as possible. She is accessible and always knows what is going on. As the external face of the association, she and the commissioner of external affairs will be acting jointly as a contact point for questions from external parties. She will also be drafting the external newsletter.

Cooperation with vice chair

Part of the role of the chair is to also work closely with the vice chair. This means that the relationship between the chair and the vice chair is somewhat different than the relationship between the chair and the other board members. The chair oversees the tasks and motivation of the board members and the association, whereas the vice chair's responsibility is to monitor the chair's.

Connecting

For the chair, one of the key words is “connecting”. She has both a binding and supporting role within the board and also the role of being the connecting and binding element between the members and the association. Establishing contacts, ensuring that all voices are heard, being accessible and projecting a positive attitude are all important parts of this. This is how the chair helps hold A.S.V. Gay together.

Preserving the mission and vision of the association

With the chairmanship comes the responsibility of keeping sight of what is happening within the board and the association. The chair must ensure that all board members are performing the tasks efficiently and productively, and must be aware of their personal and professional circumstances. The chair must not only keep sight of the big picture of the board and the association, but must also keep holding A.S.V. Gay to its policy plan and mission. Through all this, she must also keep the multi-year plan in mind.

Sister associations

This year, the chair will be responsible for the communication with the sister organisations. This means that she will be a member of the sister associations committee. The sister associations committee will organize joint events with the sister associations, and the chair will handle the communications with these associations on behalf of A.S.V. Gay. This will also involve contact with international sister associations.

Technical chair

Prior to the meetings, the chair will draft the agenda and distribute it. She will do so both for the board meetings and the general member meetings (GMMs). The chair of the board will chair both the GMMs and the board meetings. Her most important task is to ensure that these meetings proceed smoothly and in an orderly fashion.



Vice chair – Bram Marneth

vicevoorzitter@asvgay.nl

Deputy chair

In essence, the vice chair has two predefined duties. In the chair's absence, the vice chair takes over the duties of the chair. The vice chair also works closely with the chair. Where the chair's duty is to oversee the board members, the vice chair makes sure the chair is performing her tasks and duties.

Link between the board and gezelschappen

Over this association year, the vice chair has responsibility for the gezelschappen, both existing and new. The vice chair will assist the gezelschappen with their plans and activities, and keep the board informed of them. He will also organize two gezelschappen head meetings per year to evaluate and give feedback on the activities in cooperation with the team heads. He also has the responsibility to make sure that the gezelschappen are able to function smoothly in observance of the core values for gezelschappen.

Contact with AKvV

The commissioner of external affairs and the vice chair are jointly responsible for the contacts with the Amsterdam Federation of Student Associations (AKvV), which represents the interests of 25 student associations in Amsterdam.

Contact COC

The board would like to get into closer contact with the COC. The vice chair will be the responsible for these contacts. The COC is the oldest interest group for the LGBTQ+ community, but is mostly focused on people outside the student age. A closer cooperation with COC could create a more complete representation for LGBTQ-people, in which there is a place for everyone. Apart from that, we can support and inspire each other by exchanging experience and knowledge regarding policy and activities.

Social media

This year the vice chair will be taking on the ultimate responsibility for A.S.V. Gay's social media. This means it is his task to ensure that the objectives defined in the media plan are actually met.

Lustrum Committee

The Lustrum Committee will be appointed in the coming year, to allow sufficient time and opportunity to adequately prepare for the 10th anniversary commemoration next year. The vice chair will be representing the board on the Lustrum Committee.

Secretary - Jeffrey Willighagen

secretaris@asvgay.nl



Member administration

The primary function of the secretary is to maintain the administration of all existing members, new members, departing members and alumni. This means that the secretary is extremely well aware of the number of members within the association and the number of members registering and leaving. The member administration is confidential and its privacy must be guaranteed. The secretary will have to take the greatest possible pains to preserve this privacy.

Reporting

Further, the secretary is responsible for the reporting of official meetings and gatherings. This includes, at a minimum, keeping the minutes of the board meetings and GMMs and communicating the decisions of the GMM to the members. The secretary's goal is to ensure that communication to our members goes smoothly and is done appropriately.

Mail

The secretary's duties also include handling the incoming and outgoing mail, both physical and electronic. He also manages the general e-mail account (info@asvgay.nl). This makes the secretary the first contact point for communication by e-mail and regular mail. He makes sure that communications received are routed to the right person.

Internal newsletter

The internal newsletter is distributed to the members by the secretary in cooperation with the newsletter committee.

Website

The secretary is responsible for maintaining and updating the website and mobile site in close cooperation with the website committee. The secretary strives to keep the website as modern as possible at all times, both technically and aesthetically.

Mobile app

The overall administration of the mobile app is one of the secretary's responsibilities. He updates the events, newsletters, advertisements and the member file in the app. Of course, guaranteeing the privacy and confidentiality of the member file in the mobile app an extremely critical responsibility.

Treasurer - Liselot Jacobs

penningmeester@asvgay.nl



Financial administration

The treasurer's primary task is to properly manage the association's financial administration, meet all obligations relating to the financial administration on time, and generally keep the financial administration up-to-date and in order. This includes, in part:

- administration of the bank account
- reviewing and processing expense declarations and cash advances
- administration of payments for activities
- cash management
- collection of contributions and donations
- management and processing of committee budgets
- drafting a financial report
- opening the financial administration for audit purposes (KasCo)
- keeping the board informed of the association's financial status

In addition, any other matters not specified above but relevant to the financial administration also fall under the responsibility of the treasurer.

Drafting the budget and budget monitoring

The treasurer will draft the annual budget in consultation with the other board members. This budget will reflect the plans set out in this policy plan. The final budget will then be adopted by the GMM. Over the course of the year, the treasurer will monitor this budget.

Committee treasurers

Every committee will select a standing treasurer. These treasurers will attend a group session instructing them on how to draft a budget and work with the budget template in Excel. The treasurer will maintain contacts with the committee treasurers throughout the year.

Commissioner of internal affairs – Boukje Meester
intern@asvgay.nl

The link between board and committees

The commissioner of internal affairs is the contact point and link between the committees and the board. A.S.V. Gay is an association that is run by and for its active members. By joining a committee, members can have many opportunities to devote their efforts towards the association in different ways, and make a valuable contribution to the association in the process. In addition to supporting the direction of the committees, the commissioner of internal affairs keeps the rest of the board informed of the committees' plans and ideas. Through the commissioner of internal affairs, the board remains available for recommendations about the committees and can, where needed, make a final decision in consultation with the committee.



Contact person for committees and committee chairs meeting

The commissioner of internal affairs serves as a contact person for all committee chairs appointed by the board. She supports and assists the committee chairs where needed, and coordinates with all chairs to ensure that the committees function as smoothly as possible. She also organizes the committee chairs meeting, which is held three times per year, in which the committee chairs evaluate the work of the committees and the activities they have organized.

Activities and scheduling

The commissioner of internal affairs is responsible for keeping the members informed of all activities planned. As part of this, she creates Facebook events and manages the member page on Facebook. The commissioner of internal affairs also maintains a general calendar of events for the year, to make sure that the events do not overlap and that the members can see what events are happening when.

Commissioner of external affairs - Niek Rood extern@asvgay.nl

Contact with external parties

The commissioner of external affairs maintains contact with external parties on behalf of A.S.V.Gay. Relevant external parties include companies and organisations that support our cause and our association, and show this with their sponsorship in the form of financial contributions or services. The commissioner of external affairs will also make efforts to win sponsorship commitments from potential new sponsors for A.S.V.Gay.



Contact with AKvV

This year, the commissioner of external affairs and the vice chair will jointly maintain the contacts with the Amsterdam Federation of Student Associations (AKvV), which represents the interests of 25 student associations in Amsterdam.

Acquisitions committee

The commissioner of external affairs will serve as chair of the acquisitions committee. The acquisitions committee will support the commissioner of external affairs both actively and passively, and will serve as a think tank for potential new campaigns of A.S.V.Gay in cooperation with external parties. The acquisitions committee will also be responsible for the management of certain existing contacts.

Promotion committee

This year, the commissioner of external affairs will be taking a seat as a general member of the promotion committee. By virtue of his position as contact person for the AKvV, his presence on this committee will help keep the lines between the committee and the organizing parties short. Our unique mission and the nature of the membership of our group make it vital for us to reach out people who would not otherwise join a traditional student association. Visibility at promotional and information fairs is an important part of raising awareness of our association and our mission, which makes this something very much in keeping with the commissioner of external affairs's other duties.

Pride committee

The commissioner of external affairs will have a seat on the pride committee. Because of the high costs involved in the Canal Parade, we are allowing sponsored advertising on the boat. This is important to keep in mind at all stages of the design and construction, because it will help us keep the costs of participation for members as low as possible. Additionally, this short line of communication to the rest of the board enables us to act quickly, which will be important throughout the entire process of setting sail on the canals of Amsterdam with a successful boat.

Closing

We hope that this policy plan presents a clear picture of our guiding principles, functions and ambitions for the year. We have enjoyed writing it, and hope to make this year a spectacular and successful one for all members, with parties, glitter, *borrels*, activities, and most of all, lots of love and pride!



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