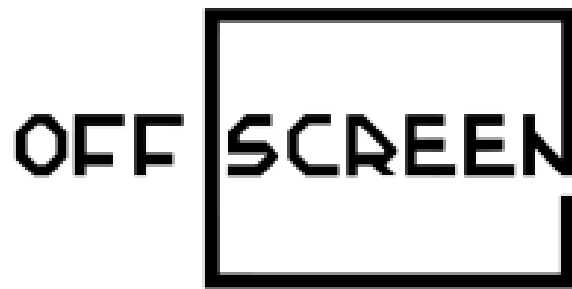


Policy Plan

2024 - 2025



Study Association for Media Studies at the University of Amsterdam

## The 28th Board of Off-Screen



*Clockwise, from top left to bottom right:*

Zoë Vink, Kina Paul, Sophie Harmsen, Royi Ulmer, Antonina Staszczak, Deva van Aanhold

*President and Head of Acquisition Committee:*

**Antonina Staszczak**

*Vice-President and Head of Promotion Committee:*

**Deva van Aanhold**

*Treasurer and Head of Reporter Committee:*

**Royi Ulmer**

*Head of Media and Academics:*

**Sophie Harmsen**

*Head of Social Activities:*

**Kina Paul**

*Head of Travels:*

**Zoë Vink**

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## 2. Preface

As the new academic year approaches, the 28th Board of Off-Screen is happy to present the Policy Plan for 2024/2025. This document serves as a guiding framework for the upcoming year and illustrates the Board's vision for the association's future.

The 28th Board of Off-Screen is committed to bringing the plans and ideas outlined in the Policy Plan to life, thereby cultivating the association's mission and principles. The commitment and passion of the previous Board members continue to serve as a great source of inspiration for the next generation of members.

Sincerely,

**Antonina Staszczak**

*President of 2024-25*

### 3. Current situation

Established in 1997, Off-Screen has served as the Study Association for Media Studies at the University of Amsterdam. Today, it stands as one of the most active student communities in the city. The introduction of the international track in Media Studies compelled the association to accommodate students from all across the globe, transforming it into a truly intercontinental community. The seamless blend of Dutch culture and international influences creates an inclusive and vibrant environment where everyone is welcomed.

As a result of the COVID-19 pandemic, event cancellations led to an alteration of the membership structure, and thus, a lack in engagement among older members. As the association has seen an influx of newer members, maintaining a diverse range was the main goal for the previous boards.

The 27th Board successfully bridged the gap between new and existing members, fostering a strong sense of community within the association. For many first-year students, Off-Screen became a welcoming space where they could forge new friendships, explore their interests and hobbies, and access valuable opportunities.

Throughout its 28 years of existence, Off-Screen assembled a wide variety of events, blending long-standing traditions with new ideas, all aimed to enhance the social, educational, and cultural life of Amsterdam's media students.

## 4. General Vision

The general vision of the 28th Board is explained through three core words. This condensed format allows the Board to present their plans, goals and aspirations in the most effective and clear manner. The core words act as a guiding compass, helping the Board stay focused on their objectives and reminding them of the values the association upholds.

### Three Core Words

During the 2024/2025 academic year, the Board of Off-Screen will be driven by the core principles of efficiency, collaboration, and inclusivity.

#### *Efficiency*

The term *efficiency* in this context refers to the overall approach to work style and effectiveness of implemented work methods. Last year, the Association organized an impressive number of events, but the volume quickly became overwhelming. While some events garnered significant attention, others saw minimal participation, leading to a loss of resources and enthusiasm. One of the primary goals for the 28th Board will be maintaining consistent engagement throughout the year. The Board believes that reducing the number of events would vastly improve the quality of said events and draw more attention from members. By allowing more time between events, committee members will have the opportunity to create more exciting, detail-oriented events that not only reflect a more innovative, polished image of our association, but that allow anticipation to build between events, creating a sense of *Fomo*.

Efficiency also lies in the work structure and organization. The 28th Board aims to prioritize clarity in all their activities, ensuring that every action and decision is transparent and well-communicated. Their main goal is to provide a comprehensive overview of their work throughout the year, which will help both the Board and the members better understand and stay informed about the organization's internal developments. This approach not only builds trust and accountability but also encourages members to actively participate and contribute to the association's ongoing progress.

For the 28th Board, efficiency also means making the most of Off-Screen's available resources. Given budget limitations, the Board aims to maximize the impact of their income from ALPHA subsidies, memberships and sponsors by utilizing it as effectively as possible. This goal becomes more achievable by reducing the number of events and prioritizing quality over quantity.

### *Collaboration*

Collaboration is a central goal for the 28th Board this year. While each committee has its own specific tasks and responsibilities, the 28th Board believes that fostering collaboration across all committees can greatly benefit the association. Without compromising their individual commitments, the Board intends to unite collective efforts to strengthen the organization as a whole. This involves close collaboration across various stages of organizing major projects—such as the Promotion Committee working together with the Media and Academics Committee to create an enticing teaser for the Berlinale trip, or the Acquisition Committee partnering with the Social Activities Committee to secure sponsors for the Gala. The Board believes that this unified approach will significantly enhance efficiency.

The 28th Board will also focus on branching out and collaborating with associations, collectives, and companies across Amsterdam and beyond. The focus will be on expanding the association's reach and seeking diverse opportunities for its members.

### *Inclusivity*

Inclusivity will always be a core value of Off-Screen. The community is committed to welcoming everyone and opposing any form of discrimination. Off-Screen remains a place where members can freely express themselves and feel safe and welcomed at every event. The association takes pride in fostering creative freedom, and the 28th Board aims to further encourage members to unleash their creativity and embrace originality within the Board itself, the committees, and the association as a whole.

Within the Board itself, each member's perspective will be considered before any decisions are made to ensure that everyone feels heard and understood. The 28th Board recognizes that while collaboration is essential, each Board member has their own responsibilities and tasks and has

jurisdiction over their individual committee. The Board is committed to respecting and trusting the authority of each member and allowing one another space to bring their visions and ideas to life, while also maintaining an open conversation about the inner workings of each committee.

For the association as a whole, the 28th Board is committed to maintain Off-Screen as a community in which all members are given a platform to express themselves and feel safe and welcomed at every event. By offering a range of events, activities and career opportunities accessible to everyone, the Board hopes to provide all members space to pursue their interests, as well as find places they feel seen and heard.

For the 28th Board, inclusivity also signifies engagement and innovation. They are dedicated to valuing an array of ideas and approaches, believing that while traditions have established Off-Screen, creativity and innovation are essential for advancing the association and achieving broader development. Inclusivity involves openly sharing ideas and visions while continuously pushing the boundaries of creative expression.

### **SUMMARY:**

#### ***Efficiency:***

Quality over quantity

Taking advantage of the existing resources

Clarity in organization and communication

#### ***Collaboration:***

Across committees

Branching out

Integration

#### ***Inclusivity:***

Diversity

Originality

Engagement

## 5. Functions

This section outlines the task distribution and responsibilities associated with each Board role for the upcoming academic year.

### 1. President & Head of Acquisition:

Antonina Staszczak will undertake the position of President for the 28th Board of Off-Screen. In this position, Antonina will oversee the association's internal operations and contribute to building a sense of community among the Board, committees, and members. Furthermore, Antonina will represent Off-Screen externally, engaging with the University of Amsterdam and other organizations. The President's responsibilities also include organizing General Member Assemblies and Committee Member Activities.

Furthermore, Antonina will take on the responsibilities of Head of the Acquisition Committee. In this role, Antonina will be responsible for communicating with current and prospective partners and seeking collaboration opportunities for Off-Screen. She will also be in charge of developing the merchandise together with the Promotion Committee and organizing events such as the Portfolio Event and Charity Gala.

#### **Vision**

As President, Antonina is dedicated to proudly representing Off-Screen, upholding its image as a professional and trustworthy organization that values diversity and fosters a creative space for its members. She will maintain a helicopter overview of the association and the Board's internal work while respecting each Board member's autonomy and vision. Antonina's goals for the year include building trust and strengthening collaborative efforts within the association and beyond.

As Head of the Acquisition Committee, Antonina is committed to collaboration and expanding Off-Screen's network. She will focus on maintaining strong relationships with current partners while actively seeking new opportunities for collaboration and sponsorship. Antonina aims to work closely with the Media and Academics Committee, Social Activities Committee and Student

Travels Committee to identify potential partners for borrels, parties or trips and seek out media companies and individuals interested in collaborating on events. By targeting partnerships with brands that align with specific goals, Antonina hopes to broaden Off-Screen's reach and offer exclusive opportunities to its members.

### *Three Core Words*

#### **Efficiency**

For Antonina, *efficiency* means prioritizing quality over quantity. She believes that to elevate Off-Screen as one of the most active and diverse associations in Amsterdam, the quality of events is paramount. Efficiency is key to how she approaches her work. As the President Antonina aims to delegate tasks effectively by creating clear meeting agendas and to-do's list, ensuring that responsibilities, deadlines, and expectations are clear and transparent to all Board members. She emphasizes that strong organization and clarity are essential for maintaining a healthy and efficient work environment. As Head of the Acquisition Committee, Antonina is committed to establishing a clear vision and plan from the start. She will outline her goals for the academic year and assign tasks to ensure that each committee member has a well-defined agenda. To prioritize quality over quantity, Antonina has chosen to reduce the number of Acquisition events, allowing her committee to dedicate more time and effort to securing venues, partners and sponsors.

#### **Collaboration**

*Collaboration* is a cornerstone for Antonina, both as President and Head of the Acquisition Committee. As President, she is committed to fostering a collaborative spirit among the committees and Board members. Her experience on the Media and Academics Committee last year taught her that collaboration among committees is recommended to make events more impactful and well-organized. However, she acknowledges that each committee has its own unique responsibilities and tasks, and will make an effort to maintain a clear vision and effective delegation to prevent any chaos. In her role as Head of the Acquisition Committee, Antonina's primary focus this year is to

collaborate with student organizations, local businesses and Amsterdam-based collectives. By doing so, she aims to provide members with unique experiences and opportunities while enhancing Off-Screen's reputation and presence.

### **Inclusivity**

One of Antonina's personal goals as President is to create an *inclusive* and welcoming environment for new members. She is committed to maintaining an approachable presence, ensuring that every member has the opportunity to find their place within the association. Antonina envisions Off-Screen as a space where people can forge new friendships, express their creativity, and participate in unique social and cultural events that enrich their student experience. She will also encourage creativity and innovation among Board members, pushing boundaries to further develop Off-Screen.

### **Concrete responsibilities:**

#### *Primary Point of Contact*

Antonina will represent Off-Screen externally, serving as the primary point of contact with the University, ALPHA, ASVA and other associations through the President's email ([president@offscreen.nl](mailto:president@offscreen.nl)). She will also communicate with partners and sponsors ([acquisition@offscreen.nl](mailto:acquisition@offscreen.nl)) in her role as Head of the Acquisition Committee.

#### *Website*

As President, Antonina will share responsibility for managing Off-Screen's website, continuing the work of her predecessors. She will oversee updates to website features such as the calendar, association tab and archives, and will also keep the partners and vacancies sections current throughout the year. With support from the Vice-President and the Head of the Promotion Committee (Deva), she will ensure that the visual aspects of the website are maintained and that content is updated regularly.



*Activities:***Media Studies Introduction Week**

Each year, the University of Amsterdam's Media Department requests Off-Screen's support in coordinating their introduction week for incoming Media students. This event focuses on familiarizing first-year students with Off-Screen at The Hok, where they go after the campus tour. This method has proven successful in drawing new members. Acting as the primary contact, the President is in charge of coordinating the event organization with university staff.

Similarly to last year, on the 2nd of September, the President, together with Board members, will have the opportunity to speak in front of 600 first-year media students during the kick-off event organized by the media department. This will be the perfect opportunity to present Off-Screen in front of a big audience and promote introductory events such as Crazy 88 and the first borrel.

**ALPHA's Warm Welcome Week**

ALPHA is the association for study associations and magazines of the Faculty of Humanities at the University of Amsterdam. Annually, the Warm Welcome Week is organized, featuring a diverse range of activities. This event is organized in collaboration with VOX-POP, the creative space of the faculty. Similarly to last year Off-Screen got the opportunity to 'adopt' a workshop and promote the association among the participants. The Board decided to go with the AI Mixtape Mashup workshop which allows the participants to create their own mixtape using AI technology. This engaging and innovative workshop offers an excellent opportunity to kick off the year with an interactive experience.

**General Members Assembly and Committee Members Assembly:**

Like every President of Off-Screen Antonina is responsible for preparing and leading five General Members Assemblies (GMAs) throughout the year. Invitations will be sent out to the whole association by the Vice-President, as well as any other relevant parties such as the University of Amsterdam, ASVA, and ALPHA. During the GMA, the Board presents updates on the association's

activities and finances, fostering transparency and keeping members informed. This is also a platform for open discussions, sharing ideas and opinions. Antonina's goal for this year is to make GMAs interactive and engaging, allowing members to partake in the association's inner workings. Before each GMA (in the invitation email), a Google form will be shared with all members, giving them the chance to prepare any questions or topics they wish to discuss in advance. This will also give Antonina an additional overview of which matters are most urgent for members to discuss. At the end of each GMA, there will also be a discussion panel, providing members with the opportunity to participate in an open discussion. During every GMA each Board member will get the opportunity to report on their progress (including committee work) made over the months and share potential ideas with all attending members.

a) First GMA on October 14th

During the first GMA, the Policy Plan will be voted on, and the old Board will be formally transitioned out. This meeting will also serve as the time when the new committees are announced. To make the concept of the GMA more appealing and clear to new members, Antonina will explain the general rules and present the meeting agenda at the beginning. The Board also aims to make the GMAs not only informative but enjoyable for the members. For the first GMA, Antonina plans to include a playful initiation ceremony for new committee members giving them the opportunity to get to know each other and enjoy a fun moment together.

b) GMA 4.1 and 4.2

GMA 4.1 will be dedicated to announcing and voting in the new Board members for the years 2025/26. Following this assembly, Antonina, together with Vice President Deva, will organize and coordinate a New Board Activity, providing an opportunity for the new Board members to bond and acclimate to their roles in an enjoyable setting.

*New Board Event:*

Deva and Antonina plan to organize the New Board Event. This event will take place immediately after GMA 4.1, where the new Board of Off-Screen for 2025/26 will be voted on. To honor both the incoming and outgoing boards, Deva and Antonina intend to host a small gathering with a limited budget for one drink, inviting members of the 28th Board, the new 29th Board, and the Application Committee. The gathering will likely be held at a bar and is designed as a celebratory occasion to acknowledge the new Board and foster connections with the outgoing Board just before the new members officially assume their roles.

GMA 4.2 will mark the final General Members Assembly of the 28th Board. Afterward, Antonina has planned another Committee Member Activity (CMA) as a gesture of appreciation for all active committee members, recognizing their dedication throughout the year.

c) CMA's

As President, Antonina will coordinate two Committee Member Activities (CMAs) for all Off-Screen's committees and organs. One will take place before the conclusion of the calendar year, while the other is scheduled for after the GMA 4.2. These events aim to express gratitude to active Off-Screen members for their dedication throughout the year. CMA will be organized as an activity during which members can play or compete against each other and have fun.

### **The Acquisition Committee**

*Direction and guidance:*

This year, Antonina aims to expand Off-Screen's reach by collaborating with student associations, collectives, companies, and media professionals. She plans to achieve this by researching and reaching out to a wide range of Amsterdam-based institutions and individuals, arranging as many in-person

meetings as possible. Antonina believes that direct, face-to-face interaction is the most effective way to promote Off-Screen and build strong partnerships.

Additionally, Antonina intends for her committee to work closely with other committees to identify potential partners and sponsors for specific events and purposes. For instance, they might seek out a drink company for a party, a resident DJ from a collective for a borrel, or a partner for a film festival.

Antonina will also assign a Committee Coordinator for the Acquisition Committee. The Coordinator will be responsible for drafting emails, keeping Antonina and others updated on the upcoming events that the committee has to plan, and work closely with the other members. The position of the coordinator will be specified in the application form for the Acquisitions Committee and if one wants to apply, they will have to mention it in their motivation letter. This way only interested applicants will be considered for the position.

*Tasks and activities:*

### **Partners and Sponsors**

Antonina plans to maintain strong relationships with Off-Screen's current partners and will reach out to all of them via email by the end of August to explore further partnership opportunities. She will also continue promoting the benefits of Off-Screen membership by emphasizing the value of these partnerships to members. This will be done with the help of the Promotion Committee who will post partners updates on Instagram story and the website.

### **Merchandise**

The Acquisition Committee will collaborate closely with the Promotion Committee on merchandise. While the Promotion Committee focuses on design, the Acquisition Committee will handle pricing and selection of items for sale. Currently, four high-quality, limited-edition merchandise items are planned. In order to prepare the quantity and pricing, a pre-sale will be held to

estimate the demand. Once again, the emphasis will be on quality over quantity, ensuring that although the number of items may be limited, they remain accessible and sustainable.

### **Portfolio Event**

Introduced last year with great success among students, this event will continue again in February. It will combine an “expert talk” with guidance from an expert, where participants will learn how to create a professional and distinctive portfolio that sets them apart on the job market. For the expert panel, Antonina and her committee will reach out to a group of alumni, media professionals and professors.

### **Charity Gala**

The Charity Gala will be the Acquisition Committee’s most significant event to plan, with preparations beginning at the start of 2025 due to its scale. The event will include an auction of items and services, complemented by engaging activities such as a Wheel of Fortune, lottery tickets, and other potential attractions. Antonina envisions hosting the gala at an upscale venue, featuring live music from student performers. The committee will also be responsible for selecting the charities to support and securing the items and activities for auction.

### **Career Exploration Event**

For this event, Antonina plans to collaborate with a media-related company to organize a field trip, offering members hands-on experience in the industry. Alongside her committee, she will reach out to various companies in Amsterdam (and outside) that offer tours of film sets, music studios, or stages, aiming to provide a unique and immersive experience for the participants.

## 2. Vice-President & Head of the Promotion Committee

This year, Deva van Aanhold will fulfill the role of Vice-President of the 28th Board (2024/2025). In this position, she will have administrative responsibilities such as keeping track of our membership files. Additionally, she will take on significant responsibilities for Off-Screen, overseeing both internal communication with our members and external communication flows between fellow Board members and outside parties. She will facilitate the flow of information from external organizations and businesses, such as vacancies and collaboration opportunities, ensuring it reaches the appropriate Board member. Deva will ensure that everyone remains well-informed and connected by maintaining an efficient workflow.

Deva will furthermore be the Head of the Promotion Committee, managing Off-Screen's online presence and representing the association's values. She will oversee (event) marketing campaigns and the production of related content. Deva, in collaboration with Antonina, will oversee the production and promotion of the merchandise collection.

### **Vision**

Deva hopes to contribute to furthering Off-Screen's meaningfulness for members, regardless of how long they have been part of the community. By introducing fresh perspectives and welcoming new opportunities while simultaneously embracing Off-Screen's rich history, Deva envisions a year of blending old and new aspects of the association. Through this integration of ideas, Deva aspires to connect the older generations with the new cohort. Overall, Deva wishes to make Off-Screen a celebration of both established traditions and emerging ones.

Building on Off-Screen's strong community, Deva seeks to reach individuals in Amsterdam who are looking for a new collective. By organizing engaging events and trips and paying close attention to our members, she hopes to create opportunities for connection.

*Three Core Words***Efficiency**

Deva believes that *efficiency* is crucial. By managing processes and actively working to keep Off-Screen organized, she can maintain focus and minimize distractions. This involves overseeing communications and coordinating established tasks. Additionally, Deva is concentrating on promoting events effectively, treating each one as a unique, multifaceted campaign and ensuring that every detail is carefully considered. In this way, we use our platforms efficiently – hoping this results in enthusiasm from our members towards the events. While aiming for perfection, she also emphasizes the importance of maintaining efficiency by taking a broader perspective and prioritizing what truly matters. This approach frames efficiency as the flexibility to adopt and keeping an eye on the bigger picture.

**Collaboration**

*Collaboration* is crucial at multiple levels. This year, we aim to increase our partnerships with other associations and brands to boost our recognition and expand our community. Deva plans to highlight these collaborations on social media to generate excitement among our members and increase participation.

Secondly, internal collaboration within the Off-Screen organization is valuable. Deva is committed to building a support system and maintaining active involvement in tasks. She envisions a committee culture that includes collaborating on projects and working together. For the Promotion Committee, Deva hopes to create a safe space for committee members to express their creative vision and leverage diverse skills to support each other.

This year, Deva is organizing collaborative meetings between different committees. These include Adobe program workshops with the Reporter Committee, joint efforts for Merchandise with the Acquisition Committee, significant projects like video teasers for Berlinale with the Media & Academics Committee, or the Study Trip together with the Study Travel Committee. Overall,

Deva believes that collaboration among members, non-members, and Board members is essential to making Off-Screen's events and trips meaningful.

### **Inclusivity**

In the coming months, we aim to broaden our horizons by reaching out to diverse groups and individuals, inviting them to become part of our association. Deva will focus on ensuring inclusivity within our community, making everyone feel safe and welcome. She prioritizes creating an inclusive environment and recognizing individuals at our events. Deva believes Off-Screen can help people find their place in Amsterdam and aims to reach out to as many people as possible to make them feel included.

When promoting events, Deva will ensure that each person is able to feel represented in our portrayals. For the Promotion Committee, she is committed to assembling a diverse and inclusive group of people.

### **Concrete Responsibilities**

#### *Website:*

Deva and Antonina have divided the website responsibilities. Antonina will manage the "Calendar" tab to ensure its accuracy and update all tabs under "Association." She will also keep the "Vacancy" page updated, ensuring vacancies are published and removed as discussed with our partners. Similarly, Antonina will add new partners to the website. Deva will handle the other tasks, including managing the webshop, event tickets, and merchandise.

Deva also wishes to alter parts of the website by adding new features. She intends to place our Instagram account in a more prominent position to highlight it as our main communication platform. She will also add [acquisition@offscreen.nl](mailto:acquisition@offscreen.nl) to the "Partner" page and [info@offscreen.nl](mailto:info@offscreen.nl) to the "Vacancies" page. Furthermore, she is creating a new "Contact" tab to replace the current placement under the Home tab. By organizing the contact information more efficiently and adding



the relevant email addresses to designated pages, Deva aims to make it easier for future partners to find the correct contact details and connect with the appropriate person.

*Off-Screen's Mailbox:*

As Vice-President, Deva will ensure that all emails sent to info@offscreen.nl are handled efficiently. She will either forward external emails to the designated Board member or handle vacancy-related emails in collaboration with Royi (Treasurer 24/25). All emails sent to external parties will be BCC'ed to Antonina. To ensure smooth communication with members about upcoming parties, MAC events, or trips, emails will be sent from the official info address rather than the committee email accounts. This approach helps to minimize the risk of messages being filtered as spam. To maintain organization and prevent losing track of emails, Deva is implementing a labeling system. Emails will be categorized with labels such as “vacancies,” “memberships,” and a general “handled” label. Once an email is addressed by Deva or another board member, it will be moved to the appropriate label. This system will help Deva keep the mailbox organized and ensure all inquiries are managed properly.

To manage an organized overview, external emails sent to the Vice-President mailbox (vicepresident@offscreen) will be forwarded to the info@offscreen mailbox. This consolidation ensures that everything is organized in one place. The exception to this is emails related to the Promotion Committee application process, which will be handled through the personal email address.

*General Members Assembly invitations:*

While Antonina organizes and hosts the upcoming General Member Assemblies (GMAs), Deva will assist her by sending invitations to all members on our mailing list. The invitation email will include the venue, time, and date of the GMA, along with the minutes from the previous GMA to provide an overview of the last GMA's points. Details of any voting sessions will also be included. The emails will be sent three weeks prior to each GMA. At the end of each email, Deva will include a form for members to propose topics for the General Discussion. Deva encourages members to use this form to suggest agenda points. If the form is not utilized, we will remove it from future emails.

### *Committee recruitment:*

In addition to the GMA emails, Deva will also handle the committee recruitment email. This email will provide a short description of the six different committees: Acquisition Committee, Promotion Committee, Reporter Committee, Media & Academics Committee, Social Activity Committee, and the Study Travel Committee. The email will include the dates for when committee applications open and close.

A link to our Instagram-page will be attached for more information, along with details about the Board Take-Over, where board members will answer questions on our Instagram account. The email will also outline the steps for applying to a committee:

1. Fill out the Google form.
2. Receive an email from the Commissioner with further instructions.
3. Upload your CV and motivational letter (and portfolio, or any assignments, if required).
4. Interview (Note the week of committee interviews to keep your schedule clear)

The email from the commissioners will include the date when committees will be contacted and the date of the first formal committee announcement (GMA 1).

### *Year Agenda*

The Year Agenda will be a shared responsibility between Deva and Antonina. This agenda will detail all Off-Screen events, trips, and board meetings, and will be accessible only to Board members. Deva will ensure that the agenda is kept up to date, while Antonina will verify its accuracy. It's important to note that the Year Agenda differs from the Shadow Agenda, which will be explained in the 'Promotion Committee' section.

### *Off-Screen's Style Guide*

Deva is working to enhance Off-Screen's administration by creating a style guide to standardize our document processes. This guide aims to establish a cohesive Off-Screen style that improves efficiency and reduces distractions through a more structured approach. It will serve as a template for all internal documents, including those in the info drive, board drive, and committee

folders. The style guide will be stored in a dedicated folder on the drives and will include our Off-Screen logo and other stylistic elements. The style guide is based on the document template the president of 27<sup>th</sup> Board, Senna van Ruiten, created last year. The new standard font for Off-Screen documents will be EB Garamond. Over the coming year, Deva will implement this new style across existing documents, such as the mailing list, membership file, and other older files on the drive.

#### *Membership File:*

The Off-Screen membership file is stored in the Google Drive of the info@offscreen account. This file, which tracks our members, will be used by Royi for the annual direct debit. Keeping the membership file up to date is a shared responsibility: Deva adjusts it for new members and cancellations, while Royi ensures that the bank details are correct.

As UvA has requested student numbers, Deva will add this requirement to our membership registration form and create an additional tab in the membership file. Royi and Deva also aim to format the membership file according to the “Off-Screen Style Guide” and improve its structure for easier direct debit processing.

New members can purchase their Off-Screen membership through our Wix-hosted website. Deva will export the new membership details and manually update the membership file. Wix will automatically send a confirmation email to new members with their membership details and an online Off-Screen Membership Card. Deva will also maintain a separate document for members who subscribed in the 2024/2025 year. For membership cancellations, Deva is responding to the member’s email with a confirmation and updating a separate document tracking cancellations for the 2024/2025 year. The member’s information will be removed from the membership file and mailing list. The email will be sent with a link to a Google Form for those who wish to continue receiving event updates but no longer wish to be a member. These members will not be removed from the membership file but moved to a different section of the mailing list.

### *Off-Screen's Membership Card:*

Deva is working on adding a new feature to the confirmation email that new members receive after purchasing an Off-Screen membership: The Off-Screen Membership Card. Deva intends to personally handle the coding of the membership cards. This Membership Card will be available as a PDF document and can also be added to online wallet applications, such as Apple Wallet or Google Wallet. The decision to use an online card instead of a physical one is based on two factors: production costs and sustainability.

Deva will send an email to our mailing list asking if members want to receive a Membership Card. This process may take some time, as it can also be done manually. By November, Deva hopes that everyone who wishes to have a card will have received one. From that point onward, Antonina will email our partners about the membership card, which will serve as our verification product for discount usage. Additionally, at events with different prices for members and non-members, Board members will check and scan Membership Cards. The Card will also be used for discounts at events. For SAC events, this could mean a free shot for the first people who show up at the event and present their Membership Card.

### *Mailing list:*

Deva manages Off-Screen's general mailing list, which includes the contact emails of members and important contacts at UvA. She is responsible for keeping this list up to date by adding new members, removing those who cancel their membership, and moving them to a separate section for non-members who still wish to receive event updates. Additionally, Deva will restructure the mailing list according to the Off-Screen Style Guide to enhance efficiency in exporting emails.

### *Minutes:*

Deva will be responsible for recording key points and decisions during Board meetings and General Member Assemblies (GMAs). For Board meetings, she will capture essential points and, in collaboration with Antonina, ensure that board members are reminded of their tasks listed in the 'To Do' section of the meeting document. For GMA minutes, Deva will document all decisions and

discussions. At the start of each assembly, she will announce that the GMA is recorded. Using these recordings and the Board's prepared speeches, Deva will create a detailed account of the assembly. The minutes will be formatted according to the Off-Screen Style Guide and shared with members – and ALPHA, ASVA, and the University of Amsterdam – via the GMA email before the next assembly.

#### *General Data Protection Regulation:*

As part of Deva's goal to formalize Off-Screen's internal operations, she is also committed to deepening her understanding of the General Data Protection Regulation (GDPR) (<https://gdpr-info.eu/>). GDPR is an EU privacy law that sets strict guidelines for the processing and handling of personal data. It mandates that organizations must obtain explicit consent from individuals before collecting their data and requires that there be a legitimate reason for storing such information. Deva aims to apply her knowledge of GDPR to improve Off-Screen's internal data management processes. Her focus will be on ensuring that we not only comply with legal requirements but also foster a secure environment for our members. By integrating GDPR principles into our practices, Deva hopes to develop data ethics and safeguard personal information. This includes implementing clear consent protocols, establishing data protection measures, and maintaining transparency in how data is used and managed within Off-Screen.

#### *Annual Report:*

Deva will be responsible for organizing and writing the Annual Report, which will summarize Off-Screen's events and activities for the 2024/2025 academic year. The report will be finalized in September 2025 and will also include details about the Board's tenure. Deva will start drafting the report throughout the year, with support from other board members who will provide valuable information. While Deva will oversee the report's structure and content, the collaborative effort will ensure a comprehensive overview.

## **The Promotion Committee**

### *Direction:*

Deva aims to create an environment where Promotion Committee members have the creative freedom to design, plan, and enhance their skills. While Deva strives to represent an event by combining the organizing committee's vision, her overall strategy, and the creativity of the Promotion Committee members. Deva seeks to offer committee members the opportunity to explore their own styles and enhance their creative and strategic skill sets. Deva envisions organized and targeted promotions for this year. Recognizing that many Instagram users prefer watching stories over scrolling through the feed—given that the Off-Screen account has more story viewers than post viewers—she emphasizes the importance of detailed campaigns for each event.

The basic campaign for each event promotion encompasses:

- An Instagram feed post with a fitting caption, including the time, date, location and when applicable, the price of an event.
- A couple of Instagram stories that match the campaign style in terms of fonts, colors, or graphics.

Additionally, Deva encourages brainstorming sessions with her committee members to expand these campaigns. For events with sign-ups, this could include creating a Header for Google Forms. For other events, this might include teasers, or reminders, (which could be a reel video, photos, or more Instagram-stories). Her goal is to think outside the box and deeply consider the event's function. For instance, if the event is a party or a media-related event, the marketing should reflect that. For a themed event like the third borrel of the year Brat Borrel, she suggests a pop culture approach, while for Career Exploration Event she might take a more corporate route.

Deva also considers the overall monthly feed. Events requiring ticket sales need more attention and a more extensive campaign compared to others. In months with fewer events, promotions can be expanded more than in busier months. She underscores the importance of diversity in posts and aims to manage every campaign as a streamlined project. Deva appreciates

consistency in campaigns but also wants to experiment with different directions and diverse promotional methods.

*Guidance:*

As previously mentioned, Deva believes one of the main challenges will be balancing three key responsibilities in event promotion: the vision of the organizing committee, her overall vision, and the execution by the Promotion Committee members. Her goal is to establish a systematic flow that effectively addresses each responsibility. For the Promotion Committee, Deva strives to assemble a diverse group in terms of personality, identity, and skill set, including experience. She will most likely seek five or six motivated, and creative, individuals. She will make it her priority to foster a safe environment where everyone feels recognized and is encouraged to try new things without judgement. Creatively, she is looking for individuals with skills in structuring campaigns, designing videos/posters, photography, or copywriting. Her wish is for the team to collaborate and learn from each other. As commissioner, Deva aims to be the primary point of contact for all matters. With a strong focus on group dynamics, she wants to ensure everyone is satisfied by and engaged in activities they enjoy. If any issues arise, committee members can always approach her for support

*Deadlines:*

Deva emphasizes the importance of deadlines for maintaining the structure and well-being of the committee, as missing deadlines can lead to increased stress and reduced quality. Deva requires that events be finalized along with a vision document that clearly communicates the committee's vision within the established timelines. This is particularly crucial during the start of formation of committees, as this provides a clear and organized set of expectations.

For SAC-events, a Borrel Vision Document must be finalized four weeks before the event, while a party or other event must be finalized six weeks in advance. STC trips need to be finalized at least eight weeks before the event. For MAC events, those with a teaser must be finalized five weeks prior, and those without a teaser four weeks prior, with an exception for the Film Festival, where the vision document needs to be communicated six weeks before. Reporter- and Acquisition events require finalization four weeks in advance. Deva highlights the difference between a first draft and the

final version for promotional material. Since promotion takes four feedback rounds, the first version needs to be ready at least one week before the publishing date. The first draft needs to be communicated in the Promotion Committee WhatsApp group chat or discussed during the weekly meeting. The posting schedule deadlines will be discussed under ‘Shadow Agenda’.

*Feedback:*

As previously mentioned, feedback is one of the most sensitive aspects of the execution process. Deva focuses on providing constructive feedback at every stage. Committee members are not professionals but students who are trying to grow and learn, so they need an environment where they feel supported and encouraged. Since creating promotional content is both a creative and personal process, Deva is committed to giving respectful feedback and addressing any instances where it is not delivered appropriately. To ensure this, Deva will be the main point of contact and serve as the focal point for feedback. It is important to note that board members or committee members (except for the Promotional Committee members and Head with each other) should not discuss unposted or unfinished promotional materials. The feedback process will be structured as follows:

1. Receive the Vision Document.
2. Promotion Meeting: Divide the campaign event or its components and collectively brainstorm ideas for promotional material.
3. *First Draft*: Submit the first draft at least one week before the publishing date, either in the group chat or during the committee meeting.
4. Initial Feedback: Gather feedback within the Promotion Committee.
5. *Second Draft*: Feedback in the Promotion Committee. Obtain permission to send the second draft to the Board chat or, preferably, discuss it during the Board meeting. In certain cases, Deva will consult her committee members to confirm whether they are comfortable with her presenting the first draft at the Board meeting. This typically occurs when Deva has concerns about the draft aligning with the committee’s vision or if the initial deadline has not been met.
6. Board Feedback: Deva will communicate the Board’s feedback to the Promotion Committee via the group chat.
7. *Third Draft*: Share the third draft in the Promotion group chat for another feedback round. Deva will decide if the board’s feedback has been thoroughly addressed.



8. *Final Draft*: Submit the fourth draft, or potentially the third draft if deemed satisfactory, for final approval.

There is a substantive distinction between Promotion Committee Feedback and Board Feedback. Promotion Committee Feedback addresses stylistic and graphical elements, while Board Feedback assesses whether the event aligns with the organizing committee's vision. Deva will handle both aspects during the feedback rounds.

*Vision Document:*

What was previously known as a Mood Board will now be referred to as a 'Vision Board.' The Vision Board conveys the organizing committee's vision for the event to the promotion committee, providing a foundation for their creative ideas. This can include elements such as Pinterest images, words, colors, and songs. While it's important for the committee to have a clear vision, promotion members should retain creative freedom. The Vision Board must be finalized by specific deadlines, in the proper Promotion folder.

*Shadow Agenda:*

The Shadow Agenda might be the most important document for the Promotion Committee. The agenda serves as a roadmap for the online representation of Off-Screen. As it will contain posting time for all campaigns – separated in Instagram posts, stories, videos, accompanied with the designated posting date, and even more important, deadline. The document will also include Facebook, and LinkedIn posts, together with VP emails. This year, the shadow agenda template, which has been created by Senna, will be leading. As the graphical part, where the whole month is outlined combined with a clear scheme with all the information.

The schedule for publishing events will be fixed, based on the committee and the medium used. Instagram posts will be published one week before the event, while STC posts will go up four weeks prior to the trip. If a teaser is included, it will be posted one week before the Instagram post. All other content will be tailored to align with the campaign strategy envisioned by the Promotion Committee. Deva will oversee the shadow agenda personally. Each month, she plans for the following two months and assigns tasks during committee meetings. By distributing the tasks, she ensures an

equitable workload and evaluates based on motivation and additional responsibilities. During this segment of the meeting, Deva first inquires about which campaigns the members are most excited and passionate about, and secondly, ensures they can manage the responsibilities – either individually or in pairs.

*Workflow:*

Deva plans to divide campaigns, or aspects of campaigns, among her committee members. Initially, she will encourage more group projects to facilitate learning from each other and building friendships. During task allocation, as outlined in the Shadow Agenda section, she will consider the preferences and motivations of committee members. Deva will also gauge whether they prefer to work on a campaign, or part of a campaign, individually or collaboratively. She will ask these questions both during meetings and in one-on-one discussions.

During the application process, Deva is seeking to find a potential Committee Coordinator. Introduced two years ago, the Committee Coordinator assists commissioners from the Daily Board. They assist with tasks, such as preparing meeting documents and managing communication in the group chat regarding meeting times and locations. It's important to note that the Committee Coordinator does not hold a higher hierarchical position than other committee members; they are equal in status.

A key aspect of respecting committee members is giving them the recognition they deserve. For Instagram posts, captions will always include appropriate credits and names. This ensures that committee members receive the acknowledgement they have earned, allowing them to take pride in their contributions.

Once the committee is assembled in October, Deva will set up a WhatsApp group chat. This will serve as the primary communication channel in addition to committee meetings. Deva will encourage members to actively participate by providing feedback, sharing updates, and responding to questions. The group chat is a crucial communication tool and a key part of each committee member's responsibilities.

*Collaborations:*

The Promotion Committee naturally collaborates with the other five committees, as each provides valuable input for event promotion, which the Promotion Committee is aiming to implement in their work. In addition to integrating these visions, the Promotion Committee works more closely with the following projects and campaigns:

**Merchandise:**

In collaboration with the Acquisition Committee – lead by Antonina – the two committees will have shared responsibilities of designing and producing the Off-Screen merchandise collection. More information regarding the merchandise process will be provided in the ‘Merchandise’ section.

**Adobe Workshop:**

At the start of the committee formation, ideally within the first week after the annual City Trip, Deva and Royi, the Head of the Reporter Committee, will organize an Adobe workshop to familiarize their committee members with Adobe tools. Either Deva, Royi or a guest Adobe professional will provide an introduction to the basics of Photoshop, Illustrator, InDesign, and Premiere Pro. Photoshop and Illustrator will be particularly important for our poster design work.

Following the introduction, campaign tasks related to promotional materials will already be assigned, allowing members to start their projects. These will be group tasks, encouraging members to collaborate, search for help from each other, and use online tutorials as needed. The workshop is meant to foster collaboration between the Reporter and Promotion Committees while building skills in these essential programs.

**Teasers:**

As is tradition, the campaign of both the Berlinale trip and the Off-Screen Film Festival will involve collaboration between the Promotion and Media and Academics Committees. Similarly, the Promotion Committee works closely together with the Study Travel Committee on the location reveal for the annual Study Trip. For each project, there will be a collaboration meeting designed as a

brainstorming session to generate ideas. Committee members are encouraged, though not required, to attend these meetings. Tasks will be divided between the committees, with detailed planning which will be finalized during the meeting. Deva emphasizes the importance of starting these projects early to avoid last-minute rushes.

In addition to acknowledging the contributions of the committees, individual members who take on significant roles – such as screenplay writing, acting, directing, producing, or editing – will also receive credit. All committee members who attend either the meeting or the shooting day will be credited by name under the Instagram post.

*Additional Promotion:*

While the primary focus of our efforts will be on promoting events and trips Deva will also post additional content. To help members navigate the often information-packed feed, the Promotion Committee will publish a Monthly Calendar on the last day of each month. This calendar, pinned to the top left corner of the feed, will serve as a guide. It also offers Promotion Committee members the opportunity to develop and execute their own creative ideas, independently of other committees.

Secondly, the Promotion Committee will handle the promotion of Committee Applications in September and, in collaboration with Application Committee, Board Applications at the end of March. Both campaigns will include Instagram posts, stories, and a Board Takeover, where Board members will answer Q&A questions about their committees or positions. Additionally, the opening of the Board Application will be shared on LinkedIn. Deva also plans to continue promoting the Hok, Off-Screen's office, as a space for hangout sessions and a resource for questions about Off-Screen and the application processes.

Deva wants to maintain the Advent Calendar and Off-Screen's Wrapped traditions, both in December. Although the Instagram feed will be quieter with fewer campaigns, she will discuss with her committee the possibility of lightening the workload during the holidays to avoid overburdening members during that time.

*Platforms:*

**Instagram:**

Instagram will be our primary platform for communication, leveraging its popularity and user-friendly structure to efficiently share our events, trips, and post-event media. The “pin” feature on Instagram is particularly useful, as it makes navigating our feed easier. Deva plans to consistently pin the monthly calendar and the most upcoming events, ensuring that important information is always visible. To appeal to a diverse audience, Deva will focus on pinning a mix of content – one social event and one media-related event (such as MAC, ACQ, or REP), or an upcoming STC trip. This strategy will help attract a broad range of members when they visit our Instagram page.

For sign-up dates, Deva will utilize Instagram’s reminder function, ensuring that members are notified when they can sign up for trips or purchase party tickets. Links to sign-up sheets, websites, or other resources will be accessible via our LinkTree, which will be linked in our bio. When collaborating with a company or another association, we will use Instagram’s collaboration feature. This allows the event to appear on both our feed and the partner’s, expanding our reach to their followers as well. Additionally, Deva will utilize Meta’s paid promotions for a couple ticketed events to increase visibility and engagement.

**Additional platforms:**

In addition to Instagram, Deva will update our media presence and, either announce or reflect, our events and trips on LinkedIn, including those related to our media, carriers, and academic activities. Facebook will be used as an archive for our posts and photos. Royi and the Reporter Committee will focus on creating engaging content for our TikTok, YouTube, and Vimeo channels.

### 3. Treasurer & Head of the Reporter Committee:

Royi will be serving as the Treasurer and Head of the Reporter Committee for the academic year 2024/2025. In this role, he will be responsible for the financial stability and health of Off-Screen. This includes overseeing budgeting, accounting and ensuring that all financial resources are allocated meticulously. In addition to this, maintaining oversight over all financial records is of importance. Royi's management will be of high importance in ensuring that all of the associations' financial activities are conducted smoothly, transparently, and in compliance with Dutch law.

In addition to his financial duties, Royi will serve as the Head of the Reporter Committee. This role involves overseeing the creation and dissemination of engaging, high-quality content that captures and reflects the vibrant activities that are organized by Off-Screen. Royi aims to leverage his creative vision to foster a dynamic and collaborative environment within his committee, encouraging members to produce content that not only documents the association's events but also resonates with and engages the broader membership.

#### **Vision**

Royi envisions a Board that operates with high efficiency, fosters collaboration, and promotes inclusivity in all its endeavors. For himself, Royi aims to maintain financial transparency and ensure the association's financial resources are utilized effectively. He intends to apply for all available subsidies and grants to enhance the quality of events and support the association's goals. He will ensure this is done in a timely manner by creating a deadline list for himself, and will share this with the Board.

As the Head of the Reporter Committee, Royi aims to cultivate a creative environment where committee members feel empowered to express their ideas and collaborate on various media projects. His vision primarily includes producing compelling high quality video content for the association.

### *Three Core Words*

#### **Efficiency**

To Royi, *efficiency* means managing resources—time, money, and effort—optimally to achieve the best outcomes. This involves meticulous planning, timely execution of financial transactions, and ensuring that all activities are aligned with the budget. Moreover, *efficiency* means that the Board ensures they create (events, trips, etc.) with the idea of quality over quantity in mind.

#### **Collaboration**

*Collaboration* is about working together harmoniously within the Board and with committee members. Royi values diverse opinions and ideas, understanding that collective effort leads to more innovative and effective solutions. He aims to foster an environment within the committee and within the board where everyone's contributions are valued and integrated by keeping a positive mindset, even when things may not be going as smoothly as can be, and offering help to the committee and the board where necessary.

#### **Inclusivity**

*Inclusivity* means ensuring that all members, regardless of their background, feel welcomed and valued. Royi is committed to creating an inclusive environment in the Reporter Committee where every member has the opportunity to contribute and grow within skill sets that they may, or may not possess yet. He believes that diverse perspectives enhance the quality of the committee's output.

### **Concrete Responsibilities**

#### *Budget*

Royi will create and oversee a comprehensive budget, tracking both income and expenses meticulously. Royi aims to maximize income primarily through membership fees. However subsidies, grants, vacancies, and partnerships are another source of substantial income. This will be done while ensuring expenses are kept within the allocated budgeted amounts. He will present

regular financial reports to his chosen Board of Finance (this will also be done in a meeting before every GMA), which provide insights and recommendations for maintaining financial health. Royi will also ensure that the commissioners create well-produced mini-budgets for their respective events, to ensure that the budget is well taken care of. Royi will keep the Board of Finance informed through regularly sharing the progress made through meetings and online contact.

*Banking & Accounting:*

Royi will manage the association's bank account. He will continue to use the associations' new bank, ABN Amro, after his predecessors, Oishee Roy Chowdhury (Treasurer 23/24) and Kennee Sikkes (Treasurer 22/23) ensured that the bank transition from ING to ABN Amro went successfully. Royi will continue to use the softwares that his predecessors have been using up to date, Conscribo, an online administrative software, and IBANC, an automatic debit program. The direct debit will be done prior to the first GMA, the reminder to sign out will be sent out two weeks before the direct debit.

*Membership Files:*

Royi will collaborate together with the Vice-President, Deva van Aanhold, to maintain and update a well-organized membership database, ensuring that all of the data is accurate and representative of current members. This involves removing members who have de-registered themselves, and removing their names from IBANC.

*Subsidies & Grants:*

Actively applying for subsidies and grants, Royi will keep the Board informed about potential financial opportunities and deadlines. He will ensure that the association benefits from all available financial aids to support its activities. The subsidies that Royi will apply for are the College of Humanities funds, a general subsidy, and a 'Introduction Week Social Event' subsidy - only to be used within the first week of September. Moreover, he will apply to ALPHA Subsidies, Amsterdam University Fund, ASVA, and more where possible. He will ensure that the correct information is presented to prioritize receiving these subsidies and grants, as this is a major part of the association's budget. To ensure the ALPHA subsidies are acquired, Royi and Antonina will attend the ALPHA GMA's, first of which is on the 17th of September.



## **Responsibilities as the Head of the Reporter Committee**

### *Content Creation and Management:*

Royi will oversee the production of all media content, including photos and videos that document Off-Screen's events. He will ensure that the content is engaging and of high quality. The primary focus on this content creation will be videos of high quality that will be used to create a final 'End of Year' video, and to have a high quality video archive for future party teasers.

### *Team Leadership:*

Royi will lead the Reporter Committee, providing guidance and support to committee members. He will organize weekly meetings to brainstorm ideas, review progress, and plan upcoming projects. His goal is to create a collaborative environment where all members feel empowered to contribute. Importantly, when picking a committee, he wants to ensure that the applicants are aware that they should have some background knowledge in content creation. Whether it be the ability to create high quality photographs, or work with Adobe programs efficiently.

### *Event Coverage:*

The Reporter Committee will be responsible for covering all Off-Screen events, including social activities, academic events, and special occasions. Royi will coordinate the scheduling and logistics to ensure comprehensive coverage of all events with his committee. Royi will appoint a committee member to upload all the photos taken at the events onto FaceBook. The events themselves will be covered by Royi himself and the appointed committee members that have been picked to cover each individual event. These members will not have to pay for this event, as they will be using their time there to work.

### *Social Media Management:*

Along with the Head of the Promotion Committee (Deva), Royi will collaborate to oversee the association's social media presence, ensuring that content is posted regularly and that engagement with members is maintained. This includes co-managing platforms such as;

### **Instagram**

Deva and Royi will work closely with one another to ensure that the Off-Screen Instagram page is clean and has a consistent theme throughout all the posts. This is to enforce a cleanliness to the page, less cluttered posts. Royi will upload the event pictures here whenever agreed upon with Deva, and she will upload her promotional material, such as event posters and “save-the-dates”.

### **TikTok**

For this platform, the Reporter Committee will upload after movies for parties, and the Promotion Committee will be able to use this platform to upload teasers. Along with the Promotion Committee, a deadline will be set for when these videos will be uploaded. Royi will ensure that one of the committee members will be responsible for the TikTok account.

### **Facebook**

Facebook will be used as an archive where members can find all pictures from events. These will be uploaded onto the platform within a week after the event has taken place, to ensure there are no unnecessary delays for the members to receive the images. As mentioned previously, a committee member will be appointed to be in charge of uploading the event images onto this archive.

### **YouTube**

YouTube is another platform where aftermovies will be uploaded too, but in a different format to TikTok. Vertical and short videos for TikTok, slightly longer and horizontal videos for YouTube. This platform will also be used as a video archive.

### **Vimeo**

This platform will be once again used as an archive. However for Vimeo it will be a video-archive only. Due to the storage being full on this platform, it will be used only to house older Off-Screen materials.

*Yearbook Production:*

One of, if not the key responsibility of the Reporter Committee is the production of the annual yearbook. Royi will oversee this project, from planning the layout and content to coordinating with designers and printers to ensure a high-quality final product. This year, he will ensure that after every event, a draft of a yearbook page will already be done. This will ensure that at the end of the yearbook process, the book will already be 75% finished, without having the need to start from scratch. This 75% will be done at least 1 month before the yearbook production deadline.

**Activity**

*Photography/ Videography Workshop:*

For this year's Reporter Event, Royi would like to collaborate along with the Promotion Committee to create a photography/ Videography Workshop. As this is something that he himself is very passionate about, he wishes to disseminate this passion along with Deva to others.

## 4. Head of Media and Academics

Sophie Harmsen will fulfill the role of Head of Media and Academics in the academic year 2024/25. As Head of MAC, Sophie will be responsible for organizing and hosting a number of events related to the world of media and media studies. Each event will be meticulously thought through and executed, ensuring a smooth and pleasant day/evening for all attendees, broadening their knowledge and interests in all things media, and attracting a diverse audience.

### **Vision**

Serving as Head of MAC, Sophie aims to create a stimulating but comfortable atmosphere among Off-Screeners and Media Students. Ranging from events concerning music to film festivals, Sophie aspires to make MAC Events accessible to all types of audiences, ensuring that there's an event for everyone to look forward to. While keeping certain traditions standing, such as the Film Festival and the Open MAC Event, Sophie also introduces a number of new events, giving MAC a brand-new feel for both old and new students.

### *Three Core Words*

#### **Efficiency**

'*Efficiency*' will be implemented in the way Sophie will work with her colleagues, both her Board and her committee; she will make sure that all meetings and tasks will be well-structured and thought through. This year Sophie strives to live by the sentence 'quality over quantity', for example by hosting approximately 11 MAC Events instead of 16 like last year.

#### **Collaboration**

'Collaboration' also captures this working method, covering the way Sophie will work with other committees, i.e. for collaborations regarding events. Sophie intends to work closely with the Promotion Committee, to make sure all MAC-events are well-advertised, and the Acquisition Committee, to hopefully create new and long-lasting connections, i.e. with venues for events. Aside

from these collaborations within Off-Screen, MAC also partners with the University, for example for the Movie Night scheduled for mid-October, and with BerlinAle for the yearly visit to the film festival.

### **Inclusivity**

‘Inclusivity’ is perhaps the most important core word to Sophie; it perfectly describes how Sophie plans on working with her committee. She aspires to create a safe space for her committee members, where they all feel comfortable speaking their mind and taking part in the decisions made within MAC.

### **The Media and Academics Committee**

Sophie plans on assembling a committee consisting of approximately four or five students, which will make her able to divide the workload evenly as to prevent any excess stressful or draining work. In committee members, Sophie looks for students that are passionate about what they do and eager to learn more and step out of their comfort zone, for example in finding media professionals to work with and scouting new venues for fun events. It is very important to Sophie that these students know what is expected of them as a MAC-member, so they don’t run into any unexpected tasks throughout the year and know what is to come. Moreover, Sophie hopes for a great group dynamic within the committee and for all members to feel totally comfortable at both meetings and events.

### **Activities**

#### *Trivia Night:*

In the academic year of 2023/2024, the Media and Academics Committee hosted two Trivia Nights. Due to them both being so well-received, Sophie felt it was only fitting to bring the event back this year. Trivia Night will be the first MAC Event of the season taking place mid-September, which is no coincidence; Sophie thought it would be the perfect opportunity for new students to mingle and get to know each other, while participating in some friendly rivalry and

enjoying a drink or two. There are plans to potentially add in a second Trivia Night towards the end of the year, but this will be decided according to our workload and the rest of the year agenda.

*Movie Night:*

Movie Night is another tradition that Sophie is eager to bring back. In collaboration with the University Library, Sophie is planning on having a wholesome evening of movie-watching whilst enjoying a bunch of snacks and drinks. The hope is to also have a speaker present afterwards. This way both old and new media students can have a laid-back night while also learning about all things film!

*International Documentary Festival Amsterdam (IDFA):*

The tradition of MAC's collaboration with the International Documentary Festival Amsterdam (IDFA) will continue this year, scheduled to happen in mid-November. Tickets will be sold for students to attend a screening and panel talk hosted by both IDFA and Off-Screen.

*Let's Talk About...:*

Last year's Conversation Club now becomes "Let's Talk About..."! At the third edition of Conversation Club MAC provided the attendees with a number of prompts which they discussed and debated about, which is exactly what will be done at "Let's Talk About...". Sophie hopes for a night filled with strong arguments and healthy discussion, resulting in all attendees' knowledge on the topic of the night (which is yet to be decided) being broadened.

*Culture Event:*

The idea for the Culture Event came from the drafts of last year's MAC. Being a part of the committee last year, Sophie loved the idea for this event and so decided to make it happen this year. Sophie's vision is to have attendees bring anything from their home country/culture, i.e. food, music, clothing, and anything else they can think of. With the right preparations this would turn into a culture fair, celebrating all different cultures that build our community of Media Students.

*Berlinale:*

Every year, Off-Screen takes thirty lucky Off-Screeners on a trip to Berlin to attend the annual Berlinale Film Festival. Sophie strives to make this trip as affordable and accessible as possible. Moreover, for this adventure Sophie aims to really focus on the Film Festival rather than exploring the city, hoping to take the group to as many screenings and panel talks as possible. Nonetheless, aside from these activities, fun bar and/or club nights will of course be included.

*Pub Talk:*

The Pub Talk is scheduled for mid-March, just a bit before exam week. Here, Sophie hopes to attract a variety of students to talk with a bunch of media professionals. The goal as of now is to have it be a music-themed evening; professionals within the music industry will be invited to speak and answer all kinds of questions, ensuring that all attendees will leave the night having learned a lot about the field.

*Open MAC Event:*

For the Open MAC Event, the MAC members will be given full creative freedom to organize any event their heart desires. Sophie contemplated stopping this tradition as she had many other ideas and a limited number of events, but decided to keep the event in the calendar as she felt it to be important to give her committee members an event that would be completely theirs (with her guidance wherever it's needed).

*Film Festival:*

Ending the MAC-year with a bang, Off-Screen's annual Film festival will be taking place in late May. Any and all people are more than welcome to send in their short films; from this collection a shortlist will be curated by MAC. These few films will be depicted during the festival, and at the end the judges will pick a winner. Sophie is certain that this event will attract members of all kinds, as well as many others outside our Association.

## 5. Head of Social Activities

The role of Head of Social Activities for the 2024 and 2025 academic year will be filled by Kina Paul. Her role is to lead her committee in planning all of Off-Screen's social events throughout the year, including borrels, parties and other activities in that realm. This entails working with venues and performers, creating aesthetic or visual elements through decor and materials that complement events, planning specific activities within events, collaborating with the Head of Acquisitions on sponsorships for events, collaborating with Head of Promotions on promotional content for events, and constructing innovative and exciting concepts and themes for said events. She plans to create social events that excite and inspire members through high quality production and engaging themes.

### **Vision**

Kina's vision for the year is to highlight Off-Screen's most valuable events and traditions while creating new and exciting events that accommodate the ever-changing social landscape of students within the media studies program. She envisions social events that are timeless in their conception, but that resonate with many different students and their interests. In particular, she hopes to create events that center around various musical genres, as well as create a platform for student musicians through the events, in order to make them more enticing and accessible to students. Individually, Kina hopes to be an encouraging, open minded and socially stimulating presence both within her committee and Off-Screen as a whole.

### *Three Core Words*

### **Efficiency**

For Kina, the concept of "*efficiency*" means quality over quantity above all else. Kina feels strongly that focusing more attention on the most popular events and traditions, such as Valentine's Borrel and Kings Night Cruise, while eliminating those less popular will allow her committee to produce higher quality events that will result in higher attendance and more enthusiasm in their attendees. She feels that keeping morale high is key in creating fun and worthwhile events, and thus,



wants to reduce unnecessary stress and allow her committee ample time to prepare and execute said events. She also feels that less events will create more anticipation in attendees, which will likely contribute to a higher attendance.

### **Collaboration**

Kina believes “*collaboration*” is the most important facet for Off-Screen’s success this coming year. As part of her initiative to create high quality, innovative social events, Kina wants to implement engaging elements to each event that add to their concept or theme in fun ways. In particular, she feels that by collaborating with the Acquisitions and Promotion committees, her committee will be able to bring about novel elements to their events that excite both old and new members. Kina also strongly believes that allowing more collaboration between committees will garner more ambition and excitement within Off-Screen and its members, and create a strong sense of community and connection as a result.

### **Inclusivity**

“*Inclusivity*” to Kina means the inclusion and representation of many different types of students and their interests through the work that Off-Screen does this year. For the Social Activities committee, Kina considers inclusion to look like an array of event themes and concepts that allow almost any student to find something they’ll enjoy. In a more general sense, Kina feels that creating a sense of community and culture of inclusion within Off-Screen is crucial for members’ engagement with and connection to our association.

### **The Social Activities Committee**

Kina hopes to recruit a committee of five to six extroverted, open minded and flexible individuals that are capable of creating a comfortable and encouraging environment for attendees to participate and engage with Off-Screen’s social events and activities. She’s looking for enthusiastic, confident and creative members that will contribute innovative ideas and concepts for events. Kina plans to set expectations for her committee and the year’s agenda from the beginning and assign roles

to each committee member for each event so that their responsibilities are clear and well understood. Overall, she hopes to create a committee of fun and extroverted, yet realistic and responsible members that are eager to collaborate with one another.

### **Activities**

#### *Borrels:*

Borrels are crucial to the social culture of Off-Screen and Kina is excited to continue the cultivation of exciting yet inclusive borrel themes and concepts this coming year. Though a recurring venue has not been secured, she is in contact with many new venues, as well as De Groene Vlinder and De Heeren Van Aemstel, both of which are reliable venue spaces used by Off-Screen in previous years. Kina plans to keep her predecessor's 20:00 start time in order to attract earlier crowds, as well as the 1:00 end time, though the times may vary slightly depending on the event.

Additionally, she plans to decrease the number of borrels from the previous year, with a total of 12 borrels throughout the year, typically to fall on either a Monday- as is tradition- or Wednesday. This flexibility will allow the Social Activities committee to be more flexible with their venues (as certain venues aren't open on Monday), an element of the events that Kina really wants to emphasize this year by finding new, exciting locations for events. Generally speaking, this will result in approximately one borrel per month. However, as the beginning of the year is the most influential period of time to attract new members and the incoming first years, Kina plans to have 2 borrels in both September and October. The decrease in borrels throughout the year is for the purpose of instilling quality in every event that Off-Screen is responsible for, and by allowing more time in between borrels, Kina believes the attendance will be higher not only because of the quality of production of the events allowed by more time to work on them, but because of the excitement that will build up over this time.

Kina also plans to structure many borrels around its music, as well as dedicate certain borrels to particular genres of music, much like many events in Amsterdam currently do. Kina feels this will give Off-Screen events more legitimacy and ultimately allow for innovative, curated events that will attract an array of students. As well as music-based themes, Kina hopes to create borrel themes that are cognizant of student interests while being inclusive of a variety of social groups.

### Traditions

In terms of traditions within borrel themes, Kina will keep the most popular- Halloween, Santa and Valentine's, as their themes speak for themselves and often attract a high number of attendees because of this. Other traditions include Apres-Ski, Red Cup-Beer Pong, and Yearbook.

Whether SAC decides to keep Apres-Ski will be determined by the committee at a later date and will be considered for Borrel 8, which takes place at the end of January much like Apres-Ski has in previous years. This is because Apres-Ski is one of the least inclusive traditions as it mainly attracts Ski Trip participants, and doesn't allow for the inclusion of students arriving back to Amsterdam after the break. Kina will allow her committee to come up with alternatives, as well as discuss the potential for keeping the theme and ways of making it more inclusive to those who didn't attend the Ski Trip.

Kina has decided to eliminate Red Cup-Beer Pong this year as its attendance was low in previous years and because the theme is more difficult to implement naturally as the entire event is often structured around the game of beer pong. Instead, Kina hopes to create an event or activity in its place that includes a sort of competition, but isn't completely centered around it. This will be determined by Kina and her committee later in the year.

Instead of having a Yearbook borrel, Kina plans to have either an End of the Year party or borrel in June, in which yearbooks will be presented and be a key element of the event, though the event itself will more generally cater to the end of the year and include other fun elements as well. This is because attendance for events towards the end of the year are usually much lower, and in order to entice students to go, Kina feels that promoting one big, all encompassing event to finish the year will garner a higher attendance and participation in the event. Kina will work with the Head of Reporter, Royi, to ensure that the Yearbooks are completed and shipped at least a week before the event takes place.

### *First Semester*

#### Welcome (Back) Borrel

The Welcome (Back) Borrel will take place on September 2nd from 19:30-00:00, likely at De Groene Vlinder, a well-known, intimate venue in De Pijp used for Off-Screen events in previous years. Kina's plan to hold the event in a smaller venue is intentional; She hopes to create a space that feels lively and crowded to make the incoming students excited to be there. Kina has plans to hire a student DJ and work with the venue to create a signature cocktail for the event, as well as provide a free shot or beer for the winners of Crazy 88, which will be announced during the event.

#### Brat Borrel

The Brat Borrel will take place on September 11th from 20:00-1:00, with the venue yet to be determined. A music event honoring club classics from the early 2000s to now- as well as paying homage to Charli XCX's wildly successful recent album, *Brat*- the Brat Borrel will be promoted and executed in such a way that is inclusive to students who may not be familiar with or enjoy Charli's music as to ensure attendance doesn't suffer as a result. Attendees will be encouraged to wear green to keep with the album's theme, and based on the online discourse following the Brat album and its widespread influence on pop culture since its release, Kina hopes the event will be as successful as last year's Barbie borrel which had much similar parameters for its success. Kina plans to find a venue that will accommodate a dancefloor and DJ booth, and will likely hire a professional DJ from the Amsterdam collective Boogie House; Their founders are excited to work with Off-Screen on future events and will ensure a discounted price for their services.

#### Jazz Borrel

In keeping with her plan to base many of this year's borrel themes around music, Kina plans to host a jazz and jazz house music-related borrel on October 8th, from 20:00-1:00, likely to take place at Bar Theo in Jordaan. While the exact name and theme of the event has yet to be determined, Kina hopes to create an event that is simple and refined in its conception, with jazz music as the main attraction to attendees. As jazz house has increased in popularity in recent years through artists like Berlioz and Dublon, Kina may work with Bar Theo to create a playlist that caters to the breakout genre of house in addition to what people typically know and love as to add a unique element to the

event. In creating a more relaxed atmosphere through its music, Kina hopes the Jazz Borrel will allow more conversation and socialization between new members of Off-Screen, and also plans to add a social element such as speed dating to the event in order to perpetuate this.

#### *Parties:*

Parties are the most attended events of the year and often attract a variety of people because of their large scale. In order to continue this, Kina plans to implement marketable and attractive elements into the parties, such as activities being led during the event, fun decor well-suited to the parties theme, free drinks for early attendees, etc. She also hopes to create borrels with “party elements” like activities or fun decor by taking advantage of the budget granted to Off-Screen in the first week of school and using it to plan for future events. For the 2024-2025 academic year, Off-Screen will host 3 parties, which will take place on Wednesdays from 21:00-2:00, or 22:00-3:00, depending on the event. Kina and her committee also may plan a fourth party to take place in June in place of the End of the Year Borrel, depending on the realized budget after the first semester.

#### **Party 1**

Party 1 will take place on Wednesday, September 25th, from 22:00 to 3:00. The theme is “Discotheque”, a disco-themed event inspired by the 1970s and the genre of disco music with a modern twist; The event will incorporate more recent genres of disco and funk inspired music such as disco house and electronic music in general. Kina plans to work with DJs from the well known Amsterdam collective Boogie House that specialize in these genres of music and create an event that, while dedicated to the 70s and its era of music and nightlife, will also cater to the genres of electronic music and aesthetics popular today. She plans to work with the Head of Promotions, Deva, to advertise this event in a way that’s accessible and easily understood to students that aren’t as familiar with this era.

#### **Party 2**

Party 2 will take place on Wednesday, November 27th, from 21:00-2:00. Kina plans to keep Off-Screen’s age-old tradition of throwing a Gala themed event, though a specific concept or theme

for the Gala has not yet been determined. Kina hopes to create an event that is refined, classy and innovative. She plans to introduce activities or elements of the event inspired by its theme that excite and engage its attendees.

### **Party 3**

Party 3 will take place in the third week of April, likely on the 14th. This is to allow enough time between the Reporter Event and Kings Night Cruise so that the promotion of these events doesn't overwhelm or overshadow one another. The theme and time will be determined by Kina and her committee at a later date, though Kina hopes to incorporate playful activities or elements such as a photobooth or bounce house to complement the event in order to entice a large number of ticket sales.

### **Party 4**

Whether Party 4 will take place will be determined by Kina and her committee at the start of the second semester, depending on the realized budget of the first 2 parties and the opinions of her committee members. Party 4 would take place on June 11th, and would essentially be the same as the End of the Year Borrel- as is currently scheduled- but with a rented venue and potentially other elements or activities purchased with the remaining party budget. Kina will work with the Treasurer, Royi, as well as her committee on making this decision by the end of February, 2025.

### *Recurring Events:*

#### **Senior Borrel**

Kina plans to keep Off-Screen's tradition of hosting a "Senior Borrel"- an event welcoming back Off-Screen Alumni and second and third years within the Off-Screen community before the start of the school year. This year's Senior Borrel will take place on August 24th, from 19:00-23:00 at Cafe Lust in De Pijp. Kina hopes to keep the event simple and intimate so as to not distract from the more elaborate borrels planned for September.

### **Meeting Off-Screen & Crazy 88**

During UvA's Intreeweek, a week designated to introducing the first years to UvA and fellow students in their program, Off-Screen will participate in the Student Fair at the Muziekgebouw on August 26th from 17:00-00:00. Kina and the President, Antonina, will create a fun and enticing booth for students to come and learn more about the association. They plan to incorporate a fun activity or snack into their booth in order to attract more students. Kina also plans to host a Meet & Greet at Sarphatipark the day after- August 27th- from 12:00- 14:00, as another way to introduce Intreeweek participants to Off-Screen. Friends and past committee members of Off-Screen that are participating as Intreeweek mentors will be notified of this gathering and encouraged to join with their groups.

Additionally, Off-Screen's recent tradition of hosting Crazy 88- a large scale competition geared towards socializing incoming first years and promoting Off-Screen at the beginning of the year- will take place on September 2nd from 16:00-20:00. Kina and her fellow board members will select 20 or so mentors to lead 10 groups of 10-12 first years throughout the competition. Following the Crazy 88 competition, both the competitors and other first year media students will be encouraged to join the Welcome (Back) Borrel, Off-Screen's first big event of the year, which will take place from 19:30-00:00, likely at De Groene Vlinder.

### **GMA & CMA 1**

Kina plans to work with Antonina on the organization and execution of GMA & CMA 1, which will take place on October 14th, consecutively. This is to ensure that committee members have both an informative and fun introduction to their year working within Off-Screen. Kina strongly believes that creating a GMA layout that incorporates playful elements and is efficient in keeping the attention of its attendees will encourage more committee members to participate in future GMAs- meetings that often were low in attendance in previous years. Kina and Antonina will also plan the first CMA to take place either directly before or after the first GMA, and hope to create a new tradition in doing so. The goal of the first CMA is to induct new committee members into the association in an exciting and spirited manner.

### **Kings Night Cruise**

As is Off-Screen tradition, Kina plans to keep the popular Kings Night Cruise event at the end of April. She will likely work with Rederij Nassau, a boat company the association has had great experiences with for the past three years. The event will be for approximately 40 attendees, with tickets including access to unlimited alcoholic beverages and a silent disco element.

### **Open SAC Event**

The Open SAC Event is an event in which committee members create and plan an event without the help of their Head of SAC. Though this has been an obligatory tradition in previous years, Kina plans to let her committee members decide whether or not they'd like to create their own event as a group. Kina will provide her committee alternative options to the typical outline of Open SAC, such as allowing each committee member to plan and pitch the rest of the group an entire event- all of which will be discussed and decided within the first semester of the academic year.

### **AMS Unlocked**

For the third year in a row, Off-Screen will be partnering with various associations to bring back AMS Unlocked, a music festival organized entirely by students, as the event has been beneficial to the association in increasing its outreach and community. Specific details and information will follow as the year progresses as the plans for 2025 are still in the early stages of development.

### **Awareness Person**

In keeping with last year's introduction of the Awareness Person role, Kina will assign one committee member to be the designated Awareness Person for the entirety of the year. This person will be responsible for being aware of any potential disturbances during social events, addressing them directly and reporting them to Kina and venue organizers to ensure the safety of all Off-Screen members and guests of events. They will receive a manual with expectations and responsibilities of their role, as well as be required to meet with Kina additionally to discuss these expectations.



## 6. Head of Travels

Zoë will be taking on the role of Head of Travels for the academic year 2024/2025, where she will organize the Off-Screen trips abroad. This entails organizing all aspects of preparations, contacting companies and locations, and guiding the participants through the itinerary. She will lead her Committee Members, who will accompany her along the way.

### **Vision**

Zoë plans to emphasize travel destinations that allow participants to experience different forms of media through the lens of the cultures they engage with, which will be achieved through her five organized trips. The balanced itinerary will include media-related activities as well as informal social gatherings. She aims to create an open and welcoming community throughout the entire academic study.

Working in a structured way leads to clarity within her Committee and Board. This is important in order to avoid misunderstandings and unforeseen events. Her Committee Members and she are determined to keep general safety in mind when choosing destinations. All people should be able to participate.

Zoë will cherish the post-trip articles which are dedicated to capturing the essence of each trip on the Off-Screen website, conceptualized by Juanita (Head of Travels 23/24).

### *Three Core Words*

#### **Efficiency**

*Efficiency* means two things for Zoë. Firstly, working in a structured way. Therefore, she will create an environment of good communication and clarity, this is namely important during the trips. Using overviews during and in preparation for the trips will stimulate this. Secondly, quality over quantity; the focus on fewer and higher quality activities.

### **Collaboration**

Zoë's vision on *collaboration* will be achieved between committees and with companies during trips. She plans to work with the promotion committee by creating teasers before the standard promotion. She wants to collaborate with companies abroad as well. Therefore, creating opportunities for workshops or panel talks during the trips.

### **Inclusivity**

*Inclusivity* is important for Zoë, because it will lead to a diverse community. By choosing destinations who accept all people, it will allow everyone to participate. Off-Screen stands for diversity, the trips should not be any different.

## **The Study Travel Committee**

### *Direction and Guidance*

While leading her committee, Zoë will provide guidance along the way. She will create an environment of good communication, where clarity is shown through visual overviews. Therefore, there will be clarity during the preparations for the trips and on the trips itself. Contacting outside companies and finalizing bookings will be her task. However, her committee members will have the opportunity to develop their skills by writing emails and doing research.

A quality she values is enthusiasm. Organizing and planning trips should create lifelong experiences. Therefore, she hopes to find people with ambitions, a strive for personal development, and a positive mindset. There may be complications during trips, but this should not have an impact on the mood.

## *Activities*

### **Introduction Weekend**

The aim of the Introduction Weekend is creating a welcoming atmosphere. People will learn about the traditions of Off-Screen, and meet other first- and older years. Therefore, bonding activities will be included. For instance, speed dating on the first night. The location provides enough space to organize activities that require space. The themed day will include flag hunting, where four teams will compete against each other. She will bring back games from the earlier years, in specific the game where each individual has the entire weekend to ‘kill’ another person, by accomplishing the task on the picked paper. The Introduction Weekend occurs from the 4th to the 6th of November. The total number of 40 participants includes Zoë and her twelve helpers.

### **City Trip**

The month prior to this trip the Study Travel Committee will be formed. Therefore, the trip preparations will be completed by Zoë. However, once formed, the Committee will help finalize these preparations and guide the participants during the trip. Zoë wants to provide the participants with a variety of media-related activities, by collaborating with companies around the city. Zoë plans on explicitly mentioning planned activities during the promotion of this trip. This will make it more attractive. The price is approximately €180 for participants and €160 for the Board- and Study Travel Committee Members. The trip takes place from the 29th of October until the 3rd of November.

### **Ski Trip**

Zoë decided to work with *Totally Snow* for this year’s edition of Off-Screen’s annual ski trip, the reason for this being that *Husk* and *SkiFest* were taken over by *Totally Snow* and other agencies were too expensive. The two options location wise were Chamrousse and Les Orres, and Zoë decided to go for the destination Les Orres, because the ski area has a variety of slopes for beginners and experienced skiers. The après-ski is more extensive as well and they organize multiple activities. For

instance speed dating through the use of ski lifts. The trip lasts ten days and will occur from the 10th until the 19th of November.

### **Study Trip**

During this trip, the focus will lay heavily on quality over quantity. By the time this trip comes around the students will already know each other, therefore there will be more time for self-fulfillment. Recommendations for local spots or markets during free moments will be included in the itinerary. The vision for the City- and Study Trip are very similar but as the Study Trip is a longer one there is more room for cultural and creative exploration. For instance, important cultural centers, buildings, and local flea markets. Therefore, participants will experience different forms of media through the lens of the cultures they encounter during the Media and Academic Events. Each Committee Member shall prepare a presentation where they pitch their chosen location. This includes a devised plan for accommodation and transportation. The trip is planned from the 31st of March to the 7th of April.

### **Farewell Weekend**

This last trip emphasizes reflecting on shared experiences during the past year. Zoë plans to organize creative activities, perhaps painting on an old table sheet all together. Visualizing shared memories during past trips or events in general. This trip takes place in the first weekend of June, and will consist of 25 people.

## 6. Board Activities

### 1. Board of Advice

The Board of Advice (BoA) serves as a support body within the association, offering valuable guidance to the Board. Selected by the newly elected Board through an application process, the BoA consists of at least two former Board members, with one member typically having served on the previous BoA. At the beginning of each academic year, the BoA is established to review the Policy Plan and provide initial advice to the new Board members. The Board plans to hold a minimum of four official meetings with the BoA, one before each General Members Assembly, individual meetings happening around November/ December and additional meetings held as necessary

Collaboration between the new Board and BoA should be characterized by a respectful and professional environment that encourages open dialogue, an open-minded approach to teamwork, and guidance to the new Board members seeking advice.

#### BOARD OF ADVICE 2024/25

**Kennee Sikkes**

*Treasurer & Head of the Acquisition Committee 2022/23*

**Senna van Ruiten**

*President and Head of the Promotion Committee 2023/2024*

**Oishee Roy Chowdhury**

*Treasurer and Head of the Acquisition Committee 2023/2024*

**Juanita White-Bannenberg**

*Head of Travels 2023/2024*

## 2. Board of Finance

The Board of Finance (BoF) is an independent body within Off-Screen that has the exclusive role of overseeing and advising the Treasurer to prevent errors and financial mismanagement. Two former Off-Screen Treasurers will be a part of BoF this year. These members also serve on the Board of Advice, enhancing their understanding of the association's overall operations for improved financial insights.

### BOARD OF FINANCE 2023/24

**Oishee Roy Chowdhury**

*Treasurer and Head of the Acquisition Committee 2023/2024*

**Kennee Sikkes**

*Treasurer & Head of the Acquisition Committee 2022/23*

### 3. Application Committee

The Application Committee (ApCo) functions as an independent body within the association, comprising three to six members. Its main responsibility is to select the prospective Board for Off-Screen for the upcoming year, and critically assess the structure of the association and Board. The ApCo selects its members through an application process that begins in October. Previous or current Board members can apply by submitting a motivation letter, and candidates are introduced during the second GMA of the academic year, followed by a vote. In recent years, discussions have focused on Board structure, application processes, and overall association needs, a trend that is expected to continue this year, with any changes undergoing comprehensive review.

#### APPLICATION COMMITTEE 2023/24

**Senna van Ruiten**

*President and Head of the Promotion Committee 2023/2024*

**Oishee Roy Chowdhury**

*Treasurer and Head of the Acquisition Committee 2023/2024*

**Chiara Ferra-Joachim**

*Head of Social Activities 2023/2024*

#### 1. General Members Assemblies

The General Member Assemblies (GMAs) are a fundamental part of Off-Screen's community, uniting all current members, including active participants, committees, and the Board, to discuss and

vote on key plans and decisions. Attendance at GMAs is mandatory for committee members, as well as for members of the Board of Advice, the Board of Finance, and the Application Committee.

During GMAs, key decisions such as the Policy Plan, the Application Committee, and the prospective Board are made and voted on. It's also an opportunity for the current Board to present reports on their activities, outline future plans, and share the budget to ensure transparency and foster integration within the association.

This year, the Board aims to make GMAs more interactive by encouraging active participation and open discussion among members.

The President will organize and host a total of five General Member Assemblies (GMAs). These meetings are expected to take place at various university locations in the city center, including options like the Singel Library or Roeterseiland Campus. Invitations will be sent out three weeks ahead of each event, while promotion on social media will happen two weeks prior, with regular reminders leading up to the assembly. Snacks and drinks will be provided.

### **General Members Assemblies 2024/2025**

GMA 1 (**14.10.24**)

GMA 2 (**9.12.24**)

GMA 3 (**10.03.25**)

GMA 4.1(**26.05.25**)

GMA 4.2 (**09.06.25**)

## **2. Committee Members**

As in previous years, the Board aims to establish committees with around five to six members, including the commissioner. This committee size has consistently proven effective for event coordination, fostering teamwork, and ensuring that each member can contribute meaningfully.



The committee application process will begin after the introduction weekend and conclude on October 7th. Interested individuals can apply by submitting a CV and a motivation letter. In the second round, interviews with potential committee members will be conducted. The final committee selections will be announced during the first GMA on October 14th.

### **3. ASVA and ALPHA**

The ASVA Student Union represents the interests of all students at both the University of Amsterdam and the Hogeschool van Amsterdam while ALPHA (the Student Association of UvA's Faculty of Humanities) is in charge of distributing the subsidies received from the Faculty of the Humanities to its associations.

In addition, ALPHA organizes a few yearly events (including the Warm Welcome Week, which is organized by all the associations of the Faculty of Humanities and overseen by ALPHA). For general communications and collaboration, the President will be in touch with ALPHA and for financial matters, the treasurer will take over the communication.

### **4. Constitution Borrel (CoBo)**

Continuing a longstanding tradition, the 28th Board will host its Constitution Borrel (CoBo) during the first semester of the academic year. The event will include a guest list of all former Board members as well as other associations connected to Off-Screen.

Currently the event is scheduled for the 8th of November 2024.

## 7. Other

### Merchandise

For this year's merchandise campaign, Antonina and Deva will collaborate to coordinate the process, involving both the Acquisition and Promotion Committees. The committees will brainstorm creative ideas and find ways to implement these visions, aiming to build an appealing collection for Media Students in Amsterdam. While Antonina will manage the production side and Deva will handle design and promotion, both will give their committees the freedom to choose their roles. For example, an Acquisition member can work on design, and a Promotion member can focus on finding suppliers. The goal of the campaign is to create a cohesive and vibrant collection, as well as a successful campaign.

### The Hok

The Hok is a historic office that serves as Off-Screen's central hub for socializing, inquiries, and storage. As Deva mentioned, this year she will focus on promoting the Hok. Since we decided not to hold the Committee Borrel for committee information, the Hok will be actively promoted during the committee application process as the main location to find the Board for further details and questions. Throughout the year, a Board member will be available in the Hok, every weekday. These shifts will be organized at the beginning of the year and communicated clearly to our members through social media. Additionally, the Hok will function as a common space for meetings. At the end of the year, the Promotion Committee will showcase their most prominent poster collection in the Hok, adding a historical touch to this space.

## 8. Year Agenda

WEEK	EVENT	DATE (DD/MM)
34	Senior borrel	24.08
35	Intreeweek   University of Amsterdam	26-30.08
	SEPTEMBER	
36	Media Studies Introduction by Off-Screen   University of Amsterdam	02-6.09
36	Crazy 88 and welcome borrel	02.09
37	VOX -POP event	09.09
37	Brat borrel	11.09
38	Trivia Night	16.09
39	Jazz Borrel	23.09
	OCTOBER	
40	Let's Talk About	01.10
41	Introduction Weekend	04-06.10
41	Party 1	09.10
42	GMA 1	14.10

42	Movie night	16.10
44	Halloween borrel	28.10
	NOVEMBER	
44/45	City trip	29.10-03. 11
46	CoBo	8.11
47	Borrel	11.11
47/48	IDFA	Somewhere between 14-24.11
49	Party 2 Gala	27.11
	DECEMBER	
50	Let's Talk About...	02.12
51	GMA 2 + Santa borrel	09.12
	JANUARY	
2	Ski trip	10-19.01
4	Borrel	22.01
5	Culture Event	27.01
	FEBRUARY	
6	Portfolio Event	05.02
7	Valentines Borrel	10.02
8	Berlinale	19-23.02

	MARCH	
10	Charity Gala	06.03
11	GMA 3 + borrel	10.03
11	Pub Talk	13.03
	APRIL	
14	Study trip	31.03-07.04
15	Reporter Event	10.04
16	Party 3	14.04
17	Open MAC event	22.04
17	Kings Night Cruise	26.04
	MAY	
19	Career exploration day	07.05
20	Borrel	12.05
21	Off-Screens Film Festival	19-20.05
22	GMA 4.1 Board Activity	26.05
	JUNE	
23	Farewell weekend	6-8.06
24	GMA 4.2 +CMA	09.06
24	End of the Year Borrel	11.06

## 9. Budget

A distinct file outlining the financial overview of the upcoming year will be emailed to all members three weeks before the first General Member Assembly.

## 10. Epilogue

The 28th Board is eager to embark on this new journey and is committed to bringing the visions outlined in this Policy Plan to life. This document will serve as the guiding framework for the year ahead, while also reflecting the vision for the association's ongoing growth and success.

Should there be any questions, please feel free to reach out using the contact details provided in section ten.

# 11. Contacts

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