

Study Association Off-Screen

# ANNUAL REPORT 2020/2021

24th Board of Study Association Off-Screen



**President:** Nadia Heemskerk

**Vice President:** Kaja de Koff

**Treasurer:** Eva Rupert

**Head of Media- and Educational Activities:** Jang Kapgen

**Head of Social Activities:** Lara Godoff

**Head of Study Travels:** Capucine Lorenzi

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## Prologue

What a year... Time does really fly especially when you are on the Board. I remember reading in my Induction File that I did not have to worry about the Annual Report yet as it was a 'long time from now', however, it came a lot quicker than expected. The year is already over and looking back I am so proud of what we have created and done in this crazy corona year where nothing was set and a lot of things were new and unexpected.

We started our year way differently than any Board before us. First of all, with online interviews and assessment days, to be voted in during an online GMA. On top of that, we were spread out around the globe from America, France, Luxembourg and here in Amsterdam which didn't help us at the start of the year either. We had to start meeting with the six of us in real life, and get to know each other better, each other's crazy habits, secrets and most importantly the drunken personalities, right 'Cappuccino'? So we did, at our belated Board Weekend. During the hottest days in August, where an average temperature of 35 degrees celcius made us have Board meetings in swim attire and fans outside. This is also the place where it all started; the bonding, the fun, the excitement; it promised to be an exciting year.

In general, our Board year was very different. Although at the start we were all to believe that corona wouldn't stay around for too long we were confronted with a slightly different situation: it did stay until the end of the year. However, this did not stop us from organising online and eventually also offline events again. The contrary even; from online Murder Mystery nights, Pub Lectures, Around the World event and Fall into Fall with Off-Screen to on-site city tours in Amsterdam, Haarlem and Utrecht, Borrels at the Heeren van Aemstel and Comedy Night at Boom Chicago to dancing at the final party of the year: the Boat Banger. And then we haven't even talked about all our 'firsts': the monthly Book Club in collaboration with Boekhandel Athenaeum for example, the Film Workshop Weekend in March, the Reporter Committee changing the name of the newsletter and creating an Instagram for it, the WanderLust Travel Magazine by the STC, a very own Off-Screen App and last but not least the Promotion Committee coming up with a timeless Off-Screen anthem!

Corona still might have made things harder for us Off-Screen wise, and for some on a personal level even, however, together, with the six of us, we helped each other, worked harder and pushed each other to always do better. For a year we have been able to lead this beautiful association with the six of us and it created some amazing friendships for a long

time. It is definitely a year that people will remember, we might be the corona Board but we did it!

Although nothing turns out the way you exactly want it, I would not have wanted it any other way. We did it, all of us, and for one more time I can say it: it takes six to tango!

Oh it is Off-Screen, Yeah!

Much love,

Kaja

*Vice President 2020/2021*

## Vision

During the Board weekend at the start of the year, the Board extensively discussed their vision and eventually drew up three core words that fitted and clarified their vision for the year: adaptability, solidarity and communication. Throughout the year they have aimed to keep these words in mind while working on Off-Screen; behind the scenes and with other associations. But also while organising and hosting corona-proof events, showing great adaptability, keeping a balance between Off-Screen's traditions and innovative events and most importantly, being adaptable to the members while still showing them what Off-Screen has to offer.

The first core word was adaptability. This ended up being the most important word during the year, always coming back to it as quite some things had to get adjusted. The Board found it extremely important to adapt quickly to new measures. They came up with many online alternatives for offline events to make sure to always be there for their members. But also, once the Board could do something offline again they were the first ones to come up with the most creative events that were allowed in the current measures. They aimed to focus on adjusting to their members' needs. By actively reaching out to them to check what they thought of the events that were being offered and if they had any other ideas in mind for types of events that were being organised. The Board didn't only do this face-to-face, but also via Instagram polls and a Feedback Form that they started providing from their second GMA onwards.

The second core word that described the Board's vision during the year was solidarity. Off-Screen has always been a place for Media students to link with each other over their shared interest in the Media field among other things. Throughout the year they aimed to make Off-Screen feel like a safe space and a home away from home, especially during a pandemic. The Board aspired to build a community via recurring events, as well as totally new events. Both offline and online, to be as accessible as possible for their members that were spread out around the globe due to corona. This has shown in the amount of new faces that they have seen throughout the year and the older members that kept on coming back and stayed involved.

The final core word communication was an essential word for the Board to lay a good and steady foundation for everything. Both online and offline, the Board tried to be as clear, precise and direct to their members as possible. During the year the Board focused on communicating clearly and regularly with their members, also with the members who could

not be there in person due to the coronavirus. They tried to keep members up to date, so they still knew what was happening within the association, by maintaining an online presence via social media. Also within the Board, the Board focused on being transparent with each other for the best outcome of the association. Lastly, in a similar way, the Board aimed to be open and clear towards their committee members, but of course not as extensively as with their fellow Board members.

President: Nadia Heemskerk

*Reporter Committee*

Merel Clerckx

Aaron Eller

Pierina Fiestas

Shina Pieber

Letícia Zanini

*Introduction*

Nadia Heemskerk fulfilled the role of Off-Screen's President during the academic year of 2020/2021, next to being the Head of the Reporter Committee. As President she was responsible for good cooperation within the Board and she made sure to hold onto the core words the Board decided on in the beginning of the year. Within the Board she made sure everyone stayed motivated, that they all adapted to the current situation, and kept organising (online) events. Nadia made sure all Board members could come to her with anything and that the Board worked together as a group. Due to corona and not being able to meet up in person for a big part of the year, this was quite challenging. In the end this did go well and they managed to organise new fun events. However, she feels like the last few months the Board really got together as a team when events were allowed to happen in real life again.

To stay in touch with members and make sure Off-Screen was always there for them during lockdown, the Board came up with Lunch Sessions that they hosted every Thursday from 12:30-14:00 via Discord. During events, Nadia feels like she was always an approachable contact for members. Although some Board members did have contact with people from other associations, it turned out to be harder to stay in touch with them as some associations did not stay as active throughout the year.

As President, Nadia's responsibilities were also to stay in touch with external organisations such as ASVA, ALPHA and UvA officials. At the start of the academic year she hosted a meeting with the Board and several UvA officials, such as Jacqueline Antonissen, Michael Stevenson, Willem Pool and Caron Peeters, to share their plans for the year, which was very helpful and a good start of their cooperation. Besides, Nadia maintained contact with ASVA and ALPHA and attended their meetings together with the Treasurer. Next to this, Nadia was responsible for organising the General Member Assemblies (GMAs) and the Committee Member Activities (CMA) this year. In the end she organised four GMAs and one CMA.

Lastly, Nadia maintained the website, which she changed quite a lot, and managed the Reporter Committee. Together with the committee, she created the monthly newsletters, took pictures at events and created the yearbook. Which will now be further elaborated on.

### Website

Nadia changed the website at the start of the year to make it more inviting and representative of the association by introducing different colours. She added a committee page and made the contact information easier to find at the bottom of each page. The pin-up board was removed and she decided to put the respective information in the newsletter instead. Official documents such as the House Rules, Policy Plan and Annual Report were added on the official documents page, so it would be easier to find for all members. Nadia worked on the search engine optimization by adding different descriptions to pages and changing URLs. Besides, she corrected any inconsistencies that she encountered.

Things that went well:

- Creating a new attractive design and layout.
- Adding more information for members and people that want to become a member.
- Received a lot of positive feedback about the new website design.

Things that could have gone better:

- Keeping the website more up to date (especially the 'Coming Up' section).
- Vacancies could have been uploaded quicker.
- It was sometimes hard to decide what to do with certain offers or opportunities since the pin-up board was not there anymore.

### GMA's

The General Member Assemblies are there for the Board to update members on past and future events. Besides, members can speak their minds and give tips and critiques, anything that might help better the association. Aside from the recurring things, during the first GMA the Policy Plan of 2020/2021 was voted in, during the second GMA the prospective Application Committee of 2020/2021, and during the fourth and last GMA the prospective Board of 2021/2022. It was planned to have five GMA's in total, but due to one of the candidate-members retracting from their position last-minute, the fourth and fifth GMA were merged.

The General Member Assemblies were mandatory for all committees, including the Board of Advice, the Board of Finance and the Application Committee. The first and last GMA were held at the UvA whereas the two GMA's in between were held online due to the



coronavirus. During the second GMA the Feedback Form was introduced, so members could let the Board (anonymously) know what they thought of the events being organised and to give any further feedback or critique.

Things that went well:

- Nadia made sure to host the GMAs at the UvA when possible.
- The online GMAs were a good alternative to GMAs at the UvA.

Things that could have gone better:

- Committee members were not always showing up.
- There could have been more interaction during online GMAs.
- The Board did not receive a lot of submissions on the Feedback Form.

## CMA

Nadia organised one Committee Member Activity this year. The CMA was meant as a thank you towards the committee members of Off-Screen. Nadia planned to have two CMAs, but due to corona she was only able to organise one. During the CMA, all committee members were invited for a fun afternoon in Westerpark where Off-Screen provided them with drinks and pizza while playing games and getting to know each other better. Upon arrival, everyone was handed a small gift with a Smirnoff Ice, three shots and an Off-Screen sticker.

Things that went well:

- Committee members bonded during the event.
- There was enough to eat and drink.
- There was a good turnout.
- The gifts were appreciated.

Things that could have gone better:

- There could have been more time for the games.

Date: 28th of May

Time: 18:00 - 22:00

Location: Westerpark

Turnout: 35

Price: Free

## The Reporter Committee

Next to being the President, Nadia was the Head of the Reporter Committee. The Reporter Committee of 2020/2021 consisted of Merel Clerckx, Aaron Eller, Pierina Fiestas, Shina Pieber and Letícia Zanini. The committee was responsible for creating the newsletters, taking pictures at events and most importantly publishing the yearbook. Due to corona, and not being able to walk around during Borrels, Nadia ended up taking most of the pictures.

## Newsletter

At the start of the year, the Reporter Committee decided to change the name of the newsletter from 'Off-Screen LIVE' to 'Off-Screen On-Screen', which they found to be more fitting. In total the committee created eight newsletters. Each newsletter had a completely different theme and design, for which one of the committee members was mainly responsible. The newsletters consisted of articles from different perspectives, and both visual and written content.

Things that went well:

- The newsletter always went out on the first Monday of the month at 12:00.
- Every newsletter had a completely different design.

Things that could have gone better:

- There could have been more diverse (Off-Screen or Media-related) content.
- It was often difficult to gather/receive content on time from committee members.
- They could have included content that was created by other (non-committee) members.

## Yearbook

The biggest project of the year of the Reporter Committee was the yearbook. The yearbook consists of pictures and other memories of the past academic year. Throughout the year, Nadia and the Reporter Committee brainstormed about what they wanted to include in the yearbook and already gathered content. The focus became on using different designs in the yearbook together with showing as many different Off-Screeners as possible. The yearbook process was kickstarted during the Reporter Weekend, which really helped bring the committee together.

Members were given a period of three weeks to pre-order the yearbook in which 46 people pre-ordered the yearbook. In the end 52 copies were ordered, so members had a

chance to purchase one later on as well. The yearbook was published by Perfectbook and cost €10,50.

Things that went well:

- People were actively approached to pre-order, causing a lot of them to pre-order
- The yearbook was finished on time.
- There were enough pictures and visual content despite there being a lot of online events.
- All committee members were involved in the creation of the yearbook.

Things that could have gone better:

- Nadia could have taken committee members not making the deadlines less personal to reduce stress.

### Instagram

This year Nadia and the Reporter Committee decided to create an Instagram account (@offscreen.onscreen) to highlight articles and remind people of the newsletter. Every month they created three posts in line with that month's design, in which they referred to specific articles from that month's newsletter. Occasionally they also used Instagram Stories to interact with followers and to gather data for infographics that they put in the yearbook.

Things that went well:

- Posts were in line with the monthly designs.
- Committee members were encouraged to take responsibility over the posts and the account.
- Successful new addition to the responsibilities of the Reporter Committee.

Things that could have gone better:

- Post could have been uploaded more regularly.
- Committee members could have been more in charge of the account.

Vice President: Kaja de Koff

#### *Promotion Committee*

Lone Draijer  
Sarah van Heuven  
Jaana Lednitskaja  
Noor Michielse  
Wouter van Opbergen  
Sterre Rutten

#### Introduction

Kaja de Koff fulfilled the role of Off-Screen's Vice President during the academic year of 2020/2021, next to being the Head of the Promotion Committee. As Vice President, Kaja was responsible for Off-Screen's internal administration and communication with its members, as well as external communication with organisations such as study associations and businesses. This included managing all of the association's email and social media accounts.

The past year Kaja tried to make members feel at home within Off-Screen by radiating openness, being approachable and trustworthy. Her vision was also in line with the general vision of the Board and the three core words: adaptability, solidarity and communication. In the following section this will be explained more elaborately.

#### Administration

As mentioned above, Kaja was responsible for Off-Screen's administration. Most importantly the membership file and all respective subscriptions and cancellations of subscriptions. In line with this, she was also in charge of Off-Screen's mailing list. Kaja has kept all the files up to date and has made sure that all the information was filled in correctly throughout the year. Together with the Treasurer, Eva, she cleaned out a lot of delivery failures. Although the membership file had already been cleaned out last year, they still encountered quite a few mistakes. They still had people who said and had evidence that they unsubscribed already but were still in the membership file and thus unfairly paying the membership fee. Next to this they had also decided to unsubscribe delivery failures from last year, who after they had sent them two emails didn't send their right info back. Those alone were already 57 members. All further cancellations of subscriptions considered, and in the meantime also new subscriptions, the new Board is taking over with 541 members. Kaja hopes that this was another big step towards making the files more and more accurate and representing the member amount as accurately as possible.

Throughout the year, whenever she was looking into Off-Screen accounts like Google, Facebook or Vimeo, Kaja noticed some information was still missing or in Dutch which she then of course immediately translated to English. For example, the Google account was still called 'studievereniging Off-Screen' instead of 'Study Association Off-Screen'. Next to that, she, on request by one of the members, started downloading important Off-Screen files for safety reasons. She saved them all on a hard drive so if something ever happens with the Google account at least the most important documents are saved. She has also notified her successor of this and advised to keep it up. They could for example reupload all the important files that need to be uploaded like the membership file of every GMA, just in case anything ever gets lost.

Kaja was also responsible for Off-Screen's year agenda, which contains an overview of every event that the Board of 2020/2021 had planned out to do. In line with this, Kaja was also responsible for the respective shadow agenda. This agenda was the basis for publishing, posting and promoting all of Off-Screen's events. She constantly kept both agendas up to date and notified any of the Board and/or Off-Screen (committee) members if there were slight changes. Being responsible for all the agendas gave Kaja a comprehensive overview of everything that was going on and what needed to be done. Kaja, with the help of Nadia, therefore always reminded other Board members of their deadlines, events and tasks which most of the time went smoothly.

Lastly, the minutes. Kaja was in charge of taking the minutes not only during Board meetings but also during the General Member Assemblies. Due to the fact that they were either live streamed or on Zoom (audio-recorded) it was a little less stressful for Kaja to do the minute taking as there was always a backup to rely on. However, this didn't decrease the workload and perhaps made it even more punctual.

Things that went well:

- Due to fixing more inconsistencies in the membership files, Off-Screen is another step closer to having a correct and complete administration.
- All the above mentioned files (membership, agenda, minutes) were frequently kept up to date.
- Kaja always updated inconsistencies and any other mistakes on any of Off-Screen platforms for a good brand image.

Things that could have gone better:

- Due to both Eva and Kaja working on the delivery failures and membership fee withdrawal it was at times hard to keep the files accurate.

- Doing the minutes was still a hassle.

## Communication

Besides being in charge of the administration, Kaja was also in charge of both internal and external communication. Meaning, not only with the members but also the communication with all other organisations such as businesses and study associations. Throughout the year Kaja has tried to always communicate in a clear, concrete and connecting way. Connecting without limits; getting cultures and mentalities together. As for internal communication, Kaja has sent out reminders, invitations, general information when becoming a member, and information concerning General Member Assemblies. For external communication, so the communication to other associations and businesses, Kaja was always professional, the same goes for any membership related concerns from one of their (potential) members. Emails were almost all of the time responded to within 1-2 working days. This was stressful at times, but in general gave Kaja enough time to figure out the right information. She always responded in a polite and friendly way, whatever the message might have been.

Lastly, Kaja also always forwarded important emails straight away to other Board members or other people concerning the emails. Next to that, she has always kept the inbox very tidy, regularly checked all the folders and even started with a big clean of the promotion and social folders for the years to come.

Things that went well:

- Kaja always communicated in a clear, concrete and connecting way.
- Contact was always based on the context and most importantly the person with whom it was.
- The inbox was kept clean and organised the entire year, to prevent missing and/or deleting any important information.

Things that could have gone better:

- Kaja's 1-2 day reply policy caused a bit more pressure which was not always necessary.

## Social media

At the start of the year, Kaja formed a vision for each platform Off-Screen had a presence on (that she was going to use) and tried to follow this throughout the year. In line with the previous years, Facebook was the platform where all the information could be found about Off-Screen events. A place to put yourself on going, like things et cetera. Instagram on the other hand was the perfect platform to reach a bigger audience the past year and bring more

awareness to all the things that Off-Screen does. Especially by making use of all the different functions Instagram has to offer: Reels, IGTV, Guides and so on. Throughout the year (in which Off-Screen also reached 1000 followers) Kaja has tried to give a more human face to Off-Screen's Instagram account by showing more faces while still keeping a nice balance with illustrations and other designs. From January on, Kaja changed this vision that she first created at the start of the year slightly, as she noticed that the use of Facebook by the members was very low. She therefore also started posting all the events on Instagram. With, of course, the possibility of archiving posts if necessary. So the Promotion Committee (or anyone else in charge of the promotion) would change the format from the header to an Instagram format as well. At the end of the year when physical events happened, Kaja also made use of promotional posts, giving them an extra boost to get into everyone's algorithm. She checked in with the members what they liked/did not like and adjusted when necessary. It is very obvious that Instagram right now is the number one social media platform. For the next VP Kaja therefore also really advises to keep using Instagram in this matter as it is an easy way for people to find back information that doesn't get lost. Kaja also changed the Facebook header together with her predecessor to a fun video, to show what Off-Screen is like, their amazing members and all that it has to offer! Right now, Facebook has deleted this function to have a video as a page header but Kaja is still working hard to get it back. In the meantime, there is a picture out of the video as a header.

As to Off-Screen's other social media profiles, for LinkedIn Kaja tried to continue the growth of Off-Screen's LinkedIn page. She still only used LinkedIn in a professional way and to highlight the educational side of the association. For example to share the Thesis Event, promote the Film Workshop Weekend and for the Charity Event. Kaja didn't make use of the Snapchat, TikTok and/or Twitter accounts as decided on beforehand. However, she did regularly update the Vimeo.

### [The Off-Screen App](#)

After having to struggle so much with Facebook and the ever-ongoing problem of reaching members on this platform as well as other platforms, Kaja looked into other possibilities and eventually came up with the idea of an app. After talking with multiple companies she finally found the one that provided a great social base for Off-Screen. A place to find your events, put yourself on going, find fellow Off-Screeners, easily access to our media like photos of previous events, blogs, the newsletter and much more! Kaja is super happy and proud that she has created this application for all the members to use. It is an easy, user-friendly place to find information back on (from the address and phone number to the Board's personal information and the House Rules). Subsequently, it is also a great way for members to show partners that they are an Off-Screen member as only Off-Screeners can get into the app.

Things that went well:

- Kaja gave a more human face to Off-Screen's socials especially Instagram.
- She adapted to members' needs as much as possible but also to the current social situation when it was necessary, even though this was not in her vision at the start.
- Created an app, which ensured an easier environment for members to find all that concerns Off-Screen: agenda, photos, blogs, newsletters and so on.

Things that could have gone better:

- Promotion of events and other things still got lost.
- Hard to work with Instagram when everyone has different algorithms, as there is nothing/no one you can rely on.

### The Promotion Committee

Next to being the Vice President, Kaja was in charge of the Promotion Committee. The Promotion Committee of 2020/2021 consisted of Lone Draijer, Sarah van Heuven, Jaana Lednitskaja, Noor Michielse, Wouter van Opbergen and Sterre Rutten. The committee was responsible for creating the promotional content for Off-Screen's social media.

The committee created 11 posters, 21 Facebook headers and Instagram posts, 12 save the date/teaser/promo videos and eight aftermovies. They also created an exciting promotion video for the merch and shot the corresponding photos and glitches of the merch. As mentioned above, they started using different formats on Instagram for promotional events, like Reels and IGTVs. They also adapted very easily to the change from Facebook to Instagram, always providing two sizes: for the Facebook event header and Instagram post.

Despite the fact that it was quite hard for the committee to promote events of which it was not sure if or how they were going to happen, they always stayed creative and kept on delivering. It could sometimes be very hard and even a little frustrating to adapt, change things last minute and/or wait for information due to corona.

Next to the regular promotions, this year's Promotion Committee also came up with some new things. First up the GIFs. GIFs are moving pictures that they have created for people to add to their Instagram stories. The Promotion Committee decided to create some Off-Screen GIFs themselves. From now on whenever someone types @offscreenuva in the giphy section on Instagram the so far made giphys of Off-Screen logos and so on are visible and able to be used by everyone. It is a great addition to Off-Screen's social media and the GIFs they created can continue to be used in the future and new ones can be added along the way! Another Off-Screen first that the Promotion Committee has come up with is the



Off-Screen song and the associated video clip. Off-Screen has its own anthem thanks to them! The Promotion Committee officially rewrote and recorded the song in a real studio. After this was done they also shot a music video clip, showing all of Off-Screen's most important places. From the Hok, they went along the university (Oudemanhuispoort) all the way to the Borrel location de Heeren van Aemstel, to be documented forever.

It was, and still is, a really good team of people who together came up with some super interesting ideas. Throughout the year, although everything was online, the committee never lost motivation and was present at the planned meetings. Kaja is very happy with all the work that her committee has delivered, the working sphere that they worked in and is super thankful for them.

Things that went well:

- They worked very well together as a creative and fun group helping one another whenever they could.
- Came with not only the GIFs but also an Off-Screen anthem!

Things that could have gone better:

- Hard to find a meeting time that wasn't eight o'clock in the morning.
- Hard to promote events that were not sure if they were going to happen.

Treasurer: Eva Rupert

#### Acquisition Committee

Yeria Céron  
Robin de Haan  
Sando Heijnen  
Sophia Mohr

#### Introduction

Eva Rupert fulfilled the role of Off-Screen's Treasurer and Head of the Acquisition Committee during the academic year of 2020/2021. With the role of being Treasurer, Eva was responsible for guarding the financial state of Study Association Off-Screen. Besides keeping track of all of Off-Screen's income and expenses, she assured Off-Screen's financial stability throughout the whole year.

On top of that, Eva challenged herself in keeping the Acquisition Committee active throughout the year by organising online events, designing and distributing merchandise and contacting (discount) partners for new deals. Lastly, she made sure that the next Board would have enough money in their savings to be able to make the Lustrum year a big celebration next year.

#### Budget

As Treasurer, one of Eva's responsibilities was to set up and maintain Off-Screen's Budget throughout the whole year. When setting up the Budget, Eva chose to budget everything in for a year without corona. However, she did take into account that if events weren't able to happen in real life, the Budget Realisation would look very different from what the Board had planned for it to look like.

After GMA #4, the Budget Realisation still had to be updated. The final version is the following: <https://bit.ly/3yMeNTc>

#### Membership Fee

Just like previous years, Eva, together with Vice President Kaja, chose to do the withdrawal of the membership fee via direct debit. The annual membership fee is a sum of €20,- and for some older members €15,- since the membership fee in their time was that set price.

Since Faas Wijn (Treasurer 2019/2020) and Jana Franck (Vice President 2019/2020) cleaned up the membership file in their Board year, Eva thought she would have a good estimation for the number of members Off-Screen would have during the academic year of

2020/2021. Although she already thought Off-Screen would have less new members who would sign up due to less first-years living in Amsterdam and less physical events, this did not seem to be the problem. This year, Off-Screen gained 181 new members. However, what took the Board by surprise was the number of older years signing out. Eva had the feeling that this was a result of people foreseeing the inability of hosting as many physical events as in the past.

On top of that, Eva also had trouble reaching out to people whose payment didn't go through or about IBANs that were deemed incorrect. Eva together with Kaja decided to reach out to the people who did not respond to former emails one last time at the end of the academic year of 2020/2021 and before the membership sign out date in the academic year of 2021/2022. This way, they give these people the possibility to still pay their membership fee from the year 2020/2021 in order to remain an Off-Screen member. If they fail to pay the membership fee from the year 2020/2021 before the sign out date in the academic year of 2021/2022, they will no longer be considered an Off-Screen member and they will be deleted from the membership file.

Eva has advised the next Treasurer to use direct debit for the next year, since it would be more likely for older members to keep on paying. However, she does encourage her successor to look into other possibilities as well. The budgeted amount for the membership fee was €10.000,- and the realised amount was €8949,80. Eva still hopes some membership fee payments will be added to this realised amount as a result of the emails they sent.

Things that went well:

- Together with Kaja, Eva sent out emails that were very clear and made sure that people knew they were obliged to pay if they did not make the sign out deadline.
- Right after the withdrawal, Eva kept contacting everyone whose withdrawal did not go through and kept in close contact with them until the membership fee was paid.

Things that could have gone better:

- There were still a couple of people saying they did in fact sign out in former years who were still in the membership file and who were still put in the withdrawal.
- Some people never ended up paying after not responding to numerous emails, texts and calls or responding with impolite emails and messages.
- The budgeted amount regarding the membership fees was not realised.

## Book sales

Something that changed last year is that Off-Screen partnered up with Athenaeum Boekhandel instead of Studystore, which was our partner in the years prior. The employees of Athenaeum were really nice and easy to get in contact with, and since they have multiple physical bookstores it was easy to come by to have meetings, sign contracts and talk about improvements. Athenaeum seemed to be a good pick for Off-Screen since the sale of study related books was declining and this could be filled up by literature books which Athenaeum sells as well. Jang (Head of MEAC) and Eva came up with the idea to create a Book Club in which people would read and discuss books together that were available to buy at Athenaeum Boekhandel with the Off-Screen discount.

Sadly, there was some miscommunication between Athenaeum Boekhandel and multiple study associations at the start of the year. Apparently, Off-Screen would only gain contributions from the sold books if people used the link that was provided to Off-Screen. Whenever a member would go to the store and use the QR-code or go to the general Athenaeum Boekhandel website without using the Off-Screen link, the discount would still work but the contribution would not go to Off-Screen. After having multiple meetings with Athenaeum Boekhandel, Eva and the other representatives of study associations were not able to come up with a solution resulting in receiving more contribution money. Athenaeum Boekhandel did promise to work on solutions for the academic year 2021/2022. In the end, the realised amount through the book sales was €29,86 instead of the budgeted €100,-.

## ALPHA

ALPHA is an umbrella organisation in charge of distributing subsidies for study associations and magazines within the Faculty of Humanities, granted for events with educational and cultural value. At the start of the academic year, Off-Screen's entire Board of 2020/2021 had a meeting with ALPHA's Board regarding our plans for the year and whether we were planning on organising a Study Trip or not. Capucine (Head of Travels) told the Board of ALPHA that Off-Screen was still planning on going on a Study Trip with 30 participants in total if the regulations regarding corona would allow it. Since there was not more information to disclose they could not tell Eva how much money was granted for a possible Study Trip, although they did confirm that Off-Screen would be able to ask for subsidies regarding this trip during subsidy round 3 at the end of the academic year.

Eva requested the Study Trip subsidy for the Farewell Weekend for which Off-Screen received €285,04 from ALPHA. On top of that, Off-Screen received €234,74 regarding the website and an amount of €418,92 for other Off-Screen events throughout the year that had

educational and/or cultural value. All of these subsidies ended up being a sum of €938,70 instead of the budgeted amount of €590,-.

Things that went well:

- All of the requests were accepted and received the full requested amount of money.
- Eva had a clear overview at the start of the year for what types of events money could be requested and always tried to request as much as possible for as many events as possible.

Things that could have gone better:

- Off-Screen would have been able to receive even more money if they had done more collaborations with other study associations that are under ALPHA.

### Bookkeeping

Throughout the entire academic year, Eva was in charge of Off-Screen's financial side, meaning that she had to keep track of Off-Screen's income and expenses by keeping records via Conscribo, besides also maintaining financial stability throughout the year. This way, there was a clear overview for Eva and the rest of the Board on whether Off-Screen was heading in the right direction.

Things that went well:

- The accounting programme Conscribo helped create a clear overview of the situation per event and other financial posts like merchandise for example.
- In collaboration with the Board, Eva was aware of the financial situation at all times and knew what was and was not possible to realise.
- Regarding events, Eva and the Board member in question would always communicate clearly about who had and had not paid yet which made it a shared responsibility.

Things that could have gone better:

- Due to not always having access to the ING account because of difficulties with the name changes, Eva did not always have a clear overview of the payments which sometimes resulted in people paying after events instead of beforehand.

## Acquisition Committee

Besides being Treasurer, Eva was also Head of the Acquisition Committee. The Acquisition Committee of 2020/2021 consisted of Yeria Céron, Robin de Haan, Sando Heijnen and Sophia Mohr.

After recruiting this diverse and fun collective, Eva went on to plan out the whole year with them. Eva sometimes had a hard time with giving the committee members full responsibility, however, she did always remain a sense of collaboration between the committee members. The fact that all of the events organised by the Acquisition Committee were online, made it quite demotivating for the committee to work on the events. Even though all of the Acquisition Committee's events were online, Eva made an effort in trying to keep connecting to her committee members and still keeping them excited about Off-Screen.

## Partners

The Acquisition Committee worked on keeping in touch with Off-Screen's existing (discount) partners, while looking at new possible collaborations. At the start of the year, they decided which partners would remain to be a good fit for Off-Screen and which new companies would be interesting to reach out to. The decision was made to keep all of the partnerships and wait to see if they would still be a good fit during the academic year of 2021/2022 when corona regulations will hopefully become less strict.

Things that went well:

- The committee started contacting the current (discount) partners early on in the year.
- The committee had great ideas about potential new (discount) partners from the start and were eager about contacting them. These ideas can also be passed on to the Acquisition Committee of 2021/2022.

Things that could have gone better:

- Some of the (discount) partners never got back to Eva about whether deals were still standing during the academic year.
- Due to the lack of (positive) responses from potential new (discount) partners at the start of the year, the committee got demotivated. Eva should have tried to put more effort in keeping on pushing her committee to try for the second semester.
- The committee was unable to receive any new (discount) partners besides Athenaeum Boekhandel.

## Events

### Career Workshops

On the 25th of November, the Acquisition Committee hosted their first event which was the Career Workshops. The aim of this event was to inspire students on building up their CV and LinkedIn profile by showing them a self-made informative video which can still be found on Off-Screen's YouTube channel. The video had some trouble uploading, so the link was shared with everyone after the event. They organised a Kahoot quiz about the information in the video instead. Afterwards, Argus Productions hosted a presentation about what it is like to be an intern or work at a television broadcasting company like them. What does your day-to-day life look like and what further steps could you be making afterwards in the field of broadcasting television. Lastly, Sarah Spiteri, who is an active Off-Screen member, gave a presentation and answered some questions about combining an internship with writing your thesis.

Things that went well:

- It was a good event for the committee to start with, since they did not need to have a lot of responsibility yet.
- The participants asked a lot of questions to Argus Productions and Sarah, so people seemed very interested.

Things that could have gone better:

- If Eva had tried to upload the video earlier and via different platforms, it could have reduced the stress and chaos at the start of the event.
- There was a lack in participants, which could have possibly been avoided by focusing more on promoting the event.
- 

Date: 25<sup>th</sup> of November

Time: 19:00 - 21:00

Location: Zoom and YouTube

Turnout: 16

Price: Members: Free / non-members: €3,-

### Thesis Event: Thesis Talks

Since events on Zoom did not really seem to be working during the month of January, because of people being with friends and family during and right after the holidays, the

Acquisition Committee decided to bring out Thesis Talks videos just like the Acquisition Committee did the year before. The videos were posted on YouTube and they were also shared as podcasts via SoundCloud.

This series consisted of three episodes with Sophia Mohr interviewing Jaana Lednitskaja and Yeria Céron interviewing Bloem van der Linde about them writing their theses. Next to that, Robin de Haan interviewed Maarten Reesink about what it is like to be a thesis supervisor and what this person can do to help you out while writing your thesis. These interviews were all done via Zoom calls due to the corona restrictions.

Things that went well:

- It was really nice to add some content to lesser used social media accounts of Off-Screen such as YouTube and SoundCloud.
- The interviews gave some very nice additional information for people who still had to write their thesis.

Things that could have gone better:

- One of the interviews had some sound difficulties, which was solved in a very creative way by Robin de Haan. However, this did seem a little less professional than the other two episodes.
- By adding the podcasts to SoundCloud, it deleted some other older podcasts which we were not aware of and which should have been looked into beforehand looking back.

Date: 7<sup>th</sup> of January

Time: Uploaded at 17:00

Location: YouTube and SoundCloud

Price: Free

#### [Charity Event: Free Press Unlimited](#)

On the 7<sup>th</sup> of April, Off-Screen hosted its third Charity Event. This year, the charity that was chosen to be receiving the donation and awareness was Free Press Unlimited, an organisation that focuses on enabling and supporting independent news and information for everyone around the globe.

The evening started with a presentation by Peter Mol about how Oasebos has grown and developed after receiving Off-Screen's donation after the last Charity Event. Lidewij van



Vliet followed up by giving a more in-depth presentation about Free Press Unlimited and how they try to achieve their mission of making reliable information available to everyone.

After these two presentations, the raising money for the charity started off with a lottery during which participants could buy as many lottery tickets as they wanted to. The more lottery tickets people bought, the more chances they had of winning prizes like Off-Screen merchandise; a movie night box; gift cards from Athenaeum, Spotify, Thuisbezorgd and HelloFresh; and many more. After the lottery there was also an auction that took place to raise money for charity. During the auction, people could bid on items and services that were made and donated by Off-Screeners. These items and services consisted of photographed prints, custom illustration and t-shirt, jewellery and a dinner. To end of the night, Robin de Haan, also known as Robin Aristo, did a DJ set via YouTube livestream during which people could still make their last donations and whilst the finalised amount of money was added up. With the money raised by selling the tickets, having 26 prizes for the lottery, auctioning 11 items and receiving some final donations, the finalised amount of money donated to Free Press Unlimited was €1.130,10.

This would not have been possible without receiving help with finding lottery prizes from: Athenaeum Boekhandel, Picl, YourGift and Free Press Unlimited; all of the creatives that helped with making the auction a success: Alicia Karsonopoero, Julia Dahmen, Karoliina Voldek, Eva Joosten, Frédéric Nelissen, Lara Godoff and Lynn Clemens from Delirium Jewellery; and of course, all of the participants who helped raising money. Eva was very happy with the event and extremely proud of her committee and all of the other people involved in raising this amount.

Things that went well:

- The number of different activities during the night ended up being perfect and created a well-rounded event even though it was done over Zoom and YouTube.
- The prizes for the lottery and the items and services that were auctioned off were very diverse and there were attractive things in there for everybody.

Things that could have gone better:

- The counting of the lottery tickets and the final amount of money took a really long time, which could have been avoided by Eva meeting up in real life with at least one of her committee members to help her out.

Date: 7<sup>th</sup> of April

Time: 20:00 - 00:00

Location: Zoom and YouTube

Turnout: 24

Price: Members: €6,- / non-members: €8,50

### Study Career Event

The Study Career Event was held on the 22<sup>nd</sup> of April via Zoom and consisted of two different parts. The first part was a personal branding workshop hosted by AIESEC, which is an organisation that works on youth leadership. After this workshop, the Acquisition Committee organised a presentation and mini workshop on different types of networking.

The aim of the event was to teach students how to make a brand for themselves and how to network in order to find internships and jobs.

Things that went well:

- The length of the workshops was just right and the two different topics fitted together nicely.

Things that could have gone better:

- The turnout was not great, which could have been prevented by more promotion and finding a better date since it was a very hectic period of time for most students.

Date: 22<sup>nd</sup> of April

Time: 19:00 - 21:00

Location: Zoom

Turnout: 13

Price: Members: free / non-members: €3,-

### Feels Like Family Borrel

The Feels Like Family Borrel was hosted on the 6<sup>th</sup> of May and was also held over Zoom. The aim of this event was to give members the possibility to show their family and friends what it is like to study in Amsterdam during the pandemic and what Off-Screen is all about.

The evening started out with a presentation done by Capucine Lorenzi on a subject of the course Media, Time and Space, which gave family and friends of members an idea of what doing Media Studies at the UvA is like. Right after that, there was a pub quiz with topics such as film, television, social media, Amsterdam and the Netherlands in general, and

Off-Screen. This was followed by a video created by the Acquisition Committee called 'A Glimpse of the Day of an Off-Screener', which showed the day-to-day lives of Off-Screeners during the pandemic and some clips of Off-Screen events that were hosted this year. The Board had also created a presentation that was hosted by Lara Godoff and showed pictures of the different committees Off-Screen has and the events that were hosted during this year. The evening ended with playing Drawsauros, which is the game that was always played during the online Borrels.

Things that went well:

- The evening was very fun and low-key which was a nice way to show family and friends what Off-Screen Borrels are all about.

Things that could have gone better:

- The turnout was not what Eva and her committee had hoped it to be.

Date: 6<sup>th</sup> of May

Time: 20:00 - 22:00

Location: Zoom and YouTube

Turnout: 18

Price: Free

### Merchandise

This academic year, the Acquisition Committee decided to handle the merchandise on their own as opposed to collaborating with the Promotion Committee just like the years prior. The reasoning behind this was that Eva wanted the Acquisition Committee to take on a more creative role.

The idea at the beginning of the academic year was to have two merchandise drops consisting of two items each. This ended up being one drop with two items, since there was not enough time to design, promote and deliver the second drop without it seeming chaotic.

The items that were put out this year were blue crewneck sweaters with a white design on the back and an embroidered Off-Screen logo on the front, and black reusable face masks with a white Off-Screen logo in the corner.

Things that went well:

- The promotion of the merchandise got lots of positive feedback and got people excited to buy the items.

- The sweaters were sold out very quickly, which showed that people really liked the design.

Things that could have gone better:

- If merchandise would have been a collaboration between the Acquisition Committee and the Promotion Committee, there might have been less struggles with making the design and it might have been possible to then still have a second drop.
- There were not enough sweaters due to not doing a pre-order as they did in the past, which excluded quite some people who wanted a sweater from being able to buy it.

## Head of MEAC: Jang Kapgen

### MEAC

Jonáš Boroš

Doğa Düzgören

Scyler van der Wal Klein

Vladyslava Mitali

Fee Spenkelink

### Introduction

Jang Kapgen fulfilled his role as Head of the Media- and Educational Committee (MEAC) of Off-Screen in the academic year 2020/2021. As this year was marked by constantly changing regulations due to the corona outbreak, Jang is very thankful for his committee members and his fellow Board members for staying on track and offering Off-Screeners a year full of fun and insightful events.

Having not been in any committee prior, Jang came into his Board year with ambition and passion to organise new and already established events. He wanted to bring Off-Screen back to its core - which is Media Studies. He hopes that he succeeded with this goal by adding events such as the Film Workshop Weekend, the Book Club and reinventing Pub Lectures and Study Sessions. Adding to this, Jang hopes that his Board created a space of community and support during the hard times of social distancing and lockdowns - just as they envisioned in their Policy Plan.

Most importantly, Jang hopes that Off-Screeners do not remember his Board as the corona Board, but as the Board who offered so many fun memories and activities to their members and who has always been there for Off-Screen. Jang is already excited to see his successor fulfilling their role as Head of MEAC!

### Study Survival Guide

The Study Survival Guide was the very first MEAC event and offered first year students an insight into what it means to be a student – from working, to studying, to being an Off-Screener. As Jang wanted this event to be accessible, he decided to do it online via Zoom. To give as much information as possible, he invited three students (Jaana Lednitskaja, Frédéric Nelissen and Isabelle Riley), a teacher (Michael Stevenson) and the study advisors (Caron Peeters and Jaqueline Antonissen). Sadly, the study Advisors had to cancel last-minute.

Things that went well:

- All the speakers were diverse and each talked about different expectations/ experiences.
- Students from abroad participated.
- Good feedback from the UvA as Off-Screen helped making first years students feel included during the pandemic.
- 

Things that could have gone better:

- There was a very small turnout which might be due to a disinterest in attending this kind of online event and no reminder emails for the participants (as first year students already have pretty full schedules in the beginning of September).
- The study advisors cancelled at the last minute.

Date: 9th of September

Time: 17:00 - 18:30

Location: Zoom

Turnout: 9

Price: Members: free / non-members: €3

## Movie Nights

At the start of the year Jang planned the Movie Nights to be a series of five onsite events that would all follow a similar pattern. However, as the year progressed, the constantly changing regulations forced MEAC to adjust the respective Movie Night to the situation at the time.

### Movie Night #1

Jang organised the very first Movie Night onsite at Vox-Pop. The movie *The Hurt Locker* was screened as it marks the first and only time that a woman won an Oscar for best director (at the time). In order to further elaborate on this topic, the director Eva Zanen was invited to talk about her own experiences in the film industry. Participants also got free snacks and drinks. The Board made sure that the event was held according to the timely measurements and decided as well to wear face masks.

Things that went well:

- Director Eva Zanen was very open to talk about her thoughts and shared many opinions.
- Participants had a good time and enjoyed the movie screening.

- The whole evening had one clear concept and hence felt coherent.

Things that could have gone better:

- There were some issues with the waiting list, as there was no sign-out deadline and several participants signed out last minute.
- Vox-Pop couldn't darken the room where the screening was done.

Date: 1st of October

Time: 19:00 - 22:00

Location: Vox-Pop

Turnout: 20

Price: Free

### Movie Night #2; Movie Night #3 and the Casual Movie Night

As regulations prohibited onsite events, Jang decided to move the Movie Nights online.

Thus, Movie Night #2 and the Movie Night #3 were organised via Teleparty, a platform synchronising a chosen movie across all the participants' devices and offering a chat function. In order to keep the Movie Nights interactive, MEAC picked out diverse movies and members could vote on their favorite via Instagram. For Movie Night #2, MEAC picked eight different genres of non-documentary films and *The Trial of the Chicago Seven* won. For Movie Night #3, MEAC picked eight documentaries and *Icarus* won. At the beginning of each Movie Night, MEAC shared some fun facts about each movie in the Teleparty chat. Afterwards, all Off-Screeners were invited to join Off-Screen's Discord channel if they wanted to hang out and discuss the movie.

The Casual Movie Night was a replacement for the postponed Pub Lecture: Media Activism and Off-Screen watched *The Most Hated Woman in America* via Teleparty.

Things that went well:

- The fun facts that MEAC shared were very interesting and settled the mood of the evening.
- *Icarus* and *The Trial of the Chicago Seven* were amazing movies sparking great discussions and reactions in the Teleparty chat.

Things that could have gone better:

- Not that many Off-Screeners actually joined, but this also added to the cosiness of the Movie Night.

- *The Most Hated Woman in America* had a very nice trailer, but the actual movie was not Off-Screen's favourite which could have been foreseen by checking its ratings.

Date: 8th of December; 20<sup>th</sup> of January; 10<sup>th</sup> of March

Time: starting at 20:00

Location: Teleparty

Turnout: 13; 14; 12

Price: Free

#### Movie Night #4

The last Movie Night, and the very last MEAC event of the year, was onsite at Kriterion. As restrictions loosened up, 20 lucky Off-Screeners could join MEAC to watch Oscar-winning movie *Nomadland* in the cinema.

Things that went well:

- MEAC and the participants were very excited to end MEAC's year with an onsite event.
- The movie was amazing and people had a great time.

Things that could have gone better:

- Two Off-Screeners did not join because they thought the Movie Night was at a different date and/or time.

Date: 9<sup>th</sup> of June

Time: 18:50 - 21:30

Location: Kriterion

Turnout: 20

Price: €3,50

#### Study Sessions

##### Study Session #1.1; #1.2; #2

The Study Sessions are aimed to give students a last chance to ask a teacher questions about the study material before their exam. Due to the regulations, all the Study Sessions had to be online. MEAC offered a Study Session for Analyzing Digital Culture, Media Aesthetics and Media in Transformation. But due to a restructuring of the courses, Study Session #1.1 and #1.2 did not have a great turnout. Additionally, because MEAC expected students to ask questions straight away, there was a clear lack of structure. Study Session



#2 had a very big turnout and, learned from the previous Study Sessions, had a very clear structure with a PowerPoint with keywords of each week's content and a pamphlet with the same keywords for the participants.

Things that went well:

- Study Session #2 was a clear improvement from the previous ones with a clearer structure and outline.
- Study Session #2 attracted many first-years, as the timing was right before the exams.
- The teacher Toni Pape was very helpful and proactive.

Things that could have gone better:

- Study Session #1.1 and #1.2 were not very interactive and engaging.
- Due to the teachers' unavailability, Study Session #1.2 had to be moved by one day.
- Even though Study Session #2 had a clear structure, participants felt like the Study Session did not offer new insights and rather just repeated prior known elements.

Date: 13<sup>th</sup> of October; 13<sup>th</sup> of October; 9<sup>th</sup> of December

Time: 17:00 - 19:00; 19:15 - 21:00; 18:00 - 19:30

Location: Zoom

Turnout: 12; 15; 43

Price: Members: free / non-members: €3

### [Meditation Session #3; #4](#)

As MEAC noticed that the feedback to the Study Session was not very positive and because the UvA offered similar initiatives, MEAC decided to change the concept of the Study Session and to offer Meditation Sessions which would help Off-Screeners through the exam week instead. With a professional Meditation Guide, Off-Screeners could relax and take a breath via the online Meditation Sessions. Additionally, these Meditation Sessions were available for all members and not only the members who are taking the specific courses of a Study Session.

Things that went well:

- MEAC got very positive feedback for the Meditation Sessions.
- Members were very excited about the switch from Study Sessions to Meditation Sessions, as mental wellbeing became a bigger topic during the pandemic, and as the sessions were more inclusive to all members.

- Guided meditations worked very well, even online.

Things that could have gone better:

- The Meditation Sessions had a small turnout, however, this added to the calmness of the event.

Date: 16<sup>th</sup> of March; 18<sup>th</sup> of May

Time: 17:00 - 18:00; 11:00 - 12:00

Location: Zoom

Turnout: 15; 13

Price: Free

### Pub Lecture #1

The MEAC had their first online Pub Lecture with Antonia Ackermann from MandaProductions. Antonia talked about her experience as a director in the advertisement industry. She first did a talk about her experiences and then offered a small interactive exercise about a hypothetical advertisement production. Even though the Pub Lecture was online, the event felt very much like a shared experience, as many Off-Screeners showed interest in the topic and interacted during the event.

Things that went well:

- Antonia was a great speaker and offered a really fun experience for all the participants.
- Participants were very interactive and engaged.

Things that could have gone better:

- MEAC could have offered more structure through a PowerPoint.

Date: 14<sup>th</sup> of October

Time: 19:00 - 21:00

Location: Zoom

Turnout: 18

Price: Free

## Book Club

### Book Club Opening

In its first online event, MEAC introduced the new Book Club to Off-Screeners. The Book Club was not a strict, academic literature club, but was intended to be a chill group of Off-Screeners who like to read and discuss interesting topics. During the online opening event, Off-Screen's discount partner Boekhandel Athenaeum was also present. As an icebreaker, everyone brought their favourite book and MEAC showcased the first Book of the Month. Additionally, MEAC invited everyone to join the WhatsApp group chat of the Book Club, where MEAC encouraged members to finish the book, reminded everyone about the upcoming meet-up and members could share thoughts about the book and book recommendations.

Things that went well:

- The event had a very clear structure and outline.
- Participants were very excited for the Book Club.

Things that could have gone better:

- MEAC could have let people vote on the first Book of the Month.

Date: 28<sup>th</sup> of October

Time: 19:00 - 20:30

Location: Zoom

Turnout: 19

Price: Free

### Book Club Meet-Ups

In total, MEAC hosted five online Book Club Meet-Ups during which the book of the month would be discussed during the first hour and the next book was voted on in the last 30 minutes. The discussions were guided by three main debate questions and intermittent fun fact quizzes about the content of the book. To keep the discussions casual, MEAC put the participants into small breakout rooms of around five people. Creating a safe space was a very important notion for Jang in the Book Club. This academic year, the Book Club read *Permanent Record* by Edward Snowden (2019), *Do Androids Dream of Electric Sheep?* By Philip K. Dick (1968), *Catch and Kill* by Ronan Farrow (2019), *Why I Stopped Talking to White People About Race* by Reni Eddo-Lodge (2017) and *Gone Girl* by Gillian Flynn (2012). At the end of the year, MEAC shared a list with all the books that were read during

the year and further recommendations mentioned throughout the year in the WhatsApp group chat.

Things that went well:

- The events had a very clear structure and outline.
- Participants were very excited for each Book Club Meeting and great discussions were held.
- A true sense of community was created.

Things that could have gone better:

- Some members thought too many books were non-fiction and were covering heavy topics. As a reaction, MEAC pushed to include more fiction and lighter books too.

Date: 1<sup>st</sup> of December; 12<sup>th</sup> of January; 25<sup>th</sup> of February; 6<sup>th</sup> of April; 1<sup>st</sup> of June

Time: 19:00 - 20:30

Location: Zoom

Turnout: 14; 15; 16; 14; 11

Price: Free

### Online Workshop

The Online Workshop about InDesign was led by freelance media creator Aphque Russell who is also a workshop instructor at Crea. She taught Off-Screener's all about the use of Adobe InDesign through an interactive workshop. She guided the participants by screen sharing and members had to recreate her template.

Things that went well:

- It was a great learning experience for the participants, especially beginners.
- Received positive feedback from members.

Things that could have gone better:

- The workshop was very technical and fast-paced, but the instructor slowed down after a note from MEAC.

Date: 16<sup>th</sup> of November

Time: 18:00 - 21:00

Location: Zoom

Turnout: 20

Price: Free

### IDFA x Off-Screen

Off-Screen had a collaboration with IDFA, where MEAC helped with the screening of *Le Temps Perdu*. Four Off-Screeners won free tickets for the screening through a lottery. Fee Spenkelink from MEAC and Jang himself went to the IDFA offices, from where Fee hosted a very interesting Q&A with Maria Alvarez, the director of the documentary. The screening was available on the IDFA online platform.

Things that went well:

- Very interesting documentary and Q&A.
- It was a nice opportunity for a committee member to show their talents.

Things that could have gone better:

- Only four Off-Screeners (plus MEAC and the Board) could get free tickets to the screening.

Date: 16<sup>th</sup> of November

Time: 18:45 - 21:00

Location: IDFA platform

Turnout: Unknown as Off-Screeners had to get their tickets via IDFA

Price: Lottery was open to Off-Screen members only

### Photography Event

The Photography Event was split into two sections: on one side, MEAC had an online photography competition, where people could submit pictures to the theme of "isolation-distance-hope". A total of 12 Off-Screeners submitted their work. On the other side, MEAC had an online event with three photographers who talked about their experience of being freelancers. All the participants could ask questions. At the end, each freelancer gave a small speech and then revealed the winners of the competition. The three winners won a framed print of their own submission.

Things that went well:

- Very interesting Q&A.
- The event was clearly structured and the freelancers knew their precise role as MEAC met up with them (online) the day before.

Things that could have gone better:

- Some members said they would have liked to talk more about their own submissions.

Date: 3<sup>rd</sup> of February

Time: 19:00 - 20:30

Location: Zoom

Turnout: 16

Price: Free

### Film Workshop Weekend

As Berlinale could not happen, MEAC decided to come up with a fun film-related alternative: the Film Workshop Weekend. MEAC hosted the Film Workshop Weekend, during which Off-Screeners produced a music video within one weekend. On Friday, the participants got to know each other via Zoom and worked on their concept for the weekend through an online workshop about screenwriting by Jordi Wijnalda and discussing this in breakout rooms. On Saturday, they pitched their idea to the media professional Jean Hellwig via Zoom to get feedback on their idea. Right after, they could pick up filming equipment from Jang's home and start the actual production. On Sunday, MEAC hosted an online editing workshop with Meip Wijn and the groups could individually start editing their music videos. During the day, the participants could finish their filming. On the following online Show Us Your Mov(i)es Borrel, Off-Screeners watched the music videos collectively and talked about the weekend.

Things that went well:

- Each workshop and pitch session was very helpful.
- Having sent a clear outline to each participant, it felt very structured and organised.
- MEAC got very positive feedback and the final results looked amazing.
- The hybrid system of online workshops with onsite filming in small groups worked out perfectly for this event, keeping it safe for all participants.

Things that could have gone better:

- The filming equipment was only explained via recommended YouTube videos, hence some groups struggled with using it (but it still worked all out).
- The event was right after exam week, which was not a perfect timing for students.

Date: 26th to 28th of March

Time: Full weekend

Location: Zoom

Turnout: 20

Price: Members: €15 / non-members : €17,50

### Pub Lecture: Media Activism

Off-Screen hosted another online Pub Lecture, this time about Media Activism. As online events usually only attract a small number of members, MEAC decided to collaborate with SES from European Studies, Kleio from History and Machiavelli from Political Sciences. MEAC then hosted the actual event where four experts on Media Activism had to debate over controversial statements concerning the topic. To visualise their stances, MEAC prepared a PowerPoint with a spectrum from 'I disagree - I somewhat disagree - I somewhat agree - I agree' on which each expert had to position themselves prior to the event. During the actual event, each expert had one minute to convince the audience about why their stance on the controversial comment was the correct one. After each statement, the audience had the opportunity to vote on where they would position themselves on the spectrum. The vote hence illustrated who was the most convincing. Each round was then closed off by participants asking follow-up questions to the experts.

Things that went well:

- MEAC got very positive feedback from the experts, the other study associations and the participants. This format worked perfectly via Zoom as it has an integrated voting tool.
- Each expert had very different thoughts concerning the statements, which caused very interesting debates.
- The event had a great turnout as each study association promoted it.

Things that could have gone better:

- The event had to be rescheduled as MEAC came up with the final concept too close to the initial date.
- The workload was not equally distributed between the associations and Off-Screen thus had a lot of work

Date: 20<sup>th</sup> of April

Time: 19:00 - 21:00

Location: Zoom

Turnout: 41

Price: Free

### Off-Screen's Film Festival

As cinemas were still closed, MEAC hosted the Film Festival as an online event. As every year, Off-Screeners were invited to submit short movies for the festival. MEAC got a total of seven submissions. For the actual Film Festival, the hostess Scyler greeted everyone in a Zoom from where the participants were redirected to Vimeo after a small introduction of the evening to watch the submissions. Jang previously edited all submissions with small introduction videos together. The stream was followed by a Zoom event with a Q&A with each filmmaker and the award ceremony. MEAC again invited three film professionals (Jordi Wijnalda, Linda Kopitz, Patricia Pisters) to select the top three short movies and to give feedback. There was also a public's choice award right after the Q&A.

Things that went well:

- The stream looked very prestigious and fun.
- The jury gave very interesting feedback and was well-informed about the structure of the evening.
- Filmmakers got a moment to shine and talk about their submission!

Things that could have gone better:

- The Q&A part was a bit long.

Date: 12<sup>th</sup> of May

Time: 20:00 - 22:00

Location: Zoom

Turnout: 20

Price: Free

### Further Collaborations with other committees

#### (High) Thoughts

MEAC collaborated with STC on (High) Thoughts. All information about the event can be found under the STC section.

#### Bob Ross Paint Party

MEAC collaborated with SAC on The Bob Ross Paint Party. All information about the event can be found under the SAC section.



## Farewell Weekend

MEAC collaborated with STC on the Farewell Weekend. All information about the event can be found under the STC section.

Head of SAC: Lara Godoff

SAC

Koen Geurts

Charlotte Hopmans

Eva Joosten

Bosse van Neck

Sarah Spiteri

### Introduction

Lara Godoff fulfilled her role as Head of the Social Activities Committee (SAC) of Off-Screen in the academic year of 2020/2021. This year demonstrated a lot of challenges for Lara as everything moved online and a new way of being social virtually was needed to help keep Off-Screen alive. With the help of her committee, Lara was able to create multiple online and in person events that did not break any given corona restriction at the given time.

Lara was on the Promotion Committee the year before, so she learned all about the ins and outs of Off-Screen and their events. Lara wanted to find a way to merge both Dutch and international students while also being sensitive to older years and their traditions and new events entirely. Lara hopes that her successor can learn that being adaptable is the most important skill when it comes to leading SAC as one never knows what will be handed to them and taking each challenge calmly and level headed is the best way to succeed. Lara is very excited to see what her successor will make of her next year, especially since it is Lustrum!

### Borrels

#### Senior Borrel

This was the first Borrel Lara hosted at the new Borrel location: De Heeren Van Aemstel. There was a large turnout of about 50 “senior” members of Off-Screen. This was the first time Off-Screeners were able to gather at a social venue since everything shut down due to corona. For Lara, this night was a great success!

Date: 20th of August

Time: 21:00 - 00:00

Location: De Heeren van Aemstel

Turnout: 50

Price: Free

Things that went well:

- It was the unveiling of the new Borrel location.
- There were more people showing up than the year before.

Things that could have gone better:

- Everyone had to be seated due to corona measures.

### In Person Borrels (De Heeren van Aemstel)

Lara started and ended the year with in person Borrels. This year she changed it to biweekly Borrels, rather than every week. This change allowed for a break and for larger groups to join and be excited about the Borrels. For the first two months she was able to host seated Borrels which allowed new Off-Screeners to meet each other. At the first in person Borrel she had more than 200 people show up to try to get a seat. Shortly after realising how popular the Borrels would be, she arranged for a ticket system to be introduced so know one would have to feel left out and not get a spot.

For Lara, having themed Borrels was really important. She started off the year with the Vegas Borrel, where each table had cards and games that could be seen in Vegas. Off-Screeners came dressed in their best outfits that fit the theme of the night. Unfortunately due to corona, the in person events had to stop and everything moved online until May. As of May, Off-Screen was welcomed back with open arms at De Heeren Van Aemstel where they started with weekly Borrels again as it had been so long since everyone had been together. Lara decided not to do themes primarily as sometimes themes can deter people and she wanted to be as inclusive as possible. However, the one theme she did was Willy Wonka and every table had lots of candy on it for members to snack on. Lara also introduced 'Sports Borrels in a Park' where everyone moved from the restrictions of a table and got into nature in the parks of Amsterdam to kick a ball around. This attracted lots of different Off-Screeners and allowed people to move around and talk to more people. To end the year, Lara hosted the Yearbook Borrel at Hannekes Boom. This location was beautiful, but hard to find (good to know for the future), however, overall, it was nice to have everyone "under the same roof" and be in close counters to end the year.

### Online Borrels

Online Borrels were a quick adjustment and being online meant having to adapt to bad wifi, overspeaking one another and low attendance. However, with themes and using different platforms the excitement stayed alive. Lara stayed with the biweekly Borrels online and each week had a different theme or event in order to get people excited to log on. She started on

Discord, but quickly learned this platform was not great for hosting large groups and quickly moved to Zoom and took advantage of breakout rooms. Lara and her committee started the year with an online pub quiz, then moving on to themes like: Alice and Wonderland, Off-Screen Olympics, Valentines Day Bingo, Show Us Your Mov(i)es, Santa, Halloween, Saint Patrick's Day, Escape Room, Harry Potter Dungeons and Dragons, and Murder Mystery. Overall, Lara was really proud of how creative her committee was and each idea and week was so fresh and exciting that people always enjoyed coming back! Every other week was a new challenge and that kept her motivated as her job was to keep others motivated.

## Events

### Meeting Off-Screen

To start off the year, Lara hosted a giant game of Crazy 88s where new Off-Screeners were given the opportunity in teams to meet each other and have two older Off-Screeners show them around the city while completing "crazy" challenges. The weather wasn't the best, however this didn't keep new Off-Screeners from wanting to join in on the fun. The winning team was rewarded with large Smirnoff Ice bottles that they had to chug at the ending location.

Date: 28th of August

Time: 16:00 - 00:00

Location: Amsterdam City

Turnout: 86

Price: Free

Things that went well:

- The Crazy 88s was well organised.
- The group leaders did a great job.
- There were way more sign ups than anticipated.

Things that could have gone better:

- It was pouring rain.
- The ending in the park was a bit chaotic.

### Comedy Night

Lara's first event for the year took place at Boom Chicago. This in person event allowed for a taster class for members to learn how to do stand up comedy and a performance by two cast

members of the comedy club. Lara arranged for each participant to receive a free beer upon entry as well. This event was new for Off-Screen and brought together a diverse group of members to participate and laugh together!

Date: 7th of October

Time: 21:00 - 23:00

Location: Boom Chicago

Turnout: 50

Price: Members: €11 / non-members: €13

Things that went well:

- Participants had a good laugh with free beers!
- First SAC event of the year at which the SAC did a great job.

Things that could have gone better:

- The show was really short (much shorter than requested) and the SAC had to quickly come up with a game plan.

### Christmas Cocktails

At this point in the year, everything moved online. Because of this Lara and her committee had to come up with an event that everyone could do from the comfort of their homes. They decided to host a night of cocktails and build gingerbread houses. Lara arranged three cocktail kits to be delivered in boxes to every participant's home along with snacks for the event. Each member of her committee was responsible for teaching the online participants how to make the cocktails and assemble the gingerbread houses. This night was a bit difficult as engaging with many members over Zoom can be hard. Next to that it can also be hard giving instructions as people may not hear you and some may be faster or slower than the rest. This introduced a challenge that Lara and her committee had to be prepared for on the spot. Other than this, the night was successful and people had a nice time drinking together.

Date: 2nd of December

Time: 21:00 - 00:00

Location: Zoom

Turnout: 30

Price: Members: €19 / non-members: €11

Things that went well:

- Zoom was used which worked much better for an event with a group of people.
- Participants loved their boxes which were fully stocked.

Things that could have gone better:

- People were all done at different times as everyone was doing it at home.
- The gingerbread glue didn't work.

### Drunken Pirates Treasure Hunt

This was Off-Screens first in person event after four months of being totally online. This event allowed for teams of 2-3 to receive a list of riddles that would then direct them to multiple bars throughout the city. It was snowing slightly that evening, which allowed for a nice atmosphere. All attendees enjoyed this evening as it allowed for people to see each other and run into one another along the way during the event. This event was also very inexpensive and each attendee received four drinks to keep them warm on their walk throughout the city.

Date: 10th of February

Time: 19:00 - 22:00

Location: Multiple Bars (Pamela, Kopstootbar, Café van Puffelen and Hans en Grietje)

Turnout: 30

Price: €7,50

Things that went well:

- Participants were able to see each other again at a safe distance.
- All the bars cooperated with no problem.

Things that could have gone better:

- The theme could have been more incorporated with costumes and/or bars.

### Bob Ross Paint Party

The Bob Ross Paint Party was the least expensive event, but really had a great atmosphere and didn't feel as if it cost less. Each participant was provided with brushes, paints and two canvases to create whatever their heart desired. Some groups followed a Bob Ross tutorial while others chose to create anything they wanted. Everyone met up at the Picasso statue in Vondelpark (very fitting) and were given as much wine and soft drinks as they wanted to keep them hydrated while the event took place. It was a very wholesome evening!

Date: 2nd of June

Time: 17:00 - 20:00

Location: Vondelpark

Turnout: 40

Price: €3

Things that went well:

- Great weather and a calming environment.
- Everyone had enough to drink and enough supplies to paint with.

Things that could have gone better:

- The SAC had a hard time being focused on painting and leading others.

### Boat Banger

For SAC's final event, Lara organised a three hour cruise around Amsterdam with unlimited wine and beer. Everyone was out on the water for two and a half hours and the weather was nice. After the event, attendees could join for a club night at Disco Dolly. The boat ride was lots of fun for participants, however there were many logistical problems. Because restrictions at this point were constantly changing, so was the boat size and the amount of participants. The boat company also promised three hours on the water, but only let us out for two and a half and once we were on the water this was non negotiable. Thirdly, quite some participants ended up getting corona at Disco Dolly despite everyone showing a negative self test beforehand. That was very unfortunate, but besides this everyone had a good time during the night itself.

Date: 30th of June

Time: 18:00 - 21:00

Location: Fun Amsterdam (Boat)

Turnout: 50

Price: €25

Things that went well:

- There was an abundance of free alcohol.
- The ride was smooth and people were happy to see each other.

Things that could have gone better:

- The boat went for two and a half hours instead of three hours.
- The speaker system was not as good as promised.
- Many members got corona at the afterparty.



### Introduction

Capucine Lorenzi fulfilled her role as Head of the Study Travel Committee (STC) of Off-Screen in the academic year of 2020/2021. This year, Capucine, with the help of her committee, strived to apply the Board's vision defined by the three core words: adaptability, solidarity, and communication. She found innovative ways to organise events and bring members together throughout the several corona restrictions and lockdowns the Netherlands experienced these past months.

She had at heart to keep the spirit of Off-Screen alive and she successfully did so by integrating games and competitions in almost all the activities she organised.

### Introduction Weekend

Capucine organised a two-day weekend of activities in and around Amsterdam instead of renting a house in the mainland as it used to be organised for previous Introduction Weekends because this was not possible to organise anymore with corona regulations. Moreover, Capucine had to wait for her PCR test result and was unable to join before Sunday afternoon. As a result, Nadia was put in charge of leading the activities. The weekend started on Saturday morning with a kayak tour of the Amsterdam canals followed by a city tour with drinking and bonding games focused on the Amsterdam student life in different groups. The day ended with drinks and a little dance party in Vondelpark. On Sunday, the whole group participated in "poldersport" and had a richly filled bbq at the location.

Date: 19th and 20th of September

Time: 10:00 - 22:00

Location: Amsterdam

Turnout: 30

Price: €45

Things that went well:

- There was a good balance between drinking and bonding, this allowed everyone to find their footing within the group.
- Participants appreciated having activities that required them to be more physical and in the outdoors (kayaking & “poldersport”).
- Good communication with Nadia and the planning went smoothly without Capucine.
- Sent out a booklet with memes and the detailed schedule of the weekend to participants on Friday night which helped good communication and manage participants’ expectations.
- Received very good feedback.

Things that could have gone better:

- The Introduction Weekend is always hard to plan because the STC isn’t formed yet, Capucine should have reached to her Board for more support in the planning.
- Capucine was waiting for a PCR result, Nadia had to take over in the meantime.
- There could have been a clearer script of where everyone had to be and what items they needed.

### Fall into Fall with Off-Screen

Fall into Fall with Off-Screen was the first online event for the STC, it was organised as an alternative for the Weekend Away as traveling was then impossible with the current corona restrictions. Capucine could not attend the event due to family reasons so Kaja took over the STC and organised the event together with them. The concept of the event was to assemble boxes with several fall items and activities, deliver the boxes to participants’ houses, and go through all the items in the box together on video call. The boxes each contained a pumpkin to carve, ingredients to make an Arretjescake, ingredients to make applesauce, ciders, candles, cards for drinking games, some craft supplies and fairy lights.

Date: 7th of November

Time: 11:00 - 18:00

Location: Zoom

Turnout: 25

Price: €7

Things that went well:

- Participants really appreciated the format of the event and it worked perfectly with the corona restrictions.
- Got very good feedback on the activities and recipes.

Things that could have gone better:

- Recommendation for future events with a box to encourage participants to meet in duos following the corona restrictions.
- Delivery of the boxes was very difficult because of their considerable size.
- Discord wasn't the best platform to hold online events like this as it crashed several times.

### Wanderlust Magazine

The STC created the Wanderlust Magazine to give indications and ideas for members to plan day trips on their own as soon as the restrictions would allow it and discover Amsterdam and the Netherlands in a new way during the corona pandemic. The Wanderlust Magazine was also added to the Off-Screen Instagram to remain easily available for current and future members.

Date: 15th of January

Time: 17:00

Location: Sent by email

Turnout: All members

Price: Free

Things that went well:

- Good research with a balance between different interests.
- Good feedback from students and faculty members.
- Fun addition to the activities of the STC.

Things that could have gone better:

- The workload wasn't equally distributed. The magazine was assembled by one of the committee members only, it would have been better to share an account among the whole committee for everyone to create their part and then work on the unity between the different parts.

### Around the World

This second online event for the STC followed the same concept as Fall into Fall. Participants could sign up and buy a bag containing different items that the STC would go through on video call. With those bags, participants “visited” five countries by trying five different shots, snacks, and answering quizzes about the local cultures, and played several rounds of King's Cup and Never Have I Ever. Participants had a lot of fun during the event and were happy to have such an activity during lockdown.

Date: 18th of February

Time: 20:00 - 23:00

Location: Zoom

Turnout: 20

Price: €7,50

Things that went well:

- Received good feedback.
- Participants appreciated the variety of drinks and snacks.

Things that could have gone better:

- The event was felt as a bit chaotic, especially for STC members who had to follow the schedule while everyone was drinking.

### Haarlem Brewer's Pilgrimage

Capucine organised a bar crawl with five stops in Haarlem. Participants had to hop from bar to bar in duos while completing challenges to receive the address of the following stop. Participants would text videos and photos of the challenges to their appointed STC member who would then send the addresses. Participants also had the opportunity of completing more challenges than necessary to obtain as many points as possible and win the prize of the Haarlem Brewer's Pilgrimage.

Date: 19th of March

Time: 13:00 - 18:00

Location: Haarlem

Turnout: 32

Price: €7,50

Things that went well:

- The weather was amazing.
- The challenges were really fun and diverse.
- Received very good feedback.
- Bars were happy with the collaboration.

Things that could have gone better:

- Capucine struggled to find a fifth bar to complete the crawl.
- The event was intense for the STC as they had to stay close to their phones to monitor their different duos and give out the next locations.

### STC week

On 12th, 14th and 16th of April, Capucine organised the STC week as an alternative for the Study Trip. It gathered 32 participants over the whole week and consisted of the three following events:

### Summer

Summer was a collaboration with SAC, where participants gathered in Oosterpark to do tie dye, painting, play drinking games, and bbq. The STC and SAC created and supervised four different stations for the four activities, participants alternated between the stations in groups of two or three during the afternoon to partake in all the activities. The weather was not always the best but SAC and STC made it work and all participants enjoyed the diverse activities that were offered.

Date: 12th of April

Time: 14:00 - 18:00

Location: Oosterpark

Turnout: 22

Price: €6

Things that went well:

- Received very good feedback on the activities.
- Being in a park made it very easy for participants to spread out and respect the corona rules.

Things that could have gone better:

- There could have been better communication and collaboration between STC and SAC.
- The weather forced participants to move around the park to find shelter from the rain.

### (High) Thoughts

(High) Thoughts was a collaboration with MEAC, Off-Screeners went to Zandvoort for an evening of poetry workshops, quizzes, and drawing at the beach. This event was very casual and felt very cosy to participants who enjoyed the intimate feeling of it.

Date: 14th of April

Time: 17:00 - 20:00

Location: Zandvoort

Turnout: 14

Price: Free

Things that went well:

- Participants were very happy to come to the beach.
- The activities promoted creativity and team building.

Things that could have gone better:

- Communication towards the end of the event could have been better as the group was divided in two across Zandvoort. However, everything worked out and participants all had dinner at one of the beach restaurants.

### City

The event City was a bar walk similar to the one previously organised in Haarlem but with the landmarks and bars of Utrecht and different challenges. The bar walk consisted of two cocktails and three beers. STC put an emphasis on giving cultural information about landmarks of the city as well as giving the location of participants' next stop. Next to completing challenges, participants also had to find Off-Screen stickers hidden around the city. As in Haarlem, participants could also complete more challenges than needed to get as many points and win the prize!

Date: 16th of April

Time: 13:00 - 18:00

Location: Utrecht

Turnout: 18

Price: €7,50

Things that went well:

- Participants liked looking for the stickers around the city.
- Received very good feedback on the cocktails.
- Good feedback on the event as a whole.

Things that could have gone better:

- Some challenges were a bit too hard which caused lack of involvement of some participants.
- It could have been a little easier and more exciting to obtain points throughout the day.

### Farewell Weekend

The Farewell weekend was the last STC event of the academic year. After a full year of corona restrictions, the STC was finally able to organise an in real life weekend in and around Amsterdam. On Friday, the STC took Off-Screeners to the South of Amsterdam to partake in archery tag and sheep herding. Participants had dinner on location, where they each made and baked their own pizza. On Saturday, Off-Screeners went to the Youseum to take their best selfies, they spent the afternoon at the Frankendael park to eat from the bbq and partake in the alcoholympics 2.0 and hang out.

Date: 11th and 12th of June

Time: 12:00 - 23:00

Location: Amsterdam

Turnout: 25

Price: €45

Things that went well:

- All the participants enjoyed the activities and STC received very good feedback for the weekend.
- There were diverse activities that fit everyone's interests and caused good team building.

Things that could have gone better:

- There could have been more focus on everyone's dietary restrictions.
- Next time it would be better to keep the STC trips on the weekends. It didn't work to put it on Friday and Saturday because a lot of students had deadlines at the end of the week.
- Communication within the committee should have gone better to offer the same experience to all the participants.