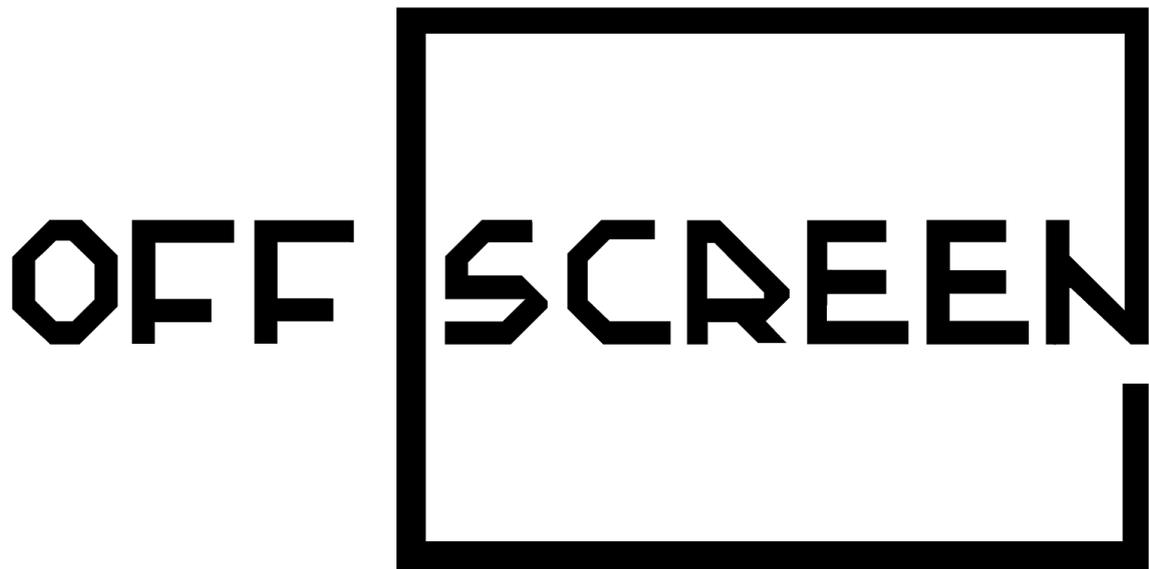


# **POLICY PLAN 2018 – 2019**



Study Association Off-Screen  
Media & Culture / Media & Information  
University of Amsterdam

## The Board

**President**

Jonas van der Ziel

**Vice-President**

Berber Peters

**Treasurer**

Koen Pelgrim

**Head of Media- and Educational Activities**

Karoliina Voldek

**Head of Social Activities**

Amy Bonsen

**Head of Travels**

Julia Wegman



## **Preface**

We would like to start our Policy Plan 2018-2019 by thanking all the past and current members of Off-Screen for giving us the opportunity to make the coming year of Off-Screen a great year. This years board is excited to organize and host the events of the upcoming year and to make it a great year for everybody associated with Off-Screen. In the past few years there has been a slight decline of members, although this year we can see a slight increase again. In the coming year we want to refresh Off-Screen in such a way that with a combination of old events and new events we will keep the old members excited and make Off-Screen interesting for new members.

This Policy Plan will give the members of Off-Screen an insight into what is to come in 2018-2019. As the board of 2018-2019, we are excited to present all our new ideas which will shape the coming year. All our ideas for the association, committees and events will be explained and showcased.

Off-Screen has become very dependent on its traditions in the past few years. As a result of a major shift from Dutch to international entries this year we decided that Off-Screen was due for some changes. This also means that some traditions will be broken and changed. We want to make Off-Screen not only attractive for the members that are already there, but we hope to create new traditions that will be attractive for the old and the new.

One of our main goals for the coming academic year of 2018-2019 is to put more focus on the study-related part of the association. The Media- and Educational Committee will have a more prominent role in the upcoming year. We want to give the students, both Dutch and international, the opportunity to put more time and effort in their interests in relation to the study. We would like to organize more events that give a closer look in the professional media landscape, so that the students can expand their field of knowledge in a different way.

We hope to create an environment this year that is fitting for everyone in different kind of ways. We want to further strengthen the unity between the Dutch and international students in such a way that we become a nice and safe place for every student of Media Studies.

*Jonas van der Ziel,*

President 2018-2019

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# **1. Current Situation**

Off-Screen is the study association of Media & Cultuur and Media & Information of the department of Media Studies at the University of Amsterdam. Established in 1997, Off-Screen has grown to become one of the biggest study associations within the faculty of Humanities. In the past couple of years Off-Screen has organized certain activities that have become a tradition and created a rhythm of activities which have proven to be effective for its members. These activities have always been organized to enrich the lives of its members, socially, educationally and culturally.

In the past few years there have been a few big adjustments to the association and for its members. The first change was the internationalization of the study association. For the first time, Off-Screen needed to change course and shift towards English. Anticipating the needs of this diverse group of students has been trial and error since it was a completely new process working with and for the internationals. The internationalization has also led to a growth of Media & Information. The direction of New Media within the study Media & Culture is now part of the study Media & Information. In past years, Media & Culture had always been the dominant study within Media Studies, this is now changing. At the beginning of the academic year of 2018-2019 the international students are becoming the majority of the students that have enlisted for Off-Screen.

The second change students and Off-Screen were faced with, in the past years, was the removal of the student scholarship which has been changed to a student loan. This was a financial blow for the association and its Dutch members, since its members have less to spend. With the increasing amount of international students joining Off-Screen, it is less known for the association in which financial state its members are. It is difficult for the association to make assumptions about how much money its members can spend on certain events.

A positive change that happened in the academic year of 2017-2018 is that the Media Studies of the UvA has been ranked the best Media Studies in the world. This has a lot of consequences for the study and the study association. A lot of international students will put their focus on Amsterdam as the city in which they want to study.

For the coming year, we aim to further stimulate the process of internationalization by trying to fully switch to an English atmosphere. We have chosen for this change to ensure internationals will not feel excluded, since the barrier created by language can be a big challenge to overcome. Also, with the student scholarship becoming a loan, we strive towards affordable, small activities to ensure members can still join. Since most students have less money to spend we need to invest in activities that play into this financial adjustment.

## **2. General Vision**

In our board we have a lot of different opinions and ideas which came together in our vision for Off-Screen. To summarize our vision we decided to use three core words. These core words will be the foundation for Off-Screen to realize our goals and plans for the coming year. Our core words are as follows: Balance, Trust and Progression.

Balance stands for a general harmony within Off-Screen, for example between Dutch and Internationals, first years and seniors and a balance between the committees. All events in the next year will be completely in English to create a friendly and open atmosphere in which everyone can partake. We want to create more balance between the events themselves by making several committees cooperate. We want to create a structure in which there is a healthy balance between social- and educational activities.

Trust stands for openness, tolerance and faith in each other. We want to create an environment within Off-Screen in which everybody feels safe and accepted. Off-Screen should feel like a family for each and every member. We strive to come as close to that as possible while still maintaining a certain professionalism. We think it is necessary to create a clear structure with clear rules in which members can trust. We think that a good base is very important to keep the study association open.

Progression stands for the further growth of Off-Screen as a professional association. We want to elevate Off-Screen to a new level of professionalism. The switch to English caused some messy communication and administration. This year we want to make sure that everything goes smoothly and correctly. We will create this order by switching all files completely to English and creating an archive of past events. We want to create a structure that will be a base for next year and the years to come. By creating this base we will give the coming boards the opportunity to grow further. Progression also means leaving old stuff behind, we feel like it is necessary to move on to reach a new level. By leaving behind some of the old traditions, we feel obligatory to be innovative in such a way that Off-Screen becomes more attractive for everyone.

## 3. Vision per function

### 3.1. President

*Jonas van der Ziel*

The position of President of the board of Off-Screen during the academic year 2018-2019 will be fulfilled by Jonas van der Ziel. Jonas will be responsible for creating a strong and efficient cooperation within the board. His role in the board as a whole will be to monitor and support for the other board members, so that the board can fulfill their work without issues. As President, Jonas wants to divide himself in a leading role and a supporting role, which means that he wants to be engaged in every event, without disrupting the board members in their autonomy. Jonas is partly responsible for the external contact of the association, he will maintain the contact with the University of Amsterdam.

#### **Vision**

Jonas wants Off-Screen to be a professional organization that in some instances can feel like a family. Off-Screen should have a professional, however, open appearance to the outside world as well as to its own members. For the members, Off-Screen should feel like a safe place where everybody can be themselves and speak their opinion. The board as a whole is not the only focus for Jonas in the next year, he also wants to focus on building a strong relationship with every member of the board individually. This relationship will be built on trust and respect, to magnify the general relation in the board. To strengthen the personal relationships in the board, Jonas will have personal talks with the board members once every three months to look back at what already happened and to look forward on what to improve. To ensure the progression that the board has envisioned at the beginning of the year, Jonas will stay critical and supportive throughout the year by reminding the board of the vision they set at the beginning of the year.

The members of Off-Screen are the crucial part that keeps the association running, with that in mind Jonas wants to be a trustworthy and open President towards all members. Jonas wants to engage regularly with the new, the current, the Dutch and the international members. The year started of with a big increase in international members, so Jonas will make sure that he is as accessible in English as in Dutch. He will make sure that the whole board will emit this demeanor. Jonas wants to focus on getting everyone as involved as they want to be in Off-Screen by keeping an eye out for more introverted people that aren't that social.

One of the most important roles of Jonas as the President of Off-Screen, is maintaining and strengthening the Off-Screen connection with the UvA. Jonas is responsible for the official communication between the UvA and Off-Screen. He will also be responsible for the contact with other external contacts such as ASVA and ALPHA. These organizations will further be explained later in this Policy Plan. Jonas wants to create an environment in which there is regular contact between the board and UvA officials such as Willem Pool, Simon van Asch and Jacqueline Antonissen. Jonas will have regular personal meetings with these officials of the UvA throughout the year. With this consistency Jonas wants to progress in the field of communications to make sure the connection is healthy and benefits the UvA as well as Off-Screen.

## **Reporter committee**

The Reporter Committee is the youngest committee of Off-Screen, this means that the Reporter Committee is constantly changing to find a way that best fits Off-Screen. In the past the Yearbook Committee was solely responsible for the making of the yearbook. The Yearbook Committee has been reformed into the Reporter Committee to create a journalistic platform.

During the year of 2018-2019 the Reporter Committee will mainly focus on reports on events in- and outside of Off-Screen, interviews with people in- and outside of Off-Screen, photography and the yearbook. There will be a lot of room for new ideas surrounding Off-Screen Live. The goal is to create a format that does not only work this year, but also in the years to come. Off-Screen Live will be a platform that focuses on Off-Screen in general, but also on the media world around Off-Screen. Off-Screen Live is meant to provide her members an insight of what is happening inside the organization and what is happening in the working field. At the end of the year Jonas hopes to leave the reporters behind with new skills and a portfolio filled with their own accomplishments.

The formation of the Reporter Committee will be focussed on giving talented and studious members of Off-Screen the chance to show and develop their skills. First of all, Jonas will focus on finding suitable photographers and graphic designers for the committee, because these roles are key for the development of the yearbook, which is still a vital part of the Reporter Committee. The Reporter Committee will be responsible for making photos during certain Off-Screen events such as themed borrels, parties and trips. These photos will be posted on the Off-Screen social media and will be used for the yearbook. The committee will consist of five or six members, dependent on the applicants their skillset and motivation. Jonas is looking for three main roles to be filled in his committee, the three roles to fill that he is looking for are a photographer, a graphic designer and presenter. These spots can be filled by multiple people. Jonas wants his committee members to switch between roles, he is looking for people we are capable to switch from role to role throughout the year.

The yearbook will be a project of all the Reporter Committee members together. The yearbook is meant as an overview of the academic year for the members of Off-Screen. Jonas wants to maintain the high standard of the yearbook that was set in the last few years. The yearbook will be a combination of content collected throughout the year and new content especially made for the yearbook. It will be a group project that is overlooked by Jonas as the Editor in Chief. The committee will be divided into separate roles, namely Deputy Editor, Art Director and Editors. The Deputy Editor is a supporting role for the Editor In Chief, this role will ensure that deadlines will be met within the committee. The Art Director is responsible for the visuals of the yearbook. From the general layout to the overall look of the yearbook.

## **Activities**

### Committee Members Activity (CMA)

Jonas will organize two Committee Member Activities this year. These events are meant as a reward for the members of Off-Screen that put in work to make Off-Screen in to what it is. The CMA's will mainly be focused on getting to know each other and having a good time with the other committee members.

**Summary**

- Strong and efficient collaboration
- Trustworthy and open demeanor
- Frequent contact with officials from the UvA to enhance the communication
- The Reporter Committee will progress in such a way that the content its produces will be interesting for the member of Off-Screen and people outside of Off-Screen.
- Main focus will be on Off-Screen Live, the yearbook and photography of Off-Screen events.

### **3.2. Vice-President**

*Berber Peters*

Berber Peters will fulfill the role of Vice-President of the board during the academic year 2018-2019. As Vice-President, Berber will be responsible for the administration and communication within Off-Screen and for the external communication with other study associations, organizations and companies.

#### **Vision**

Berber wants to be professional in her communication, her way of working and the content that she and her Promotion Committee will make. She wants to bring and maintain structure in the way she works, in the year calendar, in the content she and her committee will make and in the different online platforms. She wants to make sure all standard Off-Screen files, such as logos, are up to date, ready to use and easy to find for the people who need them. Also, Berber wants to maintain clear, professional and friendly communication with other companies and associations, as well as within the board and Off-Screen in general. If Berber feels like there is room for progression, she will not be afraid to make changes. Berber thinks the board in general should be approachable at all times, but in her opinion this starts with yourself. She wants to be approachable as Vice-President as well as a person. To achieve this, for example she will always attempt to help members with their questions. Even if she doesn't know the answer right away, she will do her best to find out and help someone. In this way she wants to make sure members will trust her.

#### **Email**

As a part of internal- as well as external communication, Berber will be responsible for the Off-Screen mail. She will send out emails to the members. Including reminders for the collection of membership fees, general members assembly (GMA) announcements including the minutes of the previous GMA and optional invitations for travels. Berber will only send emails to the members when necessary, the rest of the communication with the members will be via the social platforms. An exception will be made for events like Introduction Weekend and the International Dutch Culture Day. These events will be promoted via email, because they are interesting for first years that possibly don't follow Off-Screen on social media yet.

Berber will receive emails from both members and external parties. She will either answer them or serve as an intermediary between external parties and other board members. Her goal is to answer all emails within three working days at the most. And she will always reply in a professional and polite way.

Since this year there is a new 'privacy law'. Berber talked to Simon van Asch (study coordinator) and Jacqueline Antonissen (study advisor) about this. From their predictions it will not affect the way in which Off-Screen operates. The most important aspect is that organizations are not allowed to share information about their members with other parties. Berber will still be able to send mass emails to inform the members.

#### **Membership file**

Berber will manage the membership file and therefore process all subscriptions and unsubscriptions. In the first weeks of the academic year, until the membership fees will be claimed (last week of October), she will process the subscriptions and unsubscriptions daily. After the fees have been claimed and most subscriptions and unsubscriptions have been

processed, Berber will keep up with them weekly. In all cases the new members will receive a confirmation email as soon as the registration has been fully processed and vice versa for the people who want to unsubscribe. Berber will start using Conscribo for the membership file. Conscribo is an online platform that helps keeping the membership file and the budget organized. She will start with making an Excel sheet of the membership file and then upload the information to Conscribo. Conscribo makes the membership file very accessible and easy to work with. But there will still be an Excel version of the membership file, just in case something goes wrong with Conscribo.

### **Board Calendar**

Berber will also be responsible for the board calendar and the corresponding, so called, shadow calendar –the calendar that contains the actions that have to be fulfilled to realize an activity, including deadlines. She will manage these calendars through the whole year and make sure that there is enough time to prepare for events and promotional content. Because Berber will keep up with these calendars, she will have an overview on the tasks that other board members have to fulfill and together with Jonas she will remind them of these.

### **Minutes and Annual Report**

Berber will take minutes on all GMA's and board meetings. She will email the minutes of the GMA's, as mentioned before, to all the members. The minutes of the board meetings she will provide with 'to do'-lists for every board member for the next meeting and those will be found in the Google Drive so every board member is able to read them back. Every board meeting the to do's of the previous week will be checked.

At the end of the academic year Berber will be responsible for the Annual Report which she will write in cooperation with the other board members and email to all members.

### **Online Platforms**

Berber wants a clear structure in the way each online platform will be used. The function of each platform needs to be clear, not only for the board but for the members as well, so they know exactly where they can find what kind of information.

### Website

Berber wants the website to be a more prominent platform and to be used more often. To achieve this she thinks that the function of the website needs to be clear from the beginning of the year (3rd of September 2018). The website should be a platform where people can find information about...

- Internships
- Calendar
- Newsletter / Off-Screen Live
- The history and the working of Off-Screen
- The board and previous boards (in pictures)
- Committees
- Off-Screen's (discount) partners
- Promotional material
- (Sponsored) events of companies

In other words: the website will serve as a source of information and as an archive for information and visual (promotional) content. To make sure members are aware of this, she will upload stories on Instagram whenever there is new information on the website.

In the past years, the internships on the website were mostly in Dutch. Berber will contact each company that offers an internship with the question if they hire international students as well, before she puts it on the website. If not, she will still upload the internship, but she wants to make sure to check the possibilities for international students as well. If she notices that there are not enough internships for internationals, Berber will look for companies herself or ask the Acquisition Committee for help.

Another important aspect to make sure offscreen.nl will be used more is that the website should be up to date throughout the whole year, so people get the feeling that this is a current platform and they will visit it more often. Besides that, other social platforms as Instagram can be used to refer to the website and direct people to it. For example: Berber can post a story on Instagram with the information that there are new internships uploaded, so people will get curious and go check out the website.

### Facebook

Facebook will be the online platform where members can find information about the events that Off-Screen organizes. In the past years it was possible for companies to get promoted on Off-Screens Facebook. Berber does not want to make use of this option anymore. In the paragraph "Promotion on online platforms" she will elaborate on this.

In the past there has been a limit of one Facebook post per day. Last year Asja, the Vice-President of that year, chose to step aside from this if needed. Berber wants to proceed with this. In all cases the posts on Facebook should not feel as spam for the members. But when she thinks it is necessary, Berber will place more than one post a day. To check up on how the amount of posts on Facebook is experienced by the members, she will ask them about this throughout the year. Berber is the person who will invite most of the people to Off-Screen Facebook events. This is why, since the beginning of the academic year, Berber added as many new members as a friend on Facebook as possible. She will keep doing this throughout the year.

### Vimeo

Vimeo will remain the platform where all the promotional video's can be found. Berber will make sure this is complete and keep it up to date throughout the year. On other platforms a Vimeo link can be used to show a video. Facebook will be an exception. Video's will be uploaded on Facebook directly, because Facebook puts video links on a lower algorithm, what would result in a lower reach of people.

### Youtube

YouTube will be/stay the platform where all reporter content can be found. Berber will, together with Jonas, work on the structure of Off-Screens YouTube channel. They will make sure the content is complete, structured and up to date.

### Instagram

Over the last years Instagram added new features and has become more popular. Berber wants to make more use out of Instagram this year and use it more often than instead Snapchat. She will post stories like countdowns until a party, reminders for sign up deadlines and short videos of what is going on at 't Hok at that moment. Berber will use the story on Instagram to daily remind people of Off-Screen and her activities, but in a more low-key way than it would be with posts. Berber wants posts on Instagram to be used for more important and more aesthetic stuff like posters for travels or parties, etcetera.

On Instagram you can easily see the statistics of your profile. Berber wants to use this to see on which day and on what time it is best to post something. As a small extra, Berber will make an official location for 't Hok, so people can check in on Instagram and Facebook and can find the pictures of other people that were at 't Hok.

### Snapchat

The popularity of Snapchat decreased significantly the past year. Instagram now offers almost everything that Snapchat does. That is why Berber, at the moment, does not see the addition of Snapchat. A feature that still only Snapchat offers, in comparison to Instagram for example, is the "group story". Berber thinks this could be suited to use on trips. Everyone that is on the trip can add things to the group story, so everyone can see what the others are doing. Berber wants to explore if members like using this. If that is the case she will use this feature on trips.

### LinkedIn

Throughout the past year, there was a demand for an Off-Screen profile on LinkedIn, so this was created. Berber will make this profile up to date and, in collaboration with the Acquisition Committee, explore the options of this platform.

### Promotion on online platforms

Berber wants to make a clear division between the different social platforms and their functions. To accomplish this, she will make some changes in the way Off-Screens online platforms were used before. The coming year there will be no more promotion of companies on Facebook. (Discount) partners of Off-Screen may be promoted on Instagram. But the official platform for promotion of other companies will be Off-Screens website. Berber and Jonas added a pin-up board to the website. This will be the place where promotion for companies, events, discounts, etcetera. will be posted. Also internships and other vacancies will only be posted on the website. When a vacancy is posted Berber will send an invoice to the company. She will make sure that Koen (this years Treasurer of Off-Screen) also gets the invoice so he knows he can expect a payment.

### **Promotion Committee**

Besides managing above mentioned tasks, Berber will be the Head of the Promotion Committee 2018-2019. Depending on their aim and length, activities will be promoted by a poster, teaser, promotional video and/or aftermovie.

The promotional material has become more professional every year. Berber wants to continue this progress. In the beginning of the year, Berber will arrange some workshops for her committee members so they learn the basics and can grow from there throughout the

year. With basics Berber means things as how to use a camera and the basics of programs like Adobe Photoshop and Premiere. These workshops will be arranged as cheap as possible and are included in the budget. Besides this, Berber will make sure that her committee members have knowledge of the promotional content of previous years, so they know what it looks like, how it has developed over the years and can form a critical opinion about the content. Berber would like to work with the best equipment possible. She will always first search for free ways, like borrowing equipment. If this isn't possible Berber will look at the options for renting equipment. In any case she will ask herself if the costs are worth the result and added value in comparison to the free options. This applies for shooting locations, props, etc. as well.

Last year, Asja introduced a limit of two minutes for promotional videos and aftermovies. Berber will maintain this limit, because this will keep the videos more interesting and will challenge the Promotion Committee to be critical. As to the posters, Berber will make sure not only the date of the event is on the poster, but also the year. Berber thinks this is important and may come in handy for next years.

To make sure the promotional products are finished on time and to maintain consistency in when the content will be published, Berber will make a promotion calendar. Throughout the whole year the promotion committee will work strictly with the deadlines in this calendar.

Berber thinks it is important that the promotional material is in line with the vision of the committee that organized the event. To achieve this she will let her Promotion Committee make a mood board first. Berber will pass this through to the head of the concerning committee who will discuss it with his or her committee members. They can give their feedback about the colours and the overall feeling and after that the Promotion Committee can make their products. In previous years there were meetings with members of the Promotion Committee and the concerning event-committee. Berber thinks that with this mood board system and without these meetings she is going to save time, but in the same time achieve the goal of making material in line with the vision of the event-committees.

Berber will form her Promotion Committee out of six or seven people (excluding herself), depending on the applicants. She thinks with this amount of people the workload can be nicely divided. By forming her committee she will focus on the motivation and a will to learn. It would be nice to have some people in the Promotion Committee that already have some experience with making content, but it will not be a must.

### **Summary**

- Structured administration
- Professional and polite communication
- Stick to deadlines (and help people remind them of them)
- Functional online platforms
- Professional promotional material

### 3.3. Treasurer

*Koen Pelgrim*

As Treasurer, Koen will be guarding Off-Screen's financial state throughout the whole academic year. This includes three main responsibilities regarding Off-Screen's financial aspects: accounting, keeping the association financially stable and taking care of Off-Screen's brand awareness. This means Koen wrote a budget at the start of this academic year, with every expected income and expense for the year of 2018-2019. During the academic year, he will keep track of every realized income and expense at every event in comparison to the budget.

#### **Vision**

Although Off-Screen is expecting a slight increase in members compared to the past few years, looking at the growing interest in Media Studies among Dutch and international students, Koen will adapt the budget to fit this possible slight increase in members, while at the same time looking at it with a critical view. His task as Treasurer will thus not only include setting a budget for Off-Screen, but putting every decision and activity into perspective looking at income and expenses. The same goes for the expected amount of unsubscriptions Off-Screen will receive the upcoming academic year, which is still unclear to this point.

The current budget is based on several calculations regarding new subscriptions, existing subscriptions and possible unsubscriptions. Other calculations include the expected income of the book sales via StudyStore, the grants offered by the Faculty of the Humanities and ALPHA, and the reservations of last year. Even though last year's budget was a great example for Koen to work with and he might expect more income than last year, Koen doesn't want to be too optimistic about this year's income. This will not only prevent possible disappointments for the upcoming academic year, but it will also give Off-Screen a buffer for unforeseen expenses or even some extra budget to get the most out of every event. Koen will also keep an eye on every board member and their events to make sure he can divide the income as efficiently as possible to make sure every event or committee gets what it deserves.

As last year's income turned out to be a bit higher than expected due to more grants from the Faculty of Humanities and ALPHA, Off-Screen's equity has grown. For the past few years Off-Screen has intended to add €1000,- to their equity each year. Last year this was scaled down to €750,-, because it was not necessary to add that much money to Off-Screen's equity. Because the equity is at a comfortable amount of approximately €5000,- right now, Koen is planning to add €150,- to Off-Screen's equity up to this point. This will be a great starting budget for the board of 2019-2020.

Looking at the accounting aspect of being Treasurer, this year will be a bit different from the past few years since Off-Screen has invested in an accounting program that Koen will be using to document Off-Screen's income and expenses during the upcoming academic year, called Conscribo. The usage of this accounting program will make keeping the financial statement up to date much easier than the past years, when Koen will be well known with the accounting program and its functions. Using Conscribo will result in a professional, digital and especially clear overview of Off-Screen's income and expenses throughout the whole academic year.

Koen's vision regarding the core words will mainly apply to the way he will have contact with his board, his acquisition committee, the existing discount partners and the new

contacts Off-Screen will establish in the upcoming academic year. Although his main goal this year is to keep Off-Screen's income and expenses balanced, Koen also wants to keep balance in the board. As Treasurer, he will have a supporting role within the board, by giving every board member advice on how to execute every event or expense as efficiently as possible. Therefore the board has to trust Koen to be their Treasurer during the upcoming academic year, and he has to trust his fellow board members as well. Koen also wants all members of Off-Screen to trust him as this year's Treasurer. He wants to secure this trust by selecting an Acquisition Committee with whom he will establish a strong bond and working atmosphere.

Koen has a heart for personal development and progression regarding self-presentation on a more professional level. This means Koen will put more emphasis on aspects of Acquisition that apply to our members. Think about a clear overview and frequent updates on discounts, partnerships, internships and job offers on our website. This will result in members knowing where they stand and knowing in what way Off-Screen can help them find their way in Amsterdam and in their workfield. Last year's Acquisition Committee has helped Koen get this off the ground by gifting this board the Partnership-Bulletin Board to give a tangible overview of all current partnerships Off-Screen has with her discount partners.

### **Acquisition Committee**

Upcoming academic year, The Acquisition committee will be mainly responsible for keeping in touch with the current (discount) partners, while also looking for new exciting sponsors for Off-Screen and her events.

Looking at the Acquisition Committee, Koen wants to expand on last year's developments regarding the responsibilities of the committee members. Instead of seeing an Acquisition Committee as an 'extension' of the responsibilities of the Treasurer, Koen wants to give his committee members as much space as possible regarding networking, discovering their own abilities and combining forces to get activities, events and partnerships off the ground. This is also the reason why Koen added an extra 'open' event for the Acquisition Committee, to give his committee members enough space to stay motivated throughout the upcoming academic year. This also gives them a chance to work together as a team and get a new event off the ground. Just as previous years, Koen wants to teach his committee members how to present themselves to businesses and possible discount partners by letting his committee members work on their calling and emailing skills.

Since he has been a committee member last year, Koen thinks it's important for committee members to have a strong bond and not be afraid to say what's on their mind. To bring changes to the Acquisition Committee Koen thinks it's important to work together with committee members that have a heart for the association and at the same time are willing to look at the association and her activities in a critical way. For Koen, the ideal formation of the Acquisition Committee for the upcoming academic year would be a mix of first year students and students who are included in Off-Screen for a longer period of time. This will result in an Acquisition Committee with new and refreshing ideas for Off-Screen and at the same time is willing to reflect on the Acquisition Committee of the past few years, to give an interesting perspective regarding acquisition.

During the upcoming academic year Koen wants to sustain the current partnerships Off-Screen has and at the same time look for new and exciting partnerships, for example

looking for interesting locations and partners for borrels during the exam weeks. Koen also wants to put emphasis on the importance of personal contact and regularly keeping in touch with the current discount partners. Looking at the past few years, Koen personally thinks Off-Screen has more in store looking at the way the association presents partnerships with employers and internships. This year Koen wants to make sure every member knows where to find job offers and internships as easy as possible, because of the fact that during the past few years important updates on job offers and internships sometimes seemed to go unnoticed, which is a pity. This is why in collaboration with Berber, Koen will make sure that job offers and internships are mentioned on a special platform on the Off-Screen website, as well as updates in Instagram Stories for example.

## **Off-Screen Partners**

### Studystore

During the previous academic year there has been miscommunication between the UvA, Off-Screen and Studystore. To great regret this led to students paying more for their study books than they should have, eventually leading to a loss in book sales. Even though these effects caused first year students to lose trust not only in the services provided by Studystore, but also in buying books via Off-Screen, the reason Koen chose to work with Studystore another year is the way they resolved last year's problems. They were really eager to solve the problems that occurred and were very understanding during the entire period. On the other hand the deal offered by Studystore Koen has chosen to be the best one, after comparison with other book selling companies. Luckily the contact between Off-Screen, the UvA and Studystore has been going well so far, minimizing the chance of problems like last year's.

### Discount Partners

As stated above, Koen wants to sustain the current partnerships and discount partners Off-Screen has established during the past few years. Other than the fact that Koen values personal contact with partnerships and discount partners, he also wants to give his Acquisition Committee as much space as possible to work on their own networking skills by looking at new and refreshing partnerships and ideas for small Acquisition events and activities. For example, Koen will be in contact with brands that apply to Off-Screen's members, while at the same time sponsoring events like parties or Study-related events.

### Merchandise

Koen will be in charge of all the Off-Screen merchandise that will be produced and sold this academic year. He will make sure that all the orders and payments will be documented in a clear and professional fashion. When the designs will not live up to the Acquisition Committee's expectations or a creative block occurs, The Acquisition Committee will partner up with the Promotion Committee to make sure every member of Off-Screen can enjoy merchandise items of the best possible quality.

### Activities

### CV Building Workshop

As Treasurer and head of the acquisition committee, Koen thinks it's important to be aware of how people present themselves to the outside world. Especially in today's media landscape it's really important to make sure you present yourself in a professional way to possible employers or business partners. The CV Building Workshop will give off-screener the opportunity to work on their resumé and networking skills. To make this work, a professional will be hired to give a certain amount of Off-Screeners an insightful view on presenting yourself professionally.

### Parent/Family Borrel

The Parent Borrel is all about giving the parents or relatives of Off-Screeners the opportunity to see what their family member is doing at the UvA and at Off-Screen. The Parent Borrel consists of a guest lecture by a UvA professor and afterwards having dinner with each other and going to the borrel. It's a nice way to meet the relatives of the Off-Screeners you already know and a great networking opportunity. Since Off-Screen is being directed towards international students more each year, the Parent Borrel will be announced as early as possible to give international students the chance to inform their parents and other relatives about this event.

### Thesis Pitch

During previous academic years, the Thesis Pitch was an event where students could pitch their theses after finishing them, or while writing them. They could present their thesis for a jury of experts, as well as a jury of their peers. This event has been organized together with AKT, the Study-Association of Media and Culture in Utrecht. Even though this event was a great way to let students present themselves in a more professional way, the event will most likely be cancelled this year due to the loss of interest during previous years.

### Study Career Event

The Study Career Event is organized each year in collaboration with the UvA as a way to inform first year and second year students about the choices they can make during their education. The UvA will inform them about the possibilities to take several electives or to do an internship either in the Netherlands or even abroad. Off-Screen has organized a networking 'borrel' after this event for several years, where students could get in touch with seniors and network with companies, regarding their possible choices for the upcoming academic years. Although the event didn't get the attention it deserves for the past few years, this year Koen will make sure to collaborate with the UvA on a closer level to get this event to its full potential.

### Open Committee Event

The Open Committee Event is a new event which Koen wants to get off the ground to keep his committee motivated throughout the academic year. The members of the Acquisition Committee will get the chance to think of an all new acquisition related event. For this event, the committee members will have to work together closely to set up this event from the ground up. Koen will guide his committee in the process of setting up this event, but he will give them enough space to let their minds race and to let their imagination run free.

Lottery/Goodie Bags/Small Borrel Event

For additional activities for the Acquisition Committee, Koen was inspired by last years' Acquisition Committees. For example, Koen wants to host small events like lotteries to collect money for charity. Last year Off-Screen collected over €300,- for the Aids Fund by hosting a small Lottery at a Borrel. Also, last year's Acquisition Committee was able to put together Goodie Bags for the Study Trip. Small activities like these are great examples of ways to keep the Acquisition Committee motivated throughout the year. Therefore, Koen will carry on hosting small activities like these during the upcoming academic year.

**Summary**

- Budget for the year 2018-2019
- Financial Statement
- Acquisition Committee
- Discount Partners
- Parent/Family Borrel, the Study Career Event and the Open Committee Event

## **Media- and Educational Activities**

*Karoliina Voldek*

Karoliina Voldek will be Head of the Media and Educational Activities Committee (MEAC) during the academic year of 2018-2019. She will be responsible for organizing the events which will expand the Media studies beyond the academic frameworks.

### **Vision**

Karoliina sees Off-Screen as a great family - a community which welcomes everybody and inspires people to be themselves. However, she wants to extend the feeling of community by giving a chance for self-development to every Off-Screener. Karoliina believes in a healthy balance between the relationship of Off-Screen and the University of Amsterdam (UvA). She will be focusing on students' opportunities to achieve practical skills and further knowledge in New Media, Film and Television next to Media Studies at the University of Amsterdam. She wants to give members a chance to attend educational events, and still learn in engaging and entertaining way. Karoliina will accomplish this goal by organizing interactive and practical events continuously throughout the year. The events will be organized in an appealing way to amplify the interest in academically beneficial events which Media- and Educational Activities Committee (MEAC) mainly focuses on. As the Study Association and MEAC were invented to be an extension of Media Studies, Karoliina wants to maintain and gain better connections with the UvA and briefly include the university's advice and prospective to all the MEAC activities. Moreover, she wants to gain the trust of the UvA for all the Off-Screen activities the board will organize as this will illustrate the beneficial side of our study association.

Karoliina believes in the power of continuously active MEAC events and activities. Moreover, she wants to improve the constant development and moving towards certain goal. For instance, she will organize the series of Photography Hike throughout the year where members can express their creative self by taking pictures guided by a professional photographer. With this method Karoliina will be able to keep the members constantly active and interested in MEAC events. She believes that the focus on progression and constant movement will increase the members' activity. This will keep the members interested all the year round and gain the continuous interest in study related activities. Besides constant movement and progression, Karoliina wants to keep the students interested in the wider field of Media Studies and show the opportunities for further job perspectives. To accomplish the goal, she will be organizing events from every field of Media Studies - film track, television track and new media track. She believes this way there will be a better connection between both studies (Media en Cultuur and Media and Information) and moreover, the members will build bridges between each others' studies.

Karoliina wants to gain trust between the organization Off-Screen and the members and she believes that one common language will improve the trust between everyone. This year all the MEAC events will be organized in English which will allow all the students from Media Studies department at UvA to attend all the events. Her goal is to include Dutch and International students equally and internationalization of every event will help Karoliina to reach her goal.

Furthermore, her mission for organizing all the events is paralleling them with the courses and providing the most relevant information and acknowledgment the students need. For example, before exams of certain courses there will be organized Study Sessions - Transformation in Media Culture, Philosophy of the Humanities etc. Furthermore, there will

also be events that conclude different courses. Karoliina also wants to organize events which show the relevance of the Media Studies in the most entertaining and relaxed way. For example, in the end of the first block after the first year students have finished their Media Aesthetics exam she is going to organize a movie night to sit back and enjoy movies.

### **Media- and Educational Activities Committee**

Karoliina will be the head of the Media- and Educational Activities Committee in 2018-2019. Karoliina wants to provide enough freedom for creativity and development to her committee, however, always guide her members to the right direction of our vision for Off-Screen and MEAC for the year 2018-2019. She will keep the structure of five committee members, giving challenges and responsibility as every individual can take in the committee. For Karoliina's MEAC she will be giving an opportunity to every committee member to be the head organizer besides her for one of the main events. It will be decided during the first two committee meetings. She believes it will show the committee member the actual responsibility of organizing an event. Furthermore, all the tasks will be equally divided between all the committee members and switched around for every event. Karoliina believes this will teach every committee member the different aspects of organizing an event. Karoliina wants people in her committee who are interested in the bigger field of Media and would love to organize event for others which extend our everyday Media Studies. Karoliina is a creative mind in her personality and would love to have people in her committee who can think outside the box. However, organization and planning is one of the most important qualities as well. As Karoliina will leave much room for creativity for her committee members, she will still expect organized planning from everyone.

### **Activities**

#### International Dutch Culture Day

The event will be mostly organized for the first year Dutch and International students. The goal of the event is to give an opportunity for internationals and Dutch to mingle with each other while internationals will be discovering the Dutch culture and language. The event will start with an introduction to the Dutch culture and later will continue with language courses for the internationals. After the official part of the event we will go to a Dutch pancake restaurant, eat traditional Dutch food and play some games.

#### Photography hike

The photography hike is a two-hour event which will be free of charge, however there will be a sign-up link. The event will be led by a photographer who takes the Off-Screen members on a walk where they all take pictures of surroundings or each other. It will be continuing event that will be organized throughout the year. Each photography hike will have its own theme and certain location. All the members are welcome to join with various cameras they own – smartphone camera, disposable camera, film camera, DSLR, etc. After the hike all the participants can upload the best pictures to the event.

#### Movies by Night

The event Movie by Night is an Off-Screen movie night where three different movies will be shown by the MEAC committee. There will be screened three diverse and high rated movies from the cinema world. After the films members have an opportunity to spend a night in a

hostel. Karoliina decided to continue organizing the new event from last year because of its success and interest. This year the event will be held at the beginning of the year, after the end of the first block. Karoliina believes MEAC needs to show a larger spectrum of the events they organize. Furthermore, the event is a nice conclusion to the end of the course Media Aesthetics for first year students.

#### TV Show visit

Off-Screen will be visiting one of the major TV shows or TV production companies. The event will show the insights of Television production. Karoliina will try to make the event fully in English this year, however, if it is not possible in any ways, this will be the only event organized for Dutch students only. Karoliina will leave this event open for her committee members and believes it is easier to organize for Dutch committee members and they will find more creative opportunities to make it best for Dutch television students.

#### Study Sessions

The study sessions will be organized throughout the year. Karoliina decided to keep the sessions because of the good feedback it has gotten from several past years. However, she will change the concept by making the study sessions more structured and based on students' needs. Karoliina and her committee will briefly investigate the students' interest and needs to prepare for the exam the best. Furthermore, Karoliina will discuss everything beforehand with the teacher. There will be a 3 euro fee for participation to avoid the drop out rate from students. Only Off-Screen members will be able to participate in the study sessions and Karoliina will ensure that this is announced clearly. Study sessions are organized for several courses this year - Media Aesthetics, Media Culture in Transformation, Philosophy of the Humanities, Media Theory.

#### Berlinale

Berlinale is one of Off-Screen's traditional event which has taken place for many years. Berlinale is one of the biggest film festivals in the world and Off-Screen will be visiting the festival again in the wonderful city of Berlin. The educational trip to Berlinale will take place on the weekend and around 50 Off-Screeners will stay in a local hostel in Berlin. Off-Screen will go see several movies at the Berlinale festival and Karoliina and her committee will also organize extra media related activities besides the movies. Karoliina has decided to extend the Berlinale trip to 4 days. She wants to give her committee more freedom organizing different day time activities and further, extending the period of the trip will compensate for the length of the long bus ride.

#### Influencers and Marketing event

The Influencers and Marketing event is another new event for Off-Screen. The event will bring together the professionals from the media world and enthusiastic media students. The MEAC will gather together influencer like YouTubers, Instagram influencers and furthermore, marketing experts from different marketing agencies to introduce the possible career prospects to media students. The experts will discuss important new media related events around the world and give an insight into their job. Karoliina believes that the event is important for students who study New Media studies and will contribute on many levels to

their studies. However, it is generally interesting and a useful topic for every student in Media Studies.

### Off-Screen Film Festival

The Off-Screen Film Festival has been organized annually and it has become a traditional Off-Screen event. The event has been created to show the creativity of our study association and give the members an opportunity to create a short film which will be shown in a big cinema screen. Off-Screen members are welcome to send in short movies which can not be longer than ten minutes. Karoliina believes that this event will have more participants if the event will be promoted starting from January and encourage students to participate early on. The MEAC will think of a creative way to promote the event differently and more beneficially. Karoliina and her committee will invite a professional jury to decide the winner and give feedback to all the participants. The winner will be receiving Off-Screens Golden Duck.

### **Summary**

- Self-development for every Off-Screener
- Healthy balance and relations between University and Off-Screen
- Continuously active MEAC events
- Events relevant and useful for Media Studies
- Organizing all events in English to maintain the healthy balance between International and Dutch

### 3.5. Social Activities

Amy Bosen

Amy Bosen will be the Head of the Social Activities Committee (SAC) during the academic year 2018-2019. As the Head of Social Activities, she will organize the weekly borrels, parties and other social events together with her committee. Social activities are very important for members to feel welcome, get to know one another and keep them enthusiastic throughout the year.

This year Amy wants to build on to existing events, as well as keeping them fresh and creating new ones. She wants to find the right balance between tradition and renewal.

#### Vision

To Amy, Off-Screen always felt like a second home. It is very important for her that it feels the same way for the other members as well. She wants Off-Screen to be a place where members want to return to every time. This means that the members should be in a place where they trust the SAC to make the most out of each event.

For Amy, the borrels and the party's are the place where members meet and connect with each other. That is why Amy wants to make sure that there is progression in letting international students feel more welcome and at home at Off-Screen as well. Since there have already more internationals signed up than last year, Amy hopes it will be easier to let members speak more English at events. She wants to find a balance between themed borrels so that at every themed borrel, Dutch and international students feel welcome. The board and the SAC also play a very important role in this, they can make sure that everybody starts to talk more English and get involved with each other. The internationalization is one of the most important features of this academic year for Amy.

Amy want to improve the cooperation between committees and find a balance. She sees great value in working close with the Promotion Committee, the Acquisition Committee and the Media and Educational Committee. For example, some borrels during exam weeks will be in collaboration with partner deals.

Last year the communication between the SAC and Promotion committee did not go as smooth as necessary, that's why Amy really wants to work close with Berber and her committee to make sure there won't be any misunderstandings so they can both make the most out of their jobs as committees. Berber's committee will be making mood boards for every party and Amy and Berber will discuss the moodboards in person.

This year Amy and Karoliina will have an event together: The International Dutch Culture Day, where they will combine learning and being social together.

Last year Off-Screen tried to work closely with other associations, which didn't turn out best for either sides. This was really a shame. Amy wants to try again to let them work closely, but will be more careful while doing so. She will contact them soon so our calendars will work together. Also she will look at associations that maybe are a better match with Off-Screen.

#### Social Activities Committee

For her committee Amy is really looking for people that have a heart for the SAC. They need to be creative, social and good communicators. This way they can make the most out of the activities.

For Amy it is really important that her committee members get along really well, because that is when you get the most out of each other. That is why it's also very important that Amy can trust her SAC members and that they can fully trust each other and Amy. The SAC is a very intense committee throughout the whole year, since you have an event at least once a week. That is why you have to keep motivating each other and make sure that being a SAC member stays something that you love to do.

Amy will give her committee members a lot of responsibility, because she believes that is a good way to improve themselves. So she will let them organize as many parts of a party as possible. She really wants to give them an opportunity to learn a lot and look back proudly at the SAC year they left behind.

### **Activities**

For the activities Amy's focus is to make members enthusiastic, have fun and especially socialize, whether it is a bigger or a smaller event.

### **Borrels**

Last year, the newly introduced borrel location for Off-Screen worked out really well. Theatercafé de Richel really became a new home for the members and a place they feel safe and welcome. Theatercafé De Richel is a great partner to work with and the communication always went well. That is why Amy decided to keep the borrels at Theatercafé de Richel.

The starting time of the borrel changed last year from 20:00 to 21:00. Amy is going to keep this change. This will save us money, since Theatercafé de Richel will be open on Mondays especially for us.

Amy is going to introduce the coaching system again. The coaching system pairs up a board member and a SAC member during every borrel to keep out an extra eye on things like drinks outside and making too much noise. This system was re-introduced every year. Last year it was used slightly different than before and did not work as well as it should. That is why Amy will change the use of it a little bit. There will still be a SACcer paired up with a board member, but the whole SAC and the whole board will stay very responsible throughout the night. There should be extra attention to getting people to leave at 00:45, because this was quite a struggle every now and then last year.

While there will be a few recurring borrel themes, Amy decided that there is also space for renewal. That's why borrels like the Brother and Sister Borrel and the Mexicano Borrel will not return. Since the Mexicano Borrel is a theme that is fun, but not as special to Off-Screeners as, for example, the Halloween Borrel, Amy decided to search for something new here. She also thinks that the Brother and Sister Borrel is one that easily can be combined with the Parent Borrel or the Buddy Borrel. She will come up with new themes with her committee, to keep things fresh. She will keep the Committee Borrels where two committee members will organize a themed borrel together.

The establishment document of Off-Screen states that Off-Screen was established on the 14th of May, which happens to fall on a Tuesday this academic year. Which means that on the borrel of the 13th of May, Off-Screen will celebrate her birthday at 00:00. Amy wants to make a special evening out of this borrel together with her committee.

Furthermore, Amy decided to not keep the borrels on holidays such as Easter and Pentecost. This is because she noticed that these borrels had a low turnout last year, which

is why Off-Screen did not always make the bar guarantee. Amy is still in good contact with Theatercafé de Richel about the bar guarantee. Amy also decided to not have borrels every Exam week. She looked at which Exam weeks were busy and which were less busy. On the less busy ones she wants to organize borrels together with a partner from the Acquisition Committee.

### Parties

Amy will continue to organize five parties this year.

The first party was Meeting Off-Screen, which was during the Intreeweek.

The second party she will organize without her committee, since the committees aren't chosen by then.

The third party will probably be gala themed. The budget for this party is slightly higher, since Amy wants to add an extra element to the party to make it something to remember. For example, at last year's gala there was a poker table for the poker themed gala. Amy is looking for something like that for this year's second party as well.

The fourth party will be the party of the committee members. This was also done in previous years and Amy really liked the idea. Amy will take a step back here and let her committee do most of the work. So they can really see and learn what it takes to organize an event. Amy will of course still be there for them, advise them and be the responsible person in the end.

Because the amount of new members is still not sure, Amy wants to leave the option open for a bigger type of party for the last one of the year. This could, for example, be a boat party, festival or a collaboration with another association. This is also why the budget is higher for this party.

### International Dutch Culture Day

This year a new event is introduced by the MEAC: The International Dutch Culture Day. This is in collaboration with the SAC. The second part of the event will include some Dutch cuisine, games and music, which Amy will take care of. Amy is really enthusiastic about this event because it helps with the internationalization and it's a collaboration between committees. This event will help with finding balance between Dutch and international events and students.

### A day out

Amy wants to organize some events that are not focussed on parties, but are just a fun day with fellow Off-Screen members. This means we might go to the Winter Efteling again, but this one is still open for something else.

### Cantus

To finish of the exam week in February, Amy thought of a fun event to forget about all the stress students had the past week. A Cantus is a game introduced by student associations. During this night all participants will receive a book with lyrics to several songs. When the songs are played, every participant should stand up, and sing along with the songs. When they don't, there will be a consequence.

Amy doesn't want it to be as intense as it is with student associations, but just make it a fun time with your friends. She wants the input of the SAC for this event to make it as most

fun as possible. Since it is a new event for Amy as well, she is still searching to make the most out of it.

#### Off-Screen's Got Talent

Off-Screen's Got Talent is an event Amy really wants to keep, since this is something completely different for her committee to organize than a party. She also thinks that it's a great opportunity for members to show their talents and make new connections with members with the same interests or hobbies. Amy will look for a smaller venue, since last year the theater was a bit too big, which caused a loss.

Amy wants Off-Screen's Got Talent to be a place where everybody feels comfortable to go on stage and show off their talents, so she wants to keep it cosy and not too serious.

#### Kingsnight cruise

Since the Kingsnight Cruise is a big success every year and a really good opportunity for internationals to get a taste of a true Dutch festive day, Amy is definitely keeping this activity. Last year there were no international students joining this event. Amy will try to explain the idea behind the event more to them at borrels and other events, so more international students might sign up.

#### **Summary**

- Making the SAC a tight and self improving committee.
- More progression in getting internationals involved
- Trust and a home base for old, new, Dutch and international members
- Balance between Dutch and international culture within events
- Making new events as well as keeping traditions

### **3.6. Head of Travels**

*Julia Wegman*

Julia Wegman will fulfill the role of Head of Travels during the academic year 2018-2019. As Head of Travels Julia will be responsible for organizing Off-Screen's trips this year. She will also be the commissioner of the Study Travel Committee (STC)

#### **Vision**

Julia sees Off-Screen as a home away from home. A place for people to connect with others and a place they can always come back to. With Off-Screen progressing further as a professional association, Julia wants to keep a certain level of professionalism in organizing this year's trips. This means keeping the contact between Off-Screen and the companies we will be visiting professional as to prevent miscommunication. However, the professional approach of organizing the trips will be balanced with having a good time with the members during the trips. Julia wants this year's trips to be renewed versions of the trips from the past couple of years. She wants to make sure that the trips further progress while Off-Screen further progresses as well. She will do this by choosing unique locations and assemble a committee that can think past traditions. Julia wants to add a new aspect to the trips: nature. The past few years, almost all trips have been focussed on discovering what big cities have to offer. While this is something Julia wants to keep, she discovered that most big cities have beautiful nature in and around them as well. She wants to make sure to find a balance between city and nature. She also wants to have a good balance between social activities and media-/educational activities, and within the media-/educational activities, a good balance between film, television and new media.

Trust will be the most important thing on this year's trips. Julia wants the members to trust her to make the best of all trips, but also for Julia to trust the members to make the best of all trips. Thereby, she wants to make sure her and her committee fully trust each other. This way, Julia could hand over some responsibility, should the situation ask for it.

#### **Study Travel Committee**

The Study Travel Committee will be helping Julia to plan all the trips this year, excluding Introduction Weekend. The committee will consist of 6 people, excluding Julia. She wants a balanced group of individuals that will all bring unique and new ideas to the meetings. Julia wants the STC to become very close during the year, so they can always trust each other during the planning of the trips and on the trips themselves. She will choose the STC members partly based on their past experience with planning trips, but she will also look at people that want to learn how to plan trips with no past experience. The most important thing Julia will look for in choosing her STC members is passion for travelling, balanced with being able to keep a cool head at difficult times and being able to think out of the box. To make sure the STC will become very close, Julia will organize frequent get togethers with the entire committee, to make sure they won't just be colleagues, but also friends.

#### **Activities**

##### Introduction Weekend

Introduction Weekend will be the first connection new members make with Off-Screen. Julia will have 50 people that are joining Introduction Weekend this year. Julia wants this weekend

to be balanced. There will be some 'ice breaker' activities, so the new members can get to know each other and Off-Screen, but next to the planned activities, there will be enough free time for the new members to explore on their own what Off-Screen has to offer on a trip like Introduction Weekend. Like she said in her vision, Julia wants to bring nature into this year's trips, which is why she chose for a house next to a big lake. There will be plenty of opportunities to be outside and explore the countryside, if the weather allows it. If it doesn't, there will be indoor options as well.

Introduction Weekend will be a balance between Dutch and international students as well. Every activity will be done fully in English, to ensure the new international members will feel just as welcome as Dutch students.

### Off-Screen Abroad

Previously 'Winter Wonder Weekend', the second trip of the year will be open to 50 members. The name change is due to a personal preference of Julia, she thinks that it was time for a change, and decided 'Off-Screen Abroad' would be more fitting for the kind of trip she is organizing. Julia wants to go to a big city, where there is a good balance between fun activities, media related activities and nature. She wants it to be easy to join this trip for all members: old and new, Dutch and international. She would like for all members that join this trip to be able to mingle and make new friends, so everyone has new familiar faces back in Amsterdam. She will make sure this happens by making a rooming beforehand, keeping in mind the preferences of the members, but also dividing them in a way so they can meet new people. She will also do this by dividing everyone into different kind of groups during the other activities. By doing this, Julia hopes everyone will have talked to everyone by the end of the trip.

### Snow Trip

The Snow Trip will be organized with Skifest this year. This is an organization outside of Off-Screen that is very capable of organizing the best kind of Snow Trip for us this year. The last few years we have worked together with Husk. Julia decided that this year she will not continue this collaboration, since last year's Snow Trip organized by Husk was not the best it could have been. So, this year, Julia searched for a new organization, and found Skifest. In choosing this year's location, Julia kept in mind all kinds of people that might join the Snow Trip. The location will have a lot to offer for experienced skiers and snowboarders, but also for people that want to learn, and people that want to enjoy the vacation without going on the slopes. Snow trip will be open to 35 people this year, keeping it to a similar amount of people as the last few years. There will be room to grow up to 45 people, if more people will want to come.

### Study Trip

Julia will leave the interpretation of Study Trip this year to her committee. She wants her committee to have a lot of input in deciding where to go and what to do once there. She does want to keep in mind all three core words in planning the whole trip. She wants a good balance between social activities and media and educational activities. She wants the balance between film, television and new media to be noticeable too. She also wants to keep the balance between city and nature, as described in her vision. Julia wants progression to be at the centre of this year's Study Trip. She wants to make a change in what

used to be the norm of what to do on every Study Trip, and renew the ideas that worked in the last couple of years. She also thinks trust is the most important thing on a Study Trip. She wants the members that join to have complete trust in Julia and her committee. She also wants to have a trustworthy relationship with every person she meets with for events on the trip, so she will not face any surprises once Off-Screen comes by. Julia wants her committee to fully trust her and each other, and for Julia to trust her committee as well, so she would be able to leave any of her 6 committee members in charge, must the situation ask for it. Julia wants everyone to feel welcome on this trip. She will make sure this happens by making all activities English-based, so that there will not be a division. Thereby, she will make a rooming for every city Off-Screen goes to, keeping in mind the preferences of every member, but also putting everyone with people they may not be close with, so they can get to know each other. The same goes for city tour groups. The Board and STC will also play a big role in making everybody that joins feel welcome. They will be doing this by making sure they talk to everybody about how they're feeling, and if somebody does not feel great, by making sure that changes. This way, everyone that attends the Study Trip this year will come back with new friendships and new experiences.

#### Hitchhiking Weekend

Julia will leave choosing a location for the Hitchhiking Weekend up to her committee. Same goes for the interpretation of the rest of the weekend. Trust plays a big role in this weekend, especially in the hitchhiking part of this trip. Julia wants to make sure everyone feels safe during their hitchhiking by giving every hitchhiking duo a 'watcher'. This will be someone from either the board or the STC. They will ask the duo every hour, via whatsapp, where they are. The duo's will also have to send a picture of every car they get into, and give the number on the number plate of the car to their watcher. Hitchhiking Weekend will be open to 50 people, with an opportunity to grow, so everyone will be able to be present at the last trip of the year.

#### **Summary**

- Balance between nature and city
- Balance between fun activities and media-/educational activities
- Trustworthy relationship within the STC and between the Board, the STC, and the members
- Professional attitude towards companies
- Having a welcoming feeling towards all members that want to join the trips

## 4. Board Activities

### 4.1. Board of Advice

For every board, there is a Board of Advice. Their function is to help and support the board throughout the year whenever its needed. We have chosen a five-headed BoA. The Board of Advice consists of old board members who have experience within Off-Screen and the struggles one might face during her or his time being a member of the board. The Board of Advice is chosen out of applicants who applied by writing a motivation.

#### **Board of Advice 2018-2019**

Milan Peters	Head of Media- and Educational Activities 2015-2016
Michael Verdel	President 2017-2018
Luke Dodge	Treasurer 2017-2018
Asja Stam	Vice-President 2017-2018
Danae Versteegen	Head of Social Activities 2017-2018

### 4.2. Application Committee

The Application Committee is the committee in charge of selecting the new board of Off-Screen. Applicant can apply with a motivational letter followed by interviews and a group assessment to fully analyze the skills of all applicants.

#### **Application Committee 2017-2018**

Milan Peters	Head of Media and Educational Activities 2015-2016
Noa Selles	Head of Media and Educational Activities 2016-2017
Donna Kersten	Vice-President 2016-2017
Josephine Hoendervangers	Head of Travels 2017-2018

### 4.3. Board of Finance

The Board of Finance is a committee consisting of two or three members who will supervise the Treasurer's administration, realisation and financial statement throughout the academic year to make sure no mistakes are made and no money is embezzled. This year, the Board of Finance will be consisting of two discharged Treasurers.

#### **Board of Finance 2018-2019**

Tidi Stamatiou	Treasurer 2016-2017
Luke Dodge	Treasurer 2017-2018

### 4.4. Merchandise

Koen, this year's Treasurer will be in charge of all the Off-Screen merchandise that will be produced and sold this academic year. The Acquisition committee will design the several merchandise items as a creative outlet. Koen will make sure that all the orders and payments will be documented in a clear and professional way. When the designs will not live

up to the committee's expectations or a creative block occurs, The Acquisition Committee will partner up with the Promotion Committee to make sure every member of Off-Screen can enjoy merchandise items of the best possible quality.

#### **4.5. 't Hok**

't Hok is the home base of Off-Screen. Every day during the week 't Hok will be open for all members to hang out, visit or ask questions. There will always be a board member present to ensure order. 't Hok will serve as the official office of the board. We would like 't Hok to remain a home as it has been for a lot of Off-Screeners during the years. It is an open place where new and old members will always be welcome. 't Hok will be open from 11.00 – 15.00 every weekday.

#### **4.6. ALPHA and ASVA**

Coming year Jonas, this years President will mostly be responsible for the contact between Off-Screen and the associations ASVA and ALPHA. ASVA is the umbrella association for study and student associations of the UvA and HvA. ALPHA is the umbrella association for all study associations of the faculty of Humanities which also include Off-Screen. ALPHA is in charge distributing the subsidies for the faculty of Humanities. Good communication and coöperation between Off-Screen and these associations is key for strengthening and optimizing productivity.

#### **4.7. Constitution Borrel**

Like past years Off-Screen will also host a Constitution Borrel (CoBo) for boards from other associations, previous boards from Off-Screen, and committee members. The CoBo serves as a way of unwinding but also establishing and improving relationships with other associations. The CoBo will take place on Wednesday the 16th of October.

## 5. Services and Activities for Member

### 5.1. General Member Assembly

The General Member Assemblies (GMA) are the meetings in which members can speak their minds and give the board tips and critiques, what might help to better the association. The GMA's will be mandatory for all the committee members to ensure a higher turnout. We want to keep the GMA's appealing for all member of Off-Screen. This year there will be five GMA's in total, four of the GMA's will focus on evaluation and the other one will be focussed on the new board of 2019-2020.

#### Dates of General Member Assemblies

- GMA #1: 8th of October
- GMA #2: 10th of December    Selection of the Application Committee 2018-2019
- GMA #3: 4th of March
- GMA #4: 3th of June            Selection of the Board 2019-2020
- GMA #5: 17th of June

### 5.2. Activities

A Day Out  
Beer Cantus  
Berlinale  
Borrels  
CV Building Workshop  
Hitchhiking Weekend  
Influencer and Marketing Event  
International Dutch Culture Day  
Introduction Weekend  
Kingsnight Cruise  
Meeting Off-Screen  
Movies by Night  
Off-Screen Abroad  
Off-Screen Film Festival  
Off-Screen Eats  
Off-Screens Got Talent  
Open Acquisition Event  
Parties  
Photography Hike  
Senior Borrel  
Snow Trip  
Study Career Event  
Study Sessions  
Study Trip  
Thesis Pitch  
TV Show Visit

## 6. Calendar

Month + Week	Date	Activity
<b>August</b>		
34	22/08	Senior Borrel
35	28/08	Meeting Off-Screen
<b>September</b>		
36	03/09	Borrel #1 @ Bar Broker
37	10/09	Borrel #2 @ Theatercafé de Richel
38	17/09	Borrel #3
	21/09 – 23/09	Introduction Weekend
39	24/09	Borrel #4 – Committee Application
<b>October</b>		
40	01/10	Borrel #5 - themed
	02/10	International Dutch Culture Day
	01/10 – 05/10	Committee Applications
	05/10	Photography Hike
41	08/10	Committee Announcement
	08/10	General Members Assembly #1
	08/10	Borrel #6
	10/10	Party #1
42	15/10	Borrel #7
43	26/10 – 27/10	Movies by Night
44	29/10	Borrel #8 - Halloween
<b>November</b>		
44	02/11	Committee Member Activity #1

45	05/11	Borrel #9
	08/11 – 11/11	First Trip
46	12/11	Borrel #10
47	19/11	CV Building Workshop
	19/11	Borrel #11 - themed
48	26/11	Borrel #12
	27/11	SAC Open Event
<b>December</b>		
49	03/12	Off-Screen Eats
	03/12	Borrel #13 – Sinterklaas
50	10/12	General Members Assembly #2
	10/12	Borrel #14
	12/12	Party #2
51	17/12	Borrel #15 – Partner
<b>January</b>		
2	07/01	Borrel #16 – New Years
	11/01 – 19/01	Snow Trip
4	21/01	Borrel #17 – Themed
5	28/01	Borrel #18
<b>February</b>		
5	01/02	Beer Cantus
6	04/02	Borrel #19
7	11/02	Borrel #20 - Valentines
	14/02 – 17/02	Berlinale
8	18/02	Borrel #21
	20/02	Open ACQ. Event

9	25/02	Borrel #22 – Themed
	27/02	Off-Screens Got Talent
<b>March</b>		
10	04/03	General Members Assembly #3
	04/03	Borrel #23 – Study Trip Reveal
11	11/03	Borrel #24 – Buddy
	15/03	Influencers and Marketing Event
12	18/03	Borrel #25
<b>April</b>		
14	01/04	Borrel #26 – April Fools
	03/04	Party #3
	06/04 – 14/04	Study Trip
16	15/04	Borrel #27
	18/04	Parent Borrel
17	26/04	Kingsnight Cruise
18	29/04	Borrel #28 - Themed
<b>May</b>		
19	06/05	Borrel #29
	08/05	Off-Screen Film Festival
20	13/05	Borrel #30 – Off-Screens B'day
21	20/05	Thesis Pitch
	20/05	Borrel #31
<b>June</b>		
23	03/06	General Members Assembly #4
	03/06	Borrel #32 – Pubquiz
	07/06	Committee Members Activity #2

24	12/06	Party #4
	14/06 – 16/06	Hitchhiking Weekend
25	17/06	General members Assembly #5
	17/06	Borrel #33
26	24/06	Borrel #34 - Partner
<b>July</b>		
27	01/07	Borrel #35 - Yearbook

## **7. Budget**

There will be a separate file containing the financial overview of the coming year. This file will be shared with all the members through an email.

## **Epilogue**

We would like to thank everybody for reading our policy plan for the coming study year of 2018-2019. We are extremely excited to make the next year a great one. For any questions or suggestions our door is always open and we would like to hear your input. We hope that we can make the ideas and concepts in our head a reality and that next year becomes a success.

*Jonas van der Ziel,*  
President 2018-2019

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# Attachments

## Regulations

### The internal organisation of Off-Screen:

The association consists of six committees and a number of organs . There is a board, and each board member has a committee to help with the organisation of activities. Besides the board there is an Application Committee who is tasked with choosing the prospective board, a Board of Advice who advises the board, and a Board of Finance who checks the treasurer's work. These bodies will be further explained in the House Rules below.

### BOARD Article 1

1. The board will strive to have a meeting once a week. If necessary a deviation is possible, there should however be at least one meeting every two weeks.
2. The board divides their responsibilities amongst themselves as decided in the General Member Assembly (GMA). The board is able to express their responsibilities internally and externally at all times. The board can alter their given responsibilities at any given time with a well grounded reasoning.
3. The board will spend at least two workdays a week for the needs of Off-Screen, this is excluding attendance at events.
4. The board will attend every Off-Screen event, exceptions can be decided on in a board meeting.
5. The board will present their policy plan and a budget in the first GMA following the GMA in which they were voted in. The members must vote on the policy plan and the budget.
6. Halfway through the year the board will present their results alongside any changes in their policy plan.

### Board of Advice Article 2

1. The board names a Board of Advice (BoA) each year.
2. The board can name, suspend or fire the BoA.
3. The board will announce the BoA in the GMA.
4. The BoA consists of 3 to 6 members.
5. The BoA consists exclusively out of previous board members, this is not restricted to the previous year.
6. The BoA has at least one member of the previous BoA.
7. Previous board members can apply for the BoA by sending an application letter.
8. The BoA for the next academic year will be chosen before the end of the previous academic year.
9. One member of the BoA will be part of the Board of Finance (BoF).
10. The BoA will advise the board with the writing of their policy plan.
11. The BoA will meet with the President each quarter to discuss the performance evaluations within the board.

### Board of Finance Article 3

1. The treasurer chooses a BoF each year.
2. The BoF consists of 1-3 members.
3. The BoF will check the treasurer's financial statement once each quarter.

**Application Committee Article 4**

1. The Application Committee (AC) consists of at least 3 members with a maximum of 5 members.
2. At least one member of the AC is from the previous board.
3. At least one member of the AC is not from the previous board.
4. At least one member of the new AC is a member of the previous AC.
5. It is desirable that at least one member of the AC is from outside of Off-Screen.
6. Members of the AC can not apply for a position in the new board.
7. The new AC will be presented at a GMA by the previous AC.
8. The new AC must be voted in during the GMA before they can start the application process.
9. The AC will receive an application letter and resume from every applicant. After the preliminary round the AC will invite all applicants to one or more interviews.
10. The AC has a confidentiality obligation. They will only report on the interviews of the candidates that are nominated for the new board. Any candidates must agree with the report on their interview and qualities. The AC will report to no one on candidates that were not nominated. The AC is allowed to report on the amount of applications and interviews that were held in the GMA.
11. If the nominated board has not been accepted in the GMA, the AC has two weeks to nominate a new board.

**Committee Members Article 5**

1. Committee members are chosen by the board member in charge of the committee based on an interview.
2. A committee consists of 6 members at most.
3. Committee members are expected to apply themselves for their committee.
4. Committee members are expected to be present at the committee members unless another arrangement is decided on.
5. Committee members are expected to be present at their committees activities unless another arrangement is decided on.

**Members Article 6**

1. The board will keep the members up to date on the association's activities as much as possible.
2. The members will receive clear information on the possibilities within the association.
3. Addresses and personal information of the members will not be forwarded to third parties for so far as this is possible or wanted.

**Transfer of knowledge Article 7**

1. The board will write a report on any activity, event or relevant experience which will be added to the yearly report and/or the training document.
2. The previous board will ensure that each new board members understands their tasks and is trained for their office.

**'t Off-Screen Hok Article 8**

1. 't Off-Screen Hok is Off-Screen's office at Turfdraagsterpad room 0.10.
2. 't Hok is opened at weekdays from 11:00 to 15:00.
3. During these times at least one board member has 'hok duty'.

4. All board members have at least one 'hok duty' a week.
5. Anyone that has used 't Hok will ensure that they leave it clean and useable after they leave.

#### **Extra Articles Article 9**

1. Changes in the House Rules will be recorded in this document
2. A member of a body can be a member of another body unless this is expressly forbidden.

In previous years the nominated board was chosen by the BoA, not the AC. The BoA also chose themselves, even though this task actually belonged to the board. Because this gave too much power to the BoA the AC was formed two years ago. In the GMA of the 9th of march 2015 the new rules for the BoA and the AC was voted upon in the GMA.

### **Regulations for Official Warnings and Suspensions**

An official warning will be given to any Off-Screen member in the case of disruptive behaviour at an Off-Screen event. This behaviour can be the result of alcohol or drug abuse, but also whilst sober. The board maintains the right to give any member an official warning after due consideration. A warning may never be given without deliberation and unanimous consent by the whole board. If a person's behaviour has, or could have had negative results for others this behaviour needs to be reviewed by the board. The member who expressed the need for a warning can't be involved in the decision making process. The responsibility belongs to the board.

#### **Giving an official warning**

The discussion concerning the official warning will be held between the person involved, the president and the commissioner of the event that was affected. This commissioner will lead this discussion. The president will be present to represent Off-Screen and support the commissioner. This conversation is meant to explain the gravity of the situation and the reason for giving an official warning. It should be made clear why the behaviour in question was unacceptable. It should also be made clear that any further misbehaviour will result in a suspension for a definite amount of time. It's up to the board and the committee concerned to handle the situation with discretion.

An official warning is effectual for the duration of a year. From the date on which the behaviour has occurred up until the same date a year later. The subsequent board must decide whether or not they want to maintain the official warning given by the previous board.

#### **The suspension**

If, after having received an official warning, a member is involved another incident that is deemed unacceptable this will result in another discussion by the board. If the behaviour is deemed severe enough this will result in suspension. The suspension will be presented by the President of the board and the commissioner of the event at which the behaviour occurred. The board will decide on the duration of a suspension with a maximum of three months.

#### **Specifications in regards to transitions each academic year**

An official warning should ideally remain effective even when the academic year ends to ensure good behaviour throughout the entire year. The sitting board will inform the new board of all current official warnings and suspensions. The new board will decide whether or not to maintain these warnings and suspensions.

**Notes**

- As disruptive behaviour is complex and situational it is difficult to draft a specific set of rules for every situation.

Thus, the board will judge every situation separately and accordingly. - The duration of a suspension doesn't decrease during holidays. If the new board chooses to maintain a decision then the suspension will recommence when the academic year starts again.

The person responsible for the misbehaviour will sign below to show he or she understands the consequences of his behaviour. The document will adapted and reflect the situation which is applicable for the situation. Ik heb bovenstaand reglement aandachtig doorgelezen en begrijp en accepteer de gevolgen van mijn actie(s).

Name : .....

Signature : .....

Signature Commissioner : ..... President : .....