

Policy Plan

2022-2023



The Study Association for Media Studies at the
University of Amsterdam

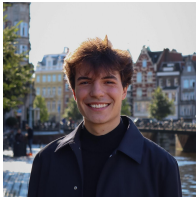
The 26th Board of Off-Screen



*Clockwise, from the top left: Kennee Sikkes, Eunice Chung, Shanaya Chawla,
Lucia Pascua, Marlein Boender, and Francisco Andrada.*

26/09/2022

Photographer: Luca Somlyai



Francisco Sá F. R. de Andrada
President and Head of the Reporter Committee



L. Marlein Boender
Vice-President and Head of the Promotion Committee



Kennee R. T. Sikkes
Treasurer and Head of the Acquisition Committee



Shanaya P. Chawla
Head of the Media and Academics Committee



Z. Lucia I. L. Pascua
Head of the Social Activities Committee



Eunice Y. Chung
Head of the Study Travel Committee

Preface

The 26th Board of Off-Screen wishes to express in this document its gratitude for its predecessors and for the members of the association whose exceptional work and commitment have turned this community into a true family of students.

The purpose of this text is to document the 26th Board's visions and goals for the 2022/2023 academic year, which will be done pragmatically and more extensively presented throughout this coming year's General Members Assemblies.

It is a true privilege to lead Off-Screen, and the 26th Board takes this opportunity with the utmost respect for the twenty-five boards that preceded it. With a strong sense of duty, professional drive, and innovative vision, this Board hopes to make Off-Screen greater, stronger, and more beneficial to all its members.

Sincerely,

Francisco Andrada

President (2022/2023)

Table of Contents

[1. Current Situation](#)

[Public Health Addendum](#)

[2. General Vision](#)

[The 26th Board of Off-Screen’s Mission Statement:](#)

[Mission Statement’s Long Term Transfer Goals:](#)

[The 26th Board of Off-Screen’s Vision Statement:](#)

[Vision Statement’s Long Term Transfer Goals:](#)

[The 26th Board of Off-Screen’s Three Core Words](#)

[3. Vision per Function](#)

[3.1 – President & Head of the Reporter Committee](#)

[Vision](#)

[The Three Core Words](#)

[The Reporter Committee](#)

[Website](#)

[Off-Screen’s Magazine](#)

[Off-Screen’s Yearbook](#)

[Photo Production](#)

[Workshop](#)

[Activities](#)

[Old Board’s Borrel](#)

[Committee Member Activities \(CMAs\)](#)

[General Members Assemblies \(GMAs\)](#)

[Media Studies Introduction Week](#)

[ALPHA's Warm Welcome Week](#)

[New House Rules](#)

[New Application Process](#)

[Off-Screen's Code of Conduct](#)

[Off-Screen's Trust Person](#)

[Overview of Ideas](#)

[3.2 – Vice-President of the Board & Head of the Promotion Committee](#)

[Vision](#)

[Three Core Words](#)

[Email Account](#)

[Membership Files](#)

[Agenda](#)

[Minutes and Annual Report](#)

[Off-Screen's Online Representation](#)

[Instagram](#)

[App](#)

[LinkedIn](#)

[Vimeo](#)

[Other Platforms](#)

[Promotion Committee](#)

[Overview of Ideas](#)

[3.3. – Treasurer of the Board & Head of the Acquisition Committee](#)

[Vision](#)

[Three Core Words](#)

[Budget](#)

[Banking and Accounting](#)

[Membership Fees](#)

[Subsidies, Sponsors, Partners and Vacancies](#)

[Acquisition Committee](#)

[Career Workshops](#)

[Career Event](#)

[Charity Gala](#)

[Feels Like Family Borrel](#)

[Merchandise](#)

[Overview of Ideas](#)

[3.4. – Head of the Media and Academics Committee](#)

[Vision](#)

[Three Core Words](#)

[Media and Academics Committee:](#)

[Media Pub Talk:](#)

[Book Club](#)

[Fashion Event](#)

[Movie Nights](#)

[International Documentary Festival of Amsterdam \(IDFA\)](#)

[Immersive Event](#)

[Art Event](#)

[Berlinale](#)

[Overview of Ideas](#)

[3.5. – Head of the Social Activities Committee](#)

[Vision](#)

[Three Core Words](#)

[Social Activities Committee](#)

[Borrels](#)

[Senior Borrel](#)

[Parties](#)

[Other Events](#)

[Overview of Ideas](#)

[3.6. – Head of the Study Travel Committee](#)

[Vision](#)

[Three Core Words](#)

[Study Travel Committee](#)

[Trips](#)

[Introduction Weekend](#)

[Weekend Away](#)

[Ski Trip](#)

[Study Trip](#)

[Farewell Weekend](#)

[Overview of Ideas](#)

[4.1. Board of Advice](#)

[Board of Advice 2022/2023](#)

[4.2. Application Committee](#)

[Application Committee 2022/2023](#)

[4.3. Board of Finance](#)

[Board of Finance 2022/2023](#)

[4.4. Merchandise and Inventory](#)

[4.5. The Hok](#)

[4.6. ASVA and ALPHA](#)

[4.7. Constitution Borrel](#)

[4.8. Committee Members](#)

[5. General Member Assemblies](#)

[6. 2022/2023 Association Calendar](#)

[7. Budget](#)

[8. Epilogue](#)

[9. Contact Information](#)

[The Board of Off-Screen](#)

[The Board of Advice](#)

[The Board of Finance](#)

[The Application Committee](#)

1. Current Situation

Off-Screen is the Study Association for Media Studies at the University of Amsterdam, encompassing all tracks and levels of study. Established in 1997, Off-Screen has become one of the largest study associations within the Faculty of Humanities.

In the past years, Off-Screen has organized traditional and innovative activities that aim to enrich the lives of its members socially, educationally, and culturally.

Off-Screen is an international organization. Serving a body of students that is majority foreign and a study department that has been rapidly internationalized, it is natural that the 26th Board of Off-Screen is composed of members from across four continents, and the association which they serve is now entirely Anglophone. Dutch influence is still present in the association, which celebrates its diverse fabric and the combination of international and local cultures.

To better serve its members — primarily students of Media — the Board will strive to maintain the professional, open, and productive relationship that previous Boards have established with the University of Amsterdam's officials, with an emphasis on cooperation.

Public Health Addendum

For the past three academic years (namely 2019/2020, 2020/2021, and 2021/2022), Off-Screen — as well as the Media Studies program which houses the association — were gravely impacted by the spread of the Coronavirus. Many events and traditions had to be adapted and, in many cases, events were held remotely, via video conferencing. As of September 2022, there are no more health restrictions at Off-Screen, at the University of Amsterdam, nor in The Netherlands.

The Board looks forward to a year of no public health restrictions as most sources indicate that the risk posed by Covid-19 (the infectious disease caused by the Coronavirus) is now insignificant (comparatively).

2. General Vision

The 26th Board of Off-Screen believes in open communication and pragmatic approaches, which is why it chooses to share its vision for the 2022/2023 academic year through clear mission and vision statements, as well as general transfer goals. Finally, the traditional ‘Three Core Words’ will continue to be used and explored by each commissioner of Off-Screen in their section of this document.

The 26th Board of Off-Screen’s Mission Statement deals with general aims of the Board and the Board’s interpretation of what values and goals the association should foster. Its Transfer Goals are similarly general and focus on positive practices and postures that will allow the Board and the association to follow their mission.

The 26th Board of Off-Screen’s Vision Statement regards pragmatic beliefs of the Board and some of its objectives, such as modernizing certain aspects of the association. The Transfer Goals that follow also reflect such objectives concretely.

The ‘Three Core Words’ tradition is kept in this document, although the new format is shorter. They serve to guide the Board throughout its tenure but, because of their very limited use in previous years, their part in this document was slightly modified.

The 26th Board of Off-Screen's Mission Statement:

At Off-Screen, we strive to awaken a curiosity for knowledge, a passion for creating, and to form meaningful relationships with peers from various backgrounds.

We instill the values of friendship, professionalism, and cooperation that are necessary for the good of self and community. We respect members individually and collectively, and wholeheartedly welcome the potential each member brings to our association.

With our facilitation, we hope for members of Off-Screen to seek excellence and act with ambition and kindness.

Mission Statement's Long Term Transfer Goals:

Communicate Creatively and Effectively;

Be Self-Aware and Self-reflective;

Appreciate Different Perspectives;

Respond to Adversity with Resilience;

Lead Humbly and Proactively.

The 26th Board of Off-Screen's Vision Statement:

At Off-Screen, we strive to modernize practices and costumes which will, in turn, widely impact the very fabric of the association. With the greatest care and respect for Off-Screen and its traditions, we hope to make core proceedings more efficacious and modern, acknowledging that practices must adapt with time.

To ensure the protagonism of the Off-Screen community and its wellbeing, changes will be made with an abundance of caution and lengthy discussions throughout the academic year. By the end of the tenure of the 26th Board of Off-Screen, we hope to have modernized the association and have made it a stronger force for good, for knowledge, for professionalism, and for friendship.

Vision Statement's Long Term Transfer Goals:

Dialogue Actively With All Off-Screen Members;

Focus On Quality of Work and Event Production;

Envision and Act Upon the Needs for the Next 5 Years;

Modernize and Simplify Off-Screen Statutes;

Introduce Novel Visual Identity;

Remodel the Board Application Process;

Assess Carefully the Structure of the Board.

The 26th Board of Off-Screen's Three Core Words

For the 26th year of Off-Screen, the Board has chosen 'diversity', 'efficiency', and 'adaptability'.

They reflect the wishes of the Board for the association to continue diversifying Off-Screen and celebrating the many cultures that make up the association; the belief of the Board that efficiency can and will be achieved through good communication and positive work habits; and adaptability — reflecting the efforts the Board hopes to put into place to modernize Off-Screen.

Diversity

As an international Board with various different backgrounds, it is a chief priority to welcome different cultures into our association, which functions as a home to many. This word can and should also be applied to the lively mixture of local and international cultures that influence Off-Screen and its members.

Diversity is also interpreted by the Board as that of thought and perspectives. This word will apply as the Board listens and appreciates different perspectives from the association, be they from older members, first-year students, or university officials.

Efficiency

For the Board, it is primordial to be efficient and comfortable with the speed and amount of work one has to do. This is why the Board has introduced a new productivity management tool (Trello) to aid in its works and has agreed to specific meeting times followed by work sessions.

As a Board, we strive to plan our events and do our work in the most efficient way possible to ensure that every element of the association flows smoothly and that the Board proves itself to be trustworthy for all the members.

Adaptability

Off-Screen has been a hub for Media students and professionals for over twenty-five years and as it grows, it must adapt to the contexts in which it operates. The Board strives to adapt to all different environments, whether that is keeping long standing traditions alive or establishing new concepts for new Off-Screen members to enjoy. The industry our studies focus on is always evolving, so Off-Screen must adapt to the directions various sections of media go towards.

For the 26th year of Off-Screen, the Board believes and looks forward to conducting a good amount of administrative work and aims to modernize some aspects of the association ranging from its visual identity to its House Rules, application processes, and more.

3. Vision per Function

This section outlines the roles of each member of the 26th Board of Off-Screen — as well as their goals and plans — they follow.

3.1 – President & Head of the Reporter Committee

The positions of President of the 26th Board of Off-Screen and Head of the Reporter Committee will be fulfilled by Francisco Andrada, who will be responsible for coordinating the inner workings of the association and providing stability to its Board. In addition, the President is responsible for representing Off-Screen externally to and with University of Amsterdam officials — as well as other organizations.

As a tradition, General Member Assemblies, Committee Member Activities, and the Old Board's Borrel will be coordinated by the President. The roles of Head of the Reporter Committee will also be fulfilled by Francisco, who will oversee the production of content and the crafting of Off-Screen's yearbook. Details regarding the fulfillment of these responsibilities are found in the following sections.

Vision

As President, Francisco hopes to embody the Board's visions and missions, supporting the Board while providing consensus to the association he serves. Francisco hopes to adopt a non-interventionist approach and believes commissioners need to have autonomy over their tasks. Still, the President will continue to observe all work done within the association — as it is a part of the role — and provide assistance whenever it is needed.

Francisco intends to spearhead efforts to modernize Off-Screen with the help of the Board, remodeling Off-Screen's House Rules, remodeling Off-Screen's Board Application Process, and

aiding the association during a change in visual identity. As Head of the Reporter Committee, Francisco looks forward to producing content for all of Off-Screen to enjoy, from videos to magazines.

Francisco's hope is to be accessible, fun, and helpful to all members of the association while fulfilling his duties in a pragmatic manner.

The Three Core Words

Francisco looks forward to applying the three core words to his work as President and Head of the Reporter Committee. As President, Francisco sees 'diversity' as welcoming everyone to Off-Screen and being accessible to all — be it for a pleasant chat or a serious discussion. Francisco also believes that 'diversity' can and should be applied to perspectives and wants to practice listening to others carefully in his committee and the Board which he serves.

For 'efficiency', Francisco feels it is important to always remain calm and have a productive posture. That is why he aims to have meeting agendas ready days prior to the meetings, to work on large-scale projects months in advance, and to conduct good verbal and written communication with all organs and members of the association.

As President, Francisco continues to carefully reflect on the needs of the association and believes that 'adaptability' can be integrated as looking forward and envisioning the challenges Off-Screen might face in the future. Francisco also aims to modernize and remodel many areas of Off-Screen, specially those regarding the administration of the association and the rules which govern its works.

The Reporter Committee

As Head of the Reporter Committee, I look forward to

Website

Off-Screen's website (offscreen.nl) will continue to be overseen by the President. This year, however, Francisco will count on the help and support of the Treasurer (Kennee Sikkes) and Vice President (Marlein Boender). Each member of the Daily Board will have partial autonomy to edit items pertinent to their roles, such as the 'Partners' page for the Treasurer and 'Calendar' for Vice-President. Modifications to the website will be communicated in advance and agreed upon by all members of the Daily Board.

The website will continue to be used for selling tickets and merchandise as this has been proven to be the most orderly and effective way to do so. In addition, the website's colors and photos will be altered to simpler color tones (mainly blue, green, yellow, red, purple, etc.) and to a mixture of new and old photographs, better reflecting the fabric of the association.

As a long-term plan, the Daily Board (led by the Treasurer) has been working on an entirely new Off-Screen website, which we hope will become available by the end of the academic year.

Off-Screen's Magazine

Francisco hopes to create an Off-Screen magazine — or similar product — with one (Spring) yearly edition. This will be discussed thoroughly with the Reporter Committee (once formed). The aim of a magazine is to share visual and written content that is relevant to Off-Screeners and made by Off-Screeners. A place for the community to share its creative, argumentative, and even academic work.

There will be interviews conducted with older members of the association and Media professionals, a section for short stories and poetry, and recommendations and reviews for books, movies, restaurants, cafes, and more.

While it is expected Off-Screen members participate, most of the content will be produced by the Reporter Committee with the help of other committees. Examples can range from 'Tips on

How to Budget in Amsterdam’ by the Acquisition Committee, ‘The Study Travel Committee’s Favorite Destinations in The Netherlands’, or even ‘2022 Must Reads’ by the Media and Academics committee. Opportunities are endless when considering Off-Screen’s work force and the vast network of the association.

Regarding the production of the magazine, Off-Screen hopes to benefit from Alpha’s Magazine Fund and to keep production costs low. If physical copies prove to be too expensive, the magazine will be vehiculated digitally.

Off-Screen’s Yearbook

As Head of the Reporter Committee, Francisco wants to be sure that all faces are represented in Off-Screen’s yearbook and that its craft is not rushed. Throughout the year, the Reporter committee will meet monthly to choose pictures and write texts that will later be used for the yearbook. From the beginning of 2023 onwards, the Reporter Committee will begin to design the book, which will allow a good amount of time for revision and any necessary changes.

Photo-taking during association events will be a shared responsibility of the Reporter Committee, which will use Off-Screen’s Canon 250D — a new purchase for the association that was made at the beginning of the 2022/2023 academic year. All faces of Off-Screen will be included; this is a top priority.

Regarding the style of the yearbook, Francisco and the Reporter Committee will continue to produce it in a format that resembles a decorative art book — known to many as a ‘Coffee Table Book’. This format has been a great success in the past and will continue to serve the association well. While Francisco hopes for the content of the book to be edited in a simple, classic fashion, the traditional jokes and creative sections that are a staple of Off-Screen will be kept.

Video Production

Video production for the 2022/2023 academic year will also fall under the responsibility of the Reporter Committee. While specific ideas will be discussed in depth with the committee, Francisco believes that videos that highlight the Off-Screen lifestyle (e.g. ‘73 Questions with Off-Screen’ and ‘A Day In the Life of an Off-Screener’) can be of great use to the association. In addition, Francisco hopes to conduct at least one filmed interview with former members of Off-Screen.

The objective of the reporter committee is to produce a minimum of three videos (one per season).

Photo Production

The Reporter Committee will continue to be responsible for all photo production within the association. The members of the committee will take photos at every event and trip and will be responsible for posting them on Off-Screen's media channels. These currently are Instagram and Facebook, and the Socie App. In addition, the committee will contact the commissioner responsible for the event which was photographed prior to posting the photos, to ensure they reflect well the event's atmosphere.

Facebook will serve as the association's main photo archive (which it has been for decades) and Instagram as the main content spreader.

Workshop

Francisco hopes to organize one event for the 2022/2023 academic year, which will be a workshop on the subjects Photography / Videography. The aim of these events is to diversify the role of the Reporter Committee and provide Off-Screeners with hands-on experiences.

The workshop will be conducted by the Reporter Committee in partnership with an Amsterdammer photography institution (such as FOAM or Huis Marseille) or with a professional photographer. This event will take place on March 1st, 2023.

Activities

Old Board's Borrel

Francisco will organize an Old Board's Borrel at the end of the academic year (Spring 2023). This event will either be a picnic, a barbecue, or a get-together at a bar in Amsterdam. This event is scheduled for the 17th of June 2023.

Committee Member Activities (CMAs)

Francisco will organize two Committee Member Activities (CMAs) for all committee and Board members of Off-Screen. These events serve as a form to thank Off-Screen active members for their hard work, and the tradition will continue as is. The nature of each event will be discussed at length with the Board and decided upon.

General Members Assemblies (GMAs)

The President will also organize five General Members Assemblies (GMAs) for all members of Off-Screen and send out invitations. The organization of this event will remain as is (four times a year), with minor adjustments to the format. *Refer to 5.1 for more information.*

Media Studies Introduction Week

Every year, it has become a custom for the Media department of the University of Amsterdam to ask Off-Screen for help in organizing their introduction week (which welcomes all Media students to the UvA).

As the main contact person between university and Off-Screen, the president is responsible for coordinating organization of this event with university officials.

ALPHA's Warm Welcome Week

ALPHA's WWW is an yearly event that was started in the autumn of 2021. The 2022 edition of this event (Off-Screen's Paint & Sip) attracted more than 100 participants with nearly zero costs.

As The main contact person between the association and alpha the president is responsible for the coordination of this event with the Board of ALPHA.

New House Rules

Francisco hopes to entirely remodel the current rules of Off-Screen (the association's House Rules) and, while the aim is to maintain the same fundamental regulations, the format of the House Rules will change and language will be updated with a focus on disambiguation.

In addition, there will be more mentions of the Board of Off-Screen, its roles, and the institutions which govern and make up the association.

Finally, regulations which are present at Off-Screen's Statute at the Chamber of Commerce will be entirely translated, will become available to members, and integrated into the House Rules. The aim is for all rules to be outlined in one document or in one location.

As mentioned in previous sections, all changes will be thoroughly discussed and voted upon during the General Members Assemblies. Feedback from members will be given the utmost priority and will be incorporated into modifications.

New Application Process

The 26th Board strongly believes in a thorough revision of the Board Application Process and Francisco will be in touch with the Application Committee throughout the year to dialogue regarding such changes.

The aim is to have specific requirements and guidelines written in documents for future reference. These requirements and guidelines will be added to Off-Screen's regulations.

Off-Screen's Code of Conduct

Led by Francisco, the Board will draft a comprehensive Code of Conduct which will help guide Boards in their decision making process when an Official Warning becomes necessary. This document will be drafted by the second General Members Assembly of the year to be voted upon.

The crafting of this document is necessary so that Board members have references and are able to deal with cases fairly.

There will either be more sections added to Article 9 of Off-Screen's House Rules (which houses the current Code of Conduct) or another document will be created for this purpose.

Off-Screen's Trust Person

Like in many associations, the Board believes it is important that Off-Screen has Trust Persons. A Trust Person should be a member of the association (although not a member of any organs) and has as their role to listen and support members of the association in a confidential manner.

Expectations for Off-Screen's Trust Persons will be delineated in the House Rules and members to fill the role will be voted upon (much like the ApCo is yearly voted upon).

Overview of Ideas

- Completing tasks in a timely manner will be a chief priority;
 - Assistance to the Board of Off-Screen will be given without interfering in their work;
 - A great deal of creative freedom will be given to the Reporter Committee;
 - Large-scale changes to the association will be thoroughly discussed with the members of the association and all relevant organs (e.g. BoA, BoF, ApCo).
 - The Reporter committee will produce one magazine, a minimum of three videos, and the yearbook in 2022/2023.
 - The Reporter Committee will host one photography workshop in 2023.
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3.2 – Vice-President of the Board & Head of the Promotion Committee

This academic year, Marlein Boender will take the role as Vice President of Off-Screen. She will mainly be responsible for Off-Screen's internal communication and administration, together with external study associations and businesses regarding vacancies and collaborations. Marlein will also be in charge of Off-Screen's main email account and all of Off-Screen's social media platforms, which will mainly be Instagram, TikTok, LinkedIn and Facebook. She will also lead the Promotion Committee.

Vision

Marlein wants Off-Screen to maintain its international growth, evolve with its members and be a safe space for everyone. Off-Screen is a place where students should feel allowed to express their individuality, connect and network with fellow students, enjoy their student life and make friends that will last a lifetime. Marlein will continue last year's VP Charlotte Hopmans' promise to

promote diversity and inclusivity within the association, and make sure new members feel included and safe around the Board and during all events.

Media is always evolving. Whether that means shifting to new platforms or changing the way content is formatted. Marlein wants Off-Screen to grow with its members and their online image, perspective, and aesthetic. Marlein's main goal for Off-Screen's online presence is to be refreshing, appealing to its members and reach its target audience successfully. She also wants Off-Screen's posts to have a strong reach and impact.

Lastly, Marlein will continue to have professional, mature communication towards internal and external parties. Since Off-Screen has now mainly switched to English, Marlein will continue to communicate in the English language, but will also be considerate of Off-Screen's Dutch origins and speak Dutch towards native Dutch parties if this is preferred.

Three Core Words

As head of Promotion, showing the 'diversity' of Off-Screen's members is one of Marlein's biggest priorities. Off-Screen is a place for all backgrounds, genders & sexualities. This will be shown visually through Off-Screen's photo and video content Marlein creates throughout the year.

Next to that, within promotional content creation, meeting the deadlines are important. Marlein will make sure that 'efficiency' and being realistic will be stressed when assigning work to her committee, and when she does her own tasks.

Lastly, the media industry is one that is young and one that is still changing/reshaping itself frequently. Marlein's sharp 'adaptability' is of the utmost importance when it comes to her responsibility to represent off-Screen's online representation.

Email Account

The Vice President is responsible for Off-Screen's main email account 'info@offscreen.nl'. This means Marlein will send out and respond to all emails connected to this domain. She will

make sure the folders remain organized and up-to-date. Marlein will also make sure that all emails regarding other Board members will be forwarded to whomever it may concern. Marlein will also be responsible for most internal communication, and will send out reminders, invitations, and (new) member information. This year's President Francisco Andrada will send out the GMA invitations and this year's Treasurer Kennee Sikkes will send out the direct credit reminders. Emails concerning external communication will also be handled by Marlein by responding to these within two to three business days. Lastly, since Off-Screen still has a remaining issue that emails end up in spam, Marlein will address this in every email and continue to research what causes this issue. Furthermore, Marlein will also research whether the emails can be sent from one account.

Membership Files

Traditionally, the Vice President is entirely responsible for maintaining the membership files. Since the responsibilities of maintaining Off-Screen's social media has grown more over the years, Marlein finds it fitting that, together with the Treasurer, these files will be maintained by both Board members (Marlein and Kennee). Marlein also finds this reasonable since Kennee already needs to add IBANs to this file, and believes the membership files will remain more up-to-date when two people oversee it. However, Marlein will remain the first responsible Board member for this task.

Marlein will also make sure that members who cancel their membership will receive a confirmation email within 2 to 3 business days, so it is clear to them that their membership has successfully been terminated.

Agenda

Marlein handles all of Off-Screen's calendars and agendas. This year, the Board has collaboratively decided that every member maintains the year agenda together, since this prevents Marlein from having to remind everyone of upcoming important dates. Marlein also maintains Off-Screen's shadow agenda, which covers all the promoting and posting of Off-Screen's events and

trips. Marlein will keep this agenda up to date and will notify the Board members when something needs to be published or posted.

Minutes and Annual Report

Marlein is responsible for all the minutes that need to be taken during Board meetings and the General Member Assemblies. The minutes taken during the board meetings will be posted in the Google Drive folder for the other Board members only. The minutes taken during the General Member Assemblies will be organized and then sent out to all Off-Screen members, the UvA, ASVA and ALPHA.

Marlein is also responsible for writing Off-Screen's Annual Report. This document will contain an overview of everything that will have happened during the academic year of 2022/2023. The other Board members will help coordinate this document as well, but Marlein will organize all of the files and ensure they are saved properly.

Off-Screen's Online Representation

Marlein will be maintaining Off-Screen's various media platforms during the year. Many of these platforms are essential parts in publicity, reaching out to Off-Screen's members, and notifying the members about upcoming events and trips. Marlein finds it a priority as Vice President to use these platforms with much dedication and participation.

Marlein agrees with her predecessor, Charlotte, that she shouldn't overwhelm the followers/subscribers with too much content, so she will make sure that event and trip posts will not be overpowered by other posts and promotions. Marlein will also make sure to check Off-Screen's Direct Messages and respond to these within 2-3 business days.

Instagram

Marlein wants to use Instagram as the main platform to reach Off-Screen's members, as Instagram has become the most popular and used online platform lately. Marlein would like to

continue, just like her predecessor Charlotte, to post regularly so that followers are reminded of how active study association Off-Screen is. Marlein will continue to switch up the formatting of the content to keep the feed refreshing and dimensional, like using the IGTV function, Reels, and GIFs.

Marlein also wants the feed to look inviting, pleasant and professional. The professionalism of the content will show through polished visuals where quality will be more important than quantity. To make the feed look pleasant, Marlein will use colors and visuals that compliment the previous posts. Moreover, Marlein will also post the monthly calendar as a post and a story highlight on Instagram. This will look like a monthly post/story about upcoming events that month.

Marlein will be responsible for posting on all of Off-Screen's social media, however, Francisco, the President, does have access to all social media platforms to post photos taken at events by his committee. These photos will be chosen by Francisco, but Marlein and the commissioner responsible for the event or trip will have the final say in the selection.

Lastly, Marlein will also continue to use the story feature, with Francisco's collaboration, in which Francisco will help with choosing advertisements that resonate with our members and media, Marlein will promote content against a reasonable price for whoever reaches out to Off-Screen that is relevant enough for Off-Screen's members.

To help Marlein with posting effectively, she has made a format for every kind of event that she will promote on Instagram and the other platforms. For borrels, Marlein will post a picture post on the feed a week before the borrel takes place, and will repost this twice in the Instagram story. For MAC, Acquisition, SAC and Reporter events the picture post will go out three weeks in advance, and will be featured in the story to remind the members every week. For big parties and big MAC events, a teaser will be posted a week before the poster comes out so members can save the date. One week before the event takes place, it will be posted on the story every day to make sure there will be enough participants.

For STC trips, the poster will go online a month before the trip takes place, but a month prior a teaser will already go out, so members can already save the date and be on the lookout for the upcoming trip. After the poster goes out, there will also be another form of promotional content that will be posted a week after the poster, to intrigue the members even more.

Story posts will be uploaded during every Off-Screen event, with a minimum of two story posts per event. The hope is to publish both videos and photos and to diversify the ways in which we portray the association to members and non-members.

Facebook

The Facebook platform has been losing its relevance and activity over the last two to four years, which is why Marlein advises using Facebook minimally this year. However, some older members still use the platform and Marlein wants to keep these members involved and up to date, which is why events and trips will still be announced on Off-Screen's Facebook feed. Marlein will make sure to continue creating Facebook banners with the same layouts as recurring events to compliment the feed.

Finally, photos taken during borrels, events & trips by the Reporter Committee will be posted on Facebook as a picture album for the members to see.

App

Marlein thinks the Socie App is a fun addition created by Kaja de Koff, the Vice-President during the academic year of 2020/2021. However, Marlein wished the app had more interactive services and noticed that the app is not a platform where members are very active. Marlein will continue to post the calendar, post the photo albums taken by the Reporter Committee, and announce main events on the app to research the reach. She will also research other software that might have more interactive features such as a chat function.

LinkedIn

Marlein thinks that the platform of LinkedIn is a great space to spread information about the association on a professional level. Just like her predecessor Charlotte, Marlein wants to continue this by posting about networking events such as the Film Festival and the Berlinale, plus Acquisitions Committee's Career events and of course the Charity Gala.

Vimeo

This platform has been used as Off-Screen's video archive, and Marlein will continue to post all videos, aftermovies, and add longer TikToks on Vimeo's feed. Marlein will keep the feed organized and will provide the link to Off-Screen's Vimeo on Instagram, so people can rewatch Off-Screen's video creations. Marlein will continue to pay for the subscription Off-Screen has on Vimeo, since it's a great space to post video content and to use it as a video archive.

Other Platforms

Next to the platforms mentioned above, Off-Screen also has an account on Snapchat and Twitter. Snapchat and Twitter have not been used in a while and Marlein thinks it is unnecessary to use these platforms for anything. Marlein does want to boost TikTok's feed as this platform has been growing rapidly. She also wants to repost the short videos as Reels on Instagram to get more reach. The content that will be posted will mostly be skits, TikTok trends, and aftermovies.

Promotion Committee

Another main priority of being Off-Screen's Vice President is leading the Promotion Committee. This committee focuses on creating all sorts of promotional content for Off-Screen and its events, and its members will also contribute Off-Screen's social media accounts. Marlein wants her committee members to thrive as much as possible and therefore strive towards an open-minded, accepting atmosphere within her committee. She wants people with ambition, natural talent, and willingness to grow and learn from each other. Although most tasks will be

done (mostly) individually, Marlein wants her committee members to work closely with one another and view each other as a team. She will do this by allowing the committee members to team up with each other, since Promotion Committee tasks can sometimes be quite individual, and to focus on bonding during the first few weeks after the forming of the committee. Marlein will definitely look for applicants with talents and experience in graphic design, animation, and video production, but will also seek less experienced yet very driven applicants..

Regarding the collaboration between the other board members, Marlein wants to make sure that her and her committee member's work will always be respected. This implies that the other board members know that the Promotion committee works with them, not for them. She will assure that there will be healthy and clear communication between both parties and that everyone's vision will be considered, but not promised.

Marlein will want six to seven committee members, excluding herself. She will also pick out a Committee leader, who will be a member that will help with the main overview and can step in when Marlein needs to attend Daily Board duties. This Committee Leader, however, will not 'lead' the committee, that is still the Vice-President's job. The Committee leader will merely function as a secretary and maintain an overview of to-do's that need to be done and will assist Marlein in maintaining a good overview. This allows the Vice-President to be able to step back in case of a sudden emergency regarding Daily Board, so the Committee Leader has all the information they need to stay balanced as a committee. All Daily Board members have decided that they assign a committee leader, so administrative tasks will never be undermined.

To maintain a clear overview of the schedule, Marlein will share Off-Screen's shadow agenda with her committee, so everyone knows when content needs to be published.

As for the content itself, Marlein wants to stress Off-Screen's diverse members through the promotional content and will prioritize this as much as possible. She will make sure the content is inclusive and never harmful in any way, and will make sure that Off-Screen will never promote controversial issues within its content. Marlein wants to mainly focus on creating digital content,

and even more so on videos and moving images. This is a current trend that has a lot of reach and looks visually appealing on Off-Screen's platforms.

Lastly, Marlein and Kennee's committees will collaborate on designing Off-Screen's merchandise. The two of them will make sure that the costs will remain as low as possible, although Marlein does want Off-Screen's merchandise to be of quality and style.

Overview of Ideas

- Continuing to create a safe space for Off-Screen international and diverse members;
- Maintaining a well organized and professional internal and external communication within Off-Screen;
- Keeping Off-Screen's administration organized together with the Treasurer, Kennee and President, Francisco;
- Further develop Off-Screen's TikTok account and research options regarding the app;
- Finding and establishing a creative, disciplined group for the Promotion Committee.

3.3. – Treasurer of the Board & Head of the Acquisition Committee

Kennee Sikkes will be taking on the role of Treasurer for the Board of Off-Screen during the academic year of 2022/2023. His responsibilities include creating and overseeing the Budget whilst accounting for income and expenses that are made throughout the year. Besides that, he will advise the Board on how to use the budgeted amount for their events and activities. Kennee will be responsible for the reimagination and enforcement of Off-Screen's visual identity, and assist the President (Francisco Andrada) by redesigning the website to make it more useful and user-friendly for Off-Screen's members. Right now, the website is mainly used for ticket sales, merchandise, our calendar and important documents. Kennee wants to keep those, but make information about our partners more exclusive by incorporating a Log-In function. Alongside this, Kennee will lead the Acquisition Committee and organize a couple events that put the focus on

career and the professional image of the association. These events include Thesis Event, Career Workshop, an undetermined Career Event, a Charity Gala and a borrel where friends and family outside of the association can attend.

Vision

Last year, the association celebrated its 25th anniversary. The Board of 2021/2022 has made a great foundation for the future, and Kennee wants to build on this. Although Kennee has only been a member for a year, he has worked for associations for long enough to know what works and what doesn't. Kennee wants to bring this prior knowledge to Off-Screen and use it to better the association, improve where improvements are needed, but also adapt since not all associations are the same. In the following section, Kennee explains how the three core words apply to him and his vision.

Three Core Words

The first core word, 'diversity', can be seen in the way Kennee will approach partners and sponsors. Although Off-Screen is a Media Studies Association, Kennee wants to find different partners than previous years to offer a more diverse range of partners for Off-Screen's members and to make it more appealing to join the association.

Kennee is also aiming to work more efficiently with the knowledge that he has gained from previous years. He started this year by introducing Trello that helps the Board and committees with planning. Besides that, he is developing ways for coming boards to make tasks easier for them, such as working on the membership file which is usually updated manually. One of the functions that he has discovered is a way to split payments from our website in Conscribo, which is one of the association's accounting programs.

This year, Kennee has many new ideas that he would like to implement, such as redesigning the Off-Screen logo. Kennee is working hard on the visual identity of Off-Screen and thinks it is important to listen to the feedback from all the people that are part of the association.

‘Adaptability’ for Kennee means being able to adjust to new ideas. He understands that change is difficult, but he will do his best to include everyone in the process.

Budget

Off-Screen’s budget consists of income and expenses. When looking at the income side, the most important posts are membership fees, subsidies, sponsors, partners and the reserves. Looking at the expenses, there are all six committees and some extra expenses with stand-alone events, such as Board Weekend, Media Studies Introduction Week, ALPHA’s Warm Welcome Week, Constitution Borrel, General Members Assembly (GMAs), Committee Member Activities (CMAs) and Old Board’s Borrel. The budget will be sent to the Board of Finance who will check and comment on it. After adjustments have been made, the budget will be sent prior to the first GMA alongside the Policy Plan. The budget and realization will be in constant check by the Board of Finance who will also observe Kennee’s accounting.

Banking and Accounting

In terms of banking, Kennee will prioritize the transition from ING to ABN AMRO. The reason why Eva Rupert (Treasurer of 2020/2021) wanted to change the banks was because ING was not well-suited for associations like Off-Screen due to the high service costs and poor communications. After doing more research, she found ABN AMRO to be a better fit for Off-Screen’s financial profile. Kennee will have finalized the transition by the end of 2022.

Like his predecessors, Kennee will continue to use Conscribo and IBANC. Conscribo is an accounting software that is specially designed for associations and it has proven to be useful to keep track of all the financial transactions that are happening on Off-Screen’s bank account. Kennee will update Conscribo every two weeks so that there’s no delay in accounting. IBANC will be used to send out the direct debit to the members on the 15th of November. Kennee will send at least three reminders so that members have received all the information that they need and that they have

enough time to sign out if they wish to. Members that haven't signed out on time are obliged to pay the full fee of €20,- and will be charged a €0,40 fee for every time they chargeback.

Membership Fees

Kennee wanted to start the year by increasing membership fee for new members from €20,- to €25,-. The reason for this is that everything is getting more expensive as of September 2022, because of the inflation that has been going since the start of the pandemic and the war in Ukraine. With the money that the association could get from the expected 150 new members, this Board can improve a lot of events and make the association even more attractive to new future members. Unfortunately, increasing the membership fee is not allowed according to the statutes, since this change has to be voted on during the General Members Assembly (GMA). The direct debit which is €20,- (or €15,- for members who joined the association before 2013) would remain untouched. In total Kennee expects Off-Screen to have around 700 members after the introduction events are finished and the direct debit has been sent out. The membership fee will not be increased during the academic year of 2022/2023, but the aim is to have this change voted in during the third GMA before the academic year of 2023/2024 begins.

Subsidies, Sponsors, Partners and Vacancies

Without subsidies, Off-Screen wouldn't be able to host the amazing events that it is known for. As of now there are several subsidies that Kennee will request which are the College of Humanities (CoH) subsidy and the ALPHA subsidy. This year, Kennee expects to receive €7.000,- from the College of Humanities and we can request a maximum of €1.050,- from ALPHA which the association can use for educational, cultural and sports events. ALPHA also offers other kinds of subsidies such as the Big Projects Jar (GPP), a website subsidy, a study trip fund and a fund that could be used for magazines. Kennee has already started looking into this so that Off-Screen could use all the money that ALPHA could possibly provide us with. To obtain the subsidies from ALPHA, Kennee has to apply for them. This is done in a total of three rounds for our regular subsidy and for the special subsidies there are other dates. All the deadlines have been put in the

personal calendar, so that none of the deadlines will be forgotten. Another subsidy that Kennee has been looking into is the Amsterdam University Fund (AUF). Kennee aims to obtain this subsidy for a Study Trip which is set in April. The deadline for this fund is on the 30th of October 2022

At the start of the year, Kennee sent an email to Off-Screen's current partners to check whether they would like to remain partners. Out of this, Kennee managed to keep a majority of the existing partners and was able to acquire a few new ones, such as *Disco Dolly* and *Domino's Pizza*. As of now, these partners can be viewed by everyone on the website and they will be added on Instagram. The discount codes for these partners are available for everyone on the website. Kennee wants to limit this to Off-Screen members only by making use of a Login-page on the website. While the association doesn't have any sponsors yet, Kennee aims to obtain them so that they could fund Off-Screen in exchange for online visibility among its members. This visibility includes a special place on Off-Screen's website and we also provide access to our community by posting company stories on Instagram in exchange for money. Throughout the year, Kennee will figure out what the best approach is for this, together with the Acquisition Committee. Besides acquiring sponsors and partners, Off-Screen receives money by posting vacancies on their website. Companies approach the association and we offer a platform for them. This year, Kennee wants to make consistent rules when posting vacancies and engaging in partnerships so that it is clear for companies what is expected of them and what they can expect from us.

Acquisition Committee

This year, the Acquisition Committee will host a number of events, actively look for sponsors, discount partners and vacancies while working on the professional image of Off-Screen as well as its merchandise. The committee will consist of six members including Kennee, so that everyone has a partner to work with. The events that are planned for this year are Thesis Event, Career Workshop, Career Event, Charity Gala and the Feels Like Family Borrel. For all events, Kennee is open to receive ideas from his committee members, therefore a lot of these events remain undefined for the time being. The following sections will explain what the events are and what Kennee would like to do.

Thesis Workshop

This year for Thesis Workshop, Kennee wants to provide help to the students that are working on their thesis. Kennee wants to create an event where students can learn on how to efficiently approach their thesis. For now it will remain undefined.

Career Workshops

In total there will be one Career Workshop that helps students develop their skills in the workforce. In previous years they have done CV-building workshops, provided help with writing motivational letters, LinkedIn training and many more. This year Kennee would like to do something new like getting started with a portfolio, or practicing job interviewing skills.

Career Event

This year there will be one big Career Event and although it remains undefined, Kennee was thinking of collaborating with another association on a big Career Fair. This Career Event aims to feature several companies and people that work in the field of media, whether that be journalists and broadcasters, social media experts, video game developers and many more. The aim for this event is to give students a way to connect with people from the professional world and the aim for these people to provide internships and to attract students to their companies.

Charity Gala

Charity Gala will return this year with a different charity. Kennee will give his committee the responsibility to look for charities, which will be discussed during one of the Acquisition meetings.

Feels Like Family Borrel

The 16th borrel of this academic year is also called the Feels Like Family Borrel, which unlike it being a borrel, is not organized by the Social Activities Committee. Usually borrels are

exclusive to Off-Screen members, but not during this event. During this event, members are allowed to bring their parents, grandparents, siblings, cousins, friends and everyone else that feels like family.

Merchandise

The Acquisition Committee is in charge of the merchandise and will work together with the Promotion Committee who will assist by delivering designs. Kennee is aiming to have three new items in the store while also keeping in mind that they have similar quality as last year. Although the budget for this year's merchandise is smaller as opposed to last year, because it was a Lustrum year. However, the committees will try and make sure to have high standards.

Overview of Ideas

- Keeping Off-Screen financially stable and apply for funds and subsidies, while advising the Board on how to use the budgeted money for their events and projects;
- Lead the Acquisition Committee, organize events such as Career Workshops, Charity Gala and create merchandise;
- Together with his committee Kennee will find new sponsors, and partners that benefit the members of Off-Screen;
- Lead the rebranding process and enforce consistency on the professional look of the association.

3.4. – Head of the Media and Academics Committee

The position of Head of Media and Academics Committee (MAC) during the academic year of 2022/2023 will be fulfilled by Shanaya Chawla. As Head of the MAC, Shanaya is going to be organizing events related to the multiple facets of media within Off-Screen. These events are organized for Off-Screen members to experience media in other ways than just their academic

framework . These events will focus on film, television, new media, art, design, music and fashion to reach a broad range of Off-Screen members and Media students.

Vision

Shanaya's goals as the head of the Media and Academics Committee this year include introducing people to the multiple facets of Media, centering events around a diverse range of topics like: film, tv, etc.. Shanaya also aims to get more opinions from Off-Screen members about their interests, whether it be poetry, music, photography, etc. This will allow Shanaya to do more events from a broader range of fields that people will enjoy and attend. Shanaya wants the MAC events to be an inclusive space for all, she wants her events to showcase members' creativity and ideas. She wants these events to help members unwind and destress, as well as, get inspired and learn something new from each event. Shanaya wants each event to be executed meticulously in order to meet member's expectations, while making sure they have fun and feel included.

Three Core Words

Shanaya's goals and vision are also rooted in the three core words of the 26th Board which are 'Adaptability', 'Diversity', and 'Efficiency'. Shanaya sees 'diversity' in her approach to planning events, as she wants to include all the members' varying interests into her agenda. Further, 'diversity' is very important to Shanaya, and she sees it in everything she does; including: her events and her Board. Shanaya sees 'adaptability' in her approach to keep Off-Screen traditions while also keeping up with the times and the changing interests of media students and Off-Screeners. Finally, Shanaya sees 'efficiency' in all aspects of her work and event planning.

Media and Academics Committee:

Shanaya wants a committee that's curious and passionate. She wants them to be rational thinkers but also dreamers, who are willing to push their boundaries. Shanaya wants 6 committee members who are dedicated, interested and enthusiastic. She wants half of her committee to be planners and organizers and the other half to be creative with big ideas, to balance her committee

out. Shanaya wants her committee to be inclusive of all genders, races and nationalities. She also wants people with differing opinions and ideas than her own so she gets a broader perspective and different types of ideas and opinions. Overall, Shanaya wants her committee members to work well with each other and she wants to create a little community for them to thrive and be creative.

Media Pub Talk:

The Pub Talk will be the first Media And Academics event of the year. Shanaya chose the pub talk as her first event because it has been a huge success in previous years and is a great way to get new Off-Screeners affiliated with the MAC. It is a trusted foundation that introduces the MAC to Off-Screeners. Shanaya wants it to be a helpful and enlightening evening, allowing students to connect with the speakers. She wants the talk to prepare students for the media landscape they will be graduating into, which is why she wants to pick a diverse range of speakers, including: media professionals, academics and students who just graduated.

Book Club

Shanaya wants the book club to be an open and creative space that hones comfortable and honest discussion. She wants the book club community to grow, and be a safe place where the members can chat and get to know each other in a more intimate setting. Shanaya also doesn't want the discussions during book club to only be centered around books, she wants to incorporate different forms of written media like poetry, moreover, she also just wants it to be a space for discussions of other topics relating to media, film, television, podcasts etc. Further, while discussing books Shanaya wants to pick authors from a diverse range of backgrounds, and introduce themes. Shanaya understands that the book club can suffer from a lack of participation, which is why she will make it a point to motivate her book club members, and get their opinions in the initial meeting to recognize their interests. Shanaya will continue with the use of a whatsapp group chat as a means of organizing the book club.

Fashion Event

Shanaya wants to do a thrift tour through Amsterdam, taking people to the different thrift stores in the city for an afternoon, some of them including: Gideon Italiaander and Mevius. This is a great way to incorporate fashion into the MAC's agenda. Fashion is a form of self expression, which is a quality that makes it similar to other forms of media. Moreover, especially, in recent times fashion has been a form of agency for many young adults to express themselves. Further, thrifting specifically is a great way for Off-Screeners to show their creativity, which will be brought out by their personal styles and the pieces they collect. Due to these reasons and the rising popularity of thrifting amongst young adults, Shanaya believes this event will strike the interests of many media students and Off-Screeners. Further, Shanaya wants this event to emphasize the importance of thrifting over fast fashion because of the unethical and unsustainable ways of fast fashion, which is why she is thinking of incorporating a visit to the sustainable fashion museum, which is located at de Rokin, at the end of the tour. Shanaya will also be in collaboration with the Acquisition Committee to see if she can get discounts from the thrift stores.

Movie Nights

This year, Shanaya aims to continue all the partnerships Off-Screen has with cinemas, this will benefit Off-Screen as we will be able to continue to screen films in cinemas we are already affiliated and connected with. Shanaya also wants to bring different cinematic experiences to Off-Screeners, she wants to do this by simulating cinema experiences from different countries, for example: Shanaya would screen a Bollywood film and structure the event to simulate the movie watching experience in India. Due to the budgets for Movie Night not being excessive Shanaya will keep updated with different events spaces and cinemas, to see what they are screening and reach out to them for collaborations. Shanaya will also try to use free event spaces like Vox Pop and Buzzhouse. Overall, MAC and Acquisition will also work together to ensure the cheapest movie watching experience for Off-Screeners.

International Documentary Festival of Amsterdam (IDFA)

Like past years, MAC is going to be hosting an after talk at IDFA this November. Off-Screen members will get a discounted price to the film screening. Shanaya is in touch with IDFA, and they are deciding the details of the talk, including: which movie Off-Screen is going to screen, ticket sales and promotion. This year IDFA is also holding a training session for the moderators, which Shanaya will attend.

Immersive Event

For this event, Shanaya wants to do an intimate coffee house style event, with a gallery and poetry aspect to it. She wants it to be a place for creativity, where Off-Screeners can participate and put their work on display. She wants all the art (including photography) and poetry to be student sourced with an underlying theme to all the pieces. Shanaya will be open to portraying professional work if not enough students were to submit pieces. The event will take place in the evening, further Shanaya's location preference would be a cozy bar, with space to put up people's work. She also wants to incorporate an aspect of live music into it, so Shanaya was thinking of getting in touch with Slim Radio as they do live music performances at different event spaces like Buzzhouse.

Culture Event/Open MAC event

Shanaya wants this event to be an immersive and inclusive experience for all Off-Screeners. Further, she wants this event to be a committee inspired event, where she gives the planning and ideating power to her committee. Shanaya wants her committee to be able to use their creativity in making an outline for this event.

Art Event

Shanaya wants her art event to be centered around pottery. She feels like this will be an exciting event for members as they get to experience an art form that may not be familiar to them. Shanaya knows that CREA has done pottery workshops in the past so she will be in

touch with them, but she will also look around for other companies or businesses that offer services of pottery.

Film Festival

Shanaya wants Off-Screen's Film Festival to be one of the MACs biggest events this year, and wants to begin planning this event months in advance. She wants to collect student films from multiple genres with no specific themes. In film selection she wants to focus on cinematography, acting, direction and plot. She also wants to aim to screen films that are fighting for a cause or advocating for a certain marginalized group. Shanaya will be in touch with different cinemas, for example: Rialto, to see if she can have the event there. She wants a qualified judging panel and also wants to keep up the tradition of the golden duck award.

The Berlinale

The MAC will organize a trip to Berlin's film festival. The trip will also be full of other fun activities, like museum visits and other social events. The Berlinale is an incredible way for Off-Screeners to experience film and culture in a different city. It is also a good opportunity that many students may not get if it was not for Off-Screen. Further, this year older members will also be able to experience The Berlinale as Covid is not as apparent this year. Shanaya will aim to find the most cost efficient travel and hostel fares. Further details regarding the trip, including the itinerary will be decided closer to the date.

Overview of Ideas

- Having the Film Festival be one of the MAC's largest events;
- Helping Media students get their foot in the professional door, by introducing them to the industry and helping them network;
- Introducing events related to different types of Media, evoking the interest of many Off-Screeners and Media students;
- Having the MAC be an inclusive, safe space that helps build creativity and skills.

3.5. – Head of the Social Activities Committee

The position of Off-Screen’s Head of Social Activities (SAC) for the 2022/2023 academic year is Lucia Pascua. Her responsibilities consist of planning and making sure Off-Screen’s social events run smoothly, from the bi-weekly borrels to big parties, while also making sure that attendees are having a great time. She hopes that her events will be a central place for people to meet and make new friends, have fun, and wind down from university stress.

Vision

Lucia’s vision is to make sure every Off-Screener that attends the social events feels included, welcomed and comfortable. Despite the pandemic not being as apparent as the previous year, Lucia will still keep Off-Screeners’ safety as her first priority when planning her events. She will also keep a lot of Off Screen’s traditions like the Kingsnight Cruise, but also present new ideas to make the association more exciting with the help of her committee and show how Off-Screen is starting a new chapter. All in all, Lucia wants to be an open and welcoming Board member who members can approach at all times.

Three Core Words

Lucia’s vision aligns with the three core words of the 26th Board which are Adaptability, Diversity, and Efficiency. Lucia sees ‘Adaptability’ in her work ethic by being able to accommodate senior Off-Screeners and their passion for the association and its traditions but also being able to modify some of the events to keep the association modern for incoming members. ‘Diversity’ to Lucia is very important, she sees diversity in the members, in the events, and especially in her Board. She has great appreciation for the diverse community that Off-Screen has, since it allows the members to be more comfortable and more open-minded with each other. Lastly, ‘Efficiency’ to Lucia means how she and her committee/Board members do their tasks. As an association that

includes hundreds of members, events and members should always do their work in the most efficient and competent way possible in order for the association to run smoothly.

Social Activities Committee

For her committee, Lucia is looking for five to six members that can commit to working hard, having fun, and people that align with her vision as a SAC head. Her committee is very important to her and she wants a group of people that can support her and make sure that their tasks are being done to the best of their abilities. She is looking for a mix of genders, nationalities, first and older years in her committee, as well as different strengths from each of her members. Overall, Lucia wants people who are absolutely committed and people who compliment each other but also know when to relax and have fun while staying responsible.

Borrels

Borrels have always been a tradition for Off-Screen and Lucia does not plan on changing that. They will usually take place in the Kopstootbar on Mondays from 20:00-01:00.

For the first month of the academic year, Lucia has planned a borrel for every single Monday in order for first years to really get to know their peers as well as the older members. After September, borrels will resume as a bi-weekly social event which will happen every other Monday. Lucia is planning on making almost all the borrels themed (with the help of her committee) to make it more enticing to Off-Screeners since she has noticed that themed borrels have more traction than non-themed ones. The themes will not only be fun but also simple enough for everyone to take part in. In addition to newer themed borrels, Lucia will still keep the traditional themes such as Halloween, Santa, Valentines, and a Birthday borrel. The birthday borrel will be a celebration of one of the Board member's, Eunice's, birthday since it will happen on a planned borrel day.

Lucia's vision when it comes to the themes are exciting and new but easy to follow in order for everyone to be able to join and have fun.

Senior Borrel

This borrel has been a long standing tradition in which all Off Screen members come together after the summer in order to catch up before new students are introduced. This year it was held in Hannekes Boom which was attended by around 50 senior Off-Screeners. Hannekes Boom was an adequate location since it was an outdoor space where Off-Screeners could enjoy the last few days of summer and catch up with one another.

Parties

Meeting Off Screen

Lucia decided to keep the Crazy 88 tradition alive and brought it back this year because of its success in the previous year. Crazy 88 was a game played around Amsterdam where groups of students along with their team leader, who are older Off-Screen members, do 88 challenges together in order to win the most points. Points were determined by a video or picture that was sent in each of the group's group chats and were counted by Francisco, Kennee, and Eunice. Lucia decided to be a team leader instead of a counter because it would be a better opportunity to meet new members of Off-Screen especially since she will be the head of planning the association's social events. The winning group will be given group shots in De Heeren van Aemstel where the year's first borrel was also held.

Party #1

For the first party, Lucia has partnered up with WePartyNow, a party planning company, that also took part in helping with a collaborative introduction party that will be discussed later. The venue will be in Chin Chin club. The theme that she has thought of (with the help of the other Board members) is Disco. This means that the music that will be played in the party will primarily be in the disco genre and members are encouraged to wear bright and colorful attires that fit the theme. This event is one of Off-Screen's biggest parties and is an introduction for the first years to see how party life is like for the association. This party will include a photo booth that is

open for everyone to enjoy as well as a free shot that is given out to the first 100 people. This event also features two Off-Screeners as a DJ for the music lineup. To conclude, this party will be a great way for Off-Screeners to make memories.

Collaboration Party

Something new this year is a collaboration introduction party with other associations. The study association for European Studies, SES, has asked Off-Screen if they were willing to collaborate on an introduction party. This party will be with Off-Screen, SES, AIM, and KLEIO. This was also done with the help of WePartyNow and will be themed “White Out/Neon.” This party will be hosted at the Chicago Social Club and is a great way for Off-Screeners to meet the members of other associations. Lucia would like to keep having collaborations with different associations to form a better bond, as well as acquiring more connections.

WePartyNow is an Amsterdam based party platform that has contributed in helping Lucia, as well as other study associations, plan bigger events. This platform was introduced by the study association for European Studies, SES, during their planning of the collaboration party since they have worked with them previously. As well as the study association of PPPE, AIM, who have a partnership with the company. WePartyNow is a reputable source that has connections with a lot of different clubs and acts. Although they helped in contacting the Chin Chin club for the first party, Lucia (and the other board members) has been the one making decisions when it came to which location to contact, the theme, the promotion, the DJs, and ticket sales. There was a bit of a complication when it came to ticket sales though, since WePartyNow wanted to do it with their own website instead of Off-Screen’s official website. However, this was fixed shortly and ticket sales remained on Off-Screen’s website.

Party #2

To keep up with tradition, Lucia has decided to make the second party a gala. This would take place right before students leave for the December break and her vision for this gala would be a

formal/black tie event. The theme will be discussed by Lucia and her committee members. Lucia and her committee will work hard to ensure that this party lives up to expectations.

Party #3

For Party #3, Lucia would like to do something outdoors which would be perfect during the warmer months towards the end of the year. Since the year would be coming to an end, she hopes this party would be more laid back and would be a great kick off for Summer vacation.

Other Events

Kings Night Cruise

For Kingsnight, Lucia is planning on keeping the tradition of renting out a boat for a night of drinks accompanied by a Silent Disco and Lucia aims to take forty to fifty Off-Screeners.

AMS Unlocked

This year, Off-Screen is collaborating with different associations once again to bring back AMS Unlocked. AMS Unlocked is a music festival that happens at the end of the academic year that is completely student run. This event is currently in its planning stage and more details will be provided later on.

Open SAC Event

This year's Open SAC event will be determined by Lucia's committee. She wants her members to be able to have creative freedom and confidence in completely creating their own exciting event. This will give them a chance to really work together in order to conceptualize a whole new and different event.

Overview of Ideas

- Making everyone feel welcomed, included, and supported;

- Keeping tradition while creating change to show a new chapter for Off Screen;
 - Organize themed borrels to make them more fun and enticing;
 - Organizing big and fun parties for everyone to enjoy;
 - Assembling a creative and open-minded committee that will support each other;
 - Giving said committee creative freedom when planning events.
-

3.6. – Head of the Study Travel Committee

Eunice Chung will fulfill the role of Head of Travels (*Study Travel Committee*) during the academic year of 2022/2023. As Head of Travels, Eunice envisions and will organize five different trips throughout the year. The main goal of these trips are to create bonding experiences and core memories amongst Off-Screeners during their time at the University of Amsterdam. The aim for these trips is to widen the views, experiences, and opportunities of the members through the focus of different cultures, media-oriented activities, and seeking out new adventures within each given circumstance.

Vision

Eunice knows and experiences Off-Screen as a family. As the association is slowly expanding more internationally, this will affect the way Eunice will take into account the plans for the academic year of 2022/2023. As trips are an integral part of the association, Eunice aims to cultivate a healthy balance within the planned trips to cater to overall desires of the members. The organization of trips requires consistent communication, intricate planning, a balance of activities, and most importantly, a level of professionalism to make sure that all things run smoothly over the course of the trips.

Eunice firmly believes that over the course of planning and executing the trips, an integral part of the experience is to create a space where friendships can deepen and bonding happens between the members. Striving to implement bonding experiences through fun activities, parties,

games, cultural and media-related experiences will be prioritized. From upholding and understanding the traditions of the association, Eunice will work hard to implement these aspects into the planning of every trip through the room divisions, and itinerary booklets that allow a positive experience over the course of the trips.

As Off-Screen is growing in a more international context, Eunice will focus on creating an environment where all members are seen and heard equally. Through planning and organizing the trips, Eunice will take into consideration the varying opinions and experiences of the members. Focusing on safety, collaboration, and fun, Eunice hopes to nurture a safe space during the trips through extensive research and carefully planned activities. She will implement detailed descriptions within the scripts and different back-up plans that will be thought through prior to each trip. From this, each STC member will be exactly informed on each activity and through this, Eunice hopes for the trips to become a core aspect of the Off-Screen experience during the academic year of 2022/2023.

Three Core Words

Eunice will implement the three chosen core words within her year as she continues to invest and grow during the year. These core words are an integral aspect of how Eunice envisions to lead and work within the association. ‘Adaptability’ allows Eunice to be flexible and open minded. As we travel, there are unpredictable events that are bound to occur, she will handle the circumstances with care and adapt to the given situation in the best way possible. ‘Diversity’ gives Eunice the opportunity to create an environment where everyone is welcomed and stretch the boundaries to open new experiences within the trips she plans with her committee. Lastly, the word ‘efficiency’ is a critical word that will hold Eunice accountable to stay organized and lead a committee in a sincere way. Furthermore, these core words will continue to manifest throughout the vision that Eunice holds for her position on the Board and as the Head of her committee.

Study Travel Committee

Eunice will be searching for six dedicated members to constitute the Study Travel Committee. She aims to find a balanced group of people who are passionate about the core of what STC stands for. STC is a committee that allows creative freedom and will challenge the committee members to think outside the box within the internal aspects of planning and organizing trips. Her goal is to create an environment where ideas and motivation are synchronized to bring STC ideas of trip locations and planning comes to life. Eunice is looking for members who are responsible, adaptable, and passionate. However, she wants to extend the opportunity to those who are more reserved yet who express their interest and are open to growing together through this experience. Eunice hopes to maintain a professional dynamic amongst the members, but as well as a close bond within the committee that will allow the members to feel at home and irreplaceable within the Off-Screen family.

Trips

Introduction Weekend

The Introduction Weekend will be the first trip where new members of Off-Screen are introduced to the traditions and ways of life of the association. Following the previous years tradition of renting a big house, Eunice abides by those traditions and through that, it opens an opportunity for Off-Screen to better connect with each other. Houses in the countryside and outside of the city is Eunice's priority, in order to create a restful and fun experience for the new members as moving to a new city can be extremely overwhelming. From this, Off-Screeners have the freedom to bond in healthy ways through playing games, partying until dawn, and eating good food. This trip is dedicated to the primal experience of what Off-Screen stands for as an association for the first year members that will eventually be a core memory of theirs during their time at UvA. Furthermore, over the course of the weekend, an important aspect of the trip itself is to motivate, encourage, and recruit first-year students to join committees and to show them what Off-Screen is

all about through introducing them to the associations traditions and other activities throughout the weekend.

Weekend Away

The Weekend Away will be the first trip that Eunice will organize together with STC. Due to the fast paced schedule, Eunice will pick the location and book the accommodation and transportation in advance. However, the members of STC are given the opportunity to shine their skills and ideas within picking activities and forming the itinerary within the context of the location. Eunice hopes to pick a location where Off-Screeners are able to express their independence through free-time yet bond together through varying cultural activities which enriches their educational knowledge about the city and the ways of life within the culture. The emphasis of the Weekend Away will be to create a space where new and older members are able to have fun, explore the destination, and bond during the trip.

Ski Trip

For the annual Ski Trip, Eunice and Off-Screen will collaborate with a company such as Skifest or Sunweb to organize the trip due to the long-lasting relationship within the association. This trip is an opportunity for winter sport lovers to come together to bond. As for beginners, the door is wide open and there are opportunities to learn how to ski/snowboard for the first time as well. Eunice aims to take thirty-five to a maximum of forty people on the trip. Through a bigger group, this will encourage members to get to know and bond with each other more.

Study Trip

For the Study Trip, it is known to be the most challenging and longest trip to plan and organize. However, through this, Eunice wants her committee to take charge and open up the floor for them to express their creativity and inspiration. Eunice believes by this time, her committee will have proved their trust, dedication, and responsibility towards the STC. Through this, autonomy (in terms of possible location ideas and activities) will be given to the committee members where

we open collaboration, decisions and activities will be decided together. Eunice and the STC will tailor a plan that focuses on balancing media/cultural-related activities, bonding experiences, across the selected destination. As there are many traditions to uphold, Eunice will make an effort to implement them in a natural and timely manner where the Off-Screen members feel at home. Furthermore, she will make sure to provide a clear structure throughout the trip in order to make each Off-Screener feel at ease. Eunice and STC's vision for this trip will emphasize on balance that will be maintained through the daily planning and the overall itinerary of the trip.

Farewell Weekend

The Farewell Weekend is the final trip the STC will plan as the year comes to an end. The destination will be carefully picked and discussed with the STC. The aim is to create an entertaining, fun, and balanced experience where members feel that their academic year can be celebrated through bonding activities. As for the STC, this trip will commemorate their hard work and will be an opportunity to simply enjoy this last trip. Eunice envisions taking around thirty-five to forty people on the trip.

Overview of Ideas

- Creating an environment where members are able express their authenticity and independence through the activities during the course of the trip
 - Finding unique destinations where Off-Screeners can be challenged in new ways of experiencing culture and life
 - Emphasis on bonding between Off-Screen members during travels and activities
 - Finding balance between entertainment and media/educational activities
 - Creating a balanced, trustworthy, and open collaboration within the STC committee and the Board
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4. Board Activities

This section outlines the roles of the 26th Board of Off-Screen — as well as their goals and plans in specific association contexts. They follow.

4.1. Board of Advice

The Board of Advice (BoA) of Off-Screen is an organ within the association with the objective to support and give counsel to the Board of Off-Screen. This institution is upheld by the Board of Off-Screen — which chooses the BoA via an application process — and comprises a minimum of two former members of the Board of Off-Screen.

At the beginning of every academic year, the Board of Advice is formed and one of its first tasks is to review the policy plan and help guide the new Board at the start of their tenure.

For the 2022/2023 academic year, the Board of Off-Screen will aim to have at least four formal meetings with the BoA (one prior to each General Members Assembly). Individual meetings will be conducted by both the Board and the BoA — depending on the need.

Unlike 2021/2022, the Board will not use the ‘Buddy System’ — which used to pair commissioners and Board of Advice members. A variety of ways to communicate with the Board of Advice will be discussed throughout the year. However, communication currently consists of written messages and emails.

Board of Advice 2022/2023

Eva Rupert: Treasurer 2020/2021

Jang Kapgen: Head of the Media and Educational Activities Committee 2020/2021

Lara Godoff: President 2021/2022 and Head of Social Activities 2020/2021

Scyler van der Wal Klein: Head of the Media and Academics Committee 2021/2022

4.2. Application Committee

The Application Committee (ApCo) of Off-Screen is an independent organ of the association which has as its function to form the Prospective Board of Off-Screen for the following year. In addition, the Application Committee has been researching alternative structures for the board and for its own process.

The Application Committee is in charge of choosing the next members of the ApCo, which will be presented to the association and voted in during the second GMA of the 2022/2023 academic year.

As of September 2022, applicants for the new ApCo can apply with a motivational letter; applicants for the Board of Off-Screen can apply with a motivational letter followed by interviews and a group assessment to analyze the skills of all applicants fully. This might change throughout the year as ApCo duties are clarified in writing and processes are discussed.

Application Committee 2022/2023

Scyler van der Wal Klein: Head of the Media and Academics Committee 2021/2022

Riddhi Vyas: Treasurer 2021/2022

4.3. Board of Finance

The Board of Finance (BoF) of Off-Screen functions as an independent organ of the association, and its role is to give advice and oversee the Treasurer's work, administration, accounting, and financial statements. This year, the BoF consists of three previous Treasurers and one person with general financial knowledge that stands outside the association to prevent

fraudulent actions. The BoF meets every week before the GMA to receive an update from the Treasurer about the financial status of the association.

Board of Finance 2022/2023

Riddhi Vyas - Treasurer 2021/2022

Eva Rupert - Treasurer 2020/2021

Koen Pelgrim - Treasurer 2018/2019

Pedro Said Vieira - Treasurer of SES 2022/2023

4.4. Merchandise and Inventory

For the 2022/2023 academic year, Off-Screen's merchandise production will be a shared responsibility between the Acquisition and Promotion committees. Throughout the year, both committees will meet consistently to decide on what articles they believe fit Off-Screen best.

Last year, the merchandise was sustainable which was an amazing achievement. This year, however, the budget is lower than last year, so sustainable merchandise might not be realistic. However, The vice-President and Treasurer will still try their best to research affordable options regarding sustainability.

Traditional merchandise items, such as hoodies, T-shirts & accessories will continue to be designed and produced. Alongside creating merchandise, Kennee will be the one that manages Off-Screen inventory, which includes merchandise from last year. Old merchandise will still be available on Off-Screen's website and will try to be sold whenever this is possible.

4.5. The Hok

Located at Turfdragsterpad 9 in room 0.10, a part of the University of Amsterdam's Binnengasthuis, The Hok houses the office of Off-Screen.

After the first General Members Assembly of the year, members of Off-Screen will be allowed to visit such office during opening hours, which are traditionally 11:00 AM to 3:00 PM (on weekdays). At all times, there will be a member of the board of Off-Screen present at the office during opening hours.

The office of Off-Screen will be inaccessible during Board meetings. This will be communicated at the time of meetings via a sign on the exterior part of the door. The Hok will be open every weekday to visit and pick up orders from the Off-Screen website.

Currently, our office is shared with two other associations at the University of Amsterdam. Throughout the year, it is an objective of the 26th Board of Off-Screen to relocate such associations and remain the sole occupant of the office.

4.6. ASVA and ALPHA

As customary, the President (Francisco) will be in charge of contacting and maintaining a cooperative relationship with both ASVA and ALPHA.

The ASVA Student Union represents the interests of all students at both the University of Amsterdam and the Hogeschool van Amsterdam while ALPHA (the Student Association of UvA's Faculty of Humanities) is in charge of distributing the subsidies received from the Faculty of the Humanities to its associations. In addition, ALPHA organizes a few yearly events (including the Warm Welcome Week, which is organized by all the associations of the Faculty of Humanities and overseen by ALPHA).

For general communications and collaboration, the President (Francisco) will be in touch with ALPHA. For financial matters, the treasurer (Kennee) will conduct communication.

4.7. Constitution Borrel

As tradition dictates, Off-Screen will host a Constitution Borrel (CoBo) during the autumn of 2022 (the date set is the 17th of October) . All former Board members will be invited, in addition to many Boards of other study and student associations.

The 26th Board of Off-Screen will do its level best to uphold CoBo traditions and host a memorable event taking place at Disco Dolly on the 17th of October.

4.8. Committee Members

Like previous boards did, the 26th Board of Off-Screen will aim for having committees of sizes ranging from 5 to 8 members in total (including the commissioner).

A new addition this year is the role of Committee Coordinator, which will aid Daily Board members in their committee tasks.. After consulting the statutes that regulate Off-Screen and previous members of the Board, it has been decided that each Daily Board member will have the autonomy to choose a Committee Coordinator and decide upon which responsibilities will fall under this new role.

The Reporter Committee, the Promotion Committee, and the Acquisition Committee will continue to have as their Head the President, Vice-President, and Treasurer respectively. The role of Committee Coordinator is in its developmental stage and will be written into the House Rules together with clearer expectations for the roles of each Board Member.

5. General Member Assemblies

This section outlines the role of General Members Assemblies. They follow.

The General Member Assemblies (GMAs) are a foundation of Off-Screen. During these events, all members of current Off-Screen committees and Boards meet with members of the association to present plans and decisions which are voted upon. The GMAs are mandatory for all committee members, the Board of Advice, the Board of Finance and the Application Committee.

As Off-Screen regulations state, major changes are to be voted upon during GMAs, in accordance with the belief that members have the maximum authority within the association.

For the 2022/2023 academic year, there will be four General Members Assemblies (the last one being split into two), and they will be organized and hosted by the president, Francisco. Snacks will be purchased to motivate members to attend and the assemblies will be held at UvA's Academic Quarter in the city center.

Invitations for GMAs will be sent to members (by the President) three to two weeks prior to the assembly and the Board sincerely hopes to include all members of the association, which is why every GMA (with the exception of the first one) will have at least 30 minutes dedicated to the free sharing of relevant ideas and information. Input received during these 30 minutes will be recorded and taken into account by the Board.

2022/2023 General Members Assemblies

- GMA #1: 24th of October
- GMA #2: 6th of December
- GMA #3: 20th of March
- GMA #4.1: 5th of June

- GMA #4.2: 12th of June

6. 2022/2023 Association Calendar

Below you will find Off-Screen's 2022/2023 calendar.

MONTH	DATE
August 2022	
Senior Borrel	Tuesday, 23/08
Intreeweek	Monday – Friday (29/08-02-09)
September 2022	
Intreeweek	Monday – Friday (29/08-02-09)
Meeting Off-Screen (City Wide Event + Borrel) Borrel (B1)	Monday, 05/09
Media Studies Introduction by Off-Screen	Monday – Friday (5/9 - 9/9)
Borrel (B2)	Monday, 12/09
ALPHA Introduction (Paint & Sip)	Tuesday, 13/09
Pub Talk	Wednesday, 14/09 (7-10PM)
Borrel (B3)	Monday, 19/09
Committee Borrel (B4)	Monday, 26/09
Introduction Weekend	Friday – Sunday (30/9 - 02/10)
October 2022	
Big Party #1	Wednesday, 5/10
Book Club #1	Tuesday, 14/10
Collaboration Introduction Party	Wednesday 12/10
GMA #1 Borrel (B5)	Monday, 24/10

Fashion & Media Event	Thursday, 27/10
Borrel (B6)	Monday, 31/10
November 2022	
Weekend Away	Thursday – Monday (3/11 - 7/11)
IDFA Begins	Tuesday – Sunday (8/11 - 20/11)
Borrel (B7)	Monday, 14/11
Thesis Workshop	Wednesday, 16/11
Off-Screen’s Gala	Wednesday, 30/11
December 2022	
GMA #2	Tuesday, 6/12
Christmas Borrel (B8)	Monday, 12/12
Career Workshop	Wednesday 14/12
January 2023	
Borrel (B9)	Monday, 09/01
Movie Night	Wednesday, 11/01
Ski Trip	Friday – Monday (13/01 - 23/01)
February 2023	
Valentine’s Borrel (B10)	Monday, 13/02
Trip to Berlin / Berlinale	Friday – Tuesday (17/02 - 21/02)
Borrel (B11)	Monday, 27/02
March 2023	
Reporter Photography Workshop	Wednesday, 01/03
Art Event	Wednesday, 08/03
Charity Gala	Wednesday, 15/03
GMA #3 Borrel (B12)	Monday, 20/03

Immersive Event	Thursday, 23/03
April 2023	
Study Trip	Saturday – Sunday (01/04 - 09/04)
Borrel (B13)	Monday, 10/04
Study Career Event	Wednesday, 19/04
Kingsnight Cruise	Wednesday, 26/04
May 2023	
Borrel (B14)	Monday, 01/05
CMA #2	Wednesday, 10/05
EC Birthday Borrel (B15)	Monday, 15/05
Film Festival	Thursday, 18/05
Feels Like Family Borrel (B16)	Monday, 29/05
June 2023	
Amsterdam Unlocked	Thursday - Wed (01/06 - 07/06)
Farewell Weekend	Friday – Sunday, (02/06 - 04/06)
GMA #4 Borrel (B17)	Monday, 05/06
GMA #4.2	Monday, 12/06
Open SAC Event	Wednesday, 14/06
Old Board’s Borrel (B18)	Saturday, 17/06

7. Budget

Financial details will be disclosed in a separate document crafted by the Treasurer of Off-Screen. Members will be informed via email.

8. Epilogue

The 26th Board of Off-Screen looks forward to an extraordinary year of activities and thanks the members of the association for their enduring support.

As a Board, we look forward to using this document as a compass throughout our tenure. For questions, do not hesitate to reach out using the information attached under section nine (contact information).

Sincerely,

Francisco Andrada
President (2022/2023)

9. Contact Information

Attached below are the contact information for individual members of the Board of Off-Screen and the Board of Advice. They follow.

The Board of Off-Screen

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Board of Advice Member — Jang Kapgen

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Board of Advice Member — Lara Godoff

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Board of Advice Member — Scyler Pim van der Wal Klein

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The Board of Finance

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Board of Finance Member — Eva Rupert

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Board of Finance Member — Koen Pelgrim

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Board of Finance Member — Pedro Said Viera

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The Application Committee

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