



# BABYLON

STUDY ASSOCIATION

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**CONCEPT POLICY 2019-2020**

ACCESSIBLE, PROFICIENT AND AMBITIOUS

## Foreword

Dear reader,

In front of you lies the policy of the thirty-first board of Babylon for the academic year of 2019-2020. This policy includes the goals of the thirty-first board and these are accompanied by explanations of how they will be achieved during the upcoming year.

In the previous year, the thirtieth board of Babylon (2018-2019) continued the process of internationalisation. For example, by writing the Babylon Magazine completely in English and by writing Facebook posts in English first and Dutch second (Dutch follows English instead of English follows Dutch). The thirty-first board will continue this process of internationalisation, since the number of international students who are studying CIS is increasing every year. However, the thirty-first board will pay equal attention to international and Dutch members, and not focus on just one group. Furthermore, the thirty-first board will put emphasis on strengthening the bond between (active) members and Babylon. This is in line with the policies of the previous boards of Babylon. In addition, the thirty-first board wishes to put emphasis on the acquisition of new members for the association.

The board of Babylon aims to maintain the current image of the association and attempt to improve it where possible. This also accounts for the bonds with sponsors, companies, lecturers/professors and other external relations. The professionalism of Babylon will thereby be safeguarded.

The thirty-first board wants to thank the preceding boards of Babylon for their knowledge and support that assisted them in writing this policy and their further guidance after.

Max Ploemen	-	Chair
Quirijn Somers	-	Secretary
Niek van de Minkelis	-	Treasurer
Tessa Stolte	-	Commissioner of Internal Affairs
Thijs Buisman	-	Commissioner of External Affairs
Dylan Zeevaart	-	Commissioner of Activities

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## **Introduction**

This policy for the academic year of 2019-2020 is meant to provide an insight in the course the thirty-first board of Babylon wishes to sail during the upcoming year. In this document, the policy for the upcoming year is reported and the set goals will be discussed in order of priority.

First, the organisation and the mission of Babylon are described. Secondly, the long-term goals of the association are discussed and split into short-term goals. Lastly, every board member phrases their goals for his or her position in a personal policy.

Policies of the preceding years have functioned as a base for the policy of 2019-2020, which contributes to the consistency of this policy and the recognition of Babylon.

## 1. Babylon

The study programme Communication and Information Studies of the Faculty of Arts at the Radboud University is focused on the communicational processes within organisational environments in combination with acquiring a high proficiency in at least one of the following foreign modern languages; English, German, French and Spanish. Babylon was founded in 1989, when the study programme was still called Business Communication. The study programme has its own study association called Babylon.

The study association is there for every student who seeks to enrich their student lives both study-wise and socially. Furthermore, the study association has strong bonds with the study programme's lecturers/professors, (contributing) graduates and other interested parties. Currently, Babylon has around 480 members.

Babylon aims to make a positive contribution to the student life of her members. Firstly, the association strives to function as a link between the business and student world. This is realised by organising several activities, where contact with the business world plays an important role. The purpose of these activities is to offer students the opportunity to gain knowledge in both theory and practice. Secondly, Babylon places great value on the development of amicable bonds/friendships that come into existence through organising and attending the activities arranged by the study association. In conclusion, the association aims to enrich the student life in the professional and social field.

### 1.1 Origin and logo

The name 'Babylon' originates from the Bible. According to Genesis 11:1-9, the descendants of Noah wanted to build a city with a tower that reached all the way up to Heaven. They dubbed this city 'Babylon'. However, the city was also known as 'Babel'. God perceived Noah's descendants' endeavour to build a tower of such height as an act of abominable, pagan foolhardiness. Therefore, He punished them – who up until then all spoke one and the same language – by confounding their speech and scattering them all over the world. Consequently, spreading their different languages.

The city Babylon is still in existence today and can be found on the banks of an important tributary of the Euphrates, about 90 kilometres south of Baghdad. In the second millennium B.C., Babylon was the political, cultural and religious centre of South-Mesopotamia, also known as Babylonia.

Mesopotamia was bordered by the Euphrates and the Tigris, which gave the country a crescent moon shape. This crescent moon can also be found in the logo of Babylon. The enlarged 'Y' represents balance (in communication) and exemplifies Babylon as a well-balanced, harmonised organisation. The bar beneath the logo refers to a strong foundation.



The vibrant colours of the logo give Babylon a refreshing character. Furthermore, the colour blue symbolises quality, to which the association attaches great value. Due to the internationalisation of the study association, the thirtieth board adjusted the name and the logo. The thirtieth board changed the name from 'SV Babylon' to 'Babylon.' The thirtieth board decided to leave out 'SV' (which stands for *studievereniging*) because it is Dutch. Without 'SV', Babylon strives to be more accessible for all students and it will contribute to the more international image of Babylon. For the same reason, the thirtieth board changed Babylon's logo. The term '*studievereniging*' beneath Babylon has changed into 'study association' and in the blue bar beneath the logo, the study title '*communicatie & informatiewetenschappen*' is left out to make the logo look more modern, fresh and more legible.

## 1.2 Organisational structure of the association

Babylon's current organisational structure was introduced in 1997, following submission of the Working Group Introduction Structure Change (WIS) to the General Meeting. Former boards have made some changes in the structure of the association, regarding the removal of the Sponsorship Committee in the board of Babylon and the achievement of a more consistent division of activities for some committees.

The prior led to the founding of the Working Group Adjustment Organisational Structure (WAO) in autumn 1999, to evaluate and adapt the current structure. The purpose of this structural adjustment is realising the improvement of the association from which a dual purpose of the WAO could be derived:

1. Ensure better cooperation between the board and committees.
2. Ensure a more proportional division of tasks within the various committees.

Afterwards, the WAO assessed the workload per committee and devised a new construction to improve the communication. This structure did not involve radical changes, but is just an adjustment of the old structure. One year after the introduction of the new structure, findings of the twelfth board (2000-2001) led to a review and completion of the WAO report.

The thirteenth board (2001-2002) then renamed the 'WAO report' to the file organisational structure Babylon, as the old name 'WAO report' was not clear enough and somewhat dated. In this report, the last adjustments were processed by the fourteenth board (2002-2003) in cooperation with the twelfth board. This led to the possibility to improve the communication and cooperation within Babylon.

The nineteenth board of Babylon (2007-2008) has drafted a WAO report with a new board formation for 2008-2009. This proposal has been approved during the General Member

Meeting. For 2008-2009, five board positions were administered. The twentieth board of Babylon (2008-2009) consisted of five board members, but this board decided to draft three concepts to allow the twenty-first board to consist of five, six or seven executive board positions.

All proposals have been approved by Babylon's members during the General Member Meeting. Following the application procedure, the final formation of six board positions has been established. Although the formation of six board positions has been established, both the twenty-seventh board (2015-2016) as the twenty-eighth board (2016-2017) of Babylon consisted of five board members. The thirty-first board (2019-2020) will, just like the previous two boards, consist of the established formation of six board members. The next paragraph will explain the current structure.

### 1.3 Thirty-first board

The current structure of Babylon is characterised by six board positions:

Chair, Secretary, Treasurer, Commissioner of Internal Affairs, Commissioner of External Affairs and Commissioner of Activities. The distribution is as follows:

- Chair	Max Ploemen
- Secretary	Quirijn Somers
- Treasurer	Niek van de Minkelis
- Commissioner of Internal Affairs	Tessa Stolte
- Commissioner of External Affairs	Thijs Buisman
- Commissioner of Activities	Dylan Zeevaart

Every functionary shares the following tasks and responsibilities:

- Write a policy;
- Write an annual report;
- Run Babylon:
  - in compliance with the policy on both the long-term and short-term goals;
  - in compliance with statutes and domestic regulations;
- Maintain contacts with:
  - the Department Board of Language and Communication;
  - Communication and Information Studies students (members and nonmembers);
  - other study and student associations;
  - external relations;
  - (potential) sponsors;
- Attend board and general meetings;
- Take care of open office hours at the Babylon Room (E12.09);

- Attend, coordinate and promote activities of Babylon;
- Manage the website ([www.svbabylon.nl](http://www.svbabylon.nl));
- Maintain the member database and the contact database;
- Have general knowledge about the financial status of the association.

Should one or more board member(s) drop out, it is required that the remaining board members will take over their tasks and responsibilities. If the Chair drops out, the Vice-Chair will take his position. The Vice-Chair of the thirty-first board is Niek van de Minkelis. His tasks will be made explicit further on in the policy.

## 1.4 Committees

In 2019-2020, there will be sixteen committees that operate within Babylon. The coordination of these committees is divided among the six board members. There are two committees that operate without coordinator. A list of the committees can be found below:

- Chair
  - Prom Committee
  - International Committee
  - Application Committee
- Secretary
  - Publication Committee
  - Graphic Design Committee
- Treasurer
  - Study Trip Committee
- Commissioner of Internal Affairs
  - Education Committee
  - Committee of Formal Activities
- Commissioner of External Affairs
  - Congress/National Day of Communication Committee
  - Career Committee
- Commissioner of Activities
  - Sports Committee
  - Committee of Informal Activities
  - Orientation Week Committee
  - Weekend Committee
- Others
  - Till Committee
  - Advisory Board

Within most committees a chair, secretary, treasurer, sponsor member and a promotion member are assigned. In some committees there will be other roles that relate to that specific committee. The tasks and responsibilities of these different roles are listed below:

- Chair

- leads and coordinates the committee;
- leads committee meetings;
- makes agendas for committee meetings;
- attends at least one chair training;
- has ultimate responsibility for the committee;
- is present at all General Member Meetings;

- Secretary

- receives and answer (e)mail;
- attends at least one secretary training;
- writes and spreads committee minutes.

- Treasurer

- keeps track of the financial status of the committee;
- establishes budget estimate(s) in cooperation with the Treasurer of the board;
- attends at least one treasurer training;
- has ultimate responsibility for the finances within the committee.

- Sponsor Member

- maintains the sponsor database of the committee;
- maintains contact concerning sponsors with the treasurer of the board;
- attends at least one sponsor training;
- has ultimate responsibility with regard to sponsoring.

- Promotion Member

- sets up a promotion plan;
- attends at least one promotion training;
- has ultimate responsibility regarding promotion.

## **2. Mission**

Babylon aims to enrich the student lives of all Communication and Information Studies students at the Radboud University in Nijmegen. Babylon does so by organising numerous enjoyable activities and activities pertaining to academics and business. Contact with the business world plays an important role in many of these activities. Babylon offers students the opportunity to gain experience in the field in an informal, laid-back setting and aims to function as a link between the business and student world. Furthermore, Babylon emphasises the importance of amicable bonds/friendships that come into existence through organising and attending the activities organised by the study association.

### 3. Long-term goals

The four long-term goals of Babylon are as follows:

**- *Strengthen the bond between the association and its members and attract new members***

The bond between Babylon and its members is of high importance to the association. To strengthen this bond, the thirty-first board of Babylon is planning to continue to organise both informal and formal activities for its members. To attract new members, the thirty-first board strives to introduce Babylon in a positive way during the Orientation Week, so that many potential members consider and actually join the association. During the academic year of 2018-2019, many first-year students were actively involved within Babylon. It is important to get the new first-year students involved with Babylon again. In addition, the thirty-first board strives to increase the number of active international students and pre-masters within Babylon.

**- *Improve the professionalism of Babylon***

The thirty-first board strives to maintain and potentially improve the professionalism of the association through uniformity and consistency. The board will focus on organising study-related and career-related activities to enrich the education of the students of Communication and Information Studies. Furthermore, it is important to the thirty-first board to interact in a professional way and to always carry out a professional appearance, both to external parties and members of Babylon. Also, the professional identity will be maintained in the association's communication (i.e. social media, the website, etc.).

**- *Improve and strengthen the image of Babylon***

The image of Babylon is important for the association. The thirty-first board will try to maintain and potentially improve Babylon's image. The board wants its members to view Babylon as an association that enriches their student life by offering both formal and informal activities. In addition, the board wants the association to be seen as a place where the members can get help if they have any problems or questions. The thirty-first board wants external relations, such as companies, (potential) sponsors, lecturers/professors and other study associations, to perceive Babylon as a professional organisation. Babylon aims to accomplish this by being structured and by communicating in a professional way.

**- Strengthen the bond between the association and external relations**

Babylon relies heavily on its external relations (i.e. sponsors, companies, lecturers/professors or other study associations), so it is important that the bonds between Babylon and these external relations are maintained. Just as the previous two boards, the thirty-first board has a Commissioner of External Affairs. Therefore, the thirty-first board is planning to focus again on making external affairs stronger. The board aims to do so by focusing on personal contact with external relations instead of just having contact by email or telephone.

## 4. Short-term goals

### 4.1 Strengthen the bond between Babylon and its members and attract new members

Strengthening the bond between (active) members and the association has gained a lot of importance by the previous boards, and the thirty-first board finds this subject of big importance as well. This is because the members of Babylon are the reason for its existence, which implies that a strong connection between them and the association is essential. This long-term goal is divided into short-term goals that serve as a common thread that contribute to this goal. These short-term goals will be discussed more deeply.

#### **4.1.1 Bonding of members**

The bonding of members will be carried out mostly in a similar manner as the previous boards have done in the preceding years. Active membership will be stimulated by organising a Committee Market in the second week of the academic year. The Committee Market will be combined with a free lunch to attract more people. The Active Member Evenings (AME) and Active Member Activity (AMA) will remain part of the programme and are meant to thank the active members for their efforts. The thirtieth board has activities. Furthermore, the Member of the Month and the Wall of Babylon will be continued with. The Wall of Babylon is located at the Babylon Room and consists of active members that earned the title of member of the month. Consistently, the member of the month will be announced on Facebook in the beginning of the following month and (s)he is invited to pick up a small present at the Babylon Room.

The thirty-first board consists of one second-year student, four third-year students, and one fourth-year student. This should not make it particularly difficult for the board to bond with (new) members. The thirty-first does, however, consist of 5 C&O students and only one IBC student, which might make it a bit more difficult to all personally bond with IBC students, internationals and/or (pre-)masters.

Therefore, the Orientation Week is a very important moment for the thirty-first board to get in touch with the new students. The majority of the thirty-first board will participate in the Orientation Week as a committee member or as a mentor parent. They will all have an open and friendly attitude towards the new students and approach as many new students as possible during activities to get to know them. Quirijn does not have an active role as committee member or mentor parent, but he will be present during the entire week as well. Furthermore, multiple board members will follow courses of different years of the study, which will contribute to getting to know more students from different years.



In the preceding years, it turned out that the pre-master students are not really interested in becoming a member of Babylon. However, the thirtieth board (2018-2019) did accomplish to bond with many pre-master students, which resulted in nine active pre-master members. Therefore, the thirty-first board wants to continue the good efforts of the thirtieth board and will try to bond with many pre-master students, since last year they were a valuable addition to Babylon.

With regard to the fact that the majority of the third-year students will be absent during the first semester due to their term abroad, the thirty-first board is planning to organise a Welcome Back activity for all third years, which will be combined with the *borrel* (informal drink) in February. Last year, the thirtieth board organised a welcome back dinner for them. This was a great, yet not very successful idea, since most third years that got back from their study abroad said they did not have any money left for such an event. For this reason, the thirty-first board will organise an activity that will be more affordable. This is important, since in the preceding years the board members noticed that most third-year students that came back from their study abroad period were less active in Babylon than they were before they went there. If Babylon can give them a warm welcome back, they might become active members again.

#### **4.1.2 Communication towards potentially new members**

Communication towards potential members will especially take place during the Orientation Week and the first months of the academic year. Firstly, there will be two flyers attached to the goodie bag that is handed out. One of these flyers explains briefly what a study association is and what Babylon can offer to its members. It will also display upcoming events, so the flyer functions as promotion material for those activities. This flyer has been in the goodie bag since last year (2018-2019). In addition, there will be a second flyer in the goodie bag, that contains information about the different committees of Babylon. Secondly, the board will provide a small lecture talk during the University Day for both the first-year students and the pre-masters. This talk is dedicated to the introduction of the board and promotion for active membership. The talk for the pre-master students will especially emphasise the formal and professional activities that Babylon organises, like the Career Event, and underline the benefits of becoming a member. The thirtieth board made an 'interest list' for the pre-master students who did not have any interest in informal activities and trips, but did want to attend Babylon's formal activities. No one signed up for this interest list, but many pre-master students were actively involved in Babylon. Despite the few sign-ups, the thirty-first board will continue this practice to reach all pre-master students that did not participate in the Orientation Week. The pre-masters that sign up for this interest list will receive an email as an invitation for these activities.

Apart from the previous ways of communication, the Orientation Week is meant to convey a positive image of the association. During the week, the additional value of being a member will be emphasised. The thirty-first board will approach potential members personally through their own network, but also via the network of group mentors and yet existing members. The fact that the entire thirty-first board is present during the Orientation Week, promotion for Babylon is well accounted for. The Orientation Week is fully English, which contributes to mutual understanding and eliminates exclusion of certain (international) participants. The thirty-first board is required to be visibly present during the whole week and will try to establish a sense of trust amongst (potential) members of Babylon. After the Orientation Week, efforts will be made to acquire new members, especially in the first two months. During the first semester, most third-year students will be gone on their term abroad or an internship. Their absence will not remain unnoticed, which needs to be balanced by acquiring new (active) members.

The thirty-first board of Babylon will remain to lay emphasis on formal activities. This is carried out by making sure that the money that has been made available for formal activities will be fully spent by the concerning committees. By adequately promoting interesting guest lectures, workshops and all other more formally-oriented activities, the thirty-first board wishes to enthuse members to take part. The Career Committee, the Committee of Formal Activities, the Education Committee and the Congress/NDOC Committee will play a significant role in increasing the positive outlook on formal activities. Lecturers/professors of the CIS programme are also involved in the association. They will be approached in a personal manner and will be sent a membership letter with information about Babylon. This will be the responsibility of the Commissioner of Internal Affairs and is explained in more detail in 5.4.2. In order to acquire new active members, and to gain attention for the committees that belong to Babylon, a Committee Market is organised at the beginning of the academic year. The Committee Market will be made attractive and comprehensive by using pictures of the activities of the different committees and letting enthusiastic committee members tell something about their experiences. The thirty-first board will try to get at least one international committee member per committee on the Committee Market to try to attract many international active members. This Committee Market will also be combined with a free lunch. Committees will be set up timely. This will happen about two weeks after the Committee Market. The thirty-first board considers promotion for the Committee Market as very important.

#### ***4.1.3 Strengthen the bond between international members and Babylon***

Because of the internationalisation of the study Communication and Information Studies and hence Babylon, the number of international students is continually increasing. The thirty-first board strives to make the international members of Babylon just as welcome to

the association as the Dutch speaking members. Experience from previous years shows that the international students are becoming more frequently present on often well-visited activities of Babylon, such as monthly *borrels* and other parties, but are still less present than the average Dutch speaking member. The thirty-first board will continue with actively informing for the opinions and ideas of the international members, with a purpose of accommodating the activities to the international members if possible. The thirty-first board will also form an 'International Committee' which will be explained in point 5.1.5.

Furthermore, the thirty-first board will provide a clear image of Babylon and the principles of a study association to the (potential) international members. Mainly during the Orientation Week and at the beginning of the academic year, a lot of attention will be paid to this matter. This will be accomplished by providing accurate and complete information on social media and in the goodie bag given to the participants of the Orientation Week.

The thirty-first board of Babylon will continue to stimulate the bonding between students of multiple layers. Committees will have members from different years to foster contact. Furthermore, the board will be mixing multiple nationalities in most committees where possible. By mingling international students with Dutch students, the former will feel more integrated.

The thirty-first board will continue the policy of the thirtieth board and will allow internationals to join any committee of Babylon instead of only certain committees. Furthermore, it turned out that international students can feel uncomfortable when a whole Dutch committee has to speak English just because of him/her. Therefore, the thirty-first board strives to have at least two international committee members in a committee. If that is not possible, only one international student will be added, because one international committee member is still of great value to the committee. Last year (2018-2019), several international committee members resigned, because they were not aware of the accompanying responsibilities of being a committee member. To make sure international students have a clear overview of what a committee is and what their responsibilities are, a document will be created which provides further information about this matter. This document will be shown at the Committee Market and will be present on the website of Babylon.

The thirty-first board also strives to reduce the distinction between the C&O and the IBC track. Both tracks are a part of Communication and Information Studies and the C&O track should not be excluded, since this is a smaller track. Therefore, C&O and IBC students will be mixed during certain activities organised by Babylon. This will encourage the family feeling that the thirty-first board wants to create. The board will do this by not making a distinction between the C&O and the IBC students to underline that everyone is from the

same studies: Communication and Information Studies. Moreover, the thirty-first board strives to reduce the distinction between international and Dutch students by, for instance, increasing the accessibility to the committees and using the English language as the main language. Unfortunately, it is not possible to have mixed groups of IBC and C&O students during the Orientation Week, since this is not allowed by the student advisor.

#### **4.1.4 Increasing the accessibility of Babylon for (potential) international members**

From the 27<sup>th</sup> board on, big steps have been taken to get the internationalisation of Babylon going. For instance, since the thirtieth board, all social media posts are written in English followed by Dutch, instead of Dutch followed by English. Furthermore, English was the main language during every formal activity. The thirty-first board wishes to continue this process of internationalisation.

Dutch speakers who have participated in formal activities for years will continue to be asked for these activities. However, these speakers will be asked to provide the activities in English, as most of them have done last year (2018-2019). In case of a joint activity with other study associations, such as the Congress with Mycelium, the board will insist to maintain English as the main language. The thirty-first board is convinced that the accessibility to the activities will lead to a higher motivation for international students to be an (active) member of Babylon. This contributes to the striving of the thirty-first board to bid welcome to a larger amount of active international members.

Furthermore, the thirty-first board will continue to provide all written services in English as well, so the international students will have the possibility to read them. Just as last year (2018-2019), some of the written services will just be provided in English, like the policy, the annual reports of the thirty-first board and the Babylon Magazine. The thirty-first board will, however, keep the word *borrel* to refer to their informal drinks. A survey filled out by international students showed that they prefer the Dutch word *borrel* more than an English translation of it.

Lastly, the thirty-first board will create the International Committee. The purpose of this committee is to make sure that more international students will become an (active) member of Babylon. They will do this by organising information sessions, country themed lunches and one or two additional activities. More information on this committee can be found in point 5.1.5.

#### **4.1.5 Communication tools**

The thirty-first board will try to strengthen the relations between (active) members and the association and stimulate the recruitment of new members by using the following communication tools:

*- Babylon room (12.09):*

Every day, Babylon members can come to this room during the open office hours for everything they want to know about the study, the association and its activities. The board will try to make these open office hours as attractive as possible to make sure that more students can find their way to the Babylon Room. The thirtieth board experimented with offering longer open office hours (10.30am – 4.00pm). This was possible due to the amount of free time the board members had. The thirty-first board will try to maintain these longer open office hours, since they proved to be successful. However, this will depend on the university schedule of the board members. There will definitely be longer open office hours, but the exact times cannot be specified yet. Secondly, the thirty-first board wants to attract more members to the Babylon Room by continuing to organise the monthly lunches (organised by the International Committee) which will also be promoted via Facebook and Instagram. Last year (2018-2019), the lunches were free due to the lustrum year. This year, the thirty-first board made budget available for the lunches in order to keep them free. It is important that members know about the existence of the Babylon Room and that they feel comfortable to go there. Lemonade and cookies will always be available and free for the members at the Babylon Room. In addition, board and card games will be present at the Babylon room.

*- The website:*

The thirty-first board will continue with the plans of the thirtieth board to renew and redesign the website [www.svbabylon.nl](http://www.svbabylon.nl). The website will be checked and updated every week. All information about the study association and its activities can be found there. Furthermore, the monthly schedule of activities will be regularly updated. The banner with photos on the main page, will not only consist of photos of the board, but also will provide space for displaying representative, professional photos of, for example, activities and promotion for upcoming activities. The GDPR will be taken into account here. It is also possible to use the monthly planner, which the previous board used on Facebook, as a banner.

- *Social media:*

The thirty-first board will use different kinds of social media, such as Twitter, LinkedIn, Facebook and Instagram. These different types of social media will focus on different target groups and will be kept up to date by the Secretary and the Commissioner of External Affairs. The communication with external parties via Twitter and LinkedIn will be the responsibility of the Commissioner of External Affairs. LinkedIn will be used for external affairs and alumni, just like last year. In addition, the thirty-first board also would like to target the students and the lecturers/professors on LinkedIn, by posting articles/information about new developments and job/internship offers within the field of Communication. If members want to stay up-to-date, they can choose for themselves to follow the Babylon LinkedIn page. Twitter will be used for professors and external relations as well. The thirty-first board will only post formal messages on these two platforms. The Secretary will be responsible for the Facebook and Instagram page of Babylon. Facebook will be used primarily for students. Via Facebook, the thirty-first board will provide information to members about study-related topics and Babylon activities. Instagram will be used only for students, to give them nice previews of activities and things going on with Babylon. Instagram will give the members "a look behind the scenes" of what is going on at Babylon.

- *Babylon Magazine:*

There will be four editions of the BM. The professionalism and formality established by the twenty-seventh board, through a style book, will be maintained. This stylebook is mainly focused on the content of magazine, which the thirty-first board will follow. However, the thirty-first board would like to improve the design of the BM to make it look more professional and structured, but still appealing. This will be done so that the BM is fun, interesting and educational for both lecturers/professors and students. In the past, some mistakes were found in the BM's. The thirtieth board already paid additional attention to avoid these mistakes and the thirty-first board will continue doing this. The BM needs to be written and published without mistakes to maintain the professional image. This will be accomplished by an accurate final check by multiple members of both the Publication Committee and the thirty-first board. To make the BM accessible to international students and to go forward with the internationalisation, it will continue to be completely written in English.

- (E)mail:

The first day of each month (except for August), a newsletter, the *Babbel*, will be sent to all members containing all information about Babylon's activities and news. If everyone will be informed about the activities and the news, activities will hopefully be better visited and members will feel more involved with the association. The new format, introduced by the twenty-eight board, will be maintained by the thirty-first board. Because of the internationalisation of Babylon, the thirtieth board changed the email addresses and the signatures from Dutch to English. The thirty-first board will maintain doing this.

- *Lecture talks:*

By giving lecture talks, the thirty-first board is distinguishing itself as an interested board. Students see the 'face behind the board' and for the board it is an opportunity to get members excited about the organised activities and Babylon. The lecture talks with promotional purposes for formal activities, will be performed by the responsible committee. Lecture talks will be limited to promote Babylon (in the first weeks) and formal activities only. In addition, lecture talks will be given during the breaks of the lectures. Consequently, the relevant lecture is not interrupted, and this will cause less harm to the professor. There will be an extra lecture talk in the beginning of the academic year targeted to pre-master students. Every year, not many pre-master students participate in the Orientation Week. To attract new pre-master members, the thirty-first board would like to give a lecture talk to them about Babylon, with a slight emphasis on the formal activities of the association. Informal activities will be promoted in other ways, including the distribution of flyers and invitations via Facebook. In addition, word-of-mouth (WOM) is one of the best means of promotion. Organising high profile activities will cause that Babylon is more discussed among members and beyond.

- *The monthly borrel:*

Every month, a *borrel* is organised for all members in the '*Malle Babbe*'. Attempts will be made to make members aware of these *borrels* by different kinds of promotion, such as social media and WOM. There will also be a free drink for the general members who are having their birthday that month. A successful monthly *borrel* contributes to the commitment of members, which is why the board members will act proactive and enthusiastic to all members on these *borrels*. The thirty-first board wants it to be easy for members to speak to them. Showing genuine interest and making a chat can already lead to members who feel more comfortable. The thirty-first board would like to make clear that they are approachable and open and that members can count on them if necessary.

It is the intention that every member feels equally welcome, without exception. The board is putting energy into its facilitation.

#### **4.1.6 Pre-masters and Masters**

The thirty-first board of Babylon will try to maintain good contact with (pre-) master students. However, separate *borrels* or activities will not be organised for these students. For this reason, the board will motivate these groups to be present at the activities of Babylon and to blend with the other students. In the past years, it has become clear that pre-master students are more interested in joining formal activities, rather than informal activities. However, there was a clear increase in attendance of the pre-masters last year at all activities. The thirtieth board accomplished this, in collaboration with the mentor parents of the pre-master group, by actively promoting Babylon during the Orientation Week. Because of this, 9 pre-masters were an active member last year (2018-2019) in comparison to 0 and 1 member(s) the two years before. The thirty-first board will continue to actively promote Babylon to the pre-masters during the Orientation Week in collaboration with their mentor parents.

However, in previous years (except for last year), it was found that pre-masters were hard to involve in Babylon. As previously explained, through an interest list, which will be used in the Orientation Week, the board hopes to get the pre-masters more involved in Babylon. Last year, the University organised an Orientation Day for students who missed the Orientation Week. This is another opportunity to promote Babylon and hand out the interest list to the pre-master students. The interest list could also be filled out during the lecture talk for pre-master students and in the Babylon room.

#### **4.1.7 The recruitment of the new board**

The recruitment of the new board will take place early in the academic year, so the thirty-first board will have enough time to enthuse members and promote all the positions within the board. The board must be changed before summer. The thirty-first board will start the application procedure together with the Application Committee (explained in point 5.1.6) in February 2020. The candidates must send their application letter before the third exam week, to make sure that the entire procedure can take place in time. In the beginning of the year 2020, the potential candidates, especially active Babylon members, will be approached personally. A preference is that the potential candidates have experience with Babylon and are involved in the association. In addition, a 'board lunch' will be organised in February to provide potential candidates with the required information. Even the students of the third academic year, who may still be abroad, will be informed of this event. International Babylon members also have the opportunity to sign up for a board position. However, they will only be able to apply for the position of Treasurer if they have a Dutch



level of at least B1, Commissioner of Internal Affairs without any proficiency in Dutch and Commissioner of Activities without any proficiency in Dutch. If the Commissioner of Activities needs to get in contact with an external party who has some difficulties with speaking English, the Commissioner of External Affairs can help out. The candidates have to be familiar with the Dutch language and culture to fulfil other board positions.

#### ***4.1.8 Contributing graduates and Alumni***

The thirty-first board of Babylon will maintain contact with contributing graduates to make sure that they will remain involved in the association and increase their willingness to support Babylon in assisting in activities such as speaking at the CIS in the Field event. In the timespan of several years, it has been found that contributing graduates are excited to help with activities and to be in touch with other graduates. In addition, it is more accessible for them to be present at other activities, for example the Congress or the Career Event.

#### ***4.1.9 Merchandise***

Last year (2018-2019), there were six items in the merchandise of Babylon: a baseball vest, a sweater, a Dopper, a cap, a fruit infuser and Babylon socks. These items were available on the website, but could also be ordered at the Babylon room. The items that the thirtieth board sold the most were the sweater, the Dopper and the Babylon socks. These items will definitely be kept in the merchandise. The baseball vest, the cap and the fruit infuser were not sold that much. However, the thirty-first board will keep these items in the merchandise as well. Caps and the fruit infusers are still in stock, while the baseball vests are bought per order. The thirty-first board has the ambition to add a summer clothing item to the merchandise, since there are currently only winter clothing items (baseball vest and sweater). This extra item will possibly be a Babylon t-shirt.

The thirtieth board promoted the merchandise on the website, on social media (especially Instagram) and by word-of-mouth. The thirty-first board will continue this and, where possible, promote it more actively. The Orientation Week is important for the promotion of the merchandise. During this week, the items will be promoted actively, especially the caps and possibly the new Babylon t-shirt.

## **4.2 Improving the professionalism of Babylon**

The professionalism of the association shows through the associations' communication and behaviour. It is important to come across as professional, since this will make the association more appealing to both internal and external partners, as well as to potential members. To achieve this, the thirty-first board will handle the matters below as follows.

### **4.2.1 Identity**

Babylon stands for the enrichment of the student lives of everyone in Communication and Information Studies at Radboud University. Babylon does so by organising numerous activities; festive and informal ones, as well as activities pertaining to academics and business. It is important for the association to be in contact with people in the business world, so that Babylon can function as a link between students and organisations.

Within Babylon, friendship between its members is one of the most important values. The board wants to maintain this identity by creating a positive image among members. To keep the identity of Babylon intact, one of the important aspects for the board is to be present at all activities, so that they can host their members and guests. The board will act as a contact during activities, which will also contribute to a positive atmosphere, and it will improve Babylon's professionalism. Furthermore, the board will wear suitable clothing during all activities, such as an informal t-shirt, blouse and the board suit. Committees will wear committee shirts at their own activities. Wearing the Babylon suit, blouse and t-shirt contributes to Babylon's recognition.

### **4.2.2 Professional communication**

The thirty-first board of Babylon aims for professional communication to both internal and external relations. This includes timely and clear communication to partners. It is of high importance that made agreements and appointments are met. It is important to note that the thirty-first board will communicate to its members in a different way than to external partners, such as sponsors. The board aims to be more informal to its members, while staying professional and formal in their communication with external relations. To accomplish this, different communication channels will be used: LinkedIn and Twitter for the more formal messages which will be overseen by the Commissioner of External Affairs, and Facebook and Instagram for the informal ones, which will be overseen by the Secretary.

### **4.2.3 Maintaining the corporate identity**

The thirty-first board of Babylon aspires an uniform corporate identity in their internal and external communication. The previous boards' format will be continued. An uniform

corporate identity will contribute to the association's professionalism. Because of this, the thirty-first board emphasises the importance of informing all committees about the corporate identity. The corporate identity will be explained in the committee script. This script will be actively used by the board and Babylon's committees to contribute to the uniformity of Babylon and to improve the association's professionalism. Furthermore, the thirty-first board wants to obligate all committees to use the same PowerPoint lay-out in all presentations.

Because most of the communication to the members of Babylon will be in English, it is important to make agreements on what English will be used. The thirty-first board of Babylon has decided to maintain the use of British-English in their texts.

To make sure that every board- and committee member communicates in a similar way, a glossary of Dutch terms concerning Babylon, and their correct translation in English, will be distributed to the committees. This list will help use the proper terms in PowerPoints, documents and in the minutes of committee meetings. If needed, the thirty-first board will make their own additions to this list.

#### **4.2.4 Privacy**

From 25 May 2018, the privacy policy has changed. The Commissioner of External Affairs will be the main person responsible for being up to date on this matter. Due to the new legislation, various changes have been made. For example, registration lists cannot be visible for non-authorized people. This means that, after a list is used, it has to be stored safely. Currently, Babylon has a safe, an external hard drive and a shredder to store and destroy confidential documents. Moreover, the board and committees cannot upload any personal information, such as birth dates or email addresses, onto the cloud.

The registration list for new members is adjusted, since Babylon is not allowed to ask certain information anymore. Furthermore, when new members of Babylon sign up to access the website of the association, they have to agree with the privacy policy. The personal log-in for the protected part of the website (photos and merchandise) will contribute to the privacy status of the association. The thirtieth board (2018-2019) has made sure to get as many current Babylon members as possible to sign the new policy as well.

#### **4.2.5 The Babylon room**

The Babylon room is located at the Erasmus building, room E12.09. By weekly cleaning the room and keeping it organised, the room can be used by the association in an optimal way. All board-members will carry out this task. This will contribute to the professional

appearance of the Babylon Room. The thirty-first board of Babylon would like the Babylon room to be a welcoming and accessible place for all members. Moreover, the thirty-first board will put great effort into getting to know all the members and into bonding with them during the open office hours.

The Babylon room exists in the service of all members, and by maintaining an open-door policy, the thirty-first board wants the members to feel welcome. The open office hours of the Babylon Room of last year (2018-2019) were from 10.30am to 4.00pm. The extension of open office hours was an experiment of the thirtieth board. Since it was well received and used by members, the thirty-first board strives to maintain the same open office hours the thirtieth board initiated, if the personal university schedules allow this as explained earlier in this policy plan.

#### **4.2.6 Social media**

Babylon uses many different social media channels, which will be managed by the Secretary and the Commissioner of External Affairs. The Secretary will oversee Facebook and Instagram, while the Commissioner of External Affairs will take care of LinkedIn and Twitter. These social media channels will all refer to the website. While using the different social media platforms, the board will keep a clear difference between posting more formal information on Twitter and LinkedIn and more informal updates on Facebook and Instagram.

Twitter and LinkedIn will be aimed at graduates, professors, companies and other professional relations. The target group for Twitter will continue to be external parties, such as companies and lecturers/professors. LinkedIn will be aimed at external parties as well, but this medium will also be used to update lecturers/professors and members of Babylon on vacant posts or on interesting subjects in the work-field.

Facebook will be aimed more towards members, yet the professional image of Babylon will be maintained. Each month, an overview of all activities of that month will be used as a banner of the closed Facebook group so that members can easily find the planned activities that month. Furthermore, Babylon will continue to use Instagram this year. This channel will be used in a more informal way than the other channels. Just like Facebook, Instagram will be aimed at the members of Babylon.

The social media channels will be updated frequently and consistently. The thirty-first board will, like the thirtieth, use an 'Dutch follows English' format. The posts on Instagram will only be in English, to avoid long posts on this channel. Posts on Twitter will be in

English as well, because the board would like to communicate as consistently as possible on all different channels. Because of the continuing internationalisation of Babylon, all information on Facebook and LinkedIn will be available in English as well.

#### **4.2.7 Website**

The thirty-first board will be in charge of arranging a new website for Babylon. This is because the current website does not work properly and is very hard to maintain. Even small changes take much time and effort. In addition, some aspects of the current website are not used and should be deleted. The thirtieth board already made some examples for the new website and the thirty-first board will use these examples when creating the new website. The website will be available in both Dutch and English. The thirty-first board will update this website frequently. The board would like to use the website as the most important communication channel for external parties. For members, the main communication channel will still be the Facebook group. However, the website will be an important supporting tool for communication with members as well, for instance signing up for activities. A monthly overview of all activities will also be posted on the website, just as pictures of events that have taken place. To maintain the association's professionalism, photos on the website can only be viewed by members by logging in with a password. Considering the new privacy policy that was established last year, the thirty-first board will make sure that, when the new website is launched, every member receives their own password connected to their email address. This way, their privacy is even more protected.

#### **4.2.8 Clothing**

It is of big importance to maintain the professional and recognisable image Babylon has developed over the past few years. The clothing of the board, committees and members of Babylon plays an important role. However, the thirty-first board aims to remain as approachable as possible towards the members of Babylon. To warrant the professional image, as well as the accessibility of the board, the board will adapt their clothing to suit the activity attended. The board suits will be worn during the most formal activities, such as Constitution Drinks and the Congress. This year, the thirty-first board will introduce dark blue blouses, printed with 'XXXI<sup>st</sup> board of Babylon', the name and position of the board member. These will be worn during formal activities, like workshops, the Career Event, company visits and other activities where external speakers will attend, but where members of Babylon wear their 'normal' clothes. The board t-shirts will be worn during festive and informal activities, such as *borrels*, BaMyPo's, Inglorious and the Orientation Week.

With regard to the committees, the thirty-first board will request committees to purchase a committee t-shirt. This will contribute to the unity within and recognisability of Babylon. Previous years, it has not been a problem getting the committees enthusiastic about purchasing a t-shirt, therefore the board assumes that most committees will do so. However, the Graphic Design Committee, the Publication Committee and the Application Committee will not purchase a shirt, because they do not have a public appearance. The Prom committee will also not purchase a shirt, since they will wear a suit or a dress during their only public appearance. The thirty-first board advises the formal committees to purchase shirts in the colours of Babylon, so orange and/or blue. The informal committees can design their own shirts. However, it is obligated to print at least the name and committee on the t-shirt. Besides that, the Babylon logo will be printed on the back of the shirt. This also applies to the t-shirt of the board members.

#### **4.2.9 Business cards**

The thirty-first board of Babylon will order business cards to hand out to external parties. This way the, network of Babylon will be broadened. Moreover, the thirty-first board will be easier to contact. It has been decided to design a general business card, which includes the Chair's and the Commissioner of External Affairs' contact information. This way, every board member or committee member can hand out a business card whenever it is needed. The business cards will mainly be in Dutch, since the primary language of Babylon's relations is Dutch. To show that Babylon is an international association, the positions will be mentioned in a smaller font in English under the Dutch title as well.

#### **4.2.10 Formal committees**

The twenty-sixth board of Babylon has founded the Career Committee. This committee focused on study- and career-related activities. However, for two years, the Career Committee had been relatively inactive. To make the committee more exciting and appealing for future active members of Babylon, the thirtieth board decided to combine the Career Committee and the Career Event Committee. This committee proceeded under the name Career Committee and is coordinated by the Commissioner of External Affairs. The committee mainly focuses on organising workshops and the Career Event.

In addition to the Career Committee, the thirty-first board will also have the Committee of Formal Activities. They will focus on organising company visits and activities such as a pub lecture. Above mentioned committees will strive to improve not only the professionalism of Babylon but also that of members. The committees will be further explained in paragraph 5.5.5.

### **4.3 Improve and strengthen the image of Babylon**

The last few years, a lot of effort was put into fortifying the positive image external parties and members of Babylon have of the association. The thirty-first board would like to continue to do so. The goal is a positive connotation of Babylon. This will, among other things, be achieved by improving and strengthening the bond with external contacts.

#### ***4.3.1 Companies and organisations***

During formal activities like the Career Event or the Congress, organisations and individual speakers will be received in a neat, friendly and professional way. This will improve the bonds with the companies and improve the image of Babylon. Furthermore, a positive and, more importantly, professional image of the association contributes to the future of the students, because in that way, they get the chance to fix possible internship opportunities, build a network or even find a job.

#### ***4.3.2 Potential and current sponsors***

Potential and current sponsors also need to have a positive and professional image of Babylon. This will be realised by having lots of personal contact with them, by keeping them up to date and by inviting them to formal activities. It is important that they know what Babylon is and what the association could offer. By clearly transmitting this information during meetings, the thirty-first board of Babylon hopes to contract new relations and strengthen the existing relations.

Similar to the previous boards, the thirty-first board of Babylon strives to attract new sponsors. The goal is to have as much personal contact as possible, by passing by their offices instead of calling or emailing. Furthermore, Babylon needs to be aware of the company profile and will award a relation gift when a new collaboration arises. It is essential that Babylon leaves a good first impression on potential sponsors.

Most of the committees will need to search for sponsors. Therefore, sponsor members will be assigned. The Commissioner of External Affairs will provide a sponsor training, to assure that the first contact between companies and the sponsor members will be professional and effective. This will contribute to the professional image of Babylon.

#### ***4.3.3 Study and student associations***

The contact with other study and student associations is very important, because this could offer a fruitful collaboration in which associations can learn from each other through sharing experiences, ideas and visions. The contact between Babylon and other study and student associations will be managed by the Commissioner of Internal Affairs and the Chair. A positive partnership will lead to a better image of Babylon. This partnership could consist

of organising formal and/or informal activities with other associations, in which the members of Babylon will get the chance to get to know other students and share experiences. Furthermore, the board will visit as many Constitution Drinks as possible. The board will also send a birthday card when sister associations have their anniversary. The thirty-first board will also employ its own connections with other associations to start new collaborations. Also, connecting with other associations than from the Radboud University might be beneficial for Babylon. When a strong, two-sided connection is made with relevant associations from the University of Applied Sciences (HAN), potential pre-master students for Babylon are within reach. An example of a relevant association for Babylon could be RUIS, which is the study association of Communication Studies. In the future, Babylon and RUIS could organise the Congress together in collaboration with Mycelium, or organise a big communication party. The thirty-first board, however, will not organise such events together with RUIS since there is almost no contact yet. The upcoming year (2019-2020), the board will mainly focus on establishing contact and creating a bond before Babylon starts organising activities with them. The thirty-first board will do this by inviting them to formal activities, such as the Congress.

#### ***4.3.4 Members and other students***

It is important for members and other students that they are able to contact Babylon for questions and troubles. Therefore, members should think of Babylon as an association that can offer help if necessary. The board wants to focus more on the study-related activities to improve the professional image of Babylon. These activities might include a networking workshop and an exam tip hour. Furthermore, it is important that the association emits tranquillity and unity, as well as creativity and innovation. This will be achieved by working organised and being open to renovation, both by the association itself as by its members. The Career Committee, the Committee of Formal Activities and the Congress Committee are the pre-eminent committees to excel professionally to maintain this image.

#### ***4.3.5 Lecturers/professors CIS***

Finally, it is also important that the lecturers/professors of Communication and Information Studies have a positive image of Babylon. After all, they are of great importance for the association both professionally and financially. The more mature and serious Babylon handles, the more support could be expected. The bigger focus on study-related activities will improve the bond between Babylon and the lecturers/professors. Furthermore, this will be done by frequent personal contact and by organising activities with and for lecturers/professors. The twenty-ninth and the thirtieth board organised a Pubquiz with lecturers/professors as team captains. This event was well-received both years by them. Moreover, they will be invited and convinced to be included in more activities, such as



study afternoons and the Congress, to let them experience the professional, friendly and competent environment Babylon operates in. The thirty-first board will do this by word-of-mouth communication, in which the current lecturers/professors, who are already a member of Babylon, play an important role. They will be asked to convince other lecturers/professors to participate in Babylon activities. Furthermore, all lecturers/professors will again receive a Christmas card from Babylon to make the relation more personal.

## **4.4 Strengthen the bond between the association and external relations**

Strengthening ties with external relations will naturally be of vital importance for the thirty-first board of Babylon. The current ties will be evaluated and reinforced or tightened where necessary. In addition, the thirty-first board, particularly the Commissioner of External Affairs, will actively look for companies that want to support Babylon through sponsoring and help facilitate its activities. For the activities that the thirty-first board plans to organise they need both financial and material sponsorships. The board will also welcome sponsored speakers, lectures and other services. Babylon will be presented as attractive as possible, by promoting the image of a mature and professional study association.

### ***4.4.1 Keeping in touch with sponsors***

The twenty-sixth board of Babylon has made a document with all the former board members and contributing graduates of Babylon up until now. This document will provide a clear overview, which can be used as a starting point to attain new sponsor contacts. It will also help to find out which companies might be interested in cooperating and which are not.

The twenty-seventh board has therefore made this file known and promoted it within all committees, so that they can make optimal use of this file. The Commissioner of External Affairs of the twenty-seventh board has also set up a business register per committee. It states which companies the committee in question has been in contact with in recent years and whether this has resulted in a sponsorship. The thirty-first board will continue this, as the previous boards did as well. During personal discussions between the Commissioner of External Affairs and sponsor members, the sponsor members will be made aware of the business and contacts file. This contact file can be used by members within the study association but can also be used as a database for other purposes, such as an internship within a company.

### ***4.4.2 Strengthen bonds with (sister) associations***

Over the last few years Babylon has strengthened her ties with the sister associations, which allowed the association to organise several joint activities. The former boards have strengthened the bonds with the associations in Amsterdam, Groningen, Tilburg, Utrecht, Wageningen and Enschede by attending their Constitution Drinks. The thirty-first board will follow this example and will attend as many Constitution Drinks as possible. The Sisterday will be organised twice this year by a different association and the thirty-first board will attend these. The previous boards have also bonded with other associations in Nijmegen and the thirty-first board will try to maintain those ties and strengthen them

wherever possible. The National Day of Communication will be organised this year by Babylon and Mycelium.

#### **4.4.3 Recruiting sponsors**

Babylon understands the importance of the association's sponsors and knows that they are essential. The financial health of the association would not be what it is today without those external relations. The Commissioner of External Affairs will strengthen those bonds and will try to expand those relations. To safeguard those relations, it is very important to maintain regular contact with sponsors and add a personal touch to the communication by being open, approachable and kind. The focus will not only lie on current sponsors, but Babylon will also search for new sponsors through the sponsor members of committees. The Commissioner of External Affairs will train and guide those sponsor members. The Commissioner of External Affairs strives for a professional and serious training for the sponsor members, to maintain the professional image of Babylon.

#### **4.4.4 Business gift**

The twenty-sixth board has introduced the orange Babylon Dopper as its Business gift. The twenty-eighth board wanted to keep the consistency and keep those Doppers as the business gift. However, as the orange Dopper was taken out of production, the twenty-eighth board had to change the business gift into the Babylon notebook. The twenty-ninth board has re-introduced the Dopper as a business gift, although the colour has changed into a blue one. The thirtieth board has offered these Doppers as a business gift as well. The fruit infusers the twenty-eighth board had in their merchandise have been used as business gifts for the people who already own a Babylon Dopper. The thirty-first board will continue offering Doppers as a business gift, with a fruit infuser as a second option. However, for the most formal occasions or when receiving high profile speakers, the Commissioner of External Affairs will offer a more deserving gift, such as a bottle of wine.

#### **4.4.5 Local pub**

The Commissioner of Activities of both the thirtieth and thirty-first board will renew the contract with the Malle Babbe as the local pub of Babylon. The contract should be renewed manually every year until a different venue will be ought necessary as local pub. The Oubaha group has gone through a few changes regarding managers and recently they got a new manager. This current manager and the assistant manager will be our contact persons for this pub. Babylon has always had a good relationship with the Malle Babbe and the thirty-first board will try to safeguard this relationship. The Commissioner of Activities will be responsible for the contact with the Malle Babbe.

## **5. Policies per functionary**

This section discusses the individual policies of each board member. Both short and long-term goals will be elaborated on and tasks and responsibilities of each functionary will be described. The order is as follows:

5.1 Chair

5.2 Secretary

5.3 Treasurer

5.4 Commissioner of Internal Affairs

5.5 Commissioner of External Affairs

5.6 Commissioner of Activities

## 5.1 Chair

During the academic year of 2019-2020, Max Ploemen will fulfil the role of Chair of Babylon. He will try to execute his tasks adequately and in a professional way. The Chair aims to make the thirty-first board as well-functioning as possible by communicating in the right way, by being accessible and by making sure the atmosphere in the board is positive. Furthermore, he strives to strengthen Babylon's image and reputation.

One of the main tasks of the Chair is to carry ultimate responsibility for everything that is executed and published under the name of Babylon. This includes all formal and informal activities that are organised by Babylon; all communication with both internal and external parties; and to guard the identity and image of the association.

### **5.1.1 Tasks and responsibilities**

The majority of the general tasks of the board have already been addressed previously in this policy. Apart from those, the Chair has his own tasks and responsibilities within Babylon. An overview of all tasks and responsibilities that require to be decently executed can be found below:

- Ultimate responsibility for Babylon;
- Lead and coordinate the board and Babylon in general;
- Supervise and check all Babylon's committees;
- Lead:
  - Board meetings;
  - Optional daily board meetings;
  - General Member Meetings;
  - Possible other Babylon meetings.
- Create and spread agendas for the meetings above amongst the concerned parties;
- External representative of Babylon (in cooperation with the Commissioner of External Affairs);
- Acquire new sponsors in consultation with the Commissioner of External Affairs;
- Attend the General Member Meetings of SOFv and LETO together with the Commissioner of Internal Affairs;
- Approve and monitor the budget estimates and the till (in cooperation with the Treasurer);
- Provide speeches/written pieces at certain activities and publications;
- Represent Babylon in a correct and professional manner;
- Carry out job interviews for potential new board members in cooperation with the Application Committee;
- Write a script for the successor;

- Coordinate the Active Member Evenings and the Active Member Activity (in cooperation with the entire thirty-first board of Babylon);
- Coordinate the Prom Committee;
- Coordinate the International Committee;
- Coordinate the Application Committee.

It is important that the Chair always continues to coordinate and monitor all of Babylon's activities. Besides that, it is required that the Chair will function as a management body for his fellow board members, while supporting their committees. The Chair will attend all activities and will help out if necessary. It is essential that the quality of the activities and the image and professionalism of the association are safeguarded. Plus, the Chair should always audit the fact that set targets are strived towards and that everyone who is an active member of the association executes their tasks in accordance with the policy.

### **5.1.2 Vice-Chair**

Should the Chair unexpectedly be unable to execute his tasks, the Vice-Chair is meant to take over his responsibilities. Within the thirty-first board, Niek van de Minkelis will take on this position. The tasks of the Vice-Chair are as follows:

- The Vice-Chair is supposed to be informed at all times about the things the Chair is busied by. There will be a moment on which the Chair briefly informs the Vice-Chair about this once every two weeks, so that a dropout is anticipated at all times;
- Lead board meetings whenever the Chair cannot attend;
- Take over speeches if the Chair is not able to do this;
- Carry out the board evaluation talk with the Chair;
- Perform the application procedures for the consecutive board in cooperation with the Application Committee.

### **5.1.3 Personal goals**

The Chair has six personal goals with regard to his tasks and responsibilities. These goals will be set out and elaborated on below:

- 1) Carry out tasks in a correct and professional manner, in order to ensure that the set goals are met;
- 2) Monitor all activities within Babylon, in order to maintain the quality, the image and the professionalism of the association;
- 3) Maintain and strengthen contact with (active) members and striving to intensify the bond between the (active) members and the association;
- 4) Lead and guide the daily board and the coordinators in order to establish a board that functions to the best of their ability;

- 5) Becoming a familiar face for the entire association Babylon;
- 6) Maintain and establish contact with external parties in interest of the bond between the association and the industry, as well as increasing the network of Babylon.

*1. Carry out tasks in a correct and professional manner, in order to ensure that the set goals are met*

During the upcoming academic year, the Chair will carry out his tasks as adequately and professionally as possible. He will be an example for the members of the association and is required to act upon that at all times, which will encourage the fellow board members to do the same. In that manner, all (active) members can obtain a clear image of what Babylon stands for. Apart from all function-related activities, the Chair will also execute the general board tasks. These include the attendance at board meetings, at office hours at the Babylon Room, at all of Babylon's activities and at (constitution) *borrels* of other associations. In all cases, the Chair will represent Babylon in a professional way. Furthermore, the Chair will aim to leave a positive and lasting impression behind by way of adopting an open attitude and showing sincere interest in the people that he is in contact with, both internally and externally.

*2. Monitor all activities within Babylon, in order to maintain the quality, the image and the professionalism of the association*

It is the Chair's task to maintain the reputation of Babylon and to improve it wherever possible. Babylon stands for accessibility, proficiency and ambition, which should return in the activities that are organised. This task will be carried out in cooperation with the coordinators and the members of the various committees. For this to work, it is important that the Chair has general knowledge about what is going on in each committee. By keeping an eye on the fellow board members and checking them on a regular base, a strong grip on the maintenance of quality will be established. In addition, the committees will be checked on a regular base. In order to do so, the coordinator of every committee will send the minutes of all the committee meetings to the Chair, so he will always have access to them. This way, the Chair can check these minutes whenever needed and is able to adequately monitor and support the committees. The Chair is thereby well-able to find solutions should there be any complications within a committee. An objective overview will assist the Chair to keep an unbiased view on the course of events, which implies that everyone is treated equally.

*3. Maintain and strengthen contact with (active) members and striving to intensify the bond between the (active) members and the association*

With the internationalisation of the educational programme, the bonding between members becomes more and more important. The (active) members are the foundation of Babylon, so involvement in the association and the bonds with each other are crucial. In order to realise this, the Chair is responsible for creating an open atmosphere together with his fellow board members. On top of that, the Chair will adopt an interested, proactive and personal attitude towards all members. During the Orientation Week and the first few months of the academic year, the contact with the members will have a slight emphasis on first-year students and (pre-)master students, since they are the ones who need to be motivated to join the association. In January/February, there will be a slight emphasis on the third-year students, since they return after their open minor in the first semester. They will be welcomed back with enthusiasm, which is a way of getting them to be involved in Babylon again and show them that they have not been forgotten. This year, the Chair will be the coordinator of the International Committee. With this committee, the thirty-first board will try to get more (active) international members. Since this is a new project, he would like to monitor the progress and the outcomes by conducting a survey after the first and second semester. In addition, he will talk to many international students about their thoughts on this committee. Because of this, there will be a slight emphasis on international students throughout the whole year. Furthermore, the Chair will attend multiple office hours at the Babylon Room every week, which will make him regularly accessible to members.

Furthermore, the Chair will be the confidant of the association together with Tessa Stolte. Members can approach them for a confidential conversation. They will be informed about this during the introduction round at the committees, in order to let active members know whom they can reach out to, should there be any problems or questions that cannot be dealt with by their coordinator. It is usual that the Chair is confidant of the association. However, it was decided to let Tessa Stolte be confidant as well, so that there will be a male and a female confidant. This is in line with the policy of the thirtieth board (2018-2019). Moreover, committee members that have either Max Ploemen or Tessa Stolte as head of their committee now have someone to talk to besides their coordinator.

*4. Lead and guide the daily board and the coordinators in order to establish a board that functions to the best of their ability*

The Chair will always realise that he is working towards a desirable outcome accompanied by his five board members. By way of weekly board meetings the Chair will ensure that every board member is involved in the decisions that are made. Every board member has



equal right to provide input and decisions are made mainly jointly. In addition, the Chair will work on establishing a good and open atmosphere, which will make the board a team that functions on the highest level. The Chair strives to make his fellow board members feel confident and can do their work to their best ability. Problems that arise within the board or the association will be communicated amongst the board members, so that they are aware of the situation and can offer support in finding a solution. If necessary, the Chair can intervene and give orders to the fellow board members.

#### *5. Becoming a familiar face for the entire association Babylon*

Recognition of the thirty-first board is essential for Babylon to be able to leave behind a positive and professional impression inside and outside the association. The thirty-first board will therefore try its best to maximise visibility from the very beginning of the academic year. In order to do so, the Chair will make contact with as many new students as possible during the Orientation Week as part of the Orientation Week Committee and by giving a presentation about Babylon during the University Day. The rest of the board will participate in the Orientation Week as committee, mentor and board.

After that, the Chair will introduce himself at meetings of every committee, so active members know both their coordinator and someone else from the board. In addition, the Chair will give a short lecture talk about Babylon for pre-master students, since they do not always participate with many people in the Orientation Week. Throughout the year, the Chair will be present at all the activities of Babylon and he will represent the family feeling of Babylon. Furthermore, it is of importance that the Chair stays in touch with parties involved in the association throughout the year. This clarifies who carries responsibility for the association and who to talk to with business of all sorts.

#### *6. Maintain and establish contact with external parties in interest of the bond between the association and the industry, as well as increasing the network of Babylon*

It is of importance to maintain the contact with external relations and to try to make diluted contacts come back to life. The Chair will actively try to expand the network of Babylon and he will stimulate his fellow board members to do the same. He will assist the Commissioner of External Affairs to go out in the field and look for new sponsors that can be added to the company database. Study, student and sister associations are also part of the external relations. The previous boards have established the contact with sister associations and during the past two years, this contact has grown. Nowadays, two sister days and the National Day of Communication have been organised on an annual base by different members of the sister associations. This year, it is Babylon's turn to organise the National Day of Communication in collaboration with Mycelium. The boards also visit each

other's Constitution Drinks. The Chair will take care of the sister meetings, which take place several times a year.

In the footsteps of preceding boards, contact with the department board (former D-team) will be maintained together with the Commissioner of Internal Affairs. This is required, because some activities are organised in cooperation with them, such as the Career Event and CIS in the Field. The Chair will safeguard his professional attitude towards all external relations, in order to narrow the contact with them. The thirtieth board (2018-2019) invested extra effort in maintaining and strengthening the bond with former boards, contributing graduates and alumni. The thirty-first board will continue maintaining these bonds, but to a lesser extent. On the occasion of the sixth lustrum of Babylon, a dinner followed by a quiz were organised for these parties. The thirty-first board will not organise an activity for these parties, since it can be much to do this every year. However, the thirty-first board will maintain contact with alumni and contributing graduates so they remain available for certain events where they can participate in, like the Career Event or CIS in the field.

#### **5.1.4 Prom Committee**

In contrary to other years, the Chair will be responsible for the Prom Committee. The thirty-first board decided to do this, because the Commissioner of Activities is responsible for a new committee this year (Weekend Committee) which is a time consuming committee. Since the Chair is able to spend much time on Babylon this year, the thirty-first board decided to make the Chair the coordinator of the Prom Committee.

The Prom Committee is responsible for organising the Prom that takes place once a year. Babylon usually organises her prom in collaboration with Postelein, Mundus and Bow. Last year, Babylon celebrated her sixth lustrum. Because of that, there was a larger budget available for several activities including the Prom. Therefore, the thirtieth board decided to do the Prom without any other associations and chose a more spectacular venue than usual. The thirty-first board is planning on organising the Prom together with Postelein, BOW and Mundus again, because budget wise it is not possible to organise it without other associations. Furthermore, these proms together with these other associations were always evaluated as successful. There is a budget of €500,- available for the Prom Committee from Babylon.

Since the thirty-first board will organise the Prom in collaboration with other study associations, there is a maximum of two members for the committee per association excluding the coordinator. Students of every year are able to join the committee. The Chair will discuss with the three other associations if international students are allowed in the committee.

### **5.1.5 International Committee**

The thirty-first board of Babylon strives to continue the process of internationalisation within the association. For this reason, they decided to create the International Committee. The goal of the International Committee is to increase the number of (active) international members in Babylon. The committee will have the following four tasks:

- The first task is to give advice to the board about what international students want and need, and how the thirty-first board can adapt to that.
- The second task is to organise information sessions, especially in the first few months, about living in The Netherlands. New international students will have the possibility to ask questions to international students who already have been studying in The Netherlands for a longer period of time.
- The third task of the committee is to organise two activities that have something to do with an international event that is not celebrated in The Netherlands. Examples of such events are Thanksgiving and St. Patrick's Day (in collaboration with other committees, such as the Committee of Informal Activities).
- The fourth and last task of this committee is to organise the monthly lunches. These lunches will represent another country every month to attract more international members.

The committee will consist of five or six members, equally divided by Dutch and International students. It is possible for one or two first year students to join this committee after the first information sessions, since they will take place in the beginning of the academic year. The thirty-first board strives to have this committee complete (without the first years) before the start of the academic year so they are able to help the new international students from the beginning. Therefore, the thirty-first board would like to contact potential members for International Committee themselves.

### **5.1.6 Application Committee**

The Application Committee is the second new committee that the thirty-first board of Babylon will introduce. The goal of the Application Committee is to carry out the application procedure of the thirty-second board of Babylon. Previous years, the new board was chosen by the current board of that year. The thirty-first board will create this committee to make the process more fair and unbiased. The Application Committee will consist of 5 people: the Chair, the Vice-Chair, a former board member, one member of the Advisory Board and one external (ex) board member. The committee will be responsible for the whole application procedure. This includes the promotion of board applications, reading motivation letters, resumes and conducting the interviews. After the whole procedure, the

committee will give advice about candidates of the prospective board to the current board. The current board still has the final word about the prospective board. The procedure can still be the same as previous year, but the committee has the freedom to think about new ideas for the application procedure.

Max Ploemen

Chair of Babylon 2019-2020

## 5.2 Secretary

During the year 2019-2020, Quirijn Somers will be the Secretary of the thirty-first board of Babylon. The position of Secretary includes a variety of tasks, for which the values carefulness, precision and professionalism are important. Furthermore, enthusiasm and involvement with the association and its members is an important part of the Secretary's duties.

### **5.2.1 Tasks and responsibilities**

The Secretary is responsible for the following tasks:

- Managing the member administration for all members of Babylon;
- Writing the minutes of the board meetings;
- Processing, spreading and archiving the minutes of the General Member Meetings;
- Reading, distributing and replying to the mail received by Babylon;
- Daily reading, processing and forwarding mail and email;
- Informing the board members of the dates for Constitution Drinks and other related activities in the form of a calendar in the Babylon Room and Google Calendar;
- Creating and sending official messages to members and external relations (possibly in collaboration with the Commissioner of External Affairs);
- Sending birthday cards in the form of an email to members, lecturers/professors, contributing graduates and other study associations;
- Sending Christmas cards to members, lecturers/professors, contributing graduates and other study associations;
- Creating and maintaining the Committee handbook and Active Members Booklet in cooperation with the Treasurer;
- Final editing the Babylon Magazine;
- Coordinating the Publication Committee;
- Coordinating the Graphic Design Committee;
- Updating the various social media: Facebook and Instagram;
- Updating Babylon's website: [www.svbabylon.nl](http://www.svbabylon.nl);
- Creating a script for the Secretary of the thirty-second board of Babylon.

By fulfilling these tasks and expressing the policy of the thirty-first board of Babylon, the Secretary will ensure that the goals of Babylon will be achieved in the upcoming year. The most important tasks of the Secretary will be further explained below.

### **5.2.2 The member file**

The Secretary will ensure that all new members are included as soon as possible in Babylon's member file at Conscribo. Members should also be informed in advance whether they want to stay a member of Babylon for another year. If not, these people should also be unsubscribed. The Secretary attempts to keep the member file fully organised as well as possible, so that there will not be any misunderstandings about memberships and contributions. In addition, the Secretary is responsible for checking which members are contributing graduates (in cooperation with the Commissioner of Internal Affairs). Students can become a member of Babylon while ordering books for the new academic year. When ordering books, students have the possibility to sign up for Babylon by clicking on a link to the sign-up sheet on the Babylon website. However, this link is not clearly present on the web page of StudyStore. The Commissioner of Internal Affairs will contact StudyStore to improve the visibility of the sign up link. Students can become a member of Babylon throughout the whole year. However, the thirty-first board will pay special attention to the enrolment of new members during the Orientation Week.

### **5.2.3 Minutes**

It is the responsibility of the Secretary to write the minutes at the Board Meetings and at the General Member Meetings. The Secretary must write, archive and spread the minutes as soon as possible after each meeting (officially within 48 hours after board meetings). When it comes to writing the minutes, it is important that Babylon's corporate style is maintained to ensure unity and professionalism.

### **5.2.4 (E)mail**

One of the main responsibilities of the Secretary is taking care of the contact between the association and the external relations. It is the responsibility of the Secretary to read and answer all (e)mail sent to Babylon in general as soon as possible. It is important to make sure that the communication of Babylon is as professional and efficient as possible. Also, the distinction between communication to members and communication to external relations should be made clear. For example, communication to members can be more informal and open, while communication to external relations, like companies, should be more professional and formal. The Secretary of the twenty-ninth board started using the email provider Mailchimp to send emails to a large number of members at a time. The thirty-first board will continue to use this provider.

In addition, effort will also be made to reach pre-master students better so that they are also aware of Babylon's activities. In general, in the last few years, most pre-master students were mostly interested in Babylon's formal activities and had less interest in the informal activities. Therefore the thirty-first board decided to ask all pre-masters whether

they would like to be put on a mailing list so they can be more personally notified of upcoming formal activities.

Finally, the Secretary will be consistent with the expression of courtesy forms (via email and/or letters) and unity in all forms of contact with members, lecturers/professors, contributing graduates, alumni, other (study)associations, sister associations and external affairs.

### **5.2.5 Website and Social Media**

The Secretary of the board of Babylon is responsible for updating and maintaining the website. It is important that the website looks professional and appealing. This will be done by checking all written texts from last year on the website and by updating all posts on the website when necessary. The thirty-first board will also follow up on the thirtieth board of Babylon and is working on making a new website that is supposed to look better, clearer and more professional.

Regarding the social media channels of Babylon, there has been decided that the Secretary will oversee the Facebook and Instagram pages of Babylon during the upcoming year (2019-2020). The Commissioner of External Affairs will oversee the more formal social media LinkedIn and Twitter. Each medium will be targeted at a certain group. Twitter and LinkedIn will mainly focus on professors/lecturers, companies, alumni and other professional affairs. Facebook and Instagram, however, will be more informal. Posts on these two platforms will be aimed at members/students.

The Secretary will take care that these social media pages will be maintained consistently and that they are useful for students. However, those channels should not be updated too often, because that could be conceived as spam. Moreover, the Secretary will have to be connected on Facebook with as many Babylon members as possible, to be able to invite them for Babylon activities. The Secretary of the twenty-ninth board (2017-2018) has created a new Facebook group, containing every Babylon member who is active on Facebook, to share Babylon activities and to make sure more members will be aware of these activities, this Facebook group will also be used in the upcoming year and the Secretary of the thirty-first board will add all new Babylon members to this group and will remove all people that are no longer members.

The website of Babylon has been available in both English and Dutch starting in the year 2016-2017 and it will be maintained that way this year. Since last year (2018-2019), all messages on Facebook were Dutch follows English to reach international members as well as Dutch members. The thirty-first board will continue doing this. Furthermore, the texts under Instagram posts will be only in English to avoid too much text under the posts.

### **5.2.6 Final editing of the Babylon Magazine**

Last year, the coordinator of the Publication Committee, the Graphic Design Committee and the final editor of the Babylon magazine was the Secretary instead of the Commissioner of Internal Affairs, like the years before. In the thirty-first board, the Secretary will also be responsible for these committees and the Babylon Magazine. This is because the Secretary is in charge of the main means of communication towards members, so it is more efficient to continue to make the Babylon Magazine one of his responsibilities. The Publication Committee and the Graphic Design Committee create the Babylon Magazine together, and the Secretary will be the final editor of this magazine. He will ensure that the Babylon Magazine will be published four times a year in a perfect state, both visual as textual. This perfection is of great importance for the image and the professionalism of Babylon, since the magazine will not only be read by students, but could also be read by lecturers/professors, alumni, sponsors and possible other people interested. To achieve that perfection, the two committees will have to work together closely to feel the shared responsibility. The following two paragraphs will further explain the two committees responsible for the redaction of the Babylon Magazine.

### **5.2.7 Publication Committee**

The committee members of the Publication Committee are the writers of the articles that will appear in the Babylon Magazine. They will write both formal as informal articles, of which the formal articles can be scientific too. Since the twenty-seventh board, every Babylon Magazine contains at least one scientific article. The thirty-first board will maintain this guideline. This makes the magazine worth reading for all target groups. Moreover, this guarantees the professionalism which the association tends to achieve. It is of great importance that the Publication Committee members check each other's articles with great care to be able to publish every single article as correct as possible. This will be done through a shared Google Drive.

Before the thirtieth board, a part of the Babylon Magazine was mailed in English to the international members. Later, the Babylon Magazine consisted of both English and Dutch articles. Because the number of international members grows massively, the thirtieth board decided to transform the whole Babylon Magazine into an English magazine, to make it readable for everybody. The thirty-first board will continue to create the Babylon Magazine English only. Therefore, it will also be possible for international members to become a member of the Publication Committee, just like last year.

For a couple of years now, the Publication Committee has been writing blogs for the Babylon website. The thirtieth board of Babylon decided to lay less focus on the blogs on the website. This way, more effort could be put in the Babylon magazine. The thirty-first



board decided to also put more effort in the Babylon magazine, and to only publish blogs if the (design of) the new website allows it and/or if the results of the end of the year survey show that people are interested in them.

The Secretary will intensively lead the Publication Committee to ensure the content's quality. Hereby shall be made use of the script of style, constructed by the twenty-seventh board of Babylon. If necessary, this script will be changed or extended.

### ***5.2.8 Graphic Design Committee***

This year, the Secretary will also be responsible for the Graphic Design Committee. One of the main tasks of this committee is the design of the Babylon Magazine. Aside from that, this committee is responsible for the main part of the communication material of Babylon. The flyers, posters and Facebook banners for all activities, organised by other committees, are designed by the Graphic Design Committee. Via digital order forms other committees can ask for help of this committee. This order form needs to be sent to the email account of the committee at least two weeks before it needs to be done. Because of the growing degree of internationalisation of Babylon, it will be possible for international members to become a member of the Graphic Design Committee, just like last year. The used programmes are already in English and the order forms too, so this will ensure a successful integration of international students.

Quirijn Somers

Secretary of Babylon 2019-2020

## 5.3 Treasurer

The Treasurer is, along with the Chair, responsible for the financial affairs within Babylon. He will make sure that the expenditure does not exceed the revenue and that the association's money is spent in a way that is beneficial to its members. The function of Treasurer will be occupied by Niek van de Minkelis with much enthusiasm and ambition in the year of 2019-2020.

### 5.3.1 Tasks and responsibilities

The tasks mentioned below belong to the Treasurer's responsibilities.

- Managing the association's financials;
  - making the budgets for the whole academic year;
  - maintaining the budgets during the academic year;
  - managing the cash registers;
  - creating cash registers for activities;
  - archiving cash forms;
  - managing the declaration forms;
  - managing the advance payments forms;
  - managing the debtor's ledger management;
  - paying invoices;
  - collection the members' contribution and money for activities;
  - making the financial annual report;
  - checking the committee's budgets and where necessary support the committee's treasurer.
- Checking the finance of the committees and maintaining contact with the committee's treasurer;
- The coordination of the Study Trip Committee;
- Making a script for the Treasurer of the thirty-second board.

### 5.3.2 Budget

One of the most important tasks of the Treasurer is making the annual budget. At the beginning of the academic year, the Treasurer will make a starting budget for the upcoming year. This budget is based on the financial annual report of the Treasurer of the thirtieth board of Babylon and the policy plan and goals of the thirty-first board. The budget will be finished in September, so that the contribution of the Department of Communication and Information Studies can be requested in time for the upcoming year.

The budget is important for the association in multiple ways. Firstly, the budget is based on the policy that the thirty-first board has planned for the year 2019-2020. In the budget,

it will be clear which long- and short-term goals the thirty-first board will try to achieve in the coming year. In the coming year, the thirty-first board will pay attention to bonding with its members, improving Babylon's professionalism and improving the international character of the association. Furthermore, the thirty-first board aims to launch a new website, due to practical and visual problems with the current version of the website.

Secondly, the budget serves as a way to guide Babylon's committees. Each committee gets its own budget and the freedom to spend this money in a way that is beneficial for Babylon's members. For each committee, a standard budget will be made, which is based on the previous year's committee budgets. The treasurer of each committee is expected to update this budget throughout the year. Babylon's Treasurer will assist and supervise all committee treasurers with their budgets.

In previous years, the boards of Babylon have chosen to update the budget after six months, to get a more detailed view of Babylon's actual financial situation. This procedure will be maintained next year. The second, revised budget will be made before the semi-annual cash audit, so that the Till Committee can base their advice upon this updated budget.

Apart from the budgets, the Treasurer will also compile a financial annual report. This annual report will include all revenue and expenditure of the previous year. The Treasurer of the thirty-first board can base the next budget on the financial annual report.

### **5.3.3 Payment methods**

The thirty-first board has chosen to proceed to a certain extent with the thirtieth board's payment policy. Payments below €10 will be paid for in cash and payments above €10 will be paid for by card. The twenty-eighth board has introduced iZettle, a mobile device to execute card transactions, which can be connected to a smartphone. By using iZettle, it is possible for members to make payments with their debit cards. iZettle has many benefits: for instance, it is very easy to use for both the Treasurer and the members, and it is safer, because there is less cash in the cash registers at the Babylon Room. For each payment, 2.72% of the paid amount is held by iZettle. This supplement will be added to the price and will be paid by members. Furthermore, Babylon will make use of direct debits for certain payments, such as the contribution, the Ski Trip, the Study Trip, Family Day and Diesweek participation. With the launch of the new website, the thirty-first board aims to add the payment method of iDeal or an alternative to the website. This addition will be beneficial for members in transactions, as well as the administrative benefits such a fast payment method has. iZettle will not be replaced, but the thirty-first board believes that an easy payment method, accessible online, will ease the procedure of signing up and might increase the number of participants for certain activities. This is an ambition the

thirty-first board has, but cannot be realised for certain. The combined costs of a new website and possible licences for the online payment methods are not yet known.

Below, you can find a short summary of which payment methods applies for which transaction.

Cash	Lunches and activities	Below €10,-
Debit card (iZettle)	Initial deposit Ski/Study Trip, merchandise etc.	Above €10,-
Direct debit	Contribution, Ski Trip, Study Trip, Family Day, participation in Diesweek, Weekend etc.	
(When possible, online payment method)	Signing up for activities, Study Trip, Ski Trip, Merchandise etc., combined with a direct payment.	

#### **5.3.4 Treasurer procedures**

The treasurer<sup>1</sup> of each committee will be well informed about the treasurer procedures. These procedures concern the following matters: budgets, declaration forms, payment methods and advance payment forms.

As the Treasurer of Babylon, it is important to keep in good contact with the committees and their treasurers. It is important that the treasurers know what is expected from them and which revenue and expenditure they will be faced with during the year. They will get clear instructions for making a budget for their committee.

In the previous years, 2017-2018 and 2018-2019, the Treasurers had chosen to make general budgets for all committees. The specification of these budgets is the Treasurers' responsibility. By doing this, the Treasurer can check the committees' financials, while

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<sup>1</sup> To distinguish the Treasurer of Babylon and the committee treasurers, the Treasurer of Babylon is written with a capital letter and the committee treasurers are written in lowercase.

giving the committees the freedom to spend their money in a way they want to. The thirty-first board will continue this policy.

All treasurers will be informed of the treasurer procedures. They will be provided with a starting kit in which all procedures will be explained further. After receiving this starting kit, the treasurers will be personally trained by the Treasurer. During these training sessions, the committee treasurers and the Treasurer will go through all procedures and the Treasurer will explain the tasks for the coming year in more detail. It will be made clear that in the case of financial problems, the treasurers should contact the Treasurer.

The following four procedures will be maintained:

#### *1. Budgets*

Budgets will be made by the committee's treasurers, possibly in collaboration with the Treasurer. For bigger activities, such as the Ski Trip or Study Trip, a revised budget will be made during the study year to get a better overview of all costs and incomes. It will be emphasised that the budget has to be maintained as precisely as possible.

#### *2. Declaration forms*

Committees can declare some expenses for their activities. Only declaration forms, which are fully filled in and provided with a receipt, are considered for a cash return. Committee members can hand in their declaration forms in the two weeks after the date the expense was made. When a declaration form is handed in correctly, the Treasurer will transfer the amount of money to the respective committee member within a week.

#### *3. Payment methods*

Each committee can use iZettle for debit card payments, provided they have communicated this to the Treasurer in advance. The treasurer of the respective committee is expected to do this three days prior at the latest. The committee has to provide an application form for the Babylon Room. The members who participate in the activity have to pay immediately when they sign up for the activity, and this has to be noted on the application form. In this way, it is easy to trace back who has already paid for the activity. For smaller activities, it is also possible to book a cash register. As already mentioned, the thirty-first board desires to add an online payment method to the new website. This new payment method will be useful and beneficial for both the members and the Treasurer, as both parties have a clear overview of the made payment, as well as the speed of the payment does not create any form of miscommunication in the form of payments in arrears.

#### *4. Advance payments forms*

It is possible that a committee has to do a large expense for an activity. For this, committee members can request an advance payment. The committee members have to request this one week prior at the latest. When applying for an advance payment, it will be emphasised

that an invoice or receipt should be handed to the Treasurer immediately after purchase. In some cases, it is easier when the Treasurer pays for this large expense directly. The reason for this is that the payment can be paid with the Babylon bank card/credit card directly. Also, this way the Treasurer can check whether the payment is made correctly.

### **5.3.5 Print**

To print the Babylon Magazine, Babylon has had different companies to provide for Babylon. The current company, Bladnl, was chosen by the twenty-ninth board and the collaboration was continued by the thirtieth board. Bladnl has satisfied the thirtieth board with the quality the Babylon Magazines are provided. Therefore, the thirty-first board will continue the collaboration with Bladnl.

### **5.3.6 Bookkeeping**

In the previous years, more and more aspects of the bookkeeping have been carried out by using Conscribo, a bookkeeping application. With this application, direct debits can be fulfilled (such as the Study Trip, Ski Trip, contribution, etc.). These direct debits can then be imported into Rabobank Internet Banking, whereupon direct debits can be fulfilled quite easily. The application is uncomplicated and simple to use. Apart from the digital administration, an accounts book and a paper administration will be managed.

The financial year of Babylon runs from September through September, which means the Treasurer of the thirty-first board will continue to work in the financial year of the previous Treasurer. The thirty-first board has chosen to not alter the financial year, because of the volatility of the study programme, whereby the moment of the board change could change over the coming years. The activities that take place after the board change, but are still being organised by the 2018-2019 committees, fall under the financial year of the Treasurer of the thirtieth board. In September, a General Meeting of Finances will be organised, in which the financial annual report will be presented and (dis)approved.

### **5.3.7 Financial plans**

The thirtieth board of Babylon has rounded up their board year in a financially stable way. With Babylon being financially stable now, the thirty-first board can start their board year without any financial hindrances.

#### *Lustrum savings*

Last year (2018-2019), Babylon celebrated her sixth lustrum. For organising the lustrum year, much of the (lustrum) savings have been used to provide members with special activities during the year and the Lustrum Week. These were prepared and executed by the Lustrum Committee. The thirty-first board, as well as the thirtieth board did, is planning

to save €1000 for the seventh lustrum which will take place in 2023-2024 if there will not be major financial disappointments during the year.

### *Revenue*

Babylon gets its revenue from contribution, sponsoring and a contribution from the Department of Communication and Information Studies. Because the thirty-first board of Babylon includes a Commissioner of External Affairs, there will be extra attention for maintaining contacts with sponsors and looking for new sponsors.

### *Expenditure*

The expenditure of Babylon concerns the long- and short-term goals of the association. Babylon contributes to some of its committees to ensure that these goals are achieved. The following committees will get a contribution from Babylon:

- Committee of Formal Activities
- Study Trip Committee
- Prom Committee
- Career Committee
- Orientation Week Committee

These committees will get a contribution because of the importance for the whole association. The Committee of Formal Activities, the Career Committee and the Study Trip Committee are aimed at organising (semi) formal activities and providing career opportunities for students. To stimulate this, they get a contribution from Babylon. The Orientation Week also gets a contribution because of the importance of attracting new members. The Prom Committee will receive a contribution, because the Prom will be organised in collaboration with other associations. Therefore, the contribution is needed to be able to cover the costs. Furthermore, the Prom is expected to be a little less decadent as last year (2018-2019). This does not mean that the thirty-first board intends to attract less members. Finally, the International Committee might get a contribution. Since it is a new committee and the final budget is not finished yet, it is not sure how much money is needed and how much money can be spend on this committee. The exact contributions will be presented in the budget of 2019-2020. The amounts of money these committees receive, is based on the budgets and annual reports of the previous boards. It is important to note that the contributions are dependent of whether the money is necessary; if a committee can contrive with less money, the contribution will be lowered.

This year, it was decided to only give board members from other associations one drink during the Constitution Drink. In the previous years, all board members received two drinks at the Constitution Drink, which led to high costs. However, the thirtieth board limited this to only one drink. Limiting the amounts of drinks for all guests saved them around €500.

The thirty-first board wants to continue this reduction, in order to invest this money, following the thirtieth board, in the possible consequences of the website change, implementation of another online payment method, new committees, etc.

### **5.3.8 Study Trip Committee**

The Treasurer will coordinate the Study Trip Committee this year, just like the previous years. The study trip will take place during the May break. During this trip, CIS students are provided with a variation of both formal and informal activities. Apart from fun, cultural activities, it is important that Babylon will pay a visit to universities and companies during this trip. These organisations should be approached by the Study Trip Committee next year. It is important that the professionalism of Babylon is passed on when approaching these organisations. Over the last few years, Babylon has visited Beijing, Rio de Janeiro, Dublin, Berlin & Prague and Bogotá. Babylon gets a contribution of €25 per attending student once every two years. Last year, Babylon did receive this contribution (provided that Babylon visits an English-, German-, French- or Spanish speaking country), so Babylon will not be receiving it in 2019-2020. However, this means that the Study Trip Committee is still completely free in choosing a destination this year, but have to consider the contribution. Furthermore, the thirty-first board has the ambition that the study trip will go to an (again) unique destination that will be an experience to remember.

Niek van de Minkelis

Treasurer of Babylon 2019-2020



## 5.4 Commissioner of Internal Affairs

The position of Commissioner of Internal Affairs of the thirty-first board of Babylon will be fulfilled by Tessa Stolte. She will ensure close connections between the study programme, lecturers/professors and members with dedication and enthusiasm. She will also be responsible for the book sale, the Education Committee, Committee of Formal Activities and will take place in the Study Programme Committee.

### 5.4.1 Tasks and responsibilities

As Commissioner of Internal Affairs, Tessa will execute all general board tasks properly. This means attending board meetings, open office hours at the Babylon Room and being actively present at as much Babylon activities and *borrels* of other associations as possible. Here, the Commissioner of Internal Affairs will represent Babylon in the best possible way. Moreover, the Commissioner of Internal Affairs will be responsible for writing a script for her successor and for contributing to the writing of the semi-annual report and the annual report of the thirty-first board.

Aside from the general board tasks, the Commissioner of Internal Affairs will focus on the following position-related tasks:

- Consolidate the link between Babylon and the study programme;
- Maintain good relations with (contributing) graduates;
- Take care of book sales via StudyStore;
- Coordinate the Education Committee;
- Coordinate the Committee of Formal Activities;
- Maintain contact with the Study Programme Committees;
- Maintain contact with LETO;
- Attend every SOFv and LETO General Member Meeting together with the Chair.

This year, the Commissioner of Internal Affairs will try to improve contact with LETO. Gained contacts could be of use, since multiple study associations have showed interest in working with Babylon. Being more active in LETO will create goodwill from other associations, which strengthens the image of Babylon.

In addition, the thirty-first board decided that it is useful for the Commissioner of Internal Affairs to be present at every SOFv and LETO General Member Meeting, because of the useful information about the studies and other study associations which is given here. She will attend those meetings together with the Chair and, if necessary, other board members.

#### ***5.4.2 Consolidate the link between Babylon and the study programme***

To achieve a good collaboration between the study programme and study association, first and foremost, the relation between Babylon and its lecturers/professors needs to be positive. This relation must lead to more synchronisation between Babylon and the study programme CIS. This will be done in several ways. Firstly, lecturers/professors will be informed in time about the Babylon activities that could be relevant to them. This will improve their involvement and could eventually lead to more participation in those activities. Furthermore, lecturers/professors can have a substantial influence on students. When lecturers/professors get more involved with Babylon, this could lead to higher enthusiasm of students regarding the association. This could mean improving the attraction of new members and strengthening the bond between the association and CIS students. In addition, contact with lecturers/professors will mainly be personal. Instead of sending emails, the offices will be visited for personal appointments. This makes the relations more familiar and stronger. It is more attractive to accept a face-to-face invite than one in their mailbox. Board members will also introduce themselves to the lecturers/professors to create a proper start for the upcoming collaboration. During the National Day of the Teacher, extra attention will be given to the lecturers/professors by passing by their offices and giving them a treat. Babylon will also organise one or two teacher-student activities. One of them will be the Pub Quiz and Babylon could also organise a Pub Lecture, to fortify the relations with the lecturers/professors. By personally delivering a Christmas card to lecturers/professors, the thirty-first board also hopes to contribute to this personal contact with lecturers/professors. Lastly, the thirty-first board will invite them to more informal activities, such as the Christmas dinner. This way, they will feel more involved and their enthusiasm for Babylon will grow.

The most important link between study association and study programme is one of the study advisors. It is not sure yet whether this will be Lucie Botterhuis or Julia Pick. The study advisor is in touch with lecturers/professors, new students, current students and alumni and she knows exactly what's going on in both the study programme and the study association. Because of this, her importance to Babylon is huge. The last few years, the relation with the study advisor was really good and the thirty-first board will continue to build on this contact and, if possible, intensify it.

In the past, a couple of incidents occurred between faculty and study association. Subsequently the Commissioner of Internal Affairs of the twenty-eighth board (2016-2017) and the Advisory Board have constructed a script of communication about how to communicate with the university. Possible changes or new incidents will also be recorded in this script.

#### **5.4.3 Maintain contact with (contributing) graduates**

Contributing graduates are Babylon members who have already graduated, but still pay their contribution to support the association financially. Contributing graduates are the so-called supporting members of Babylon. Their willingness to help Babylon generally is quite big because they are also willing to support the association financially. Contributing graduates also receive a personal birthday email to maintain the relation with them and to emit the appreciation and gratitude from Babylon. The study programme also has its own alumni association called AlumniBC. The alumni and contributing graduates could be employed as speaker during the CIS in the Field Evening or the Career Event or they could give interesting workshops. The easiest way to reach out to alumni is via LinkedIn. There is, for example, an alumni page for CIS graduates, but also a page for former Babylon members. The contact with alumni will be maintained by being actively present on LinkedIn as Babylon. This way, alumni will be kept up to date about everything Babylon does, which makes them experience a higher grade of involvement. Due to the lustrum, an additional activity for former board members and contributing graduates was organised last year. For that reason, the thirty-first board will not organise an activity for them.

#### **5.4.4 Take care of book sales via Studystore**

This year, Babylon will, again, collaborate with StudyStore for its book sale. This way, CIS students can also sign up as a member in exchange for a discount on books. StudyStore will abide by the contract agreed on together with Boekenservice.nl. This contract ended mid-2018 but was renewed; the partnership has proved to be successful. The Commissioner of Internal Affairs will work closely together with Frank van Meurs and the contact person at StudyStore during the construction of the book list and the sale of the books.

#### **5.4.5 Coordinate the Education Committee**

Just as last year, the Education Committee will be coordinated by the Commissioner of Internal Affairs. The tasks of the Education Committee consist of organising informative activities of Babylon and the study programme of Communication and Information Studies. This will be done together with the study advisor, because she receives questions from prospective students. Since international students will of course also have questions, but doing orientation days for them is harder, they will be put in contact with helpful CIS students who can answer all of their questions. Contact with the study advisor also makes it easier to organise Orientation Days on a small scale, which ensures the quality of these days for scholars as well as involved students and lecturers/professors.

Activities which are organised by this committee are the following: Orientation Days, Family Day and the Matching Day. The thirtieth board organised five so-called 'study afternoons'. These were gratefully visited by students. Therefore, the thirty-first board strives to organise one study afternoon for every year layer, every period. This means there will be ten Study Afternoons' throughout the year. These preparation hours will be aimed at specific subjects that are generally experienced as difficult or hard to pass. The committee will have contact with the professors/lecturers of these specific courses in order to make sure they are able to be present at these study afternoons. They could also organise an APA and/or SPSS workshop as it seems that students often struggle with these matters and as a study association we can provide help to our members.

It is important that this committee is professional and recognisable during every activity. Therefore it is obligatory for its members to always wear their committee shirt during their activities. Since last year, it is also possible for international Babylon members to become a member of the Education Committee.

Furthermore, the Education Committee will start early with finding first-year students who are willing to mentor the Student-for-a-day Programme. This way, the committee will be discharged and there will be more students involved with Babylon. It turned out that contacting students personally helps with finding more who are willing to help. Therefore, this will be done immediately when there are not enough sign-ups, especially in the Dutch track of the studies.

#### ***5.4.6 Committee of Formal Activities***

The thirtieth board of Babylon has chosen to make the Commissioner of Internal Affairs responsible for the Committee of Formal Activities. This has been decided to create a better distribution of tasks among members of the board. As the Commissioner of Internal Affairs has become similar to a Commissioner of Education, it is important that this board member is the coordinator of every formal activity that is connected to the study programme. Before, the Secretary had to contact the Commissioner of Internal Affairs, to organise activities which included lecturers/professors, for example the Pub Quiz. The thirty-first board agrees that was a cumbersome way of working, and it is more efficient this way. It will therefore make no changes concerning the coordinator of this committee.

It is important that the Commissioner of Internal Affairs provides an atmosphere in which it is possible to realise an active and professional committee. The Commissioner of Internal Affairs has to check, assist and when needed, correct the members of the committee during the preparations of their activities. The Committee of Formal Activities has the task of organising formal activities. By organising formal activities, members will get the opportunity to experience different aspects of business life. Formal activities give more

information about the business life aspect than the regular study programme does. The committee gives students insight in the company life, as well as it gives the business life insight in Babylon. This will be realised by organising company visits, lectures and more.

In a committee like this, it is important that there is an equal representation of international and Dutch students, as well as students in all stages of their study programme. This way, international and Dutch, as well as first-, second- and third-year students will all be included in activities. By doing so, students from different grades will get in touch with each other and activities will see a high attendance.

The Commissioner of Internal Affairs will keep an extra eye on the active counselling of the Committee of Formal Activities to make them think outside the box, in order to organise well visited and outstanding activities. The expectations are that formal activities will be visited frequently when members feel a connection with the association. This is why the committee will try to reach interesting and relatable companies for the CIS students. In addition, the Commissioner of Internal Affairs will start early with the promotion of these activities. This will take place on social media, but also, when the circumstances allow it, through lecture talks or by sending a slide about the activity to lecturers/professors so they can include it in (the break of) their lecture.

The committee will try to make these activities extra appealing for members by not hosting these activities on campus, but on an external location. On top of that, snacks and drinks will be available during, before or after the formal activity, as they have been for two years.

#### ***5.4.7 Maintain contact with the Study Programme Committees***

The Study Programme Committees (former Education Programme Committees) consist of several student members and five teacher members who tend to ensure and improve the quality of the study programme CIS. The change of the name was because the committee is about the study programme, and to avoid confusion about this committee and what was formerly called the information committee.

There are two Study Programme Committees: one for the Bachelor programme and one for the Master programme. Contact between Babylon and the Study Programme has improved a lot last years and the Commissioner of Internal Affairs of the thirty-first board will try to continue this and, where possible, improve this relation. It is of great importance that Babylon, and especially the Commissioner of Internal Affairs, is up to date of all study-related issues to be able to improve the synchronisation between the study programme and study association. Just as last year, the Commissioner of Internal Affairs will be in contact with Marianne Starren about her exact role in the improved collaboration between study programme and Babylon. Furthermore, last year, there was a Whatsapp group of

CIS students who gave their opinion on study-related questions posed by the Study Programme Committee. Since this group functioned as a system to poll students' opinions, the Commissioner of Internal Affairs was closely involved with these groups and functioned as a contact person for study-related issues. Depending on this year's Study Programme Committee's choices concerning this matter, this year's Commissioner of Internal Affairs will continue down this road.

#### **5.4.8 Summaries**

The thirtieth board of Babylon stopped selling summaries to students, since the twenty-ninth board experienced difficulties concerning the quality of the summaries and receiving these summaries. Initially, the thirty-first board wanted to continue the policy of the thirtieth board and not sell summaries. However, Babylon was contacted by AthenaSummary regarding a collaboration. They are definitely going to offer summaries to CIS students and a collaboration with them could cause several (financial ) advantages. A meeting will be arranged with them about a possible collaboration. Until then, the thirty-first board cannot make any promises regarding summary sales.

Tessa Stolte

Commissioner of Internal Affairs of Babylon 2019-2020

## 5.5 Commissioner of External Affairs

Thijs Buisman will take on the responsibilities concerning the position of Commissioner of External Affairs within Babylon for the academic year 2019-2020. He aims to conduct all his proceedings in a professional matter, while simultaneously being approachable for external and internal relations and all members. As Commissioner of External Affairs, he aims to preserve ongoing external relationships wherever possible and useful for Babylon, and initiate new, favourable ones. A major factor in accomplishing this will be the sponsor members within the committees, who the Commissioner of External Affairs will train and guide throughout the year. In continuation of the previous year, he will also coordinate the Career Committee and Congress Committee.

### 5.5.1 Tasks and Responsibilities

Following the specific tasks and responsibilities as Commissioner of External Affairs, he will also perform all general board duties within Babylon. These duties concern matters such as being a vivid presence at all Babylon activities (which includes *borrels* and Constitution Drinks from other associations), attending board meetings and tending to the open office hours at the Babylon room. Additionally, he will ensure that he makes a script to hand over to his successor and be a contributing factor in writing the semi-annual report and annual report of the thirty first board. The previously mentioned specific tasks and responsibilities for the Commissioner of External Affairs will be as follows:

- Guaranteeing the corporate identity of the association is properly used and maintained;
- Appropriately welcoming companies and providing them a comfortable stay during formal activities;
- Maintaining contact with all external relationships in person, by telephone or by email;
- Managing the Twitter account;
- Managing the social media page on LinkedIn;
- Keeping the business file and managing contracts;
- Coordinating the Career Committee;
- Coordinating the Congress Committee;
- Ensuring and transmitting the professional identity of Babylon to all external relations;
- Writing a script for his successor.

### 5.5.2 Image

The Commissioner of External Affairs will be the main contact for all external relations, and will maintain the positive professional atmosphere between Babylon and all its external relations. The Commissioner of External Affairs will transmit Babylon's corporate identity

on all occasions, and thereby ensures that the association continues to be perceived as professional. He will also see to it that external relations such as companies or speakers are appropriately welcomed during formal events organised by Babylon or partnering associations. The Commissioner of External Affairs will commit to maintain and improve a favourable environment for current and future sponsors by ensuring smooth contact at all times, being present at physical meetings in a professional but approachable manner and being reasonable during contract matters. This will contribute to the chance that current sponsors continue ongoing partnerships with Babylon and that possible sponsors enter new agreements.

### ***5.5.3 Contact with External Affairs***

In order to ensure smooth collaboration between the association and sponsors both current and potential, it is imperative to maintain frequent contact. In addition to personal contact with external relations, telephone and email will be used. The Commissioner of External Affairs will maintain the social media accounts for LinkedIn and Twitter as another way of staying in contact with external relations. The Twitter account will mainly be used to provide information regarding the latest updates in the field of communication, whereas the LinkedIn account will be used predominantly to maintain and start new professional relationships and to share job/internship offers.

### ***5.5.4 Sponsor Members and Contact File***

The Commissioner of External Affairs will be training, guiding and supporting the sponsor members within Babylon's committees for the academic year 2019-2020. At the beginning of the academic year a sponsor training and consultation will be provided where members will gain the necessary skills to adequately approach feasible sponsors. Afterwards, he will divide the committees into groups based on the sort of sponsor they are in contact with so he can give advice tailored to the relevant sponsor and situation. This sponsor training will be provided to every member of the Orientation Week Committee in February or March 2020, since every member of this committee will look for sponsors. During the aforementioned consultation session, members and the Commissioner of External Affairs will share their experiences in order to tailor the amount and depth of advice to the needs of individual members. After this session, members will be provided with a handout which includes a case to which members can refer later on.

As previously stated, the Commissioner of External Affairs will support sponsor members. To do so, he intends to keep a file that will contain which sponsors have already been approached, and which of them have any interest in certain activities or want to engage in a sponsor agreement in the (near) future. This will help sponsor members to find the right company for the right situation more quickly. All sponsor members will be given the



opportunity to use and alter this file. However, the Commissioner of External Affairs remains to be responsible for the file. He will also keep a contact file that consists of all important contacts that have an ongoing contract with Babylon. Only the Commissioner of External Affairs and other board members may use this file.

#### ***5.5.5 Career Committee***

The Career Committee is the first of two committees under the responsibility of the Commissioner of External Affairs. Last year, the thirtieth board decided to combine the Career Committee and the Career Event Committee to make the committee more lively and active. This means that as of last year (2018-2019), the Career Committee organises the Career Event as well. The Career Event will be complemented by workshops to increase interactivity.

The next Career Event will be organised early in March, which enables students that spend a semester abroad to attend as well. Through presentations, personal conversations with employers and the aforementioned workshops, students will be able to paint a better picture of the companies and concretise where their own interests reside within the job market. On the other end, companies can take the opportunity to present themselves to students and (almost) graduates. Finally, the Commissioner of External Affairs will be closely involved in organising the event and will help looking for and recruiting sponsors.

#### ***5.5.6 Congress Committee***

The Commissioner of External Affairs will carry the task of coordinating the Congress Committee for the coming academic year. The main goal of the Congress Committee is to organise a congress with a specific theme within our study field. During the congress there will be lectures, presentations and workshops given by experts in the working field, scientists or acknowledged companies. The Congress will, however, be different from last year. Babylon will organise the National Day of Communication in the coming academic year. The thirty-first board intends to merge this event with the Congress, combining the two budgets which gives the Committee the opportunity to provide attendees with a spectacular event. The bigger budget will help attracting more high profile speakers, which will also help attracting more people, since the turnout has been suboptimal over the last few years. Since this will be a larger event, it is necessary that the committee members stay motivated and that they keep track of their schedules. Being able to plan is an important quality in this committee.

The Congress will once again be organised in collaboration with Mycelium, so it is imperative to ensure that their thirty-first board is consulted regarding the plan to merge the two events. Since there was almost no collaboration last year between the D-team

(now Department Board) and Babylon, the thirty-first board intends to increase the cooperation between both parties. The Commissioner of External Affairs will guide and participate in the Congress Committee as much as possible to organise another successful Congress.

#### **5.5.7 Membership Benefits**

Every year, Babylon has a new Babylon sticker that can be put on the members' university card. These stickers may provide a discount in several places or guarantee a lower entrance price at events such as 'BaMyPo' and 'Inglorious' parties. Members can pick up the Babylon sticker at the Babylon room. Previous years, there were not many sticker deals. The thirty-first board will put effort into expanding the benefits members receive from these stickers. The Commissioner of External Affairs will actively search for new deals, such as bike stores, barbers, bars, etc.

Thijs Buisman

Commissioner of External Affairs of Babylon 2019-2020

## 5.6 Commissioner of Activities

Dylan Zeevaart will take on the responsibilities concerning the position of Commissioner of Activities in the thirty-first board of Babylon. He will fulfil the following tasks:

- Creating the annual planning;
- Organising the Committee Market and composing of the committees;
- Coordinating committees;
  - Orientation Week Committee
  - Sports Committee
  - Committee of Informal Activities
  - Weekend Committee
- Maintaining contact with the Molenstraat;
- Providing a promotion training to the promotion members of all committees;
- Organising Babylon's activities for Stichting RAGweek;
- Write a script for their successor;
- General Board tasks.

### 5.6.1 Annual planning

The Commissioner of Activities is responsible for the annual planning of all the activities of Babylon. Last year, Babylon had her lustrum year. Because of this, the thirtieth board of Babylon organised three additional activities. This year, there will not be any lustrum activities. This will create some room for one or two additional activities. These extra activities will be filled in by the International Committee and the Weekend Committee. To ensure that the planning will not be too dense, the thirty-first board of Babylon will not add more than the previously mentioned one or two activities. The twenty-ninth board of Babylon indicated they had too much activities in some months, which caused low attendance for some activities. This will be kept in mind when creating the annual planning. The Commissioner of Activities of the thirty-first board will try to find a balance between formal and informal activities and plan the right amount of activities. However, there will be a majority of informal activities due to events like the monthly *borrels*, BaMyPo and Inglorious.

Last year, the thirtieth board had the lustrum year, which made it harder to find the balance between formal and informal activities, since there were more informal activities in comparison to other years. This year it will be easier to find the balance between formal and informal activities with the informal lustrum activities not present in the annual planning. The thirty-first board of Babylon strives to carry out a professional image in which the formal activities are truly important. A high attendance in all activities will comply with

the professionalism that the thirty-first board would like to express towards its members and external relations. Therefore, the Commissioner of Activities will take the schedules of all the students into account, to make sure that the attendance of all the activities will be as high as possible.

### ***5.6.2 Organising the Committee Market and composing all committees***

In the second week of the academic year, the Commissioner of Activities is going to organise and coordinate the Committee Market. Two members of each committee of 2018-2019 will represent their previous committee and they will try to make members excited to join a committee as well. It is important that these representatives are enthusiastic and that they can give information in an informative and appealing way. The thirty-first board also strives to have one international student and one Dutch student to represent each committee at the Committee Market. The intention is to attract more international students for committees. Furthermore, the Commissioner of Activities will be responsible for composing the committees. This responsibility starts right after the Committee Market. First of all, the committees will be composed, based on the preferences and experience of the applicants. Next to that, the Commissioner of Activities will try to add students of different years in each committee to stimulate the contact between different years. Moreover, this will provide a higher reachability of members of Babylon while promoting the activities. He will also try to divide the international students equally over the committees. The Commissioner of Activities strives to have at least two international students in each committee.

### ***5.6.3 Coordinating committees***

Besides composing the committees, the Commissioner of Activities will be responsible for coordinating his own committees, which are:

- Committee of Informal Activities;
  - Bamypo: in collaboration with Mycelium and Postelein;
  - Inglorious: in collaboration with ESV, GSV, SVN, Mycelium and Postelein;
- Weekend Committee;
- Orientation Week Committee;
- Sports committee.

The Commissioner of Activities will try to attend as many meetings of these committees as possible to help the committee when this is necessary and to maintain contact between the committees and the board.

#### **5.6.4 Committee of Informal Activities**

The Committee of Informal Activities is responsible for organising all the informal activities, such as the monthly theme *borrels* and several other informal activities throughout the year. Examples of informal activities that were organised in the past few years are karaoke, real-life Stratego and a beer rouser. The Committee of Informal Activities is free to organise these activities again or to come up with other ideas for informal activities. The Committee of Informal Activities is also responsible for organising the Dies Week. In the Dies week, the Committee of Informal Activities will organise an activity every night from Monday until Thursday. The last few years, activities like the Pool Party, Casino Night, Beer Olympics and Trampoline Jumping were organised. The Committee of Informal Activities can use some of these ideas for the Dies Week, but they are also free to think of other activities themselves. The only activity that will be the same as last year will be the Cantus.

The Committee of Informal Activities is going to be active the whole year and therefore it is important to start as soon as possible. This committee will consist of seven or eight committee members. The Committee of Informal Activities has two subcommittees as well:

- BaMyPo Committee. Two or three members of the Committee of Informal Activities will also be a member of the BaMyPo Committee. In collaboration with committee members of the study associations Mycelium and Postelein they will organise four BaMyPo theme parties. The Commissioner of Activities will discuss if international committee members are allowed to join this subcommittee as well with the other associations' boards.
- Inglorious Committee. One committee member will be chosen to be a part of the Inglorious Committee as well. This subcommittee is responsible for organising three Inglorious theme parties, in collaboration with study associations ESV, GSV, SVN, Mycelium and Postelein.

The Commissioner of Activities will discuss with the associations boards whether it is possible for international students to be part of these subcommittees. He will be part of the subcommittees as well. The Commissioner of Activities will aim for a pleasant atmosphere and especially much enthusiasm among his committee members. As a result, the committee members will spread their enthusiasm to the members who will attend their activities.

#### **5.6.5 Weekend Committee**

Last year, the thirtieth board organised the Lustrum Weekend, which was a success. This is why the thirty-first board of Babylon would like to organise a Babylon weekend as well. The weekend will be organised by a new committee, whose only goal is to organise this

weekend. The reason for this, is to make sure that it is well organised, that it gets enough attention and that it does not distract from other events of other committees. The Weekend Committee will be responsible for organising a weekend in 2019-2020. This weekend will consist of different informal activities such as a cantus and sports games. The committee will consist of approximately six members. The weekend itself will probably be in May, however, the committee will already start in September to make sure that it will be a great weekend for the lowest cost possible.

#### **5.6.6 Orientation Week Committee**

The Orientation Week Committee is responsible for organising the Orientation Week for the soon to be students of Communication and Information Studies. The Orientation Week takes place at the end of August. Babylon aspires to organise an Orientation Week in which the students will obtain a clear picture of the study programme, the university, the city Nijmegen and Babylon. It is the intention of the Orientation Week that the participants create a bond with their future fellow students. Since the board will change in July, upcoming Orientation Week will already be the responsibility of the Commissioner of Activities of the thirty-first board. Therefore, he is already joining the Orientation Week Committee full time, so he can take over all the responsibilities of Dominique Paulissen, the Commissioner of Activities of the thirtieth board. The Orientation Week will be an important moment for the Commissioner of Activities to get to know as many new students as possible. Therefore he will have an open and enthusiastic attitude during the whole week.

Unlike last year, no activity will be organised by Babylon on the Sunday of the Orientation Week. The university has decided that there can no longer be activities after the Orientation Festival. As a result, the winning group will be announced on the Saturday of this festival. The bowling at Olround, which is normally planned on the Sunday evening, will be rescheduled to Monday evening.

The Orientation Week Committee of next academic year will be composed directly after the Committee Market, but will become active in the second half of the academic year. Therefore, it will be possible for students who are going abroad, to join the committee as well. The organisation of the Orientation Week takes a lot of effort and, therefore, it is important that experienced members of Babylon join this committee. The first-year students, and especially the internationals, are, however, of great value due to their experiences during the Orientation Week. The committee will consist of at least eight members.

### **5.6.7 Sports Committee**

The biggest event of the Sports Committee is the Ski Trip, which will take place from 25 January until 1 February 2020. The location of next Ski Trip is already confirmed and this location will be Avoriaz, so the Committee will mostly be responsible for the programme of the week. Next to that, Babylon usually participates in the Batavierenrace. This year the Batavierenrace is scheduled during the Study Trip, which means that Babylon cannot participate this year. The Sports Committee has the liberty to organise another event to replace the Batavierenrace. Last year, the Commissioner of Activities added one sports-related activity into the programme. This year the Sports Committee will have two extra sport activities. The Commissioner of Activities will maintain existing relationships with locations where the Sports Committee organised its activities over the past years, such as the Beach Factory. Furthermore, he will establish new relationships to ensure that the activities of the Sports Committee will be fun, unique and accessible to all members. This committee will consist of seven or eight members.

### **5.6.8 Contact with the Molenstraat**

The Commissioner of Activities is the contact person of Babylon for the Molenstraat. The committee members are not allowed to contact the Molenstraat, to avoid miscommunication or confusion. The contracts with the Molenstraat will be drafted by the Commissioner of Activities in collaboration with the Commissioner of External Affairs and the Commissioner of Activities from the thirtieth board. The Commissioner of Activities has been a member of the Commission of Informal Activities last year. This enabled him to introduce himself to some of Babylon's contact persons within the Molenstraat. This could make the initial contact at the beginning of the year easier.

### **5.6.9 Promotion training**

The Commissioner of Activities will be responsible for arranging the promotion training for all the promotion members of the committees of Babylon. These will take place at the beginning of the academic year, to make sure that all the activities during the year will be well promoted. However, for the Orientation Week Committee this will be later on in the year. Furthermore, the Commissioner of Activities will monitor the work of the promotion committee members and help them if required throughout the year.

### **5.6.10 Organising activities for Stichting RAGweek**

The Commissioner of Activities is also responsible for organising activities to collect money for Stichting RAGweek. Last year, Babylon participated in the hallway lunch of the Faculty of Arts, the RAGweek market and the board posed for the 'Sexy met StijlBestuurskalender'. An option to collect money for the RAGweek this year could be to organise a lottery on a

*borrel* like last year, or to donate a part of the turnover of a certain activity to Stichting RAGweek. The thirty-first board wants to implement the RAGweek within existing activities. This could add a creative challenge to activities like a *borrel* for the committee members. Besides that, the thirty-first board would like to organise a creative activity on the RAGweek market (like the cake throwing of the previous year) and make a board photo for the 'Sexy met StijlBestuurskalender' of the RAGweek. The Commissioner of Activities will think of at least one other way to support the RAGweek in the upcoming year.

#### **5.6.11 FC Babylon**

From this year forward the Commissioner of Activities will be responsible for the continuous existence of the football team FC Babylon. FC Babylon is a great asset for Babylon. The team gives new members of Babylon (both players and supporters) an easy opportunity to get to know members from different tracks and different years. That is why it is very important that FC Babylon keeps existing. This will be done by Commissioner of Activities, whom will make sure there is a team captain and a social media captain at the beginning of the year. These captains will be chosen from the existing members of FC Babylon. The team captain will make sure there is a team every game, arrange application of the team and the contact with the opponents. The social media captain will promote the games and keep the social media pages of FC Babylon up to date. Both captains will be responsible for organising a trial training in the beginning of the year. This will enable FC Babylon to keep existing for this year and to keep bringing Babylon members together.

#### **5.6.12 General Board tasks**

Besides these position related tasks, the Commissioner of Activities will have some general responsibilities, which are: attending the board meetings, attending all activities of Babylon, taking care of the open office hours, contributing to the making of the semi-annual report and the annual report, and writing a handbook for the Commissioner of Activities of the thirty-second board. The Commissioner of Activities will always represent Babylon in a professional way while performing these tasks.

#### **5.6.13 Personal goals**

##### *1. Recruit new (active) members*

The Commissioner of Activities values a positive and enthusiastic attitude toward potential new members. He will achieve this by getting to know as many (potential) new members during the Orientation Week and by showing his own excitement for Babylon. Furthermore, the board wants to promote the activities of Babylon extra well in the first months to get all new potential members excited. The first step in doing this will be asking all mentor parents to take their group to the first *borrel* as a reunion.



*2. Create a family feeling within the association*

The Commissioner of Activities strives to create a family feeling within the association. This will be done by not making a distinction between C&O and IBC members. The Commissioner of Activities is convinced that active and enthusiastic participation of members is essential for the operation of the association. Therefore, it is important that all members feel involved in the association. Furthermore, the international students will get access to every committee. In addition, the Commissioner of Activities strives to place at least two international members in every committee to stimulate that the main communication within the committee will be English.

*3. Focus on openness*

The Commissioner of Activities will try to emit an open and accessible attitude towards all members. He finds it important that he is accessible to all members and that they do not feel a barrier to come to him with questions, opinions or ideas. Therefore, he will try to get to know as many new students during Orientation Week and have a chat with members at activities or when they are at the Babylon room.

*4. Create strong connection within the committees*

A good link between the members of the committees ensures a good atmosphere and this will benefit the cooperation within the committees. The Commissioner of Activities wants to ensure that members of the committees are pleased to be active members. When this is the case, they can stimulate fellow students to become an active member as well or to participate in activities. In addition, the Commissioner of Activities will try to plan at least one committee trip with his committee members to bring them together. He will also stimulate having committee meetings in an informal environment more often, for instance during dinner at someone's home.

*5. Establish good and clear communication between the committees and the Commissioner of Activities*

It is important to ensure the best possible communication within the committees. This will benefit the activities organised by these committees. In addition, the Commissioner of Activities will show interest in the ideas and comments of the committee members and actively ask for input and opinions. Should there be any problems or conflicts within a committee, the Commissioner of Activities will try to resolve them as well as possible in order to ensure a good atmosphere.

*6. Clear division of tasks*

The Commissioner of Activities strives for a clear division of duties within the committees. After the committees have been launched, a chairman, secretary, treasurer, sponsor member and promotion member will be appointed in each committee. In some committees

there will be other roles that relate to the specific committee. The Commissioner of Activities will pay extra attention to the division of duties in the committee. A clear division of tasks will benefit cooperation, quality of activities and the atmosphere.

#### *7. Attention for promotion*

A promotion member will be appointed in every committee. The promotion member must provide an overview of the promotion of the relevant activity and will be responsible for the promotion of the relevant activities within the committee, in collaboration with the Secretary of the thirty-first board. The emphasis lies on the active promotion of various activities in time, so that members can take good notice in advance. The importance of good promotion has been proven in the past, and it is therefore important that a large amount of attention will be paid to it. In particular, the promotion of the BaMyPo and Inglorious parties will receive extra attention from the Commissioner of Activities, to keep up or even improve the good attendance of last year. Another important part of the promotion of Babylon events is word-of-mouth promotion towards friends and classmates. This is why the Commissioner of Activities will stimulate all committee members to actively promote the events of their committee

#### *8. Find a balance in the right amount of activities*

The activities of Babylon could be balanced in two ways. Firstly, a good division between informal and formal activities. A good balance between formal and informal activities will be of good value for the professionalism of Babylon. Secondly there should not be too many activities in general. Previous years have shown that too many activities in a short period of time can lead to lower attendance of those activities. That is why the Commissioner of Activities will make a year planning that is not too full.

#### *9. Organise activities for everyone*

By organising a lot of different activities, the thirty-first board of Babylon hopes to involve all of her members as much as possible. In order to organise activities for everyone, a balance between formal and informal activities is needed once again. Besides that, the Commissioner of Activities will organise some informal activities that will attract different members than for example a *borrel*. A good example of such an activity is a karaoke night, which was organised last year and attracted many members that usually do not go to Babylon activities. Activities like karaoke are less focused on alcohol, which makes it more attractive to participate for some members.

Dylan Zeevaart

Commissioner of Activities of Babylon 2019-2020

## 6. Summing up

In this policy plan, the origins, the mission, the long-term goals, the short-term goals and the policies per functionary are described in detail. The thirty-first board of Babylon hopes that all readers have a clear overview of this board's goals and vision after reading the policy plan.

Every member of the thirty-first board is looking forward to the academic year of 2019-2020 with much joy, energy and enthusiasm. The thirty-first board strives to be **accessible, proficient** and **ambitious** throughout the whole year. In addition, the board would like to be transparent to and accessible for all its members. With five men and one woman, the thirty-first board is a good representation for the increasing amount of male students studying CIS. The thirty-first board of Babylon will do everything in its power to make the year 2019-2020 an unforgettable year for every member of Babylon.