



BABYLON

STUDY ASSOCIATION

CONCEPT POLICY 2020-2021

ACCESSIBLE, AMBITIOUS, PROFESSIONAL

Foreword

Dear reader,

In front of you lies the policy of the thirty-second board of Babylon for the academic year of 2020-2021. This policy includes the goals of the thirty-second board and these are accompanied by explanations of how they will be achieved during the upcoming year.

In the previous year, the thirty-first board of Babylon (2019-2020) continued the process of internationalisation by, for example, introducing a new committee called the International Committee, which focused on organising activities with and for international students. The thirty-second board will continue this process of internationalisation, since the number of international CIS students who have a(n) (active) membership with Babylon is increasing every year. However, the thirty-second board will no longer take major steps, as the most important steps in the process of internationalisation have already been taken in the past years. Moreover, the thirty-second board will pay equal attention to international and Dutch members, and not focus on just one group. However, at this moment it is not certain yet if, this year, there will be as many new international CIS students as in previous years, due to COVID-19. The board will take this into account and adapt its approach accordingly. Since the process of internationalisation is slowly approaching its final phase, as the greatest steps for now have already been taken, the thirty-second board will lay the foundation for initiating a new process, which will be making the association more sustainable. Also, the thirty-second board will emphasise 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-second board wishes to emphasise the acquisition of new members for the association. However, this will be a great challenge because the Orientation Week will not be taking place in the same manner as in previous years, due to COVID-19 (see 6.6.7).

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-second board would like to thank the preceding boards of Babylon for their effort, knowledge and support that assisted them in writing this policy and their further guidance after.

Maud Weijers	-	Chair
Lieke Verhoofstad	-	Secretary
Sam Helmink	-	Treasurer
Alyce Hoeben	-	Commissioner of Internal Affairs
Renée Christophe	-	Commissioner of External Affairs
Marlon Gerrits	-	Commissioner of Activities

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Introduction

This policy for the academic year of 2020-2021 is meant to provide an insight into the course that the thirty-second board of Babylon wishes to take 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. Consequently, the situation regarding COVID-19 and its influence on Babylon during the upcoming year will be appointed. Thereupon, 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 2020-2021, 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 very 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 maintains strong bonds with the study programme's lecturers/professors, (contributing) graduates and other interested parties. Currently, Babylon has around 500 members.

Babylon aims to make a positive contribution to the student life of its members. Firstly, the association strives to function as a link between the business and student world. This is realised by organising several activities, in which 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.

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 well as the twenty-eighth board (2016-2017) of Babylon consisted of five board members. The thirty-second board (2020-2021) will, just

like the previous three boards, consist of the established formation of six board members. The next paragraph will explain the current structure.

1.3 Thirty-second 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	Maud Weijers
- Secretary	Lieke Verhoofstad
- Treasurer	Sam Helmink
- Commissioner of Internal Affairs	Alyce Hoeben
- Commissioner of External Affairs	Renée Christophe
- Commissioner of Activities	Marlon Gerrits

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:
 - Communication and Information Studies students (members and non-members);
 - other study and student associations;
- 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.babylonnijmegen.nl);
- 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 her position. The Vice-Chair of the thirty-second board is Renée Christophe. Her tasks will be made explicit further on in the policy.

1.4 Committees

In 2020-2021, 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 coordinators. A list of the committees can be found below:

- Chair:
 - Application Committee
- Secretary:
 - Graphic Design Committee
- Treasurer:
 - Study Trip Committee
 - Prom Committee
- Commissioner of Internal Affairs:
 - Education Committee
 - Committee of Formal Activities
 - Publication Committee
- Commissioner of External Affairs:
 - Congress/National Day of Communication Committee
 - Career Committee
 - International 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 answers (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 as well as 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. COVID-19

Mentioning COVID-19 is inevitable as it has and will continue to have a major impact on Babylon. During the academic year of 2019-2020, the thirty-first board has had to cancel many activities, among which the Weekend and the Study Trip, due to the (inter)national measures taken to limit the further spread of COVID-19. Similarly, it is highly probable that some activities next year, especially those planned in the early months of the new academic year, cannot take place in physical form.

It is clear that COVID-19 comes with great challenges. For example, the Orientation Week will not be taking place in its usual form, which will heavily influence and complicate the process of recruiting new members (see 5.1.2). Not only the recruitment, but also the bonding of members will be more difficult. Since the Committee Market may not take place in a physical form, it will be more challenging to encourage members to become an active member by joining a committee (see 6.6.2).

Furthermore, it will require more creativity and commitment to make sure that various activities are organised, either in physical form or online, with the aim of maintaining members' interest and commitment in Babylon.

To ensure that Babylon will not suffer from COVID-19 too much, it is important for the thirty-second board to be creative and to think in possibilities rather than limitations. Accordingly, the thirty-second board strives to organise every activity in a manner that is as successful as possible. On the other hand, it is essential for the thirty-second board to ensure the safety of Babylon members and others.

Therefore, the board will observe the government regulations and guidelines at all times. Since these may be adjusted regularly, the thirty-second board will make sure to always be aware of the latest developments regarding COVID-19. In agreement, the board will always take responsibility and have the final say on the form of every activity of Babylon and whether or not to proceed.

In the course of this policy, reference to this chapter about COVID-19 will be made several times. These references will be indicated by implementing "(see Ch. 3)" in the relevant sentence or paragraph.

4. 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-second board of Babylon is planning to continue to organise both informal and formal activities for its members. The thirty-second board strives to organise more formal activities than past year. To attract new members, the thirty-second board strives to introduce Babylon positively during the alternative Orientation Week as well as during the first few weeks of the academic year, so that many potential members consider joining and actually join the association. During the academic year of 2019-2020, many first-year students were actively involved with Babylon. It is important to get the new first-year students involved with Babylon again. In addition, the thirty-second board strives to increase the number of active international students and pre-masters within Babylon.

- Improve the professionalism of Babylon

The thirty-second 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-second board to interact professionally 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-second board will try to maintain and potentially improve Babylon's image. The board would like its members to consider Babylon as an association that enriches their student life by offering both formal and informal activities. In addition, the board would like the association to be seen as a place where the members can get help if they have any problems or questions. The thirty-second board would like 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 professionally.

- 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 three boards, the thirty-second board has a Commissioner of External Affairs. Therefore, the thirty-second board plans to focus on strengthening external affairs again. The board aims to do so by focusing on personal contact with external relations rather than via email or telephone.

5. Short-term goals

5.1 Strengthen the bond between Babylon and its members and attract new members

Strengthening the bond between (active) members and the association was of great importance to previous boards. The thirty-second board finds this subject of great importance as well, even though it will be more challenging due to COVID-19 (see Ch. 3). Strengthening the bonds between Babylon and its members is important, 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 extensively.

5.1.1 Bonding of members

Depending on the developments regarding COVID-19, the bonding of members will mostly be carried out similarly to previous years. Obviously, it will be more challenging since some activities might have to be organised online due to the restrictions regarding COVID-19 (see Ch. 3). Given these current circumstances, the thirty-second board will have to come up with creative ideas with regard to the recruitment and bonding of members. As the current situation is a very unique one, there is no script for how to deal with it, and so the board is still devising and elaborating these creative ideas. As the board is still working on this at the moment of writing this policy, not all ideas will already be included in it. However, the board did already come up with a couple of ideas, which will be discussed later in this policy.

Active membership will still be stimulated by organising a Committee Market in the second week of the academic year. The Committee Market will be held online, via Zoom. In advance, the thirty-second board will distribute more information about every committee via Instagram (see 5.1.2). The Active Member Evenings (AME) and Active Member Activity (AMA) will, either online or physically, remain part of the programme and are meant to thank the active members for their efforts. The Active Member Activity will be held at the end of the academic year in cooperation with the thirty-first board, as the thirty-first board did not have the chance to organise one during the academic year of 2019-2020 due to COVID-19. This automatically means that members who have been active during the academic year of 2019-2020 could not join an Active Member Activity. Therefore, in cooperation with the thirty-first board, the thirty-second board decided to invite all active members of 2019-2020 to join the Active Member Activity that will be organised at the end of the academic year of 2020-2021. That way, members who have committed actively to

Babylon in the past year, will still be able to join the nice evening that is organised to thank them for their efforts. 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. Previously, the Member of the Month was always announced on Instagram as well as on Facebook in the beginning of the following month. However, the thirty-second board will no longer announce the Member of the Month on Facebook, as it is a platform that is expected to lose popularity and usage. Instead, both Instagram and the website will be used to announce the Member of the Month. After the reveal, (s)he is invited to pick up a small present at the Babylon Room.

The thirty-second board consists of two second-year students, two third-year students, and two fourth-year students. This division likely enables smooth bonding with most (new) members. Moreover, the thirty-second board consists of three CIW students and three IBC students, so it is nicely balanced. It goes without saying that every member of the thirty-second board has good English language skills and is able to communicate with international students without any difficulties. Therefore, no problems are expected regarding personally bonding with either CIW students, IBC students and/or international students.

The Orientation Week is a very important moment for the thirty-second board to get in touch with the new students, even though it will be held largely online and will only last a couple of days instead of a whole week. Every member of the thirty-second 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 that might take place in physical form in order to get to know them. Either online or offline, each board member will introduce him or herself to the new students. That way, the new students will know them and will know who to approach for questions. 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 usually 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. The thirty-first board successfully continued the good efforts of the thirtieth board. During the academic year of 2019-2020, there were 13 active pre-masters and 11 active master students. The thirty-second board strives to continue this line of enthusing pre-masters to become an active member, since last years they were a valuable

addition to Babylon. This will be done at the beginning of the year by organising activities on the pre-master introduction day during the Orientation Week (see 5.1.6).

Usually, the majority of the third-year students go abroad during the first semester of the academic year, which means that relatively many third-year students usually are absent during the first semester. That is why the thirty-second board had planned to organise a Welcome Back activity for all third-years, which would be combined with the *borrel* (informal drink) in February. During the academic year of 2018-2019, the thirtieth board organised a Welcome Back Dinner. 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 organised a Welcome Back Pub Quiz last year, which was much more affordable. As the Pub Quiz was very successful and well-visited, the thirty-second board had planned to organise a similar activity in a similar setting, which may have been a Welcome Back Pub Quiz again. Unfortunately, the Radboud University has announced that all study abroad periods that were going to take place in the first semester of the upcoming academic year have been cancelled due to COVID-19. This news was only released very recently. Therefore, at the time of writing this policy, it is not yet entirely clear what the academic year of 2020-2021 will look like for third-year students. It is not yet certain whether the study abroad periods that many had planned will now take place in the second semester, or will not take place at all. Obviously, this change has a great impact on third-year students and on Babylon, among other things with regard to the composition of the committees. That is why the thirty-second board will have to think carefully about how to deal with this situation. Since the board has not had sufficient time to think about this between the moment that the news was released and the moment of publication of this policy, it is not yet certain how exactly the thirty-second board is going to deal with the situation. Over the next weeks, the board will take this profound change in serious consideration and discuss its exact possibilities. Based on this, the board will decide on how exactly to deal with the situation.

5.1.2 Communication towards potentially new members

Communication towards potentially new members usually takes place during the Orientation Week and the first months of the academic year. Unfortunately, due to COVID-19, the Orientation Week will most probably be held largely online this year. This will make recruiting new members a lot harder. The thirty-second board came up with some alternative tools to attract new members. Firstly, the board will send a video to all new CIS students in which Babylon is promoted and all board members introduce themselves. The video will be attached to an email that the study advisors are going to send in which they invite the prospective students to participate in the Orientation Week. Furthermore, Babylon will be able to organise some (online) activities during the alternative Orientation

Week. During these (online) activities, the board strives to promote Babylon and attract new members as well. Moreover, the board will provide a small talk during the University Day, which will be held online during this alternative Orientation Week. This talk is going to be dedicated to the introduction of Babylon as well as to an explanation of the function and added value of a study association in general. Also, the board will be introduced and the possibility of becoming an active member will be promoted.

Usually, all first-year students receive a "Babylon bag" in which some goodies and informative flyers are included. This year, however, the thirty-second board decided not to hand out these bags during the Orientation Week. The first reason for this is the fact that it is not financially feasible to buy the bags. Usually, Babylon buys the bags in cooperation with the Malle Babbe; both parties will pay half the price of the bags. However, as the Orientation Week will be different this year, Malle Babbe will not be sponsoring these bags. Unfortunately, Babylon does not have enough budget to pay for all the bags on its own. Furthermore, there will not be a suitable moment during the Orientation Week to hand out the bags to all the students. Lastly, it is not yet certain how many first-year students will be participating in the Orientation Week this year, which means it will be difficult to estimate how many bags are needed. As a result, the thirty-second board decided to hand out the bags during the Weekend that will be organised especially for the first-year students. This is more beneficial because the exact number of bags that needs to be ordered will be clear. Furthermore, as there will be less members joining on the weekend than in the Orientation Week, it will be financially feasible for Babylon to buy the bags without financial help. Considering the changes the board will make concerning sustainability, there will be no flyers added to the bags this year. Instead, all relevant information that was included in the flyers will be shared online.

In addition to the other 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. As mentioned, this will be different and more difficult this year. However, the board will still try to approach potential members in the best possible way. The Orientation Week will be fully in English, which contributes to mutual understanding and eliminates the exclusion of international participants. All members of the thirty-second board will be present at all the relevant activities during the week. Also after the Orientation Week, efforts will be made to acquire new (active) members, which will be elaborated on in this part.

The thirty-second board of Babylon will continue to emphasise formal activities. This will be done 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 other more formally-oriented activities, the thirty-second

board wishes to enthuse members to take part. Similar to previous years, 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. From this year on, the International Committee will mainly focus on formal activities as well. Some 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 6.4.2. In order to acquire new active members, and to gain attention for the committees that belong to Babylon, a Committee Market will be organised at the beginning of the academic year.

The thirty-second board would like to promote the committees before the Committee Market, using posts on Instagram. For these posts, a former member of the committee, preferably the chair, will record a video in which he/she tries to enthuse members to join a committee by explaining what it is like to be part of that committee. With these videos, the board hopes to promote the committees well enough before the Committee Market and to enthuse potential active members. 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.

5.1.3 Strengthen the bond between international members and Babylon

Due to the internationalisation of Communication and Information Studies, and therefore of Babylon, the number of international students continues to increase. However, due to COVID-19, it still is uncertain whether many international students will join the studies in the next academic year. The thirty-second board strives to emphasise and project that international members are just as welcome to the association as Dutch-speaking students. International students are present at Babylon activities increasingly frequent. Previous years showed that international members often attended well-visited activities, such as *borrels*. However, generally, the majority of the participants of activities are Dutch-speaking members.

Previous years, the boards of Babylon took major steps concerning the internationalisation of Babylon. The thirty-second board will continue to actively inform about the opinions and ideas of the international members. Through the International Committee, the board tries to optimise the accommodation of the activities to the international members, and to involve them in the association as much as possible.

With the formation of the International Committee by the thirty-first board, the last great step to completing the internationalisation of Babylon is set for now. The thirty-second board would like to focus on the future purposes of the International Committee (see 6.5.9) and the maintenance of the adjustments regarding internationalisation that were done in previous years.

Furthermore, the thirty-second board will provide a clear image of Babylon and the principles of a study association towards the (potential) international members. Mainly in the beginning of the academic year, they will pay a lot of attention to this matter. By organising a(n) (possibly online) information session at the beginning of the year, (potential) international members will receive information concerning the possibilities and opportunities of Babylon. The thirty-second board strives to already provide them with accurate and complete information during the Orientation Week. By all means, this depends on how exactly the Orientation Week will be given form this year.

The thirty-second board will continue to stimulate the bonding between both students of different years, as well as international and Dutch-speaking students. Whenever possible, committees will include members from different years to encourage contact with other students. International students will feel more integrated when a committee consists of students with different nationalities.

The thirty-second board will continue the policy of the thirty-first board in the field of allowing internationals to join any committee of Babylon. The thirty-second board strives to have at least two international committee members in a committee if possible, because it turned out that international students can feel uncomfortable when an entirely Dutch committee has to speak English especially for him/her. If that is not possible, only one international student will be added to the committee, as one international member is still of great value to the committee. The thirty-second board strives to provide students with the right information regarding the responsibilities that come with a committee. Therefore, the board would like to provide members interested in joining a committee with a clear overview of information about the committees as the thirty-first board did last year. A document providing this overview will be presented on the website of Babylon. In case the Committee Market takes place in a physical form, the board will, in the context of sustainability, create a QR Code that attendees can scan, which will lead them to the document.

The thirty-second board also strives to reduce the distinction between the CIW and the IBC track. The CIW track is a significantly smaller track, but should not be excluded because of that. The thirty-second board would like to emphasise that both tracks are (important)

parts of Communication and Information Studies and not make a distinction between both tracks. To succeed in this as much as possible, the board will encourage the mingling of CIW and IBC students during activities to create a family feeling among all members. Next to that, the thirty-second board also strives to reduce the distinction between international and Dutch students by using the English language as the main language to increase the accessibility to our association for everyone.

5.1.4 Increasing the accessibility of Babylon for (potential) international members

From the twenty-seventh board on, major 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. Additionally, the thirty-first board introduced the International Committee as a response to the internationalisation of the association. They also made English the primary language of the website. The most important steps to internationalise Babylon have already been taken. The thirty-second board would like to put efforts in maintaining the adjustments the previous boards have made. The board would like to ensure these adjustments will pay off and focus more deeply on the future and development of the International Committee (see 6.5.9).

Dutch speakers who have participated in formal activities several times in the past years will continue to be asked for these activities, but will be asked to provide the activities in English. Most of them already did so last year (2019-2020) and it seems not to be a problem for them. The board will also insist on maintaining English as the main language during activities that are organised in cooperation with other study associations. Providing joint activities, such as the Congress, in English will contribute to the accessibility of activities as well as of Babylon in general. This will again lead to a higher involvement of international students to Babylon and might stimulate international students to become a(n) (active) member of Babylon.

The thirty-first board provided all written services, except for the statutes, in English as well, to ensure everyone has the possibility to read them. The statutes are only available in Dutch, because they must officially be translated by a notary or translation agency, which is very expensive. If an international student is interested in reading the statutes, one of the members of the thirty-second board will assist him/her wherever necessary. The thirty-second board will continue to provide all written services except for the statutes in English. Conform last year (2019-2020), the Babylon Magazine, the policy, the annual reports and the minutes of the General Member Meetings will be provided in English. The

thirty-first board decided to keep the Dutch word *borrel* to refer to the monthly informal drinks, after a survey filled out by international students showed that they preferred it over the English translation. The thirty-second board will leave this unchanged.

5.1.5 Communication tools

The thirty-second 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:

- The website:

The thirty-first board introduced a new website: www.babylonnijmegen.nl. The old website was not working properly and was unstructured. Therefore, the thirty-first board decided to create a new one with many new opportunities. The thirty-second board will continue improving the website and will mostly focus on actively using it. The website will be checked and updated regularly. All information about the study association and its activities can be found there. The board would like members to check the website more often. Therefore, it is important to create awareness among members about the value of the website. The board will post all vacancies on the website (see 6.5.5), as well as the Committee Games. A separate page will be created on the website for the Committee Games to keep the website organised, structured and to make sure members can easily find the Committee Games. The intermediate positions of the competition and creative submissions of the Committee Games can also be found there to gain more attention for the website. Members have to sign-up for activities via the website as well. Furthermore, the monthly schedule of activities will be updated and posted on the website regularly. The banner with photos on the main page will consist of a suitable mix of photos of activities, information and/or other representative photos, taking into account the General Data Protection Regulation (GDPR). This is a regulation that gives individuals more control over their personal information. Members have to create a personal account for the website to enable all possibilities of the website. The old website still exists, because the old email addresses are linked to the domain name of this website. Therefore, if the old website is deleted, the old email addresses will no longer be available. In order to be able to delete the old website, the thirty-second board has to make sure that the old email addresses will no longer be used. To achieve this, the board will remind people who are not familiar with the new email addresses and still send their emails to the wrong address of the existence of the new one.

- *Social media:*

The thirty-second board will use various social media platforms, such as 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 social media pages of Babylon are important tools to keep in contact with members. Especially when members are not able to meet each other physically, due to the social restrictions regarding COVID-19. The only way to reach members, without being able to see them physically, is through social media. The thirty-second board will pay additional attention to contact with members through social media as long as the restrictions apply and is devising ideas on how to give this form.

The thirty-second board decided to completely delete the Twitter page of Babylon. This has been done by deactivating the page first, which was then deleted after 30 days by Twitter. Previous years have shown that Babylon did not have much content to post on Twitter and it appeared not to be an important channel to reach external contacts. Babylon will look more professional when it does not have a Twitter account, rather than having one that is being neglected. The reason why the thirty-second board decided to delete Babylon's Twitter account instead of breathing new life into it, is the decreasing number of members with a Twitter account. Moreover, Babylon already makes use of Facebook, Instagram and LinkedIn for various content. As a result, there is no other content left for Babylon to post on Twitter, and it would be rather unnecessary to post the same content on various channels. Communication with external contacts via LinkedIn will be the responsibility of the Commissioner of External Affairs. LinkedIn will be used for external affairs, to reach alumni, lecturers/professors, companies in the field of communication and students. The thirty-second board strives to make more active use of LinkedIn, by posting information about new developments and job/internships offers within the field of communication. The board will also post short evaluations of formal activities. This way, the speakers of these events will receive more attention and it would attract potential speakers to attend the activities. The board plans to post something on LinkedIn approximately once or twice a month, depending on the number of published vacancies and formal activities organised that month. If members wish to stay up-to-date, they can choose for themselves to follow the Babylon LinkedIn page. To promote this page among members, a Facebook post will be dedicated to the LinkedIn page at the beginning of the academic year. Later in the year, a few announcements of new LinkedIn posts will be made on the Instagram stories to remind members of the existence of the LinkedIn page, since Babylon's Instagram account has more followers than the LinkedIn page.

The Secretary will be responsible for the Facebook and Instagram pages of Babylon. Facebook will be used primarily to reach students. The thirty-second board will provide members with information about study-related topics, vacancies and upcoming Babylon activities. Last year (2019-2020), there was a separate Facebook group for the active members of Babylon. This group was used to announce the Weekly Challenge for the Committee Games and to spread important messages to active members. The thirty-second board, however, decided to announce the Weekly Challenges for the Committee Games on the website to gain more attention for the website and to ensure members will visit the website more often. To notify the members about the new Weekly Challenge, a short announcement will be sent in the WhatsApp group for active members. This will prevent the active members from overlooking the new Weekly Challenge. Therefore, a separate Facebook group for active members becomes unnecessary and will no longer be made. Important messages to active members will be sent via email or via the active member WhatsApp group that will be made at the beginning of the academic year. If it turns out that many useless messages are being sent in this group, the board will change the settings so that only the board is able to send messages. The other people in the group will receive all messages, but they will not be able to send anything to the group themselves. The thirty-second board will continue to share upcoming events on the regular Facebook page of Babylon, since this proved to be successful. Additionally, members will receive reminders of deadlines to sign up for events via the Facebook page.

Instagram will only be used to reach students. Last year showed a growing number of Babylon members without a Facebook account. Therefore, it will become more important to actively use the Instagram page, since most members do have an Instagram account. Via Instagram, the board will give members information about upcoming activities, things going on within the association and a look behind the scenes of committees. The thirty-second board strives to maintain one style and be consequent in their Instagram posts. This way, members will recognise Babylon's post immediately and the Instagram page will have a more professional look.

- Babylon Magazine:

Four editions of the Babylon Magazine (BM) will be published. The professionalism and formality established by the twenty-seventh board, through a stylebook, will be maintained. This stylebook is mainly focused on the content of the magazine, which the thirty-second board will mainly follow. However, the board will have a critical look at the stylebook and adjust it if necessary. This contributes to the optimisation of the content of the BM and will eventually attract more readers, since the thirty-first board experienced that many members do not read the magazine (completely). The annual survey put out by

the thirty-first board showed that members would also like the BM to have a more professional layout. Therefore, the thirty-second board decided to change the shape of the Babylon Magazine. Instead of a square-shaped magazine, the Babylon Magazine will become rectangle-shaped. Besides this change, a whole new layout will be introduced. Next to these adjustments to the looks of the magazine, we would like to change the content by making the Babylon Magazine more personal by publishing stories from Babylon members. The thirty-second board would also like to give more space to sponsors/companies in our discipline in order to, for example, introduce themselves. This way, the BM is interesting, educational but also fun to read for both lecturers/professors and students. These changes will be made in the second magazine of the year (around January). The thirty-second board will ensure that they publish a magazine without mistakes. Therefore extra attention for proofreading the BM is needed. This will be accomplished by accurate final checks by members of the Publication Committee and the thirty-second board. Furthermore, the thirty-second board decided to continue publishing the Babylon Magazine only in a printed, paper format rather than an online format. This decision was made based on the results of the annual survey conducted by the thirty-first board, which showed that fewer people would actually read the magazine if it were to be published exclusively online. Besides, many sponsor contracts would have to be adjusted, which the thirty-second board does not consider wise as drawing up new contracts now might not work out well for Babylon, given the current circumstances regarding COVID-19. However, the thirty-second board tried, in consultation with the publishing company, to look into other possibilities to publish the BM more sustainably. There are possibilities, but unfortunately, these are not financially achievable for Babylon as a study association. In the context of sustainability, the thirty-second board decided to send the first two editions of the BM to all members. After the second edition, the board will send an email to the members asking them whether they still want the BM to be sent to their homes, or not. Not sending the BM to all Babylon members' homes would be a sustainable choice, since it would mean that less magazines would have to be printed. The newest edition of the BM will always be available in the Babylon Room in order to give members the opportunity to still read the magazine without it being sent to their home. The thirty-second board decided to give members this opportunity after the second edition of the BM is published, because this edition will have a whole new design. The board would like to expose members to the new magazine and show members the new, revised magazine. This way, members might change their minds and opinions about the BM and would perhaps still be willing to read and receive it at home. To make the BM accessible to all students and to go forward with the internationalisation of Babylon, it will continue to be completely written in English.

- (E)mail:

Every first day of each month (except for July and August), a newsletter, the *Babbel*, will be sent to all members of Babylon. The *Babbel* contains information about Babylon's activities, news and updates concerning the association. If all members will be informed about the activities and news, activities will hopefully be better visited and members will feel more involved with the association. The thirty-second board will continue using the format introduced by the twenty-eighth board. The thirtieth board changed the email addresses and the signatures from Dutch to English as part of the internationalisation. The thirty-second board will maintain using those signatures. However, since the new website of Babylon was launched last year, the email addresses of both Babylon's board members, as well as those of the committees, changed. All Babylon's email addresses now end with @babylonnijmegen.nl. The thirty-second board decided to continue with a Dutch version and an English version of the *Babbel*. The Dutch version will be sent to Dutch students and the English version will be sent to international students.

- Lecture talks:

The thirty-second board will continue giving lecture talks, to reach members more directly. This way, students will see the 'face behind Babylon' and will be more involved in the association. Furthermore, it is an opportunity to draw attention and get members excited about activities Babylon organises. The lecture talks will have promotional as well as informational purposes. In case of an activity, the lecture talk will be provided by the responsible committee. In case of informational purposes, members of the thirty-second board will be responsible for the lecture talk. Lecture talks will focus on formal activities and will therefore be limited to promote Babylon. It will be necessary to find a balance in the quantity of lecture talks. Students should not be flooded with lecture talks, as this can have adverse effects. The thirty-second board will try to give a lecture talk at the beginning of the academic year (2020-2021) to inform students about the possibilities Babylon can offer them with focus on the committees and the coming Committee Market. Due to COVID-19 and the unpredictability of the first months of the academic year, the thirty-second board cannot specify and guarantee that yet. The thirty-second board will, in case of no physical classes at the beginning of the academic year of 2020-2021, keep close contact with the Faculty of Arts and discuss if there are possibilities to provide students with an online lecture talk. Lecture talks will be given during the breaks of (online) lectures. Consequently, the relevant lecture is not interrupted which will cause less harm to the professor. Informal activities will be promoted in other ways, such as Babylon's social media channels. Additionally, word-of-mouth is one of the best means of promotion. The thirty-second board strives to reduce the use of flyers in the context of sustainability (see 5.3.6).

-The monthly borrel:

Every month, a *borrel* is organised for all Babylon members in Babylon's local pub: the Malle Babbe. Unfortunately, the Malle Babbe is closed due to COVID-19. Van Buren serves as the replacement where *borrels* can be held for as long as the Malle Babbe is closed. The *borrels* will be seated *borrels* for which members have to sign up (see 6.6.9). Through different kinds of promotion, such as social media and word-of-mouth, an effort will be made to make members aware and to get them excited for these *borrels*. The thirty-second board will focus on sharing atmospheric images of the *borrels* to increase the attendance of members. A free cocktail will be available for the members who are having their birthday during the first *borrel* after their birthday. They will receive an email stating that they can pick up a coin at the Babylon room for a free cocktail. A successful monthly *borrel* contributes to the commitment of members, which is why the board will act proactive and enthusiastic to all members on these *borrels*. The thirty-second board strives to be accessible and would like for members to feel comfortable approaching them. Showing genuine interest and making an informal chat can already lead to members feeling more comfortable. The board's intention is that every member feels equally welcome, without exception, this is why the board will try to make sure that there are enough spots at every *borrel*. Ofcourse, due to COVID-19, it is still rather uncertain whether this will always be manageable and achievable. If the regulations will become stricter, and there will be less spots at the *borrel*, then the board will announce in advance when the registration of the *borrel* will start so everyone has an equal chance of being able to join. Moreover, if this will be the case, not all members of the Committee of Informal Activities will be able to join each *borrel*, since this will take up too many spots. Therefore, the committee will then make a schedule to decide which member will join which *borrel*.

Last year, many members attended the monthly *borrels*. However, it appeared that many members visited the *borrel* late, which resulted in a well visited *borrel* later in the evening, but less attendees at the beginning of the *borrel*. The thirty-second board strives for more members visiting the *borrel* earlier. The board has realised this goal by arranging a deal with the Malle Babbe concerning kegs. The board will provide members with a free keg of beer at the beginning of 50% of the *borrels*, as early as possible. This way, members will be more likely to attend the *borrel* earlier. Furthermore, the board will change the start time of the *borrel*. Instead of 9 pm, the *borrels* begin at 9.30 pm. This will cause the *borrel* to be better visited earlier after the start time. However, these agreements will only apply when the Malle Babbe opens again. The current contract with Van Buren (the replacement bar) will be discussed more extensively in 6.6.9.

5.1.6 Pre-masters and Masters

The thirty-second board of Babylon will try to maintain good contact with (pre-) master students. However, apart from the separate activity that will be organised as a substitute for the Orientation Week that prospective pre-master students according to the university's decision are no longer allowed to attend, 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 and thirty-first board accomplished this, in collaboration with the mentor parents of the pre-master group, by actively promoting Babylon during the Orientation Week. This year, there will be a separate pre-master day during the Orientation Week. During this day, a current pre-master student will talk about her experiences with Babylon. Moreover, Maud Weijers, the Chair of the thirty-second board, will tell something about Babylon and the study advisors will tell something about the study. Consequently, Babylon will organise Bonding Games so the pre-master students can already get to know each other better. In this way, the pre-master students will also already be in contact with members of the thirty-second board. Additionally, Marlon Gerrits, the Commissioner of Activities, will make a group chat on WhatsApp for pre-master students. In this way, the pre-masters can ask her questions about Babylon and about the study. In the years prior to the thirtieth board (2018-2019), however, it was found that pre-masters were hard to involve in Babylon. The board hopes to maintain the involvement of the pre-masters in Babylon through an interest list, which was originally an idea from the thirtieth board. This list will be distributed through email, and its goal is to attract more pre-master students to the formal activities Babylon organises. In this email, the pre-master students can state whether they would like to be part of this interest list or not. When the pre-master students are on this interest list, they will receive emails informing them about the formal activities that will take place. This choice, to focus on formal activities, is based on the fact that pre-masters are often a few years older than bachelor students, and therefore more serious and interested in these activities.

5.1.7 The recruitment of the new board

The recruitment of the new board will take place relatively early in the academic year, so the thirty-second board will have enough time to enthuse members and promote all the positions within the board. The board must be changed before the summer break (July). The thirty-second board will start the application procedure together with the Application Committee (see 6.1.3) in February 2021. The candidates must send their application letter

before the third exam week (15 March), to make sure that the entire procedure can take place in time. In the beginning of the year 2021, 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 with 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, Chair, Commissioner of Internal Affairs and Commissioner of Activities. For the positions of both Treasurer and Chair, a Dutch level of at least B1 is required, whereas the positions of Commissioner of Internal Affairs and Commissioner of Activities do not require 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. To fulfil one of the other board positions (Secretary or Commissioner of External Affairs), the candidates have to be familiar with the Dutch language (C1 level) and culture.

5.1.8 Contributing graduates and Alumni

The thirty-second board of Babylon will maintain close contact with contributing graduates and Alumni to make sure they remain involved in the association and to increase their willingness to support Babylon in any view. This contact will be maintained via LinkedIn. For Alumni of CIS, a page is made on LinkedIn. Via this page, the Commissioner of Internal Affairs will stay connected with the Alumni. Graduates often speak at activities such as CIS in the Field. Previous years showed that contributing graduates are excited to participate in activities and to be in touch with other graduates. In addition, when they are still feeling connected with Babylon and are kept up-to-date about the association, they will feel more comfortable and will be more willing to be present at other activities, such as the Congress or the Career Event.

5.1.9 Merchandise

Last year, there were six items in the merchandise of Babylon: a baseball vest, a sweater, a Dopper, a cap, socks and a t-shirt. The t-shirt is a new item that was created by the thirty-first board (2019-2020). These items were available on the website, but could also be ordered at the Babylon Room. The thirty-second board decided to keep the t-shirt, sweater, the Dopper, the Babylon socks, the cap and the fruit infuser. The board decided to remove the baseball vest from the merchandise, because it was not sold that much and the thirty-second board finds the baseball vests outdated. In accordance with this decision,

the board will create a new, more trendy hoodie and add it to the merchandise. The hoodie will be available for men and women. With the addition of the hoodie, the thirty-second board strives to boost the image of the merchandise. The caps, doppers and socks are still in stock, while the sweaters and t-shirts are bought per order.

The thirty-second board would also like to create Babylon slippers. These slippers will have the Babylon logo on the strap. Unfortunately, the Babylon merchandise items, in general, don't sell extremely well. Therefore, to boost the popularity and sales of this item, the board would like to sell the slippers temporarily by binding them to an activity, which will probably be the Babylon Weekend.

The thirty-second board will promote the merchandise on the website, on social media (especially Instagram) and by word-of-mouth as the thirty-first board also did. They experienced some difficulties with this due to COVID-19. Therefore, the thirty-second board will promote the merchandise more actively. Besides that, the board also needs to promote the merchandise more actively because there is less room for selling it during the (alternative) Orientation Week than in previous years.

5.2 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-second board will handle the matters as follows.

5.2.1 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 would like 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 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 and vest, blouse and the board suit. Wearing the Babylon suit, blouse and t-shirt/vest contributes to Babylon's recognition. Committees will wear committee t-shirts during their activities.

5.2.2 Professional communication

The thirty-second board of Babylon aims for professional communication towards both internal and external relations. This includes timely and clear communication to partners. It is of high importance that agreements and appointments are met. It is important to note that the thirty-second board will communicate to its members differently 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 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. The thirty-second board decided to quit using Twitter as a communication channel. Moreover, the board decided to use LinkedIn more than in past years, which will be further explained in 5.2.6.

5.2.3 Maintaining the corporate identity

The thirty-second board of Babylon aspires to express a uniform corporate identity in their internal and external communication. The previous boards' format will be continued. A uniform corporate identity will contribute to the association's professionalism. Because of this, the thirty-second 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-second board will obligate all committees to use the same PowerPoint layout 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-second 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 similarly, 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 the minutes of committee meetings. If needed, the thirty-second board will make their own additions to this list.

5.2.4 Privacy

On 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 for certain information anymore. The thirty-first board adjusted the privacy policy on the Babylon website. When registering as a member, the members must give permission for processing their personal data. The thirty-second board strives to get as many current Babylon members as possible to give permission as well. Furthermore, the thirty-first board decided to create personal accounts for members instead of one general account for viewing photos. This account can be used to, for example, view personal pages, photos

and view and buy the merchandise. The thirty-second board will continue with this modification.

5.2.5 The Babylon room

The Babylon Room is located at the Erasmus building, room E12.09. Babylon members can come to the Babylon Room during the open office hours every day, for everything they wish to know about the study, the association and its activities, or to meet with other students. In the Babylon Room, it is barely possible to safeguard a 1.5 meter distance from one another, one of the measures taken by the government to limit the further spread of COVID-19. Therefore, to ensure everyone's safety, the Babylon Room will only be open for members that make an appointment via the website. Unfortunately, this means that members will not be able to come to the Babylon Room to have a chat or to hang out. The thirty-second board will make sure that the Babylon Room satisfies the rules of the Dutch government, concerning the 1.5 meter distance. As soon as it is allowed again according to the government's measures, the board will re-open the Babylon Room and resume the open office hours. The board will try to make these open office hours as attractive as possible and make sure students can find their way to the Babylon Room and that they feel comfortable going there. The thirtieth board introduced longer open office hours (from 10.30 am until 4 pm). Just as the thirty-first board, the thirty-second board strives to maintain those longer open office hours, since they proved to be successful. However, this will depend on the university schedule of the board members. The exact times can therefore not be specified yet. However, the board will maintain the same opening hours throughout the entire year. By doing so, the opening hours of the Babylon Room will be clear at all times.

By cleaning the room weekly and keeping it organised, the room can be used optimally. All board-members will carry out this task. The thirty-second board decided to enter a cleaning schedule to make sure that the Babylon Room is clean throughout the week. Besides this, the board is going to ask permission to place a garbage can - which separates the waste - in the Babylon Room. This will contribute to the professional appearance of the Babylon Room. The thirty-second board of Babylon would like the Babylon Room to be a welcoming and accessible place for all members. Moreover, the thirty-second board will put great effort into getting to know all the members and into bonding with them during the open office hours.

The thirty-second board strives to attract more members to the Babylon Room by continuing to organise the monthly lunches. These lunches were organised by the International Committee last year (2019-2020), but these turned out not to be very successful. Sometimes, people were hesitant to try country-themed lunches which resulted

in slightly less members to visit the lunches and thus the Babylon Room. Also, the country-themed lunches were introduced to attract more international members to the Babylon Room, but unfortunately that did not happen. Because of the importance of members to feel comfortable visiting the Babylon Room, the thirty-second board decided to organise the lunches themselves again. The board made budget available for the lunches in order to keep them free. However, depending on possible changes in sponsorship contracts due to COVID-19, a small fee (of no more than €2 depending on the specific lunch) will have to be charged over the lunches. The lunches will also be promoted via Facebook and Instagram to increase the awareness among members. The thirty-second board will make sure lemonade and a little snack will be available and free for members at the Babylon Room. In addition, board and card games will be present at the Babylon Room. It is important to ensure members know about this.

5.2.6 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. 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 LinkedIn and more informal updates on Facebook and Instagram.

The thirty-second board decided to delete the Twitter account because it was not used very well and extensively past years. The board believes that it is more professional to remove Twitter as a social media channel, than to keep it as a channel that is not being used (see 5.1.5). The board considers LinkedIn as a very important channel through which to communicate. Therefore, the thirty-second board decided to use LinkedIn more than in previous years.

LinkedIn will be aimed at external parties and will also be used to update lecturers/professors and members of Babylon on vacant posts or interesting subjects within the working-field. Besides this, the thirty-second board would like to use LinkedIn for sending invitations for CIS in the field. Because the thirty-second board decided to quit using Twitter, LinkedIn will be used more to keep external parties, lecturers/professors and Babylon members up-to-date.

Facebook will be aimed more at 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 for members so that they can easily find the upcoming activities for that month. The thirty-first board made use of an active member group on

Facebook to announce the Weekly Challenge for the Committee Games every week. The thirty-second board decided to quit this Facebook group, which is explained in 5.1.5. 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-second board will, as introduced by the thirtieth board, use a 'Dutch follows English' format. The posts on Instagram will only be in English, to avoid long posts on this channel. Besides this, the thirty-second board would like to insert one style in their posts on Instagram. As a result, the posts can be recognised faster by members of Babylon and the Instagram page of Babylon will look more organised and professional. Furthermore, the thirty-second board will pay additional attention to the spelling and grammar checks of the posts on social media. Prior to posting, all content will be critically reviewed by several board members to ensure error-free posts.

Because of the internationalisation of Babylon, all information on Facebook and LinkedIn will be available in English as well.

5.2.7 Website

The thirty-first board created a new website for Babylon. The website is available in both Dutch and English. The thirty-second board will continue to update the website frequently. The board would like to use the website as the most important communication channel for external parties. However, the board will also pay attention to the awareness and additional value of the website to members. For members, the main communication channels will still be Instagram and Facebook, with a slight focus on Instagram. However, the website will be an important supporting tool for communication with members as well, for instance for signing up for activities. The thirty-second board strives to make the website more important for members. In recent years, it has been experienced that increasingly fewer people have a Facebook account, which makes it more important to actively use the Babylon website. A monthly overview of all activities will also be posted on the website, as well as pictures of events that have taken place. To maintain the association's professionalism and privacy, the thirty-first board made sure that every member received their personal password connected to their email address. These personal accounts can be used to view personal pages (see 5.2.4).

5.2.8 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 in this. However, the thirty-second 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 General Member Meetings. The thirty-first board introduced dark blue blouses, printed with 'XXXIst board of Babylon', the name and position of the board member. The thirty-second board will continue purchasing and wearing these blouses. 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. With regard to the committees, the thirty-second 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, Advisory Board and the Application Committee will not purchase a shirt, because they do not have a public appearance. The Prom Committee and Career Committee will not purchase a shirt either, since they will wear a suit or a dress during their only public appearance. However, since, due to COVID-19, not all committees might make a public appearance very often this year, the board will not obligate any committee to buy committee shirts. It will be every committee's own choice. However, if the committee chooses to buy and wear the t-shirts, it will be obligated for the entire committee. In this way, it will not occur that half of the committee is wearing a committee shirt and half of the committee is not. This decision was made in order to prevent confusion and to maintain the professional appearance of Babylon. The thirty-second board advises the formal committees that chose to wear committee shirts to purchase shirts in the colours of Babylon, so blue and orange. 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.

5.2.9 Business cards

The thirty-second 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-second

board will be easier to contact. It has been decided to design a general business card, which includes contact information of the Chair and the Commissioner of External Affairs. 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.

5.2.10 Formal committees

The thirtieth board of Babylon decided to combine the Career Committee and the Career Event Committee because of the inactivity of the Career 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-second board will also coordinate the Committee of Formal Activities, the Congress Committee and the Education Committee. The Committee of Formal Activities will focus on organising company visits. The thirty-second board decided that organising company visits will become the only responsibility of the Committee of Formal Activities because it costs a lot of preparation time and effort. The Congress Committee is responsible for organising the annual Congress, or as this year (2020-2021) will be the case, the National Day of Communication (see 6.5.8). The Education Committee's tasks consist of organising informative activities regarding Babylon and the study programme of Communication and Information Studies. Previously mentioned committees will strive to improve not only the professionalism of Babylon but also members' professionalism. The committees will be further explained in the section discussing policies per functionary.

The results of the annual survey showed that there is a strong need for more formal activities. Therefore, the thirty-second board decided to add more formal activities to the annual planning. The board decided to organise at least one formal activity each month. Examples of formal activities that will be planned are company visits, guest lectures or workshops. By doing so, the board hopes to realise the needs of Babylon's members more and to give Babylon a more formal reputation.

5.3 Improve and strengthen the image of Babylon

Over the last years, a lot of effort was put into strengthening the positive image external parties and members of Babylon have of the association. The thirty-second board will hold on to this. The board aims for a positive connotation of Babylon. This will, among other things, be achieved by improving and strengthening the bond with external contacts.

5.3.1 Companies and organisations

During formal activities such as the Career Event, the Congress and company visits, organisations and individual speakers will be spoken to in a neat and friendly, yet professional way. This will improve the bond Babylon has built with different companies and it will improve the image of Babylon. Furthermore, a positive and professional image of the association contributes to the future of the students, because it will increase their chances of getting an internship, building a business network or finding a job.

5.3.2 Potential and current sponsors

It is very important for potential and current sponsors to have a positive and professional image of Babylon. This will be realised by having personal contact with them, by keeping them up to date about the developments within Babylon, and by inviting them to various formal activities. Sponsors must know what Babylon is and what the association has to offer. By clearly transmitting this during meetings, the thirty-second board of Babylon hopes to attract new relations and strengthen the existing relations.

Similar to the previous boards, the thirty-second board of Babylon aspires to attract new sponsors. This year, the Commissioner of External Affairs aims to find a new formal sponsor, which is further explained in 5.4.3. The goal is to communicate as personally as possible, by visiting their offices instead of calling or emailing. Babylon should be aware of the company profile and will grant a business gift (see 5.4.4) when a new collaboration arises. It is of great importance that Babylon has a good first impression on potential sponsors.

Many of the committees will need to search for sponsors. In order to do so, in each committee that needs one, a sponsor member will be assigned. The Commissioner of External Affairs will provide 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.

The thirty-second board is prepared for the fact that next year there will most likely be less sponsor money, due to the circumstances regarding COVID-19. In order to be

prepared for all situations, the Treasurer has made two versions of the budget this year; one that is adapted to the worst case scenario in which there is less sponsor money and potentially even less sponsors, and one normal budget that is similar to previous years. Having these two budgets, it is easier for the board to take into account what the financial consequences of the crisis will be for Babylon. Furthermore, the Commissioner of External Affairs strives to maintain the relationship with the current sponsors wherever possible.

5.3.3 Study and student associations

Good contact with other study and student associations is very meaningful, 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. Positive partnerships will lead to a better image of Babylon. These partnerships can 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 students of other associations. Furthermore, the board will visit as many Constitution Drinks as possible. However, due to COVID-19 (see Ch. 3), it is not clear yet to what extent the Constitution Drinks of other associations will take place. The board will also send a birthday card when sister associations have their anniversary. The thirty-second board will employ its own connections with other associations to start new collaborations. Also, connecting with other associations outside the Radboud University might be beneficial for Babylon. When a strong, two-sided connection is made between relevant associations from the University of Applied Sciences (HAN) and Babylon, potential pre-master students for Babylon are within arm's 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 may be able to organise the Congress together in collaboration with Mycelium, or organise a big communication party. However, a strong bond has to be created first. The thirty-second board will not organise such events together with RUIS since there is almost no contact yet. During the upcoming year (2020-2021), the board will focus on establishing contact and creating a bond before Babylon starts organising activities with them. The board will do this by inviting RUIS to some of Babylon's formal activities, such as the National Day of Communication that Babylon will organise in 2021.

5.3.4 Members and other students

It is important for members and other students that they feel welcome to contact Babylon for questions and troubles. Therefore, members should think of Babylon as an association that can offer help if necessary. The thirty-second board strives to focus more on the study-related activities to improve the professional image of Babylon. These activities might

include a workshop and a Study Afternoon. Furthermore, it is important that the association emits calmness and unity, as well as creativity and innovation. This will be achieved by working in an organised manner and being open for renovation, by both the association and 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.

5.3.5 Lecturers/professors CIS

It is very important that Babylon has a positive image across all lecturers/professors of Communication and Information Studies. They are of great importance to the association both professionally and financially. The more mature and professional Babylon handles, the more support they may expect. Focusing on study-related activities will improve the bond between Babylon and the lecturers/professors. Furthermore, frequent personal contact and activities with and for lecturers/professors can be of great importance as well. The previous boards decided to organise the yearly Pub Quiz in which lecturers/professors participated as well. Through the years, this event was well-received 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-second 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, that will be delivered to them personally whenever possible, to make the relationship more personal. Also, they will be put in the spotlight during the Day of the Teacher.

5.3.6 Sustainability

Last but not least, the thirty-second board of Babylon will set up a base for an environmentally friendly study association. Since all great steps in the process of internationalisation have already been taken, it is time for Babylon and for the thirty-second board to take a new path. In this current world, sustainability is very important for the image of an association. The Radboud University has already been focusing on sustainability for several years now, and Babylon would like to follow the university's developments regarding this topic. Therefore, the thirty-second board will invest time and effort in looking for sustainable alternatives throughout the entire year. To start, the thirty-second board will change various simple things that result in a more environmentally friendly association. For instance, permission to place multiple trash cans (plastic, organic waste, paper) in the Babylon Room will be requested to ease the waste separation.

Furthermore, the plastic cups in the Babylon Room will be replaced by paper cups. Also, during the entire academic year, the thirty-second board will significantly reduce the use of flyers, since those are not environmentally friendly and because word-of-mouth promoting and social media play a much bigger role in promoting. Due to the launch of the new website, it is already much easier to sign up for activities online. This will also reduce the use of paper in the Babylon Room, as all sign up forms as well as declaration forms will be filled in online from this year on as well. Moreover, the board strives to, in consultation and collaboration with the Career Committee, organise at least one workshop treating sustainability to make Babylon members more aware of the theme. With the same goal, the board will encourage the Committee of Formal Activities to organise at least one company visit at a company that is actively involved in sustainability. With regard to the Study Trip, the board will, depending on the destination chosen by the Study Trip Committee, strongly consider the option of travelling by train. Although this often is a more expensive option, it is much more environmentally friendly. Therefore, there are possibilities to apply for subsidies from the university by means of which the university aims to financially support associations. Also, the board has put aside a budget of €150 to invest in the project of sustainability, as more sustainable options are usually more expensive options. Additionally, the board will schedule meetings with the Green Office throughout the entire year in order to keep exchanging ideas and in order to keep being inspired about possible steps towards being an environmentally friendly study association. In this way, the board will spend the entire year looking for ideas and alternatives in the field of sustainability, in order to lay a good, solid foundation for future boards to build on.

5.4 Strengthen the bond between the association and external relations

Strengthening ties with external relations will naturally be of vital importance for the thirty-second board of Babylon. The current ties will be evaluated and reinforced or tightened where necessary. In addition, the thirty-second board, particularly the Commissioner of External Affairs, will actively look for companies that would like to support Babylon through sponsoring and help facilitate its activities. For the activities that the thirty-second board plans to organise, they need both financial and material sponsorships. The board will also welcome sponsored speakers, lecturers and other services. Babylon will be presented as attractive as possible, by promoting the image of a mature and professional study association. Due to COVID-19, the thirty-second board expects some difficulties in finding new sponsors next year (see 5.4.3).

5.4.1 Keeping in touch with sponsors

The twenty-sixth board of Babylon (2014-2015) has made a document with all the former board members and contributing graduates of Babylon up until then. In the following years, the document has been kept up-to-date. This document will provide a clear overview, which can be used as a starting point to attain new relations. It will also help to find out which companies might be interested in cooperating and which are not. Therefore, the twenty-seventh board (2015-2016) has made this file known and started promoting 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 during recent years and whether this has resulted in a sponsorship or not. Last year, the thirty-first board did not extensively use such a contact file. It existed, but it was mainly used by the committees. The thirty-second board strives to start using this more actively again, as this is a very useful tool to have a clear overview of all sponsors and external relations, both for the board and committees looking for sponsors. During personal meetings between the Commissioner of External Affairs and sponsor members, the sponsor members will be made aware of the business and contact 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.

During the current crisis, it will be more challenging to stay in frequent contact with several sponsors. The Commissioner of External Affairs will make sure this contact will be maintained. This contact will mainly be done online, as physical contact is not always possible. However, whenever possible the communication will be physical. Furthermore, in order to stay in contact with the pubs, which are harder to stay in contact with than the

regular sponsors, the board will regularly pay them a visit to have some drinks. In this way, the board will support the pubs and maintain the relationship.

5.4.2 Strengthen bonds with (sister) associations

Over the last few years, Babylon has strengthened its 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, Enschede and Nijmegen by attending their Constitution Drinks. The thirty-second board will follow this example and will attend as many Constitution Drinks as possible. This year, International Faculty Association ACE from Rotterdam will join the sister pact. This is a faculty association for History, Culture and Communication studies with a lot of members, who are mainly communication students. The thirty-second board is excited to get to know them and to create a bond with them as well. The Chair will be particularly responsible for maintaining contact with the sister associations (see 6.1.7). The Sisterday will be organised twice this year by a different association and the thirty-second board will attend these. The previous boards have also bonded with other associations in Nijmegen and the thirty-second board will try to maintain those ties and strengthen them wherever possible.

5.4.3 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. Communication with these external relations will preferably be personal and in physical form. If this is not an option, it will be done through email or phone.

The focus will not only lie on current sponsors, but the Commissioner of External Affairs also strives to find new sponsors during the upcoming academic year. As mentioned before, this search will most likely be a great challenge due to COVID-19. Many companies might be damaged and are not looking to enter a new sponsor relationship. However, the Commissioner of External Affairs will still try to look for new sponsors, preferably with a company that has not been affected as much by the current crisis. Furthermore, sponsor members of committees will also be looking for sponsors. The Commissioner of External Affairs strives for a professional and serious training for the sponsor members, to maintain the professional image of Babylon. Consequently, this training of sponsor members will be adapted to the new standards regarding COVID-19.

Furthermore, this year, the focus will be on finding a new, formal sponsor for Babylon. The Commissioner of External Affairs aims to find a formal sponsor that can be useful to the students. This formal sponsor will be a good addition to the current sponsors, which are currently a mixture between formal and informal. The Commissioner of External Affairs will start this process as soon as she takes up her position. Examples of ideas for a new formal sponsor would be a bike store, a hairdresser or a company that can provide students a job next to their study.

5.4.4 Business gift

The thirty-second board decided to create a new business gift, as the Babylon Doppers are running out. Besides, they have been given to a lot of speakers already and therefore it is not original anymore. The board decided to go for a personalised Tony's Chocolonely chocolate bar of which the packaging is originally designed by the board. This is a sustainable gift, as well as approachable to most speakers. In addition to the Tony's Chocolonely bar, high-profile speakers at bigger events will also get a bouquet.

5.4.5 Local pub

The Commissioner of Activities of the thirty-second board will renew the contract with the Malle Babbe as the local pub of Babylon, just like the thirty-first board did last year. 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 recently and last year the Malle Babbe got a new manager. This current manager and the assistant manager will be our contact person for this pub. Babylon has always had a good relationship with the Malle Babbe and the thirty-second board will try to safeguard this relationship. The Commissioner of Activities will be responsible for the contact with the Malle Babbe. The board expects to renew the contract with the Malle Babbe as usual, despite COVID-19. However, it is not certain yet under what circumstances and agreements the contract will be renewed. The Commissioner of Activities will discuss the possibilities in a meeting with the current manager of the Malle Babbe, which has not yet taken place at the moment of writing this policy.

6. 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:

- 6.1 Chair
- 6.2 Secretary
- 6.3 Treasurer
- 6.4 Commissioner of Internal Affairs
- 6.5 Commissioner of External Affairs
- 6.6 Commissioner of Activities

6.1 Chair

During the academic year of 2020-2021, Maud Weijers will fulfil the role of Chair of Babylon. She will try to execute her tasks adequately and in a professional way. The Chair aims to make the thirty-second board as well-functioning as possible by communicating clearly, by being accessible for every member and by making sure the atmosphere in the board is positive. Furthermore, she strives to maintain and further 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.

6.1.1 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 her own tasks and responsibilities within Babylon. An overview of all tasks and responsibilities that require to be executed decently can be found below:

- Bear the 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 all fellow board members, especially 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 correctly and professionally;
- Carry out job interviews for potential new board members in cooperation with the Application Committee;
- Coordinate the Active Member Evenings and the Active Member Activity (in cooperation with the entire thirty-second board of Babylon);

- Coordinate the Application Committee;
- Provide a chair training to the chairs of all committees
- Keep a close eye on the International Committee (see 6.5.9);
- Create a script for the Chair of the thirty-third board of Babylon.

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 her 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.

6.1.2 Vice-Chair

Should the Chair unexpectedly be unable to execute her tasks, the Vice-Chair is meant to take over her responsibilities. Within the thirty-second board, Renée Christophe 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 with. 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.

6.1.3 Application Committee

The Application Committee was introduced by the thirty-first board of Babylon and first used in the academic year of 2019-2020. The Application Committee carries out the application procedure of the prospective boards of Babylon. Previous years, the new board was chosen by the current board of that year. The thirty-first board created the Application Committee to make the process more fair and unbiased. Because the application procedure went very well last year and the Application Committee was a success, the thirty-second board will proceed with the use of the committee and continue its duties. 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 is responsible for the entire application procedure. This includes reading the motivation letters, resumés and conducting the interviews. After the whole procedure, the committee

will advise about candidates of the prospective board to the current board. The current board still has the final say about the prospective board.

6.1.4 Supervise committees

It is the Chair's task to maintain the reputation of Babylon and to improve it wherever possible. Babylon stands for accessibility, ambition and professionalism, 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 basis, a strong grip on the maintenance of quality will be established. In addition, the committees will be checked on a regular basis. In order to do so, the coordinator of every committee will email the minutes of all the committee meetings to the Chair, so she 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. Also, the Chair will introduce herself at meetings of every committee, so active members know both their coordinator and someone else from the board. As a result, the committee members know they can also go to the Chair if there were to arise any problems within the committee they would rather not discuss with the committee's coordinator.

Last year, the Chair was the coordinator of the newly introduced International Committee. This year, Renée Christophe will coordinate the International Committee, as she was a member of it last year and, therefore, already has experience regarding this committee. However, since it still is a new committee that needs more attention and guidance than most other committees, the Chair will also be closely involved in it. In addition, the Chair will talk to many international students about their thoughts on this committee, in order to adapt and improve the committee to the wishes and needs of international students. Nevertheless, the Chair will not put emphasis on international students, as she would like to spread her time and efforts evenly.

6.1.5 Confidant

This year, the Chair will be the confidant of the association together with Sam Helmink. 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 a confidant of the association. However, it was decided to let Sam Helmink be a confidant as well, so that there will be a female and a male confidant. This is in line with the policy of the thirtieth and the thirty-first board (2018-2019 and 2019-2020). Moreover, committee members that have either Maud Weijers or Sam Helmink as head of their committee now have someone to talk to besides their coordinator.

6.1.6 Lead the board

The Chair will always realise that she is working towards a desirable outcome accompanied by her 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 her fellow board members feel confident and motivated to perform their tasks to their best ability. Problems that arise within the board or the association will be communicated to 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.

6.1.7 Maintain contact with sister associations

The Chair will actively try to expand the network of Babylon. Study, student and sister associations are also part of the external relations. The previous boards have established contact with sister associations and during the past three years, this contact has improved. Nowadays, two sister days and the National Day of Communication have been organised annually by different sister associations. Last year, it was Babylon's turn to organise the National Day of Communication in collaboration with Mycelium. Unfortunately, it was cancelled due to COVID-19. Therefore, in consultation with all sister associations, it is decided that Babylon and Mycelium will have the chance to organise the National Day of Communication again this year. Moreover, it is contractually established that it will be Babylon's task to lead the sister meetings during the upcoming academic year. 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.

Maud Weijers

Chair of Babylon 2020-2021

6.2 Secretary

During the year 2020-2021, Lieke Verhoofstad will be the Secretary of the thirty-second board of Babylon. The position of Secretary includes a variety of tasks, for which the values of carefulness, precision and professionalism are important. Furthermore, enthusiasm and involvement with the association and its members are important parts of the Secretary's duties.

6.2.1 Tasks and responsibilities

The Secretary is responsible for the following tasks:

- Manage the member administration for all members of Babylon;
- Write the minutes of the board meetings;
- Process, spread and archive the minutes of the General Member Meetings;
- Read, distribute and reply to the mail received by Babylon;
- Daily read, process and forward mail and email;
- Inform the board members of the dates for Constitution Drinks and other related activities in the form of a Google Calendar;
- Create and send official messages to members and external relations (possibly in collaboration with the Commissioner of External Affairs);
- Send birthday cards in the form of an email to members, lecturers/professors, contributing graduates and other study associations;
- Send Christmas cards to members, lecturers/professors, contributing graduates and other study associations;
- Create and maintain the Committee handbook and Active Members Booklet in cooperation with the Treasurer;
- Coordinate the Graphic Design Committee;
- Update the various social media (Facebook and Instagram);
- Update Babylon's website (www.babylonnijmegen.nl);
- Provide a secretary training to the secretaries of all committees;
- Provide a promotion training to the promotion members of all committees;
- Create a script for the Secretary of the thirty-third board of Babylon.

By fulfilling these tasks and expressing the policy of the thirty-second 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.

6.2.2 The member file

The Secretary will ensure that all new members are included in Babylon's member file in Conscribo as soon as possible. Members should also be informed in advance whether they

would like to stay a member of Babylon for another year. They will receive an email at the beginning of the year as a reminder. If people would not like to continue their membership, they should also be unsubscribed. The Secretary attempts to keep the member file fully organised, 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. Students can become a member of Babylon throughout the whole year. However, the thirty-second board will pay special attention to the enrolment of new members in the beginning of the academic year and will emphasise the strengths of the membership during the Orientation Week. Moreover, the Conscribo account will be upgraded at the beginning of the academic year. There will be a plug-in connected to the website, which automates the registration of members. This way, the personal information of new members will automatically be added to Conscribo and no longer needs to be registered manually.

6.2.3 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.

6.2.4 (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 emails sent to Babylon in general as soon as possible. Last year (2019-2020), the email addresses of both Babylon's board members as well as the committees changed. The previous email addresses still exist, but are no longer used. Therefore, it is important to make people aware and remind them of the new email addresses. The Secretary will also ensure to regularly check the old email address and inform people who sent their email to the old email address about the new ones.

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 (2017-2018) started using the email provider Mailchimp to send emails to a large number of members at a time. The thirty-second board will continue to use this provider for emails that have to be sent to many members at once.

Moreover, efforts will be made to reach pre-master students better to create awareness of Babylon's activities among those students. Most pre-master students were mostly interested in Babylon's formal activities and had less interest in the informal activities. The thirty-second board will continue to send pre-masters an email and inform whether they would like to be put on a mailing list so they can be notified more personally of upcoming formal activities. Also, 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.

6.2.5 Website and Social Media

The Secretary of Babylon is responsible for updating and maintaining the website. The professional and appealing look and content of the website are of high importance. This professionalism will be safeguarded by checking all written texts from last year on the website and by updating all posts on the website when necessary. In addition, the Secretary will also make sure all references and links on the website work properly. The thirty-first board established a new website: www.babylonnijmegen.nl. The former website did not work properly and was not clearly structured. Therefore, the thirty-first board decided to create a new website with many possibilities and a more professional look. The Secretary of the thirty-second board sees it as her job to improve the website and make use of the existing opportunities of the new website, such as the vacancy- and newspaper. Furthermore, the Secretary of the thirty-second board strives to use the website more actively and make it better visited. This will, for example, be done by referring to the website on Facebook and Instagram more often and announce the Committee Games on it. The Secretary will also be responsible for the member accounts of the website. She will ensure to check and accept the new member accounts and will remove the member account immediately when people end their Babylon membership. Since the academic year of 2016-2017, the website of Babylon has been available in both English and Dutch, which will be maintained this year. The primary language of the website will be English. However, there is a possibility to switch the language to Dutch. Regarding the social media channels of Babylon, it has been decided that the Secretary will be responsible for the Facebook and Instagram pages of Babylon this year. The Commissioner of External Affairs will oversee the more formal social medium channel, which is LinkedIn.

Each medium will be targeted at a certain group. LinkedIn will mainly be used to 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 and students. Last year, it was noticed that an increasing number of students do not have a Facebook account. The thirty-second board will, therefore, focus more on the promotion of Babylon's activities via Instagram and the website. However, in order to be able to decrease the use of Facebook, and to start using the website for more purposes, there will have to be a smooth transition. This will be done by making the website more known among all the members, for example by referring to the website in the Facebook posts. Once the website is used increasingly by the members, the thirty-second board will start using the Facebook page less. At this moment Facebook will, however, still be used to promote activities and provide members with information, since it is a good way to target members. All activities organised by Babylon will be announced through a Facebook event. The Secretary will make an effort to invite as many members as possible to the event on Facebook.

The Secretary will make sure 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 and would lower the effectiveness. 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 has a Facebook account, 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. The Secretary of the thirty-second board will add all new Babylon members to this group and will remove all people that are no longer members. Since two years (2018-2019), all messages on Facebook were introduced by 'Dutch follows English' to reach international members as well as Dutch members. The thirty-second board will continue doing this. The captions beneath the Instagram posts will only be in English to avoid too much text under the posts.

6.2.6 Babylon Magazine

Previous years, the coordinator of the Publication Committee, the Graphic Design Committee and the final editor of the Babylon Magazine (BM) was the Secretary instead of the Commissioner of Internal Affairs. However, the thirty-second board decided not to continue with this division. The Secretary will be responsible for the Graphic Design Committee, whereas the Commissioner of Internal Affairs will coordinate the Publication Committee. This way, the tasks are more equally divided which leads to both committees

getting the right amount of attention and coordination. The Secretary will still be the final editor of the Babylon Magazine, just as in previous years. The Publication Committee and the Graphic Design Committee create the Babylon Magazine together. Given the fact that the Secretary does not coordinate both committees anymore, clear communication between the Secretary and Commissioner of Internal Affairs about the production of the Babylon Magazine will be necessary. Both board members will ensure that the Babylon Magazine will be published four times a year in a perfect state, both visual and textual. This perfection is of great importance for the image and professionalism of Babylon, since the magazine will not only be read by students, but could also be read by lecturers/professors, alumni, sponsors and possibly other people interested. To achieve that perfection, the two committees will have to work closely together to feel the shared responsibility. The Secretary will, together with the Graphic Design Committee, create a new style for the BM to make it more appealing to the readers. The annual survey of the thirty-first board showed that members would also like the BM to have a more professional layout. Therefore, it is decided to create a new style for the magazine, which looks calm and clear, yet attractive and professional.

6.2.7 Graphic Design Committee

This year, The Secretary will be responsible for the Graphic Design Committee. One of the main tasks of this committee is the design of the Babylon Magazine. In addition, the committee is responsible for the main part of the communication material of Babylon. The flyers, posters and Facebook banners for all activities, organised by committees, are designed by the Graphic Design Committee. After the committees are formed, the Secretary will organise a workshop for all Graphic Design Committee members to get acquainted with the softwares Babylon uses for the BM. This way, members will be able to design more professional communication material, which contributes to the professional image Babylon aims to project. Via digital order forms, other committees can ask for help for promotion material. This order form needs to be sent to the email account of the committee at least two weeks before it needs to be finished. Because of the internationalisation of Babylon and the increasing number of international members it has, it will be possible for international members to become a member of the Graphic Design Committee, just like last year. The softwares that are being used as well as the order forms are already in English. This will ensure a successful integration of international students.

Lieke Verhoofstad

Secretary of Babylon 2020-2021

6.3 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 Sam Helmink with much enthusiasm and ambition in the year of 2020-2021.

6.3.1 Tasks and responsibilities

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

- Manage the association's financials;
 - Make the budgets for the whole academic year;
 - Maintain the budgets during the academic year;
 - Manage the cash registers;
 - Create cash registers for activities;
 - Archive cash forms;
 - Manage the declaration forms;
 - Manage the advance payments forms;
 - Manage the debtor's ledger management;
 - Pay invoices;
 - Collect the members' contribution and money for activities;
 - Make the financial annual report;
 - Check the committee's budgets and when necessary support a committee's treasurer.
- Check the finances of the committees and maintaining contact with the committee's treasurers;
- Coordinate the Study Trip Committee;
- Coordinate the Prom Committee;
- Provide a treasurer training to the treasurers of all committees;
- Create a script for the Treasurer of the thirty-third board of Babylon.

6.3.2 Budget

One of the most important tasks of the Treasurer is to make 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 previous board of Babylon and on the policy and goals of the thirty-second 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-second board has planned for the year 2020-2021. In the budget, it will be clear which (financial) long- and short-term goals the thirty-second board will try to achieve in the coming year. In the coming year, the thirty-second board will pay further attention to bonding with its members, improving Babylon's professionalism and improving the international character of the association.

Secondly, the budget serves as a way to guide Babylon's committees. Each committee will get its own budget and the freedom to spend this budget 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 years' committee budgets. The treasurer of each committee is expected to update this budget throughout the year. The Treasurer will help all committee treasurers through a treasurer training and will assist and supervise all committee treasurers with their budgets whenever necessary.

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 past year. The Treasurer of the thirty-third board can base the next budget on the financial annual report of 2020-2021.

6.3.3 Payment methods

The thirty-second board has chosen to proceed to a certain extent with the thirty-first 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 (2016-2017) 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. Moreover, it is safer, because there is less cash in the cash registers at the Babylon Room. However, 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. Therefore, other payment methods, such as Tikkie or Rabobank payment request, may be more efficient.

The thirty-first board of Babylon has used Tikkie for many of the payments last year, with very little problems. However, international students were not able to pay via Tikkie, and therefore, Rabobank payment request may be an even better option. Rabobank payment request works the same as Tikkie, but is also available for international students. The thirty-second board will try Rabobank payment request in the beginning of the year, and if it works well, the board will continue to use it. iZettle will not be completely replaced, but the thirty-second board believes that easy payment methods, such as iDeal and Tikkie/Rabobank payment request, will ease the procedure of signing up and might increase the number of participants for certain activities.

Furthermore, Babylon will make use of direct debits for certain payments, such as the contribution, payment for the Ski Trip, the Study Trip, Family Day and DIESweek participation. With the launch of the new website last year, the thirty-first board implemented the payment method of iDeal to the website. This addition will be beneficial for members in transactions, as well as the administrative benefits such a fast payment method has. Below, you can find a short summary of which payment methods apply for which transactions.

Cash	Lunches and activities	Below €10,-
Online payment methods (iDeal/Tikkie/Rabobank payment request)	Signing up for activities, Study Trip, Ski Trip, Merchandise, etc.	Above €10,-
Direct debit	Contribution, Ski Trip, Study Trip, Family Day, participation in Diesweek, Weekend etc.	
Direct debit (iZettle)	Signing up for activities, Study Trip, Ski Trip, Merchandise etc.	

6.3.4 Treasurer procedures

The treasurer 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 throughout the year. They will get clear instructions on how to make a budget for their committee by the Treasurer.

In previous years, the Treasurers have chosen to make general budgets for all committees. The specification of these budgets is the Treasurer's responsibility. By doing this, the Treasurer can check financials of all committees, while giving the committees the freedom to spend their money in their own way. The thirty-second board will continue with this policy.

The treasurers of all committees will be well-informed of the treasurer procedures. They will be provided with a starting kit in which all procedures will be explained. After receiving this starting kit, the treasurers will be personally trained by the Treasurer. During this training, 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, in collaboration with the Treasurer if needed. For bigger activities, such as the Ski Trip and 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 and members can declare some expenses for their activities. Only declaration forms that are fully filled in and provided with a receipt, are considered for a cash return. Committee members can hand in their declaration forms within two weeks after 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. The Treasurer will try to digitise the declaration forms on the website, in order to make it easier

to declare expenses for Babylon's members. Digitising the declaration forms also fits the line of the thirty-second board when it comes to sustainability.

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, which has to be noted on the application form. This way, it is easy to trace who has already paid for the activity. For smaller activities, it is also possible to book a cash register. The thirty-first board found Tikkie to be a very handy, helpful and easy payment method. Therefore, the thirty-second will continue to use Tikkie for payments. For payments on the website, the thirty-first board implemented iDeal on the website. This payment method has many benefits, such as both parties having a clear overview of the made payment, as well as the speed of the payment. This prevents from any form of miscommunication to occur in the form of payments in arrears.

4. Advance payments forms

It can occur that a committee has to do a large expense for an activity. In order to do 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.

6.3.5 Print

Babylon has worked with different companies, regarding the printing of the Babylon Magazine. The current company, BladNL, was chosen by the twenty-ninth board (2017-2018) and the collaboration was continued by the thirtieth and thirty-first board. BladNL has satisfied the different boards with the quality of the Babylon Magazines. Therefore, the thirty-second board will continue the collaboration with BladNL.

6.3.6 Bookkeeping

In the previous years, increasingly 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 simple to use. In addition to the digital administration, an accounts book and a paper administration will be managed. The thirty-second board will upgrade Conscribo. This will have multiple benefits, for both the bookkeeping and the membership administration. For instance, the upgrade will make it possible to scan receipts. This helps in digitising the bookkeeping.

The financial year of Babylon runs from September through September, which means the Treasurer of the thirty-second board will continue to work in the financial year of the previous Treasurer. The thirty-second 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 which are still being organised by the 2019-2020 committees, fall under the financial year of the Treasurer of the thirty-first board. In September, a Financial General Member Meeting will be organised, in which the financial annual report will be presented and (dis)approved.

6.3.7 Financial plans

The thirty-first board of Babylon has rounded up their board year in a financially stable way. With Babylon being financially stable, the thirty-second board can start their board year without any financial hindrances. However, due to COVID-19, there is a possibility that sponsors will not be able to pay their sponsor money at once or, in worse case, will not be able to sponsor at all, but the time will tell. In order to prevent Babylon from getting into financial problems, the Treasurer has drawn up two different budgets. In the adjusted budget, the Treasurer has reduced the incomes from sponsors that have been affected by the crisis, such as several pubs and de Waagh. Based on this adjusted budget, the thirty-second board can estimate their expected expenses for next year. The Treasurer has based the other, "normal" budget on the budgets of previous year. If the crisis has serious consequences for the sponsors and thus for Babylon, the thirty-second board may have to cut in the expenses. For instance, the yearly Lustrum savings may be lowered, in order to keep the budget positive.

- Lustrum savings

In 2018-2019, Babylon celebrated its sixth lustrum. In order to celebrate these lustra, each board plans to save a certain amount of money that will be used for organising special activities for members during a lustrum year and in the Lustrum Week. If there will not be major financial setbacks during the year, possibly because of the crisis regarding

COVID-19, the thirty-second board plans to save €1000 for the seventh lustrum which will take place in 2023-2024, just as the thirtieth and the thirty-first board did.

- *Revenue*

Babylon gets its revenue from contribution, sponsoring and a contribution from the Department of Communication and Information Studies. Because the thirty-second board of Babylon includes a Commissioner of External Affairs, there will be extra attention for maintaining contacts with current 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
- International Committee
- Education Committee
- Congress/NDC Committee

These committees will get a contribution because of the importance of that specific committee to association as a whole. The Committee of Formal Activities, the Career Committee, the Education Committee, the Congress/NDC 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. The thirty-second board aims to collaborate with the same associations as in 2019-2020. However, due to contractual reasons it is not yet clear if that will be possible. The International Committee will also get a contribution. This contribution will be based on the activities that the International Committee is going to organise, since they will not be exactly the same as last year. The exact contributions will be presented in the budget of 2020-2021. The amounts of money the committees receive, is based on the budgets and annual reports of the previous boards. It is important to note that the

contributions are dependent on whether the money is necessary; if a committee can contrive with less money, the contribution will be lowered.

Contrary to preceding years, the thirtieth board of Babylon decided to offer board members from other associations one drink instead of two at the Constitution Drink. The thirty-first board continued this policy, and the thirty-second board will continue it next year as well. This will be done because limiting the amount of drinks from two drinks to one drink for all guests will save them around €500. The money saved can be used to invest in the association.

6.3.8 Study Trip Committee

The Treasurer will coordinate the Study Trip Committee this year, like done in 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 entertaining and 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 necessary that the professionalism of Babylon is passed on when approaching these organisations. Over the past years, Babylon has visited Beijing, Rio de Janeiro, Dublin, Berlin & Prague and Bogotá. Last academic year, the annual Study Trip could not take place due to the outbreak of COVID-19. Therefore, the thirty-second board aims to realise a destination that satisfies just as much as the destination of last year, which was Moscow and St. Petersburg, and to organise a Study Trip that will be an experience to remember for everyone. Babylon gets a contribution of €25 per attending student once every two years, if Babylon visits an English-, German-, French- or Spanish speaking country. Last year, Babylon did not receive this contribution, so it is very likely that Babylon will be receiving it in 2020-2021. However, this is not yet certain as it will still have to become clear from further contact with the Department Board.

The thirty-second board is aware of the fact that due to COVID-19, there will be a chance that next years' Study Trip cannot take place due to political or safety reasons. However, the thirty-second board has a deep-seated hope that next years' Study Trip can take place.

6.3.9 Prom Committee

In contrast to last year, when the Chair was the coordinator, the Treasurer will be responsible for the Prom Committee this year. The thirty-second board decided to do this, because the role of Chair already is time-consuming without being the coordinator of the Prom Committee. Since the Treasurer has spare time and because the Prom Committee

involves a serious amount of financial transactions, the thirty-second board decided that it is handy to make the Treasurer the coordinator of the Prom Committee.

Babylon usually organises the prom in collaboration with Postelein, Mundus and BOW. However, since there have been some difficulties between the associations in the past years, the Prom will certainly not be held with all four associations. One of the associations (BOW) decided that they did not want to organise a Prom with Babylon anymore. Therefore, the four associations have decided to split up. Babylon will organise a Prom together with Postelein, while Bow and Mundus will work together with the two of them. All four associations will keep in close contact, and will share ideas with each other.

It will be quite a challenge to organise a Prom with only Postelein and Babylon, budget-wise. However, the coordinators are working on two possible plans. The first is that the coordinators are looking for a new association that is interested in organising a Prom together. It will be hard to find an association to organise the Prom with for the upcoming year, but it is important to look at a new association for the future. The second plan is to organise a Prom diner this year, since both Babylon and Postelein see little chance that the Prom will take place as regularly, due to COVID-19. Therefore, the coordinators are also looking for a suitable location to organise a Prom diner.

Due to these changes, there will most likely be space for three members to join the committee, instead of two members that used to be in the Prom Committee past years.

6.3.10 FC Babylon

This year, the Treasurer will be responsible for the continued 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. The Treasurer will keep an eye on this, by making 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 try to 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.

Sam Helmink

Treasurer of Babylon 2020-2021

6.4 Commissioner of Internal Affairs

The position of Commissioner of Internal Affairs of the thirty-second board of Babylon will be fulfilled by Alyce Hoeben. 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 the Publication Committee. Furthermore, she will take place in the Study Programme Committee.

6.4.1 Tasks and responsibilities

As Commissioner of Internal Affairs, Alyce will execute all general board tasks properly. This includes attending board meetings, open office hours at the Babylon Room and being actively present at as many Babylon activities and (constitution) *borrels* of other associations as possible.

The Commissioner of Internal Affairs will represent Babylon in the best possible way. Besides this, she 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-second 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 books sales via StudyStore;
- Coordinate the Education Committee;
- Coordinate the Committee of Formal Activities;
- Coordinate the Publication Committee;
- Maintain contact with the Study Programme Committees;
- Maintain contact with LETO;
- Attend every SOFv and LETO General Member Meeting together with the Chair;
- Create a script for the Commissioner of Internal Affairs of the thirty-third board of Babylon.

Because of some complaints of students about the number of formal activities versus informal activities, the thirty-second board, and thus the Commissioner of Internal Affairs, strive to organise more formal activities to find a balance between formal and informal activities. The formal activities will be organised by formal committees, e.g. the Education Committee and the Committee of Formal Activities.

6.4.2 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 CIS study programme. Strengthening that relations will be of great importance during the upcoming academic year, as it was hard for the thirty-first board to strengthen the ties last year. This will be done in several ways.

Firstly, lecturers/professors will be informed about the Babylon activities that could be relevant to them in time. Also, whenever it is possible, it is good to personally visit the lecturers/professors to inform them about the Babylon activities. 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 become 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. As already mentioned, 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 for the lecturers/professors 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. The Commissioner of Internal Affairs will take into account that some teachers are not interested in personal contact and personally contacting them should not occur too often because that can be annoying. During the International Day of the Teacher (5 October), extra attention will be given to the lecturers/professors by passing their offices and giving them a treat. Babylon will also organise teacher-student activities. One of those 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-second board also hopes to contribute to this personal contact with lecturers/professors. Lastly, the thirty-second board will invite them to more activities, such as the Christmas Dinner, National Day of Communication, workshops and guest lectures. This way, they will feel more involved and their enthusiasm for Babylon will grow.

The most important link between the study association and study programme is one of the study advisors, which will likely be Julia Pick. The study advisor is in touch with lecturers/professors, new students, current students and alumni and she knows exactly what is going on in both the study programme and the study association. Because of this,

she is of great importance to Babylon. The last few years, the relation with the study advisor was really good and the thirty-second board will continue to build on this contact and, if possible, intensify it.

In the past, a couple of incidents occurred between the 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 the script.

6.4.3 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. Contributing graduates also receive a personalised birthday email to maintain the relationship 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. During the talk of the thirty-second board at the graduation, the graduated students are made aware of this alumni page on LinkedIn. If there is no graduation ceremony due to Covid-19, the board will send an email to these students. The alumni will be kept up-to-date about everything Babylon does, which makes them experience a higher grade of involvement. Because of the lustrum, an additional activity for former board members and contributing graduates was organised by the thirtieth board. The thirty-first board did not organise an activity for them. The thirty-second board would like to keep these activities connected to Lustrum years. For that reason they will not organise an activity for the former board members and contributing graduates. The thirty-second board keeps the former board members and contributing graduates up-to-date via the Babylon Magazine and LinkedIn. Besides this, the Commissioner of Internal Affairs will continue working to extend the list with contact information from former boards, created by Eline Giesbers (the Commissioner of Internal Affairs of the thirtieth board). This list can be used when, for example, searching speakers for events such as CIS in the Field.

6.4.4 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. Last year, the thirty-first board made a modification in this system because it was possible for students

to receive the discount on books without being a registered and contributing member of Babylon. StudyStore will abide by the contract agreed on together with Boekenservice.nl. 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. From this year on, GAG, InTenS and OSK will join the contract Babylon has with Studystore. This is as a result of the fact that Babylon had a more profitable contract than they did. However, this does not change anything for Babylon.

6.4.5 Education Committee

Similar to 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 visiting Orientation Days is harder for them, 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 for involved students and lecturers/professors.

Activities which are organised by this committee are the following: Orientation Days, the Family Day, the Matching Day and CIS in the Field. The thirtieth board started organising five so-called 'Study Afternoons'. These were well visited by students. The thirty-second board strives to organise one Study Afternoon for every year layer, every period. 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 Babylon can provide help to its members. It is not clear yet if there are enough professors/lecturers who would like to be present at these Study Afternoons and many lecturers often already organise their own 'question hours'. If this will be the case next year, it is needed to organise an alternative event which suits the needs of students, such as practice hours where students together can practice for their exams, for example with practice exams, without the presence of a professor/lecturer. Rooms will be reserved by the Commissioner of Internal Affairs for the students, because the university library is always very crowded just before and during exam weeks. This type of event could possibly also be organised online.

It is important that the Education Committee is professional and recognisable during every activity. Therefore it is obligatory for its members to always wear their committee t-shirt

during their activities. Since two years, it is also possible for international Babylon members to become a member of the Education Committee.

Furthermore, the Education Committee will help the Communication Department with the Student-for-a-day Programme. In the upcoming academic year, the Communication Department is going to match the prospective students with the current students instead of the Education Committee like in previous years. The Education Committee can help the Communication Department with recruiting students who are willing to mentor the Student-for-a-day Programme, when needed. It turned out that personally contacting students works well when trying to find more students 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. Since the student advisors benefit from the Student-for-a-day Programme, they are also willing to help contacting students.

6.4.6 Committee of Formal Activities

The Commissioner of Internal Affairs is also responsible for the Committee of Formal Activities. 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 into the company life and it gives the business life insight into Babylon. This will be realised by organising company visits. The thirty-second board decided that, during the academic year of 2020-2021, the Committee of Formal Activities will only organise company visits since organising a company visit costs a lot of preparation time and work and should be started timely. Three company visits will be organised by the Committee of Formal Activities. Furthermore, the thirty-second board will prioritise company visits. The board is able to assist whenever necessary.

Moreover, the thirty-second board decided to pass on the annual Pub Quiz to the Committee of Informal Activities because it includes more informal aspects than formal aspects.

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 years 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 (more) frequently when members feel a connection with the association. This is why the committee will try to reach interesting and relatable companies for CIS students. In addition, the Commissioner of Internal Affairs will start early with the promotion of the company visits. This will mainly been done via social media. Another possibility is to promote them via lecture talks or by sending a slide about the activity to lecturers/professors so they can include it in (the break of) their lecture. However, the thirty-second board decided to try not to overload the students with lecture talks, which means the other options are preferred.

6.4.7 Publication Committee

This year, the thirty-second board has decided to pass the Publication Committee on to the Commissioner of Internal Affairs since the thirty-first board advised to do so. This will reduce the number of tasks for the Secretary.

The committee members are the writers of the articles that will appear in the Babylon Magazine. They will write both formal and informal articles, of which the formal activities can be scientific. Since the twenty-seventh board, every Babylon Magazine contains at least one scientific article. The thirty-second board will maintain this guideline. This makes the magazine worth reading for all target groups. Moreover, this guarantees the professionalism that 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.

For a couple of years, the Publication Committee had been writing blogs for the Babylon website. The thirtieth board of Babylon decided to focus less on blogs on the website. This way, more effort could be put in the Babylon Magazine. The thirty-first board decided to put more effort into the Babylon Magazine as well and to quit publishing blogs on the Babylon website. The thirty-second board decided to continue this. The Commissioner of Internal Affairs and the Secretary of the thirty-second board strive to focus more on the content and design of the Babylon Magazine to make it a bigger success.

The Commissioner of Internal Affairs will intensively lead the Publication Committee to ensure the content's quality. The Publication Committee will use the script of style constructed by the twenty-seventh board of Babylon. If necessary, the script will be changed or extended. The Secretary and the Commissioner of Internal Affairs will work closely together since the Graphic Design Committee and the Publication Committee are responsible for creating the Babylon Magazine together.

6.4.8 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 try to ensure and improve the quality of the study programme CIS.

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 much during the last years and the Commissioner of Internal Affairs of the thirty-second 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.

6.4.9 Maintain contact with LETO

The Commissioner of Internal Affairs will try to improve contact with LETO. Gained contacts could be of use, since multiple study associations have shown interest in working with Babylon. Being more active in LETO will create goodwill from other associations, which strengthens the image of and relations with Babylon. Improving contact with LETO will be done by being actively involved during LETO General Member Meetings and inviting them for the Career Event.

6.4.10 Attend every SOFv and LETO General Member Meeting

In addition to improving contact with LETO, the thirty-first board decided that it was 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. The Commissioner of Internal Affairs will attend those meetings together with the Chair and, if necessary, other board members. The Chair and the Commissioner of Internal Affairs of the thirty-second board decided to continue to attend every SOFv and LETO General Member Meeting.

6.4.11 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. The thirty-first board arranged a meeting with AthenaSummary about a possible collaboration. However, they decided to not agree on the collaboration. The study advisor and the Commissioner of Internal Affairs of the thirty-first board believed it would disrupt the relationship between the lecturers/professors of CIS and Babylon. Also, it seems that the summaries do not always correspond to the curriculum. Since the thirty-second board would like to process the results of the annual survey, it is needed to offer more study support to students. Therefore, the board would like to offer summaries to the CIS students again. The Commissioner of Internal Affairs first starts a conversation with AthenaSummary to ask if there are summaries available for both bachelor courses (CIW and IBC). Afterwards she will send an email to professors/lecturers of CIS asking them if they object Babylon selling summaries for their course. Without objection, summaries will be sold for these courses. If they object, a conversation will be started with the professors/lecturers. If no agreement can be reached, Babylon will not sell summaries for that particular course.

Alyce Hoeben

Commissioner of Internal Affairs of Babylon 2020-2021

6.5 Commissioner of External Affairs

The position of Commissioner of External Affairs of the thirty-second board of Babylon will be fulfilled by Renée Christophe. She aims to conduct all her proceedings professionally and accordingly. The Commissioner of External Affairs is approachable for external relations, as well as all CIS students. Despite the current situation surrounding COVID-19, she will try to initiate new, favourable relationships for Babylon, as well as safeguard existing relationships. In contrast to last year, the Commissioner of External Affairs will coordinate the International Committee this year, as well as the Career Committee and the Congress Committee.

6.5.1 Tasks and Responsibilities

In addition to the particular tasks and responsibilities of the Commissioner of External Affairs, she will also perform all general board duties within Babylon. These require taking care of the open office hours at the Babylon Room, attending board meetings and being present at all Babylon activities, including *borrels* and Constitution Drinks from other associations. Furthermore, she will provide a script for her successor and contribute in writing the (semi-)annual report of the thirty-second board. These specific tasks and responsibilities will contain:

- Guarantee the corporate identity of the association is properly used and maintained;
- Appropriately welcome speakers and companies, and providing them with a comfortable stay during formal activities;
- Maintain contact with all external relationships in person, by telephone or by email;
- Manage the social media page on LinkedIn;
- Keep the business file and manage contracts;
- Coordinate the Career Committee;
- Coordinate the Congress Committee;
- Coordinate the International Committee;
- Ensure and transmit the professional identity of Babylon to all external relations;
- Look for potential new relations and/or stickerdeals;
- Create a script for the Commissioner of External Affairs of the thirty-third board of Babylon.

6.5.2 Image

The Commissioner of External Affairs will be the main contact for all external relations of the association, and she will ensure to maintain a professional working climate between Babylon and all its external relations. She will ensure a professional appearance by transmitting Babylon's corporate identity on all occasions. In addition, the Commissioner

of External Affairs will see to it that external relations such as speakers or contacts from companies are welcomed accordingly during formal events organised by Babylon (in collaboration with partnering associations). By establishing smooth and professional contact at all times, being present at physical meetings in a professional and approachable manner and being reasonable and precise during contract matters, she will ensure a favourable and professional environment for current and potential sponsors. This increases the chance that current sponsors maintain existing relations with Babylon and that possible sponsors enter new agreements.

6.5.3 Contact with External Affairs

In order to ensure smooth collaboration between Babylon and its external relations, it is crucial to maintain frequent contact. In addition to physical meetings, communication with external relations will be done through phone and email. The Commissioner of External Affairs will manage the account for LinkedIn as another way of staying in contact with external relations. Previously, the LinkedIn account was used predominantly to maintain and start new professional relationships and to share job/internship offers. However, this year, the Commissioner of External affairs strives to start using LinkedIn in a more extensive way. One way to do this would be by sharing a post after every formal event, in which the speakers that were present are mentioned. With this, she hopes to maintain the positive contact between the associations and the speakers, as well as with the rest of Babylon's online network. As aforementioned, the thirty-second board decided to delete the Twitter account, as this was hardly used in the previous years, and a neglected Twitter account does not fit with the professional image Babylon aims to transmit.

6.5.4 Sponsor Members and Contact File

The Commissioner of External Affairs will be training, guiding and supporting the sponsor members within the committees for the academic year 2020-2021. At the beginning of the year, the sponsor members will have a meeting with the Commissioner of External affairs in which they will receive a sponsor training. During this training, they will gain the necessary skills to appropriately approach a possible sponsor. Subsequently, she will divide the committees into groups based on the sort of sponsor they are in contact with, so she can give advice tailored to the relevant sponsor and situation. All members of the Orientation Week Committee will receive this sponsor training in February or March 2021, since all members of this committee will be searching for sponsors. During these meetings, the Commissioner of External Affairs and the sponsor members will share their experiences. In addition, each sponsor-member will have a consultation session with the Commissioner of External Affairs, in which their experiences are shared 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.

In order to support the sponsor members as adequately as possible, the Commissioner of External Affairs intends to keep a file indicating which sponsors have already been approached, and which of them have shown interest in certain activities or would like to engage in a sponsor agreement in the (near) future. This aims to help sponsor members to find the right company for the right situation more quickly. Although the Commissioner of External Affairs remains responsible for the file, all sponsor members will be given the opportunity to use and adjust this file. In addition, she will keep a contract file that consists of important contacts that have an ongoing contract with Babylon. Only the Commissioner of External Affairs and other board members may use this file.

6.5.5 Vacancy policy

Last year, there was a large increase of companies that sent requests to share job openings on the Babylon website and social media channels. Therefore, the thirty-first board implemented a vacancy policy that consisted of 4 different packages ranging from €30,- to €100,-. The thirty-second board decided to adapt this policy to a more accessible one. All requests fitting the study that are sent to the board will be posted on the website. The following packages serve as an option for extra promotion for the vacancy or company. Therefore, the thirty-second board expects to make more use of it. This policy exists of the three different packages stated below:

- **Package A. €30,-:** Posting the vacancy on the website and LinkedIn. The company may post a second vacancy on LinkedIn at a later time.
- **Package B. €40,-:** Posting the vacancy on the website, LinkedIn and on Facebook. The company may post a second vacancy on both media at a later time.
- **Package C. €50,-:** Posting the vacancy on the website, LinkedIn, Facebook and on Instagram stories. The vacancy will be saved in the story highlights on Babylon's Instagram page.

6.5.6 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. Last year, the Commissioner of External Affairs of the thirty-first board added five sticker deals to the list of membership deals. The Commissioner of External Affairs of the thirty-second board will put effort into expanding the benefits members receive from these stickers. The Commissioner of External Affairs will actively

search for new deals, preferably one that can be very useful in the life of a student, such as bike stores, barbers, bars, etc.

6.5.7 Career Committee

The Career Committee is the first of three committees under the responsibility of the Commissioner of External Affairs. This committee is responsible for organising the Career Event, as well as multiple workshops to increase interactivity.

The next Career Event will be organised at the end of April. 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 to look for and to recruit sponsors.

6.5.8 Congress Committee / National Day of Communication Committee

The Commissioner of External Affairs will also be coordinating the Congress Committee during the upcoming academic year. The goal of this committee is to organise a congress with a specific topic within our study field. During the Congress, lectures, presentations and workshops will be given by experts in the working field, scientists or acknowledged companies. However, as it was cancelled last year, this academic year Babylon will once again organise the National Day of Communication, which will replace the annual Congress. The two budgets are combined, which gives the committee the opportunity to provide attendees with a spectacular event. Furthermore, the bigger budget will help attract more high profile speakers, which in turn will help attract more people. As the National Day is 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 National Day of Communication is always organised in collaboration with Mycelium, so it is imperative to ensure that their thirty-second board is consulted regarding the plan to organise the National Day of Communication this year again. Since there was almost no collaboration in the previous years between the Department Board and Babylon, the thirty-second 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.

Last year, the committee managed to arrange some very interesting speakers. Fortunately, most of them, mentioned they would be willing to be present next year as well, if they are available. This will definitely be considered by the committee of 2020-2021. Furthermore,

the members that were in the committee last year will be prioritised this year if they would like to be in the committee again, as they have done a lot of work for it already.

6.5.9 International Committee

The thirty-second board of Babylon strives to continue the process of internationalisation within the association. The thirty-first board created the International Committee, which the thirty-second board will continue to coordinate. This year, however, the Commissioner of External Affairs will coordinate the committee. She will do this in close collaboration with Maud Weijers, the Chair of the thirty-second board, who will also be closely involved and will assist whenever necessary.

The main goal of this committee is to increase the number of (active) international members in Babylon. In addition, the committee last year came up with the following vision and mission: *“Our main goal is to organise activities in order to help international students integrate more easily in Babylon and in the Netherlands. The committee would like to show that Babylon is an internationally oriented study association. In order to accomplish this, the committee needs more dedication and use the Facebook group more frequently. In addition, personal contact is also one of the key elements of accomplishing this.”*

Although the main goal and vision were set, many members of Babylon mentioned they did not clearly know what the purpose and goals of the committee were. In order to make this purpose of the International Committee clearer for both the members of the committee and other members of Babylon, the thirty-second board decided to set a number of specific goals/tasks for the committee. These are the following:

- Advise the board about what international students want and need, and how the thirty-second board can adapt to that;
- Help international CIS students integrate more easily in the Netherlands and in Babylon by involving and enthusing them for all activities;
- Be a point of contact for internationals that is available to help with any questions or issues that may arise;
- Organise an information session in the beginning of the year, in which (new) international students will be informed about the most important things that come with studying in the Netherlands;
- Organise unofficial activities (such as City Trips or a trip to a Dutch cultural attraction) during weekends, as most internationals will stay in Nijmegen during the weekends;
- Organise (mainly formal) activities that attract both international and Dutch students so they can get to know each other (such as a Meet and Greet);

- Organise Dutch Lessons for International Students that are interested in learning Dutch;
- Manage and regularly post in the Facebook and WhatsApp group called Internationals of Babylon that were created last year.

This year, the committee will consist of five or six members, at least half of which will be international students. It is possible for one or two first-year students to join the committee after the information session, as this will take place at the beginning of the academic year 2020-2021. The board strives to have one or two members before the start of the academic year so they are able to help the new international students from the beginning. The thirty-second board decided to ask one member from the previous committee to join again this year, as they will already have some experience and know what to do. Furthermore, the International Committee won't be as busy as it was last year. Therefore, the thirty-second board would like to stimulate the (international) members of the International Committee to become a member of another committee as well. This will hopefully help increase the number of international members in committees.

Renée Christophe

Commissioner of External Affairs of Babylon 2020-2021

6.6 Commissioner of Activities

Marlon Gerrits will take on the responsibilities concerning the position of Commissioner of Activities in the thirty-second board of Babylon. In addition to the general board tasks, she will fulfil the following tasks:

- Create the annual planning;
- Organise the Committee Market and compose the committees;
- Coordinate committees;
 - Orientation Week Committee
 - Sports Committee
 - Committee of Informal Activities
 - Weekend Committee
- Maintain contact with the Molenstraat;
- Organise Babylon's activities for "Stichting RAGweek";
- Create a script for the Commissioner of Activities of the thirty-third board of Babylon.

6.6.1 Annual planning

The Commissioner of Activities is responsible for the annual planning of all the activities organised by Babylon. Due to COVID-19, it is not yet certain whether every event on the annual planning can take place physically. Fortunately, most formal activities that are planned can be held online whenever necessary. As for the informal activities, this has to be decided per activity. The thirty-second board will examine per activity whether it can take place online or not. As for activities that cannot take place online, the thirty-second board will, in collaboration with the relevant committee, look for other online activities as replacements.

Last year, the thirty-first board introduced the Babylon Weekend after the success of the Lustrum Weekend organised by the thirtieth board. Unfortunately, this Babylon Weekend had to be cancelled due to COVID-19. However, the thirty-second board would like to continue the success of organising a Weekend and will organise a Babylon Weekend as well. To ensure the planning throughout the year will not be too dense, the thirty-second board of Babylon will keep the total number of activities more or less the same. Some previous boards of Babylon indicated they had too many activities in some months, which caused low attendance for some activities. This was kept in mind when creating the annual planning for 2020-2021. However, there will still be a majority of informal activities due to events like the monthly *borrels* and larger parties such as BaMyPo and Inglorious. This year, however, the Commissioner of Activities will try to find a better balance between the two. The plan is to organise a formal activity every month. This could, for example, be in

the form of a workshop or a company visit. To be able to make this function properly, there has been a minor shift in which committees organise which activities. Since the thirty-second board would like to have the Committee of Formal Activities (CFA) focus only on company visits, as there were not any last year, the thirty-second board moved the pub quiz to the CIA. The thirty-second board not only did this so the CFA can completely focus on the company visits, but also because the thirty-second board considers the pub quiz a more informal activity. In addition, the thirty-second board gave the Career Committee more dates to organise formal workshops. This decision was made, because formal activities, such as workshops, do not put more pressure on the annual planning since they are short and can be planned easily. Moreover, the thirty-second board decided to let the Committee of Informal Activities (CIA) organise only one free activity, which is different from last year, when they got to organise two free activities. In this way, the thirty-second board strives for a better balance between formal and informal activities. Also, the thirty-second board would like the Sports Committee to only focus on the Ski Trip during the first semester and therefore gave them only one free activity to organise at the end of the academic year. In this way, they can completely focus on the Ski Trip during the first semester, without having to worry about organising another activity as well as the Ski Trip. This enables the committee to organise one large(r) free activity and the Batavierenrace in the second semester. Lastly, the Commissioner of Activities of 2020-2021 made space in the annual planning for the International Committee to organise three activities, of which two at the beginning of the year and one later in the year. In this way, this committee will be taken more seriously and will not be squeezed in between other activities.

The thirty-second board of Babylon strives to carry out a professional image for which the formal activities are very important. High attendance at all formal activities will comply with the professionalism that the thirty-second board wishes 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. In addition, early promotion of the committees through social media (mainly through Instagram) and the website will be essential to promote being an active member of Babylon.

6.6.2 Organising the Committee Market and composing all committees

In the first week of the academic year, the Commissioner of Activities is going to organise and coordinate the Committee Market. At least two members, among which preferably the chair, of each committee of 2019-2020 will represent their former committee and they will try to make members excited to join a committee. It is important that these representatives are enthusiastic and that they can provide information in an informative and appealing way. The International Committee will especially be important, since this

committee can make international students enthusiastic about joining a committee. Prior to the Committee Market, the thirty-second board will post information about the committees on Instagram. Two committees will be introduced per post. On the first page of the post, both of the committees that will be introduced in that post will be announced. Next, when you swipe left, the least popular committee of the two will be presented first. Last, the more popular committee will be introduced. The posts will contain a video about the committees, filmed by one of the committee members, and a short overview of the relevant activities. Moreover, the information about the committees will be further elaborated on the Babylon website. As a result, the thirty-second board admires to already make students enthusiastic about the committees before the Committee Market takes place. Therefore, the Committee Market will mostly function for final questions about the committees. Because of COVID-19, the Committee Market will take place online. This will be done via Zoom. The committees will be scheduled rather randomly in 15 minute time slots. This means that Babylon members can join the zoom link at the time the committee of their interest is present. Furthermore, the Commissioner of Activities will be responsible for composing the committees. This responsibility starts right after the Committee Market. 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. She will also try to divide the International students equally over the committees. Last year, the International Committee was established. This was a great attempt on attracting International students towards Babylon. However, the disadvantage of this committee was that other committees lacked international students, since quite some international students joined the International Committee. Because of this, the board will promote the option of joining another committee as well among the students that join the International Committee. By doing so, the active international students will be divided more equally over all committees as well, while the International Committee can still exist. Naturally, if students choose to only join the International Committee, this is also totally fine. Since two activities of the International Committee will take place at the beginning of the academic year, the thirty-second board will ask one enthusiastic international student, who already was a member of the committee last year, to join this committee again. In this way, various members of the International Committee already have experience with this committee, which will come in handy when organising the activities taking place early in the upcoming academic year. After that, the thirty-second board will complete the composing of this committee as soon as possible.

6.6.3 Coordinating committees

Besides composing the committees, the Commissioner of Activities will be responsible for coordinating her own committees. She will be coordinating the following committees:

- 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 attend as many meetings of these committees as possible to help them whenever necessary and to maintain contact between the committees and the board.

6.6.4 Committee of Informal Activities

The Committee of Informal Activities (CIA) is responsible for organising all informal activities, such as the monthly themed *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 Rouler. The Committee of Informal Activities is free to organise one of these activities again, or to come up with another idea for an informal activity. They will also organise the Pub Quiz next year, instead of the Committee of Formal Activities. Because of this, they will only be able to organise one other "free activity" next year, instead of two like last year. The Committee of Informal Activities is also responsible for organising the DIESweek. This year, the DIESweek will be held during the first week of March instead of the second because of exams. During the DIESweek, the Committee of Informal Activities will organise an activity every night from Monday until Thursday. The last few years, activities like a Cocktail Workshop, Casino Night, Laser Tag and Trampoline Jumping were organised. The Committee of Informal Activities can use some of these ideas for the DIESWeek, but they are also free to think of other activities themselves. The *borrel* will be organised on the Monday of the DIESweek, and preferably another party will be organised on the Thursday evening. Like that, the week starts and ends with a party. The Cantus is a standard activity during the DIESweek.

The Committee of Informal Activities is going to be active the whole year and therefore it is important to start as soon as possible. Ideally, this committee will consist of seven or eight 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;
- 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 be part of the subcommittees as well. To enhance the attendance of both the BaMyPo and the Inglorious parties, the dates on which these parties are held will be more favourable for members to attend. In previous years, it was often the case that these parties took place shortly before the exam weeks, which possibly led to the lower attendance of the parties. The Commissioner of Activities will aim for a pleasant atmosphere and especially much enthusiasm among her committee members. As a result, the committee members will spread their enthusiasm to the members who will attend their activities.

6.6.5 Sports Committee

The biggest event of the Sports Committee is the Ski Trip, which will take place from 2 January until 9 January 2021. The trip might be two days longer. This will have the consequence of becoming 50 euros more expensive per person, as the accommodation will be booked later than usual due to the uncertainties regarding COVID-19 (see Ch. 3). Because of the later booking, the original option (2 January until 9 January) might not be available anymore. However, the travel agency assured the Commissioner of Activities of the thirty-first board that the option that includes two extra days will certainly still be available. If the original option is still available at the time of booking, this will be the first choice. If this is not the case, the longer option will be chosen, since the thirty-second board believes that the Ski Trip will still have enough participants even if the price is slightly higher. The location of the next Ski Trip is already confirmed. It will be one of the locations that was already visited during the last couple of years. The thirty-second board chose this location because from the results of the survey that was held last year, it could be concluded that all the participants of the Ski Trip liked this location. The location will be kept secret until the reveal before the sign-up. Moreover, there are hardly any comparable options within this price range. That is why the eye immediately fell on this location again. Because the Ski Trip is a large undertaking, and the committee is mostly responsible for the programme of the week, the Sports Committee will only focus on arranging everything for the Ski Trip during the first half of the academic year. Furthermore, Babylon usually participates in the Batavierenrace. Last year, this was not the case because the

Batavierenrace was scheduled during the Study Trip. This is not the case this year, so Babylon will participate in the Batavierenrace again. The Batavierenrace will take place on the weekend of 17 May. Because the thirty-second board would like to let the committee focus only on the Ski Trip during the first half of the academic year, and the Batavierenrace will be attended, the committee will get only one extra sports activity to organise at the end of the academic year. The idea for the Batavierenrace is to constitute a team with Mycelium again, to be able to meet new people. Although, Mycelium communicated that they often have many applicants for the Batavierenrace. If this is the case again next year, an option is to form two teams. In this way, the teams can still be mixed between the two associations and more people can participate. The Sports Committee will consist of seven or eight members. Moreover, 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, she will establish new relationships to ensure that the activities of the Sports Committee will be fun, unique and accessible to all members.

6.6.6 Weekend Committee

Two years ago, the thirtieth board organised the Lustrum Weekend, which was a great success. This is why the thirty-first board of Babylon planned on organising a Babylon Weekend as well. Unfortunately, due to COVID-19, the Weekend could not take place. This year, the thirty-second board will organise a Weekend as well. This Weekend will be organised by the Weekend Committee, which was already established last year. The only goal of this committee is to organise the Weekend. The reason for this is to make sure it is well-organised, that it receives enough attention and that it is not distracting from other events organised by other committees. The Weekend Committee will be responsible for organising a Weekend during the second weekend of April in 2021 (9-11 April). This weekend will consist of various informal activities such as a cantus and sports games. The committee will start organising the Weekend in September to make sure that it will be a well-organised and great weekend for the lowest cost possible.

6.6.7 Orientation Week Committee

The Orientation Week Committee is responsible for organising the Orientation Week for the soon-to-be Communication and Information Studies students. The Orientation Week takes place at the end of August. Despite the modifications due to COVID-19, Babylon aspires to organise an Orientation Week in which the students will obtain a clear picture of the study programme, the university, the city of Nijmegen and Babylon. The goal of the Orientation Week is that the participants create a bond with their future fellow students. Since the board will change in July, the upcoming Orientation Week will already be the

responsibility of the Commissioner of Activities of the thirty-second board. Therefore, she has already joined the Orientation Week Committee full time, so she can take over all the responsibilities of the Commissioner of Activities of the thirty-first 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, she will have an open and enthusiastic attitude during the whole week.

Due to COVID-19, the Orientation week will not take place as usual this year. The Orientation week will be postponed a week and will only last from Sunday until Wednesday, mostly online. The pre-master orientation day will be on Thursday. The current Orientation Week Committee will still organise as many (online) activities as they can, in order to bind the soon to be students to Babylon.

The Orientation Week Committee of next academic year will be composed directly after the Committee Market, but will not become active until the second semester of the academic year. The organisation of the Orientation Week takes a lot of effort and therefore it is important that experienced members of Babylon join this committee. However, first-year students, and especially the international students, are of great value as well, due to the experiences they gained during their Orientation Week. The committee will consist of at least eight members.

6.6.8 Weekend for the first-year students

As mentioned before, the Orientation Week cannot take place in its original form and will most likely take place without most of the informal activities. Therefore, a separate weekend will be organised for the first-year students. This Weekend will take place from 13 November until 15 November. The Weekend will be organised by three members of the thirty-first board (Niek van de Minkelis, Tessa Stolte and Dylan Zeevaart) in cooperation with three member of the thirty-second board (Lieke Verhoofstad, Renée Christophe and Marlon Gerrits). The idea is to organise this Weekend particularly for the first-year students, to be able to give them the idea of an informal "orientation". The goal is to bond them with Babylon, since this might not be the case during the Orientation Week. The Weekend will be held at the location that the Weekend Committee decided on last year. Ofcourse, COVID-19 might still impact life in November. This means that the committee has to make sure that the regulations set by the government concerning COVID-19 will be followed during the entire Weekend. The participants will have to sign a form stating that they are healthy before arrival and their body temperature will be checked as well. Moreover, participants will get bracelets that show in which "room" they sleep, so the committee can easily recognise this and will be able to tell people with other bracelets, so from other rooms, to leave that room and go to their own room. The thirty-second board

will help the committee safeguard the rules. Further postponement of the Weekend is not possible, since this will cost 70% of the costs of the accommodation.

6.6.9 Contact with the Molenstraat

The Commissioner of Activities is the contact person of Babylon with 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 thirty-first board. The Commissioner of Activities will try to schedule meetings with the managers of the Molenstraat together with the Commissioner of Activities from the thirty-first board. This way, he can introduce this year's Commissioner of Activities because he has already been in contact with the Molenstraat a lot. This could make the initial contact easier. Unfortunately, the Malle Babbe is closed due to COVID-19. Van Buren serves as the replacement where *borrels* can be held for as long as the Malle Babbe is closed. The *borrels* will be seated *borrels* for which people can sign up. Up to 100 people can attend the *borrels* and Van Buren can be decorated by Babylon. The contract will also be changed. Babylon will get 7% of the revenue of every *borrel* instead of a regular amount for each *borrel*. The prices of beer, wine and mixed drinks will also be higher. When the Malle babbe will open again the contract of last year will be set in motion again with a few changes. 50% of the *borrels* will have a free keg of beer in return for a reduced amount of sponsor money. This will enhance the early participation of the *borrels*, by providing "free" beer for Babylon members early in the evening. Moreover, last year, the thirty-first board noticed that people only joined the *borrel* relatively late. This is why from this year on the *borrels* will start later (at 9.30 pm instead of 9 pm).

6.6.10 Organising activities for Stichting RAGweek

The Commissioner of Activities is also responsible for organising activities to collect money for Stichting RAGweek. This year, similar to last year, the thirty-second board would like to participate in the hallway lunch of the Faculty of Arts and make a board photo for the 'Sexy met Stijl Bestuurskalender'. The Commissioner of Activities will think of at least one other way to support the RAGweek in the upcoming year.

Marlon Gerrits

Commissioner of Activities of Babylon 2020-2021

7. Summing up

In this policy plan, the origins of Babylon, the mission, COVID-19, the long-term goals, the short-term goals and the policies per functionary are described in detail. The thirty-second 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-second board has great expectations of and is looking forward to the academic year of 2020-2021 with a lot of excitement, energy and enthusiasm. The thirty-second board strives to be **accessible**, **ambitious** and **professional** throughout the entire year. In addition, the board aims to be clear and transparent to all its members. Every member of the thirty-second board has actively committed to the association and its members before. All gained knowledge and experience will come in handy and will be used wisely. The thirty-second board of Babylon will do everything in its power to make the year 2020-2021 an unforgettable year for every member of Babylon.