

Policy Plan Stichting Toekenningen 2021-2022

First of all we would like to thank the previous board for their trust and fantastic work during this enormously challenging period. Therefore, we feel we are more than responsible to bring this year to a good end. We hope to be able to support a big amount of new initiatives! Especially now that we can help the students, who have suffered so much from the pandemic, to enrich their study time. The upcoming post-COVID period is an important opportunity for our foundation to assert and manifest itself as a professional organisation that is more than happy to support initiatives.

This Policy Plan is divided in four parts, each part of which provides a concrete substance to the policy that we want to implement. First of all, we would like to look into the process of internationalisation and the associated changes. Subsequently, the professionalization of our promotion (channels) is further discussed. Then we will talk about stricting up the loosened criteria of the 20th board. Lastly, we will briefly touch upon the internal processes and how we will fill these in.

The further internalisation of the foundation

In previous years we already did a lot within the foundation to internationalise. For example, we did not only write Policy Plans in Dutch, but also in English. We want to expand this further, because the UvA (which is also our only source of income) consists of more than 25% international students. Therefore our board finds that we should use this money for all of our students, so also the international students. They should have an equal chance to be eligible for our subsidies. In order to achieve this, we believe that a number of drastic changes are needed here. First of all, we will investigate to what extent it is possible to internationalise our name. If it is possible to do so, we would be more than happy to take this opportunity and change our name. Which name the foundation will get is still to be determined. This way, we hope to get more traction and brand awareness within international students. Next to that, we are planning to further internationalise our promotion. but more on that in part two. What this means will be further elaborated in part two, but it roughly comes down to the complete switch from Dutch-language promotion to English-language promotion. In addition, we will focus more on international students during physical interaction. For example: constitution drinks, promotion rounds through the hallways of the UvA, etc. Lastly, we strive to translate a lot of internal processes and documents such as the transmission document.

The promotion

First of all, we will stay active and update the existing promotional channels frequently. At the moment, Instagram and Facebook are the main social media platforms on which Stichting Toekenningen shares posts. Instagram is the platform where we aim to post weekly. We choose Instagram because students are the most active on this platform and we can easily reach students with Instagram. Especially the connection between the students and Stichting Toekenningen is very important to us. As a foundation, we want to be approachable to every

student and we also want to open up the stately image of an official foundation and make it more friendly and approachable. This will, in practice, express itself in the form of some informal and student-like stories and in the form of the sort captions that we will place under posts. Instagram can be a means of making that connection between students and the foundation, but is also a means of posting important and official announcements and messages. We want to increase the number of followers considerably by liking many posts from students and by following students with the Stichting Toekenningen account, who in turn may follow us back. This way we also increase the likelihood of visibility on the so-called “explore pages” of students on Instagram and this will generate more brand awareness for the foundation.

Facebook will of course also be kept up to date and we plan on posting all the supported initiatives and important announcements there. In addition, we will investigate the options of paid promotion in the form of sponsored messages/posts on Instagram and Facebook and possibly use them to get publicity for the foundation.

We also want to add LinkedIn to this social media list. A LinkedIn page will contribute to more brand awareness among more than just students, but also among other companies or organizations for which the activities of Stichting Toekenningen are relevant. Of course, all posts on every social media platform from this year will all be written and posted in English.

Finally, the website will be regularly updated and provided with the latest information. The statistics will be kept up to date and the policy plan will be posted here soon.

The times of online Zoom meetings are over and we strive to meet as much as possible “offline” and to be physically present at the UvA. We, as board members of Stichting Toekenningen, will also be a great means of promotion ourselves, through our presence and “mouth to mouth” promotion. We will regularly visit the boardrooms of study associations to build a bond and maybe even start collaborations related to promotion. We will also try to attend as many supported events/initiatives as possible, to accept invitations to constitution drinks and other student association drinks, all in order to increase publicity of the foundation. The option to place a banner of Stichting Toekenningen in the central student halls and the option to be mentioned on UvA posters and Toilet papers will be investigated. We also want to ask teachers the opportunity to visit lectures to promote Stichting Toekenningen and to hand out free merchandise from the foundation (pens, notebooks, etc.) to students. New posters and flyers will also be designed to be put up and be handed out in university buildings. All merchandise, flyers and posters, as well as all the communication on the website and social media platforms, will be in English. In this way we also try to attract the attention of more international students and to get more brand awareness among this population on the UvA.

The ultimate goal is that by the end of the academic year, every UvA student will have come into contact with Stichting Toekenningen in some way and will recognize the name.

The new image

One of the main goals of Stichting Toekenningen this year is to change its image. The image of Stichting Toekenningen has already become somewhat more accessible by being active a lot in recent years, but we want to put ourselves on the map as an even more accessible and student-oriented organization. This should make access to our foundation even more accessible, for every UvA student of every nationality. We will do this by being present at as many drinks as possible, by chatting with students at the UvA, and by letting as many people as possible know about Stichting Toekenningen. In this way, we as a board really want to have an offline face and be a point of contact for questions and points of interest.

Last year, because of corona, every point of contact between students and our board was online. This indirectly created a sense of remoteness. This year we want to turn this around and radiate a foundation that is alive and cozy. After all, Amsterdam student life is all about sociability, creativity, drive, and unpredictability. For example, by posting many informal Instagram stories, also at drinks, we want to bring new life into our student-centric image. It should be more accessible for students to approach us, even if a student is not sure how 'good' his project is. How we approach this in practice can be read under the section 'promotion'.

We have noticed that a large proportion of the applications we receive are from study associations. Sometimes these are requests for annually recurring events. We want to continue to encourage these study associations to submit applications to us. In addition, we want to encourage more students who are not necessarily organizing something from a study association, but from a 'private' group, to submit applications. This way we want to subsidize a wide range of projects for the widest possible audience. No idea is too crazy for us, as long as it meets our criteria.

Internationalization of the foundation will also change our image in a positive way. The vast majority of our requests come from Dutch students, and we would like to make our fund available to international students as well. As mentioned before, the UvA consists of more than 25% international students. We believe that by conducting our promotional activities largely in English, we will reach more of them. A possible name change will contribute to this.

Tightening up COVID criteria

The past year was all about COVID. During this period of one and a half years, nothing was possible for a long time, physically in the cultural field, due to the measures taken by the government. Physical meetings and performances were no longer possible and many activities had to take place online. As a result of this crazy period for everyone, Stichting Toekenningen adjusted its criteria in 2020 so that COVID-friendly events were possible. Now everything is starting to return to normal, with physical education and physical events. We want to focus on the positivity of the "post-COVID era" and encourage the rebirth of student life. Of course, none of this is written in stone, in case new measures place

restrictions on events and education again. Below repeated are last year's COVID criteria, with an explanation of why these criteria are held, modified, or rejected this year:

The activity no longer has to take place in Amsterdam, but may also be organized digitally and exclusively by UvA students.

→ Organizing an online event is still allowed when there is no other option, but our preference is for offline events. If there is a possibility for an offline event, an effort has to be made. With the post-COVID era, we want to make that a priority, as it increases social cohesion among students much more than online events.

Activities with the goal of fostering social cohesion within the UvA student community can also claim funding.

→ This year, as in the past, the focus of Foundation Awards is on educational and cultural initiatives that enrich student life. With many opportunities outside the UvA for social cohesion, we now want to return to the old criteria in this area as well. Social cohesion should no longer be a stand-alone goal of the event (e.g., a get-together). It may be ancillary to the event, but not a main theme. The activity must contribute to the development of the student; although the nightlife of Amsterdam can certainly contribute to personal development, Stichting Toekenningen does not subsidize parties or the like.

The activity must take place in accordance with the applicable guidelines of the RIVM and, in the case of 'physical' activities, in consultation with the safety region (Amsterdam municipality, Municipal Health Service and the UvA Chief Security Officer).

→ The safety of our students is always paramount. For this reason, all activities will still have to take place in accordance with the applicable guidelines of the RIVM and for 'physical' in consultation with the safety region (municipality of Amsterdam, GGD and the Chief Security Officer of the UvA) if an activity raises questions about safety. We will continue to monitor this additional criterion