

Strategic Plan VVV-SIB 2020-2025

“The Crown on your SIB Career”



13 November, 2020

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1. Introduction

The last couple of years, the Vereniging Vrienden van SIB (VVV-SIB) has seen a significant drop in the attendance rate of its activities. Therefore, the VVV-SIB Board decided to critically scrutinise VVV-SIB's structure, operations, and motives, and use the findings to revitalise the alumni organisation. Because the VVV-SIB Board wants to guarantee continuity and consistency within its policy, we decided to draw up this strategic plan. This strategic plan will function as an informational document to provide insight into VVV-SIB's strategy for (VVV-)SIB members, SIB Boards, and VVV-SIB boards. Moreover, this document will also be used to annually review the progress of the proposed policy after which these policies can be modified if the VVV-SIB Board or the SIB Board deems it necessary.

The VVV-SIB Board that decided to write this strategic plan consists of Nora Waindrich, Zsa-Zsa van Wijk, and Mats Stegeman. The time span of this strategic plan will be five years, after which the results will be reviewed and a new document will be drafted.

Lots of love from the VVV-SIB Board,

Nora Waindrich, Zsa-Zsa van Wijk and Mats Stegeman

2. History, Mission, and Vision

2.1. History

Being less than 20 years old, Vereniging Vrienden van SIB (VVV-SIB) is still relatively young. In 2002, VVV-SIB was created as the alumni organisation of SIB-Groningen, but unfortunately the drinks and activities that the VVV-SIB Board organised were poorly attended. This is why the Board at the time decided to stop shortly after. However, in 2010, Martijn Beerthuizen, Roel van Horne and Evelien Stoel initiated a restart of VVV-SIB when they formed the new Board of VVV-SIB. During the General Members Assembly of June the 3th 2010, it was decided that this future VVV-SIB was based on three pillars:

1. A focus on the Randstad, where most alumni lived.
2. It must be relatively independent, but financially linked to SIB-Groningen. The Secretary of SIB-Groningen automatically takes a seat on the VVV-SIB Board as a general member.
3. VVV-SIB should function as a network for both VVV-SIBbers and SIB-Groningen.

A VVV-membership in the restarted VVV-SIB gave alumni access to

- Receiving "De Horizontaal", the newsletter of VVV-SIB, three times a year.
- An invitation every year to the "Dies Natalis" of SIB-Groningen.
- Two "Drinks" every year for VVV-SIBbers, the SIB board and interested SIB members.
- A "Facebook and LinkedIn group".
- An "Alumni Day" every five years during the anniversary of the SIB.

Over the years the interest in the drinks and activities fluctuated. Despite this, the membership grew steadily to over a hundred members. Recently, a yearly SIB-NL VVV drinks event was created in cooperation with the other SIB cities, which has been held twice in The Hague at the time of writing. However, it became clear that there was not much interest in this event as there was no connection between our alumni and the alumni of other SIB cities.

2.2. Mission

Although not clearly stipulated in the Statutes or the Rules & Regulations, the mission of VVV-SIB is twofold. On the one hand, VVV-SIB serves as a network for all (VVV-)SIB members which can be used to get acquainted with former SIB members. Since both VVV-SIB members and SIB-members share a broad field of interest, (VVV-)SIB-members are able to inquire about prospective employment opportunities through VVV-SIB members. On the other hand, VVV-SIB functions as a social hub through which former SIB-members are able to maintain the contacts they acquired during their time at the SIB. These contacts often take the form of a board, *dispuut*, or committee, but VVV-SIB strives towards organising events that makes every (VVV-)SIB member feel welcome.

2.3. Vision

VVV-SIB aims to create an alumni environment wherein the events organised based on its two main focal points, networking and social cohesion, are expanded and deepened. Through renewing contacts with our members, increasing visibility, and diversifying our activities, we aim to fulfil the mission of VVV-SIB to its fullest extent.

3. Strategy

3.1. VVV-SIB

3.1.1. Activities

According to the VVV-SIB Board, organising three activities per year would be an ideal amount. Of these activities, two will be physical and take place in The Hague and Amsterdam respectively. The third event will be an online event, as we have seen that the online pub quiz was very successful due to the possibility for everyone to join regardless of their location.

The first activity, which will be organised around November/December, will take the form of drinks followed by a dinner. By adding a dinner for which you have to sign-up, we are inclining more VVV-SIB members to actually visit the activity and provide it with some more flair. Historically, it has been proven that dinners were well attended by VVV-SIB members. The Tolhuistuin in Amsterdam is a location that has been utilised as a location for drinks multiple times in the past and was regarded as a good bar and restaurant where we also can potentially organise a dinner.

The second activity, which will take place around May, will be drinks in combination with an activity. We will start with an activity that has a low threshold for participation, while it also needs to be interesting enough for people to join. Fortunately, Amsterdam has many cultural activities throughout the year which means we have ample choice over the next five years. This activity can also take the form of a visit for SIB members to an organisation or a business a VVV-SIB member is currently employed at.

The third activity will take place on a video call program such as Zoom, Teams, or Skype and can be organised at any point in the year. In the year 2019-2020, the online pub quiz has seen a staggering amount of participants. We believe this increase can be traced back to the minimal effort necessary to participate as participants did not have to leave their house, as well as the COVID-19 epidemic which resulted in a nationwide quarantine. The next online event in 2020-2021 will serve as a litmus test for online VVV-SIB events to analyse if we can maintain a high attendance rate during future online events.

3.1.2. Ambassador Program

The VVV-SIB Board has decided to establish an Ambassador Program in order to extend its reach throughout the extensive VVV-SIB member base. The Ambassador Program entails various VVV-SIB members being asked to become an Ambassador for VVV-SIB in order to create a body of first contact points in which a wide range of members throughout the years are represented. These VVV-SIB Ambassadors usually have a network of VVV-SIB members which they can easily contact. This network mainly consists of *disputen*, Boards, or friend groups. The Ambassadors will be the first contact point for the VVV-SIB Board when organising events or when trying to reach out to its members. We believe that the Ambassador Program will aid in maintaining good contact between the VVV-SIB Board and its members while also establishing a continued sense of familiarity within VVV-SIB.

3.1.3. Member Database

The VVV-SIB Board aspires to set up a members database on the SIB website. This database consists of all VVV-SIB members who consented to have their name, function, and current employer displayed. There is also the possibility to show key interests and a link to a LinkedIn or CV webpage. This database will reflect the scope of our alumni association and serves as an overview for members of (VVV-) SIB members to find information and networking options.

3.2. SIB-Groningen and Members' Transition to VVV-SIB

The relations with SIB-Groningen are of paramount importance for the alumni association VVV-SIB. Therefore, the VVV-SIB Board decided, in consultation with the SIB Board, that the visibility of VVV-SIB and the communication with SIB-Groningen should receive more attention. To increase visibility we have come up with the following objectives.

3.2.1. Horizontaal

The Horizontaal is the tri-annual newsletter of VVV-SIB in which the members of the alumni association are updated on the activities of SIB-Groningen as well as news from VVV-SIB. This newsletter has been our primary communication channel for some time now. We aim to include new content in the Horizontaal that is more geared towards VVV-SIB members in addition to the information about SIB-Groningen. This new content will take the form of short interviews with current VVV-SIB members.

3.2.2. Social Media and Trailer

To promote VVV-SIB, the VVV-SIB Board has decided to update the VVV-SIB part of the SIB-Groningen website. We are looking into the possibility of making available multiple interesting and fun options such as a forum, a photo archive from the good ol' days, the members database, and signups for activities. The social media will be adjusted to the website accordingly. We will still use the VVV-SIB Facebook and LinkedIn, but they will mainly direct to the updated website.

Furthermore, the VVV-SIB Board will also focus on a trailer that will show what VVV-SIB is all about. This trailer can be shown at activities of SIB-Groningen or their social media to raise awareness of VVV-SIB.

3.2.3. Lectures and Visits

To tighten relations between SIB-Groningen and VVV-SIB, we want to stimulate more direct contact between SIB-Groningen and VVV-SIB. Therefore, the Board of SIB-Groningen and the VVV-SIB Board will cooperate to find speakers for lectures of SIB-Groningen in the VVV-SIB membership database. This will benefit on the one hand the network aspect of VVV-SIB as members of SIB-Groningen will come into contact with members of VVV-SIB. On the other hand, this will increase the visibility of VVV-SIB among the members of SIB-Groningen.

Furthermore, representatives of the VVV-SIB Board will make a yearly visit to SIB-Groningen to promote VVV-SIB among the members of SIB-Groningen and make the alumni organisation more tangible.

Annex 1: VVV-SIB Mandate Statutes and Rules & Regulations

Statutes

****Dutch****

Artikel 4

Leden, ereleden en donateurs

1. De vereniging kent leden, ereleden en donateurs
2. Lid van de vereniging kunnen zijn:
 - a. natuurlijke personen die ingeschreven zijn als student bij de Rijksuniversiteit Groningen of de Hanzehogeschool Groningen;
 - b. andere natuurlijke personen die tussen de zeventien en vijfendertig jaar oud zijn.
3. Het bestuur beslist over de toelating van leden en donateurs, waarbij het bestuur bevoegd is om van het vorige lid af te wijken. De ALV beslist over de toelating van ereleden.
4. Als het bestuur besluit om een persoon niet toe te laten als lid of als donateur, deelt het bestuur de betrokkene de reden mee waarom de betrokkene niet wordt toegelaten. De algemene ledenvergadering (hierna: ALV) kan op verzoek van de betrokkene besluiten om hem alsnog toe te laten.
5. De leden zijn verplicht om contributie te betalen. Op voorstel van het bestuur bepaalt de ALV de hoogte van de contributie, die wordt vastgelegd in het Huishoudelijk Reglement.

****English****

Article 4

Members, honorary members and donors

1. The Association has members, honorary members and donors.
2. Membership of the Association is open to:
 - a. Natural persons that are registered as a student at the University of Groningen or the Hanze University of Applied Sciences;
 - b. Natural persons that are between seventeen and thirty-five years of age.
3. The Board decides on admission of members and donors, the Board can decide to disregard Article 4.2 in its judgement regarding admission. The General Members' Assembly

decides on the admission of honorary members.

4. If the Board decides to not admit a person as a member or donor, the Board will provide a reason to the person in question as to why. The GMA may, on request of the person in question, subsequently still decide to admit the person concerned.

5. The members are required to pay the membership fee. The height of this fee is proposed by the Board and decided by the GMA, which will then be recorded in the Rules and Regulations.

Rules and Regulations

****Dutch****

Artikel 7

1. SIB-Groningen kent binnen haar vereniging een netwerk van alumni, de Vereniging Vrienden Van de SIB (VVV-SIB).
2. Elk oud-lid van SIB-Groningen kan lid worden van VVV-SIB.
3. De contributie voor het VVV-SIB-lidmaatschap bedraagt minimaal vijftien (15) euro conform artikel 15 voor personen die na 1 mei 2017 lid zijn geworden. Voor VVV-SIB-leden wiens lidmaatschap voor 1 mei 2017 begon, bedraagt de minimale contributie vijf (5) euro.
4. Het lidmaatschap van een VVV-SIB lid kan te allen tijde wederzijds door schriftelijke opzegging worden beëindigd. De jaarlijkse bijdrage over het lopende verenigingsjaar blijft in zijn geheel verschuldigd.
5. Opzegging namens de vereniging geschiedt door het Bestuur met opgaaf van redenen.

Artikel 8

1. Behalve de rechten en verplichtingen die aan VVV-SIB leden bij of krachtens de Statuten en het HR worden toegekend en opgelegd, hebben zij het recht alle door de vereniging georganiseerde evenementen bij te wonen
2. Voor de ALV en vergaderingen dient artikel 67 van toepassing te zijn

Artikel 9

1. VVV-SIB kent een eigen commissie, hierna aangeduid als het VVV-SIB Bestuur.
2. Het VVV-SIB Bestuur kent tenminste een Voorzitter en een Penningmeester. Deze functies dienen bekleed te worden door SIB-leden of leden van VVV-SIB.
3. De Secretaris van SIB-Groningen neemt zitting in het VVV-SIB Bestuur als algemeen lid.

Artikel 10

1. Het VVV-SIB Bestuur wordt benoemd voor onbepaalde tijd.

2. Wanneer er een plek vrijkomt in het VVV-SIB Bestuur worden alle VVV-SIB leden en de leden van SIB-Groningen hiervan schriftelijk op de hoogte gesteld.
3. Geïnteresseerde VVV-SIB leden en SIB-leden krijgen een maand de tijd om hun interesse kenbaar te maken aan het VVV-SIB Bestuur.
4. De overige leden van het VVV-SIB Bestuur zullen vervolgens een nieuw lid kiezen uit de geïnteresseerde VVV-SIB leden en SIB-leden.
5. In het geval dat er geen geïnteresseerden zijn om een VVV-SIB Bestuur te vormen dan zal het SIB Bestuur de taken van het VVV-SIB Bestuur waarnemen.
6. Binnen het VVV-SIB Bestuur is het niet mogelijk dat alle Bestuursleden tegelijkertijd wisselen. De periode tussen de wisseling van een Bestuursleden dient minimaal twee maanden te bedragen.

Artikel 11

1. Het VVV-SIB Bestuur krijgt toegang tot het ledenbestand van VVV-SIB. Het beheer van het ledenbestand is in de handen van de Secretaris van SIB-Groningen.
2. De financiële verantwoordelijkheid voor activiteiten georganiseerd door het VVV-SIB Bestuur ligt bij SIB-Groningen.

Artikel 15

3. Bij inning door middel van machtiging wordt de verschuldigde contributie van leden en VVV-SIB leden op 1 november van het contributiejaar afgeschreven. Van leden en VVV-SIB leden die na 1 november van een lopend contributiejaar lid worden, wordt de contributie op 1 juni afgeschreven.

Artikel 39

1. Tot lid van Commissies zijn leden benoembaar.
2. Uitzondering hierop is het VVV-SIB bestuur, hier zijn tevens VVV-SIB leden benoembaar.
3. Ereleden en VVV-SIB leden kunnen als adviserend lid zonder stemrecht worden toegelaten, met uitzondering van het in art. 39(2) genoemde VVV-SIB Bestuur dat wel stemrecht bezit.

Artikel 50

1. Een Dispuut bestaat uit leden van de vereniging en eventueel ook VVV-SIB leden.
2. Leden kunnen van maximaal twee Disputen lid zijn. Onder dit maximum vallen alle varianten van lidmaatschap van een Dispuut.
3. Een Dispuut kent een minimum van vijf leden. VVV-SIB leden worden hierbij niet meegerekend.

Artikel 67

Ereleden en VVV-SIB leden hebben slechts toegang tot vergaderingen van de vereniging indien zij daartoe zijn uitgenodigd door de ALV of het Bestuur.

Artikel 90

Bij toetreding als lid, erelid of VVV-SIB lid heeft men recht op een exemplaar van de Statuten en de reglementen van SIB-Groningen en van SIB-Nederland tegen kostprijs.

Artikel 91

Ieder lid, erelid of VVV-SIB lid wordt geacht de bepalingen van de Statuten en de reglementen te kennen.

Artikel 92

Na vaststelling van wijzigingen in het reglement worden aan de leden, ereleden en VVV-SIB leden de wijzigingen bekend gemaakt.

****English****

Article 7

1. SIB-Groningen has a network of alumni, the Vereniging Vrienden van de SIB (VVVSIB).
2. Every former member of SIB-Groningen can become a member of VVV-SIB.
3. The contribution for VVV-SIB membership amounts to at least fifteen (15) euros for persons whose membership started after 1 May 2017, in accordance with article 15. For VVV-SIB members whose membership started before 1 May 2017, the minimum contribution is five (5) euros.
4. Membership of a VVV-SIB member can be ended mutually in writing at all times. The full annual contribution shall nevertheless remain due.
5. Cancellation on behalf of the Association is done by the Board with reasoning.

Article 8

1. Except for the rights and obligations that are assigned to or imposed on members of VVV-SIB by or as per Statutes or the R&R, they have the right to attend all the events that are organised by the Association.
2. Article 67 applies to the GMA and meetings.

Article 9

1. VVV-SIB possesses a committee, hereinafter referred to as the VVV-SIB Board.
2. The VVV-SIB Board has at least a President and a Treasurer. These functions need to be fulfilled by members of the SIB or members of VVV-SIB.
3. The Secretary of SIB-Groningen takes a seat in the VVV-SIB Board as a general member.

Article 10

1. The VVV-SIB Board is appointed for an indefinite period.
2. In case of a vacancy within the VVV-SIB Board, all members of VVV-SIB and the members of SIB-Groningen will be informed in writing.
3. VVV-SIB members and SIB-members that are interested get one month to express their interest to the VVV-SIB Board.
4. The remaining members of the VVV-SIB Board will choose a new member out of the interested members of VVV-SIB and SIB.
5. If there are no interested persons to form a VVV-SIB Board, the SIB-Board will carry out the tasks of the VVV-SIB Board.

6. Within the VVV-SIB Board it is not possible that all Board members change at the same time. The period between the change of Board members shall be at least two months.

Article 11

1. The VVV-SIB Board gets access to the membership administration of SIB-Groningen. The Secretary of SIB-Groningen is responsible for the maintenance of the membership administration.
2. SIB-Groningen carries financial responsibility for activities organised by the VVV-SIB Board.

Article 15

3. The contribution of members and members of VVV-SIB will be withdrawn on the 1st of November. For members and VVV-SIB members that have become a member after the 1st of November of the ongoing contribution year, the contribution will be withdrawn on June 1st.

Article 39

1. Members can be appointed to Committee members.
2. The exception to this is the Board of VVV-SIB, to which also VVV-SIB members can be appointed.
3. Honorary members and VVV-SIB members can be admitted as an advisory member without voting rights, with the exception of the VVV-SIB Board, mentioned in art. 39(2), that does have voting rights.

Article 50

1. A Dispuut consists of members of the Association and, if so desired, of members of VVV-SIB.
2. Members can be a member of a maximum of two Disputen. All varieties of membership of a Dispuut count for this maximum.
3. A Dispuut has a minimum of five members, excluding VVV-SIB members.

Article 67

Honorary members and members of VVV-SIB shall only have access to Assemblies of the Association on the invitation of the GMA or the Board.

Article 90

On the accession as member, honorary member or member of VVV-SIB, one has the right to get a copy of the Statutes and the Rules & Regulations of SIB-Groningen and SIB-Nederland at cost price.

Article 91

Every member, honorary member or member of VVV-SIB is expected to know the provisions of the Statutes and the Regulations.

Article 92

After determination of changes in the regulations, these shall be notified to the members, honorary members and members of VVV-SIB.