

# Policy Plan 2021-2022

The 39<sup>th</sup> Board of Faculty Association SHARE



# Chapter 1 – Introduction

By opening the upcoming academic year, there comes an end to the Board year of the 38<sup>th</sup> Board. We would like to thank the 38<sup>th</sup> Board for their effort and hard work during the past year. They have accomplished great things, both study- and non-study-related. They adapted to situations no one could have ever think of. Every organised online and offline activity was a great success, and we have enjoyed all of them.

By staying active as a faculty association, SHARE creates an environment for people to stay connected during uncertain times. SHARE represents sharing; sharing skills and knowledge, sharing moments and sharing memories. SHARE stands for creating new ways to get to know fellow students, healthcare professionals and yourself. As a member, you contribute to these values, and so will the 39<sup>th</sup> Board.

As the new Board, we are taking over where the 38<sup>th</sup> Board has left off. From the 16<sup>th</sup> of September 2021, we, as the 39<sup>th</sup> Board will take over all tasks from the 38<sup>th</sup> Board. From now (the General Assembly, Change of the Board) onwards, the 39<sup>th</sup> Board will carry responsibility for F.A. SHARE. This Policy Plan consists of the composition of the Board, the daily functioning, the committees, our Policy Plan and how our Policy Plan builds upon the Multi-Annual Plan.

The 39<sup>th</sup> Board has come up with three main goals to serve as guidance during the upcoming academic year:

- Grow within the community
- SHARE (y)our party
- Luminous Lustrum

## 1.1 Motto and motivation

*“Build your future and get involved through engagement”*

Our motto consists of two elements. Building a future and getting involved through engagement. Both parts can be interpreted in a formal, as well as an informal way. “Building a future”, refers to growing within and through SHARE. Members connect with SHARE in the beginning of, throughout and after their academic years. Through these members, SHARE has developed a network with many professionals, businesses, and organisations in the healthcare sector. For building our members’ future in a formal way, we organise activities like the Health Business Week, where our members are provided with opportunities to broaden their network. Next to the Health Business Week, our Lustrum year will add a handful of other ways in which our members can connect in a formal way, for instance, by organising activities such as a seminar. These activities create the opportunity to have conversations, be curious, learn, and connect with influential, new, and innovative companies and professionals.

On the other hand, our members are provided with loads of activities and trips where they can build their future in a more casual, informal way. Faculty Association SHARE is about recruiting new members and connecting them both to our association as well as with each other. Through our activities and trips, these connections can be built and maintained throughout the academic year, and hopefully even after our members’ student years. Our members can meet each other regularly during events, drinks, and trips and even in uncertain times, SHARE provides her members with opportunities for online meetups. We believe that within our association, relationships are made that will last a lifetime. During the

upcoming year, we will continue to support this by continuing to organise drinks and activities on a regular basis. Hopefully, we are able to organise more offline activities, as COVID-measurements are easing off.

The second part of our motto is "get involved through engagement". If you engage, you stay involved with other members. Our faculty association has always been a safe place to meet up with friends and getting to know new people. We believe that it is important to not only engage with friends you already made, but also be open to create new ones. SHARE's initiative 'Socialize With SHARE', is a great example of this. This year we want to broaden the opportunity to get and stay involved with our faculty association and each other. Each year we provide our members the opportunity to participate in a committee. Within these committees, you work closely together with other members, and you get to know them better. Furthermore, to give everyone the opportunity to get involved, we plan to actively promote the various drinks, activities, and trips that we are organising the upcoming year. Like previous years we will promote these on our social media channels, Canvas and through push notifications in the app, word of mouth can also be a helpful way to promote these activities. During the first lecture of this year, we reached (almost) every first- and second-year bachelor student Health Care Policy and Management, by talking them through a slideshow, showing all the opportunities. Committee members can also stimulate their friends who are not active yet, to sign up. In the entrance hall of Bayle and next to our board room, we will put up posters with our agenda and promotion for the activities.

Getting involved also refers to social participation, which we, as the 39<sup>th</sup> Board, think is very important. During the upcoming year, we would like to raise more attention for charities and activities that stimulate social participation. We think these activities are important as there are so many people who need a helping hand. Through engaging, we can support these people and make them feel involved. Moreover, for SHARE it is desirable to be socially active in our society. By being active in our society, we can build our future, which refers the first part of our motto. The 39<sup>th</sup> Board is eager to stimulate members to be active and visible in their own and our community.

The past year has been a memorable year for unprecedented reasons. Because of constantly changing COVID-19 measures, and many uncertainties, this year has mostly taken place online. We have good hope we can arrange more physical activities in the upcoming year since most people are already vaccinated. Our top priority is for our members to get to know each other, our association, and engage. In the academic year 2020-2021, first year students did not have as many in person opportunities to get to know our association, or each other. Thus, we want to accentuate, showing freshmen, second year students and (pre-)master students about what we, as an association, have to offer them, to increase the number of members. We will explain this later in this policy plan. This way, all students engage, broaden their formal and casual contacts, and most of all, have an unforgettable year.

The goals mentioned above are ambitious, therefore input of our members and other (faculty) associations is of utmost importance for the upcoming Board year. By sharing information and ideas about certain topics, for example how to deal with COVID-19-measures, we can learn from each other. By doing so, we are very sure we are improving our functioning. Of course, we will make sure to take the opinions of our members in account when responding to the COVID-19-measures.

We are highly motivated to build our future and engage with our members and society

through involvement. We are looking forward to working together as a Board, and with our members and other (faculty) associations. We want to offer the members of our faculty association formal, as well as more casual opportunities to broaden their horizon, create (professional) opportunities and to make memories together.

## Chapter 2 – Main goals

### 2.1 Grow within the community

The first main goal of the 39<sup>th</sup> Board is to grow within the community. The community can be the community of Rotterdam but by community we are referring to the community of health care professionals too. Previous Boards have started collaborations with charity organisations. We would like to continue these collaborations, to promote volunteering and engaging in the community of Rotterdam. Besides that, we want to proceed 'SHARE your Future'. As young professionals, in times like these, it is highly relevant to engage with other healthcare professionals. Therefore, we think it is important to promote growing in the professional community, as well as the community of Rotterdam.

Our first main goal "grow within the community" consists of two parts. The first part we are discussing is growing into the community of healthcare professionals. To achieve this goal, we are building on what already has been done by previous Boards. Starting with 'SHARE your Future', which is a great initiative. We would like to evolve the project by uploading it as a podcast on a streaming platform. 'SHARE your Future' provides an opportunity for our members to think about their futures and the possibilities in the work field. This way, members are engaging in the community of healthcare professionals. It is also a possibility for companies to pay for a place in a 'SHARE your Future' episode. The 38<sup>th</sup> Board changed the vacancy page so that companies do not pay for each time they want to publish a vacancy, but they pay for a spot on the vacancy page which they can fill whenever they have a job offer. Because we think this is the most durable way for organisations to promote their vacancies, we want to pursue the way the vacancy page is equipped now. Thanks to the vacancy page, members can gain experience by working in addition to studying. In this way the professional community is more approachable for our members as the vacancy page is easily accessible for companies to publish their vacancies and therefore will always have lots to offer to our members for them to grow within the professional community.

Throughout the year, there are many opportunities for our members that will contribute to the professional development of our members. One example is our annual Health Business Week, where the focus lies on expansion of the horizons of our members. For the sake of the future of the Health Business Week, it's important to make ESHPM students, potential speakers, sponsors and professionals acquainted with the Health Business Week. We try to do this by encouraging the Health Business Week Committee to involve healthcare and medicine students from other universities through advertisements. We will do this to broaden the variation of the participants of the Health Business Week. Moreover, we can use our network and our social media platforms to make sure every interested party can accompany us on the biggest healthcare related career week in The Netherlands. This year the Lustrum will take place. During the Lustrum month, May, we also want to emphasise the importance of growing within the professional community for which the Lustrum Committee is responsible. Thus, the study-related activities organised in the Lustrum month can be a great addition to the Health Business Week when it comes to stressing the importance of the professional community.

The second part of this goal is growing within the community of Rotterdam. Through building partnerships with multiple organisations within the community of Rotterdam, we want to promote volunteering. For us, this is a way to improve health and prospects in Rotterdam. As fellow residents of Rotterdam and healthcare students it is important to contribute to the future of the city. This will also allow our members to be active in the community which will have a positive impact on their resume and therefore may also improve their prospects on the job market.

For example, by continuing the collaboration with NLCares, our members will be able to volunteer outside of the healthcare sector, by, for example, helping refugees in learning about the Dutch culture, thus gaining experiences students normally would not have. Next to pursuing the collaboration with NLCares we will also start new collaborations with different charity organisations. Another possibility could be to look into initiative that have been set up by students and explore whether we can contribute to these initiatives. By meeting multiple organisations, our members will create a network for the future. This, and other initiatives will be organised by the Board. To stimulate students to join these events we want to integrate the events within the Committee Clash.

Furthermore, as the 39<sup>th</sup> Board we would like to emphasise the importance of helping people around you. Since SHARE is, in a way, connected to the healthcare sector, it would be a great opportunity to especially help people in that sector. We want to organise a charity event, as mentioned above, to create opportunities for members to help others. By integrating volunteering possibilities within the events page on the website and app we strive to make volunteering more approachable. An example of an event that we want to organise is a fundraiser where members can donate clothes and other objects. The easiest way for all parties is to make sure this can happen as directly as possible so that SHARE does not have to act as an intermediary.

## 2.2 Shape SHARE's Society

The second policy goal of the 39<sup>th</sup> Board is to shape SHARE's society. This goal contains the focus on socialisation of all (potential) new members, as well as students of Health Policy and Management who are not yet familiar with SHARE. Besides investing in all our current members through events, trips and existing platforms, we want to involve new members and enthuse non-member students about our association.

For first year students, SHARE is something new. And the first opportunity for us to reach these students is during the Eureka week. During the Eureka week we continued the trend of actively promoting SHARE at the stand and surprised new members with a goodie bag. Furthermore, we enthused the students during a lecture given by two Board members. Even after the Eureka week we are continuously promoting our association amongst first year students. Starting off at their first lecture where we promoted becoming an (active) member by joining a committee.

Then, concerning second year students, we believe there are a lot of students who are not yet members but who we can still attract. With our enthusiasm and connections with second year students we hope to attract them as much as possible. The second year students who already are members may not be that involved in our association yet, as socialising in an online environment may remain challenging. In the upcoming academic year, it will most likely be possible to organise more in person events. These events will improve the involvement of these second year students. Furthermore, to make sure (pre) master students feel connected with SHARE, we want to organise two master events and/or a Lustrum activity exclusively for master students. Think about an educational lecture or a dinner for master students only to create connections between these students. One activity we want to organise is the 'Health Talks'. This symposium is fully in English which will broaden the accessibility for master students. However, even though the 'Health Talks' were initially meant for master students, we encourage bachelor students to attend. This way, bachelor and master students will meet each other, which allows them to build a network. Moreover, we want to collaborate with ESHPM to organise these 'Health Talks', which will strengthen our bond and will increase the relationship between ESHPM and her students.

Nonetheless, as the upcoming year is a Lustrum year, which will be all about (re)connecting, we are under the impression that we can involve students of every bachelor and master year. Likewise, our activities, events and social media platforms will facilitate connections between our members. Think of Canvas, which has a great scope and the private Facebook groups of each year where our members can connect with students of the same year, which will also reach third year bachelor- and master students.

Certain initiatives taken by previous Boards, which the 39th Board supports, will now be discussed. First, the Buddy System, which provides a platform where our members ask for help. We, as a Board, must make sure every member knows what opportunities they have. If students approach us, we can connect them to a student who can provide guidance. More information about the Buddy System can be found at the function description of the Manager of Education.

The 'SHARE your Break' initiative of the 38th Board was introduced as the Boardroom was temporarily closed due to COVID-19. We think this offered our members a great alternative to get in touch with the Board and fellow students. If a similar situation occurs during our Board year, we will absolutely be amenable to using a comparable platform to reach our members. Nevertheless, we hope that we can welcome our members in the Boardroom again as soon as possible.

Lastly, the 38th Board came up with the initiative of 'Socialize with SHARE' as some students had difficulties connecting with each other through online education. As this initiative was a great success and is also useful during more stable times, we will continue using 'Socialize with SHARE', even if the year will be without restrictions. So, by continuing with this initiative we will not only help people make new connections, but also reconnect people.

### 2.3 Luminous Lustrum

As many of you already know, the upcoming academic year will be SHARE's Lustrum year. Since the Lustrum occupies a significant part of our Board year, we decided to dedicate one of our three main goals to the Lustrum.

In a Lustrum year we celebrate the five year anniversary of the association. During the upcoming Lustrum year we want to provide a year in which the values of SHARE become clearer than ever. SHARE is a community. That is why we want to not only involve current members but also involve reunions, where old (Board) members can join us. The Lustrum is for everyone, and it is supposed to become a year full of partying, socialising at fun events and lots of original activities. We hope to reach old (Board) members as these members have often been very supportive to SHARE but may not be involved anymore. Though, these members deserve to be a part of this special year and we are looking forward to seeing them at our events. We want to achieve this by giving old Board members a special place in the Almanac and by seeking direct contact with them. Needless to say, current members and freshman members will be actively involved as well.

An activity that the 39th Board is enthusiastic about is an activity where other (Faculty) Associations can join us to have a drink. This way we, as a Board, can broaden our network and become socially involved with other Boards which creates a better relationship. Moreover, this enables us to collaborate and easily organise activities together with other associations so that our members can meet each other. Besides these advantages, it is a great way for our members to broaden their network too. We can organise this through Interfaculty or even KORF.

Another interest that the 39<sup>th</sup> Board carries is showing that SHARE members care about their surroundings and community, as becomes clear from the title of the first main goal. This could be done by having a charity day in the Lustrum month. This way, not only the

idea of having a good time will be accentuated, but also the thought of giving and looking out for one another is conveyed.

During the Lustrum we want to enlighten SHARE members with both study and non-study - related activities and informative workshops. In addition, we want to offer SHARE members the opportunity to be part of many unique events and make everyone feel welcome. Together with the Lustrum Committee we want to organise a Lustrum that will be remembered by all the participants. Therefore, it is our ultimate goal to have a Lustrum enjoyed by everyone.



## Chapter 3 – Board composition

### 3.1 President

Merel Buiter

- Chairs the Board meetings and General Assembly (GA);
- Delegates tasks;
- Motivates the 39<sup>th</sup> Board;
- Composes the Flashmail;
- Composes the Committee Mail;
- Maintains relations with other associations;
- Maintains relations with ESHPM and EUR;
- Takes seat in the Nationwide consultative body of study associations related to healthcare sciences (LOBEG);
- Takes seat in the Overarching Council of Faculty Associations of Erasmus University (KORF);
- Takes seat in the Interfaculty Rotterdam;
- Gets together with the Advisory Board;
- Supervises the representation of SHARE within the Health Business Week Committee;
- General member of the Board in the Lustrum Committee.

### 3.2 Secretary

Fabiënne Geerling

- Monitors the incoming and outgoing mail, including the Board mail;
- Responsible for GDPR compliance;
- Keeps the member register up to date;
- Notes during meetings and shares the records afterwards;
- Creates and presents the secretarial annual report at the General Assembly;
- Sets up and adjusts the activities agenda throughout the year;
- Maintains contact with SHARE's contracted bar;
- Responsible for the peripheral matters for a General Assembly (location, formal documents of the association etc.);
- Organises the Opening Activity;
- Organises the Old Board Activity;
- Supports the Secretaries within the committees;
- General member of the Board in the Lustrum Trip Committee.

### 3.3 Treasurer

Pieter Wijers

- Monitors the finances of SHARE;
- Keeps an eye on SHARE's cash flow;
- Prepares an estimate and presents the half-yearly financial report and the financial annual account at the end of the year;
- Contact person for the Audit Committee;
- Supports the treasurers of all committees;
- Coordinates the pre-authorized debit;
- General Member of the Board in the Ski Trip Committee.

### 3.4 Manager of Education and Vice President

Manon van der Nol

- Represents students regarding academic matters;
- Maintains relation with ESHPM;
- Organises the teacher of the year election;
- Responsible for contact with ESHPM-council;
- Participates in faculty council;
- General member of the Board as chairman of the Education Council;
- Coordinates the Buddy System;
- Coordinates the book sales;
- Responsible for 'SHARE your Future';
- Responsible for the 'SHARED Study Spaces';
- Responsible for the contact with the OSC & Studystore;
- Stands in for President in case of absence;
- Gets together with the Advisory Board;
- Takes seat in the Nationwide consultative body of study associations related to healthcare sciences (LOBEG);
- General member of the Board in the Events & Freshmen Weekend Committee.

#### Book Sales

In order to provide an easy way for members to buy books, SHARE has collaborated with the Studystore the past few years. Although we acknowledge the fact that the number of students who buy books decreases, we would still like to continue this collaboration for those who still prefer to buy physical books. However, we strive to increase the sales by intensively promoting through our social media channels, such as Facebook, Instagram, our own SHARE website and app, and Canvas. The Manager of Education, Manon van der Nol, and the Manager of Communication, Annika de Witte, are responsible for this promotion.

During several periods of time this year, members can buy books with a discount of 10% on Dutch books and 14% on English books, the Manager of Education shall inform our members when they can make use of this discount. The commission received for the book sales is one of our sources of income.

Furthermore, the OSC supports us by forming the bibliography of the required books for each year in the bachelor and master. The Manager of Education will liaise with the OSC to make sure these lists are presented to our members on time.

#### Education Council

The main purpose of the Education Council is to create a way for students to give their opinion about the education at ESHPM. Two or three representatives of each bachelor year, who work on a voluntary basis, will take seat in the Education Council to represent all students of that academic year. It is important to know that the Education Council is a collaboration between F.A. SHARE and ESHPM, which both parties benefit from.

Once every two months, the Education Council meets to discuss several topics; points the students have come up with and topics ESHPM would like to know more about and get an opinion on.

We will start promoting the Education Council via our social media channels in September, to ensure that enough students will apply. Furthermore, we would like to visit lecture halls to introduce this initiative to those who do not follow SHARE on social media. However, if lectures will be given online like last year, we will ask ESHPM for permission to show a video or inform students about the education council during one of the lectures. Moreover, the students are given a certificate at the end of the year to thank them for their efforts, and to

motivate students to apply; this will also enable them to add the participation to their resume. To ensure visibility throughout the year, the representatives are given a sweater at the beginning of the year.

Currently, the Education Council only runs in the bachelor's program, but we strive to introduce the concept in the master's programs as well. By collaborating with ESHPM about their opinion on how to reach master students and how to make it more efficient, we hope to initiate the council in the master's programs. Moreover, from the beginning of the year we will actively start promoting the advantages of the Education Council in the different master's programs to motivate students to participate in the council.

### Buddy System

The Buddy System is a way for students to give or receive extra explanation about a specific subject. This year we would like to continue this initiative. By promoting the system on, among others, our social media channels we hope to find enough tutors who are willing to give help and students who could use support. We will be doing this by sending messages on our Canvas page or in one of our Facebook groups. We would also like to collaborate with ESHPM to promote the system during lectures and tutoring groups. The Manager of Education coordinates the Buddy System, she will connect tutors and students.

Moreover, the Buddy System could be used to monitor the education given at ESHPM. If there is a certain subject where many people need help, we might discuss this with ESHPM and find out what the cause of these problems is.

### SHARE your Future

The 38th Board of our association initiated the project 'SHARE your Future'. By interviewing alumni, we hope to give our members a better idea of what they can do and become after following an education at ESHPM. We would like to continue this initiative and expand it even further by for example collaborating with the Health Business Week. We would like to interview the companies which participate in the Health Business Week or give them the opportunity to sponsor the show which allows them to be promoted. This way students will not only be informed what they can do after their study, but we will also excite them to participate in the Health Business Week. The Manager of Education will find suitable alumni to interview and will also interview them.

### SHAREd Study Spaces

Although the physical approach to the SHAREd Study Spaces was not possible the past year, we would like to continue this initiative and hopefully be able to organise it on campus. The SHAREd Study Spaces enable students to study together and help each other. Alongside a place to study, students will also receive drinks and food from SHARE. The Manager of Education will arrange the SHAREd Study Spaces.

## 3.5 Manager of Communications

Annika de Witte

- Makes a promoting schedule and keeps it up to date;
- Management and design of the SHARE social media;
- Head management of the SHARE website;
- Head management of the SHARE app;
- Makes sure the promotion materials of SHARE's activities are appropriate;
- Management of the promotion distribution;
- Maintains the corporate identity;
- Organises the committee days;
- Keeps track of the Committee Clash;

- Stimulate members to be active members within SHARE;
- General member of the Board in the Marketing & Almanac Committee;
- General member of the Board in the Academic Committee.

### Committee Clash

The Manager of Communication of the 39<sup>th</sup> Board, Annika de Witte, will continue to organise the Committee Clash. In the previous years, the importance of the Committee Clash has been shown; it creates a fun rivalry between the committees, which builds connections. These connections can lead to interesting collaborations between different committees and this is something we want to stimulate. The Manager of Communications will be allocating the points through the point system of the 37<sup>th</sup> Board of SHARE. This year the committees have the chance to obtain special points, Lustrum points. During the year the Manager of Communications will announce where and how committees are able to score Lustrum points. The rules of the Committee Clash and the formula for allocating the points are explained in Annex 1.

### SHARE App

This academic year we will continue to use the SHARE App. Our members can register for events, drinks and trips by being forwarded to the SHARE website. They can view photos of past activities and view the pages also shown on the SHARE website. An adaptation to the app will be a way of incorporating the app in the Lustrum year. An example of such adaptation is a Lustrum page in the SHARE app, this page can be made in collaboration with the Lustrum Committee and Lustrum Trip Committee. The app is still in trial, so the Manager of Communications will evaluate the app throughout the year. Evaluation is critical to make sure the app is functional and to see if the use of the app is increasing amongst our members.

## 3.6 Manager of External relations

Merlijn Dries

- Coordinates, stimulates and develops sponsorship policy;
- Responsible for the sponsorship prices;
- Maintains the sponsorship contracts;
- Retains the existing and new contacts and external relations;
- Maintains contact with the aBMG;
- Maintaining contacts with charity organisations;
- General member of the Board in the Health Business Week Committee;
- General member of the Board in the Eurekaweek Committee.

### Interaction between SHARE & the Health Business Week

Last year, the Health Business Week took place online due to the pandemic. Despite the online program, the Health Business Week was a huge success! This year, we hope that the largest healthcare related business week in the Netherlands can take place physically again. The Health Business Week Committee will investigate the possibilities of a hybrid Health Business Week because of last year's success. We think a hybrid program will improve the Health Business Week because a broader scale of organisations will be interested in joining the Health Business Week. Furthermore, it becomes possible to recruit foreign organisations, which would not be able to join the Health Business Week physically due to the distance. Another advantage of a hybrid career week is that it is easier for students from all over the Netherlands to participate. Each year, SHARE's network is expanding, and the association is growing. Also, the possibilities and opportunities regarding professional

growth in the care sector are expanding each year. This makes it possible for the Health Business Week to keep growing each edition.

Following the example of the 36<sup>th</sup>, 37<sup>th</sup> and 38<sup>th</sup> Board, Manager of External Relations Merlijn Dries will remain present at all meetings of the Health Business Week Committee and will be the general member of the Board in the committee this year. Merlijn will act as an intermediary between the Health Business Week Committee and the 39<sup>th</sup> Board of SHARE whenever there are issues regarding the advocacy of SHARE members. At all times, Merlijn will prioritize the interests of SHARE's members. SHARE's President, Merel Buiters, will assist him in these meetings when desirable necessary. Merel will be present during these meetings once a month to monitor the progress of the Health Business Week. The President also assists in the representation of SHARE during the Health Business Week.

### Achieving acquisition goal

For the purpose of achieving the acquisition goal this year, it is as important to reach out to cold contacts, as it is to maintain contact with our warm contacts.

Furthermore, a way to achieve the acquisition goal is via selling Instagram stories to partners. Partners will get the opportunity to film and share videos of workdays in their offices with SHARE. SHARE then will post these videos on her Instagram. There is a maximum amount of videos that the companies can share each day. By doing this, partners can share information about their company in an accessible way. In this way, students get the possibility to learn about partners and how working in their organisation looks in an informal way.

Next to that, the 39<sup>th</sup> board will be focusing on recruiting health insurers as partners, just like the 38<sup>th</sup> Board did. This is not only because this industry can be very exciting for our members to work in after their studies, but also because students can be an interesting target audience for health insurers.

In addition, we want to start using the business software tool Salesforce. Salesforce is a Customer Relationship Management system. This year we strive to carry on putting all the (contact) details of partners into this program and pursue using this system as the main program for relationship management.

## Chapter 4 – Daily functioning

### 4.1 Opening hours

The Boardroom, Bayle J7-35, will be open from 11.00-15.00 on weekdays. This way, students will always be able to come and visit. Staying in touch with all members is important to make sure they are still involved.

Because times are still uncertain, we will have 'SHARE your break', the initiative from the 38<sup>th</sup> Board, as a back-up plan. If a situation arises in which we will not be able to open the Boardroom, we want to create the opportunity for our members to stay in touch. When the Boardroom is not open, it is important for our partners and other external parties to know how they can reach us. Therefore, we believe it is a good idea to let them know they can always send an email to the Board or leave a voicemail if they need anything or have a question.

### 4.2 Flashmail and Committee Mail

Every week we will alternate between the Flashmail and the Committee Mail. Through the Flashmail, all members will be informed about developments and activities within the association. This mail also includes promotion for upcoming activities. All committee members will receive the committeemail, containing important developments and announcements specifically addressed to the committee members. Committee Clash updates will also be attached in this mail.

### 4.3 Opportunities for committees

If current COVID-19 measures allow, committees will be able to use a meeting room at Bayle for their meetings. The General Member of the Board of each committee will make this reservation. When the situation does not allow physical meetings, the general member of the Board will make sure there is a Zoom link available that the committees can use. Besides providing conference rooms, we will organise an event for members who have joined a committee. Here, committees have the opportunity to meet other active members.

### 4.4 SHARE online

Our association will be using the internet to create and maintain support among its members. By using the internet, a wide reach can be achieved, both among members and non-members. Therefore, it is important to keep the social media sources up to date. Manager of Communications, Annika de Witte, will be responsible for SHARE's Facebook page, Instagram account, the LinkedIn page, the YouTube Channel and the management of the SHARE website and SHARE app. Additionally, it is important to keep other platforms such as Canvas up to date. The Health Business Week website and socials will be the responsibility of the committee itself; however, the Manager of Communications will support the committee when necessary. On all these channels our activities, photos, videos and messages will be posted.

The 39<sup>th</sup> Board will keep in touch with members through the online platforms, creating a place for members to share ideas and connect with each other and the Board. During the Lustrum year communication to new-, active-, non- and old- members is very important and will be a priority. The use of a broad range of social media platforms is a way to connect with current, new and old members. By physical communication we will introduce members to the SHARE social media and inform them that this is an easy way to stay updated.

### 4.5 Votes

The 39<sup>th</sup> Board of SHARE consists of an even number of Board members. If ever there will

not be a majority when making decisions, our President has a vote counting for two. This will ensure that a decision can be made.

#### 4.6 Archive

The archive includes documents, supporting the Board and several documents describing the (daily) functioning of the association. We, as a Board, will make sure both the physical, and the online archive will stay up to date.

## Chapter 5 – Committees

During the academic year 2021-2022 the following committees will be active within SHARE: the Academic Committee, Audit Committee, EurekaWeek Committee, Events & Freshmen Weekend Committee, Health Business Week Committee, Marketing & Almanac Committee, Lustrum Committee, Lustrum Trip Committee and the Ski Trip Committee.

Due to the Lustrum, the Short Trip will not take place this year. This means that the Freshmen Weekend will be organised by the Events Committee, thus these two will be combined into the Events & Freshmen Weekend Committee. Furthermore, the Study Trip will be replaced by the Lustrum Trip and the Lustrum Trip Committee will be introduced in September. As the Dies is an element of the Lustrum month, which will be organised by the Lustrum Committee, the Dies & Drinks Committee will be dismissed for the year 2021-2022. The 39<sup>th</sup> Board will take responsibility for arranging several themed drinks throughout the academic year at our local pub.

### 5.1 Academic Committee

The Academic Committee organises various study related activities throughout the year. There will be several types of activities, such as visiting a museum or participating in a lecture or masterclass. All these activities will be interesting, educative, and fun new experiences. To guide the Academic Committee, Annika de Witte will take place as general member of the Board.

The Academic Committee will be formed as follows:

- Chairman
- Secretary
- Treasurer
- Event Manager
- Manager of Promotion
- General member of the Board: Annika de Witte

### 5.2 Audit Committee

The Audit Committee is formed at the beginning of the year at the General Assembly Change of the Board. Treasurer Pieter Wijers, can ask members of Faculty Association SHARE to take seat in the Audit Committee, which mostly consists of old Board members. It is possible for other members to apply for the Audit Committee but this is uncommon. The Audit Committee checks the cash flows and the accountancy from Faculty Association SHARE four times a year and will give financial advice to the Treasurer. However, it is possible for the Treasurer to ask the Audit Committee for advice at any time throughout the year apart from the mandatory four times a year.

### 5.3 EurekaWeek Committee

The EurekaWeek Committee is the only committee that will not be installed during the General Assembly Change of the Board, but during the Half-yearly General Assembly. All activities in which Faculty Association SHARE will participate during the EurekaWeek, will be organised by this committee. To expand our association, members of this committee will represent SHARE the entire week. To guide the EurekaWeek Committee, Merlijn Dries will take place as general member of the Board.

The EurekaWeek Committee will be formed as follows:

- Chairman



- Secretary
- Treasurer
- Manager of Promotion
- General member of the Board: Merlijn Dries

## 5.4 Events & Freshmen Weekend Committee

The Events & Freshmen Weekend Committee is responsible for organizing non-study related activities throughout the year, except for the Lustrum month May. These activities can vary from sport related events to a party. An important component of these events is its originality. Moreover, we would like to encourage this committee to continue the tradition of the annual Christmas Dinner.

Furthermore, the Events & Freshmen Weekend Committee will take over the task of the Short Trip Committee to organise the annual Freshmen Weekend. It is their responsibility to find a location and fill up the day with activities. To guide the Events & Freshmen Weekend Committee, Manon van der Nol will take place as general member of the Board.

The Events and Freshmen Weekend Committee will be formed as follows:

- Chairman
- Secretary
- Treasurer
- Event Manager
- Manager of Promotion
- General member of the Board: Manon van der Nol

## 5.5 Health Business Week Committee

The Health Business Week is the biggest healthcare related business week in the Netherlands. The Health Business Week committee will be responsible for the organisation of the activities during this week. During the Health Business Week bachelor students, master students and other people with interest in healthcare will get the possibility to develop themselves on a professional level. Among the activities that the Health Business Week will organise are workshops, company presentations, business cases, a debate, seminars, network drinks and more. These activities enable members and other participants of the Health Business week to develop themselves, meet new people and companies, expand their network and discover possible careers. Attending the activities during this week will increase students' chances of getting a job after their bachelor/(pre-)master.

The Health Business Week Committee of 2022 consists of the following members:

- Chairman: Samira Chaïm
- Secretary: Bente Alderlieste
- Treasurer: Isolde Dingeman
- Marketing Manager: Marije Kaljee
- Marketing Manager: Nieke Rijdsdijk
- Manager of Acquisition: Mirthe van Balveren
- Manager of Acquisition: Marenthe Verhoeven
- Manager of Acquisition: Marloes Monster
- General member of the Board: Merlijn Dries

The Health Business Week Committee of 2023 will be formed right after the announcement of the 40<sup>th</sup> Board. This is to make sure that the general member of the 40<sup>th</sup>

Board will be involved with the committee from the beginning. The interviews and applications for this committee and the new Board will take place synchronously. To guide the Health Business Week Committee, Merlijn Dries will take seat as general member of the Board.

## 5.6 Marketing & Almanac Committee

This Lustrum year, the Marketing Committee will be expanded to the Marketing & Almanac Committee which will be responsible for making an almanac of the last 5 years, expanding the merchandise and making (after)promotion. This committee will consist of 6 committee members, this is one more than previous years. There will be a second Manager of Design to assist the committee. The reason for this is the extra tasks this committee has because of the Lustrum year. Besides the pre and after promotion of events and launching merchandise, they also need to make an almanac. To guide the Marketing & Almanac Committee, Annika de Witte will take place as general member of the Board.

The Marketing & Almanac Committee will be formed as follows:

- Chairman
- Secretary
- Treasurer
- Manager of Design
- Manager of Design
- General member of the Board: Annika de Witte

## 5.7 Lustrum Committee

The Lustrum Committee is responsible for all Lustrum-related activities throughout the year, especially in May. These activities can be study, and non-study related and vary from a wide range of possibilities. During the month May members can meet other (former) (Board) members, connect, and broaden their horizon. To guide the Lustrum Committee, Merel Buitter will take seat as general member of the Board.

The Lustrum Committee will be formed as follows:

- Chairman: Elise Choy
- Secretary: Melora Ninkeula
- Treasurer: Tobias Franken
- Event Manager: Cato Soethout
- Manager of Promotion: Falak Snabel
- Manager of Acquisition: Donna Dekker
- General Member of the Board: Merel Buitter

## 5.8 Lustrum Trip Committee

The Lustrum Trip Committee will be organising this year's Lustrum trip. As the upcoming year will be a Lustrum year, there will be just one trip besides the Ski Trip. The idea of a Lustrum Trip is that a somewhat more extraordinary location will be chosen to visit as there is extra money available for the Lustrum activities. Besides choosing a location, the committee is responsible for arranging transportation and coming up with all kinds of activities. Both study and non-study related activities will take place during the trip. To guide the Lustrum Trip Committee, Fabiënne Geerling will take place as general member of the Board.

The Lustrum Trip Committee will be formed as follows:

- Chairman

- Secretary
- Treasurer
- Manager of non-study related activities
- Manager of study related activities
- Manager of Promotion
- General member of the Board: Fabiënne Geerling

## 5.9 Ski Trip Committee

The Ski Trip Committee is responsible for organising the annual Ski Trip. The previous Ski Trip Committee has made a great start for the upcoming committee by choosing the destination of the next Ski Trip. Besides skiing and snowboarding, the committee members will provide a fun program. They will also choose a destination and accommodation for the next Ski Trip. To guide the Ski Trip Committee, Pieter Wijers will take seat as general member of the Board.

The Ski Trip Committee will be formed as follows:

- Chairman
- Secretary
- Treasurer
- Event Manager
- Manager of Promotion
- General member of the Board: Pieter Wijers

# Chapter 6 – Multi-Annual Plan

## 6.1 Internal Goals

### Automatic collection

For the past years the annual contribution of members is collected by automatic collection. The automatic collection represents the start of a financial sustainable Faculty Association SHARE. Before the implementation of the automatic collection, members had to buy their membership manually every academic year. Therefore, the automatic collection represents ease of use for members as they do not have to buy a new membership every academic year and it makes sure members do not forget to sign up at the beginning of a new academic year. Ultimately, this leads to a healthy membership base and generates a more reliable source of income for Faculty Association SHARE. Furthermore, automatically collecting membership fees is likely to generate even more growth in the number of members. Eventually, this leads to a more financially sustainable association. The current amount of automatic collections the batch can hold is 500. Currently we already have more than 500 members which means it is likely that next year the batch needs to be expanded in order to collect all membership fees.

### Anticipate on the preferences of our members

In order to make more decisions based on our members' preferences, and therefore create more involvement, we would like to use our social media channels. The 37<sup>th</sup> Board started involving members by using Instagram polls, we would like to continue this and use it more actively. For instance, when organising events, we can create a poll between two options and let the members choose. Additionally, we will also create polls in our app, that way people who do not have Instagram or do not follow us, will still be able to share their opinion.

Furthermore, we would like to introduce the idea of an anonymous suggestion box online. By using this, our members will have the chance to share their ideas for, for example, a Lustrum activity. This way we can strive for even more creativity and originality during the Lustrum year. Members can also use this suggestion box for tips or feedback.

### Involvement and visibility of members (specifically former (Board) members)

Besides recruiting new members, it is crucial to keep current members involved. Thus, it is important to not only act upon the wishes of new members, but also keep the preferences of the older SHARE members, master students for example, in mind. When we keep older members satisfied and involved, we create, maintain and expand sustainable memberships within our association. This is the reason why we want to organise more master only events to stimulate the involvement of master students. 'Master cafés' are a great example of activities that are interesting for our master students, in the year 2018-2019 'Master Cafés' became 'Health Talks', bachelor students can attend the talks since. The previous years, this possibility was not used much. We would like to revive this initiative and actively organise the Health Talks in the upcoming year. To keep the master students involved in our activities and drinks, we will kick off the year with an introduction video at the introduction day of HEPL and HCM.

Next to that, the visibility of master students and former (Board) members could play an important role in the involvement of members. It is our intention to make our members as visible as possible through our platforms. A way to expand the visibility of members is to create more insight for members on the Advisory Board, Audit Committee and former Board members. The 38<sup>th</sup> Board did this by involving the Advisory Board and the Audit Committee in the committee fees and the teambuilding fees because of the effort they put

into the association. Furthermore, we will continue treating the Audit Committee just like any other committee. This means a committee photo will be taken from them at the start of the year and they will be posted on the Committee page on the website. Additionally, they will join the Committee Clash, as they are a committee. The Advisory Board is not a committee but they will be invited for the Committee Day and the Committee 'Thank You' Day to thank them for the effort they made for SHARE. Visibility of the Advisory Board has been increased with the heading 'Advisory Board' on the site. This way our members have more insight in which people are part of the Audit Committee and of the Advisory Board.

To create visibility for (former) members and former Board members, the 'Members Of' page and the 'Former Board Members' page on the SHARE website were created. On these pages (former) (Board) members of SHARE talk about their experiences of their (Board) year. The 39<sup>th</sup> Board will preserve this page. By making former Board members more visible, you make them more accessible and you trigger interested parties for a new Board. This can be very helpful at the end of the year when applications for a new Board open. These pages will be maintained by the Board.

### General Assemblies

Throughout the academic year multiple General Assemblies take place. These General Assemblies facilitate involvement and visibility. However, we have experienced that by discussing matters that especially interest current and former Board members, regular members cannot really interfere. As a result, members can not engage.

To make sure members will do so, we, as a Board, need to facilitate a safe space to let them contribute to the discussion. We want to do so by setting them at ease. By holding the General Assembly in facilities like a club or café, we create a comfortable environment. Offering snacks and beverages will contribute to this comfortable environment.

Previous Boards have introduced the possibility for committees to present their progress and upcoming plans during a Half-Yearly General Assembly. By this initiative, all members will be more involved, and it gives committee members a chance to improve their presenting skills. The 39<sup>th</sup> Board wants to proceed with this initiative, also to improve attendance of SHARE's members. Members of committees are motivated to show up by the possibility of earning triple points in the Committee Clash.

### Sustainable internal communication

To maintain proper communication with our members, we want to use the following platforms of SHARE: Canvas, Facebook, Instagram, LinkedIn, our website and the SHARE app. We think it is very important to keep our members up to date about upcoming events, data and entertain them with pictures and short movies. And to reach the right audience we want to think about which platform fits certain information best. Such as LinkedIn can be used for posts about the Health Business Week or an event organised by the Academic Committee, whereas on Instagram all events and trip releases can be placed. Furthermore, we want to continue working with the Facebook groups for bachelor and master students. On these pages we can post information about SHARE related activities, but it more importantly offers the opportunity for students to connect and ask for help. The SHARE app is easily accessible and gives a clear overview of all pages which are also available on the website. The app will be used again in the upcoming year for sending reminders to our members about registering for events. Eventually, a promotion schedule will be made by the Manager of Communications, Annika de Witte, to make sure that activities will be promoted in time to reach a high attendance of members. This schedule will also contain information about the kind of platforms that will be used for promoting a certain event or trip.

## 6.2 External Goals

### Sustainable partnerships with other associations

Sustainable partnerships with other associations like our brother and sister associations, are of great importance. With brother associations we mean Faculty Associations that are connected to the Erasmus University Rotterdam. Sister associations are study associations related to healthcare sciences. First, there is the existence of Interfaculty Rotterdam, a great collaboration between study associations in Rotterdam. Interfaculty Rotterdam hosts parties throughout the year and organises a gala each winter. We strive to continue this collaboration.

In addition to that, the 39<sup>th</sup> Board plans to expand its network, just like the 38<sup>th</sup> did. We aim to organise events with associations with whom we have not organised many events in the past. For example, study associations outside of the Randstad. Next to that we strive to organise an event with some of the associations connected to LOBEG. By broadening our network, we gain new contacts and introduce our members to the members of other associations with other interests and disciplines. We also strive to organise an activity together with Cedo Nulli and ACE.

Furthermore, we will visit In De Smitse regularly to maintain contact with brother associations. As a Board we strive to meet other associations there so we can work on mutual contacts and explore ideas for collaborations together in an informal manner. We also will be present at events from brother and sister associations whenever we can to maintain contacts.

### Sustainable external communication

It is of great importance that the external communication of Faculty Association SHARE remains sustainable. This does not only mean that the communication to (new) companies and partners should be sustainable, but also the communication to (new) members. This is of importance to familiarise people with Faculty Association SHARE in an appropriate way and to strengthen the position of our association.

Sustainable communication consists of a few parts. First, valuable communication. Communication should be necessary and relevant. To provide consistent information, the Board discusses communication together as much as possible. In this way, there is a clear vision of the relevance and necessity of the communication. Secondly, accessible communication. The SHARE app makes it easy for members to obtain information about events or about the associations in an accessible way. To make our communications accessible to partners, the Board will make use of social media channels like LinkedIn, Instagram, Facebook, emails and contact by telephone in a professional way. Thirdly, visible communication. We will make sure that our communications will be noted by members and partners. We will do this by push notifications within the SHARE app. Next to the notifications the Board will use their socials and remain in close contact with members to convey communication. To make sure that our forms of communication reach our partners, we will ask them if our communications have reached them during phone calls and evaluate regularly to keep our external communication sustainable. Another thing we want to provide is that organisations always have contact with the same person of the 39<sup>th</sup> Board when they have contact with SHARE. In this way the communication will be more sustainable, personal and efficient.

### Sustainable relationship with ESHPM

For many years, ESHPM has supported Faculty Association SHARE not only financially but also by facilitating services, sharing their network and their knowledge. Therefore, it is of the highest importance to maintain close contact with ESHPM. We will do this by continuing

traditions such as the introduction dinner of the 38<sup>th</sup> and 39<sup>th</sup> Board with ESHPM at the beginning of the year. Moreover, our Manager of Education, Manon van der Nol, will mostly keep formal contact with ESHPM, whereas we as a whole Board will keep informal contact by going to drinks and other informal activities. Our President, Merel Buiters, will keep contact with the Daily Board of ESHPM.

Moreover, for us to remain close contact with ESHPM and therefore also with her students, we strive to organise an activity with ESHPM. Additionally, we will involve them in our Lustrum and will be active in their Lustrum in return.

## Chapter 7 – Other matters

### 7.1 Overarching Council of Faculty Associations of Erasmus University (KORF)

The Overarching Council of Faculty Associations of Erasmus University (KORF) consists of the following nine associations: ACE, Cedo Nulli, EFR, ERA, FAECTOR, JFR, MFVR, SHARE and STAR. Learning and helping each other gives us access to important information. It can be useful for ideas for events and drinks, General Assemblies et cetera. KORF creates one voice, one point of contact from which we can closely work together with Erasmus University regarding multiple matters. Every month when KORF meets, President Merel Buiter will take seat in KORF on behalf of the 39<sup>th</sup> Board of SHARE.

### 7.2 Nationwide consultative body of study associations related to healthcare sciences (LOBEG)

The Nationwide consultative body of study associations related to healthcare sciences consists of the following nine associations from across the country: Anguilla, Apollo, MSV Santé, Salus, SHARE, Sirius, Studiosi Mobilae, SV Helix and VIB. Through this body, all nine associations keep in touch, sharing ideas and helping each other with questions. Meetings take place every six weeks, President Merel Buiter and Vice President Manon van der Nol will take seat on behalf of the 39<sup>th</sup> Board of SHARE.

### 7.3 Interfaculty Rotterdam

Interfaculty Rotterdam is a partnership between the following associations: ACE, B&R Beurs, Cedo Nulli, FAECTOR, In Duplo, MAEUR and SHARE. This partnership serves expanding SHARE's network and remaining in good contact with other associations. It also gives our association the opportunity to work together on activities like the Interfaculty party and gala. President Merel Buiter takes seat in Interfaculty Rotterdam on behalf of the 39<sup>th</sup> Board of SHARE.

### 7.4 Advisory Board

When in need of advice, the 39<sup>th</sup> Board can ask the Advisory Board. They will also monitor the 39<sup>th</sup> Board's policy, maintaining and monitoring SHARE's traditions and making sure the Board pursues a policy that is in accordance with the Multi-Annual Plan. Moreover, the Advisory Board will report to SHARE's members during General Assemblies. The Advisory Board consists of six former Board members, with two members from each last three Boards. President Merel Buiter and Vice President Manon van der Nol will meet the Advisory Board at least four times a year. At request of the Advisory Board or SHARE's President, both parties can meet supplementary.

### 7.5 Membership fee

The membership fee for the academic year 2021-2022 will be €15,-. The membership is valid for the whole academic year and will automatically be extended at the end of the year unless a member terminates their membership before July 1st. Members can cancel their membership by mailing their cancellation to [secretary@share-fa.com](mailto:secretary@share-fa.com). The first membership will need to be paid in whole by members themselves. From the second year of their membership, all membership fees will be collected by pre-authorized debit. This is convenient for all members who wish to continue their membership.

### 7.6 Sponsorship

Sponsors support the association financially by means of a self-determined contribution. It is possible for everyone with interest in the healthcare sector to become a sponsor of our



association. If you have any questions regarding sponsorships, please send an e-mail to [external@share-fa.com](mailto:external@share-fa.com).

## Conclusion

We, as the 39<sup>th</sup> Board of Faculty Association SHARE, hope to have informed you sufficiently. The 39<sup>th</sup> Board will safeguard the goals and motto, mentioned earlier in this Policy Plan, during the year 2021-2022. We hope our members achieve their (professional) goals, build their future and their memories and above all, engage. With ideas, remarks, or just to chat, please feel welcome in our Boardroom (J7-35) when you can. We are looking forward to engaging with all of you again during the upcoming Lustrum year and its events, drinks and trips! We are sure it will be a year none of us will forget. We hope you are just as excited as we are!

Yours sincerely,

The 39<sup>th</sup> Board of Faculty Association SHARE:

President Merel Buiten;

Secretary Fabienne Geerling;

Treasurer Pieter Wijers;

Manager of Education and Vice President Manon van der Nol;

Manager of Communications Annika de Witte;

Manager of External Relations Merlijn Dries.

# Annex 1 - Point allocation Committee Clash

*It's at the discretion of the Manager of Communications to alter or adjust the point system. She will do so in consultation with the Board.*

The committees can earn points by:

1. **Presence:** Committees can earn points by being present at our activities. This doesn't include their own activities. The score will be calculated with a distribution key that takes the size of the committee and the number of activities the committees can take part in into account. The score will be monitored by the Manager of Communications, Annika de Witte. This score will be mentioned in the Committee mail and on the Committee's Facebook page.
2. **Committee picture:** The committees can earn points by handing in an original committee picture at a deadline, set by the Board. The first place will be rewarded with 4 points, the second with 2 points and the third with 1 point.
3. **Dies and Constitution drink:** The Board will judge the Dies and CoBo presents by its originality. The first place will be rewarded with 4 points, the second with 2 points and the third with 1 point.
4. **Voluntary work:** Committees can do voluntary work. They could earn 2 points per person per volunteer activity. The committees can earn a bonus point when all members are present at an activity. This way, they do a good deed and they show teamwork. The Board will provide at least one opportunity to do some voluntary work, but initiative by committees will be appreciated.
5. **Committee challenge:** The Board challenges the committees. The first, second and third place will be rewarded with 4, 2 and 1 points. The result of the Committee challenge should be handed in at a deadline, set by the Board.
6. **Lustrum points:** This year the committees have the chance to obtain special points, Lustrum points. During the year the Manager of Communications will announce where and how committees are able to score Lustrum points.
7. **Point allocation activities:** With the presence at activities the committees can earn points. The activities that count are the Events and Study activities, the social drinks, the Study Trip, the Ski Trip, the Short Trip, the Dies, Lustrum activities, Interfaculty activities and activities during the Health Business Week. Presence at the General Assemblies will triple the awarded points. The formula for the point allocation:
  1. '(Number of committee members present at an activity / total number of committee members) \* (number of activities that the committee members can participate in / total amount of activities) \* total amount of points members can earn in the Committee Clash'.