

Policy plan A.S.V.Gay 2017-2018



8th board of A.S.V.Gay
25 september 2017

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Introduction

The next year is coming up. This means a new board, new ideas and new opportunities. With this policy plan we, as board 8, present our view on the upcoming A.S.V.Gay year. It contains our policy points and our individual function descriptions. We will continue to build upon the solid foundation of our association and at same time make adjustments if necessary.

Our focus this year will be on professionalization, finding balance in our activities, external and internal communication, a fresh international vision and awareness and inclusion concerning gender, sexuality and nationality.

As a board we will make an inexhaustible effort for this beautiful association. Nowhere else in Amsterdam one can find so many different people and stories. We strive to maintain A.S.V.Gay as a safe space where every story is received with enthusiasm and joy, where everyone can be themselves without question or can finally find themselves. Let's party and celebrate our solidarity. Our motto this year will be: **United stories, proudly together.**

Sanne van Lochem – *Chair*

Andra Geurtz – *Vice Chair*

Isabella van der Steenstraten – *Secretary*

Katherine McEwan – *Treasurer*

Dirkje Bons – *Internal Commissioner*



Policy points

During the year 2017/2018 we will be focusing on the following policy points: professionalization, balance, communication, internationalization, awareness and inclusion. All policy points will be exemplified below. The topics professionalization and communication will be set out into multiple subtopics.

Professionalisation

Acquisitions committee

The changed acquisitions committee of the board year 2017/2018 is a new initiative for A.S.V.Gay and is intended to replace the role of the External Commissioner in previous boards. The external commissioner's role has, in the past, been to build and maintain a network of external parties to support the continued existence of A.S.V.Gay. This role within the board has taken the form of seeking out businesses to form partnerships with so as to maintain good funding levels for A.S.V.Gay.

The acquisitions committee has existed alongside past boards as a body tasked with assisting the external commissioner in the completion of their duties. The acquisitions committee of 2017/2018 will therefore be growing in responsibility and executing tasks that would formerly be executed by the external commissioner. The board will see to it that this committee will consist of talented individuals chosen for their experience, ability, motivation and strength as a team. The committee will report directly to the board and will be supervised by the treasurer although the treasurer will not absorb any functions previously held by the external commissioner. The committee will divide responsibilities for the various partners and sponsors already existing and each member will become the dedicated contact person for a specific sponsor or partner and will be tasked with maintaining and growing the relationship with these sponsors and partners as necessary to meet the sponsorship goals of A.S.V.Gay.

The sponsorship goal for this year has been set at €5000. In the past year, the external commissioner has been committed to continuity and building new relationships. We are confident that, in spite of the new initiative, the aforementioned goal is achievable, and we shall support the new committee in achieving it.

The altered acquisitions committee was chosen as an avenue of progress for A.S.V.Gay as it will provide a greater pool of talent to the association and more chances for high-level involvement in the growth of the association for members whilst not taking on any additional duties and responsibilities accompanying a board member. The committee will therefore be better able to focus strictly on the task of expanding the association's list of partners and growing our resources. The acquisitions committee will be appointed indefinitely and will thus create continuity.

Committee Manuals

Committee manuals were an initiative in prior years. They aim to support a newly formed committee in carrying out their duties during their first months. A manual would provide useful information for the chair of the committee which could be shared with committee members. In this way, the knowledge gap between the committees of one year and the next is narrowed and committees start their work faster and more effectively.

However, the effectiveness of the manuals has been limited by inconsistent usage, lack of maintenance and loss of documents. We are going to re-introduce the use of the manuals within the association and, where necessary, encourage the drafting or maintaining of a manual. This aims to make the change of committees as smooth as possible in the year 2018/2019.

Committees

Two changes are made concerning the committees. Firstly, with respect to the travel committee, the number of trips will be reduced from three per year to a two per year. There will be one trip to a neighbouring country and one trip to a more distant location. This will reduce the pressure on the travel committee. In this way we can guarantee the quality of the trips and keep the committee's tasks attainable.

Secondly, the symposium committee and the current affairs committee will be merged. This is beneficial to the organization of the symposium because the committee can start planning the event in October. In addition to organizing the symposium, the current affairs committee will organize at least two other activities. These activities should reflect current issues within the LGBTQ+ community.

Societies: 'gezelschappen'

The goal of the gezelschappen is to increase the internal vertical connection between members. That is to say that members from different years with a common interest will have the opportunity to assemble on a regular basis and partake in activities related to this interest. These gatherings and activities must be in line with A.S.V.Gay's mission and vision. The gezelschap regulations serve as a guidebook for starting and maintaining a gezelschap. With an eye on last year's developments, the board will make changes in the current regulations in October. Based on the previous year, we would like to realistically assess the current and the ultimate chance of success of gezelschappen within the structure and atmosphere of A.S.V.Gay.

The distinction between committees and gezelschappen must be observed so that both can be continued and the existence of committees can be ensured. Because it has been found that gezelschappen currently require more support, we will keep working on the visibility and integration of the gezelschappen amongst the members this upcoming year. In addition to the current place that gezelschappen have on the website, they will participate in the committee market and other introduction activities. Furthermore, we will work on streamlining the gezelschappen and continue the gezelschap chair meetings.

The board will act as a megaphone for the gezelschappen. The gezelschappen will have to provide concrete ideas to promote their own gezelschap themselves and, where possible, the board will support their ideas by amplifying their voices. This could be done by letting the gezelschappen post on the members' Facebook page and by giving them the opportunity to promote themselves during the weekly drinks.

Currently, starting a gezelschap is seen by members as too large an investment for themselves. To address this, the board will organise an information evening for members. The Vice Chair and potentially the current gezelschap chairs will answer questions from members who would like to start a gezelschap but who are not sure where to start. Members can also ask specific questions about the regulations and the rules of this procedure. Bringing together interested members increases the chance of like-minded members meeting and starting a gezelschap together. This could advance the growth of gezelschappen.

Balance

The LGBTQ+ community is frequently engaged in the political work of promoting acceptance and visibility of its members. Because A.S.V.Gay is an organisation of LGBTQ+ young people and students, it is natural that the association will have some contribution to this work. The contribution we can make to the LGBTQ+ community in Amsterdam and surroundings is unique and the importance of organizing and attending events that centre on these political objectives is therefore indisputable.

However, A.S.V.Gay remains a student association where socialising is one of our central activities. A balance is needed between more socially-conscious activities and more party-related activities. Therefore, we want to organize some social events that take place separately from regular drinks and parties. Examples may include: an activity with our sister associations, pub crawl(s), introduction week reunion activities, drinks with our brother associations and other possibilities.

Communication

Communication is necessary to improve the functioning of the association. It is also important for making both the board and A.S.V.Gay visible to external parties. Within the association, the lines of communication run from the members to the board and vice versa. Outside of the association, the lines run from the board and members to external parties and other interested individuals. Both channels are important and need to operate smoothly. To encourage this an internal and external communication plan will be written. This allows for a better overview, direction and efficiency in regard to the communication of A.S.V.Gay.

Internal communication

The information flow within the association will, with a few adjustments, largely be a continuation of the current course. The members' survey will remain divided into several small sections. These will be rewritten so that information can be more easily collected from the data. The survey will no longer be sent in separate emails but will accompany the internal newsletter to increase the number of responses. The digital suggestion box for the board will also remain but it will become more visible and will be mentioned more in the board announcements at the weekly drinks. In this digital suggestion box anonymous feedback can be sent to the board. In terms of accessibility, the members of the board will always be personally approachable for association issues.

The information distribution within the association will be largely the same as previous years. The board announcements at the weekly drinks, by the chairman or another member of the board, will remain consistent and the board column in the digital newsletter will continue. Facebook remains an important medium for promoting events and making information available. In addition, we will make more use of Instagram and we will ensure a well-kept annual agenda. We will also give a more general overview of upcoming activities via a Facebook post. This to raise interest in events early and increase member turnout to events. In order to further streamline the flow of information, we will investigate the possibility of developing an A.S.V.Gay app.

External communication

Communication from A.S.V.Gay to external parties consists of two parts: promotion aimed at recruitment and promotion focused on brand recognition. These components obviously overlap.

For promotion and recruitment, A.S.V.Gay will be present at promotional events of the VU, UvA, HvA and, where possible, at MBO schools. In addition, with the promotion committee, frequent flyering will be done at locations associated with students or LGBTQ+ youth. Of course, the board and the

promotion committee will also organize both fun and serious activities this year to raise awareness of A.S.V.Gay and her LGBTQ + students and to recruit new members.

A.S.V.Gay's brand recognition depends on the platforms and events where the association is visible. Examples include the Gay News column, the Pride walk, the bar shift at The Homomonument, etc. To expand this brand awareness we will focus on maintaining our current platforms and looking for more LGBTQ + or student-related platforms such as websites, magazines or events. We will strive to find and use multiple new platforms.

Internationalisation

Throughout the years, A.S.V.Gay has built a network of brother associations in Amsterdam and likewise a network of sister student associations throughout the country. With these sister associations, A.S.V.Gay has organised successful events. The board, inspired by the multi-annual plan, believes that these relationships must be expanded beyond our national borders, and strives to find possibilities to enter into relationships with potential foreign sister associations. This will enlarge A.S.V.Gay's network which might bring us new contacts, new members and new knowledge.

To achieve this the board will attempt to contact LGBTQ+ student associations and other LGBTQ+ youth organisations, in particular in Belgium, Germany, Luxemburg and the United Kingdom. We hope that these relationships will evolve in a similar manner as the relationships with our current sister associations.

Another initiative is to contact the exchange counsellors of institutions that frequently participate in student exchanges between institutions in Amsterdam and their own institutions. This could ensure that international students will get in touch with A.S.V.Gay before they even arrive in Amsterdam. An increase in international members will directly ensure an increase in diversity within A.S.V.Gay.

Awareness and inclusion

Awareness and inclusion are recurring themes within A.S.V.Gay. An important development, for example, is the addition of Q + to the logo. In order to continue to promote accessibility, we want to continue the inclusion policy as a board, paying close attention to the full range of gender and sexual identities. We want to shape the educational aspect by making varying infographics with topics such as LGBTQ + history and labels and definitions. These we would like to hang in the bathrooms of our bar and spread on Facebook. We also intend, as a board, to exemplify the use of inclusive language within the association. This includes the use of "LGBTQ +." In addition, we want to reconnect with transgender organisations and associations to understand new ways to make A.S.V.Gay more inclusive and possibly organize a joint event.

Additionally, we will strive to increase the diversity of nationalities and cultures within the association. We have mentioned before our intention to increase the numbers of international students within the association. We also intend to make connections with other LGBTQ+ organisations and events to broaden the possible membership pool of the association. One example is the World Café, a COC initiative where people from different nationalities meet once a month and guest speakers and activities are organized. As a board, we want to visit this event to get ideas and become visible.

Function descriptions

Chair – Sanne van Lochem - voorzitter@asvgay.nl

Face of the association

The Chair is internally and externally the face of the association. Internally, she will be an important contact point, alongside the other board members. Visibility and engagement of the chair will, among other things, be stimulated by the Chair's speech at the weekly drinks. Additionally the Chair will inform the members about important developments and activities within and outside A.S.V.Gay. Furthermore, the Chair is, in collaboration with the Vice Chair, the main contact person for external parties. This includes putting together and external newsletter.

Collaboration with the Vice Chair

The Chair and Vice Chair will engage in an intensive collaboration. This means that the relationship between the Chair and Vice Chair slightly differs from the relationship between the Chair and the other board members. As the Chair keeps watch over the tasks and state of mind of the other board members, the Vice Chair watches over the Chair.



Connection

'Connection' is a key word for the Chair. She connects and supports the board as well as the association. The formation of contacts, ensuring differing opinions are heard, being accessible and having an open character are essential. In this way the chair contributes to the feeling of connection within A.S.V.Gay.

Mission and vision

As well as keeping an overview of the board and the association, the Chair also ensures that the tasks of the board are in compliance with this policy plan and the mission of A.S.V.Gay. The multiannual plan is also taken into account.

Technical chair

Preceding meetings within the association, the Chair sets the agenda and distributes it. This applies to board meetings as well as general members meetings (GMM). She leads these meetings and makes sure they run smoothly and orderly.

Communication plan

Alongside the board tasks mentioned above, the Chair of this board will be responsible for writing an internal and external communication plan. This will be done in cooperation with the other board members, the acquisitions committee and the promotion committee. The Chair will be a member of the latter.

Vice Chair – Andra Geurtz - vicevoorzitter@asvgay.nl

Deputy Chair

The Vice Chair supports the Chair as necessary. When the Chair is absent the Vice Chair will perform the Chair's tasks. The Chair and the Vice Chair will work together intensively. As the Chair supervises the other board members and how they perform their tasks, the Vice Chair supervises the Chair.

Contact person Sister Associations

In this board, the Vice Chair is the contact person for the Sister Associations, and will thus take a place in the Sister Committee. Furthermore, she will be involved in organising joint events with the Sister Associations. The Vice Chair is responsible for accurately passing on relevant developments and information from the Sister Associations to her fellow members of the board and to members of A.S.V.Gay. Additionally, the Vice Chair of this board will attempt to build a network of international Sister Associations.

Link between board and gezelschappen

The Vice Chair is the contact point for all members of a yet-to-start gezelschap or a gezelschap that has already been started. She will guide the members in setting up a gezelschap and she will make sure that the existence of a gezelschap, in agreement with the rules set by A.S.V.Gay, will be successful. Besides guiding the gezelschappen, the Vice Chair will keep the Board informed about the plans made by gezelschappen. Moreover, she will organise two gezelschap Chair meetings, during which there will be room for feedback from the gezelschap Chairs as well as evaluation of the past events. These meetings are also meant to take away the worries, for example exclusion, of the General Members Meeting.

Information about A.S.V.Gay to external parties

The Vice Chair ensures that information about the association is accessible and up-to-date, for example in the ASVA association guide and on websites with information about student associations in Amsterdam. Moreover, the Vice Chair looks for new possibilities to spread information about A.S.V.Gay. Furthermore, she is, in collaboration with the Chair, responsible for drafting, sending, and reviewing publications about A.S.V.Gay.

Social media

This year the Vice Chair will be responsible for the association's social media accounts.



Secretary – Isabella van der Steenstraten - secretaris@asvgay.nl

Membership administration

The Secretary keeps the records of all existing members, new members, departing members and alumni. As a result, the Secretary is well aware of the number of members within the association and the number of members who register with the association and leave the association again. Membership records are confidential and privacy must be guaranteed. This is the duty of the Secretary.

Reporting

The Secretary is responsible for reporting on official meetings and other gatherings. This includes making the minutes for meetings and GMMs. As well as communicating the decisions of the GMM to the members.

Post

Managing the general e-mail account (info@asvgay.nl) and handling incoming and outgoing mail is also the responsibility of the Secretary. This means that the Secretary is the first contact point for the association via mail and post. The Secretary ensures that the information received is passed on to the right person.

Internal newsletter

The Secretary sends the internal newsletter in cooperation with the newsletter committee.

Website

The Secretary is in charge of the upkeep and maintenance of the website in cooperation with the website committee. This means that the website is kept current at all times and that it is kept up to date both technically and aesthetically.

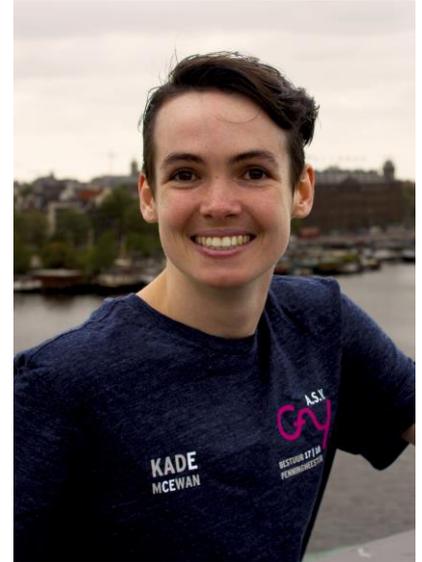


Treasurer – Katherine McEwan - penningmeester@asvgay.nl

Financial administration

The principal task of the Treasurer is the administration of the association's financial situation in a timely and precise manner. This includes:

- management of the association's bank account,
- receipt and checking of statements and deposits,
- management of payments for activities,
- management of petty cash reserves,
- collection of contributions and donations,
- control and processing of committee budgets,
- preparation of an annual financial report,
- opening of the bookkeeping for the Cash Management Committee,
- keeping the board informed as to the financial status of the association.



Additionally, all other financial management tasks not named above are also under the purview of the Treasurer.

Budget preparation and safeguarding

The Treasurer prepares the annual budget in consultation with the other board members. This budget reflects the plans mentioned in this policy plan. The final budget is then determined by the GMM. During the year, the Treasurer ensures that this budget is enforced.

Chair of the Acquisitions Committee

In this board, the Treasurer acts as the chair of the Acquisitions Committee. The Treasurer will not execute the external tasks of this committee but will supervise its activities. The members of the Acquisitions Committee will be responsible for the execution of the acquisitions plan and for recruiting partners and sponsors for the association. The Treasurer is the main link between the Acquisitions Committee and the board.

Committee treasurers

Every committee elects its own permanent Treasurer. These treasurers will be instructed in the preparation and formatting of budgets in spreadsheets during a joint meeting with the board Treasurer. The board Treasurer maintains contact with these committee treasurers to ensure each committee's finances are kept in order.

Internal Commissioner – Dirkje Bons - intern@asvgay.nl

[Link between board and committees](#)

The Internal Commissioner is the contact person and link between the committees and the board. A.S.V. Gay revolves around and on her active members. By means of committees, active members can contribute to the association. The Internal Commissioner will guide committees where necessary and keep the rest of the board informed of the plans and ideas of the committees. Through the commissioner internal, the board can advise committees and can, in agreement with the committees, make final decisions on the actions of committees.

[Contact person of the committees and committee chairs meetings](#)

The Internal Commissioner acts as a contact person for all committee chairs appointed by the board. The Internal Commissioner supports and assists the committee chairs where necessary and coordinates the chairs to make sure the committees function at their best. In addition, she organizes the committee chairs' meetings three times a year, in which the committee chairs can evaluate their committees' work and activities.

[Planning and activities](#)

The Internal Commissioner is responsible for keeping the members informed about planned activities. For this she makes Facebook events and manages the members page on Facebook. In addition, she maintains the calendar on the website and the general Year Plan, so events will not overlap. In this way, the events that take place will be visible for members.



Conclusion

The 8th board of A.S.V. Gay hopes that through this policy plan our focus has been clearly presented. We are all excited so our last unofficial policy point will be: let's make it an awesome year through effort, enthusiasm and an unheard amount of beer/wine/soft drinks!

