



MAKE WAGENINGEN

LIFT AGAIN

One year plan 2021-2022

ABSTRACT

This one year plan will include all of our plans to improve this academic year. This year we will mostly focus on bringing back the Wageningen Beasts in its old glory via internationalization, strengthening the committees and promotion.

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Introduction

This third year of the five year plan is quite different compared to previous years. Now that the strictest regulations to fight COVID-19 have been lifted, we want to focus on rebuilding the Wageningen Beasts . This year is defined by strengthening the association in the following areas: regulation, internationalization, governance, brand awareness and promotion. Hence the name "Make Wageningen Lift again". These tasks will focus on bringing back the old glory our association once had.

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Continuation

Continuation lays the foundation for the other topics. This includes everything that will be done by the board in the coming year to maintain the proper continuation of the association. After such a turbulent year, we noticed that there were quite some gaps to be filled in regarding managing a board. In this heading we discuss the measures we take specifically in the area of governing the association, internationalization, the next board and our plans for the Gymcie.

Internationalization

This year marks the first year in which the board is completely managed in English. Therefore, this is a great starting point to make the whole association completely accessible for all international students. All regulations will be translated, English is the main language in the chats and activities and we are aiming to integrate more international members .

This also includes changing official documents like an English policy and translations of documents on the drive. This will make it easier for any future non-Dutch speaking member to partake in discussions. Furthermore we want to aim to building a stronger connection to internationally focussed associations. Via this we hope to make the association more known to international students as well.

The next board

The goal for this year is to find a six-member board and provide good guidance in the beginning of the year. The same functions as previous years will be searched for, but a bigger focus on guidance will be applied. Orientation reports will be updated, expanded and translated. Furthermore, the guidance period of the predecessors and new board members will be expanded. This is all to ensure that the old laid down foundations will be strengthened.

Student Association and Gymcie

In the first year of the five year plan, a big focus was put on expanding the association into a student association. With this, a search for our own gym was created. As we are focussing on rebuilding the association after COVID, and especially creating active members, we think that creating our own gym is out of reach for this year. Therefore the Gymcie will be put on hold for now. Once we have the feeling that our association is close to being repaired, this topic will be picked up again. We will still make use of tools used before, like representation during the AID and a strong participation in meetings to ensure a student association-like presence.

Committees

After the previous year, committees are in dire need of active members. Therefore, this year will be focused on rebuilding a crucial part of our association, the committees. The biggest focus will be put on quality over quantity. We want to create close bonds inside of the committees to ensure a great continuation of them. Another way we will ensure quality of quantity is to decrease the amount of activities to one per week, with a maximum of one organised per two weeks by the Activicie. This is to decrease 'organisation fatigue' which was a problem in the past.

Independence

We also look at what the committees need to function as smoothly as possible on their own . The five-year plan outlines this as well. This year we will build upon this via adding treasurers to a

committee, who is worked in via our own treasurer. Then the treasurer of the committee can learn how to set up a budget and temporary account to give themselves control of their finances. Furthermore, committees will have their own email addresses to ensure communication without board interference.

Brand Awareness/Promotion

After last hectic year we even more realised the importance of brand awareness, mainly via social media. We want to build upon this policy point which was set in the first year as well. The whole board will take this responsibility, as there is no Commissioner of Publicity this year.

Instagram

Due to the great success of our Instagram account, we would like to keep the biggest focus on this platform. We already have a large number of followers who view our stories and posts, but this can always be improved. For this reason, it is important to keep posting suitable photos actively. We are aiming to post once a week (holidays and vacations excluded).

LinkedIn

In the past, not much has been done with LinkedIn, therefore we want to focus on this platform more. A concrete example of this is posting articles written by the knowledge committee. Furthermore, we want to post more regularly, and create a good platform for our members/past members to stay up to date with the association.

Facebook

We have noticed less and less interaction with our Facebook page compared to our Instagram page. Therefore, we will post less on Facebook, but keep it open as new members like to ask more questions on there.

Physical promotional material

The previous years made great work of getting the physical promotional materials and we think that we have a good assortment of it. They are now all stored inside of the Bongerd, to ensure safety and make it easily accessible for the whole board. This year we would also like to represent the association via a more professional poster which will be hung up inside of the Bongerd and during the AID.

AID

This was hopefully the last year where we had to split the AID into two groups. Due to this we needed to distribute the budget (500 Euros) over the two introduction Days. As we hope that next year there will be more budget for one day, we aim to bring back the aforementioned games of Kop van Jut or rope pulling. Also the sports day will be expanded upon in terms of work outs, to show all potential new members our variety of trainings. We have already received some feedback from the past year, and are making sure to implement this.

Members

Every year we try to enrich the lives of members as much as possible. From a sporting point of view, we offer training courses, where we try to continue to expand the range and offer options for both beginners and advanced. In addition, small and occasionally larger activities are organized on a regular basis.

Workouts

After the popularity of Cross- trainings, it has become a regular staple in our workouts of the week. We want to expand upon the diversity of our workouts by changing the Wednesday training regularly. This will be done via polls to ask our members what training they are missing this period. Hopefully, this will also increase the discussion and ensure that we can meet trends and demands of our members

Strongman competition

The Strongman will be given this year as well, but a date has yet to be found. Furthermore, we want to give our members a taste of what it is via implementing a strongman influence into the crossfit training on Tuesday. Once every 6 (?) weeks the training will be held outside to increase capacity and to have exercises related to Strongmann implemented into the training. Via this we hope to make our members enthusiastic for the Strongman day as well.

Big activities

Major activities always include the Beastweekend and the AID and any other major activities, if the big events committee is willing and able to organize these. This year a second Beast Weekend in the second half of the study year will be organized, if the Bigcie decides to be in charge of it. The AID will be organized at the beginning of next year. The idea is to involve as many of the members as possible in addition to the board and the Bigcie.

Budget

The budget won't be changed completely compared to the past years apart from the smaller tabs. We want to make sure that more money can be shifted to some activities (e.g. drinks) to ensure a high turnup rate and a bigger cohesion between the members. Also if committees like, and have a good plan, some money can be shifted from tabs.

Equipment

This year we want to invest into a camera to be used for activities. This camera can be stored inside of the Bongerd as well to keep it safe and to make it easily reachable for activities. That will be all for this year, as we think that we have enough equipment at the moment.

Partners

In addition to the partners mentioned in the five-year plan, there is one that we became acquainted with this year, namely the Student Alliance Wageningen. As there is no new board for S.A.W. we still want to remain in contact, but there will be less activities promoted by them. There is also one group of associations to which we are paying extra attention every year, the student strength sports associations. We believe that cooperation with both partners is extremely beneficial, not only for our association, but also for the partners.

Students Strength Sports Associations

The first meeting has already been held this year. Unfortunately a lot of associations are in danger of being demolished as no board could be found due to declining member numbers and the COVID-19 situation making it difficult for them to speak to people on a more personal level. We want to remain in contact with them and make sure to provide a good atmosphere between the Beasts and the rest of the strength sport associations in the Netherlands.