

Three-year plan 2022-2025

Albion

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Utrecht

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1. Reflection 2019-2022

A general remark to make about the goals set for the last three-year period is that many of these goals were hampered if not made impossible due to the pandemic that raged through the majority of the time period in question.

Professionalisation

The goal set to make ties with (sister) associations closer has been something we actually made a loss on, since all these relations came to a grinding stop during 20-21 and had to be rebuilt from the ground up over the last year. This is why this goal will make a comeback for this new three-year plan.

Goals

Generally speaking, and considering the circumstances, Albion has kept to the goals set in 2019 quite well. Albion has kept on steadily recruiting a large percentile of first-year students to its ranks, consistently reaching about 80% of the first-year students. Albion has also kept to the goals of sustainability and inclusivity, having made huge leaps in both over the years. However, active membership has dropped. During the pandemic, members which are now third- and second-year students have become largely inactive compared to what was seen in earlier years. The new batch of first years has built an active foundation to make a steady recovery. Introduction camp had to be cancelled in 20-21, other than that the camp has persisted. A large portion for the seventh lustrum has already been set aside by board XXX, the sixth lustrum's budget was ultimately spent by setting up a new committee to carry out the festivities outside of covid times (CompensaCie). While transparency has not been a real priority of any of our policy plans, the boards have made efforts to conduct business as transparently as possible while still maintaining the privacy of all involved parties.

Friends of Albion has been implemented and reformed. It is steadily finding its way to becoming a solid addition to the association's member base and cashflow. Parent day, or family-and-friends day, was finally organised in 2022. The transfer to Triodos has been sluggish due to communication with the bank being old fashioned and requests being ground to a halt at the start of the pandemic. This process is very nearly completed and should realistically be completed during 2022-2023.

Contact with the sponsors watered down over the last few years with many of them being unable to conduct business over the pandemic, and de Stadsgenoot even threatening to close down altogether. Working with StudyStore has been tricky, with many of ELC's books needing to come from the UK, Brexit has caused many orders to be delayed to the point where deliveries occur weeks after the course has already begun. Boards after 29 have always been 6-headed. Social media presence has been growing steadily, albeit with facebook falling in disrepair as the platform has declined in use in recent years.

2. Goals 2022-2025

The goals for the three-year plan of 22-25 have been set with the overarching idea of restoring the association to pre-covid times.

- Continuity of the association's traditions and pre-Covid atmosphere
 - Expand and regain relationships with other boards and sister associations
 - Expand upon sister associations
 - Regain the relationship between committees and their board coordinator
- Completing the internationalisation process
 - Translating all the documents correctly and aiming for all activities to be accessible to a non-dutch speaker.
- Streamline signing up and payment process for activities
 - Implement automatic confirmation emails in signup sheets
 - Implement standard Friends of Albion pricing for activities
- Expand upon inclusive activities
 - With an eye on inclusivity for neurodivergent members, this pertains to activities that are more laid back or socially involved.
- Expanding the reach of Friends of Albion
 - Now that policy allows, an effort should be made to include more Friends of Albion to help with fostering a larger community and increasing the cashflow for the betterment of Albion's budget.
 - An effort should also be made to each year send an email to current Friends of Albion asking whether they want to remain a Friend of Albion for next year.
- Strive to put money aside to be able to organise a family-and-friends day again somewhere during this period
 - 2022's family-and-friends day has shown that it is unfeasible to organise a family-and-friends day from one year's Academic Committee budget.
- Focus on getting more sponsors
 - Regaining a steady base of sponsorships after a few have fallen off over the pandemic.
 - Further expand on merchandise among other options by iterating on the merchandise committee founded in 2022
- Expand on attendance at study-related activities (like onderwijsgesprek)
 - Aim to get students involved in the organisation of their study programme, it is an extraordinary luxury that we do not make full use of as of right now.
- Socials
 - More attention to LinkedIn, since we often get job offers in our email box.
 - Phasing out of using Facebook as a social media platform

3. Milestones

- Gender-neutral bathrooms in the inner city buildings
- Organise another family-and-friends day
- Launch a new, more streamlined Albion website with additional functionality

4. Board

Boards in this upcoming period will aim to lead by example by taking a representative yet accessible stance toward the members and other associations. Additionally, future boards will keep attempting to recruit 6-headed boards as it is a format which has allowed for an excellent division of tasks over the last years.

5. Epilogue

These goals should serve future boards and the association to strive for both the maintenance and growth, while still trying to retain what's left and recover what's lost over the years of the association's culture.