

## **FÖRENINGEN EKONOMERNA VID STOCKHOLMS UNIVERSITET**

**Board meeting #3  
Wednesday 2019-07-31  
The Board Room, House 1  
Time: 18:00-22:00**

§.1 **Call to Order**

Alexander Riese called to order at 18:07

*Emilia Ishak was adjusted in with speaking rights at 18:07*

§.2 **Appointment of Secretary**

Frida Johansson was appointed secretary.

§.3 **Appointment of Adjusters**

Lovisa Enholm was appointed first adjuster and Benjamin Söderman was appointed second adjuster.

§.4 **Adjustment of voting rights**

§.5	<b>Attendees</b>	<b>Voting right</b>	<b>Speaking right</b>
	Alexander Riese	.	.
	Frida Johansson	.	.
	Mattis Jämtbäck	.	.
	Carl Robertson	.	.
	Robert Kisch	.	.
	Lovisa Enholm	.	.
	Liina-Sofia Neitenbach	.	.
	Marie Linden	.	.
	Benjamin Söderman	.	.
	Emilia Ishak	.	.

§.6 **Adoption of Agenda**

The agenda was adopted.

§.7 **Follow up of to-do list**

Carl Robertson and Robert Kisch have looked into the association's income from the membership fee over the past years, as well as what membership prices would be manageable for the budget.

Benjamin Söderman has looked up statistics for previous memberships purchased in the past.

Mattis Jämtbäck and Marie Linden investigated the logistical possibilities of holding events at Rotundan in conversation with Fadderiet and Master Welcoming Weeks.

Alexander Riese investigated whether Emma Axelsson, president of fiscal year 18/19 of Föreningen Ekonomerna, had been in contact with SUS regarding Rotundan.

Benjamin Söderman investigated the process of changing the main domain of the website fest.se.

Alexander Riese investigated what has been done in regards to Academic Pride.

Mattis Jämtbäck informed the OMG about Academic Pride.

## §.8

### **Adoption of previous protocols**

The protocol from board meeting #1 was put to the archives with layout and editorial changes.

The protocol from board meeting #2 was put to the archives with following changes:

- Changes in the approving of protocol 1, to state that protocol was not adopted due to attachment of the wrong version in the summon.
- Correction of the name Johansson to state Frida Johansson in appendix 2 & appendix 4.
- A change in the second decision in §14 from *Alexander Riese, President*, to *Frida Johansson, Vice President*.
- Editorial changes.

*Emilia Ishak was adjusted out at 18:51*

§.9            **Check-in**  
Processed.

*Emilia Ishak was adjusted in at 18:52.*

§.10           **Debriefing, all areas of responsibility**

Alexander Riese: Attended meeting regarding Academic Pride at Karolinska Institutet, also discussed this with SUS. Been in contact with SBS regarding MÄddan venues. Booked Juridiska Föreningens venues for Fadderiet's intro-oub. Been in contact with MÄ regarding remuneration for treasury. Discussed potential membership changes with Benjamin. Sent in form regarding alcohol permit to tillståndsenheten. Daily duties.

Frida Johansson: Been in contact with Jens regarding FEKIS and contacted the institution to set up meetings. Been planning Student Council. Daily duties.

Mattis Jämtbäck: Had a meeting with the Generals together with Marie and went through all Fadderiet events. Talked to Alex regarding alcohol license and we sent in form for change of ownership. Daily duties.

Lovisa Enholm: Start up meetings with contact persons. Been in contact with the generals regarding partners in fadderiet. Been in contact with the project leaders for ED. Talked to Benjamin about the website. Daily duties

Carl Robertson: Looking over MWW budget, daily duties.

Robert Kisch: Daily duties

Marie Linden: Met with the Master's Club vice chair and got on board with MWW, answered questions, etc. Been in contact with the International Committee and the International Affairs office regarding the introduction day for Exchange students.

Liina-Sofia Neitenbach: Approved Masters Welcoming Weeks marketing plan. Sent out welcoming emails to students that have been



Discussion regarding what price should be set. A higher price might seem like a better value offer, but it could also be something that makes potential members decide on not buying a membership. The discussion regarding the price landed in that arguably a higher price is the better alternative because of principles of carefulness with the Association's financials, as well that it would be easier to reduce the price in the future than to raise it.

### **I claim**

**that** the Board approves three types of memberships: International Student (1 semester), Master's Student (2 years), and Bachelor's Student (3 years) for the same price of 170 SEK, and a Välkomstdagen-offer of 139 SEK, as well as keep the current Support Membership.

### **Decision**

**that** the Board declines three types of memberships: International Student (1 semester), Master's Student (2 years), and Bachelor's Student (3 years) for the same price of 170 SEK, and a Välkomstdagen-offer of 139 SEK, as well as keep the current Support Membership.

### **I claim**

**that** the Board approves three types of memberships: International Student (1 semester), Master's Student (2 years), and Bachelor's Student (3 years) for the same price of 150 SEK, and a Välkomstdagen-offer of 119 SEK, as well as keep the current Support Membership.

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### **I claim**

**that** the Board approves three types of memberships: International Student (1 semester), Master's Student (2 years), and Bachelor's Student

(3 years) for the same price of 130 SEK, and a Välkomstdagen-offer of 99 SEK, as well as keeping the current Support Membership.

### **Decision**

**that** the Board declines three types of memberships: International Student (1 semester), Master's Student (2 years), and Bachelor's Student (3 years) for the same price of 130 SEK, and a Välkomstdagen-offer of 99 SEK, as well as keeping the current Support Membership.

### **I claim**

**that** the Board approves four types of memberships: Support Membership, International Membership, Master's Membership, and Bachelor's Membership, at a price of SEK 80, 130 SEK, 140 SEK, and 150 SEK respectively.

### **Decision**

**that** the Board declines four types of memberships: Support Membership, International Membership, Master's Membership, and Bachelor's Membership, at a price of SEK 80, 130 SEK, 140 SEK, and 150 SEK respectively.

Benjamin Söderman claims an additional claim to be made.

### **Additional claim**

**that** the Board approves the Board approves four types of memberships: Exchange Student (1 semester), Master's Student (2 years), Bachelor's Student (3 years) and Support Membership (1 semester) for the same price of 149 SEK, and a Välkomstdagen-offer of 99 SEK for all memberships.

### **Decision**

**that** the Board approves four types of memberships: Exchange Student (1 semester), Master's Student (2 years), Bachelor's Student (3





## Appendix 1

**Notification item:** Marketing Plan Masters Welcoming Weeks

Rapporteur: Liina-Sofia Neitenbach

**Information:** I have approved the marketing plan for Masters Welcoming Weeks. Mainly Facebook event creation and Instagram posts.

## Appendix 2

**Decision item: Membership Models and Pricing**

Rapporteur: Benjamin Söderman

**Background:** As we all know, during SS19 our union application was declined mostly due to the lack of members during the semester.

After looking into our sales statistics from the Unicore platform (which is our membership system from Mecenat), there was a vast majority of students buying 1 semester-memberships. During the last four semesters the numbers ranged from roughly 48% to as much as 71%, and there is a clear increase of 1 semester-members as well. To become a union, which would give even more benefits to our members, we need to increase our member count, especially the long-term ones.

To increase the number of long term-members I would like to propose a new membership model with new pricing included. The following memberships would be available, stating the period within the product itself:

1. *Support membership:* This membership would remain the same as the current one.
2. *Exchange student (1 semester-membership):* A 1 semester-membership marketed towards our international students.
3. *Master's student (2 year-membership):* A 2-year membership marketed towards our master's students.
4. *Bachelor's student (3 year-membership):* A 3-year membership marketed towards our bachelor's students.

The names of the different types of memberships could make new students pick the offer which is best for their education type. Obviously, the members are still free to pick which type they want.

Regarding pricing I would like to propose the fee to be the same, no matter which membership is chosen. Our current 3 year-membership price can be seen as quite



high for a new student. Lowering the price and setting the prices to the same amount could potentially increase the number of long term-members.

Also, I would like to add a 1 day-offer up until Välkomstdagen with a lower price, to increase the number of members from their first day.

**I claim**

**that** the Board approves three types of memberships: International Student (1 semester), Master's Student (2 years), and Bachelor's Student (3 years) for the same price of 170 SEK, and a Välkomstdagen-offer of 139 SEK, as well as keep the current Support Membership.

**I claim**

**that** the Board approves three types of memberships: International Student (1 semester), Master's Student (2 years) , and Bachelor's Student (3 years) for the same price of 150 SEK, and a Välkomstdagen-offer of 119 SEK., as well as keep the current Support Membership.

**I claim**

**that** the Board approves three types of memberships: International Student (1 semester), Master's Student (2 years), and Bachelor's Student (3 years) for the same price of 130 SEK, and a Välkomstdagen-offer of 99 SEK, as well as keeping the current Support Membership.

**I claim**

**that** the Board approves four types of memberships: Support Membership, International Membership, Master's Membership, and Bachelor's Membership, at a price of SEK 80, 130 SEK, 140 SEK, and 150 SEK respectively.

### Appendix 3

#### **Discussion item: Recruiting Course Representatives**

Rapporteur: Frida Johansson

**Background:** The last couple of years we have had a lack of course representatives even though offered credits for studying abroad. What measures can we take to recruit more course representatives and what would be the best way to spread the word?

### Appendix 4

#### **Discussion item: Board Member Responsibilities**

Rapporteur: Liina-Sofia Neitenbach

**Background:** I wanted to bring up how potentially messy speaking for other people's responsibilities can be. Nothing has happened yet, but a few cases of confusion have occurred because of information being skipped around. We need to direct people to their contact people immediately, even if we know the answer. Naturally, this doesn't apply to decisions we make as a board.

### Appendix 5

#### **Discussion Item: Association Pubs and Events**

Rapporteur: Liina-Sofia Neitenbach

**Background:** I think strategically we need to start planning events where you need membership to enter, similar to the pubs other campus associations host, and to keep a consistent schedule (once a month, every other week). We need to start creating more opportunity. I suggest we look into more venues that we can partner with for free or utilizing our pub and get more licensing for it. We need to encourage others to plan events as well but we can lead by example.

### Appendix 6



### **Discussion Item: Marketing Software**

Rapporteur: Liina-Sofia Neitenbach

**Background:** Find a way for marketing software, such as adobe video editor and photoshop, to be available to students who wish to use it, potentially on the computers that will be available for use in Festningen. The association has a lot of business opportunities in finance, accounting and auditing fields but not so much in marketing or the creative industries.

### **Appendix 7**

#### **Discussion Item: Merchandize for Incoming Students**

Rapporteur: Liina-Sofia Neitenbach

**Background:** I think it would be a good idea to advertise association sweatshirts to incoming students in an upcoming email so they can have sweatshirts as the school year begins. Plan to take prepayments and have hoodies available as soon as school begins. It's a good opportunity for incoming students to be able to understand that festningen is for them and that everyone is welcome.

### **Appendix 8**

#### **Information Item: Academic Pride**

Rapporteur: Alexander Riese

**Background:** I attended a meeting at Karolinska Institutet last week to discuss the final preparations for the Pride parade. We discussed the final budget, the decorations for the truck, the pre- and afterparty, the schedule of the day, as well as the seminars leading up to the 3<sup>rd</sup> of August. The registration will be open up until the parade starts. KI will host the pre-party starting at 11:30 (Facebook event) and KTH will host an afterparty at Nymble from 16:30-19.