

ACTIVITY PLAN – BOARD 2020/2021

OBJECTIVE The Board handles the management of the Business Association and is the association's highest decision-making body between the association meetings. The Board is responsible for the Association's long-term operations and therefore also work in accordance with the statutes which are the Board's responsibility.

The Board works to ensure that the Business Association fulfills its purpose in accordance with statute § 2 through strategic work focusing on student benefit for the Association's members.

GENERAL GOALS

Student Benefit The Business Association defines student benefit on the basis of three pillars: education, business and social life. These three translate into the aspects that the Business Association offers its members: increased student influence, increased employability and a natural meeting place.

Student benefit will continue to be the main focus and the basis for the decisions that are made within the organization. The Board will thus facilitate the opportunities for involvement within the association. Furthermore, it is the Board's responsibility to communicate this valuation within the organization.

Collaborations: The Business Association collaborates with several different stakeholders, including Stockholm Business School (SBS), the business community, partners and other student associations and unions. The Board shall work to maintain these relationships in order to create both student benefit as well as to create added value for SBS and other collaborative partners. Furthermore, the Board will strive to broaden the collaboration with new players to increase the student benefit of the association's existing members but also to attract new ones.

Stockholm Business School (SBS) The relationship with SBS is of utmost importance for the Business Association and its operations. The Board will therefore continue to maintain a good relationship and review how cooperation can be further improved. The Board of 2020/2021 will start reviewing the role of the Inspector and how this

relationship can be further developed. Today, there are several forums where representatives from SBS and the association meet; The Council, the Institutional Board and the Board of Education. The Council provides the opportunity for the association to work together with SBS for an improved period of study. The Institutional Board is the highest decision-making body at SBS, which gives the association the opportunity to contribute with a student perspective in decisions taken at the institution level. The Board of Education is the body that makes decisions regarding education at SBS.

The Economics Department The Business Association is currently targeting business students, however, the Board 2020/2021 will continue the work from the previous years to include more economists within the association by being in dialogue with the Economics Department. During the fiscal year of 2019/2020 sporadic contact was held between the department and the association. The board 2020/2021 will continue the relations with the economics department and work on the possibility of involving students from the economics department in Fadderiet FS21. The Board has presented the association at the introduction lectures this semester, and will continue this work every semester. The Board wants to encourage the students of the economics department to join in on the association's activities. If possible we would like to take on the educational surveilling role for the department. For that reason the Board has started a dialogue with the student council of the economics department and continuously works on improving the relationship to lay the groundwork for future cooperation.

Business Community The Business Association has partnerships with businesses who are significant to the Association. In addition to the financial security our partners provide us, many students also have the opportunity to get in touch with future employers. The Board of 2019/2020 have made significant changes in what it entails being a corporate partner to the association and therefore the Board of 2020/2021 will start evaluating these changes and continue striving for a good relationship with existing partners.

External Collaborations The Business Association also collaborates with other student associations and unions through the Campus Council and the U9 network among other projects. The Campus Council works towards a strong relationship between the Business Association, other faculty associations on campus and the Stockholm University Student Union. This collaboration is important for creating a good

atmosphere in Kräftriket and Frescati. The association is also a member of the U9 network, where Sweden's nine largest student organizations for business students meet during four annual conferences. In addition to a forum for building relationships, it is also an opportunity for the association to learn from other student organizations and thus develop further. The U9 network has also branched out into meeting other parts of the associations in, for example, the I-Forum conference where international managers meet. Expanded collaboration is strived towards as it promotes the exchange of knowledge and, by extension, creates added value for the members of the association.

Governance The Business Association should be governed where the advantage, inclusiveness and joy that comes with being a part of the association are utilized. Furthermore, the Board will continue to welcome and give room for new ideas and proposals that are in accordance with the goals of the association. To ensure that the purpose of the association is clear to its members, the Board 2020/2021 will at least once a term call for an Active Meeting, in the form of an Active evening during the autumn term and Active day during the spring term. At the meeting, the association's purpose, organizational structure and strategic goals will be presented. In addition, the Active Meeting will be a forum for evaluation as well as enable communication between the active members of the association.

Covid-19 Due to the ongoing pandemic, several adjustments have been made to existing activities. The Board 2020/2021 will continuously work towards minimizing the damage this has on the Association, its membership numbers and the enthusiasm of the active member. The Board of 2020/2021 will continue to actively assist the OMG with tools and resources to conduct online projects or projects with fewer participants that follow the regulations from the Swedish Public Health Authority.

SPECIFIC GOALS

Membership Following the previous Boards' work in regards to the application for union status in 2018/2019, it is evident that the Association must maintain a high membership quota before the next application for union status in three (3) years. The Board 2019/2020 revised the membership cost and membership period. The Board 2020/2021 will evaluate this change and further look into how the association better can make sure everyone taking part of the association's events are members. The goal

is for students to be members throughout their study period and not only during their first semester.

Strategic plan The Board 2018/2019 recommended implementing a more long-term strategic plan to facilitate the continuous work within the Association. The Board 2019/2020 started this work, which was interrupted by the Covid-19 pandemic. The Board 2020/2021 will therefore continue this work so that a three year strategic plan is in place before the next union application date. The goal is to add more continuity, provide better long-term guidance for upcoming boards and be used as a basis for what direction the Business Association should work toward. This plan will follow the Business Associations' vision, and if it is deemed feasible, be approved by the Association Meeting.

Knowledge retention After three (3) years with the revised appointment system for the Operational Management Group (OMG), the system should be evaluated. The perception of the previous board is that knowledge retention has improved and the loss of knowledge has been reduced. Some problems, however, have arisen as individuals within the management group withdraw from their position after just one semester. The Board of 2020/2021 will continue this evaluation. In addition, a manual for handovers within the OMG will be implemented in order to make sure there is minimum knowledge loss.

New association premises In the summer of 2018, the Association moved to House 1 in Kräftriket. The venue is now fully furnished, but there are issues with larger events and storage space. The Board 2020/2021 will therefore look into how the storage space can be better utilized. The Board 2018/2019 also worked for the Association to have access to a larger event room, Rotundan, in the Allhuset at Frescati. Due to revised governing documents at Stockholm University Student Union (SUS), this room will not be available to the Association. During the fiscal year 2019/2020 the Association has had access to a seminar room in house 8 for medium sized events. With SBS' move this space will not be available for much longer and it is therefore important to explore possibilities for new event venues and evaluate the existing premises that the Association will rent on occasion from external parties.

Renovation of the bar The Association moved into Festningen in 2018. The bar was built with lack of stability and long-term usage. As the association will stay in House 1, even after the move to the new campus, the Board 2020/2021 will together with the

social committee redesign the bar to make it more inviting. The renovated bar will offer a better place to host students and hopefully bring in more members.

Finances The treasurers for 2019/2020 have, during the previous year, evaluated alternative banks to switch to, but have not been able to finalize a switch of bank due to Covid-19. The Board of 2020/2021 will continue this evaluation and finalize this switch when possible based on the investigation done by the treasurers of 2019/2020. The treasury of 2020/2021 will also continue to look into Fortnox's digital function for receipts to ease the day to day work for the treasury.

The Treasury and the Board 2020/2021 will implement and follow the investment plan adopted by the Association Meeting. Furthermore, the Treasury in 2020/2021 will explore opportunities for platforms for AMG as well as additional investment opportunities. Further, the Board of 2020/2021 will start evaluating the role of both treasurers in light of the recent changes to the role description and implementation of remuneration.

Ekonomernas Dagar The Board of 2020/2021 will continue evaluating the project Ekonomernas Dagar. The Board of 2019/2020 started an investigation into the possibilities of hosting the fair during the fall rather than the spring, this will be continuously evaluated for the future. Furthermore, the Board 2020/2021 will also assist the Project Managers in looking into the implications of Covid-19 on a big fair, as the situation is still unsure and things could quickly change. There is thus a need to be adaptable and digitally ready. The Board 2020/2021 have started looking into alternative venues for the event with the goal of cutting costs. Ekonomernas Dagar is further working towards broadening the target student audience to Economics students as well.

Decentralization The Board of 2019/2020 decentralized parts of the association previously managed by the board, in particular within marketing and corporate contact. The Board of 2020/2021 will evaluate these changes and further decentralize where possible while ensuring quality control. An objective is to streamline the operational part of the Board's work, so that the Board can shift their focus to the strategic development of the Association.

Union status The Board of 2018/2019 submitted an application for union status for the

period 01-07-2019 - 2022- 06-30 in November 2018. The University Board refused the Association's application for union status and initiated an appeal process which was ongoing during the spring term 2019. The appeal was denied in May, 2019. The 2020/2021 Board will start the work on an application for the upcoming union application period. The Board of 2020/2021 will also raise the subject of Unionship during appropriate meetings such as the Active Meetings and grand meetings to ensure that the entire association is compatible with unionship.

Educational surveillance During the board year of 2019/2020 new guidelines for education surveillance and student influence were implemented. The Board of 2020/2021 will make sure these become integrated, evaluated and clearly communicated to the students and SBS.

IT After the Board of 2018/2019 worked on optimizing and rebuilding the website; fest.se, the Board of 2019/2020 worked on evaluating this change. The Board of 2020/2021 will continue optimizing and redesigning the website. The Board of 2020/2021 will work on implementing a calendar function and shifting general information for all members from Podio to the website. Where it will be easily accessible and clearly structured. The Podio workspace will be continually updated by the Board of 2020/2021 and should be the primary workspace for all active projects and committees.

The Board of 2020/2021 will continue work with Mecenat to optimize our membership system and continue to find improvements for the members of the Association.

The Board of 2020/2021 will continue to use Bonsai Campus as a ticket distributing platform and work to ensure that all events organized by the Association are available on the app, including free ones.

Marketing and Social Media The Board of 2019/2020 experienced that the Association is dependent on Facebook for all forms of marketing and started work with overseeing the Brand Book and guidelines for marketing. The Board of 2020/2021 will continue this revision as well as implement alternative marketing channels such as LinkedIn and newsletters.