

FÖRENINGEN EKONOMERNA VID STOCKHOLMS UNIVERSITET

Board Meeting #17
Wednesday 2021-01-27
Held Digitally through Zoom
Time: 18:00-22:00

§.1 **Call to Order**
Frida Sjöberg opened the meeting at 18.04.

Christian Cederlind was adjusted in at 18.04 with speaking rights.

Alexander Riese was adjusted in at 18.04 with speaking rights.

§.2 **Appointment of Secretary**
Karin Asp was appointed secretary.

§.3 **Appointment of Adjusters**
Ada Nuutti was appointed 1st adjuster.
Luisa Dahlstedt was appointed 2nd adjuster.

§.4 **Adjustment of voting rights**

§.5	Attendees	Voting right	Speaking right
	Frida Sjöberg	.	.
	Karin Asp	.	.
	Luisa Dahlstedt	.	.
	Alice Arabshahi	.	.
	Alan Rashid	.	.
	Juulia Kuusimäki	.	.
	Ada Nuutti	.	.
	Sahel Faez	.	.
	Vlada Borets	.	.
	Alexander Riese	.	.
	Christian Cederlind	.	.

§.6 **Adoption of Agenda**
The agenda was adopted without changes.

§.7 **Follow up of to-do list**

- Website group will come up with questions for website profiles and send to the board. – Done
- Frida Sjöberg will look into motivational lectures. -Keep for next week
- Juulia Kuusimäki will help to write guidelines for mentoring with professionals. -Scheduled a meeting but ongoing.

§.8 **Adoption of previous protocols**

Protocol from Board meeting #15 was put to the archives with the following changes: Samuel Gustafsson was there the entire meeting (take a way time under the *Attendees*). The point about election of the Election Committee is a bit too detailed. Appendix #3 is in bold and should be changed to normal size font.

§.9 **Check-in**

Processed.

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

Frida Sjöberg: Attended weekly meeting with SBS, attended Campusråd, attended meeting with Spring Ball, attended website meeting, and attended meeting with Fadderiet Generals regarding their Budget. Also, attended online introduction conference for SM i Ekonomi and a webinar regarding mental health on campus, and daily duties.

Vlada Borets: Daily duties, website meeting, Meeting Marketing Committee in regards to having the OMG meet and greet on Zoom.

Alan Rashid: Finalized budget changes for Fadderiet budget together with Alice and the Generals, had meeting with Finance society regarding strategic project, daily duties.

Luisa Dahlstedt: worked on Manual 05, daily duties, attended meeting with Spring Ball

Ada Nuutti: daily duties, attended Board hangout, had a website meeting, had a meeting with Frida and Karin about Student Health marketing, attended webinar with :Part, approved marketing plan for Fadderiet, had a phone call with JS Sverige.

Alice Arabshahi: Two meetings with the generals to finalize changes in Fadderiet budget, called Avanza and accomplished logging into the account together with some help from Frida, meetings with AMG and Finance society, prepared all the papers to send into Swedbank for Alans access, daily duties

Karin Asp: meeting with Frida and Ada regarding student health, been in contact with student health office, attended SFR, attended webinar regarding mental health on campus, daily duties

Sahel Faez: Daily duties, attended board hangout, holding interviews with masters' students, working with international committee with regards to changes in their info pages as well as updates about upcoming projects.

Juulia Kuusimäki: Meeting with Spring Ball, meeting with the chair of Finance Society, attended online introduction conference for SM I Ekonomi, attended webinar with :Part, daily duties.

§.11 **Debriefing, Treasury**

Nothing to add except for some emails regarding payments and working on the Fadderiet budget.

§.12 **Debriefing, Operational Management Group**

Sports Committee has found a vice chair. Grand meeting coming up this Friday.

§.13 **Notification item: Fadderiet SS21 Marketing Plan Approved**

Rapporteur: Ada Nuutti **(Appendix 1)**

The Board was informed that the marketing plan for Fadderiet has been approved. The Board noticed some details that should be changed. Some

clarification regarding the recap video could be made, fix the sentence in third paragraph as well as clarifying the parts regarding introduction day.

The Marketing plan was put to the archives with the said changes.

§.14

Decision item: Fadderiet SS21 Budget

Rapporteur: Alice Arabshahi & Alan Rashid

(Appendix 2)

Some changes have been made since last time. Buddy fee is taken away due to the circumstances of having Fadderiet entirely online. The budget is larger now but adds more value to new students.

We claim

that the Board approves the Fadderiet SS21 Budget

Decision

that the Board approves the Fadderiet SS21 Budget

§.15

Decision item: Chair and Vice Chair Role Descriptions

Rapporteur: Luisa Dahlstedt

(Appendix 3)

The Chair and Vice Chair role descriptions are now merged and highlight what each of them do as well as what they do together. The Board went through the document. Some changes were pointed out to make the document as clear and correct as possible. Role descriptions for the IT Committee and possibly also clubs should be added. A potential change is to make the English version of the document the official one instead of the original document written in Swedish.

I claim

that the Board approves the Chair and Vice Chair Role Descriptions

Decision

that the Board does not approve the Chair and Vice Chair Role Descriptions

The meeting was paused at 19.10

The meeting was reopened at 19.21

§.16

Discussion item: Instagram Account for the Finance Society

Rapporteur: Ada Nuutti

(Appendix 4)

Ada had a meeting with the Chair and Vice Chair of the Finance Society, who wants to have their own Instagram account. The points that had been lifted during the meeting were explained in depth. The main reason for having their own account is that they do not want to overfill the main Instagram account. Alternatively, some of the content could be on Instagram, and there is space to do more, but some could be on LinkedIn and YouTube, for example.

The Board understands the points but further raised several issues regarding an individual Instagram account. For instance, if other committees would want a separate Instagram as well, there would not be valid arguments for not letting them. This could lead to inconsistencies within the Association. Furthermore, there are already a lot of platforms which can be used more. There is not really a reason that supports separating the platforms that we already have. If the Finance Society wants a better internal communication, there is the possibility of using the Facebook group more which most committees have. For the external communication the Board sees it as valuable to have everything on the same platform, visible to everyone. Regarding networking and recruitment which came up as a reason for having a separate page, the Board sees it of higher value to have a page with more followers rather than separating and potentially decreasing the number of followers. It is very important that the association stays unified.

MÄ offered some inputs regarding previous years when similar issues have been brought up. There have been a lot of work put down to centralize the Association and to have one channel. Some committees have had their own account before, but they have been taken away. It is important to continue on that path. It could be raising a lot of question marks if a separate Instagram account would be approved. Other associations, who have separate accounts for their committees, might have different

communication strategies and different established brands, therefore the situations cannot be compared.

The Board is in agreement that the Finance Society should not start their own Instagram account. However, the Board appreciates the effort of marketing the Finance Society more and highly encourages the committee to use the existing channels to expand their marketing.

§.17

Discussion item: Student Guide 21/22

Rapporteur: Ada Nuutti

(Appendix 5)

Ada wanted to hear the Board's opinion on having potentially only an online version of the Student Guide, and not a printed version. Due to COVID-19 we have only had an online version but before last year it has been printed. We do not, as of right now, have really enough resources to have a printed version.

It was brought up a new version of the Student Guide could be made each semester to keep the information up to date. However, a lack of resources is an issue. People are only recruited for one semester and it is already hard to recruit. The Board further discussed what value the Student Guide brings for new and pre-existing students and it was concluded that we will focus on an online version on the first hand and if there are enough resources a few will be printed as well.

§.18

Information item: ED Banquet Cancelled

Rapporteur: Frida Sjöberg

(Appendix 6)

The ED 2021 Banquet is cancelled due to COVID-19, which is not that unexpected. There might be a possibility to thank the project group in a different way, for example by a kick-off, and the thank you might potentially be postponed until the summer.

§.19

Additional items

§.20

Up-coming events

- Grand meeting on Friday (29.01)
- Meet study-buddies (Fadderiet event)



- Challenge Day (Fadderiet event)

- ED pre-event #1 with EY.

§.21

To-do list

- Frida Sjöberg will look into motivational lectures

- Juulia Kuusimäki will help to write guidelines for Mentoring with Professionals

§.22

Next meeting

Thursday 4th of February 18.00 via Zoom.

§.23

Meeting concluded

The meeting was concluded at 20:12.

Appendix 1

Notification item: Fadderiet SS21 Marketing Plan Approved

Rapporteur: Ada Nuutti

Background: I approved the marketing plan for Fadderiet SS21 on Sunday, the 24th of January.

Appendix 2

Decision item: Fadderiet SS21 Budget

Rapporteur: Alice Arabshahi & Alan Rashid

Background: We worked further with the budget together with the generals based on the feedback from the last board meeting (see attachment).

We claim

that the Board approves the Fadderiet SS21 Budget

Appendix 3

Decision item: Chair and Vice Chair Role Descriptions

Rapporteur: Luisa Dahlstedt

Background: Since there was only one document outlining the role descriptions for chairs of the committees and not vice chairs, I felt that it was important to create a document that has descriptions for both. Within the document, responsibilities for the chair and vice chair have been added as well as the duties that overlap within the two positions. This was passed as a policy in 2014 and translated in 2016, but was either never actually posted or followed through, or has just been lost over the years.

I claim

that the Board approves the Chair and Vice Chair Role Descriptions

Appendix 4

Discussion item: Instagram Account for the Finance Society

Rapporteur: Ada Nuutti

Background: Last week I had a meeting with the Chair and Vice Chair of the Finance Society to discuss the possibility for them to start their own Instagram-account. They had prepared a presentation, and a summary of the presentation can be found attached. We went through their ideas for their own account and why they think it would be beneficial. We also discussed the possibility of a multi-platform approach so they could take advantage of the different channels the Association already has. Last fall, the Board discussed a similar matter regarding creating its own website for the Finance Society. Now I would like to hear what the rest of the Board thinks of this suggestion and whether this would be feasible.

Appendix 5

Discussion item: Student Guide 21/22

Rapporteur: Ada Nuutti

Background: The Student Guide is a leaflet made by the Marketing Committee for each fiscal year that contains important information of the Association and tips for studying in Stockholm. Until last year, the Student Guide has always been produced as a printed version. Last year however, the Student Guide was created only in PDF form because it would have been hard to distribute the physical version because of the corona situation. Therefore, I would like to hear opinions on whether we should continue with the only PDF-format or go back to printing the Guide and if so, what would be a suitable amount? Does it create extra value to have a physical Student Guide? It is important to know early on which format is desirable so the project group can organize their work accordingly and recruit more members if needed (since physical Student Guide requires more work than creating it as PDF only).



Appendix 6

Information item: ED Banquet Cancelled

Rapporteur: Frida Sjöberg

Background: Due to the current circumstances, the ED Banquet that usually ends the fair day, has been cancelled. This is usually a way for companies and students to mingle, and a chance for the people that have been working hard with the project to be rewarded. Other alternatives will be looked into and perhaps a kick-out for the project group later in the semester will replace the usual banquet. Alternatives are still being considered but there will be no physical banquet to end the fair day in March.