

## **PRELIMINARY ACTIVITY PLAN – BOARD 2021/2022**

### **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. Today, there are several forums where representatives from SBS and the association meet; Rådet, the Institutional Board and the Educational Council, the Work Environment Group, and weekly “crisis meetings” due to Covid-19. 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 recommends continuing the work from the previous years to include more economists within the association by being in dialogue with the Economics Department. This shall be done by offering the students at the new economics program to participate in Fadderiet FS21 and continue having a dialogue with the Economic student council. It is also recommended that the President and either the Vice President or Chair of the Education committee presents the Association at the introduction lectures of the economics department each semester, so that we encourage the students to join in on the Association's activities. A close collaboration with the Economic student council is recommended as it makes it easier for us to get members from the Economics department, as well as assist in the educational surveillance for our students studying at the Economics department.

#### *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. After the special circumstances around Covid-19, the Board 2021/2022 is recommended to evaluate the impact this has had towards the Association's partners and to continue to ensure that the relationships are upheld.

#### *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 is recommended 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 2021/2022 are recommended to 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 should be presented. Special attention should be given to executing the agenda for the Active Meeting in practise since this has not been very well done lately, but is an excellent opportunity to spread knowledge among members on matters that are not actively discussed or presented at other occasions. In addition, the Active Meeting is recommended to be a forum for evaluation as well as enable communication between the active members of the association.

### **Covid-19**

The Board 2021/2022 will step on during an ongoing pandemic that has been with us for a year. The Board is recommended to continue evaluating the effect the pandemic has had on the Association. Stockholm Business School will for the first half of FS21 only hold online education. The board of 2021/2022 is recommended to continue the work toward minimizing the damage this has on the Association, its membership numbers and the enthusiasm of the active members. In particular, the Board is



recommended to look into when Festningen (House 1) can reopen or partially reopen. In addition, Board 2021/2022 is recommended to be updated on changing conditions and the effect it can have on the Association's projects and organization. This should be done in collaboration with the Operational Management Group.

## **SPECIFIC GOALS**

### **Membership**

During the atypical year of 2020/2021 it turned out that many of the recruits in the Association were not members at the time of recruitment and therefore the Board of 2021/2022 is advised to conduct regular check ups of the membership status on people that apply to roles. The Board of 2021/2022 shall work strategically on increasing the amount of members in time for the application for union status and the future development of the Association. This should especially be considered when things open up and physical events can be conducted again.

### **Knowledge Retention within the Operational Management Group**

With Manual 05 now completed, it is extremely important that the information within the document is implemented so that there is knowledge retention amongst the OMG. It is recommended that there be meetings going over the Manual 05, statutes and policies to make sure everyone grasps what working in the Association entails. Along with this document, workshops throughout the semester are recommended in order to ensure that the OMG are able to more effectively complete their work due to a thorough understanding of processes inside the Association. Workshops can encompass how to work on Podio, the marketing process, who to contact regarding certain issues and anything else that the Board feels should be reiterated to the OMG. The workshops should be done in collaboration with the Second Vice President and whoever on the Board handles the specific topic being covered.

### **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 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 had access to a seminar room in house 8 for medium sized events. During the fiscal year 2020/2021 there was no need to use rooms for medium sized events due to the pandemic. With SBS' move summer 2021, this space will no longer be available for the Association and it is therefore recommended to explore the possibilities for new event venues, as well as evaluate the existing premises that the Association will rent on occasion from external parties.

### **Finances**

The Treasury of 2021/2022 is recommended to continue working closely with the Asset Management Group (AMG) to oversee the investments that the AMG recommends, both for the capital at its disposal, and its investment recommendations for the Association's long-term capital. The Treasury of 2020/2021 encourages the Treasury of 2021/2022 to proactively work together with the AMG to explore additional investment opportunities that will benefit the Association.

Furthermore, the Treasury of 2020/2021 could not identify any benefits from switching banks. However, it is possible that there are benefits to a switch that have not been identified yet and it is considered warranted for the Treasury of 2021/2022 to continue to look into potential benefits of a switch.

The Board and Treasury of 2020/2021 consider evaluations as an important part of the work of the Association and recommend that the Treasury of 2021/2022 continue to follow the guidelines as stated in the Financial Policy when doing evaluations. These budget evaluations should then be uploaded on Podio and be able to be accessed by everyone within the Association. This is done to ease the work for future projects so that project groups can better estimate their revenues and expenses.

During the fiscal year of 2020/2021, the Treasury has used the digital functions of Fortnox for invoicing and bookkeeping purposes. This use has been beneficial to the work of the Treasury and it is recommended that the Treasury of 2021/2022 continues using these digital functions when handling expense- and card declarations to better track expenses.



### **Ekonomernas Dagar**

The Board of 2021/2022 is recommended to implement the move of Ekonomernas Dagar from the spring to the fall. This should be done by having two fairs 2022. The Board 2021/2022 is recommended to well in advance work for this change and make both students and companies aware of the change. The Board is also recommended to assist the Project Managers in the transition back to a physical fair, if possible. This should be done with the aim of looking into alternative venues for the event with the goal of cutting costs. Ekonomernas Dagar is further encouraged to continue to broaden the target student audience to Economics students as well.

### **Decentralization**

The Board of 2021/2022 is recommended to focus more on strategic work by decentralizing all the operational work that can be delegated to the OMG. By doing so, more time and effort can be put into achieving the Association's long term goals. Especially with the pandemic, it has called for more of the Board's attention regarding strategic matters which can not be properly dealt with when there are plenty of things that can be done in partnership or handed to the OMG. This will also help to bridge the gap between the OMG and Board and make the Association structure less hierarchical.

### **Union Status**

The Board of 2018/2019 submitted an application for union status for the period 01-07-2019 - 06-30-2022 in November 2018. The University Board refused the Association's application for union status and the Board 2018/2019 initiated an appeal process which was ongoing during the spring term 2019. The appeal was denied in May, 2019. The Association Meeting decided on the 15th of October 2019, to apply for Union Status again in 2022. The application will be made by the Board 2021/2022, with the aim of the Board 2022/2023 stepping on to Föreningen Ekonomerna being a union. The Board 2021/2022 is further recommended to update the Association regularly regarding this process and prepared for the changes that Union Status brings at appropriate meetings such as the Active Meetings and grand meetings to ensure that the entire association is compatible with unionship.

### **Educational Surveillance**

The Board of 2021/2022 is further recommended to work strategically to improve the educational surveillance. This should be done by expanding towards the Economics



department as well as increasing the knowledge of the Education Committee and students' rights. Additionally, the Board 2021/2022 should look over the use of the newly accessed student page on Athena and see how the Association can optimize the use of the page. It is also recommended that the guidelines for the educational surveillance are looked over to see what is working well and if there are potential things that can be improved.

## **IT**

The Board of 2021/2022 is advised to integrate the use of Podio as a means of communication as soon as possible, both between themselves as well as the rest of the Association's trustees. As for the website, a calendar showing all the current and upcoming events is suggested, and if possible, shifting general information for all members from Podio to the website. The Board is advised to evaluate the purpose along with the target group for the website and adjust its content accordingly. The Board shall continue to provide our members with discounts and events through collaboration with Mecenat as well as continue to work with Bonsai Campus - especially when things open up, the app should be used for both paid and free events. It is suggested to implement a more informal and intuitive online communications platform, the Board 2021/2022 is recommended continuing to grow the engagement on the Discord server that has already been implemented. In addition, the Board 2021/2022 is advised to assess the nature of the physical IT environment in Festningen and update any soft- and hardware if needed, as well as download and make sure that the programmes that the Association has purchased function properly.

## **Marketing and Social Media**

The Board of 21/22 should continue working towards the differentiation of our social media channels in order to create more value for having several channels as well as making marketing efforts as efficient and successful as possible. Special attention should be given to the LinkedIn account as well as the Newsletter since these are the most recent social media/marketing channels and thus, least established.

The Board of 2021/2022 should also, in conjunction with the broader goal of knowledge retention and communication, ensure that the OMG is aware of the purpose of the different social media channels and of the general guidelines for doing marketing in the Association so this information can be better transmitted to



projects within each committee. The aim is to encourage better planning in order to make the overall scheduling of content and marketing more even throughout the year and avoiding, as much as possible, crowding in the channels.

### **Renewed focus on Masters students**

The Masters' Welcoming Weeks was not budgeted for during the year 2020 due to doubts surrounding the pandemic by the previous board. However, the Board 2020/2021 has decided to make sure to bring it back in 2021, as there has been a feeling of disenfranchisement among Masters students given the perceived lack of attention towards them in previous years. Additionally, the issues Master students faced when it came to their visa/residence permits because of the pandemic; all of which shows the role the Association can play when it comes to lending a platform to voice students' concerns. This year has not only seen two Masters students being elected on the Board but also the Masters' Club reactivated following the scouting and appointing of a new Chair and Vice Chair who have been working closely with the Head of International Affairs to ensure the MWW can be used as a springboard to generate a much needed buzz among the Masters students. This time it can also potentially include Masters students from the preceding year as well, especially if it is an online format. Masters Club has also been brought back this term and that automatically is a hub for generating projects that masters students want to start or be involved with, assuming the current Chair and Vice Chair renews any existing projects from before. It is therefore recommended for the Head of International Affairs and the Board 2021/2022 to maintain focus in terms of that, as the target will be to generate new memberships among Masters students and that would be highly useful with the Union Membership application coming up.

### **Internationalization**

The pandemic has made it difficult to implement a lot of the internationalization efforts of the Association. In spite of that, towards the tail-end of the Board 2020/2021's mandate, with the restrictions being lifted to various extents in some countries, there has been a potential for collaboration with one of our partner universities, and that has opened up the possibilities of how we can come together for strengthening those ties and open up new opportunities for our respective students. It would be highly advisable for the Head of International Affairs, the International Committee and the Board as a whole to continue the efforts made to ensure the Association is open to more international students. As has been evidenced



by the Board 2020/2021, as well as several of the committees having international students as Chairs, Vice Chairs, Project Leaders, and active members. Föreningen Ekonomerna has increasingly taken measures to ensure our members become brand ambassadors of the Association, not just within Sweden, but across the globe. Plans have already been outlined to reach out to more global companies operating in Sweden via the International Committee, to provide networking and employment opportunities for international students who want to study and work in Sweden, and it would be vital to ensure those projects are followed through. There are online alternatives that are currently in the pipeline to ensure this happens without hindrance if restrictions continue.

### **Song books**

As the stock of song books is getting smaller, the Board 2021/2022 is suggested to create a Song Book Committee to ensure a new song book is created, ordered and printed before the stock is empty. In connection to this, it is recommended that the song book is evaluated in regards to relevant songs and their lyrical content. It is of importance to continue the use of the song books to keep tradition alive and the Board 2021/2022 is thus recommended to ensure that song books are distributed and brought back into extensive use during events, as there has been a lack of engagement with the song books lately.

### **Student Health**

It is suggested that the Board 2021/2022 continue to work together with the Student Health to ensure the well-being of students at Stockholm Business School and the Association's members. Continuous updates and/or polls is suggested to understand the members well-being, especially considering the ongoing pandemic. This should be presented to SBS at relevant meetings to guarantee they are made aware of the student's health and well-being and can assist and adapt accordingly. In addition, it is further suggested to inform and incorporate the student health at appropriate times and channels, such as in connection to Fadderiet.