



L.S.A. CUSTODIA



Policy Board VII

Leiden Study Association Custodia

2024-2025

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Preface

Dear members of Leiden Study Association Custodia,

It is with great enthusiasm that we present the policy document of L.S.A. Custodia's seventh board. This document reflects our collective vision and the strategic direction we will pursue throughout the year. Following our General Assembly, we have invested considerable effort to ensure that we begin this academic year with clarity, purpose, and efficiency. It is both an honour and a privilege to build upon the solid foundation laid by our predecessors, Board VI, whose dedication and hard work have positioned us to achieve our ambitious goals.

As we move forward, we are excited about the opportunities ahead and are confident that, with your support and engagement, this year will be one of significant growth and achievement for Custodia. Together, we will continue to build a vibrant, inclusive, and dynamic community that represents the diverse voices of our members and remains a cornerstone of the academic experience at Leiden University.

Thank you for your trust in us.

On behalf of the seventh board of L.S.A. Custodia,

Sven Jongejan

President of Board VII

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Long-term Goals

In the statutes of the association the long-term goals are established as follows:

1.1. Represent the needs of students at Leiden University (Campus The Hague), especially focused on the bachelor program “Security Studies,” and the master program “Crisis and Security Management”, with regards to their studies and study program;

1.2. Broaden the knowledge of her members in the field of Safety and Security;

1.3. Expand the networks of her members;

1.4. Advance the social connections between the members of the association.

1.5. To ensure better board transitions, the current board will let the potential board know that August is the month of HOPweek and EL CID. Therefore, it is recommended to start in June or July to use the opportunity to gain new members during these introduction events.

Additionally, a goal that has been set by our predecessors.

1.6. To ensure better committee transitions, the board will ask last year's committee to exchange tips & tricks to the new committee every year. In what form (transition document, real life meeting) is yet to be determined by the board.

The association wide goals of Board VII

Along with the long-term goals set by the statutes, this board would like to improve on the representation

Representation: Our main objective is to authentically represent the diverse voices and aspirations of the students enrolled in BSc Security Studies and MSc Crisis and Security Management. We aim to be an unwavering advocate for the student body within our academic community and beyond.

Collaboration with the University: Our goal is to cultivate a meaningful and lasting partnership with Universiteit Leiden, focusing on creating academic and professional opportunities that cater to the needs of our members. We are committed to aligning our efforts with the university's vision, ensuring that Custodia remains an integral part of the academic community.

Member Engagement: We are dedicated to fostering a vibrant and inclusive community where every member's voice is heard and valued. By providing diverse platforms for participation, we aim to empower our members to actively shape the direction and success of Custodia.

Alumni Relations: Our ambition is to build a robust and supportive alumni network that bridges the gap between past and present members. By facilitating connections and knowledge-sharing, we strive to create a lifelong community that supports professional and personal growth.

Name Recognition: Our focus is on elevating Custodia's presence within the university and the broader community. Through strategic branding and outreach initiatives, we seek to make Custodia a recognized and respected name that reflects our values and achievements.

Communication and Coordination: Our objective is to enhance the clarity and efficiency of communication across all levels of Custodia. By streamlining processes and fostering collaboration, we aim to ensure that our initiatives are executed smoothly and effectively, benefiting all members of the association.

Financial Sustainability: We are committed to maintaining and strengthening the financial health of Custodia. By refining our financial strategies and expanding our partnerships, we aim to secure the resources necessary to sustain and grow our activities, ensuring long-term stability and success.

President

I am extremely excited to begin my term as President for this association. In this position, I have a few key points in mind that I will focus my attention on, namely collaborations between L.S.A. Custodia and the university, an increase in member participation, building further upon the alumni network, and improving L.S.A. Custodia's name recognition.

Collaboration with the university and study programmes

One of my key goals this year is to strengthen the collaboration between L.S.A. Custodia and Universiteit Leiden. This partnership means a lot to me, as I believe it offers excellent opportunities for our members. We're not just focusing on recruitment; we're eager to work closely with the university to organise events, lectures, and workshops that truly align with our members' academic and professional interests. By hosting activities that connect directly with course content, we can offer something meaningful and relevant to our members' education. I'm also excited about our involvement in the university's open days, where we can showcase Custodia to prospective students. By actively engaging in these initiatives, I'm confident we can attract new members and build an even stronger relationship with the university, further establishing Custodia as an essential part of the university community.

Member participation

This year, I'm really focused on boosting member participation. It's important to me that every member feels like their voice is heard and that they play a role in guiding Custodia's direction. We will be providing members with platforms and opportunities to share their thoughts, whether that's through General Assemblies, feedback sessions, or just casual conversations. By encouraging everyone to get involved and take initiative, I hope to build further and improve on the sense of community within the association. This way, everyone has the chance to contribute to Custodia's achievements.

Alumni network

Strengthening our connection with the alumni network is another key focus for me this year. Our alumni are a valuable resource, full of insights and experiences that can benefit our current members. We're planning to host more networking events where alumni can share their stories and advice. By nurturing these relationships, we can build a dedicated support system that will help our members both during their time at Custodia and in their future careers.

Name recognition

Enhancing Custodia's name recognition is one of the goals I will be focussing on, both within the university and beyond. One of the ways we plan to achieve this is through the strategic use of branded merchandise. By creating and distributing high-quality, recognizable items such as clothing, accessories, we can increase our visibility and presence. These products will not only serve as a way for members to

show their pride in the association but also function as a marketing tool that spreads awareness of Custodia in the broader university community. My goal is to make Custodia more prominent and recognizable. Collaboration with the university and faculty is essential to this goal.

In conclusion, I am deeply committed to making this year a period of growth and achievement for L.S.A. Custodia. By strengthening our collaboration with the university, increasing member participation, nurturing our alumni network, and enhancing our name recognition, I believe we can build a stronger, more connected association. I am excited to work with each of you to achieve these goals and to ensure that Custodia continues to thrive as a vibrant and essential part of the university community. Together, we can make this year one of our most successful yet.

Sven Jongejan

President of Board VII

Secretary

Over the years, the secretary's role has evolved significantly, a testament to our collective progress and dedication. With the association's development over the past six years, the secretary's role has transformed from its initial responsibilities to encompass a broader range of tasks. It now includes managing the association's website and social media channels and even overseeing all its promotional materials and strategies. Last year, we also initiated the PR committee and the Custodia Courier, our magazine, further expanding the role's scope.

Looking ahead, I foresee the role of secretary gaining even more functions in the future. We have come far, and I thank the previous six years of secretaries and boards for leaving me with an actual role to inherit. Thanks to all their hard work, I will no longer have to whack a mole all the infancy issues. However, this is not the end of our journey. With the new functions the secretary has gained, our association's development faces a new hurdle, but also a world of potential. Namely, we should continue what we started and not let our progress deteriorate.

Many half-established projects or continuous tasks now fall under the secretary's purview. My primary goal as secretary is to ensure that my successors, many years down the line, don't have to work harder than my predecessors or I did unless they are ambitious and want to. There are many things in need of polishing, such as the website, the intranet, membership tracking, committee mail accounts, events planning, contact lists, voting procedures and the media archive. A few half-started projects also need revitalisation or continued effort, such as the PR committee, the Custodia Courier, the alumni network, merchandising, book deals, and the accompanying policies that still need to be made for them. Overall, the task is quite far ahead, but I hope I can make significant progress with the help of your engagement and support. I will now outline my ambitions and goals for the coming year.

The Website

The website is visually okay. Although there are some things I would and will change on that front, it looks modern and performs its designed functionalities decently. Well, at least on the surface. The website provides a great deal of information to visitors: upcoming events, our committees, what we do, partner deals, internship opportunities, book deals, event signups, membership registration, policy documents, contact fields, idea boxes, merchandise sales, etc. There are, however, some things it currently doesn't show anything about. An event calendar, for one, is something many members have been asking for. Also, the pages that do exist sometimes seem a bit thrown together.

This is due to the behind-the-scenes (back end) of the website. There are many leftover artefacts of previously added and removed functionalities and styles. Some automation established by previous boards has also broken over time due to our web provider's various system updates and design changes. This has caused a disconnect between how we operate and what members see. The automatic pipeline

between a committee or the board planning an event and members being able to sign up has turned into an increasingly more manual administrative process. This unnecessarily increases workload and time spent on this and not on adding or improving functionalities that members want. This is just one example of automation that needs cleaning up of creation.

My second priority regarding the website is to make it more of a destination than merely a pass-through point for our members and visitors. It just needs to do more in some form for security studies and crisis and security management students outside of just being the place to go to sign up for that event you saw promoted on WhatsApp. Adding functionalities and reasons to visit the site increases site traffic, increasing the likelihood of students signing up for events and becoming members. I am unsure what this will look like but expect exciting and surprising things everyone really enjoys. Great gadgets soon to come, such as an event calendar.

Social media

Our use of social media is already quite good. I plan to continue with what is already established, as I did last year. However, I will create a new media archive and give more responsibilities to the PR committee if possible. I aim to make the PR committee a broader committee that can also work on web design, decorations for parties, and photography and filmography of events. Hopefully, this will improve the creativity of our social media presence, promotions, and campaigns. My second improvement on the social media front would be better integrating our social media presence with the website, where we are not exclusively giving certain information on one or the other. My third improvement would be a more robust process of going from event idea to actual promotion and making it so the communication between the secretary of the PR committee and the committees organising the events is more concretely established. Hence, it is clearer what is expected from who when in the process of making promotional materials. And my last improvement, which I believe will be the most important, is establishing a social media presence towards alumni. We don't do enough to maintain our interactions with our alumni, which is a shame.

Metrics & data organising

I want to ensure we start gathering rudimentary data on events outside of what we get from the website or what we see at the events ourselves. In the past, we have tried implementing event reporting requirements for committees. These were very handy; however, they took a long time to fill in, and not much was done with them afterwards. I aim to make a short 5-number rating digital questionnaire to fill in after an event. This way, we get some metrics to support us in allocating resources to events five years from now.

The second aspect is data organising. Some data currently only exists on the website, intranet, or private Microsoft Teams channels for committees. It's everywhere. This sometimes makes it hard to find what

you want to see as a committee member or board member. Sometimes, you don't know who had access to what and who to ask for this or that. There is also the question of having backups for some of our association's mission-critical aspects. Although we are aware as associations that data is mission critical, we don't consistently identify it behind the scenes. So, although backups are made, there is no process for this, and we haven't systematically identified everything that should be included in these backups. Hence, some improvement is required on this front.

Event organisation & committee member expectations

I want it to be easier for committee members to organise events. Every committee must interact with the secretary or the secretary's functions. Events don't get promoted or on the website without these interactions. As mentioned earlier, all of this is manual right now. This has some ups and downsides. The upside is our human control over what comes out of the association. People are involved from beginning to end, which means we are accountable, and quality is typically good. The downside is it's reliant on humans every step of the way. It causes a heavy workload when we plan events at a volume for the secretary. All the manual actions in the process slow it down. A waiting chain of WhatsApp messages can happen. I want to automate some of the steps that come between event planning by a committee and launching it on the website.

I also want to ensure that committee-planned events are automatically included in the website's system. That information is automatically shared with the PR committee and secretary. This would allow the committees to function more autonomously from the Board, moving the Board back more towards the oversight function that it is designed to do. Eliminating these waiting games caused by telephone chains can speed up the process of organising events. It also makes it easier for everyone involved to see what is missing before the event can go live for promotion. It further simplifies creating signups for an event if the data is already shared with the website in some form. This means that the committees can specify what is needed on the signup forms for the event they are hosting. Or what the confirmation email says. This further improves the efficiency of the process and gives the committees more tools to do what they do best. Host fun and engaging events.

Magazine

I want to continue the magazine and produce a paperback version. Nothing more must be said, it's still an ongoing experiment. I envision turning it into the type of magazine that anyone in our field would be interested in—something for students but also just for those who want to know about exciting developments in the field.

Policy & association development

I want to improve and finish policies in the association's policy manual. For instance, board compensation, membership questions surrounding the new cyber bachelor, membership renewals, alumni membership, the magazine, and legal liabilities all need more work. Expect some policy change proposals from me this year.

Emiel van der Sloot

Secretary of Board VII

Treasurer & Vice President

The Custodia association is very alive. The organisation is still ever developing and adjusting to meet the ever-changing needs of her member population. The years change, and Custodia changes with them. To meet both the current and future interests of this organisation I believe that continuation of the preceding course can ensure the durability and sustainability of L.S.A Custodia as an organisation, harnessing the current growth-momentum.

Financial stability

As the treasurer of Board VII, I am inheriting productive financial protocols and an environment of financial stability. I hope to build on this work by fine-tuning and amplifying the current protocols, bearing in mind that the complexity of the association will ensure enough room for improvement and augmentation. Principal however will be cementing the financial stability of the association and ensuring effective operations, allowing for positive and proper member-experiences. The importance of cleanly administrating the association-year of course cannot be understated.

Communication

As Vice Chair I will be well positioned to support my fellow board members in achieving their policy goals. The strength of a cohesive board will allow for the effective management in both the short and the long term. I believe however that the internal cohesion can be developed much broader within the association. I aim to strengthen the ability of working members, be that board members, committee members or anyone else involved in the association, to cooperate and coordinate in their efforts. Key to this aim will be setting up fitting communication possibilities and aligning mutual expectations.

Transition

Custodia is an organisation that changes every year. Not only does the member-population shift and renew on a biannual basis, so also do the working members. The effective transfer of information, responsibility and experience is pivotal to a stable and productive student association. I will seek to support my fellow board members in ensuring these turnover-moments are accounted for, understood, and prepared throughout every level of the association.

As Vice Chair and treasurer, I will focus my efforts to continue the development of Custodia. I will strive to make sure that changes are made in a viable way, without eliminating future opportunities. To ensure that Custodia stays open, diverse, fair and fun.

I look forward to contributing my efforts to the betterment of Custodia,

Niek Schrijver

Treasurer & Vice Chair of Board VII

Head of External Affairs

My vision for this year is to strengthen and expand partnerships that benefit both students and external partners. I intend to do so whilst fostering an inclusive and financially stable environment for our association. To do this, I will focus on:

Nurturing Existing Relationships:

I recognize that the relationships built by the previous board formulates the foundation of Custodia's external connections, and these relationships have provided members with resources, internships, and experiences that may lead to potential career pathways. Maintaining and deepening connections with current partners is therefore a priority. I believe that not only nurturing these existing relationships but also strategically expanding them, in the upcoming semester will open new opportunities for our association and members.

Facilitate opportunities for students to engage with these partners through events, workshops, and internships:

In a rapidly evolving world where academic knowledge meets industry challenges, the strength of our association lies in its ability to connect students with real-world opportunities. Our members are at the crossroads of learning and professional development, therefore Custodia can help to bridge that gap by fostering robust partnerships with industry leaders. I will continue to organise regular events that serve as platforms for students to connect with potential employers and industry leaders.

Expanding Partnerships and Sponsorships:

I seek to actively increase the number of partnerships by collaborating across committees, leveraging our unique position within The Hague and our bachelors and master's program to increase sponsorship. I intend to do this by scaling event attendance and gathering accurate participation data to better compel sponsorship further opportunities to organisations like EY and others, aiming to secure at least three new partnerships by year-end.

Promoting Financial Stability:

Enhance financial support through targeted sponsorships and partnerships with organizations that align with our students' fields of study, particularly in specialized areas like intelligence and security. This will help ensure the long-term sustainability of our events and initiatives.

Inclusive Event Planning:

Ensure our events are welcoming to all students, regardless of background or language. I will prioritize inclusivity by offering programming that caters to non-Dutch speakers and reflects the diversity of our bachelor's and master's programs.

Overall, my vision for my term is aimed at fostering a solid foundation of existing partnerships and expanding this to further create a long-term sustainable relationship with future partners. I aim to provide an inclusive community with strong external connections, creating value for both our members and partners.

Watey Diep

Head of External Affairs of Board VII

Head of Internal Affairs

As Custodia's head of Internal Affairs, I'll be overseeing all the activities of the First Year Committee, Sports Committee, Travel Committee and the Social Committee.

In the past three years that I have been active within Custodia, I have obtained first-hand experience in both the First Year and the Travel Committee. I am immensely looking forward to implementing the knowledge and skills collected during this time, while collaborating with each individual committee. In my role as head of internal affairs, I want to ensure new and existing students of the BSc Security Studies and MSc Crisis and Security Management can have the same positive experiences I have had while organising and joining the Custodia trips or introduction days.

My focus lies on ensuring growth for all four committees and ensuring that committee members can evolve their individual strengths and goals too.

Internal Affairs goals

For this upcoming academic year, I have worked out two main objectives. First, I want to focus on optimising the effectiveness and continuity of each committee. The first weeks of the academic year are crucial, and I aim to work together closely with my fellow board members to ensure that we find the best-suited position for every prospective committee member. If possible, I would like to consider doing second interviews for some of the committee positions to assure we get to know the applicants and make well-informed decisions.

Committee guidelines

I want students to feel comfortable in their position within the respectable committee, while also making sure that they can evolve and obtain new skills during their time. I have been working on guidelines that explain the different roles in each committee, and what sort of activities can be expected of said committee during the year. This is different for each committee and will consist of various parts. First, it will contain specific instructions of each role within the committee and the tasks that usually align with the role. For this, I will use my firsthand experiences within the travel and first year committee, and work together with both Sven, Emiel & Niek to incorporate their skills and knowledge for the other committees.

My aim with this strategy is to ensure every committee has a great foundation so that they can organise successful events that benefit the committee, the association, and the students. While I will provide these guidelines as a way of streamlining the committees' operations, I consider it important to strengthen autonomy and growth of each committee.

Communication

The second objective that I will work on in my role as Head of Internal Affairs, is communication, both between myself and the various committees, as well as inter-committee communication.

While it is my goal to ensure each committee can work together to create their own successful events, I believe Custodia's events can be taken to a higher level by cooperation between various committees. I want to function as a liaison between committees to try and connect the committee members, foster new relations, and establish good cooperation. With this, I aim to create an open line of communication between myself and all four committees.

With these policies, I aim to establish a healthy and fun environment for the committees to help create a positive Custodia experience for new and present members.

Cathy Zaunbrecher

Head of Internal Affairs of Board VII

Head of Master Affairs

Fostering Career Development and Professional Growth

At L.S.A. Custodia, we recognize that the culmination of academic efforts is not just in acquiring a degree, but in securing a fulfilling career. As Head of Master Affairs, I am dedicated to enriching our members' professional development by emphasising career-oriented activities. To bridge the gap between academic learning and professional application, I will work to increase the number and variety of career-enhancing opportunities. This will include organising industry-specific workshops, networking sessions with alumni, and interactive seminars with professionals. By facilitating these connections, we aim to equip our members with practical insights, essential skills, and valuable industry contacts that will pave the way for their future careers.

Enhancing Collaboration Among Custodia Members

Collaboration among members of LSA Custodia is key to building a supportive and thriving academic community. To foster stronger connections, I will implement initiatives that encourage active collaboration between students, particularly between those involved in different committees. This will include regular cross-committee meetings, joint projects, and social events designed to break down barriers and promote teamwork. These efforts will ensure that members are not only informed about each other's activities but are also able to contribute their unique skills and perspectives to various initiatives. By building a more interconnected network, we can strengthen the overall cohesion of L.S.A. Custodia and ensure that all members feel valued and engaged.

Promoting Interdisciplinary Collaboration

In today's complex and interconnected world, interdisciplinary collaboration is increasingly vital. I will work to create opportunities for our master's students to engage with peers from different academic backgrounds. This will be achieved through interdisciplinary workshops, joint research projects, and cross-departmental seminars that encourage students to explore diverse perspectives and approaches. By fostering these collaborations, we aim to enrich the academic experience, broaden students' intellectual horizons, and prepare them to tackle multifaceted challenges in their future careers.

Enhancing the Role of the Master Committee

The Master Committee plays a vital role in representing and supporting our master's students, and its effectiveness is crucial to our organisation's success. As Head of Master Affairs, I am committed to strengthening this committee by providing it with the resources, guidance, and autonomy needed to thrive. Given the typically short duration of master's programs, the Master Committee often experiences complete turnover each year. This makes it particularly important to ensure that key information and strategies are effectively passed down. By implementing structured handovers and clear documentation,

we can maintain the momentum of the committee's work and preserve the institutional knowledge that is vital for our continued success. This year, we will focus on clearly defining the goals and responsibilities of the Master Committee, ensuring that each member understands their role and how it contributes to the broader mission of L.S.A. Custodia. Additionally, I will collaborate closely with the committee to identify and address the specific needs of master's students, whether through academic support, career guidance, or community-building initiatives. To further strengthen the committee's impact, we will establish regular feedback loops between committee members, fostering a culture of continuous improvement. By investing in the development and effectiveness of the Master Committee, we aim to enhance the overall experience of our master's students and ensure that their voices are heard within the organisation.

Conclusion

In the upcoming academic year, my policy as Head of Master Affairs will focus on four primary areas: enhancing career development, fostering collaboration among Custodia members, promoting interdisciplinary collaboration, and strengthening the Master Committee. These goals are designed to support our members' growth not just academically, but also professionally and personally.

Together, we will continue to build a dynamic, forward-thinking community at L.S.A. Custodia.

Malaury Vidon

Head of Master Affairs of Board VII

