
POLICY BOARD V

2022 - 2023



LEIDEN STUDY ASSOCIATION CUSTODIA



Preface

Dear members of Leiden Study Association Custodia

The policy document of L.S.A. Custodia's fifth board is in front of you. During the summer, the fifth board, which includes Michelle, Wessel, Britt, Thomas, Stijn, and me, began with genuine excitement. The board is ready to build on the foundations laid by the boards that came before us, particularly the fourth board, which had a difficult time during COVID-19 but can be praised for their determination to make it a fruitful year anyway. We hope to see you at our events this year!

A brand-new year full of wonderful opportunities awaits the fifth board. The year began with a fun introduction day during which games could be played, a pub quiz and afterparty was held. We will continue the journey back to more real-life student experiences for all members, allowing everyone to get to know each other better. We, as a board, will create a more efficient organization and a safe environment for you to enjoy your student life to the fullest!

Let us make this an unforgettable year.

On behalf of the fifth board of L.S.A. Custodia,
Lois Kips,
President

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1. Long term goals

Long term goals L.S.A. Custodia in the statutes the goals of the Association have been set. The Association has as goal to:

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.

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.

1.7. In addition, not all committee members will have to reapply every September for their position. Preferably, at least one member will stay in the committee to help the new members during the start of the year. Whether this is only the case for the February cohort or for all committee members is yet to be determined by the fifth board.

2. Association wide goals Board V

The fifth board would like to continue on the foundation of the previous boards regarding collaborations, the organization of the association and cohesion.

Collaborations external and internal

As the fourth board signed a Memorandum of Understanding with the Institute of Security and Global Affairs, the collaboration between Custodia and the University took a real form. The association is hereby bound to organize a number of events for all security students per year, which the institute will sponsor. We will evaluate this collaboration at least once a year. In addition, we will try to work more with some organizations inside Leiden University such as Career Service and POPcorner. We will also try to involve more public organizations, to broaden the views of our members by offering both private and public the opportunity to exchange stories and ideas with our students. In addition, we will stimulate committees to collaborate more on events, in order to have more quality events, combining for example a dinner and a discussion into one event.

The organization of the association

We would like to improve the organization of the association, regarding professionalism, efficiency and safety.

1 Professional organization

All members of the board are representatives of the association and therefore will have a professional presence and flexible attitude to all external parties.

2 Efficient organization

To ensure a more efficient organization we will focus on internal efficiency and promotional efficiency. Internal efficiency consists of committee communication with each other and with the board. As mentioned by the travel committee last year, it is preferable to have more direct contact with the board regarding trips and events. Therefore, the president will set up a WhatsApp group with all chairs to plan chair meetings and be kept up to date. In addition, a groupchat will be made for all committee members to easily contact each other. There is also a shared agenda channel set on teams with all committee members and the board, to see each other's events in one place. Other members will be informed of these events by the website, social media and a WhatsApp group for all interested members.



The fifth board will also focus on making the website more appealing by asking all committees to twice update their pages with pictures, stories and contact information. In addition, we will make a clear overview of upcoming events and we will look at the possibilities for members-only pages to have extra's. The social media platforms will be kept up to date by the secretary and she will help all committee secretaries to have Custodia-themed posts and stories. The payment system was already improved during summer and the treasurer will keep an eye on it throughout the year.

3 Safe organization

As mentioned by the travel committee last year, it would be favorable to have more than one member having the BHV diploma. Therefore, this summer already two members of the board have obtained this official knowledge to act during crises (BHV). As one member already had this knowledge, now half of the board is capable, and we will always try to at least have one of them at every event. In addition, the first aid kit will be present at all events.

Cohesion

To create more cohesion within the association for all members, a standard every other week 'borrel' evening will be set. Date and time are yet to be determined by the fifth board. For all committee members there will be an event organized in which they will get to know each other better to improve internal communication and collaboration. In addition, the board will try to lead the committees in a way that they will collaborate more with each other to create combinations of events. For example, a guest lecture followed by a borrel. Focus will also lie on mixed events for bachelors and masters; to broaden everyone's network and exchange experiences.

To ensure a good environment to improve cohesion, a trust person will be chosen by the board to oversee and mediate in internal disagreements. In addition, every chair will get a document with helpful tips and tricks in case of a disagreement inside a committee. This will allow every member to enjoy their student life in a safe environment!

3. President

As I am very enthusiastic for the coming year, I hereby made an overview of key points on which my presidency will be focused. My main interests will be on the functioning of the board, broadening our collaborations and safety.

3.1 Functioning of the Board

As president, I would like to get the most out of the coming year by focusing on organizational efficiency, continuing to create internal cohesion and developing new ideas. To get the board working efficiently, I will schedule weekly board meetings with enough time to build teamwork, develop new ideas, and solve potential problems. Furthermore, the board will not only perform individual tasks, but will also work in smaller groups to motivate one another and aid where needed. Each semester, a meeting will be combined with a fun group activity to help board members get to know one another better. Throughout the year, there will also be evaluation meetings with each individual board member, with a focus on personal growth and teamwork within the association. The vice-president will also evaluate the president and ask the same evaluation questions.

3.2 Broadening our collaborations

1 Leiden University

Overall, I hope to strengthen the ties of the association with Leiden University's Faculty of Governance and Global Affairs and the Institute of Security and Global Affairs. This will be accomplished by establishing more direct communication with all relevant organizations. I've already spoken with Daan Weggemans, who will point me in the right direction for specific study related questions. In addition, I spoke with Sterre Burmeister, the FGGA board assessor, about the start of the academic year. As a student-assistant in the communication department, I can easily contact FGGA employees to see what they can offer us.

Furthermore, board transitions will include knowledge of how to contact the university and other external parties prior to the start of the academic year.

Besides, while the Memorandum of Understanding is a great starting point, it will need to be evaluated and improved over the next year. As a result, I will schedule meetings with the Institute of Security and Global Affairs to assess this contract.

2 Study associations

Study association wide, I will try to put Custodia on the map and increase our collaborations with other study associations. This will be developed by attending the academic start of the year along with other associations and attending the VerO every month. I will try to make direct contact with all presidents of associations in The Hague during the monthly VerO. So that we can collaborate and be able to offer our members new experiences with other study associations.

3.3 Safety

In order to create more cohesion within the association, it will be beneficial to have one counsellor for all members, committees and the board. This will provide a secure environment in which to openly discuss internal issues. The board will try to find an independent member during the start of the academic year who is willing to take on this important task. I will help this confidant to set up a platform where members can speak to the confidant freely. Also, a transition document for the following year will be made by the confidant to ensure a smooth transition. Until a counsellor is chosen, the president will be a temporary confidant when internal problems occur. If the president is unable to act independently, the vice-president will take over.

3.4 Members

As the focus this year lies on a welcome feeling, I will be open for questions and will welcome members during events.

Lois Kips

4. Secretary

The secretary is responsible for the website and social media management. The general goal for the management of these responsibilities is to always be up to date with new events and cancellations. Also, to make sure the layout and design of the promotion and website are looking fresh and appealing. The strategic goals for the website and social media will be discussed in further detail.

4.1 Website management

Last year, the former secretary and I created a new website. It is used to inform members about upcoming events, our committees, what our association is and what we do. Besides, we also provide information on external partner deals, registration forms, event sign-up forms and official documents. The website also allows members to create an account, so we can offer exclusive member benefits like the book deal. Hence, as secretary I would like the website to be as practical as possible and to make it visually appealing and professional cohesive. Most of this was achieved when the new website was created. However, the workings of the website are slightly complicated. Which means that in the past year, I mostly focused on getting to know the basics. The website is working, members are able to sign-up for events and as member of the association. My goal for this year is to keep improving the website. This can be achieved by, firstly, adding an introduction video, where people can get to know the association. Secondly, keep looking for new ways to make the website as visually appealing and practical as possible. Third, by focusing more on how the website works and what additional features it has to offer. Last year, things were not always clear on the website or were not working very smoothly, this is something I want to improve.

Also, I would like to keep the harmony within the website. This means that banners, pictures and videos that will be published online, will have to require certain (quality) standards. Additionally, colors, fonts and the usage of lines and shapes should be in cohesion. If all the promotion and design meet these standards, our website will look more professional

All the promotion that will be made by the committees and board are going to be online preferably two weeks in advance of the planned event.



4.2 Social Media management

L.S.A. Custodia is active on multiple social media accounts, currently we use Facebook, Instagram and LinkedIn.

We are still mostly active on Instagram, which we will continue to do. We use it for all our event promotions, cooking videos, introduction videos of the board and introduction stories of new committees. Additionally, the Instagram stories are going to function as a quick way to announce or share information that is only necessary for a limited amount of time. For example, information about that day's event. My goal for Instagram is to make better use out of it. We saw last year that many people watch the stories. Therefore, I would like to use the stories more efficiently, and create some highlights on our profile. Also, the travel reels were seen many times. Making reels is something I would like to keep doing and explore more this year. Additionally, create more polls for our members to get to know what kind of events our members prefer, some videos or a picture with a fun story of one of our members about their experiences with L.S.A. Custodia.

Our Facebook was not used very often in the past year. Not many people use Facebook anymore, therefore I am not going to focus that much on this platform, but I will keep posting promotion material and updates on there.

As a result, our promotions should be more visible, as not every member has Instagram or Facebook and by using both platforms, we can increase our range.

LinkedIn is our least used platform. This platform can provide tools to approach professional partners. Thus, it is very important to find the right way to efficiently use this platform. I believe it can be helpful to publish more on the LinkedIn page. For example, events that are also open for non-members or collaborations with other associations, guest speakers or the University. Also, creating an alumni network on LinkedIn for Security Studies and CSM students will be a great addition.

For all the promotion and created design for social media, the same rules require for the fonts, colors, shapes and lines, as they do for the website. As the committees are responsible for making their own promotion material, I will create a document with guidelines. However, I do encourage the committees to put their own creativity in there. To streamline this a little more, I would like to have a meeting with all the secretaries at the beginning of the year to explain what their task is and how they can fulfill their task well.



4.3 Additional promotion

Our members will receive a newsletter every block. This newsletter will highlight past event, promote upcoming events, and will provide space for other Board or Committee members to share a message.

4.4 Member registration / administration.

It is important to know who registers, reregisters, or unsubscribes to our association. Our new website offers a lot of new and improved features. Members can register online via the website, after which an e-mail will automatically be send to the secretary email address. The members who sign-up, can now pay directly on the website.

The list of the total registrations is updated daily, depending on the amount of people who register. This process will be continued to be carried out throughout the academic year. The new website has the ability to convert the online registrations into a spreadsheet. With the new payment system, I can also see who has paid.

Michelle Plug

5. Treasurer

COVID-19 is slowly exiting the lives of our students and indeed the Board of Custodia. Thus, Custodia can focus on growing as an association. This brings financial challenges to the table. Therefore, starting this academic year, a new membership registration is introduced. In partnership with my predecessor, Marnix Tissing, a registration and payment system has been integrated in our website. The system requires immediate payment via iDeal or credit card and increases the percentage of paying members. This major improvement paves the way to set new (financial) goals for Custodia.

5.1 Automation

Looking at the future, we are expecting a significant growth in members in the coming years. Thus, it is important to increase automation and increase efficiency within processes. The automated member registration system is a solid start, but where possible, I will explore opportunities to reduce administrative workload for my successors. This will allow myself and them to focus on (financial) improvements instead of administrative tasks. This process will need a thorough cost benefit analysis, as most automation systems are costly.

5.2 Budget usage and impact

Previous years, committee budgets were not fully used. It is my aim this year to increase spending and come close to reaching the budget limit. However, it is highly important that budget is used in an impact-heavy way. Using the budget for impactful events is a good way of increasing Custodia's popularity and reputation. It shows the benefits of being a paying member and will increase participation in events.



5.3 Reintroduction Financial Committee

Board IV of Custodia did not have a financial committee to periodically check the work of the treasurer due to a shortage of volunteers. To create a transparent association, it is key to not only offer that possibility to our members, but also strive to find members willing to execute the task. Therefore, it will be my goal to recreate this committee and organize frequent meetings to check our financial administration.

Moreover, as vice-president of Custodia, I aim to support the President where needed and provide constructive feedback. Besides, I am available to take over the tasks of the President if there is any reason to, e.g., absence or emergencies.

Wessel Jasper

6. Head of Internal Affairs

As the head of internal affairs, I will guide and oversee the following committees; the social committee, the travel committee, the cooking committee, the sports committee, the dies committee and the introduction committee. Relationships with my committees. The first thing I want to work on when the committees are formed is creating a positive connection between me and the committee members. I think it is important to create a pleasant environment between me and the committee members so that if they ever need help with anything, they do not feel burdened to contact me. I will work towards these goals in different ways. Firstly, I'll be joining the first meeting of the committees. Through this, I hope to show I am approachable and ready to help. I will also try to join all the events my committees organize to show my support and help when needed and lastly keep up to date with the committees through WhatsApp to show I am always ready to help. Relationships between the different committee members. Another goal I have for this year is having the committees interact more with each other and also creating a friendly atmosphere between everyone. What I noticed the past two years in Custodia is that within the committees, the members become quite close to each other. However, between different committee members this is not always the case. It is not my intention to force everyone to get along, however it would be beneficial if committee members from different committees got to know each other more to stimulate collaborations and create a fun atmosphere in the study association. There are a few ways I want to stimulate these interactions. Firstly, I will stimulate committee members to join other committee's events. This way we would boost our visitor rating while also creating opportunities for committee members to meet each other. Secondly, I will be organizing committee events, these events will solely be for committee members to thank our members for their hard work and again also to create an environment where committee members can get to know each other better.

6.1 Goals for social, travel, cooking, sports, dies, and introduction committee

Social committee

Because I believe social events are quite approachable for new members and also the most visited, I want the social committee to make 2 events a month. Ofcourse, if the committee has a big event in mind, it will also be okay if they do 1 big event because I do put quality before quantity.

Every 2 weeks there will be drinks at Leopold, this is to give consistency to the members of custodia and also because we have a deal with Leopold where we have to have an event occasionally there. I also want to push the social committee members to, Besides, organizing the events, also actively getting in contact with our members that show up to the events. I believe that connections bring people to events, so by actively engaging with the members, we are promoting the future events.

6.2 Travel committee

Last year, the travel committee did a great job with their trips. In my opinion, both the Budapest trip and Berlin trip were organized very well and for this year I want to keep this up. I think it would be great if also this year, we could have 2 big trips to another country and if there is spare time, also a small trip.

6.3 Cooking committee

Last year, there were not as many cooking events due to complications in the cooking committee. This year I want to have at least 1 cooking event in the month. Ofcourse, if the cooking committee have enough time to organize more events in the month that would be great, however as I mentioned before, I do prefer quality over quantity. Last year, the cooking workshops in beehive, which were sponsored by the university, were very well done and I will advice the cooking committee to think about these types of events more.

6.4 Sports committee

Last year the sports committee had a lot of members which made it possible to organize 2 events in the month. This year, if there are enough committee members, it would be great to again have 2 events in a month. I would, however, suggest doing one more physical challenging event, like Krav Maga, and one more casual sports event, like laser gaming. This way the sports committee would cater to a varied audience that might be interested in joining a sports event. Also, if the sports committee wants to organize a bigger event, they also do not have to hold themselves to the 2 events in a month rule.

6.5 Dies committee

Last year, the turn out of the dies week was overall lower than what we had hoped for. Therefore, this year, I believe it would be better to, instead of having a week full of events, have one big day to celebrate the study association with a big party in the end.



I think this would be better for the turn up of the event because it is less time consuming for our members to join one day of fun activities instead of a week full of events.

6.6 Introduction committee

This year, the introduction had an introduction day with fun activities and a party at the end of the day. I personally haven't been there because of vacation but I heard it was very fun and a success. For next year, I think it would be great to make a short weekend where people can get to know each other and become possible future active members

Britt van Hanegem

7. Head of External Affairs

7.1 Nurturing our relationships with existing external partners

As the Head of External Affairs, it is my task to ensure that the members of L.S.A. Custodia have a great experience while being a part of the organization. Some of the best ways to achieve this, are to offer as many discounts as possible, to offer the best events, and to offer as many relevant internship opportunities as possible. To be able to offer this to our students, we rely on external partners. It is my responsibility to ensure that existing partnerships are extended and improved upon in the coming year, so we can give our students great value for their membership.

7.2 Expand the number of relevant partnerships

Although we already got a great selection of partners, it is important to recognize that we can offer our students even greater value by expanding the number of partners. In this way, we can make even more possible for our students. Although L.S.A. Custodia already greatly increased the number of partners over the last 6 months, I believe we can do even more to give our students as much value as possible. It is my responsibility to ensure that this is done by expanding the number of partnerships. To be able to achieve this, I will closely work together with the future chair of the promotion committee, and also monitor the other individual members of the committee to ensure that these goals are achieved.

7.3 Deliver formal events of high quality

I believe that it is of great importance to offer events that offer the greatest value to our students. Because of that, I am committed to increase the quality of our formal events. To be able to achieve this goal, I believe it is crucial to invite guests of various different backgrounds, and to invite guests that bring something new to the table. This also means that the frequency of events might decline, if this means that the events will be interesting to a larger number of people. To be able to do achieve this, I will closely work together with the future chair of the formal committee, and also monitor the other individual members of the committee to ensure that these goals are achieved.

7.4 Tailor our offers towards everyone, including international students

I believe that it is of vital importance to make everyone feel included within L.S.A. Custodia. Since Security Studies and Crisis and Security Management are international programs, an important part of this is that we tailor our offerings towards everyone, regardless of the



language they speak. It is my responsibility to ensure that the majority of internship opportunities is available for everyone, and that the events that we host are also inclusive towards everyone, regardless of the language that they speak. To achieve this goal, I will work together with the future chair of the promotion committee to ensure that they will arrange offerings that are suited to students that do not speak Dutch.

Thomas van Noort

8. Head of Master Affairs

8.1 Expanding the alumni network through close cooperation with the university career services.

As the head of master's affairs, I aim to continue the cooperation between the university and Custodia that my predecessor started last year. This includes further expansion of our involvement in the alumni and University career services. Last year, this process started rather late which is why I have contacted the University career services, CSM's program director and the study coordinators about this right at the beginning of the year so that we can ensure a strong start. Last year I personally noticed that many professionals who had previously studied CSM were unaware of both Custodia, the alumni network and events that were organized through both organizations. I believe that expanding this network and Custodia's involvement with it may help CSM students gain insights in career prospects and paths and maybe even assist them in finding an internship or job after graduation. I will aim to start a CSM alumni group on LinkedIn.

8.2 Focus on involving public organizations when organizing Custodia events

I noticed that during last year's Career Services events, and while organizing extracurricular events for Custodia in general, that mostly commercial organizations (f.e. consultancy companies) are very eager to network with prospective graduates. However, a fair share of CSM students has the ambition to work for public organizations or think tanks. For this reason, I aim to involve these organizations more by tapping into FGGA lecturers' networks and alumni who work for such organizations.

8.3 Focusing on interactive events for students

In my opinion, too many events hosted by the master committee during last semester were 'passive' events. The network of the master committee is quite good. However, most events organized by Custodia limit themselves to being either guest lectures or panel discussions. Building on a closer cooperation with alumni and the career events services, it is my ambition to organize events that can prepare students on the labor market or help them making career decisions. For instance, by letting organizations organize tabletop exercises or wargames, instead of just lectures or talks.



8.4 Professionalizing Custodia and ensuring a proper transfer between boards

Custodia's decentralized nature and high autonomy of boards is, in my opinion, a good thing. We are all students who have jobs on the side or are involved in other time-consuming business. There is no need for strict and centralized, sluggish management. However, Custodia committee members are often doing unnecessary work. Too little material is centralized, and it is easy to lose track of current events organized by other committees. This can all be solved by maintaining a shared calendar, creating orgcharts with roles and responsibilities, contact lists, sharing templates and documents for easy use, and lastly, keeping each other up to date on a limited number of channels of communication. I hope to professionalize this. This may also ensure that transfer between boards take place more smoothly and will make committee members for more responsibility towards their peers and the organization. Of course, this is incredibly time consuming, but I'm fairly certain this will yield long-term benefits.

Stijn van 't Land

9. Financial status

8.1 Current Financial Status

This document entails the current financial status L.S.A. Custodia and the adjustments made in budgeting for the coming period. The primary changes are caused by an increase in capital, as more people have become a member. Moreover, Custodia has become a cashless organization and aims to remain that way. The budgets have been adjusted accordingly, and most committees have their budgets increased for this academic year. The Budgets may be reviewed and changed in future, as more people complete their membership and other acquisition activities provide increased income. If there any question regarding the information presented, please feel free to contact Wessel Jasper at treasurer@custodiathehague.com.

	September 3, 2022
Balance Bank	€ 3712,74
Balance Cash	€ 0
Total Balance	€ 3712,74

8.1.1 Table showing current financial situation as of 3rd of September 2022

8.2 Budgeting 2022-2023

The budget allocation for 2022-2023 has been adjusted with the expenditure data from last academic year. Some budgets have been slightly increased or decreased. Most notably, the cooking committee spent substantially more than their budget. Therefore, their budget has gained significantly. The budget has been clarified with percentages, allowing a gradual increase in budget when more members sign up, thus the total budget increases.

Categories	Budget	Percentage of total budget
1. Board	€ 600.00	16%
2. Social Committee	€ 300.00	8%
3. Formal Committee	€ 200.00	5%
4. Acquisition Committee	€ 100.00	3%
5. Travel Committee	€ 200.00	5%
6. Master Committee	€ 275.00	7%
7. Dies Committee	€ 200.00	5%
8. Sport Committee	€ 200.00	5%
9. Intro Committee	€ 150.00	4%
10. Cooking Committee	€ 200.00	5%
11. Association Miscellaneous	€ 512.24	14%
12. Savings	€ 325.50	9%
13. Future Projects	€ 450.00	12%
TOTAL	€ 3,712.74	100%

8.2.1 Table showing the current and new budget allocations for 2022-2023

