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**Policy Mercurius Wageningen
March 2021 - September 2021**

 *“Ignorante portum, nullus ventus secundus” - ‘If you do not know to which port you are sailing, no wind is favourable’*

**Mission**
“To enrich the student days of our members
by encouraging personal development in
professional, educational and social field.”

**Vision**
“In a rapidly changing labour market in which differentiating yourself becomes increasingly important, we will be there for our members in an accessible way to prepare them for a successful future by offering activities in professional, educational and social fields during their student days. Our ambition is to have a critical look at the functioning of the association, to optimise her performance and thereby ensure continuity of Mercurius Wageningen .”

March 2021

Sophie van Bon President

Otke Esmeijer Secretary/Vice-President

Lukas Jannink Treasurer

Esther van Seters Director of Marketing

Anne-Ying Telders Director of Human Resources

Carlijn Oskam Director of Public Relations

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## **Preface**

This policy document is written by the Mercurius board of March 2021 until September 2021. This policy document describes the objectives and actions this board focuses on in the upcoming academic half year of March until September 2021. This board will be committed to the implementation of the policy to get closer to our vision. Because of all uncertainty regarding COVID-19, all activities described below in this policy are subject to change.

Last year has been a non-regular year with a lot of changes. The upcoming half year is still quite uncertain, due to always changing COVID-19 measures taken by the government of the Netherlands. This is why the board of 2020-2021 has issued a survey for its members about the most wanted activities or programs organized by Mercurius Wageningen. The main result of the survey was that members wanted a focus on social activities, preferably not online. This has resulted in our policy with a focus on social activities and with a smaller focus on educational activities.

Because of the shifted focus on the online world due to COVID-19, the board wants to focus on the online presence of Mercurius Wageningen. That is why other important focuses of the board of 2021 are to create an application and a different social media presence.

The following year will be about the realisation of Mercurius Wageningen as a study association which supports her members from the Bachelor Economics and Governance, Bachelor Management and Consumer Studies and the Master Management, Economics and Consumer Studies. This support is realized by focussing on the professional, educational and social aspects that matter to our students. A large number of existing policy plans from previous boards will be continued and further developed upon. This policy is divided into four parts, to mention: general, social, education and professional.

## **General**

#### **Social media presence**

The image of Mercurius Wageningen will be improved by changing the use of Instagram. The focus of the official Instagram account of Mercurius Wageningen will be on impressions of active members and photos of activities instead of it being a page used mostly for promotion. This will be done to show how low-key our active members are and to show how much fun the activities organized by Mercurius Wageningen are. The board writes guidelines for its social media presence, for example for committee accounts.

The promotion will be done in the stories of Instagram. This has proven to be more effective than posts and the feed will look better without all the promotion posts. The Director of Marketing will organize an information evening for all committee members responsible for marketing. During this evening, the guidelines of the Instagram and Facebook posts will be explained, as well as the different ways to use the Mercurius Wageningen Instagram account and the committee's Instagram account. These guidelines will be constructed by the Director of Marketing and the Director of Human Resources and will make sure that the different accounts will not be confusing for members of Mercurius Wagenigen. These guidelines will be added to the ‘Social media manual’ that will be placed on the drive in the folder ‘General’. This is a file that every committee member has access to and will therefore be very easy to find. These guidelines will also be mentioned in the function description of the Director of Marketing, which guarantees that every Director of Marketing knows these guidelines.

Not every committee has an Instagram account. If committee members do not feel the need to set up their own committee Instagram account, it is not seen as necessary and will therefore not be made mandatory. However, it will be strongly encouraged by the board of Mercurius Wageningen. Every committee that has an Instagram account, will need to follow the guidelines mentioned above.

A few of these changes will be made by members of the Promotion Committee, because they will come up with ideas and a theme for the feed on Instagram. They will approach other committees to make a post with an introduction of these committees. The Promotion Committee will make posts to publish on Instagram and Facebook as well. The Director of Marketing will actually publish these posts on Instagram and Facebook and will write posts for LinkedIn. The reason that posts for LinkedIn will be written by the Director of Marketing is that these posts are often used for advertisements and collaborations with companies instead of promotion.

The Director of Marketing will promote activities in the stories of Instagram and Facebook. Furthermore, the Director of Marketing will be responsible for the work of the Promotion Committee.

#### **Contests**

Contests with prizes will be placed on the social media accounts of Mercurius Wageningen. This creates more interaction with members. Contests have shown its effects with the possibility to win a plant when sending in a sustainability tip for the newsmail. Various members have sent their ideas, proving this idea to be effective. One of the ways in which contests will be done, is by asking people to send in tips. These tips will be placed in the newsmail as well. Members that send in a tip that will actually be placed in the newsmail, will win a vegetarian cookbook. Tips can be about all kinds of subjects, as long as they are interesting enough to place in the newsmail of Mercurius Wageningen.

## Social

#### **Walking buddy program**

The board wants to create a safe way for members of Mercurius Wageningen to get to know each other. One of the ways in which this will be done, is by organizing a program in which members can sign up to go for a walk with somebody else. Members can sign up by sending a direct message on Instagram to the account of Mercurius Wageningen. Then members will get paired in duo’s. When people sign up, they can choose whether they want to meet a possible new friend or whether they want to go on a date. People with aligning interests will be paired together based on similarities in their applications. If the measures against COVID-19 loosen up, the group sizes could be expanded for people that do not want to go on dates. This program will be organized by the Director of Human Resources who, in addition, will work on ideas to make the meetings more interesting. This program will be evaluated after COVID-19. If it is a success, Mercurius Wageningen will continue this program and if it is not a success, the program will be brought to an end.

#### **Sorority and fraternity**

The board will look into the possibilities of establishing a sorority and fraternity. The sorority and fraternity will be used to describe a mixed group of people, male and female. The reason both sorority and fraternity are used is to put the emphasis on the two genders instead of just one. The sorority and fraternity will be established to create a higher involvement within Mercurius Wageningen. It will create a more accessible image of Mercurius Wageningen, due to the focus on social activities instead of only on committee work. Members of the sorority and fraternity will not have to be members of a committee and a part of our focus will also be on non-active members. Not only will more members become involved within Mercurius Wageningen, the members that become active will also be more engaged with the association. This might cause a snowball effect, due to the fact that members of the sorority and fraternity will show up to activities of Mercurius Wageningen and, in the long term, may cause members to join a committee as well. The sorority and fraternity will exist of vertical connections. The sorority and fraternity will be promoted at the AID. Then there are a couple of introduction drinks in period 1. The sorority and fraternity will organize weekly activities. Examples of possible activities are drinks, bowling and games.

When establishing the sorority and fraternity, guidelines will be constructed. This will make it easier to establish more sororities and fraternities in the future if necessary. The Director of Human Resources and the Secretary will focus on executing this idea.

#### **Collaboration between committees**

Due to the success of the career night of the alumni committee and the lectures and excursion committee, the board will promote further collaboration between committees. If committees collaborate more, the committee members will get to know more active members of Mercurius Wageningen. Furthermore, this will make it easier for committee members to organize a diverse evening because of the different specialities of the different committees. It might also stimulate other members of Mercurius Wageningen to join committees, because of the possible new connections. A possible collaboration could be between the sport committee and the food Committee. Together they could organize a sports class with healthy snacks. The collaborations will be stimulated by each watching-over board member by mentioning some different possible collaborations during committee meetings. However, if this initiative leads to less activities, the board of Mercurius Wageningen will stop promoting this.

Additionally, we will create a Whatsapp group for all the presidents of the committees. This will make it easier for them to exchange information and get to know about each other's activities.

#### **Involvement of first year students**

To involve the first year bachelor students within Mercurius Wageningen, the board will send them small sustainable gifts two times a year. These gifts will only be sent to first year bachelor students, because they do not have an image of Mercurius Wageningen yet and the board wants them to get a good first impression. This will be done every year, which means that it will not be unfair to older students in the future anymore since they will have gotten these presents in their first year as well.

Promotion documents will be added to the gifts, so students will pay more attention to them than they do when the board sends the promotion via email. QR codes will also be sent along with those promotion materials. QR codes will not only be used to join the Whatsapp group of first year students, but also to download the application, acquire more information about Mercurius Wageningen, their committees or the sorority and fraternity. These gifts will be paid for with the money that is reserved for gifts at the AID. There will still be some gifts at the AID, just not as much as there were in the years before.

#### **Constitution cards**

The constitution cards will only be sent to our non-active members via email and social media instead of on printed cards. Our active members are committee members.

The effect of sending most of our constitution cards online, is that CO₂ emissions will be reduced making Mercurius Wageningen more sustainable. This is our main reason for sending our constitution cards via email. The board makes Mercurius Wageningen more sustainable by sending sustainable gifts and by not sending out constitution cards.

##  Education

#### **Study buddies**

The board will look into the possibilities of starting a program in which members can sign up if they want to study with other members. Members can fill in a form that will be placed on the Mercurius Wageningen website and on the social media platforms. They can sign up for the course they are following and will be matched with one or two other interested students. The matched students can study together or just exchange summaries or results of practise tests. This has been tried before, however the situation is different now. Due to COVID-19, it is more difficult to get to know your fellow students. This is why the board of 2021 thinks that now is a good time to relaunch the ‘Study buddies’ program. This program will be evaluated after COVID-19. If it is a success, Mercurius Wageningen will continue this program and if it is not a success, the program will be brought to an end.

## Professional

#### **Application**

Mercurius Wageningen will have its own application to make it easier to sign up for activities and to look at the photos of Mercurius Wageningen. Another benefit is that it will stimulate communication between members and give more information about committees. An opt-out system will be used to promote downloading the application. This means that every member of Mercurius Wageningen will receive an email for permission to send their personal details to the application builders. Unless requested otherwise, their details will be sent to the application builders in line with our privacy policy. If people allow this to happen, they are able to download the application.

When downloading the application, members need to fill in some personal information. This information will be used to complete our member register with data that is unregistered at the moment. By doing this, all of the data of our members will be immediately structured in the same way. This gives the board of Mercurius Wageningen a good overview of all data collected from their members. All of this will be done according to the privacy regulations of Mercurius Wageningen.

The privacy policy of Mercurius Wageningen will be updated. This needs to be done to get permission from the members of Mercurius Wageningen to send their data to our application developers. This will be done to register them to the application. The President and the Secretary will be responsible for the expansion of the privacy policy.

To make it as easy as possible to download the application, we will add a ‘frequently asked questions’-page to the website of Mercurius Wageningen with answers to the questions that are most likely to be asked about downloading the application. There will also be a roadmap with the steps that need to be taken to download the application. Information on how to download the application and reasons to download the application will be added to our news mail as well. We will promote the application on our social media accounts as well. This will be done by placing the ‘frequently asked questions’ on our Instagram stories. This can later be pinned down on the homepage.

The launch of the application will not go unnoticed. The board of Mercurius Wageningen will give out rewards to people that download the application, to promote the application as much as possible. Examples of these rewards are a free beer that members can pick up at ‘t Hok or a pen from Mercurius Wageningen. The launch will be promoted on the social media accounts as well as on the website of Mercurius Wageningen.

#### **Website**

The board will focus on optimizing the website of Mercurius Wageningen. This will be done by looking into the different ways the website can be used alongside the application. The website will still be used as a place to find more information about Mercurius Wageningen and its committees for members and other people that are interested. Furthermore, the website will still be used to find the SPAM magazine, photos, summaries and the book market for members. The website will be used as well for interested companies to come in touch with the Director of Public Relations.

The information about events will be transferred to the application. Information about Mercurius Wageningen and its committees will be found on the website as well as on the application.

#### **Webshop**

The board will look into the possibilities of implementing a webshop on the website. This will be done to reduce leftover merchandise since all of the Mercurius Wageningen merchandise can be sold. It will also help to improve the visibility of Mercurius Wageningen, since it will be easier for members to buy merchandise. The Director of Marketing will be responsible for the webshop.

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## Addendum

In this policy, the plans for the year of 2021 are stated. The reason we have chosen the aphorism “Ignorante portum, nullus ventus secundus” - ‘If you don’t know to which port you’re sailing, no wind is favourable’ is that we as the board of 2021 have a clear focus for the upcoming six months. Our focus is to create an application and a different social media presence. With this clear focus and with our many ideas for social activities, we hope to make the current situation easier for the members of Mercurius Wageningen. The board of 2021 will engage fully to realize this policy.