Activity Plan Interim Evaluation 2011-2012

Interim Evaluation Introduction

Dear Network,

At the beginning of our term we presented you this document, as result of our collective plan to be achieved during this year.

Half a term later, you can find below the evaluation and the process of it: from the time allocation, to every single point, you will find the current status and a short description.

Of course, when we drafted this plan we were still not enough familiar with our duties, therefore you will find that the time allocation changed for some of us.

As you will see, some objectives have been achieved, most of them are still ongoing, and few have been already dropped: for the latter ones, we realised that it was not possible or not feasible to achieve them; therefore not wise to invest more resources on them. For the rest, we are sure you can already experience improvements. In this regard, would you have comments of suggestions, do not hesitate to contact us! We will be more than happy to carry them on board.

Europeanly Yours,

Alfredo, Alma, Elena, Gizem, Guillermo, Jüri, Marko

Comité Directeur 2011 / 2012

Introduction

Dear Network,

The Comité Directeur 2011 / 2012 is proud to present the plan for the activities of the upcoming year.

The shape of the document is different from the previous one: the Comité Directeur decided to separate the routine administration linked to our tasks and the implementations or changes we wish to see within our Network.

Moreover, no thematic section is included. We see the need to fully support the thematic development of the organisation without developing new content by ourselves. Rather, we motivate and provide all the necessary tools to our members to develop new ideas in the best way possible.

We started our research with a NAOMMIE analysis (acronym for Needs, Aims, Objectives, Methodology, Methods, Implementation, and Evaluation) about our role in the organisation and the added value of our own current position. After this session, we started brainstorming about the organisational aspects of our Strategic Plan and what we expect for and from the association.

The set of required improvements has then been confronted with a purely technical matter: which one of them should be included in the Activity Plan.

In order to be fully transparent towards the Network and ourselves, and in order to be able to evaluate our work within the timeframe of one year, we decided that the Activity plan will not to include aims that do not belong to our ordinary work. On the contrary, only those actions that the Comité Directeur can fully initiate, develop, implement, and evaluate will be included. Of course this does not mean that we exclude any aim not matching this criterion. Therefore, we provided a list at the beginning of this document showing aims which are not fully developed because we cannot predict how much impact we can have within one year without the cooperation of other bodies.

Thus, the second section of the document contains all aims matching our criteria and they list specific objectives.

To ensure transparency, you will find a graphic below indicating our time commitment for the Activity Plan. This way, the Network has a clear idea how much time we spend on realising our aims and how much time is required to fulfil our tasks as ordinary CD members. This includes our position description in the Working Format, the detailed task distribution (available on Intranet) and the tasks deriving from the

implementation of the Strategic Plan. Furthermore, each topic lists the name of the CD member responsible for the implementation. It does not mean that this person is solely implementing this aim, but it shows both the Network and us who is coordinating all necessary measures required for our plan to succeed.

The main result of our research led us to a very important outcome: we see our contribution to the network and towards AEGEE as a step to make AEGEE more recognisable as a student organisation striving for positive changes in Europe. Therefore, we see the need to create brand equity[1] for AEGEE and henceforth increase our visibility, credibility, and reliability in our (current and future) partners, and attract new members. Within this scope, we feel every single point of this Activity plan contributes to this overall aim which obviously cannot be achieved only by our CD nor can it be achieved within the timeframe of one year.

Europeanly Yours,

Alfredo, Alma, Elena, Gizem, Guillermo, Jüri, Marko

Comité Directeur 2011 / 2012

Allocation of Time (in percentage)

	September 2011		Interim Evaluation	
	Activity Plan	Daily Work	Activity Plan	Daily Work
Alfredo Sellitti	25%	75%	20%	80%
Alma Mozgovaja	5%	95%	5%	95%
Elena Antova	15%	85%	5%	95%
Guillermo García Tabarés	20%	80%	10%	90%
Gizem Karslı	20%	80%	20%	80%
Jüri Kirpu	25%	75%	35%	65%
Marko Grdošić	60%	40%	20%	80%

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1 Brand equity is the marketing effects and outcomes that accrue to a product with its brand name compared with those that would accrue if the same product did not have the brand name. The brand equity will help to measure the value of a brand. A brand encompasses the name, logo, image, and perceptions that identify a product, an organisation, service, or provider in the minds of customers. It takes shape in different marketing communications, and becomes a focus of the relationship with consumers. In time, a brand comes to embody a promise about the goods it identifies—a promise about quality, performance, or other dimensions of value, which can influence consumers' choices among competing products.

Aims to be further developed

In this section you can find all the topics we want to work on and in which the Comité Directeur does not have enough resources to fully cover them.

While for some of these initiatives already started in the Network, others needed to be initiated by the Comité Directeur.

Aims:

✓ *Involve the Network in actively contributing to the Strategic Plan;*

In order to achieve the implementation of our Strategic Plan, we need the contribution of every local and European level body, as well as each others' support during the implementation process.

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Ongoing

As the current Action Agenda was the first one to be implemented, new tools to ensure higher involvement are being searched and evaluated, and Action Agenda Coordination Team – ACT- has been created to support the work of the Comité Directeur.

✓ *Create a database with all available documents related to our thematic work;*

It is necessary to provide our Network with all available information about the thematic work that has been done in the past, as it reveals the outcomes of past projects, and help us move on with new ideas and plans.

Ongoing

This aim is still to be achieved once the archives of AEGEE-Europe are structured and digitalised, and this work will start after the Agora.

✓ *Create a Knowledge Transfer System;*

People active in AEGEE take over responsibilities and hold positions. In AEGEE, there often is a lack for people to fill all positions needed. Moreover, there is a severe lack of knowledge concerning the work the predecessor has done. A system of high-quality Knowledge Transfers is strongly needed, as well as a database in order to ensure that there will be new people to cover the positions with enough information to properly fulfil their new duties.

Ongoing

All the Working Groups have a dropbox for their internal administration where everything is archived , and every board member is preparing a Knowledge Transfer file coherent with the reform and the new agreed task division.

✓ *Create a history database;*

It is important to know what AEGEE did in the past, both for keeping track of the growth of the Association as well as for internal education of our members. Keeping in mind how much knowledge and information is spread throughout the Network - in different places or

held by different bodies - there is a need to create a common database to collect all this information.

A mailing list has been created, for the Secretary General and few more people, that are currently working on researching the current storage of old documents and looking for solutions for the possible structure of the new database.

✓ *Create a user friendly guideline for the online tools;*
Our online tools, such as the intranet, the forum, or the mailing list, are not always user friendly and there is a need to develop guidelines to allow every member to use our online tools the best way possible.

Dropped
Being this aim very similar to the last of this list, we decided not to develop it further as its achievement will be linked to the development of the new Communication Guidelines.

✓ *Transform the European Boards' Meeting into a Planning Meeting;*
The European Boards' Meeting is a key point of our new Planning process, as approved by the Agora Alicante. However, it is essential to further develop its role in order to fulfil the task required by the new internal regulations.

Achieved
EBM İzmir was successfully transformed into a planning meeting supported with a strong content. With a number workshops, three panel discussions and a number or action meeting concrete and valuable results were obtained.

✓ *Create a harmonised planning system for all AEGEE bodies;*
Every body on the European level is required to send a plan of their activities at the beginning of their term. However, there is no harmonised system for doing so and it occurs that different bodies plan similar activities at different times and in different places.

Achieved
After the Working Group reform got accepted all the Working Groups follow the same year plan such as elections and activity plan around autumn Agora.

✓ *Create a common Visual Identity;*
AEGEE is having troubles defining itself. This is not only connected to the role of the Association in society, but also with the esthetical way it is represented on the local level and within Europe. The logo and the entire visual identity connected to it have been re-shaped according to local needs, creating a fan-shaped projection of our Association.

Ongoing
The process of Visual Identity has been started in cooperation of Comite Directeur and Public Relation Committee. For the moment professional external opinions are being gathered and Progress Meeting during Agora Enschede will include members' input. Afterwards the team will work on the creation of a common Visual Identity and its implementation.

✓ *Create an information platform;*

There is a high amount of terms and concepts specific to our organisation. Therefore, it is necessary to create a tool where these terms are explained properly. This tool has to be accessible to all members.
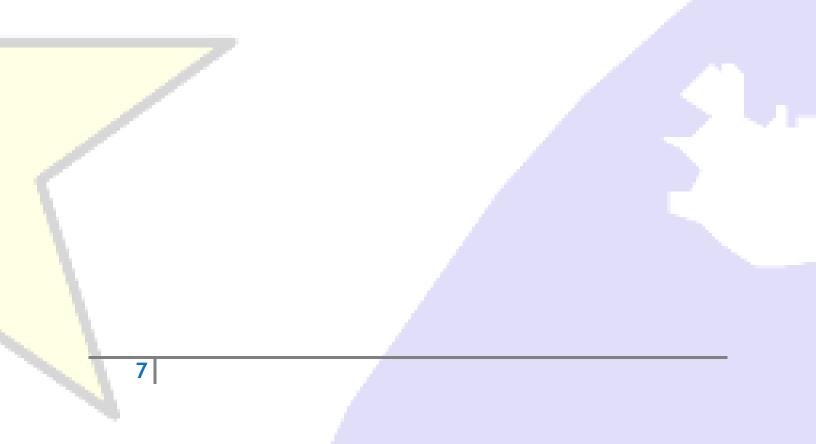
Ongoing

During the end of 2011 the team of the Members Manual was dissolved, after which a Editor-in-Chief was selected. Due to personal reasons, the selected person resigned, which hindered the progress of creating the Members Manual. The new Editor-in-Chief was announced before the Agora and a new team will be compiled in the near future, which will follow up the work of the previous Members Manual team and the revised concept of the Members Manual.
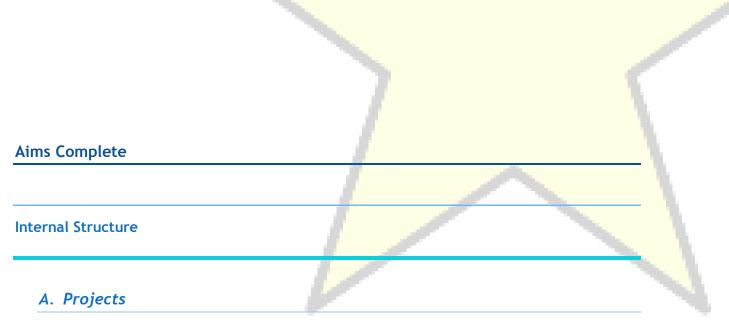
✓ *Implement the structure of our Internal Communication;*

Internal Communication is a tool with which every member of the Association can get in touch with one another, to develop our aims and to foster the cross-border cooperation we are striving for. However, there is a need to improve the current status of our channels, to make them as user friendly as possible.

Ongoing

A drafting process was started in the beginning of 2012, creating a general outline of the Communication Guidelines, which was revised during the meeting of the Public Relations Committee (PRC) in Brussels. The document went through 2 rounds of comments from the Comité Directeur and the PRC and will be finalised during the Spring Agora 2012 in Enschede at the Communication Guidelines Progress Meeting.

Aims Complete

Internal Structure

A. Projects

Gizem Karslı

Aim:

Establish a project management framework to be used by projects and project initiatives in AEGEE.

Objectives:

➢ Create a guideline for phases of the project management: concept development phase, implementation phase, evaluation and follow-up phase.

Ongoing

A general project management guideline has been prepared. To ensure the implementation of the other guidelines, initially feedback from experienced members are requested, this process is still ongoing.

➢ Create templates for all required documents in the CIA to have a coherent documentation

Ongoing

An initial template has been provided. Still, the template should be improved in a way that the documents will be used for external representation. In this regard, PRC will be contacted.

B. Communication with the Comité Directeur

Guillermo García Tabarés

Aim:

Structure the communication system of the Network towards the Comité Directeur.

➢ Create an anonymous online suggestions/comments box.

Achieved

Almost from the beginning of our term this tool has been in use. There is the possibility to select the recipient, either personal or to the whole Comité Directeur, and a box to leave an anonymous comment. A reminder about this tool is sent together with the CD the telegram.

➢ The Comité Directeur will have a monthly online open space open to the whole Network.

Ongoing

We have started this monthly tradition and we are still planning to go on with it. After some trials we decided to implement it in Skype upon the creation of a username for the Comité Directeur.

➢ Each CD member will have at least 10 online task related meetings open to the entire Network.

Dropped

We tried it once but almost no people were present. As the CD chat is effective enough, we dropped it. In case anyone would have any private comment, a private room could be established on the spot after the common chat.

C. Circumstances of our work

Alfredo Sellitti and Guillermo García Tabarés

Aim:

Improve the quality of life of CD members.

Objectives:

➢ Provide health insurance for members of the Comité Directeur.

Partly Achieved
Some members of the Comité Directeur subscribed a health insurance with Partenamut, which provides emergency and non-emergency service, medicines and dentist service both for EU and non-EU members leaving in Belgium. However not everybody could subscribe to this insurance due to registration problems according to the Belgian law.

➢ Provide board liability insurance for members of the Comité Directeur.

Achieved
Board liability insurance has been subscribed through AMF (Assureur du monde associative) with the insurance company Axa.

➢ Continue the renovation and modernisation of the Head Office.

Ongoing
Ordinary maintenance of the house is kept, but the big renovation plan has been again postponed because of misunderstandings with the landlady.

D. Partnerships

Alfredo Sellitti

Aim:

Create opportunities for partnerships with other non-governmental organisations.

Objectives:

➢ Increase the number of partnership agreements to create a frame for joint activities.

Ongoing

A new partnership agreement has been signed with ThinkYoung, a Brussels based think tank, and negotiation with several youth organisations are ongoing.

E. Patrons

Alfredo Sellitti

Aim:

Update the list of Patrons of AEGEE-Europe.

Objectives:

➢ Re-establish contact with the existing Patrons

Dropped

The list of existing patrons refers to personalities not active anymore or close to AEGEE for long time now. Moreover, several documents are missing in the archives; therefore it is quite hard to track back the patronage agreement.

➢ Find new key Patrons.

Ongoing

A list of new possible patrons has been presented to the Network through the Liquid Feedback tool, the process of contacting them started.

F. Visibility

Marko Grdošić

Aim:

Increase the online visibility of AEGEE compared to the previous Planning Year 2010/2011.

Objectives:

➢ Publish press releases and positions connected with current affairs in society.

Ongoing

Position has been issued together with a press release connected to the topic of Erasmus for All by Alfredo Sellitti. Several more are planned for the following months.

➢ Develop the online presence of AEGEE on Wikipedia and on social media platforms.

Ongoing

For Wikipedia strategy has been developed with PRC and open call for support has been issued. Facebook fan page visibility has been increased, raising from 17,500 to almost 22,000 followers and reaching 27,700 people on a daily basis. Twitter is being updated on a more regular basis as an external tool, publishing only highly serious matters.

Finances

G. Fund raising

Marko Grdošić

Aim:

Increase the level of independence from institutional grants compared to the AEGEE-Europe budget for 2010/2011.

Objectives:

➢ Create new strategies and products for partnerships.

Ongoing

New Fund Raising strategy has been developed and we are in the process of presenting it to the current and new partners. It will still be developed in the future weeks according to the feedback we will get from the external world.

➢ Increase the percentage of fundraised income deriving from the private sector.

Ongoing

A new Fundraising concept has been created, and the process of implementation has just started. In the following months results should be visible, especially if the idea of Fundraising Committee gets into practice.

H. Financial Management

Elena Antova

Aim:

Improve the financial management within the association

Objectives:

➢ Create and develop an online reimbursement system

Ongoing

The concept stands but the research has been postponed till after Agora Enschede.

➢ Diversify the means of membership fee payments for locals

Ongoing

Researches were made for the easiest and most comfortable solution without any valuable result: so far checked HD-Money, Victoria Payment System, eKashu, Wirex, AlertPay, EcoCard, Assist, but all of them have an high fee and therefore not convenient.

I. Printing

Alma Mozgovaja

Aim:

Reduce the amount of printed materials for Statutory events

Objectives:

➢ Reduce the amount of printed materials for Statutory events to a minimum.

Ongoing

A survey before Agora Struga and EBM Izmir was made in order to ask locals which booklets they need. Comparing to the Agora Alicante where we needed around 14 300 A4 pages for 5 booklets and ballot papers, in Agora Struga we used around 6 300 A4 pages. During EBM Riga we used around 2 700 A4 pages and during EBM Izmir - 700 A4 pages.

➢ Implement a digital voting system.

Ongoing

Different possibilities have been checked to find the most suitable solution for the needs of AEGEE. During the Agora Enschede we will use Electronic public voting for proposals and votings. After this trial we will evaluate it and talk about further additions to the system.