

ASIAN BORREL CLUB (ABC) 2022 - 2023



ABC

POLICY PLAN

AMSTERDAM

## FOREWORD

Dear reader,

We hereby present you the policy plan of the 2<sup>nd</sup> Board of the student association Asian Borrel Club (ABC) in Amsterdam. Based on this policy plan, the ABC Board will concretize its goals for the upcoming academic year 2022-2023.

The second board of the Amsterdam student association Asian Borrel Club consists of:

Lin Hu Huang	Chairman
Hong Quynh Le	Treasurer
Chilok Mao	Secretary
Kaylee Wu	Head of Events
Lisa Jin	Head of Marketing
Dion Xu	Head of External
Yas-lin Li	Head of IT

The policy plan must be approved at the general membership meeting. At the end of the board year, the annual report will reflect on this policy plan and give advice to the next board. In this way, together we can ensure that we continue to grow as an association and maintain our community.

It promises to be an exciting year, full of amazing events, new connections we will make with each other and unforgettable times together.

We are going to work hard to cover all our plans and goals and we hope in this way we have been able to formulate it in a clear way for you to understand. We wish you much reading pleasure!

Kind regards,

2<sup>nd</sup> Board Asian Borrel Club  
2022-2023

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## H1 STRUCTURE UPCOMING YEAR

ABC envisions to become the embodiment of Dutch Asian "gezelligheid" by creating memorable experiences for everyone and to that end has the mission to set up an open and cozy association where students and young professionals – from or around Amsterdam – have the opportunity to meet each other and can enjoy the Dutch Asian “gezelligheid”. We want to achieve our goal together with the following committees:

### 1.1 INTERNAL COMMITTEE

The Internal Committee plays a vital role in creating a sense of community and fostering a positive atmosphere within ABC. Their main responsibility is to organize a range of activities that help to bring committee members together and build strong relationships. These activities may include bonding days, our Actives Weekends and social events such as game nights, dinners and various social events. Creating a vibrant and welcoming community for ABC Active Members.

### 1.2 EXTERNAL COMMITTEE

The External Affairs Committee is responsible for engaging with external parties. Their primary objective is to broaden the network of the Asian Borrel Club by establishing partnerships with businesses that share an affinity for Asian culture and managing these relationships. This committee also serves as the primary point of contact between businesses and ABC, and handles for example, all communication related to partner participation in events.

### 1.3 INTRODUCTION COMMITTEE

The Introduction Committee is responsible for welcoming new members and ensuring they feel comfortable within the association. Together, we develop strategies to promote the association and attract new members. In addition, we organize various fun bonding events throughout the year, such as the introduction of intro groups, introduction events and social gatherings (borrels), to encourage members to connect with one another.

### 1.4 SPORTS COMMITTEE

The Sports Committee at ABC organizes diverse sports events and creates exciting tournaments. From traditional sports to niche ones like bouldering and dodgeball. Overall, the Sports Committee plays a vital role in promoting physical health and well-being while fostering community and team spirit within our association.

### 1.5 TRIP COMMITTEE

The Trip Committee at ABC plays an integral role in organizing the annual international trip for its members. This is a highly anticipated event that provides ABC members with an opportunity to explore a new destination and create unforgettable memories with their fellow members. The committee is responsible for a lot of aspects of the trip, from selecting the destination and planning the itinerary to arranging accommodations and transportation.

### 1.6 MARKETING COMMITTEE

The Marketing Committee at ABC is a key component of the association, composed of a team of creative individuals who work together to come up with innovative and effective marketing strategies, they are responsible for the promotion and advertisement of all the activities and events hosted by ABC. With over 30+ activities throughout the year, the committee plays a crucial role in ensuring that each event is marketed effectively to attract maximum participation.

### 1.7 SOCIAL EVENTS COMMITTEE

The Social Events Committee at ABC is responsible for organizing a wide range of social events throughout the year. They host diverse events ranging from workshops and food crawls to friending and dating events, and many more. Overall, the Social Events Committee plays a crucial role in promoting social interaction and building connections among ABC members. Their events provide a platform for members to explore their interests, make new friends, and have fun while participating in activities that align with their personal preferences.

### 1.8 PARTY COMMITTEE

The Party Committee at ABC is responsible for creating and organizing some of the most unforgettable and lively parties in the association's calendar. They take care of everything from the venue and decorations to DJ's and entertainment, ensuring that every detail is carefully considered to create an unforgettable experience for all attendees. Their events are highly anticipated, creating a vibrant and lively social scene all the while continuously striving to create unique and unforgettable experiences for everyone involved.

### 1.9 GAMING COMMITTEE

The Gaming Committee at ABC is dedicated to providing an exciting and engaging experience for members who are passionate about online gaming. With the popularity of competitive games like Valorant and League of Legends, the committee's main focus is organizing online gaming tournaments that bring members together and allow them to showcase their skills. Providing a platform for members to indulge in their passion for gaming, connect with like-minded individuals and create a fun and competitive environment.

### 1.10 MERCHANDISE COMMITTEE

The Merchandise Committee serves as the creative force behind ABC's branded items, crafting designs that are both unique and eye-catching, which can be used for various purposes such as giveaways, marketing, and promoting the association. They work closely with external vendors to ensure that the quality and design of the merchandise align with the values and goals of ABC. In short, The Merchandise Committee helps to elevate the association's profile to the next level.

### 1.11 IT COMMITTEE

The IT Committee maintains and moderates ABC's virtual presence, mainly ABC's website and integrations. They identify opportunities for growth, develop new features and integrations to improve user experience, and research emerging technologies to benefit ABC and its members. In short, the IT Committee is an integral part of ABC's success story, working tirelessly behind the scenes to keep the association's virtual presence at its best.

## H2 PROFESSIONALISM AND APPEARANCE

Our board year is prioritized on professionalizing the association, recognizing the importance of a professional appearance as our organization grows. First impressions are crucial, and interactions through various channels, such as the website, social media, or in-person events, create a lasting impression of our association. Therefore, we prioritize creating a positive and lasting first impression. Secondly, we believe that automating as many business processes as possible is essential, freeing up valuable time for active members to focus on critical aspects of the association while reducing the likelihood of errors or oversights that may occur when doing things manually. Additionally, investing in top-quality tools and technology is crucial for us to work efficiently, effectively, deliver high-quality products, and organize seamless events.

### BOARD SUITS

As ABC expands its reach and increasingly interacts with external parties, it is crucial that the board represents the association in a proper manner. To achieve this, starting this year, the board will be dressed in board suits. We believe that a professional appearance of the representatives will contribute to the overall professionalism of the association. However, we also recognize the importance of maintaining the informal atmosphere within ABC while ensuring external parties take us seriously. Therefore, the board will only wear board suits at business meetings, General Meetings, and other formal occasions. At ABC events, we will emphasize that we are all equal, and everyone should feel free to express themselves as they are.

This year, we will select appropriate board suits for both men and women and also make an effort to design a tie that can last for generations.

### IMPLEMENTING CORPORATE IDENTITY

As part of our efforts to protect and maintain the ABC brand, we aim to introduce a comprehensive set of guidelines for our corporate identity, which will outline the association's colors, logos, fonts, and document layouts. All of these components are integral parts of our identity and brand. By establishing a clear and consistent corporate identity, we can enhance recognition and professionalism for the association.

### EMAIL

We recognize the importance of email communication both within and outside of ABC, and therefore we aim to enhance the visual appeal of our emails. We plan to implement personalized email signatures for individual emails and automate bulk emails to our members. In addition, we intend to send out a monthly email that will inform our members about upcoming events, provide photo highlights, and links to feedback forms. By doing so, we aim to improve the quality of our email communication and enhance engagement with our members.

### ACTIVES SHIRTS

To increase our visibility and brand recognition during events, we are planning to introduce "actives shirts" that will be worn by all of our active members and board members. These shirts will help our organization to stand out and be easily identifiable by both visitors and the venue staff.

### WEBSITE

A major project that ABC has been working on since the beginning is the creation of a well-functioning website. As a fundamental tool for any association, the website serves as the primary source of information. Although creating a website is a massive undertaking, we are motivated to make it a reality.

## SOFTWARE

We have realized the importance of investing in reliable software for our IT processes. Instead of relying on trial versions or free apps, we plan to allocate a budget for purchasing high-quality apps that we need to maintain our website, edit photos, create posters, and more. While this may require some investment, we are confident that it will improve the final product and make our work more efficient.

## HARDWARE AND INVENTORY

To ensure a high-quality output in our technical processes, investing in good software alone may not be enough. Appropriate hardware is also crucial in achieving excellent results. Thus, we plan to allocate a budget for potential hardware purchases. For instance, we will seek to acquire a DSLR camera for our marketing team to use for the coming years.

Furthermore, ABC requires the proper equipment to host successful events. While we have previously relied on renting equipment from other companies, we believe that it is more sustainable for ABC to purchase some necessary products such as sports gear or party supplies. By doing so, we can ensure that we have the necessary equipment readily available for future events.

## STORAGE OF INVENTORY

In the past, ABC used to store its owned items in the homes of board members, but this has proven to be impractical due to the lack of overview of the items and the limited space available. As ABC, we need to find a centralized location where we can store all our belongings and keep an accurate inventory of them.

## H3 RULES AND INTERNAL STRUCTURE

We as ABC are growing and we want ABC to provide a nice, safe environment for all our members. Therefore, to keep a good atmosphere within ABC, we need rules and guidelines, which we include in our HR and bylaws. The bylaws contain our core values and in our bylaws we elaborate these in detail.

### MATCHING HR AND STATUTES

ABC is still a young association and it is our responsibility to ensure that the HR aligns with the statutes. Furthermore, we must establish relevant rules when necessary to address issues that may arise within the association.

### CREATING DECLARATION RULES

We place a high value on our active members. As they help ABC with organizing our events. Sometimes, expenses are incurred by our active members in order to carry out these events. As a responsible organization, ABC aims to reimburse these costs. Therefore, we wish to set out specific guidelines and rules in our declaration policy to ensure that reimbursements are given under appropriate conditions

### CONNECTING WITH ASSOCIATIONS AND UNIVERSITIES

Networking with other associations and universities is of great importance to ABC. Establishing connections with other associations can lead to potential collaborations and knowledge sharing opportunities. To achieve this, starting this year, we will establish contacts with other associations, by organizing a CoBo, among other things.

Furthermore, maintaining ties with universities is critical for us as a student association. Universities provide a pool of potential new members and opportunities to collaborate on events and projects. We will continue to actively engage with universities and build strong relationships.



## H4 MORE BENEFITS FOR COMMITTEE MEMBERS

We love and deeply appreciate our committee members! We acknowledge that they are the backbone of our association. Without their contributions, we would not be able to operate successfully. In recognition of their dedication, we believe that we should offer them more benefits than we did last year. Furthermore, being a committee member provides opportunities to develop meaningful friendships within ABC and learn valuable skills.

### FREE SHIRTS FOR COMMITTEE MEMBERS

As previously mentioned, we plan to provide committee members with shirts to increase our visibility and brand recognition during events. Our goal is to offer them for free, and we are currently working on a design that will serve as a meaningful souvenir of their student time at ABC!

### FREE MEMBERSHIP

The committee members are the backbone of our association, and we deeply appreciate their contributions. As a token of our gratitude, we believe it is only fair that they are not charged for their membership. Therefore, ABC will cover the costs associated with their membership fees.

### FREE ADMISSION TO EVENTS WHERE THEY HELP OUT

In order to support our committee members who assist in organizing events, it is our policy that ABC will cover the associated admission costs for them.

### ACCESS TO EXCLUSIVE ACTIVITIES

Next year, we aim to place a greater emphasis on internal and bonding activities within the committee. Our plan is to organize committee bonding events and Internal bonding events every 1-2 months.

## H5 MENTAL HEALTH

The active members are the backbone of ABC's operations. They are ABC members who join the association to participate in our committees. These members are crucial to achieving our objectives. We place great importance on ensuring that they can work in a supportive and secure environment, and mental wellbeing plays a key role in this. We must always remember that everyone at ABC is here to enjoy themselves! As a result, we have devised plans that we want to implement in order to prioritize the mental health of our active members and ensure that they remain healthy and happy.

### REDUCING WORKLOAD

Our aim is to ease the workload of both board members and committee members. To achieve this, we plan on increasing the number of committee members compared to last academic year, aiming for a minimum of 60 active members. This will allow for a better distribution of tasks and, hopefully, reduce the workload. Additionally, we are creating more committees this year, increasing from five to eleven. This will provide more clarity for the committee members to focus on their tasks and also alleviate the workload for the association as a whole.

### BOARD MEMBER BREAKS

We understand that being a board member means committing to the association for a whole year, and that there may be periods where your personal life becomes busier. In recognition of this, we have decided to adopt a more flexible approach and have made a commitment to support each other as necessary. In cases where a board member needs to take a break, we have agreed that a two-week break can be taken during the year to help alleviate pressure when needed.

## ACTIVE MEMBER LIST 2022/2023

### Supervisory Board

Daniel Li	Supervisory Board
Matthijs Fok	Supervisory Board
Sofia Chong	Supervisory Board
Yenly He	Supervisory Board
Christine Li	Supervisory Board
Jacky Cheng	Supervisory Board
Ryan Zhang	Supervisory Board

### Audit Committee

Joanna Li	Committee Audit
Kevin Liu	Committee Audit

### Board

Lin Hu Huang	President
Hong Quynh Le	Treasurer
Chilok Mao	Secretary
Kaylee Wu	Head of Events
Lisa Jin	Head of Marketing
Dion Xu	Head of External
Yas-lin Li	Head of IT

### Committee Members

Zoe Weir	Committee Social Events
Gabriela Castillo	Committee Social Events
Debora Hogenkamp	Committee Social Events
Ulpan Aktayeva	Committee Social Events

Celine Shao	Committee Party
Huong van Grinsven	Committee Party
Kim Tran	Committee Party
Sofia Rabbanizadah	Committee Party
Amber Wu	Committee Party
Jesse Huang	Committee Party

Chokiu Tang	Committee Marketing
Tawny Sleetbos	Committee Marketing
Eva Jonkers	Committee Marketing
Pocky Usagi	Committee Marketing
Justin Hille	Committee Marketing
Jimmy Zhuo	Committee Marketing
Anissa Madani	Committee Marketing
Vanessa Kuijsten	Committee Marketing
Penelope Smeltekop	Committee Marketing
Huong van Grinsven	Committee Marketing

Jesse Huang	Committee Trip
Jorine Ogay	Committee Trip
Thao Phuong Le	Committee Trip
Anh Vu	Committee Trip

Richard Hu	Committee Introductions
Lucy Phillip	Committee Introductions
Cecilia Chia	Committee Introductions
Annalisa Chen	Committee Introductions
Wing Hee Fung	Committee Introductions
Matthew Hart	Committee Introductions
Zi Jie Choong Jin	Committee Sports
Sam Law	Committee Sports
Kevin Chen	Committee Sports
Zi Yang	Committee Sports
Christiaan Mai	Committee Gaming
Samantha Schoolcraft	Committee Internal affairs
Matthew Beysen	Committee Internal affairs
Kin Ho Cheung	Committee Internal affairs
Jialong Lin	Committee Internal affairs
Charles Dimanche	Committee Internal affairs
Kay Djoehari	Committee External affairs
Vanessa Chen	Committee External affairs
Si Ying Cheng	Committee External affairs
Tien Hung Nguyen	Committee External affairs
Ayrton Theunissen	Committee IT
Vanessa Shek	Committee IT
Chang Qing Jiang	Committee IT
Jonathan van de Groep	Committee IT
Cherysa Rostamkhan	Committee Merchandise
Amber Wu	Committee Merchandise
Wenyuan Zhang	Committee Merchandise