



## DOCUMENTS FOR THE GENERAL MEMBERS MEETING

MAY 10TH, 2018



Mitrany // Alumni Network IRIO Groningen

## Mitrany Policy Evaluation 2017 - 2018

Dear reader,

Ahead of you lies the policy evaluation of Mitrany's board year 2017 - 2018. Mitrany has continued on the path it entered last year. The drinks in The Hague, Brussels and Groningen have been organized regularly and Mitrany has gained more members. Our bonds with the IRIO department and Clio are still strong. Mitrany has also started organizing drinks in Berlin, which has proven to be successful. Additionally, the Board has worked on resolving some structural issues, as the membership database has been professionalized and the promotion flyer has been redesigned. For upcoming years, engaging members to Mitrany and its activities will remain a key challenge. Moreover, the board has experienced that recent alumni are able to find their way to Mitrany's events. Yet, it has turned out to be hard to engage more senior alumni. We advise the new Mitrany board to come up with a strategy on this matter.

In this policy you will find more information on the successes and challenges Mitrany encountered last year. Attention has also been paid to things that did not go as planned and to recommendations we pass on to our successors.

This is the second time that this GMM is organized digitally. Should you have any questions on this document, please do not hesitate to contact us.

Kind regards,

the Mitrany Board 2017 -2018

## *Secretariat*

### **Goal: Updating the Mitrany Membership Database**

This year, the Board set the goal of updating the Mitrany membership database, as last board experienced some problems with outdated information. As the Secretary of the Board is responsible for maintaining the database, the Secretary is in charge of updating the database.

### **Achievements**

- Last year, the previous board experienced some problems with the Mitrany database, as the data in the database was outdated, and in some cases, information had been mixed up. In order to have a clear overview of the number of members and the member's data, and to sufficiently fit Mitrany's events to its members' needs, the Board therefore set the goal to update the membership database.
- Initiated by the previous board, a separate database has been set up for all members signing up from 2017 onwards, in order to start a clean database. All members signing up this year have been added to the clean database, which currently counts 122 members. The goal is to check the information of the old database and to merge this with the clean database.

### **Evaluation**

- So far, the new database has not been fully updated, as this proved to be a time-consuming and detailed process, since for the contact details of all 919 members in the database need to be checked. Nevertheless, the goal remains to have an updated database by the end of this board year. Therefore, the database has been divided among the different board members, and the Board is currently updating the database.

### **Recommendation**

- In order to keep the database up-to-date and to avoid the work piling up, the Board recommends to regularly send e-mails to Mitrany's members to ask them to update their information. Additionally, the Board advises to create a system to check the database more regularly.

# Finances

## Goals

The financial strategy of Mitrany this year was to increase and maintain its reserves in order to keep a healthy balance, keeping in mind its uncertain income from the past years.

## Achievements

- By collaborating with Clio's Corporate Relations Commissioner for an advertisement, the foundation has raised 75 euro
- The equity has been further increased to 1100 euro, which guarantees financial stability in upcoming years.
- Currently, the Treasurer is looking into an alternative bank which can guarantee lower banking fees which are more appropriate to the low cash-flow of Mitrany
- All activities organized by Mitrany were break-even and Mitrany will organize an alternative end-of-the-year activity in The Hague

## Evaluation

Mitrany has secured its annual income and found alternative ways of funding. Regarding the costs it managed to decrease its fixed costs, allowing more room to direct resources to its activities.

## Recommendations

Regarding the small acquisition amount of this year, Mitrany would advise to continue looking at such advertisement opportunities with Clio as it is mutually beneficial.

Since the equity is sufficiently high to cover possible financial setbacks in the future, it is advised to not further increase the equity if finances remain stable over the years.

Mitrany advises to continue organising its drinks on a break-even basis, but does believe there is potential to organize different types of low-key social activities in The Hague with minimal resources.

# Events

## Goal:

### a. Improvement of the reach of Mitrany

In order to improve the reach of Mitrany we wanted to show people more openly the possibility to connect with other alumni through drinks/conference/forum/alumni meeting during Lustrum. In that way, we wanted to improve the cooperation with Clio on the Alumni Mentor website of the university. Additionally, we wanted to actively bring people together at the drinks.

### b. Improve the visibility of Mitrany and its events/Improved cooperation with Clio

In order to improve the visibility of Mitrany and its events the board wanted to preserve and be present at the already existing events. These included the drinks in the three cities and the Bachelor ceremony. Additionally, it wanted to add the Master Introduction Week and the Clio Lustrum. Through the cooperation with Clio and the Lustrum committee the board wanted to place Mitrany in more events. Additionally, Mitrany wanted to connect with the Alumni Program of the University and their alumni ambassador program.

### c. Raise the number of people, who attend Mitrany events/sign up for Mitrany

The board wanted to attract more people to Mitrany by advertising in diverse ways. The board wanted to keep the Mitrany newsletter, social media and the Bachelor ceremony. It wanted to add the RUG newsletter and the official IRIO program page. The idea about a feedback mechanism was circulated.

### d. Establish drinks in Berlin

In order to reach more alumni also in other countries the board wanted to establish drinks in Berlin.

## Achievements:

- Given the different amounts of alumni living in Hague, Brussels and Groningen the board decided to take over the idea of the previous board to adopt the timing of the drinks to the local communities.
- Drinks take place every month in The Hague, every few months in Brussels (unfortunately in varying time differences) and every few months in Groningen (unfortunately also in varying time differences).

- Additionally, we have set up an alumni circle in Berlin, which is going to meet approximately 3 times during the current board year.
- The board tried to be present at the drinks near to them. The same counts for the drinks in Berlin.
- The improvement of the cooperation with Clio has partly been achieved. There will be an alumni event at the Lustrum conference and Mitrany was present at the Master drinks. The board could unfortunately need be present at the Bachelor ceremony, but was represented by the Alumni ambassadors from Groningen. The board was presented at the Master introduction week by a board member, who gave the information about Mitrany to the students.
- The Mitrany drinks have been in the RUG newsletter.
- Unfortunately, Mitrany could not yet help in the organization of the conference or cooperate with the forum committee. Moreover, the idea of the alumni mentor website did not work out, since the website does not work properly.
- Unfortunately, the board has not been able to publish on the IRIO homepage and the feedback mechanism has not yet been established.

#### **Evaluation:**

- In The Hague the turnout has been very satisfying, which relates also to the tradition of “Vrij-Mi-Bo”. In Brussels the turnout was dissatisfying, which could be explainable through the numerous “rivaling” events taking place at the same time and the “non-existence” of a concept like “Vrij-Mi-Bo”. Working days are usually very long and people are rather tending to go home after work than out.
- In Groningen the turnout was also rather dissatisfying due to the low amount of alumni living in Groningen. In Berlin the turnout has been very satisfying.
- The board has continued to use the existing advertisement. However, it cannot be said whether these ways of advertisement have let to an increase in people attending the events.

#### **Recommendations:**

- To increase the presence at drinks in Brussels: A possibility for improvement would be organize the drinks on a Friday (depending of availability of the Alumni Ambassador) and letting the drinks take place in a different café (maybe closer to the city).
- The first contact to the Mitrany alumni program has been made. A follow-up by the next board is recommended.
- In order to establish how to best reach people, to learn how to Mitrany is being regarded from the outside and in order to know how to improve the current strategy it is recommended to think about the establishment, effect and necessity of a feedback mechanism.

## *Communication and Public Relations*

#### **The goals**

1. Create publicity, ‘make Mitrany known’, provide general information about Mitrany
2. Increase the number of members
3. Inform members about events
4. Facilitate engagement amongst alumni
5. Consolidate our organization basis
6. Oversee the expansion to new cities (Berlin)
7. Update promotion material (flyer)

#### **The channels**

The most important channels for Mitrany’s PR policy are the website, [www.mitrany.eu](http://www.mitrany.eu), the Facebook page and the corresponding group, e-mail, the newsletter and our flyers. Aside from that, other less used channels include the LinkedIn group and pieces in the Clio newsletter and Broerstraat 5.

#### **Achievements**

- The website of Mitrany has been further updated and streamlined to make it look more appealing. Especially the individual chapters have received an overhaul.
- Every drink Mitrany has organized has been promoted via our Facebook page by 1) creating an event and; 2) sharing this event with an inviting text on the Facebook page two weeks before it took place; 3) reminding people of the event by sharing it again with a quick note in the week the event was to take place.
- The flyer of Mitrany has been redesigned. The old flyer was several years old and it was time for a new look. These flyers have since been distributed at relevant events where potential members were attending.
- A Newsletter was sent to all members in the beginning of January, and another newsletter will be sent in March to inform the members of the GMM and the open board positions. The stories in the newsletters were significantly shorter than last year as this was deemed more suitable for our purposes. A new section was introduced: Humans of Mitrany, where one alumni shares some thoughts on IR and their life after graduation.
- Mitrany started to share job openings on both website and Facebook to generate more attention and to increase the 'usefulness' of Mitrany as a platform for its members.

## **Evaluation**

- The posts about the events have been the focal point as to make the increasing of our basis easier. Aside from that the update of the website also makes the focus on the events clear.
- The expansion of Mitrany to a new city and the sharing of new content such as the posts on job openings was the second focus this year. This can be seen as building on the success of last year and the continued expansion of our basis.
- The events in Groningen and Brussels continue to be less well visited than in our other two chapters, and promotion on these events have been in focus as to try to increase the numbers of members attending.
- The update of the flyer and the website was a good way to overhaul the image of Mitrany.
- Drinks will continue to be promoted via our aforementioned media;
- Another Newsletter will be published this academic year to notify our members about the open board positions and the GMM.
- An event will be hosted during the Lustrum week organized by CLIO in the end of the year. Of course, this will also be shared and promoted via our channels.

# *Clio - Mitrany cooperation*

**Goal: smooth cooperation between Clio and Mitrany:**

## **Achievements**

- Because of the scope and timing of this years Clio events, no direct involvement of Mitrany alumni in Clio events has been established. However, two events organized by both Clio and Mitrany will take place later this year.
- Clio has worked on the promotion of Mitrany under current IRIO students. The IRIO department representative promoted Mitrany at the Clio Pubquiz for new master students. Recent graduates also received the new Mitrany flyer at their graduation, which was also followed by Mitrany drinks. Lastly, Clio promoted Mitrany via mouth-to-mouth advertisement and occasionally, the newsletter.
- The Clio board and the Mitrany board cooperated in the organisation of the alumni-mentor programme, which allows students to contact alumni with career related questions. Mitrany provided for two alumni that supported the alumni-mentor programme.

## **Evaluation**

- The Mitrany Groningen drinks can be improved by the involvement of the Clio master committee to reach a bigger group of potentially interested students and alumni.

## **Recommendations**

- There will be two events where Clio and Mitrany cooperate. Firstly, a social event where Clio Master students and Mitrany alumni will be able to meet each other and interact. Secondly, an event either just before or in the Clio lustrum week in June of 2018.
- The Clio representative feels that the establishment of the Clio Master committee will result in a closer cooperation between Clio and Mitrany, as there are now specific events for Master students, which is the main target group for Mitrany.
- The Clio representative feels that a stronger connection could be established between Clio and Mitrany to involve alumni in the Clio events. However, the way to strengthen this relationship and database-usage starts with a more concise and accessible database.

Fiencial Balance 2018

<b>Mitrany Balance</b>		<b>Date: 31/3/2018</b>	
<b>Item</b>	<b>Debit</b>	<b>Credit</b>	
SNS bank account	1,586.04		
Reservation Mitrany		1100.00	
Surplus/Deficit		486.04	
<b>Total Balance</b>	<b>1,586.04</b>	<b>1,586.04</b>	
<b>Surplus and Deficit Account</b>			
<b>Item</b>	<b>Debit</b>	<b>Credit</b>	
Reservation New Fiscal Year	192.09		
Website Costs	10.95		
Travel Costs	180.00		
Bank Fees	81.55		
Consumptions	31.90		
Board Costs	43.46		
Promotion Costs	181.20		
Reservation Mitrany	250.00		
Contribution IRIO Department		900.00	
Acquisition		75.00	
Subsequent Expenses	3.85		
Surplus/Deficit	0.00		
<b>Total Surplus &amp; Deficit</b>	<b>975.00</b>	<b>975.00</b>	
<b>Textual Notice</b>			
<p>The Reservation New Fiscal Year entails the costs available for a final event in June. Promotion costs entail flyers which can be used for the next years. Reservation Mitrany entails savings necessary to ensure Mitrany's future existence.</p>			