

Organisational Strategy
Students for Morgen 2018
The brand Morgen

MORGEN

Composed by the board of 2017/2018:

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"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

- Brundtland Report, 1987 -

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Preface

Students for Morgen, further mentioned as Morgen, is the only and thus largest national student network for sustainability in higher education. Being in this position means two things for our daily business and the nature of our existence. First of all, we are a networking platform for our member organisations and every student who participates in higher education and has affiliation, or wishes to grant some, with sustainability. It is because of this, that we have to serve our network to the best of our abilities. Besides, we should always desire to strengthen and to expand our network, when this serves the goal of our organisation. This goal of Morgen is to guide a transition of the higher education system towards a sustainable one. Hereby, Morgen is contributing to three sustainable development goals: quality education (4), climate action (13) and partnership for the goals (17).

Second of all, besides having the networking role, Morgen is also known for several events which we (co-)host. This (co-)hosting function requires a more “at the foreground” role, compared to the networking function. Hosting these events is the perfect occasion to ensure that the publicity of Morgen increases. Ensuring this is important in our eyes, since a wider recognised organisation can achieve more. The one event which we want to highlight is the SustainaBul. This is main tool Morgen can use to influence higher education institutions. The SustainaBul has a huge direct effect on the transition of the higher educational institutes towards sustainability. Other events of ours are directed more towards students, instead of institutes, but are equally important to the transition. It is for these reasons we believe that Morgen should always seek to improve their events, keeping them interesting and an exciting experience for participating parties.

This organisational strategy is written in order to help Morgen fulfil its roles and achieve its goals. Everything we have written down, is written with the idea of changing the educational system towards being more sustainable. The absolute goal of achieving a sustainable system is what we seek and several things are contributing to the process of getting there. The way other parties and individuals look to Morgen is determinative of the impact the organisation can make. In order to be able to make the most impact, Morgen has to be professional in order to function properly. Furthermore, as mentioned previously, it is essential that Morgen keeps innovating its events.

External profiling

In line with one of the main goals described in this policy plan for 2018, namely enhancing and strengthening the brand Morgen, external profiling cannot be overlooked. The board places great emphasis on the image Morgen. In order to accomplish a stronger and more widely recognised brand and image, attending meetings and conferences are of great importance. Also, our own website will be overhauled this year in order to serve our members and other site visitors in a better and more efficient way.

By enhancing the external profiling part of the organisation, we would like to achieve that everyone sees Morgen as the student network for sustainability in higher education. By doing so, we wish to be known nation-wide. Every higher education student should have heard of Morgen and should know what it is we stand for; the transition of higher education towards a fully sustainable one.

Appearance towards students

Even though science has made and still is making tremendous progress in the field of sustainability, sustainability is often still an exception rather than the rule. It is in our opinion essential to get every student familiar with the concept of sustainability, in order to make it the norm. Making sustainability the norm creates a pathway for the transition towards a sustainable society. In order to help this transition, Morgen wants to contribute in a way that it wants to show every student in the Netherlands that sustainability can be integrated in every aspect of their daily lives. By showing that Morgen is not only helpful for those who are already sustainable minded, but also for every student who is not yet active in this field, we hope to speed up the process.

Apart from being open to every student, we simultaneously want to show a certain level of professionalism. We already improved a fair bit by introducing a new corporate identity, which is seen throughout a range of materials such as new professional business cards (of 100% sustainable material), a new logo, new banners and soon also a new website. As a board, we felt that the “business” side of sustainability should also be emphasised by an organisation as Morgen. We believe this could be an important step towards reaching more and more students who are not yet aware of our existence. These students are equally important in order to move the entire higher educational system towards a sustainable one. In fact, they are indispensable.

Website

During the first half of 2018, the website of Morgen is going to be improved on several points. The reason for this is that it should be easier for the members in our network, companies and other relations and interested parties to find out everything they wish to know about Morgen; our vision, our network, but also to find each other as well. By doing this, it becomes more clear that Morgen is the largest national student network for sustainability in higher education. Linking back to the overall concept of external profiling, the new website means that Morgen can be approached more effectively because it is clear why we exist and what it is

we do and with this what we can mean to external parties. It also contributes to enlarging the impact we, as an organisation, can have on higher education.

With regard to the layout of the website, the new one will have a simple and clear design, with large and logical buttons, as opposed to the old website, which has too many dropdown menus. We will design and program the largest part of the website ourselves. We will create a document whilst working on the website which clearly says what we did. We will document everything in a neat and simple manner, in order to make sure that every board after us understands how to change things in content or layout. By doing so, the website will be durable and can be easily adjusted by anyone without having to overhaul the website again and again. This will result in a sustainable website.

Representation of our network

As a network organisation, Morgen and the members do not only benefit from organising events, but also from attending congresses, conferences, events, etc. Especially because of the network role of Morgen, it is important to attend every event that is important to our organisation.

Attending these activities is, as mentioned before, an important part of external profiling. These activities are contributing to the professional appearance of Morgen. It is then that other parties attending these events are getting more familiar with Morgen, and are starting to see Morgen as the important party in the sustainability field that it is.

Also, the actual participation in these events are important. This could translate into setting up a stand during the event. By attending these events, we want to reach out to the students that search for new challenges, or students who are seemingly not that into sustainability to begin with. Morgen is able to inspire these students and give them the sustainable mind-set which is so important. Having the possibility to occupy a stand or other type of presence at an event is also the select opportunity to recruit volunteers or new board members or coordinators.

Professionalising the organisation

Internal organisational structure

Board transfer

The general transfer of the board 2016/2017 to 2017/2018 was smooth, handled well and very much necessary in order to accomplish a good start. Concerning the transfer period, we have established some goals by which we hope to improve it even more. First of all, the OneDrive, which is already in use as an online archive, has to be more structured. The new board must be able to find files more intuitively. Also, we want to ensure that bundles of files are located at the same, logical locations within the drive. The underlying reason for this is that a lot can be learned from old board members. During our first half year, we grouped files in a way that it is clearly visible what has been done before by previous boards. Second, we wish to bring even more structure to the transfer itself. During the year, we keep track of a transfer document, in which we write down topics or details that deserve extra attention during the transfer period. This document is also meant for the new board to consult at any given time. There is already a quite similar document from which we will get some inspiration from, but it is sadly outdated and in our opinion way to wordy. On top of the general document, we all will create function-specific documents.

Housing

Since last October, Morgen has a permanent work and visitation address in Utrecht. Before, Morgen was housed by one of its member organisations, Green office Utrecht. However, it was not a permanent place, and this meant that in reality we were travelling between several places. Our own office is located at: Europalaan 400, 6th floor, 3526 KS Utrecht. The office will be used as board room for board meetings. It is also a space where we can invite relations and have meetings with coordinators. Occasionally, DuurzameStudent has meetings there as well.

The rent is paid from a part of the personal financial compensations that the board members receive, which used to be an addition to our savings account. Due to the fact that the savings of Morgen are quite extensive, the board (and the Advisory Board) felt that redirecting this cash flow is a responsible choice. Also, looking ahead to the acquisition part of this strategy report, acquisition will also lead to more positive cash flows, this will compensate for the extra expenses.

The Advisory Board

For the coming year the Advisory Board (AR) will crystallize its role a bit clearer, especially the individual roles. The AR now consists of five members; five or six members is sufficient. Thus far they have not asked for an extra member. If a sixth member is needed, this can be decided by mutual agreement. For the coming year(s) the goals are to make it clear what the Morgen board can expect of the AR and the other way around. There will be three different roles with the AR; an advising role, a more inter-relational role and a more supervisory role. These roles are slowly introduced and tested out. It is as to clarify for the AR as well as Morgen who they can speak to about what. Besides this a chairman/women will be appointed within the AR, just

as to have a bit more structure and this person will for example be in charge of planning the meetings with the Board of Morgen.

Committee of Recommendation

The Committee of Recommendation (CvR) consists of seven people at this moment: dhr. H. Wijffels, mw. M. Minnesma, mw. S. van Veldhoven, dhr. A. Heideveld, dhr. W. Lageweg, dhr. J. Terlouw and dhr. C. de Bourbon de Parme. For this year, we set a new goal concerning the contact moments with the CvR. We wish to introduce four standard contact moments, for example: a CvR diner with both the old and the new board somewhere in September, sending an invite or just a card with the constitution of the new board, sending a Christmas card, sending invitations for the NDDHO, sending (half) year reports and finally, sending an invitation to take place in the CvR for another year. Moreover, every year the board should review if the members of the CvR still represent all segments from society: politics, business and education. When reviewing, the board should always keep in mind that there is a chance a new CvR member could be needed.

Volunteers

Being able to use volunteers is very important for Morgen. Every year we need volunteers for the ranking of the SustainaBul, to write articles for DuurzameStudent, as a technical chair and minute taker for the general assembly and to help with the Sustainability Career Event in February. As the board of 2008 said: "The project is only a happening to the volunteers if they experience it as positive. They have to feel that they made friends, or really made a difference for LHUMP (*former name of Morgen; Landelijk Hogeschool en Universitair Milieu Platform*). They also need to feel that their time is not wasted and that they are contributing to the society, making the world a little bit better". Today, this thought is still an important part of our organisation. It basically implies that we need to handle our volunteers with care and respect, and we need to realize that having a small army of volunteers every year is not matter of course but nevertheless indispensable in order to make every event to a success again and again.

This necessity is exactly the reason why we have to carefully keep track of the contact details of every volunteer in a document on the OneDrive. In addition, the registration section of the website needs to be available at any times, we cannot afford it to be offline at any moment. Besides, we have a duty to answer already registered volunteers immediately when they pose a question, put them on the newsletter list and invite them to a yearly volunteer-thankyou-drinks event. They are also invited to join the trainings in which the board and member organisations participate. Moreover, the volunteers are should be invited to the Sustainable Career Event, the Sustainable Introduction Stunt award show. Furthermore, a 'thank you' email should be sent to the volunteers about two days after the event has been held where they volunteered. In this email, they obviously should be thanked, but also accomplishments and pictures should be included.

Finance

Part of the financial structure of Morgen is eligible for an update. The lack of a clear overview is mainly due to complex tax rules, the yearly transfer of the board, and the omission of a clear, long-term structure and vision concerning the financial aspects. This part of the policy plan

will provide an overview of how we wish to achieve an efficient and effective bookkeeping. Besides, both positive and negative cash flows will increase over the coming year. Year after year, the bank account (savings) of Morgen has increased, but we feel that it is now at such an extent that a part of it should be used to invest in the organisation. At the moment, Morgen is financial healthy, with little expenses and a financial base with which it can sustain itself for many years to come. Investing in projects, events and facilities that co-decide the future of the organisation is crucial. Extra positive cash flows are a part of this model as well of course. Acquisition is going to play an important role, starting from 2018.

First of all, the financial structure of the organisation will be discussed. Our treasurer has focused a part of the last half year of 2017 on reorganising and restructuring the treasurer-map on the OneDrive. Also, it is evident that every project or event which Morgen hosts gets its own budget and that it is clear which costs are made. Keeping track of a clear total budget requires better and clearer side budgets for smaller events.

Second, as a board, we decided that it is well needed to ask the help of a professional accountant in order to structure the entire accounting aspect of Morgen. This is decided because of the lack of consistency in the previous years of bookkeeping records. In order to achieve an overall bookkeeping record which is sustainable for many years, the help of a professional is needed. On top of this, the tax rules concerning the board compensation (coming from DUO) are unclear, which in recent years resulted in several tax related mistakes. Morgen needs an advisor (accountant) in order to solve these issues and helping the organisation to be more sustainable in terms of its future. The intention is to keep the help of the accountant for a year in order to solve the accounting issues, we are dealing with right now. We recommend a moment of evaluation with the both treasurers (Ben & 2018/2019) to see if the accountant is still needed for a longer period.

Finally, for the future it is important to draft budgets without losses in them. There are so many ways in which an organisation can generate more positive cash flows, and these should be included in the budget. Extra acquisition activities should generate more income. This is something that should be included in future budgets. This new financial structure and vision is starting in the first quarter of 2018. The board of 2017/2018 highly recommends to include this structure in coming policy plans.

An insightful network

In order to fulfil the network function of Morgen adequately, it is important that Morgen functions as a platform from which the members can profit of the network. In order to enable the organisation to do so, the following things should be in order: (i) facilitating the information provision about the network to the member organisations, (ii) enabling members to contact each other in an approachable manner, (iii) actively bringing the members together. Below, the several sub goals are elaborated upon.

- (i) Facilitating the information provision about the network to the member organisations.

In order to provide the members with a good insight in our network, it is important to equip the new website with a page on which the network is displayed in a visual manner. The most desirable way to do this is an (interactive) map on which the geographical dispersion of the members is displayed. On the page is also more information about the different members provided. In any case, but not only, this information consists of: name, description of the organisation and its core activities, public contact information and a link with the Morgen network. A pretty way to do so is a blank map of the Netherlands on which are dots that represent the several member organisations. From these dots, lines are drawn to the sides of the map, leading to a small tile with a name, logo, website link and city of settlement. Below the map, every member organisation can have an own "tile", with above mentioned information.

(ii) Enabling members to contact each other in an approachable manner

In order to enable this contact among each other, the board is always available for questions from members and takes on a constructive attitude towards projects or events of members. Moreover, the board will always look actively for complementary members in order to expand and strengthen the network. Also, the new website will be equipped with a private contact details part, which is only accessible for member organisations through google spreadsheets. The members are the ones who are responsible for choosing which information they share with the others, and which not.

(iii) Actively bringing the members together

In order to enable member organisations to work together, both more frequently and more effectively, Morgen hosts several cluster meetings. These meetings have proved to be an effective tool to bring member organisations together, and therefore the organisation of these meetings will be continued in 2018. Moreover, a kick-off event is being planned for September 2018. This event is hosted for all member organisations, the new and old board, in order to meet each other right after our board transfer, and most of the board transfers of our members.

Acquisition

As mentioned before, acquisition plays an extensive role in this policy plan for 2018. To generate new positive cash flows, it is essential for the organisation to have finance options looking at both the long and short term. In short, this means that one-time fees for e.g. inhouse days or other one-time projects, will be combined with long term finance for e.g. the organisation as a whole. To establish an effective acquisition strategy, the following points have to be considered:

1. It is important to only discuss briefly what is in it for us, but to more extent what is in it for the other party.

2. Morgen needs to be able to take as much work from the other party in their own hands. A project needs to be carried out for the largest part by Morgen. It is necessary that the other party has as little work as possible.
3. Cold and warm forms of acquisition should be distinguished clearly; when is which form the best?
4. Warm acquisition is always preferred.

Furthermore, an acquisition handout will be drafted and will be available in the OneDrive folder of the treasurer, together with a standard acquisition letter.

Project specific acquisition

This form of acquisition will focus on project specific finance, for example: finance for the SustainaBul or the Sustainable Introduction Stunt. Another party could finance a specific part of the project, such as the promotion material, or the other party can choose to sponsor the event by donating a certain amount, which then is free to spend within the project. In general, this form of acquisition is easier compared to other forms, because companies are able to see the added value from contributing to a project quite easily. On the other hand, it is easier for Morgen as well since it is quite straight forward to tell another party what is in it for them.

Organisation specific acquisition

This form of acquisition is focused on acquiring extra finance for the organisation itself. Although it depends on the provider of the extra finance, it could be set for multiple years. The provider has also the right to set certain rules. It could be the case that there are certain restrictions in spending organisational funding. This is of course again depending on the provider. There are several reasons why providers would wish to fund Morgen. For example, a provider wishes to promote sustainability in higher education as well, or maybe the provider wants to be able to employ more sustainability students and Morgen is able to convince this party that investing in Morgen will lead to this.

Inhouse days

By organising inhouse days at several companies, we wish to accomplish two things. First of all, we want to offer our members the possibility to have a look inside these companies, perhaps their future employers. Secondly, our goal is to show that some large companies who are seemingly careless about sustainability still can have solid sustainability goals or visions, and thereby offering them students with an interest and background in sustainability. As a network organisation, facilitating these days would connect seamlessly with our core tasks. On top of this, we plan to ask financial compensation from the companies to organise these events. This means that it also yields a (small) positive cash flow, but this is certainly not the main reason, only a favourable externality.

Innovation

SustainaBul

The SustainaBul, the ranking list of higher education institutions in the area of sustainability, is one of the largest projects of Morgen. These institutions are examined by Morgen to the degree in which they incorporated sustainability in the areas of education, research, management and to which extent they apply an integrated approach. The ranking aims at stimulating the institutions to become more sustainable and with this contribute to the level of sustainability of the entire sector of higher education. The questionnaire covers multiple aspects of sustainability and contains clear directives for the institutions. The competitive element encourages them to keep improving and paying attention to the sustainable aspect of education. The SustainaBul was first awarded in 2012 and has been expanding ever since towards an internationally known ranking with around 20 institutions participating. However the SustainaBul is in need of some innovation this year. To achieve this innovation Morgen will continue on the path that has been set out the past year. The SustainaBul now needs to enter into the next stage, a stage that puts emphasis on sharing knowledge and on positioning itself as a platform in relation to this sharing of knowledge. This needs to happen with taking into account the stimulating and activating role of the SustainaBul. The SustainaBul needs to create connections, without losing the boosting role it has within the area of sustainability in higher education.

To attain this the following goals are created for the SustainaBul in 2018:

1. Establish a digital platform for the SustainaBul. This platform has multiple aims and functions.

- Promote the sharing of knowledge between institutions, students and researches. An important role will be awarded to 'best practices' and making data more insightful. The website and data need to be made public as to ensure the functionality of the collected data.
- The results of the SustainaBul have to be easily accessed and visible and they have to be presented in a transparent manner.
- Connecting students, researchers, companies and higher education institute employees that concern themselves with making higher education more sustainable.
- Decreasing the amount time higher education institutions need to put into the ranking by creating a well-functioning, practical tool in which they can fill in their collected data in a way that in the following years they can built on the data they have already collected in the years before.

2. Setting up a clear multi-year plan for the SustainaBul. This is necessary for the SustainaBul to obtain continuity and with this continuity further expand and professionalise this project. This plan applies to the external appearance and goals as well as to the internal design of the project within Morgen.

Lobby

Morgen has a long history of lobbying for sustainability in higher education. An important example of this is the *Verdrag duurzaamheid in het onderwijs*, created in 2014 and signed by the majority of political parties. This document contains a clear call for attributing a bigger role to sustainability in education. Besides this the Jonge Klimaat Beweging (JKB) was established in 2016. Morgen is one of the founders of this organisation. Morgen has a longstanding role as the platform for sustainability in higher education; they represent the interests of students and at the same time try to make higher education more sustainable. The policy of 2018 results from this role that Morgen has played and still is playing. However, some parts of the lobby policy are ready for some innovation.

For the continuity and renewal of the political policy of Morgen, the key goal needs to be taken into account: making higher education sustainable. To achieve this goal a multi-year plan has been constructed that builds on the *Verdrag duurzaamheid in het onderwijs*, to ensure a continuous process of making higher education more sustainable. 2018 for the largest part will revolve around formulating this plan, but in this year the first steps also need to be taken to execute this plan. Sequential the goals for 2018 will be:

1. Constructing a multi-year plan which builds on the *Verdrag duurzaamheid in het onderwijs*, to ensure further development of more sustainability in higher education.
2. To map the progress made in higher education at the hands of the *Verdrag duurzaamheid in het onderwijs*. This progress could be the basis for upcoming years.
3. To make Morgen a leading example again in this field. This requires conversations with old and new partners and revive old collaborations. This must be the foundation on which can be built the upcoming years.

DIS

The sustainable introduction stunt (DIS) is the project of Morgen that has the widest reach with students (around 50.000). Since 2014 this competition is being organised by Morgen together with United Music Events Foundations (UMEF) and Gemeente Duurzame Ontwikkeling (GDO), the WakaWaka Foundation is a partner of the event. The past DIS has seen yet another increase in the amount of participants: 24 participated in contrast to the 16 of the previous year. This is, among other things, the result of a more active recruitment done by phoning member organisations. Therefore, this active recruitment strategy is recommended for the upcoming edition. The aim for subsequent years is to continue this direction. The logistics of having more and more participants become more challenging; it is hard to plan to visit all the participants with just 6 board members and 1 coordinator in August and the beginning of September. Consequently, the goal is to transfer this year established way of planning, through a form of registration, drive, confirmation emails and an excel sheet, in a clear and concise manner to the next board and next DIS-coordinator. This to ensure that no problems will occur the upcoming year.

We strive to appoint a DIS-coordinator early on such as the past year (or even earlier), in order to make sure that the coordinator can continuously work on the DIS and the competition will not be disadvantaged by the change of the board of Morgen. The questionnaire will be partly revised to adapt it to the situation of students and make it more up-to-date with current developments. A report with findings of the different stunts will be constructed as to accomplish that student committees and societies can learn from each other and to encourage them to stay creative when conceptualising a stunt, because they have insight in which stunts have already been reviewed. The partnership with UMEF and the sponsoring of the GDO and WakaWaka need to be preserved.

The upcoming year the examination of the introduction weeks should take place before the actual start of the introduction week. The past edition has shown that during the introduction week the relevant committee is extremely busy and can barely take time in their schedule to speak to you. An early encounter with the questionnaire also creates the possibility for the introduction committee to incorporate some more sustainable aspects into the week. One can choose to visit the introduction weeks again after filling in the questionnaire to look if anything has changed, to “check” the questionnaire or to request pictures of the week (or at least the sustainable aspects of it).

Clear conditions for participating to the DIS will be set out. Not every stunt, even though they mean well, will contribute to the goal of the DIS to make students more conscious of sustainability. It is also important to stress in these conditions to the participant of the DIS needs to prove a sustainable aspect of the stunt by handing in some simple, structured proof and practice based examples. The SustainaBul can serve as an example for this. A clearer divide in tasks and responsibilities needs to be created between the board members that organise the DIS, the DIS-coordinator and the remaining board members.

Duurzame Student

Duurzamestudent.nl

In 2018 Duurzame Student, besides being an independent project to a certain extent, is also of importance to Morgen. Below you will find the plans for Duurzamestudent.nl (DS) for the coming year, followed by a paragraph of the importance of DS for Morgen and the relationship between the two.

Duurzamestudent.nl is a platform that is being run by volunteers; a final editor, chief editor (5 to 8 hours a week) and the editors. For the coming year it will be a continuous goal to make sure the editor-team consists of active, reliable editors. This should limit the time of the chief and final editor spend on chasing the editors to hand in their pieces. To get to this committed team of editors it is of vital importance that we also offer the editors enough to reward us with their commitment. Workshops, such as writing workshops, interview workshops, structurally sound, substantive meetings and a pleasant atmosphere, are paramount to achieve this goal. In the past editor meetings two of the editors were asked to, in collaboration with each other, pick and choose a few articles of their fellow editors and discuss the aspects that were good and the aspects which could be improved. This results in the editors being not only conscious of their own work, but also of that of others. Moreover, it will make sure that the editors also learn from one another. This is an aspect of the editor meetings that will be continued the coming year.

Due to the growing amount of editors it is critical to keep an eye out whether a so called buddy-system might become necessary. In the case of continued growth, it can also be considered to hire a second final editor. To execute this hypothetical plan, more funds are necessary than those available today at Morgen. Because of this project-specific funding for DS will also be looked at within Morgen. If this succeeds and extra funds become available to DS, this could be allocated for promotion, to offer more to the editors, to get an extra helping hand or to, for example, expand the idea of vlogging for DS. The latter idea results from a collaboration with of Café de Ceuvel in Amsterdam, with whom we will create a “pilot-vlog” in the beginning of April. We will couple some of our editors that are enthusiastic about this idea to Café de Ceuvel to create a vlog together and publish it on DS. We hope to reach a wider public with also offering vlogs on our website and social media. Also we think it will increase the interaction with our readers, or in this case watchers. Our articles are being read currently, but there has not been a lot of interaction with these readers. This interaction is a goal as well for DS, because the main aim of DS is in the end to inform, inspire and also activate people.

This fits into the bigger picture to expand DS and to increase its reach and with this increased reached create a bigger impact. At the end of the day we want to showcase sustainability in all its facets and make people see the world through a pair of “green glasses”.

Duurzamestudent.nl and Morgen

The relationship between the board member PR of Morgen and DS will look as follows for the following year. In mutual agreement with the chief and final editor a certain regularity of joined meetings will take place (once a month, once every six weeks) to check what everyone is up to and how you can help each other out if you come across any problems or barriers. On the

Google Drive of DS, a document can be found in which possible subjects for articles can be written down. The board member PR will contribute to this document by not just adding own ideas, but also that of fellow board members. Besides this the board member PR will be mostly and continuously in contact with the chief editor. The chief editor will be requested to put the email address pr@studentvoormorgen.nl in the cc of most emails that she or he sends out. Though it is vital to let the final – and chief editor fulfil their tasks independently, the board member PR has to keep a seat at the table. The latter recommendation stems from findings the previous six months, in which many changes have occurred in the position of final editor. For a position with little hours and a lot of flexibility, but also a function in which one works independently, it is necessary to constantly stimulate and activate each other. Because the board member PR is in function for one year, they should show their face to the editors, in case changes do take place within the structure of DS.

Besides this it needs to be encouraged that at every (big) event of Morgen will be covered by DS in the shape of a vlog and/or article. Other board members need to be motivated and supported to write something for DS. Social media posts need to be shared back and forth. Editors have to be informed about Morgen and what the organisation entails. Morgen is responsible for all finances and because of this especially the bigger amounts need to be approved by the entire board. All declarations are send to the treasurer and board member PR.

Concerning social media, a separate Instagram for DS is not being pursued at this time; it is not the platform for article and there are too little moments of physical interaction between the team members of DS to have a continuous flow of posts on Instagram. This can be reviewed if the editors also want to contribute actively. For now, though DS will be represented by the Instagram of Morgen. This again also contributes to tying the two together.