



Policy 2024-2025

by the 53rd Board of Study Association Kraket

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Dear Kraketter, dear reader,

The document you are now reading contains the policy plan of the 53rd Board of Study Association Kraket. By reading this plan, we hope to take you through the thought process of the Board and show you what our plans are for the academic year 2024-2025. We believe that Kraket should be a study association where everyone can be themselves and look back on with fond memories. A study association for all Econometrics students at the Vrije Universiteit should be one where everyone feels welcome and at home.

This year will be a busy year for Kraket as a study association, with many exciting things on the agenda. Halfway through the year, a undoubtedly beautiful Almanac will be presented, among other things. We will also independently organize the LED for the second time. Hopefully, we will organize the LEST as well. Additionally, this is the first year that two bachelor's programs will fall under the study, now that Econometrics and Data Science has become a separate bachelor's program. This has also brought a record number of first-year students, whom we hope to provide with an amazing time during their studies.

This policy plan is based on the hard work laid down by the boards before us. We would like to thank them for this and wish them the best for the future. Of course, as a new Board, we have certainly incorporated our own ideas into this policy plan and are building on the good ideas of the boards before us. Board 53 is incredibly proud to be your Board this year, and we hope this will be a fantastic year filled with many beautiful memories.

We have put a lot of time and effort into this policy plan, and we hope it is clear and enjoyable to read. If you have any questions and/or comments while reading, you can of course find us in the Kraket room or always reach us personally.

Kind regards,

The 53rd Board of Study Association Kraket,

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Vice-Chairman
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1 Policy

1.1 Academic

1.1.1 Academic Policy

Kraket is a study association by and for its members. One aspect that all our members share is the study of Econometrics at the Vrije Universiteit Amsterdam. Therefore, education is a top priority for us. The first pillar of Kraket is the Academic pillar. The quality of education in both our Bachelor's and Master's programs is of the highest priority. It is essential that the level of both Bachelor's and Master's studies remains high. Student satisfaction is also important. Without motivated students, the study of Econometrics would cease to exist. To achieve these goals, we have again appointed an Educational Affairs Officer this year, who plays an important role in connecting the university, professors, and students.

This year, the Educational Committee will be established once again. This committee will help safeguard and improve the quality of education by providing feedback and suggestions for improvement for the courses and lectures. The Educational Committee consists of student members from different academic years and will attend lectures to gain an overall picture of the quality of education in the respective course.

In recent years, the gap between teachers and students has grown. This has created a barrier for students to seek help from their teachers, resulting in unanswered questions that are reflected in exam results. We aim to lower this barrier by reintroducing informal drinks with professors. This way, students can see that teachers are just regular people and can also be quite fun. We also want to introduce an informal sports activity to further reduce the barrier in a casual setting.

It is important to ensure that all students are heard and that each member feels comfortable addressing academic issues. Therefore, the Educational Affairs Officer has introduced himself with a WhatsApp message in the first-year group chats and a Canvas announcement. To detect potential problems early, the Educational Affairs Officer will maintain frequent contact with both students and professors, aiming to resolve any issues quickly.

The Econometrics program primarily focuses on abstract problems. However, the basic explanation of various, yet essential, skills is sometimes missing. Examples include handling LaTeX or Python. Additionally, there are skills that may be relevant later in the professional world but currently have no place in the curriculum. We could offer a course for these, such as an Excel course. Therefore, in addition to the regular education, we will explore the possibility

of extra courses, building on the plans of previous Boards. This year, we will offer an in-person LaTeX course and expand the online Python course. We will also attempt to start an Excel course. Since first-year students will begin with the course Introduction to Python instead of Introduction to Java this academic year, the online Python course will be made available at the start of the year.

Finally, we aim for an open and supportive culture in which members can help and motivate each other. When members struggle with motivation, concentration, or study skills, we hope they will find their way to the Kraket room, where they can ask other Kraketers for help. Additionally, there is the option to receive tutoring from Kraket members for certain subjects. The Educational Affairs Officer will work to find more students willing to provide tutoring. In this way, Kraket remains a study association by and for its members.

1.1.2 Academic Partners

The VU has decided that study associations may no longer collaborate with tutoring companies. Specifically, this means that we cannot collaborate with Sophistès. If the VU changes this decision in the future, our Educational Affairs Officer will attempt to re-establish the collaboration with Sophistès.

1.2 Career

We would like to focus on our intention to support students in exploring, beginning, and building a successful career. In this area, Kraket has long excelled, and we aim to continue this success. Every decision can be based on a solid foundation of success and experience, for which we are very grateful to our predecessors. In addition to ensuring continuity, we will innovate using the opportunities presented by developments within companies and Kraket.

Concretely, this means that we take the vision of our predecessors as a starting point. The changes in offerings and pricing proposed by them will be followed and maintained. We will continue promotion largely as it was done before us, with more details in the Marketing section. Furthermore, activities such as the Caseday, Speeddate, Masterday, and Diversity and Development Day will, of course, take place again this year.

Our internal meetings, company discussions, and consultations with the previous Board have highlighted a few matters we wish to handle differently this year.

1.2.1 Sustain-a-Business Tour

Last year, there seemed to be a lack of interest from companies in a Sustain-a-Business activity. Therefore, we will revamp this event into a Sustain-a-Business tour this year. This tour involves visiting the offices of participating companies during the activity. These companies will have the opportunity to give a presentation or host a mini in-house day focused on sustainability. In this way, we hope to lower the threshold for participating companies and breathe new life into this activity.

1.2.2 Kick-off-your-Career Event

Specifically for Master's students, we organize the Masterday, a day focused mainly on introduction and orientation. We believe that it can be very useful for Master's students to have an additional day focused on starting their careers, the Kick-off-your-Career event. This will take place toward the end of the Master's program in May. We have considered the other formal events when planning this day to avoid overlap. The day will consist of a potential opening speaker, a company fair, a debate between companies and/or students and an informal dinner with the companies to conclude. We believe this event will be highly appealing to both companies and students. It offers students an easy opportunity to connect with an employer where they could start working after the summer. For companies, it provides a chance to connect with a group of potential employees who are ready to start almost immediately.

1.2.3 Informal Company Event

During the summer meetings, several companies expressed interest in an informal activity exclusively with Kraket and that company. This one-on-one activity aligns with the trend of moving away from formality, ties, and strict hierarchies that has marked recent years. We are eager to embrace this by offering companies an informal event option in addition to the inhouse days. However, there are some caveats. To safeguard the success of other activities, we will start cautiously by setting the initial price only slightly lower than that of an informal inhouse day and by not offering this opportunity to all companies at once.

1.2.4 National Mailing

Due to the current contract with other study associations for Econometrics, national mailings are not very attractive to companies, even though we believe there is a lot of potential. We will call a meeting with the External Affairs Officers of these associations to reconsider this contract. We hope this will make the national mailing more appealing to companies.

1.3 Social

1.3.1 Social Policy

The third pillar within our Study Association Kraket is the Social pillar. Many social activities are organized by our committees and the Board. These activities aim to help students get to know each other better and build friendships. Of course, the goal is also to simply have a good time with fun people. At these events, we want to create an atmosphere where everyone feels welcome and at home. To ensure this, we have also established a code of conduct this year. More on this can be found in the Safety & Respect section.

In recent years, we have noticed that it has become more challenging to get first-year students excited about activities and committees. We believe it is important for the active group to grow, as they are the future of the association. For this reason, we have continued the extra introduction activity from last year. Additionally, there will be an activity specifically for first-year students later in the year. When planning the year, we also considered the first-year students' schedules. We hope this will attract a large group of active first-year students.

This year, the Family Day will also take place. Previous editions had the issue of low number of registrations. Therefore, we have decided not to limit this activity to only first-year students and their families. This year, the event will also be open to older students, and they will be allowed to bring old friends. However, priority will be given to first-year students.

“Gezelligheid” is a central part of the social aspect, and the more people there are, the more “gezellig” it becomes. This is especially true at the Friday afternoon drinks (VrijMiBo). This year, we will also explore whether a Thursday afternoon drinks (DoMiBo) activity will attract more members. Additionally, we have seen success in recent years with activities for specific groups or year levels. We will continue these activities from previous years and add the aforementioned first-year event and an extra event for Master's students.

The General Assembly (GA) has gained a negative reputation in recent years. We want to make members enthusiastic about this important event again and help it lose its negative image. We will do this by striving for shorter GA's. While this is not always possible, we will aim for it. Additionally, we will continue the activity review from last year, as this was perceived as a fun interlude. Furthermore, we will ask the chairs of all committees to attend the GA. This way, they can provide an update on their committees, and there will be a diverse audience at the GA.

1.3.2 Kraket room

Another important social aspect of Kraket is the Kraket room. It's often the place where the best ideas for the association are formed. We aim to create a space where people enjoy spending their time. In terms of layout, we've opted for a division between the "cozy" area and the section with desks where members can work if needed. This way, members can focus better, and committees can have meetings at the desks if necessary. Additionally, we want to make the room more appealing for members to visit. To achieve this, we plan to maintain a permanent room-promotion alongside the usual ones. This will consist of fruit that members can help themselves to in the room. In addition, we plan to make merchandise—such as notebooks, pens, and umbrellas—that we receive from companies and that remain from events available to members in the room.

1.3.3 Internationalization

This year, we will continue the approach from last year regarding internationalization. This means the International Committee will remain, the International FAQ on the website will stay and be updated where necessary, the International WhatsApp group will be maintained, and everything that is currently in English will remain in English. Furthermore, the most important pages of the Wiki are now also available in English.

We have noticed that during the General Assembly (GA), discussing certain topics in English was more difficult, especially when it came to texts with complex language and bureaucratic terms. Therefore, this year's GA's will again be conducted in Dutch. However, if there are international members who genuinely want to be involved in the GM, the meeting will, of course, be held in English.

1.3.4 KraGet Together

The format in which KraGet Together currently exists will continue this year. This still provides members with a way to organize activities outside of committees and other planned events. We will promote it this year as well, especially to make the platform known to new members. No budget will be allocated for KraGet Together activities again this year. However, we are willing to help with fun initiatives for KraGet Together activities, provided they are realistic ideas. One example of this is designing a shirt for the Dam-tot-Damloop and ordering it, with the costs fully covered by participants who want the shirt.

2 Fuction distribution

This year, the Board will consist of six members. These six people will hold eight positions within the board. Our Vice-Chairman will also serve as the Internal Affairs Officer. He will be supported in his internal duties by a second Internal Affairs Officer, who will also hold the role of Marketing Affairs Officer. The Treasurer will also take on the role of supporting External Affairs Officer. The main External Affairs Officer will solely hold that position. Lastly, the Secretary will also take on the role of Educational Affairs Officer.

2.1 Chairman

The Chairman (Milos) is the face of the association. He serves as the point of contact both internally and externally. He is responsible for all non-commercial external contacts, such as communication with parties within the VU, including the faculty, Career Services, and other VU staff members. Additionally, he will maintain contact with the alumni association Extrie and the other study associations within the National Organization of Econometrics Associations (Landelijk Orgaan der Econometrische Studieverenigingen: LOES). The Chairman will also chair all board meetings and is ultimately responsible for the overall policies. He will supervise the LEST and LED committees and is also a member of the Speeddate committee.

2.2 Vice-Chaiman

This year, the role of Vice-Chairman will be held by the Internal Affairs Officer (Atakan). The Vice-Chairman will assist the Chairman where needed. He will support with the preparation of General Meetings and will take over the Chairman's duties in case of absence. Additionally, it is important that the Vice-Chairman, together with the Chairman, ensures a good atmosphere within the Board and that everyone's opinions are heard. The Vice-Chairman will oversee the Charity, Diversity and Development Day, Hitchhiking, Introduction, Master, Sports & Games, Study Trip, Sustainability and "Wie is de Mol?" committees. He is also a member of the LEST committee.

2.3 Secretary

The Secretary (Floris) will be responsible for managing the website and Wiki and overseeing membership registrations and cancellations. He will also create Wiki pages for new members who request them. Additionally, he will keep the yearly schedule and Google Calendar up-to-date and upload photo albums. The Secretary will be responsible for sending messages on Canvas and maintaining the exam archive. Furthermore, he will handle the mailings of letters and send association-wide emails and newsletters. He will also take minutes at both the board and General Meetings. The Secretary will supervise the Educational Committee and is a member of the Almanac Committee.

2.4 Treasurer

The Treasurer (Justin) is responsible for all financial matters within the association. His duties include creating the budget at the beginning of the academic year and managing the association's finances. He will also handle invoicing and collecting income. Additionally, the Treasurer will file the association's taxes each quarter. The bookkeeping will be maintained by digitally attaching all receipts and invoices to each transaction. Moreover, the Treasurer is responsible for enforcing the association's fine policy. He will also oversee Kraket's inventory, which includes the association's assets present in the room and the available merchandise. The Treasurer will supervise the Case Day, Diversity and Development Day, Kick-off-your-Career and Speeddate committees and is a member of the Almanac Committee.

2.5 Internal Affairs Officer

This year, the role of Internal Affairs Officer will be divided between two people. Atakan will focus more on higher-year students, while Tiara will focus on lower-year students. The Internal Affairs Officers are responsible for handling committee applications and the final distribution of committees. They are also open to conversations with members who have questions regarding committees. The Internal Affairs Officers will oversee all informal committees, thereby easing the workload of other board members. They will also aim to have as many conversations as possible with active members. Additionally, if feasible, they will also meet with inactive and international members. Like previous years, the Internal Affairs Officers will serve as intermediaries between the School of Business and Economics (SBE) and Kraket regarding high school open days, matching days, and Bachelor Days. For these events, the Internal Affairs Officers will recruit Kraket members who are willing to assist.

2.6 External Affairs Officer

The External Affairs Officers will focus on career-related events and sponsor acquisition. Two External Affairs Officers have been appointed, who conducted the summer interviews together. Olaf will be the main External Affairs Officer and will focus on sponsor contacts, mailings, in-house days, job vacancies, and formal social media. Justin, on the other hand, will focus on overseeing and taking responsibility for the formal committees. He will also target new companies and support Olaf where necessary. The External Affairs Officers will provide additional support to the Sustainability and Kick-off-your-Career committees in setting up and organizing their formal events, as this will be the first edition of an event in this format. The External Affairs Officer (Olaf) is also a member of the Speeddate Committee.

2.7 Marketing Affairs Officer

This year, the Marketing Affairs Officer (Tiara) will manage both online and offline marketing. Online marketing will consist of ensuring that all promotional content is posted on the social media channels on time. She will also make sure that activities are listed on the website. Additionally, she is responsible for the Kraket App. Offline marketing includes creating booklets, flyers, posters and banners. She is also responsible for designing and ordering merchandise. The Marketing Affairs Officer will supervise the Ecotribune, First-Year, Happy Hour, International, Introduction, and SECTOR committees. She is also a member of the LEST and Ski Trip committees.

2.8 Educational Affairs Officer

The Educational Affairs Officer (Floris) is responsible for maintaining communication between teachers and students. The Educational Affairs Officer passes student feedback to the teachers. This year, the Educational Affairs Officer will once again use the Educational Committee, which consists of two students per year, to provide optimal feedback to the teachers. As the point of contact, he will stay informed about issues related to schedules, exams, and other study-related matters. Additionally, the Educational Affairs Officer will be responsible for communication with Sophistès, should a collaboration be possible.

3 Committees

3.1 New Committees

3.1.1 Kick-off-your-Career Committee

The Kick-off-your-Career Committee will be a new committee established this year. This committee will organize the Kick-off-your-Career event. This will be a day exclusively for master's students, and only master's students will participate in the committee. It will be a formal event held in May. We want to ensure that it does not resemble the existing formal events of Krakets too much. Therefore, the day will be divided into a company fair, a debate with companies and will conclude with an informal dinner with the companies, such as a barbecue. We decided to establish this committee due to the high interest from companies in master's students, especially as they near the end of their studies. We also hope to connect these students with their potential future employers, where they can start immediately after the summer.

3.2 LOES Committees

3.2.1 LED Committee

The LED Committee will be re-established by Krakets this year, near the end of 2024. The application process for this committee will differ from other committees and will include interviews. For example, it will consist of a motivation letter with CV and an interview round. The committee will consist of six members and two supervisors from the Board. The committee will be responsible for organizing the National Econometricians Day 2026. The chair of the committee will also attend LOES meetings with the chair of Krakets to provide updates.

3.2.2 LEST Committee

The LEST (Landelijke Econometricisten Sport Toernooi/National Econometricians Sports Tournament) will not take place in the academic year 2024-2025. LEST is tentatively planned for the beginning of the 2025-2026 academic year. Additionally, this event will likely not be a sports tournament anymore, but another informal activity. The reason for these changes is the decreased enthusiasm from other econometrics associations affiliated with LOES. We hope that this event will continue in the form that Krakets has always highly valued, but more information will follow later. It will be an informal event open to all econometrics students in the Netherlands, such as a gala with an overnight stay. The committee consists of five members.

3.3 Recurring Committees

3.3.1 Almanac Committee

The Almanac Committee will be responsible for the almanac, which will be released in February 2025. They will also organize the theme-reveal event in October. The almanac is a summary of the past 2.5 years at Kraket and will be a collection of photos, contributions from sister- and brotherassociations, pieces from committee and member contributions. The committee consists of seven members.

3.3.2 Case Day Committee

The Case Day Committee organizes a day where companies can present cases to Kraket members. There will also be opportunities for networking with companies during lunch and drinks. At the beginning of the academic year, the committee will finalize the organization. They must also ensure enough participants, so good promotion is essential. In the spring, a new committee will be formed, consisting of four members. These members will immediately start finding a suitable location, keynote speaker, and contacting companies.

3.3.3 Charity Committee

The Charity Committee was founded before the summer with two members. After the summer, a first-year student will be added. Like last year, besides regular activities such as the auction and a major event, there will also be one or more smaller activities for charity. The Charity Committee has contacted various charities over the summer. During the first General Assembly, the committee will present several of these charities. All attendees can vote to determine which charity Kraket will support this year.

3.3.4 Diversity and Development Day Committee

Once again, there will be a Diversity and Development Day this academic year, organized by a committee of five members. These members are responsible for arranging a location, keynote speaker, diverse (corporate) speakers, workshops, and organizing the speed-dating sessions. This committee organizes a day where all year groups can explore companies and career opportunities.

3.3.5 Ecotribune Committee

Once again this year four Ecotribunes will be published. At the beginning of the year, the committee members will take a refresher course in InDesign with their supervisor. Alternatively, they can choose to use Canva. The committee will be responsible for the content of the publication and partly for taking photos during activities to accompany the articles. This committee will consist of five members.

3.3.6 Educational Committee

The Educational Committee will be re-established this year. This committee focuses on improving the quality of education. A very important tool to ensure the quality of education is attending lectures and gathering feedback from students. This feedback is sometimes lacking, and this is why we have this committee that gives feedback multiple times per period. This eliminates the need for the Educational Affairs Coordinator to attend many lectures. This committee can also come up with ideas to elevate the education level and ensure the exam archive stays up to date.

3.3.7 First-Year Committee

For the six First-Year Committee members, this is a great way to start their active membership at Krakat. The First-Year Committee will again be responsible for organizing the family day at VU. Additionally, they will organize two events for all year groups, one of which will be a joint event with VSAE. The Internal Coordinator will actively supervise this committee and ensure smooth communication with VSAE.

3.3.8 Happy Hour Committee

This committee will organize four EGW events, a Sinterklaas activity, a beer cantus, one free activity, and the year-end celebration. The committee will consist of five members, including at least one first-year. This allows for as much representation of different year groups as possible, ensuring diversity.

3.3.9 Hitchhiking Committee

The hitchhiking weekend will take place again this year. We will continue with the committee established last year. The committee that organizes this consists of four members. They will organize a weekend where members hitchhike to an unknown destination. They will arrange accommodation and activities at the destination, after which the group returns home the next day.

3.3.10 International Committee

The International Committee is focused on international students. Since the Bachelor's program has become English-taught, we have gained many international members who face various challenges during the start of their studies and stay in the Netherlands. This committee serves as a point of contact for international students, where they can ask questions. Additionally, they maintain an international FAQ on the website and an international WhatsApp group. This year, they will organize two completely free activities and the Exchange Welcome Back drinks. Through this, we hope to promote diversity and inclusivity in our association, ensuring it doesn't matter where you come from.

3.3.11 Introduction Committee

The Introduction Committee organizes the orientation period for first-year bachelor students. In addition to the introduction week, the committee also organizes the Introduction Weekend, the Opening Drinks, laser tag, and a free introduction activity. The committee will consist of five members.

3.3.12 Master Committee

The current Master Committee will organize an activity for all master's students in November. In the past, this was a cocktail workshop, but they are free to choose something different. This year, for the first time, they will also organize a second activity for masters, which will take place in March. In the spring, a new committee will be formed to prepare for the Master Day, Master Drinks, and Master Activities. The Master Day is an introduction for master students at VU and is for both current and new VU master students. The committee currently consists of two master students but will have three members next time.

3.3.13 SECTOR Committee

Like previous years, the SECTOR will only be available online. Articles will be published on a dedicated page on the website and promoted via Krakets's social media pages. The committee will consist of four to five members.

3.3.14 Ski Trip Committee

The Ski Trip Committee is almost fully staffed for the coming year. Since the ski trip takes place in January, the committee has already booked a destination for enough members. At the beginning of this year, there is still room for one or two first-year students in the committee. This will bring the total number of committee members to five or six. The committee will also organize a 'pre-ski' drinks event in December to allow the group going on the winter sports trip to get to know each other. Additionally, a Ski Trip Committee will be established for the ski trip in the academic year 2025-2026. Their focus will be on finding a suitable location.

3.3.15 Speeddate Committee

Due to the success of the last two speeddate events, this activity will take place again this year. The event will also be expanded compared to last year. The goal is to have 17 companies instead of last year's 15. This also means an expansion from 60 to 68 students. The speed dating will take place during a five-course dinner. Each speeddate round will correspond to a course, and students will rotate between different companies. The rounds will last 25 minutes, and there will be four students and two company representatives per table, allowing for in-depth conversations. This event provides students with the chance to secure an

internship, student job, or position. The event will take place at the beginning of December and is organized by a committee of four members.

3.3.16 Sports & Games Committee

The Sports & Games Committee will keep members active this year as well. The committee will consist of five Kraket members and will organize four activities, including two free activities, a pool tournament, and the games marathon or pub quiz.

3.3.17 Study Trip Committee

This academic year, we will again go on a longer trip with our third-year students and above. We will be away for 7 to 9 days during the study-free week in the vacation at the start of May. The committee will consist of five members, who will do their best to organize an unforgettable trip within the financial means of the students. The committee is responsible for arranging transportation, accommodation, and activities at the destination.

3.3.18 Sustainability Committee

Sustainability remains an important theme in today's world. Therefore, the Sustainability Committee will be established again this year. They will organize two sustainability weeks in April. During these weeks, sustainable activities will be organized, including a Sustain-a-Business tour, and one of the weeks will feature sustainable challenges. The content of the sustainable activities is up to the committee. The committee will be overseen by the Treasurer and consist of five members.

3.3.19 "Wie is de Mol?" Committee

The "Wie is de Mol?" weekend will not take place in the academic year 2024-2025. This committee will be established in the spring to organize the weekend for the following academic year. The committee will consist of four members, and at the beginning of the academic year 2025-2026, a first-year member will join. The committee will organize a weekend where the game "Who is the Mole?" is played. They will arrange accommodation and manage the game's progress.

4 Sponsorship

Balance is the key here. First and foremost, our decisions and actions must benefit our members, and for this, we need to strike a balance between offering development in social and career aspects. When focusing on securing a budget for sponsorship, we can offer our students more social activities. However, if we concentrate on establishing partnerships with a large number of companies, even if it means less financial gain, we can introduce our students to a wider range of companies. We will carefully navigate this line between social and career focus.

In the aforementioned section on Career, the events to be organized this year in collaboration with companies were discussed. These events will, of course, be organized by the respective committees. The External Coordinators will work to encourage companies during business discussions to participate in these events. They will also urge companies to provide a diverse range of options at the events, keeping in mind the previously mentioned balance.

Additionally, the External Coordinators will handle the formal promotion of Kraket. In recent years, we have moved away from Facebook and focused on Instagram and LinkedIn. We will continue this trend this year, and the promotional opportunities for companies will largely remain the same. Furthermore, we will make every effort to add long-term (main) sponsors to Kraket's portfolio.

This year, we will partner with Triple A - Risk Finance as our new main sponsor. We are very pleased with this, but unfortunately, we also have to say goodbye to our main sponsor from last year: EY.

5 Marketing

Marketing is what ultimately ensures that events are filled. Without marketing, members will find it difficult to learn about the activities and will not sign up as quickly. Keeping activities alive among the members mainly happens through online marketing. Posters promoting the activities are also displayed in the room. Furthermore, we have found that word-of-mouth promotion often works best. Therefore, we will actively engage in this among the members and ask committees to do the same. This way, we will also reach the more inactive members. During the activities, offline marketing will play a key role by connecting members more with the event, for example, through an informational booklet. Offline marketing also handles merchandise, allowing Kraket members to show their Kraket pride in the daily life.

5.1 Online

WhatsApp is an important medium for marketing. Therefore, we will continue with the Kraket WhatsApp group. WhatsApp will be used to promote activities, with activities being promoted in the appropriate group. Additionally, formal activities will be promoted in the ‘formal updates’ WhatsApp group. The Kraket WhatsApp will also be used as an information line, where people can send messages to ask questions.

Next, we have our social media pages. With the continuous growth of social media channels, we want to keep up with the times and use our accounts optimally. This means exploring new opportunities for relevant platforms and paying close attention to platforms that become irrelevant over time. The house style will remain consistent across these platforms. Kraket uses the following platforms for various purposes:

- First, we have our Instagram pages. These will mainly be used for promoting all activities. Additionally, companies can advertise on Instagram for a financial fee. Kraket will use four Instagram pages: @kraket.amsterdam as the main Instagram page, @kraket.career for all formal events, @kraket.sector for promoting SECTOR, and @kraket.together for promoting KraGet Together. This year, we decided to maintain only one formal Instagram page in addition to having consistent naming across all Instagram pages.
- Second, we have LinkedIn. This will be used to reflect on events and thank the companies that participated. Additionally, LinkedIn will be used to promote SECTOR articles.
- Third, the Kraket Canvas page will be used to send messages about formal events.

- Fourth, we will send a monthly overview of upcoming activities via the newsletter. A monthly schedule will also be sent via WhatsApp.
- Finally, there is the Kraket App. We plan to use the app more, as it is something that has received much time and effort. We feel that more can be achieved with it. Currently, in addition to an Instagram story and WhatsApp message, the app is used to promote activities. A push notification will be sent to the appropriate target groups when an activity registration opens. This way, members will not receive unnecessary notifications, which could lead to them deleting the app or muting notifications. We are also working on adding additional features to the app. What has been added so far includes the exam archive, forms like committee registrations, and thesis supervisor feedback. We also want to explore whether it is possible to display all committees we have at Kraket in the app. Other expansions that we would like to see include polls, the declarations form, and the ability to upload photos.

5.2 Offline

This year, we will continue to strive for sustainable promotion and try to limit physical promotion. A number of committee and information booklets will be available in the room but can also be obtained online by scanning the QR code. The monthly schedule will also be available in the room. Additionally, we will ensure that the banner is up-to-date with the new main sponsor.

We also want to continue with merchandise. This year, we will offer sustainable committee sweaters again. Each committee member will be able to order a sweater with their committee(s) on it. Additionally, we want to have more frequent room actions this year and continue the previously mentioned permanent fruit action. The focus of the merchandise will be on visible products. By focusing on merchandise, the visibility of Kraket will increase on and off campus. We plan to design a sports shirt for the Dam-to-Dam Run. Depending on its success, we might release a Kraket sports shirt. Based on member enthusiasm, we would also like to reintroduce the store.

6 Social Responsibility

In current times, it is important to consider the social responsibilities one has as an individual and as an organization. We also believe that Kraket, as an organization, should have a positive impact on these responsibilities. Last year, we looked at four different responsibilities that we have. This year, we will keep these four responsibilities in mind with the decisions we make.

6.1 Ecological Responsibility

Ecological responsibility is what is most often mentioned today when it comes to social responsibility. This responsibility mainly involves taking good care of the environment and ensuring that our actions reflect this by polluting the environment as little as possible.

In recent years, Kraket has already taken several steps in this area. For example, the Green Pledge was signed a few years ago by the organization. This pledge includes a commitment to be more aware of the ecological impact of our actions. We will continue to adhere to these rules as best as possible this year. However, we will also review whether these rules are still relevant and feasible and make adjustments if necessary. Additionally, a few years ago, the Sustainability Committee was established, which will, of course, be established again this year. They are tasked with organizing two sustainable weeks during which everything will focus on sustainability. They will be allowed to organize two activities, along with a Sustain-a-Business tour. During this tour, the offices of sustainable companies will be visited throughout a day-long tour, with each company hosting a sort of mini-in-house day. Our actions will not stop there. For example, the list of sustainable restaurants compiled for committee dinners will remain in use. Additionally, there will always be a sustainable food option available at activities. We will also strive to offer everyone a vegetarian meal at events where we provide the food. An example might be a vegetarian pasta pesto.

6.2 Ethical Responsibility

This is a responsibility that can easily be overlooked if not explicitly considered. Ethical responsibility involves behaving ethically or well towards all stakeholders. For us, this mainly means taking into account the producers of products we purchase, the owners of venues we use as Kraket, and other people and their belongings during activities.

Unfortunately, as an organization, it is difficult to ensure that the production process of all products is completely fair. However, we will ensure that merchandise we purchase, where possible and financially feasible, meets social standards. Examples include sustainable committee sweaters or more fair trade food at the Introduction Weekend.

We find it logical to treat people and belongings we interact with as an organization with respect. This is, of course, self-evident, and we will ensure that this continues to be the case this year. We are also proud that we are often welcomed back to locations we have visited. Good behaviour with others is further detailed in the section Safety & Respect.

6.3 Philanthropic Responsibility

Philanthropic responsibility is already well-addressed at Kraket. Each year, we support a charity chosen at the first General Assembly of the year. The Charity Committee presents several options, which are explained. After a vote, one of these options becomes the charity Kraket will support that year. During the year, an activity and an auction will be organized to raise money from members for this charity. Additionally, Kraket donates an amount to this charity from the organization itself. An activity will also be organized in collaboration with the charity.

6.4 Economic Responsibility

The responsibilities mentioned in the previous sections cannot be achieved without occasionally paying a premium. We are willing to pay a premium for sustainable and ethical products, provided it is financially feasible with Kraket's financial situation at that time.

6.5 Social Representative

To achieve these aforementioned responsibilities, there will be a Social Representative for the first time this year. The Social Representative (Atakan) will strive to pursue these ideals in all areas and will ensure that all Kraket operations are as sustainable as possible. Additionally, the Social Representative will ensure that diversity and inclusion within the organization are protected as well as possible, with the goal that no individual within the organization feels discriminated against due to race, gender, religion, or background. Since the Social Representative is also an Internal Coordinator this year, they will work with the Sustainability Committee, the International Committee, and the Study Trip Committee to ensure that the events organized by these committees are socially responsible. Furthermore, in the daily execution of board tasks, the Social Representative will remind the board to consider sustainable options as much as possible.

7 Safety & Respect

As a representative body of all econometrics students at Vrije Universiteit, Kraket has a role model function. What is seen as socially acceptable behavior within our organization influences the members and how they conduct themselves. Therefore, we believe it is of utmost importance that everyone within Kraket is treated in a respectful and safe manner and that everyone can be themselves. Kraket cannot be an organization for all econometrics students at Vrije Universiteit if not every student feels they can be themselves.

7.1 Safety

Kraket should be an organization where there is no doubt about what constitutes appropriate behavior. In recent years, much time and effort has already been invested in creating reporting points for inappropriate behavior. We will build on this this year. Therefore, we have decided to appoint more confidential counselors this year. In addition to the two confidential counselors from last year, two new confidential counselors will be added. The idea behind these new confidential counselors is that they are in a lower year and thus more approachable for younger students. These confidential counselors have completed a course and can operate fully autonomously and anonymously. Therefore, it has also been decided not to make board members confidential counselors. Additionally, it is also possible to report inappropriate behavior to a confidential counselors at Vrije Universiteit.

Thus, there are a total of three different options for reporting inappropriate behavior: 1) Informal conversation with a board member or a Supervisory Board member, 2) Formal conversation with an internal confidential counselors, or 3) Formal conversation with an external confidential counselors. This follows the advice of various organizations on creating multiple reporting channels. We have updated the web page on social safety and specifically added information about reporting sexual misconduct.

Sexual misconduct is entirely unacceptable and unwelcome within our organization. Strict agreements have been made within the board on how to handle such circumstances. We have agreed to implement a zero-tolerance policy. This means that in situations where sexual misconduct is determined, there will be immediate and strict consequences.

Furthermore, we want to see if a structure can be established this year to store reports and any sanctions imposed. This seems valuable, as knowledge of these reports is often lost during a change in the Board or confidential counselors. However, this is challenging in terms of privacy and the fact that people can change. We are also well aware of this and will look for a system for this. This system would, of course, need to be fair to both the person making the report

and the person being reported.

Preventing such situations is, of course, preferred. This means that the Board will keep a close eye and quickly engage with individuals if we believe members are approaching the boundary of inappropriate behavior. The Chair and the Vice-Chair have therefore completed a course to help manage such situations.

To meet all aspects of safety, the Board has completed or will complete a first aid course. Four board members have completed an extensive first aid course, and two board members have completed a standard first aid course. Additionally, the Chair and the Vice-Chair will take the First Aid for Alcohol and Drugs (EHBDD) course. The reason for this is that in an environment with students, these substances are often present, and it is important to know how to handle these situations.

7.2 Respect

The most important method to prevent inappropriate behavior is to maintain a respectful atmosphere within the organization. This means that every econometrician should be treated with respect, regardless of religion, race, ethnicity, gender, sexual orientation, or disabilities.

An event such as the Diversity and Development Day will also be used to address such topics. Speakers at this event can discuss complex subjects. We think of previous speakers such as the LGBTQ+ female-director from Unilever, the freedom fighter, or the educator.

In the past, comments that did not meet this requirement were often tolerated on the internal Wiki. Although last year there was a critical reaction to exclude such comments, we believe it was the right choice. An organization where every econometrician is welcome cannot have an inappropriate forum internally. We will remove inappropriate comments. In this way, we hope that every econometrics student feels safe and respected within Kraket.

Additionally, it should not be the case that members bully each other on an internal platform. Therefore, since last year, it has been required to use a personal account to view the Wiki. This has unfortunately led to a decrease in the use of the Wiki, but it has been successful in preventing bullying behavior. We find this far more important and will continue with this approach.

7.3 Code of Conduct

To create a safe and respectful atmosphere at Kraket and among the members, we have decided to establish a code of conduct. This code of conduct outlines how a member should behave during Kraket activities, towards other members,

non-members, and in any aspect related to Kraket. This code of conduct has been developed according to the guidelines of Stichting Gelijkspel, which helps organizations create a safe culture for everyone. Sanctions could potentially be included in this code, but we do not believe this is appropriate or beneficial. This code of conduct will be posted on the website under the regulations. Additionally, it will also be included in the HR that members must adhere to the code of conduct.

We want to establish this code of conduct so that it is clear to members what behavior we as Kraket tolerate as appropriate. In an ideal world, this would not be necessary, but it provides something to refer to if a member behaves inappropriately.

8 Privacy

It is of utmost importance that members can trust the organization with regards to privacy. The previous Board has taken several steps to ensure this privacy and to comply with various laws and regulations, such as the General Data Protection Regulation (GDPR / Algemene Verordening Gegevensbescherming: AVG). This means that when Kraket stores personal data, certain requirements must be met. This includes that Kraket 1) must clearly indicate which data we use, 2) must obtain consent to store this data (with some exceptions), and 3) must ensure that the data we have is properly protected.

Furthermore, all members of committees who have access to any form of personal data will need to sign a processing agreement. Since many committees have limited access to personal data for activities, they will also need to sign a (limited) processing agreement. This will be signed either physically or online and stored in both physical and digital safes.

Additionally, internal passwords and important data will continue to be protected by 1Password, and automatically generated completely random passwords will be used.

9 Special Considerations

9.1 Mouse Control

Last year, mice were a significant problem in the Kraket room. Food was often nibbled on, and droppings were found everywhere. To address this issue or at least reduce it, we have taken several steps. We thoroughly cleaned the office over the summer and sealed any gaps where mice could enter. Poison traps have also been placed. The cause of the mice was food left in the office. To combat this, we have introduced sealed bins where food, groceries, or other edible items will be stored. Additionally, the Board will dispose of garbage bags from the office at the end of each day if they contain food scraps. We will also try to keep the cabinets as closed as possible.