

# **Annual Report Stichting RSM Student Representation**

September 1, 2016 to August 31, 2017



RSM  
**Student  
Representation**

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## Preface

Throughout the report, Stichting RSM Student Representation will be referred to as ‘SR’. In short, SR’s mission is to improve the quality of education at the Rotterdam School of Management (RSM), this is achieved through facilitating and improving the feedback-mechanisms between RSM’s students and its faculty. This report will introduce the new Board of 2017/2018, provide insight in some of the activities conducted this year, and it will cover this year’s financial statements.

The year 2016/2017 was the first whole academic year of SR as a foundation. As such, it was a year of small- and big changes, but also of keeping tradition. We, the Board of 2016/2017, created and implemented various new systems, such as new ways of bookkeeping, conducting the Sweater Sales and organizing Second Reader (Second hand book sale). Keeping track of SR’s finances was a new must for the foundation, and with the newly established connections within the University, we got the help we needed to make this a success. As such, we would like to extend our gratitude to Ben Schotpoort for his unwavering support throughout the process.

At the start of the year we had our recruitment period. After the recruitment, we had chosen our volunteers. These are the people who make SR possible and who give the foundation a nice warm family atmosphere. Without our volunteers, we would not be able to strive after our mission. The volunteers are called SR’ians. To get to know each other and to bond, we had various activities planned throughout the year. We implemented three meetings where all SR’ians were welcome to update each other about the progress made and to eat pizza afterwards. Moreover, we had a day in Delft. This day was full of activities, such as the crazy 88 with all sorts of assignments. We ate pancakes at a restaurant and walked through the whole city to find more challenges. It was a nice way to get to know each other and to bond. In November, it was time for the SR birthday party with karaoke, pie and again, challenges. In April, we had our annual trip. This year we went to Lille in France (see *The Annual SR Trip*). And last but not least, we ended the year with the Annual Barbeque tradition, to thank everyone for their hard work.

Next to the bonding activities, Student Representatives had to be trained and meetings for all the committees had to take place. Feedback was collected and focus groups were organized. The Open Feedback Days (OFD) were held three times during the year. Through these actions appropriate improvement points emerged that can be implemented in the coming years. This foundation is unique and keeps improving the education, hopefully for many years to come.

## Proceedings

Starting 1 August 2017, SR's board of the academic year 2016/2017 has been replaced by a new board who will be responsible for conducting SR's activities throughout the academic year 2017/2018. Currently, there are six different board positions, some of which carry the responsibility of coordinating one or multiple committees. Every board member assigned to these positions has their own responsibilities and tasks within the board.

The board of the academic year 2016/2017 consisted of: (from left to right)

Brigit Bezstarosti (Secretary & Treasurer), Cindy van Kerkhof (Chairwoman), Hannah Remde (Marketing and Events Coordinator), Knut Gjertsen (Program Advisory Coordinator), Kyra Heidemanns (IBA Coordinator), Emily Spekking (BA Coordinator)

One change occurred to the board of academic year 2016/2017. Namely, Caolan Broderick (Program Advisory Coordinator) was replaced by Knut Gjertsen at the end of December 2016.



The board of the academic year 2017/2018 consists of: (from left to right)

Erwin Coumou (BA Coordinator), Marlies Mons (IBA Coordinator), Pieter Mons (Secretary & Treasurer), Isabel Boekestein (Chairwoman), Darpana Vellanki (Program Advisory Coordinator), Evert Sanders (Marketing and Events Coordinator).



## Introducing the New Board

### Isabel Boekestein

– Chairwoman –

My name is Isabel Boekestein and I will be the chairwoman of the RSM Student Representation board of 2017/2018. Previously I have been active in SR as a Student Representative and as a member of the Trip Committee. During my board year, I hope to be able to accomplish many great things for this organisation, together with my fellow board members and all SR volunteers.

### Pieter Mons

– Secretary & Treasurer –

My name is Pieter Mons and I will carry out the role of Secretary & Treasurer. I look forward to working together with my fellow board members to continue SR's mission of improving the quality of education at RSM through letting students Speak Their Mind. Moreover, I hope to keep the organization running behind the scenes through ensuring its financial and operational security.

### Marlies Mons

– IBA Coordinator –

My name is Marlies Mons and I will carry out the role of IBA/Minor Coordinator. I will contribute to SR by fostering a good team spirit within the board to ensure that we can effectively work together. Moreover, I will also ensure high quality reports and feedback, by recruiting the best possible Student Representatives.

### Erwin Coumou

– BA Coordinator –

My name is Erwin Coumou, a second year BA student, and I will be the BA- and Minor Coordinator of the Board of 2017-2018. Last year I was already a member of SR through my role as representative. This year, I am ready to take on a new challenge as the BA Coordinator. I look forward to not only being responsible for one course, but for all the representatives and their respective courses.

### Darpana Vellanki

– Program Advisory –

My name is Darpana (Dolly) Vellanki and I will be the Program Advisory Coordinator and an IBA year 2 student. I am looking forward to continuously working on improving the bachelor courses on a broader level. Moreover, I hope to further develop my role in the numerous projects I will be involved in across campus. I especially look forward to working with a passionate committee!

### Evert Sanders

– Marketing & Events Coordinator –

My name is Evert Sanders and as the Coordinator of Marketing and Events I will be in charge of SR's publicity and all internal events held for our volunteers. I look forward to reaching out to a large amount of the student body so that we are able to implement the feedback we receive and to build quantitative reports on improved education. Additionally, I will organize our internal and external events.

## Events and activities

### Drinks With Your Professor

*Drinks With Your Professor* is a newly conceived event and is derived from the previous event called *Lunch With Your Professor*. The *Lunch With Your Professor* event has always proven to be successful since students enjoyed the opportunity to speak to professors in a more relaxed atmosphere. However, due to last year's relatively lower attendance rate, the three annual *Lunch With Your Professor* events were transformed into one annual *Drinks With Your Professor* event.

The newly conceived event was very successful. Many students were present and the atmosphere was excellent. The event's feedback pointed out that students were more likely to attend seeing as they had the opportunity to have a drink with their professor, rather than having lunch. As such, *The Drinks With Your Professor* achieved its purpose; reducing the sizeable social gap between students and professors. Following this success, the event will be hosted again next year.



### The Annual SR Trip

As a way of showing our gratitude to the many SR volunteers, an annual trip is organized for the students to relax and get to know each other in an informal environment. This year, the annual SR trip went to Lille, France. It was a weekend away with 40 excited SR'ians. A tour guide was arranged on the first day to show everyone around the city of Lille. Following the tour, several sportive bonding activities were organized, after which students had the freedom to explore the city on their own. In the evening, all SR volunteers had dinner together and afterwards went for a drink at one of the clubs in Lille. As part of the last day, everyone went to the local zoo. As usual, this year's trip was not only filled with amusement and fun, but it also led to bonding between SR volunteers of all different committees.

**STICHTING RSM STUDENT REPRESENTATION**  
**Income Statement**  
**September 1, 2016 to August 31, 2017**

| Income statement September 1, 2016 to August 31, 2017 |  | Actual             | Estimate 1         | Estimate 2         |
|---|--|--------------------|--------------------|--------------------|
| <b>Income</b>   |  |                    |                    |                    |
|   | Rotterdam School of Management                   | € 13,541.00        | € 14,525.00        | € 14,525.00        |
|   | Second Reader Event Donation                     | € 661.25           | € -                | € -                |
| <b>Total income</b>                                   |  | <b>€ 14,202.25</b> | <b>€ 14,525.00</b> | <b>€ 14,525.00</b> |
| <b>Expenses</b>                                       |  |                    |                    |                    |
|   | <b>Total Marketing &amp; PR</b>                  | <b>€ 4,291.17</b>  | <b>€ 3,157.00</b>  | <b>€ 4,261.00</b>  |
|   | <u>Promotion activities</u>                      |                    |                    |                    |
|   | Snacks for stand                                 | € -                | € 120.00           | € -                |
|   | Seasonal decoration for stand                    | € -                | € 90.00            | € -                |
|   | Posters/ flyers/ and other promotional material  | € 279.26           | € 150.00           | € 360.00           |
|   |  |                    | € -                | € -                |
|   | <u>Recruitment activities</u>                    |                    | € -                | € -                |
|   | Recruitment flyers/ other promotional activities | € 480.06           | € 250.00           | € 375.00           |
|   | Recruitment drinks                               | € 236.04           | € 450.00           | € 237.00           |
|   | Drink With Your Professor                        | € 194.00           | € 200.00           | € 200.00           |
|   |  |                    | € -                | € -                |
|   | <u>Intern</u>                                    |                    | € -                | € -                |
|   | SR Sweaters                                      | € 1,350.00         | € 600.00           | € 1,350.00         |
|   | Website changes                                  | € 127.48           | € 12.00            | € 132.00           |
|   | Board meetings                                   | € 199.50           | € 200.00           | € 200.00           |
|   | SR stationery                                    | € 442.74           | € 150.00           | € 450.00           |
|   | Eurekaweek SR promotion                          | € 701.80           | € 605.00           | € 672.00           |
|   | IBA Freshman Weekend                             | € 180.29           | € 150.00           | € 185.00           |
|   | End of the year dinner Marketing & PR            | € 100.00           | € 180.00           | € 100.00           |
|   |  |                    |                    |                    |
|   | <b>Total Internal Affairs</b>                    | <b>€ 356.18</b>    | <b>€ 1,120.00</b>  | <b>€ 460.00</b>    |
|   | Telephone/ING Business payment transactions      | € 50.00            | € 480.00           | € 100.00           |
|   | Office maintenance                               | € -                | € 250.00           | € 50.00            |
|   | Office supplies                                  | € 306.18           | € 390.00           | € 310.00           |
|   |  |                    |                    |                    |
|   | <b>Total Events Committee</b>                    | <b>€ 4,895.47</b>  | <b>€ 4,655.00</b>  | <b>€ 4,090.00</b>  |
|   | Three General meetings                           | € 875.43           | € 1,200.00         | € 750.00           |
|   | Charity run                                      | € 177.76           | € 105.00           | € 180.00           |
|   | Introduction event volunteers                    | € 459.09           | € 500.00           | € 500.00           |
|   | SR birthdayparty                                 | € 309.73           | € 200.00           | € 310.00           |
|   | Five social drinks                               | € 749.98           | € 1,000.00         | € 700.00           |
|   | End of the year dinner events committee          | € 155.00           | € 180.00           | € 180.00           |
|   | SR trip  | € 1,667.79         | € 1,000.00         | € 1,000.00         |
|   | SR annual barbecue                               | € 500.69           | € 470.00           | € 470.00           |

|  |  |             |             |             |
|--|--|-------------|-------------|-------------|
|  | <b>Total Professor Awards</b>            | € 3,662.81  | € 2,910.00  | € 2,940.00  |
|  | Rent of location                         | € 2,139.39  | € 1,480.00  | € 1,480.00  |
|  | Music and entertainment                  | € 194.13    | € 350.00    | € 350.00    |
|  | Flowers                                  | € 103.00    | € 150.00    | € 150.00    |
|  | Awards                                   | € 187.68    | € 150.00    | € 150.00    |
|  | Marketing and promotion Professor Awards | € 27.94     | € -         | € 30.00     |
|  | Catering, food and drinks                | € 1,010.67  | € 780.00    | € 780.00    |
|  |  |             |             |             |
|  | <b>Total IBA and BA representation</b>   | € 841.01    | € 1,100.00  | € 1,040.00  |
|  | Best representative lunch                | € 637.95    | € 100.00    | € 640.00    |
|  | New representative training              | € 89.60     | € 250.00    | € 150.00    |
|  | Representative introduction activities   | € 113.46    | € 750.00    | € 250.00    |
|  |  |             |             |             |
|  | <b>Total Program Advisory</b>            | € 753.97    | € 1,439.00  | € 1,134.00  |
|  | PA dinner                                | € 125.25    | € 180.00    | € 230.00    |
|  | PA focusgroup meetings                   | € 265.70    | € 170.00    | € 415.00    |
|  | PA open feedback day                     | € 60.09     | € 420.00    | € 70.00     |
|  | Minor representative dinner              | € 260.13    | € 264.00    | € 264.00    |
|  | Supplies Second Reader                   | € 42.80     | € 300.00    | € 50.00     |
|  | Second Reader committee dinner           | € -         | € 105.00    | € 105.00    |
|  |  |             |             |             |
|  | <b>Total unforceen costs</b>             | € 205.46    | € 144.00    | € 600.00    |
|  | BA debat                                 | € 150.00    |             |             |
|  | Inflation                                | € -         |             |             |
|  | Erasmus Entrepreneurship                 | € 50.00     |             |             |
|  | Kamerr van Koophandel                    | € 5.46      |             |             |
|  |  |             |             |             |
|  | <b>Total expenses</b>                    | € 15,006.07 | € 14,525.00 | € 14,525.00 |
|  |  |             |             |             |
|  | <b>Result</b>                            | € -803.82   |             |             |

## Notes Related to the Income Statement

For the academic year 2016/2017, the percentage of money spent on SR's core activities was 56.44%. These core activities consist of the Professor Awards, the Open Feedback Days, Focus Groups, Drink With Your Professor, Representative training, Marketing Activities and Promotional Material. The remaining 43.56% was spent on activities designed to thank SR's volunteers, as well as bonding activities. Moreover, SR Sweaters were bought. This happens once per two or three years and is a big expense for the foundation. Therefore, the total Marketing and PR costs were higher than estimated.

This year the Professor Awards expenses are higher than expected. The Pavilion has increased its price for renting the venue. The total internal affairs were lower than expected, because the ING bank will only start charging for using a business bank account after one year without the extra costs. Furthermore, office maintenance was not the priority this year and therefore no costs were made in this post. The SR Trip is always higher as expected, because we use the donation money of Second Reader to make up for this difference. The OFD post was lower than expected, because no costs had to be paid to the University to rent a place in the T3 hall.

This year the result is negative, as the expenses were higher than the incomes.



**STICHTING RSM STUDENT REPRESENTATION**  
**Balance Sheet**  
**August 31, 2017**

| Balance sheet per 31 August 2017 |   |          |  |
|----------------------------------|---|----------|--|
| Assets                           |   |          | Liabilites & Owner's Equity                  |
| <u>Current assets</u>            |   |          | <u>Liabilities</u>                           |
| Bank                             | € | 792.45   | Accounts payable                             |
| Sweater Stock                    | € | 1,245.00 | €  |
|                                  |   |          | 53.09  |
|                                  |   |          | <u>Owner's Equity</u>                        |
|                                  |   |          | Owner's Equity                               |
|                                  |   |          | \$   |
|                                  |   |          | 1,984.36                                     |
| <b>Total assets</b>              | € | 2,037.45 | <b>Total Liabilites &amp; Owner's Equity</b> |
|                                  |   |          | \$   |
|                                  |   |          | 2,037.45                                     |

**Notes Related to the Balance sheet**

The entry Accounts Payable under the Liabilities consists of outstanding payments for Eurekaweek Promotion Supplies and Second Reader Supplies for the newly devised system. Moreover, a sweater stock of 83 remains, thus resulting in the Sweater Stock entry under Current Assets.

## Notes

This annual report provides an insight into the financial statements of the organisation. Additionally, it shines light upon the happenings and activities that SR conducts at RSM.

For additional information regarding SR such as its founding, history, organisational structure, committee overview or goals and activities, please refer to the Policy Plan of 2017/2018 which can be found on our website.

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## Signatures

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Pieter Mons



Evert Sanders



Erwin Coumou



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Darpana Vellanki

