



Minutes – Board Meeting 30.09.2019

1. Election of Moderator

Suggestion: Chairman of the Board (Iida Komi)

Iida is elected moderator.

2. Election of Referent

To be decided in the meeting.

Andreas is elected referent.

3. Strategy 2022 Background

Chairman - and Vice Chairman of the Board present the thoughts behind the strategy to the relevant parties. Adjustments to the Strategy 2022 based on the feedback are elaborated on.

The strategy trip kickstarted the strategy work where our focus was to use the current data from previous years based on member- and employee surveys. We had a top down process where the data led to a brainstorming about what we thought was important and key takeaways. These takeaways turned into subjects which were elaborated through several workshops. This resulted in 4 overall strategy themes.

4. Managements Feedback to the Strategy 2022

Management presents their comments on the Strategy 2022. After Managing Director has presented the feedback we move directly on to the next point.

Mathias has comments from all direction members and will send them to Iida. General thoughts are a bit too much status quo – where to go?

Specific KPI's are commented on, and changes to those agreed upon.

5. General Feedback

Advisory Board has a possibility to sum up their feedback and the Board has a chance to pose questions. Adjustments to the first draft are to be accounted for. Also, the Management feedback will be discussed.



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The Board

Advisory Board wishes to see a leading star to the strategy. It should describe what the Board wants the organization to accomplish? Thus, board needs to be more concrete.

An idea of loyalty program is presented. Members could be awarded after every year like; "Congratulations you have now been a member in X year, you can get a free Y."

6. KPI's for the future

Discussing the level of ambition in the KPI's. Also, the time frame for member- and employee surveys is to be decided.

The Board needs to be more concrete about where we want to go, and how to go there. This means like a summary of the thoughts behind the strategy.

The KPI's must be a bit strict, after which the direction can give feedback on them.

7. Work group presentations

Work groups present their plan for the future.

Values: The values do not necessarily need to be changed, but maybe they should be branded in another way.

Event Calendar: They wish to analyze the yearly events and whether it makes sense to have all of them.

Presence and Visibility: How can we be more visible as a board? There will be a timeline provided on how we can do so, and Nikolas will be contacted according to the different SoMe channels.

Data collection: The board had an overall discussion on when the survey should be distributed. A template will be distributed to each board member, and they can give feedback on it.

8. AOB

As a final note. The Board is in a strong path on the strategy process. Board agrees that it is fine to have a major focus on it at the moment and not on the daily business and financials.

There is some must-win battles, which the Board most focus on to drive SL in the right direction.



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The Board

Abovementioned is accepted by:

Chairman of the Board – Iida Komi

Vice Chairman of the Board – Thomas Egholm Mouritsen

Member of the Board – Marie Refsgaard Holm

Member of the Board – Andreas Berg Henriksen

Member of the Board – Maria Guldbrandt Poulsen

Member of the Board – Bolette Brix

Employee Representative – Helene Lyman Rasmussen