



Studenterlauget

The Board

Agenda 06-12-2021

Board meeting

1. Election of Moderator

Anne-Sofie Frederiksen

2. Election of reporter

Abhishek Patil

3. Actions from last meeting

- Action Johanne, Simon and Abhi - Having insights ready for next board meeting
- Action Johanne and Abhi - Get the last KPI's ready for Friday

4. Update on strategic targets

Since the last meeting, what steps/actions have your division taken towards achieving our strategic targets? -

1) Studenterlauget and their activities should be more visible to the students, and thereby improve the number of participants for each event.

- Communication ☒ There's been more ig takeovers from the different events and projects. It has been continuous without big breaks. It looks like it's going well. On Facebook there is at least 1 post per day. We need to look into how to improve the engagement (likes and shares) on the different platforms. As of now, the KPI for 3000 followers on ig has not been achieved, we have around 2600 followers. The board should come up with some ideas for competition giveaways that we can do to attract new followers. A prize down at Klubben will be a nice idea.

- Projects ☒ The current projects (DGF and Ski-trip) have been both very successful in participation (both sold out). Both projects have been more visible on SoMe and have done some ig takeovers. Nanna will need to look into when these projects will need to hire new coordinators. The participation is not an issue as these events always have 100% participation. We should start considering how we can increase participation by actually selling more tickets? However, it could be nice to maintain some level of exclusivity for such events. We don't know if there is a waiting list. Noemi will talk to Nanna.



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- Klubben ☒ Luckily, this year, we have been able to be much more active and visible with Klubben due to the relaxed restrictions. We have already hosted several events and Christmas dinners down in Klubben. Furthermore, we are noticing a lot of students from 1st semester who are choosing to show up at Klubben which is a great thing. Also, a lot of students are showing to Klubben even if no events are planned (mainly on Friday evenings). However, day-time operations from Monday-Thursday will be stopped for the time being due to low revenue. In order to increase visibility and participation, Anders will work with Nikolai (Communications Manager) to improve promotion of the Klubben events and products on social media. Furthermore, he will also prioritize preparing the 2022 calendar for Klubben and make 2 months schedule visible at a time on social media and as a physical banner in Klubben so that students can know about the important dates well in advance.

- BR ☒ Managed to sell out DGF from BR perspective. There were some problems with Lecturer of the Year and Kvindlige Udstråling. However, closer to the end it was possible to find partners for the awards. Regarding Master Case and Bachelor Case, it is already sold out, which it never has been before Christmas. Regarding SLF and DGF, evaluation calls made to partners regarding re-participation has not been established yet as most partners are focusing on their end of year budgets as of now.

- IT ☒ Servers have been changed and updated - they should provide us with better performance. We are paying slightly more now. After DGF, with the struggle while selling tickets, we will have a Danish based server which will be paid on a monthly basis.

2) Studenterlauget should increase employer attractiveness towards all students by being more inclusive to internationals and improve the relationship across the organization between board, management and employees.

- Communication ☒ All the different project coordinators have had takeovers. The posts made for MD and Project Manager were very successful.

- Projects ☒ At least 1 project coordinator should be international, however, as of now, they haven't found any. However, the new project manager will be asked to look into it. Existing project coordinators will be encouraged to share information to new coordinators.

- Klubben ☒ The hiring of international students has been put on temporary hold as in the first round of interviews held, from 15 employees, only 2 were



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shortlisted. However, Anders would like to hire at least a few more (4-6 international employees) at the same time so that they can have each other to help and for social purposes in case they feel isolated by being around too many Danish speaking employees. The 2 international applicants were explained this and they were very understanding and happy about the honesty shown. There will be another round of interview in early 2022 - an attempt to hire international students will be made again, and if enough are found, the 2 applicants from earlier will be hired too.

- BR ☐ BR has a KPI to make events to be more hosted in English. So far we have had 2 events in English.

- IT ☐

5. Financial overview

- The Gross Profit is below compared to other months which is due to many drink tickets being used for different events and also a new ice machine being purchased. The gross profit for the month is also doing below previous year. However the new ice machine will arrive soon which will reduce the cost on that.
- We will receive some extra “kickbacks” from certain suppliers, after we sell a certain number of units.
- Some new accounting practices have been employed which affect the top and bottom line in the accounts - this is done mainly to avoid certain VAT expenses.
- Partners from DGF have been invoiced. We have also received a grant for the introduction week. The wages for DGF have also been paid out.
- Klubben will save some money on wages now because we don't need bouncers in the day-time.
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- J-day turnover was satisfactory. This amount has not been accomplished before. This is also likely because of Aarhus Symposium which was held on the same day.
- The final budget will most likely be ready in February.



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6. Update from managing director'

Update from this month:

- **New Managing Director** □ Casper has been having some onboarding and practical introduction so far. Casper is also in the process of having 1:1 meetings from all the managers to set expectations. Jacob will be done with his role at the end of December. Casper has received a warm welcome.
- **“Genstart 2020” & status on “Trivselspulje”** □ It was overall a big success for both - the students but also for the entertainment. We haven't received the funds yet but we have sent out the invoices to them - we don't expect any issues. Trivselspulje - we are applying for the last funds before the deadline in mid-december.
- **DGF** □ Overall feedback has been great and successful. IT was nice to be able to extend the opening hours of Klubben just for that night. Next year there will be a consideration to get an external ticket provider with a proper queue feature. There will not be an evaluation for the participants but there will be one for partners. There hasn't been any formal evaluation for the helpers/volunteers either. However they were asked about it after the event in a verbal manner and were also financially compensated so we expect them to be satisfied.
- **New Project Manager** □ Casper, Jacob, and Nanna have the first interview rounds starting tomorrow - a total of 6 interviews over the week.
- **Klubben with Christmas lunch** □ It has been good with the gross revenue but the costs have been high in Klubben in other places. However, the general environment in Klubben is improving and students are choosing to go to Klubben even without any specific events planned.

Next month:

- **Casper takes over** □ Jacob will continue to help Casper over phone. Specifically he will finish off the work on the Covid-19 compensation.
- **Hire new PM** □ Starting February
- **Klubben (Slatfest + New bar)**



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- Exam period

7. Employee survey insights - Abhi, Johanne and Simon (information)

- Overall image of SL is 100% positive and 100% would recommend SL as a workplace.
- The survey will have to be improved for next year so that there aren't too many overlapping answers.
- Adding a "Not relevant" option where relevant
- Post a monthly sum-up/status update in Ansatte group
- Also add the SL structure image in the facebook gorup.

8. General Assembly (update)

- Date suggestion: 7th or 12th of may
 - A decision for 12th May (17:00) has been made.
- Promotion? - Insta-takeover?
 - Noemi will handle this along with a content plan
- Friday bar with the board - when?
 - Anne-Sofie will talk to Anders and get back



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9. Membership survey (information)

- Look through the survey questions from last year
- Talk to you division, what would they like to know?
- What do you need in order to see if you have reached your KPI's?
- Deadline: First draft 15th of march, final 1st of april

10. Projects brainstorm - Noemi

- BSS Case Academy is officially closed down now.
- Now SL has only 4 projects and Nanna thinks that the new Project manager could consider the possibility for a new project.

Abovementioned accepted by:

Chairman of the Board – Anne-Sofie Frederiksen

Vice Chairman of the Board – Abhishek Patil

Member of the Board – Noemi Møller Wulfsberg

Member of the Board – Simon Hedegaard



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Member of the Board – Emil Skovlund

Member of the Board – Laust Lyhne

Employee Representative – Johanne Christel Carstens