



**GSbridging**

## 2 **0.0 Foreword**

3 Dear Reader,

4

5 The 55th Board of the Groninger Studentenbond presents you with the Policy Plan for  
6 the year 2026. It is a document shaped by the experience of working with a growing,  
7 developing and changing union. Over the last years, the Union underwent significant  
8 shifts in how it achieves its goals. Having been reorganised and re-entering university  
9 co-governance after many years, it has acquired new tools and status to represent  
10 students and their interests. This policy plan starts off as a reflection, and evolves into a  
11 guide on how the Union can use the new opportunities to empower students.

12

13 The name *GSbridging* stands for multiple facets of this policy plan. For one, it shows the  
14 attention given to the interactions between different bodies of the Union. On the other  
15 hand, it highlights our focus on making the Union more accessible and bridging the gap  
16 between the members and our union bodies. Lastly, it presents a constructive  
17 approach, in which efforts are targeted at leaving resilient and lasting structures for the  
18 boards and members of the future to ensure a stable and consistent Union.

19

20 After all, a student union can only be as effective as it is permanent. The dangers to  
21 student interests have always been there and will always remain. As a response, the  
22 Groninger Student Union, too, has to be a stable and consistent element of student life,  
23 always on the watch, always ready to fight and advocate.

24

25 With those fundamentals in mind, we invite you to familiarise yourself with our refined  
26 approach to growing and shaping the Union.

27

28 Sincerely in solidarity,

29

30 **The 55th Board of the Groninger Studentenbond**

31 Jan Bała	Chair
32 Naomi Lamé	Secretary
33 Iris van der Pol	Treasurer
34 Marcus Steenbergen	Commissioner of Education
35 Jon Vincent Dela Cruz	Commissioner of Public Relations

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## 81 0.2 Glossary

82

ACRONYM	MEANING
AISG	Amnesty International Student Group Groningen
AGT	Alternative Groningen Tour
AOb	Algemene Onderwijsbond (General Union of Academic Personnel)
AKKU	Nijmeegse Studenten Vereniging Aktie Komitee Kritiese Universiteit (Nijmegen Student Union)
CP	Cinema Politica
CvB	College van Bestuur (Executive Board)
DC	Designers' Collective
ESN	Erasmus Student Network
FNV	Federatie Nederlandse Vakbeweging (Federation of Dutch Trade Unions)
FYP	For You Page
GFN	Groningen Feminist Network
GfP	Groningen for Palestine
GMA	General Members Assembly
GSb	Groninger Studentenbond
HBO	Hoger Beroepsonderwijs (Higher Professional Education)
HMR	Hogeschoolmedezeggenschapraad (University of Applied Sciences Participation Council)
IBOS	Interbestuurlijk Overleg Studentenorganisaties. Leeuwarden's Student Union

ICT	Information Communication Technology
IT	Information Technology
KEI	Kommissie Eerstejaars Introductie (First-year Introduction Committee)
LSVb	Landelijke Studentenvakbond (National Student Union)
MBO	Middelbaar Beroepsonderwijs (Secondary Vocational Education)
OtR	Organise the RUG
OV	Openbaar Vervoer (Public Transport)
OVCP	Openbaar Vervoer Consumenten Platform (Public Transport Consumer Platform)
PR	Public Relations
QR	Quick Response
RUG	Rijksuniversiteit Groningen (University of Groningen)
SOOZ	Studenten Overleg Orgaan Zwolle (Zwolle Student Union)
UI	User Interface
URL	Uniform Resource Locator
VvGSb	Vrienden van de GSb (Friends of the GSb)
WO	Wetenschappelijk Onderwijs (Scientific Education)

83

84

TERM	MEANING
Co-governance	The collection of participation bodies of students and staff of higher education institutions, such as the RUG University Council and faculty councils and the Hanze HMR and DMRs.

Gerrit Krolbrug	A bridge in the east of Groningen, connecting many neighbourhoods to the center. After an accident, the original was removed in 2021 and is currently a temporary structure for pedestrians and cyclists.
OVCP - Openbaar Vervoer Consumenten Platform	A consultative body represented by different interest groups that informs government bodies and public transport companies about the public transport interests of the groups they represent.
Decentral Co-governance Council	Individual co-governance body of each Hanze school for students and staff.
Hanze	The new official name of what was formerly known as the Hanze University of Applied Sciences.
HMR	The highest level of co-governance within the Hanze University of Applied Sciences.
Hospiteren	The practice of student houses interviewing groups of students to find a fitting candidate for their vacant room.
Lelylijn	A proposed fast rail connection to the Randstad area from Groningen, via Heerenveen and Lelystad.
Langstudeerboete	Slow student fine. Proposed plan to make students who encounter more than a year of study delay 3000 euros of additional tuition per year.
Nait Soez'n	An independent opinion magazine affiliated with the GSb.
Nedersaksenlijn	A proposed rail connection to Twente from Groningen, via Stadskanaal and Emmen.
Room Book (Kamerboek)	The Room Book (kamerboek in Dutch) is a free publication of the GSb. The booklet contains everything you need to know as a student if you are going to rent a room or already have a room in Groningen.

Student Associations	A student organization that is not associated with a specific study programme.
Student Groups	Students who united for a cause, such as organizations, associations or activist groups.
Student Organizations	All organizations and associations run by students.
Study Associations	All associations associated with a specific study programme.
University Council	The highest co-governance body for students and staff at the University of Groningen.
University of Applied Sciences Co-Governance Council	The highest co-governance body for students and staff at Hanze.
Wellbeing Week	An annual campaign run by the GSb and co-governance parties Lijst Calimero and Lijst STERK to raise awareness about student wellbeing.
Wet Betaalbare Huur	“Affordable Rent Act”, a law that came into force on 1 July 2024, attempting to regulate the rents of hundreds of thousands of houses and rooms.
Wet Goed Verhuurderschap	“Good Landlord Practices Act”, a law that came into force on 1 July 2023, offering tenants protection and giving landlords clarity about what’s allowed and what’s not allowed. There are also extra rules to protect labour migrants. As well as instating a dispute mechanism to report issues regarding accommodation with the municipality.
Wunderline	A proposed direct train service between Leeuwarden, Groningen, Leer and Bremen.

# 1.0 Foundation of the Union

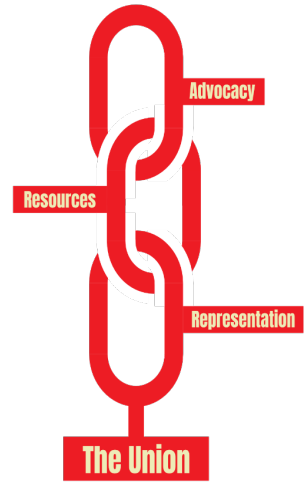
## 1.1 *The Pillars of the GSb*

The pillar structure of the GSb established in 2024 represents the diverse approach to student support that the Union provides. It represents the large independence of those pillars and the equal importance of them in emancipating the student community. While those fundamentals remain true, we cannot remain blind to the reality that the pillars interact with each other and often overlap. With the simple fact that a member of the Union can participate in multiple parts of the organisation, interconnectedness persists.

10

## 1.2 Interpillarity

The pillar structure established by Board 54 remains relevant after last year's electoral success, and will be continued this year; however, we want to focus on the relationship between the pillars and how, while distinct from each other, they remain part of the same structure. These pillars do not exist in a vacuum, and actions under one very well may affect another, both positively or negatively. Recognising this relationship should be a key element of decision-making within the pillars, and each should recognise the importance of the other to lessen the risk of accidental ripple effects across the different pillars.



## 21 **2.0 Evolution of the Union**

22

### 23 **2.1 A Humanised GSb**

24 This year, the GSb is set to undergo a core shift in its operating philosophy. The Union  
25 exists at a crossroads of functionality, finding itself not quite entirely a student  
26 association but also not fully equivalent to a trade union, like FNV or AOb. As a political  
27 union, we are at the intersection– and as such, must adapt our operating philosophy  
28 accordingly.

29

30 Similar to a student association, we find our core audience to be the Groningen student  
31 population. We are students, for students. However, the Union does not serve the same  
32 purpose as the general student or study association. Rather than representing students  
33 in a particular degree programme or organising around *gezelligheid*, the Union strives to  
34 protect and advocate for the rights of all students, both within university and local  
35 politics.

36

37 Similar to trade unions, we exist to protect and advocate for the rights of our audience.  
38 We fight to represent the interests of our members; however, we are not explicitly  
39 fighting for solely economic interest or betterment of workplace conditions. The Union  
40 instead serves the interests of the student in a multifaceted manner, focusing on a  
41 broader array of issues pertaining to the specific experiences of students in Groningen.

42

43 This demonstrates the context the GSb exists within. A core, central aspect of the Union  
44 is our unique combination of audience and purpose; and the best manner in which we  
45 can address both going forward is through humanisation.

46

47 One key challenge has consistently plagued the Union in previous years: the  
48 engagement of members. While membership has somewhat seen growth, the rate at  
49 which such members have become active or engaged within the Union's structure has  
50 not followed suit. This lack of engagement has proven to be tough to shake, as it has  
51 facilitated the creation of a self-sustaining cycle of capacity issues, which makes it much  
52 more difficult for the Union to fight for its purposes. Though there have been efforts  
53 that have successfully mitigated this, the cycle remains. The Board sees one approach  
54 as best fit to dismantle this cycle: a humanising approach.

55

56 Humanising the Union essentially calls for a Union that is accessible and welcoming to  
57 all. By partaking in endeavours such as the GSbroadcast and emphasising the need for  
58 the Board and members to get active on the ground, the Union will begin cultivating a

59 name and identity that is inherently more approachable. This presents the GSb as  
60 following the mantra of “by students, for students,” clearly showcasing the Union as  
61 equal to the average student rather than operating at a different level or locked in its  
62 own ivory tower. This brings the Union and its members– as well as the Board– closer  
63 to the general student population, fostering an image that facilitates a space where  
64 potential and new members can feel comfortable engaging further with the  
65 machinations of the GSb, breaking barriers and building bridges between us and our  
66 audience.

67

## 68 **2.2 Representation at the core**

69 The most significant functional change at the GSb since last year’s policy plan is  
70 arguably the recent tripling of GSb’s RUG Faculty Council representation. At the time of  
71 writing this document, the Union is the largest organisation in co-governance at the  
72 University of Groningen, with 8 Faculty Council seats. This represents a meaningful shift  
73 in the priorities and concerns of the Union. The power of the GSb can now be projected  
74 not only through activism and the spread of information, but also through direct voting  
75 and governance. On one hand, this is a return to the roots of the union, and our  
76 movement's biggest achievement: the establishment of co-governance in the times of  
77 the Groninger Studenten Raad. On the other hand, it is an opportunity for the Union to  
78 accelerate its growth and reach, and cement itself as a major representative body for  
79 Groningen’s students in coming years. It is a responsibility first, but also an opportunity  
80 and our understanding of the structural functioning of a Union represents that.

81

## 82 **2.3 Consider the Optics!**

83 With the Union entering co-governance structures, the relevance of the organisation’s  
84 reputation has increased. An effective campaign does not last a week, but is considered  
85 throughout the year in the GSb’s public appearances. Considering the optics does not  
86 mean being neutral, as the GSb is a political union at its core, and not all actions would  
87 be appreciated by everyone. However, it does mean considering in what way the  
88 actions would reflect upon other parts of the GSb structure. Importantly, while this may  
89 seem like an added difficulty, this should be viewed as a unique advantage of the GSb.  
90 While other organisations that participate in governance are largely invisible during  
91 most of the year, the Union is always there. Considering the optics means being  
92 mindful, but it’s also utilising the unique strengths of our structure.

## 93 **3.0 Membership**

### 94 **3.1 The background**

95 The multiannual plan contains multiple sections concerning gaining sympathisers and  
96 community engagement, and the implementation of those goals should be laid out in a  
97 comprehensive way by each board of the union.

98

99 As such, we found it imperative to address this notion of community engagement, and  
100 thus have examined the Union's activities in the past year. Upon review, virtually all GSb  
101 activities, actions, and projects have shared two key common denominators:  
102 membership and member involvement. Because of this, we deem that this topic  
103 deserves special attention from the Board and its own section in the policy plan.

104

### 105 **3.2 The conclusions**

106 The overarching conclusion is that the recruitment aspect should always be explicitly  
107 considered when organising activities and actions. This does not mean that every event  
108 and public appearance should be full of membership advertisements. What it does  
109 represent is that the board, committees and working groups are always aware of what  
110 is a good time and place for recruitment, and when it is not. Furthermore, it means  
111 applying the most appropriate recruitment strategies for the situation.

112

113 Identifying recruitment-opportune seasons is the first step in ensuring that the GSb  
114 does not leave its most foundational element up to chance. The three most noticeable  
115 periods which should not be missed are the beginnings of the two semesters in  
116 September and February, as well as the co-governance election season in May. The first  
117 two are characterised by large amounts of new students arriving in the city, as well as  
118 existing students being on the lookout for new commitments and organisations to join.  
119 Perhaps what makes those months so crucial is the fact that joining the Union  
120 afterwards becomes increasingly difficult due to existing commitments. On the other  
121 hand, the election season is the moment of highest exposure, with many promotional  
122 materials and intense coverage.

123

124 Open events, such as social activities or public workshops would also accumulate a lot  
125 of value for the GSb if they can function as a gateway into membership. For potential  
126 and new members, open events would also allow them to get to better know the union  
127 first, and by doing so, they get confidence about their decision to join. This comfort is  
128 essential for new members to be able to fully participate in the Union.

129

130 On a last note, it remains relevant to establish that *Membership* is not only about a  
131 formal status- it encompasses all forms of positive recognition and sympathy. Not every  
132 effort in this category must result in a membership form being submitted to be  
133 considered successful.

134

# 135 4.0 Representation

## 136 4.1 Portfolios

### 137 4.1.1 Press and Media

138 Over the past years, the GSb has managed to establish a good and functional  
139 relationship with many local media outlets, regularly receiving media attention on  
140 issues such as housing or education quality. The Union was able to shape itself as an  
141 important contributor to journalistic writing, and often gets approached as the main  
142 student representative in the region. There are, however, plenty of aspects which can  
143 see improvement in this facet of promoting the Union and realising its goals.

144

145 Firstly, most of the media outlets that publish articles after GSb's actions, publications  
146 and press releases are local, traditional media in the form of newspapers, radio, or  
147 website articles. While this allows the Union to reach the local audience quite well and  
148 get attention from non-students living in the city, those outlets often do not reach  
149 students themselves, especially internationals.

150

151 Secondly, some media publications concerning the GSb do not comprehensively  
152 represent the stances of the Union. Some points are simplified or distorted, and some  
153 preconceived notions can "leak" into articles.

154

155 As the GSb plays a political function within the student landscape, appropriate  
156 measures need to be taken to make the Union less dependent on journalistic goodwill  
157 and proper comprehension. GSb's own social media accounts and outspoken active  
158 members must be viewed as a crucial part of the Press and Media portfolio, being the  
159 most accurate and effective way of reaching students themselves.

160

161

#### 162 **Goals:**

- 163 ● Achieve regular and broad media coverage in local and national media, releasing  
164 at least 6 press releases during the year.
- 165 ● Reach both Dutch and international students with the GSb's perspective on  
166 student issues.
- 167 ● Maintain good relationships with people working and active in the media sphere,  
168 both to provide and receive information relevant to the Union.
- 169 ● Mitigate the risk of messaging and values of the Union being distorted and  
170 misrepresented in the media.

171

172 **Resources:**

- 173 ● The Board maintains and periodically updates a comprehensive list of media  
174 outlets and journalists with contact information.
- 175 ● The Board works to establish and maintain their own communication channels,  
176 working to create GSb's own "media". Examples include informative social media  
177 posts, the GSbroadcast, or a possible podcast.
- 178 ● Active Members and Faculty Council Representatives are encouraged to actively  
179 participate in the media landscape, sharing their perspectives as GSb members  
180 (through newspaper letters, participation in GSb's social media content, etc.),  
181 aligning with the interests of the Union and the students it represents.

182 **4.1.2 Lobby**

183 One of the tasks of the Groninger Studentenbond is to represent the interests of  
184 students in Groningen. The lobbying portfolio has the role of engaging directly with  
185 policymakers at the municipal and provincial levels, and in collaboration with the  
186 federation at the national level. With the House of Representatives (Tweede Kamer)  
187 elections just behind us, the municipal elections are just around the corner. In order to  
188 promote the interests of Groningen students in these elections, the GSb will make every  
189 effort in the coming year to make its wishes known to the (candidate) municipal  
190 councilors. In addition to these elections, the GSb will continue to lobby on issues  
191 relevant to students, whether they have been on the agenda for some time or are being  
192 raised for the first time.

193 **Goals:**

- 194 ● Representing the interests of Groningen students with regard to the 2026  
195 municipal elections.
- 196 ● Representing the interests of Groningen students outside of the 2026 municipal  
197 elections.
- 198 ● Participating in public debate and influencing it in favor of (Groningen) students.  
199

200 **Resources:**

- 201 ● Developing the Vision for Municipal Affairs, which was created under the  
202 leadership of Board 54. This document will serve as the basis for the GSb's  
203 lobbying efforts in the run-up to the municipal elections in March 2026.
- 204 ● Conducting discussions with as many (candidate) municipal council parties as  
205 possible. The aim is to speak to 100% of the lists, but at least 75% of the parties  
206 will be spoken to.
- 207 ● In collaboration with the PR Commissioner, informing Groningen students about  
208 the program points of political parties that have a (direct) impact on students, so  
209 that Groningen students, who are also voters, can go to the polls well-informed.

- 210 ● Providing information (via social media) about issues that are not directly related  
211 to politics but are nevertheless relevant to student life in Groningen. This  
212 includes providing information about unfair practices by landlords, for example,  
213 and/or about the assistance that our Rent Support Center can provide to  
214 students.
- 215 ● Making students' rights known or easily accessible.
- 216 ● Informing and assisting students who are in (potential) conflict with one of the  
217 major educational institutions operating in Groningen.
- 218 ● Appearing in the media at least three times a month on average, including at  
219 least once in non-regional media, either in collaboration with the LSVb or  
220 another member union.

### 221 4.1.3 Co-governance

222 The democratisation of educational institutions is an important issue for the GSb. To  
223 achieve this, significant progress has recently been made in terms of representation on  
224 the co-governance councils of the faculties of the University of Groningen. Board 55  
225 sees this as a major step forward, but would also like to build on and expand the  
226 current results. This expansion should not only take place within the faculties in which  
227 GSb factions are currently active, but also in new faculties, the Hanze HMR, and closer  
228 cooperation with parties currently represented on the university council.

229

230 Student participation within Hanze University of Applied Sciences is currently at a lower  
231 level than at the University of Groningen, as evidenced by, among other things, lower  
232 turnout figures in the representative council elections. The GSb also has relatively low  
233 visibility among students at Hanze, while the union should serve all students in  
234 Groningen. This low visibility makes it more difficult to get students at the Hanze  
235 involved in the work and ideas of the union. Collaborations with current parties at the  
236 Hanze are often more difficult, partly because the idea that the GSb is also there for the  
237 Hanze is sometimes not entirely clear to these other parties. In order to increase this  
238 visibility and promote student participation within the university, the GSb will seek to  
239 stand for election within the HMR of Hanze University of Applied Sciences in the coming  
240 year. In order to make optimal use of the GSb's presence at Hanze and to further  
241 increase it, recruiting a Coordinator HBO for the next board will be a priority.

242

#### 243 **Goals:**

- 244 ● To monitor and contribute to the democratisation of the University of Groningen  
245 and the Hanze
- 246 ● The GSb will recruit for a list in each faculty that will compete for a seat in the  
247 faculty council elections, and run if there is enough will to do so. The aim is to

248 achieve representation in every faculty and to expand representation in the  
249 faculties where the GSb is already represented.

250 ● (Successfully) participating in the elections for representative participation at the  
251 Hanze.

252

#### 253 **Resources:**

254 ● (Continuing to) critically monitor administrative developments within both  
255 educational institutions and informing students about these developments.

256 ● Actively informing students and encouraging them to vote during the  
257 representative participation elections.

258 ● The GSb will make its intentions known within both the faculties in which it is  
259 currently represented and the faculties in which it is less well known.  
260 Enthusiastic students will be approached to become active in the GSb.

261 ● Finding a board member (enrolled as a student at Hanze) who, in the coming  
262 academic year, will work from within the GSb board on the democratisation of  
263 the Hanze, and, if the election results are successful, will take on a coordinating  
264 role vis-à-vis the GSb's student representatives.

265 ● Using the GSb's presence in Faculty Councils for centrally coordinated initiatives,  
266 making use of the Right of Initiative.

267

### 268 **4.1.4 Federation**

269 The federation has an important goal: to represent the interests of students in  
270 Groningen at the national level. Unfortunately, this ideal has not been realised as often  
271 as the union would like. Lately, there have been multiple conflicts between the local and  
272 national interests, as well as organisational difficulties with the things organised by the  
273 LSVb.

274

275 For the foreseeable future, the LSVb campaign centres around housing, requiring a  
276 national narrative around the issues related to this topic. What is forgotten when  
277 considering this is that all student cities have considerable differences when it comes to  
278 the policy that should be changed, and how it can be changed. Organising people locally  
279 around this topic to come to national actions is very difficult, as this is, in many ways, a  
280 local topic.

281

282 What can be seen as a possible reason for this is the Randstad-centrism present within  
283 the federation. Protest locations outside the Randstad often get rejected because of  
284 personal logistical reasons for Randstad union members, not considering the fact that  
285 the GSb is always expected to travel to protests in the Randstad. This makes it much  
286 harder for the GSb to convince its members that the students from Groningen are truly  
287 listened to on a national level. Finally, the promotional material from the national union

288 for the local unions to use does not work well at the moment of writing. This heightens  
289 the workload on the GSb commissioner of PR to also make promotional material for  
290 national actions, while the LSVb making promotional material is supposed to lighten the  
291 load.

292

293 To solve the current disagreements between the GSb and LSVb, the GSb shall keep a  
294 close eye on the proceedings in deciding about important issues, such as the focus on  
295 housing as the campaign issue, to make sure that they are indeed the wishes of the  
296 federation imposed upon the board, instead of the board making decisions for the  
297 federation.

298

299 Furthermore, to decrease the Randstad-centrism, the GSb will attempt to work more  
300 closely together with student unions from outside the Randstad, such as IBOS  
301 Leeuwarden, SOOZ, and AKKU. If possible, the GSb shall also attempt to close the  
302 distance to the Randstad unions, so that they might in the future consider the  
303 perspectives from unions outside that area more as well.

304

305 Ultimately, however, the GSb will continue to prioritise local affairs over national affairs  
306 in the coming year, to ensure that the students from Groningen will work primarily to  
307 better their own lives, instead of doing the work that would primarily be for the  
308 students in Amsterdam or Utrecht.

309

310 National policy and matters at a central level heavily influence students in the city of  
311 Groningen. This dynamic, however, is not bidirectional, as local organisations and  
312 students have limited influence on national policy. Because of this, we deem the form of  
313 a federation a necessary body, which can compile the strengths of multiple student  
314 movements and influence institutions like the Ministry of Education, the Parliament,  
315 and address national issues.

316

### 317 **Goals:**

- 318 ● Reducing the distance between students in Groningen and national student  
319 affairs.
- 320 ● Using the knowledge and tools of the LSVb to act more effectively on local issues.
- 321 ● The GSb will attempt to bridge the gap between Randstad and non-Randstad  
322 unions within the federation.
- 323 ● The board will try to further involve the members with the LSVb.

324

### 325 **Resources:**

326

- 327 ● Pushing for and attending strategic meetings that help unions with local lobbying  
328 before municipal elections.
- 329 ● Pushing for the creation and maintenance of a “knowledge bank” where board  
330 members of all unions can easily find information about new topics.
- 331 ● Speaking with GSb members and boards of other non-Randstad member unions  
332 of the LSVb to see how this topic plays a role.
- 333 ● Pushing for a national action at a location outside the Randstad.
- 334 ● Working more closely with other unions outside the Randstad specifically.  
335

## 336 **4.2 Working Groups and Committees**

### 337 **4.2.1 Education Team**

338 The education team is a working group whose goal is to facilitate and expand the role of  
339 the GSb in student participation. The education team does this by maintaining contact  
340 with the political parties and supporting the GSb candidates' campaigns during  
341 elections. The education team should be a representative group of Groningen students,  
342 so that it is well informed about what is going on in the city.

343

#### 344 **Goals:**

- 345 ● The education team starts well in advance by drawing up (longer) candidate lists  
346 and creating a campaign plan for the representative council elections.
- 347 ● The education team will work closely with the candidate council members to put  
348 relevant themes on the agenda, which can play a major role in the election  
349 program and the campaign.

#### 350 **Resources:**

- 351 ● Board 55 facilitates the education team in recruiting both members for the  
352 education team and members for the participation council lists.
- 353 ● The education team maintains close contact with the current participation  
354 council factions.
- 355 ● The education team strives for great diversity in both educational level and field  
356 of study.

## 357 **5.0 Advocacy**

### 358 **5.1 Portfolios**

#### 359 **5.1.1 Campaign**

360 The campaign portfolio concerns the themes we are planning on organising around in  
361 the coming year. By deciding which topics we campaign around ahead of time, we avoid  
362 being pushed around by the interests of other organisations. By alternating between  
363 broad, often national campaigns and local campaigns, we can link the everyday  
364 experiences of students to bigger societal trends affecting them. The topics described  
365 here are meant to be representative of students' needs, and are subject to change if  
366 these needs change throughout the year.

367

368 This year, we want to agitate against an array of concerning developments, such as the  
369 continuous effects of the budget cuts, increasing militarisation of our educational  
370 institutions, and the on-going housing crisis. We will do this both locally, with our Action  
371 Team, and nationally, in collaboration with the rest of the LSVb. On the more local scale,  
372 we want to keep fighting against the planned faculty mergers within the RUG. For this,  
373 the Board and the Action Team can collaborate with groups rooted within the most  
374 affected faculties (study associations, co-governance parties, staff groups, etc.).

375

376 Municipal elections will take place in March 2026. These elections have a very direct  
377 influence on the lives of students, for instance on issues like housing, it is also the scale  
378 of government where the GSb itself has the most influence on policy. However, turnout  
379 among students for municipal elections has proven to be relatively low. Therefore, the  
380 board intends to conduct an informative campaign on municipal issues that are  
381 relevant for students (i.e. housing, protest rights, education). Ways this informative  
382 campaign could take form are, for instance, flyering, social media posts, or a voting help  
383 (*stemwijzer*). Main themes could be agreed upon with the rest of the LSVb, while the DC  
384 can also help out with putting together a clear and marketable campaign.

385

386 Other stakeholders in the issues we campaign around have expressed interest in  
387 cooperating with us on these themes. Depending on the campaign, these could be  
388 other activist groups, study and student associations, and/or staff organisations. These  
389 could help us expand our reach and capacities for conducting actions.

390

391 We aim to work on our campaigns both digitally by setting up several informational  
392 campaigns on our social media, and in real life by postering, tabling and flyering at

393 relevant buildings (university, municipal, or otherwise).

394

395 **Goals:**

- 396 • Campaign against the militarisation of education and research.
- 397 • Conduct an informative campaign around the municipal elections, focusing on  
398 topics that are relevant to students.
- 399 • Continue campaigning against faculty mergers at the RUG, in cooperation with  
400 study associations, co-governance parties and staff members in the affected  
401 faculties.

402

403 **Resources:**

- 404 • The Action Team and Designers' Collective help with the execution and  
405 promotion of actions/events related to these campaigns.
- 406 • Collaborate with other interested and relevant organisations on our campaigns.

407

## 408 **5.1.2 Housing**

409 The GSb has established itself as a relevant voice in the discussion around housing  
410 policy in Groningen. The Housing Officer is a key position in maintaining the influence of  
411 the Union on municipal housing policy, as well as in keeping the union informed on  
412 housing developments. This has proven itself to be a good method of lobbying, but  
413 lacks the public outreach needed for some of the GSb's housing goals. Because of this,  
414 the board should consider more visible campaigns and maintain constant contact with  
415 the Housing Officer to stay updated on housing developments.

416

417 The Municipality of Groningen and the city's educational institutions are very aware of  
418 the housing shortage and have generally good plans for alleviating the problem. The  
419 Union's role in this process is to provide relevant actors with the student perspective to  
420 ensure that new housing fulfills students' needs, and lobbying for swift progress on  
421 housing projects. The GSb should help resolve conflicts and underline the urgency of  
422 new housing developments to prevent them from getting stuck in bureaucratic  
423 proceedings.

424

425 Unfortunately, most supply-side solutions take multiple years to complete, and are thus  
426 insufficient solutions from the perspective of students, who often complete their  
427 studies in 5 years or less. The union must take steps to protect current students from  
428 excessive rents and low housing quality. A good way of doing this is by spreading  
429 awareness of illegal housing practices and ways to combat them, as many students–  
430 especially internationals– do not know when they are being exploited. This is a rather  
431 achievable goal for the current structure of the GSb, which has many tools to engage  
432 publicly with the problem. The GSb should aim to use several ways of reaching new and

433 current students with their materials on housing, with a special focus on official  
434 university communication, such as introductory emails and guides. Being featured in  
435 them would help maximise the Union's reach on this matter.

436

437 The issue of discrimination is another big obstacle on the way to a good housing  
438 market. While hospiteren practices have received some attention from the Union in  
439 previous policy planning, it is also important to pay attention to discrimination in other  
440 processes, such as housing offers or application forms for student housing. Many  
441 landlords hold requirements that disadvantage particular subsets of the student  
442 population, such as international students or students without parental guarantees  
443 (often formally required by landlords, overlooking different family situations).

444

445 Lastly, the problem of safety in some student housing complexes has arisen during the  
446 last year, with incidents regarding fire safety, social safety and others. A big aspect of  
447 safety is also legal guarantees and contracts, which many units still lack. Students are  
448 disproportionately forced into illegal housing because of market conditions, and thus  
449 live in constant uncertainty about the future of their housing situation. The GSb should  
450 keep track of incidents to help bring justice to victims and hold owners and managers  
451 publicly accountable.

452

#### 453 **Goals:**

- 454 ● Promote a comprehensive stance against multiple types of discrimination in  
455 access to student housing
- 456 ● Facilitate dialogue with municipality and higher education institutions in  
457 constructing more student housing
- 458 ● Lobby for good information policy regarding housing and tenant rights, with a  
459 focus on the Woningwaarderingsstelsel system and the Huurcommissie services.
- 460 ● Fight the notion of the housing crisis being a demand side issue.
- 461 ● Ensure that areas with high numbers of student residents receive sufficient  
462 investment and have the necessary amenities and services.
- 463 ● Participate in national campaigns for better housing regulations, such as  
464 increasing access to the housing allowance or the crackdown on dubious  
465 short-term contracts.
- 466 ● Research and address the issue of safety in student housing.

467

#### 468 **Resources:**

- 469 ● The GSb Room Book is updated, making sure it is accessible to all students and  
470 contains updated legal information. It is given out during introductory events at  
471 the beginning of the academic years, such as KEI Week, ESN Introduction Week.

- 472 ● The GSb supports the construction of student housing on Zernike Campus, as  
473 well as the functional diversification of the area.
- 474 ● Organisations and groups providing alternative housing options are supported  
475 and kept in contact with.
- 476 ● Reach students with information about Dutch housing regulations, with a focus  
477 on tenant rights and possible legal action against illegal housing practices.
- 478 ● The Rent Support Centre is supported by the GSb, and students approaching the  
479 union receive advice on how to receive their help.

480

### 481 **5.1.3 Mobility**

482 Mobility is a crucial aspect of student life in Groningen. The GSb is aware of the unique  
483 conditions in the city, characterised by a lot of micromobility and short distances. The  
484 Union, however, also pays attention to the large number of long-distance commuters  
485 and aims to accommodate diverse mobility needs. In the past, the GSb's Mobility  
486 portfolio largely focused on mass transit, but over the years, we observed that personal  
487 mobility also requires advocacy. The likely long-term closure of the Gerrit Krolbrug is  
488 one example of this. Preventing the degradation of student mobility requires both  
489 intensive lobbying and public campaigning.

490

491 Importantly, mobility extends beyond transit and micromobility. The GSb strives to  
492 represent all students and advocate for the most disadvantaged. Mobility exclusion is  
493 an existing issue and accessibility both needs improvement and risks being improperly  
494 addressed in new projects. While there usually is some accommodation for the  
495 disadvantaged, it often can be described as a "bare minimum". We believe that  
496 educational institutions in Groningen should aim higher than that.

497

498 Because of this, the union wants to view mobility as a broad category, which requires  
499 our attention. In this, the Mobility portfolio holder and Officer should regularly engage  
500 with the Housing portfolio holder and Officer, to aid and assist in mobility and  
501 accessibility issues in municipality and university projects.

502

#### 503 **Goals:**

- 504 ● Advocate for good and affordable mobility for students in the city, province and  
505 beyond.
- 506 ● Ensure that students' mobility is not limited during construction projects and  
507 maintenance of public infrastructure.
- 508 ● Ensure accessibility for disadvantaged students.

509

#### 510 **Resources:**

- 511 ● The GSb represents students at OVCP

- 512 • The union maintains its support for large infrastructural projects connecting the  
513 North, such as the Lelylijn project, Wunderline and the Nedersaksenlijn. The GSb  
514 remains open to provide input into those projects and lobbies for their  
515 realisation.
- 516 • The GSb advocates for increased accessibility of educational buildings and  
517 university areas, and takes action in case of omissions in this regard.

## 518 **5.1.4 Diversity**

519 The upcoming year is critical for the diversity portfolio. The past few years have been  
520 challenging, if not outright dangerous, for many minorities globally– and the same  
521 development has reared its ugly head in the Netherlands. Islamophobia, antisemitism,  
522 misogyny, and general xenophobia have all grown increasingly normalised, and we see  
523 this as an existential threat to the health of our Union. We find strength, not weakness,  
524 in our differences, and we see it vital that we create, foster, and champion a safe,  
525 inclusive space for all students.

526

527 Last year, the Union chose to focus on social safety. We still see this as a key issue to  
528 highlight; however, we believe that rather than zooming in, we should zoom out this  
529 year. This does not mean that we will discontinue last year’s events. We plan on carrying  
530 out the same events from last year– such as Wellbeing Week with Fairspace– but also  
531 seek to expand our events repertoire into different areas through collaborations with  
532 organisations such as AISG, CP, and AGT.

533

534 Through the dual use of both policy and further collaborations, we aim to push an  
535 intersectional message this year, emphasising the need not only to recognise  
536 difference, but also to discuss the underlying mechanisms of power and politics behind  
537 difference. This approach will increase our capacity to tackle multifaceted issues and  
538 lessen the risk of single-issue politicisation within both our actions/events and everyday  
539 operations.

540

541 We aim to highlight the importance of recognising the underlying cross-sections of  
542 power beneath the existing challenges to the numerous disadvantaged groups within  
543 Groningen. This increases the Union’s depth of understanding of the challenges of the  
544 marginalised, which is then both cultivated and disseminated at our events.  
545 Furthermore, this manner of viewing disadvantage and difference promotes a stronger,  
546 tighter-knit community in the city, creating more avenues and opportunities for wider  
547 and deeper organising locally and, if possible, nationally.

548

549 Together, this approach will improve and advance the Union’s understanding and  
550 knowledge of the diverse issues challenging our student population, enabling us to  
551 tackle such complicated topics with a clearer and more refined focus– all whilst also  
552 cementing us further in our Groninger roots and facilitating a stronger organisational  
553 capacity city-wide.

554

555 As alluded to in the previous mobility portfolio section, the Union will seek to tackle  
556 accessibility issues within the city and its educational institutions this year. Accessibility  
557 in itself is a large-scale issue, encompassing a plethora of issues, including physical and  
558 neurodivergent accessibility. As such, we have decided to split the overall accessibility  
559 topic across two portfolios: mobility and diversity, with mobility focusing on physical  
560 accessibility and diversity on neurodivergent accessibility. Rather than creating a  
561 separate portfolio for accessibility, this approach will allow both portfolio holders to  
562 tackle a more specific facet of the overall issue, enabling a more focused approach to  
563 both of the aforementioned sub-categories of accessibility.

564

565 Neurodivergent accessibility in our educational institutions is critically underdeveloped.  
566 With few measures in place to accommodate the needs of neurodivergent students, it is  
567 imperative that the Union problematises and, once again, agendises the need for this  
568 accessibility.

569

#### 570 **Goals:**

- 571 ● Promote an intersectional view on discrimination, marginalisation, and  
572 disadvantage in Groningen.
- 573 ● GSb addresses the underlying mechanisms of power and politics within many of  
574 the challenges faced by students.
- 575 ● GSb encourages a more critical and focused approach to tackling student  
576 challenges.
- 577 ● Facilitate the growth of wider and deeper organising locally and nationally
- 578 ● GSb draws more attention towards neurodivergent accessibility within  
579 Groningen’s educational institutions.

580

#### 581 **Resources:**

- 582 ● Collaboration with international student associations (i.e. Amicus and ESN) and  
583 platforms like GISP to identify and discuss problems for international students.
- 584 ● Closer collaboration with student organisations to gain a greater grasp on  
585 challenges faced by students across the board.
- 586 ● Further dissemination of GSb information and events bilingually, both physically  
587 and online.

- 588 • Establishment of closer ties with grassroots organisations across the city, such as  
589 OtR, CP, GFN, and GfP, to identify and tackle the root causes of problems.
- 590 • Collaboration with Groningen associations to platform and critically approach a  
591 wider array of multifaceted issues in the city.
- 592 • Problematise and agendise neurodivergent accessibility in educational  
593 institutions through both campaigning and institutional influence.  
594

## 595 **5.2 Working Groups and Committees**

596

### 597 **5.2.1 Action Team**

598 The Action Team focuses on meaningful activism. It aims to improve students'  
599 conditions by taking clear and visible action against actors who harm these interests,  
600 thereby both increasing the visibility of the issue and putting pressure on responsible  
601 parties. Activism has proven necessary in cases where other forms of advocacy have not  
602 yielded the desired results, while also strengthening our other forms of representation  
603 (i.e. Lobby and Co-Governance), by providing a solid escalation mechanism. The reversal  
604 of the *langstudeerboete* last year is a great example of the things that can be achieved  
605 with our activist branch.

606

607 The Action Team is engaged in coming up with ideas on how to fight for student-related  
608 issues (including, but not limited to those detailed in the Campaign section of this policy  
609 plan), maintaining contact with the Groninger activist community, as well as taking part  
610 in LSVb actions and executing them on a local level.

611

612 By giving Action Team members clear roles and tasks, the board hopes the action team  
613 will eventually become more self-sufficient, being able to work with minimal board  
614 oversight. Board will still urge the team to keep the interests of the rest of the Union in  
615 mind (cf. section 2.3 *Consider the Optics!*). The board will also provide the Action Team  
616 with contact details for organisations relevant to their actions, such as other activist  
617 organisations.

618

619 Current Action Team members have also expressed interest in setting up an  
620 informational campaign on educational issues in collaboration with the Education Team  
621 and factions. In this way they hope to reach students more directly, and aim to make  
622 sure more students are aware of the politics that go on behind the scenes of the  
623 university.

624

625 Finally, the Action Team hopes to be out on the streets as much as possible this year,  
626 putting faces to the issues in line with our policy of humanising the Union.

627

628

629 **Goals:**

- 630 ● Effectively take action against pressing issues for students.
- 631 ● Gain visibility for issues relevant for students and visibility for the union.
- 632 ● Become more self-sufficient, while still working in collaboration with the board  
633 and the rest of the union.
- 634 ● Set up informational campaign(s) about faculty and university level issues in  
635 collaboration with Co-Governance.

636

637 **Resources:**

- 638 ● Actions are promoted extensively, both through physical means, such as  
639 poster, flyer or having a stand outside a university building and through  
640 digital means such as social media and press releases.
- 641 ● Action team members will be provided with a clear role and adequate support in  
642 performing this role by the board.
- 643 ● Gathering more action team members to increase overall capacity.

644

## 645 **6.0 Resources**

### 646 **6.1 Portfolios**

#### 647 **6.1.1 Promotion**

648 Promotion is the Union's best tool to advertise itself and expand its audience. The past  
649 year saw tremendous growth in the Union's digital reach, with the GSb Instagram  
650 steadily growing in monthly views and the TikTok hitting the ground running. These  
651 views and impressions have translated well into further engagement- but the Board  
652 believes this can be improved on even further.

653

654 The expansion of promotion goals this year revolves around one key strategic shift:  
655 humanising the Union. The Union, at its core, should be readily accessible for students  
656 at all times- after all, that is the central aspect of a Union. Unions are not meant to be  
657 seen as a higher, prestigious entity that operates on a level different from the average  
658 student; rather, the Union should highlight its being for students, by students. The  
659 Board believes that this can be best achieved through this idea of humanising the  
660 Union. This will be done through a dual approach of both exposure and branding.

661

662 Exposure is a focal point for this year's promotional strategy. Simply put, we need to  
663 touch more grass- literally and figuratively. Being active on the streets and in  
664 multitudes of events puts not just the GSb out there, but the faces of the GSb out there.  
665 While it is important to platform the GSb's name, attaching faces to the Union fosters a  
666 more approachable appearance, encouraging more and easier interaction with  
667 students. This provides more opportunities for the Union to engage with students and  
668 secure membership, and, through more exposure and interaction, can also lead to  
669 more member engagement.

670

671 The GSb brand- or GSbrand- has been tightly developed over the past year, with key  
672 colours and fonts comprising the current branding. GSb's distinct red and fonts have  
673 become easily recognisable, with certain compositions and designs becoming  
674 commonplace. This established GSbrand is competent and well-thought through; there  
675 is, however, sometimes a need for wiggle room that is not currently available. The  
676 current font package, in particular- based on Anton/Antonio- is flexible in use, but is  
677 not best suited for certain designs. As such, it is a mission this year to expand on the  
678 GSbrand kit in collaboration with the Designers' Collective, to create a broader,  
679 comprehensive, and more flexible brand kit. Inspired by recent successful campaigns,  
680 this will help make the GSbrand more recognisable and consistent, leading to a more

681 comprehensive brand identity and, later on, eye-catching and successful campaigns and  
682 actions.

683

684 Furthermore, we will look to further boost and strengthen both the production capacity  
685 and quality of content. The previous months have seen the portfolio holder utilise  
686 sub-optimal equipment to produce content— especially video-form content. As such,  
687 the purchasing and acquisition of higher-quality equipment, such as clip-on  
688 microphones and a camera, is seen as a priority for the beginning of the new policy  
689 year.

690

#### 691 **Goals:**

- 692 ● Humanising the Union.
- 693 ● Increase and solidify the GSb's physical and digital presence throughout  
694 Groningen.
- 695 ● Cement the GSb as a household name for students and staff in Groningen and  
696 its educational institutions.
- 697 ● Maintain and increase the membership growth rate.
- 698 ● Increase member engagement in GSb activities, events, and actions.
- 699 ● Establish closer relations with other Groningen organisations (i.e. activist groups,  
700 study/student associations, local businesses, etc.).
- 701 ● Expand the GSbrand to be recognisable even outside Groningen (for now, with a  
702 focus on similar audiences regionally).
- 703 ● Expand the current brand kit to be broader and more flexible.
- 704 ● Maintain and grow the GSbroadcast into a consistent production featuring both  
705 board and active members.
- 706 ● Increase the quality of produced content.

707

#### 708 **Resources:**

- 709 ● Frequent– both meaningful and playful– interactions with relevant organisations,  
710 such as sister unions, student/study associations, PJOs, etc.
- 711 ● Increased use of Instagram stories and collaborative posts to increase our  
712 network reach and share more content from relevant organisations.
- 713 ● Review the current brand kit, strengthening certain aspects (colours, key slogans)  
714 whilst easing others (fonts, composition, tone) in collaboration with the  
715 Designers' Collective.
- 716 ● Expand the GSbrand guidelines.
- 717 ● Mass stickering campaign.
- 718 ● Widespread physical advertising, like postering and flyering, around Groningen–  
719 not just the Binnenstad.

- 720 • Creating and distributing GSb merchandise (i.e. pins, beanies, etc.) among  
721 members to make them more easily recognisable, especially during actions.  
722 • Securing higher-quality equipment for content creation.  
723

## 724 **6.1.2 Acquisition**

725 Traditionally, acquisition provides the union with a stream of income that is  
726 independent of the university. Kamerboek and Nait Soez'n have been important  
727 opportunities for advertising within the GSb in the past. However, the Board has  
728 noticed it is increasingly difficult to secure monetary sponsorships, as companies  
729 appear to be shifting away from the forms of advertising we traditionally offer. Provided  
730 with these circumstances, the Board considers it wise to view acquisition not only as a  
731 way of gathering money, but also as a way to acquire non-monetary resources for the  
732 Union. Therefore, the board is exploring options of collaborating with local businesses  
733 to provide students with discounts and exclusive deals, thereby increasing the appeal of  
734 becoming a member of the GSb.

735

### 736 **Goals:**

- 737 • Find partners, either by sponsoring or otherwise, keeping ethical considerations  
738 in mind.  
739 • Find (or create) spaces for partners to advertise  
740 • Gather funds for the GSb's activities  
741 • Gather deals and discounts for further membership incentivisation

### 742 **Resources:**

- 743 • Use Nait Soez'n, Kamerboek, the GSb's social media, and the website for  
744 advertisement space, if provided with sufficient monetary compensation.  
745 • Leverage relations the GSb already has to expand the acquisitional network  
746 • Acquisition beyond just getting money: setting up deals for our members with  
747 local companies

748

## 749 **6.1.3 ICT**

750 The IT portfolio will be continued from its emergence in the previous year as a  
751 replacement of the portfolio 'website.' The primary task of the portfolio holder shall be  
752 to improve and maintain the digital infrastructure of the union. Within this task, close  
753 attention shall be paid to the continued functioning of all infrastructure. Through this,  
754 situations such as the website not working can hopefully be avoided, as that could  
755 prove a primary issue, especially during key periods such as the university election  
756 campaign. Furthermore, work shall be put into improving the digital capabilities of the  
757 union, such as building up the webshop further.

758

759 **Goals:**

- 760 • Keeping up the digital infrastructure of the union
- 761 • Improving the digital capabilities of the union

762 **Resources:**

- 763 • Keeping the website up-to-date with all current happenings in the union
- 764 • Adding extra capabilities to the website
- 765 • Watching over the functioning of the digital infrastructure, to pre-emptively fix
- 766 issues before they become a problem
- 767 • Fixing all issues that do arise as quickly as possible
- 768 • Making sure to get external (professional) assistance if the portfolio holder is
- 769 unable to do something by themselves
- 770 • Assisting the board, factions, working groups and committees with digital
- 771 resources

772

### 773 **6.1.4 Social Activities**

774 In previous years, social activities have been the portfolio of a specialised committee,  
775 called the activities committee, which was later renamed to social activities committee.  
776 At the time of writing, this committee has no members. The intention in the coming  
777 year shall not be to fill this committee back up, but to organise social activities in a  
778 different manner.

779

780 Firstly, it is important to note why the GSb should still organise social activities. It might  
781 be considered that the GSb is a union first and foremost, and social activities are not  
782 activities that better the rights of students, but are just to have fun. There are many  
783 associations in this city that prioritise socialising, so the GSb should not attempt to  
784 compete with them, but rather focus on representing student interests.

785

786 While it is true that that is the union's primary focus, there is also an importance in  
787 bringing the members closer together. Social activities are where the members from all  
788 working groups, committees and factions come together and get to know each other  
789 without working at the same time. The board recognises that it is important to relax  
790 after an action or activity, and will therefore endeavour to keep initiating GSborrel  
791 drinks afterwards. Drinks by themselves have proven not to draw that many people in  
792 previous years, and are therefore not the ideal format for the GSborrel.

793

794 The issue with having a committee to organise social activities is that it is a lot of work  
795 to fill it with members, as most members have joined the union to represent student  
796 interests instead of organising social activities. This time could as well be spent on  
797 organising social activities themselves. As a result, the board shall endeavour to keep  
798 organising social activities during the coming year.

799

800 A further benefit of the board being present and organising social activities is the  
801 humanisation of the members of the board. However, the goal for the coming year is  
802 not just humanising the board, but the union as a whole. Faction members might still be  
803 quite intimidating to some members who do not know them well yet, for example. To  
804 facilitate the humanisation of working groups, committees and factions, they too will be  
805 encouraged to organise a social activity in the coming year. Doing so would also be  
806 beneficial for recruitment purposes, as one is more likely to wish to join a group of  
807 people when they know these people a little.

808

809 Ultimately, social activities increase the bonds between the members of the union, but  
810 they also have the potential to do more. They can help humanise the union, help with  
811 recruitment for committees and working groups, and finally bring the different groups  
812 within the GSb closer together.

813

#### 814 **Goals:**

- 815 • Strengthening the ties between members
- 816 • Strengthening the ties between factions, working groups and committees and  
817 the rest of the union
- 818 • Celebrating the union's successes

#### 819 **Resources:**

- 820 • Regular activities that can be set up by the board
- 821 • Encouraging factions, committees and working groups to organise their own  
822 activities
- 823 • Organising GSborrel drinks after actions and other activities

824

## 825 **6.2 Working Groups and Committees**

### 826 **6.2.1 Designers' Collective**

827 The Designers' Collective is a working group that is critically important to the success of  
828 the board's promotional strategy this year. As a working group comprised of highly  
829 talented and skilled students specialised in arts, communications, and media, the DC  
830 provides much-needed artistic assistance and plays a large role in refining and honing  
831 the union's creative direction.

832

833 With the introduction of the GSbroadcast this year, the union is diving deeper into the  
834 world of video editing. As this is a new creative direction, there is little-to-no precedent  
835 or 'generational' institutional knowledge for the board to refer to when needing  
836 guidance or an outside opinion. This is where the DC can step in, acting as key

837 collaborators and a well of knowledge for the union's production of promotional  
838 materials.

839

840 The Designers' Collective, similarly to the Union as a whole, will also undergo a  
841 fundamental operations shift in the upcoming year. In line with what was mentioned in  
842 the promotion portfolio about further developing the GSbrand kit, it is vital that the DC  
843 itself plays a role in the overall design philosophy of the Union. Currently, the DC acts  
844 more as a somewhat supporting body for the Promotion portfolio holder; this denies  
845 the DC most if not any agency in creating work independently for the benefit of the  
846 Union. This limits the DC as a whole, forcing the body to be at the beck and call of the  
847 portfolio holder rather than as a hub for content and design productivity for the Union.

848

849 This does not mean to imply that the DC will now be the governing body regarding the  
850 Union's design philosophy and content creation. Rather, it seeks to uplift the DC,  
851 enabling the body to initiate contact with the portfolio holder and operate more  
852 independently than what is currently possible. This will be most important during what  
853 is arguably one of the Union's busiest times of year: co-governance elections.

854

855 It is our intention to have the DC much more involved in the overall campaign design for  
856 co-governance elections. From basic colour palette choice to particular typeface and  
857 logo redesigns, the portfolio holder will seek advice, input, and guidance from the DC to  
858 ensure a cohesive and comprehensively-designed campaign. As the GSb body with the  
859 most relevant expertise and experience, the DC will offer a wealth of vital knowledge to  
860 the Union and aid in constructing campaigns from the ground up.

861

#### 862 **Goals:**

- 863 ● Conceptualising and drafting media, art, and merchandise relevant to the union's  
864 interests.
- 865 ● Refining and consolidating the visual identity of the union.
- 866 ● Assisting the union in venturing further into video production and editing.

867

#### 868 **Resources:**

- 869 ● Stepping in when needed to assist the portfolio holder in the production of  
870 content, campaigns, and/or merchandise.
- 871 ● Meeting regularly to discuss and assess the creative direction of the union.
- 872 ● Direct input and feedback to the portfolio holder on the overall GSbrand and  
873 brand kit.
- 874 ● Centralised expertise in graphic design, UI/UX design, video production,  
875 photography and art.

876

## 877 6.2.2 Legal Helpdesk

878 The Legal Helpdesk provides students with free legal help. In order to increase the  
879 reach and visibility of the helpdesk, it should be promoted both digitally and physically.  
880 Cases are divided based on the interests and specialties of the members where  
881 possible. Furthermore, the board will make efforts to incorporate the members of the  
882 Legal Helpdesk more into the social fabric of the union.

883

### 884 **Goals:**

- 885 ● Provide students with legal support
- 886 ● Increase visibility of the legal helpdesk among students
- 887 ● Increase the involvement of legal helpdesk members within the union.

### 888 **Resources:**

- 889 ● Updating the Room Book before the start of the next academic year.
- 890 ● Utilising social media, university platforms and student communication channels  
891 to promote the helpdesk. Legal Helpdesk can receive support from the  
892 Commissioner of PR for this.
- 893 ● Assigning cases based on individual interests.
- 894 ● Whenever possible and needed, retiring Legal Helpdesk members find someone  
895 to take over their role. The Board member responsible for the Legal Helpdesk  
896 will offer support in this when needed

## 897 6.2.3 Nait Soez'n

898 Nait Soez'n is the independent opinion magazine of the Groninger Student Union. In  
899 recent years, the editorial team has presented several publications (with varying  
900 degrees of success). An enthusiastic editorial team is currently in the process of getting  
901 started, which offers a great opportunity to scale up the publications.

902

### 903 **Goals:**

- 904 ● Nait Soez'n will establish and maintain a stable editorial team that meets  
905 regularly, publishes several (online) publications this year, and forms a strong  
906 foundation for the coming years.

### 907 **Resources:**

- 908 ● A campaign will be launched to recruit editorial staff for Nait Soez'n. Both active  
909 GSb members and non-members will be the target group for this. We will also  
910 explore whether alumni are interested in writing a guest article.
- 911 ● There will be regular contact between the (chief) editorial staff and the board  
912 member responsible to ensure the stability of the body.
- 913 ● Ways in which Nait Soez'n can best market its publications digitally will be  
914 investigated.

- 915 • The positions of editor-in-chief and other permanent roles will be filled before  
916 the predecessors leave.

917

## 918 **6.2.4 GSb Academy**

919

920 The GSb Academy is an emerging project within the GSb, which aims to provide the  
921 union with educational materials and activities. There are currently two main types of  
922 activities the Academy organises: one is an internal type of training, used to ease the  
923 transition into official positions at the union; the other is an open session, with public  
924 invitations, aimed to provide the student community with resources and knowledge on  
925 how to organise, take action and combine activism with other aspects of student life.

926

927 Currently, the Board is heavily involved in the GSb Academy. This is understandable,  
928 considering the fact that it was recently introduced. The GSb Academy, however, needs  
929 to be scaled up over the coming year to fulfill its goals in the following years. The Union  
930 should conduct recruitment within itself, as well as externally, to establish a  
931 self-sufficient group to organise and provide the training sessions.

932

### 933 **Goals:**

- 934 • Ensure that the bodies of the GSb, such as the Board or Committee  
935 Coordinators, as well as active members, have sufficient knowledge and  
936 experience to ease the functional introduction period in the organisation.
- 937 • Establish a common understanding of “good practices” within the union.
- 938 • Support other initiatives in the city which share the GSb’s values and goals by  
939 providing quality training.

940

### 941 **Resources:**

- 942 • The GSb organises a week-long training program for incoming board members  
943 co-governance representatives in the weeks before the September GMA.
- 944 • The GSb organises Academy events open to its members or the general public  
945 throughout the year.
- 946 • The GSb establishes and maintains ties with experienced organisers and  
947 activists, who can assist the union with training or advice to be collected in GSb  
948 Academy materials.
- 949 • The GSb is open to members’ initiatives on topics they find personally important,  
950 to facilitate knowledge exchange between active members.

951

## 952 **6.2.5 Research Bureau**

953 The Research Bureau is vital to explaining the reasons why the GSb pushes for change.  
954 The research that the members of this working group do, gives the rest of the union the  
955 ability to justify the need for change. The aim is for the next project to start around  
956 early 2026, and the final versions of the projects shall be published on the website and  
957 given to both the RUG and Hanze.

958

### 959 **Goals:**

- 960 ● Present at least one new research project in the coming year.

961

### 962 **Resources:**

- 963 ● Keep up consistent membership of the working group by starting recruitment in  
964 time.
- 965 ● Facilitate the Research Bureau with resources other parts of the GSb could  
966 provide, such as help from the Designers' Collective in making posters to find  
967 participants.

968

## 969 **6.2.6 Integration Team**

970 The union has a lot of people who are not active members yet. There currently is no  
971 plan for the activation of those members, and especially new members, to contribute to  
972 the activities of the union. This, in practice, means that the new members only get a  
973 single email to invite them to look at committees themselves, and to join the active  
974 group chat. This is very impersonal, and if people decide not to join the group chat, they  
975 likely have quite little contact with the union, very likely staying an inactive member.  
976 Activating those members at that point will get harder and harder as time passes,  
977 especially if it is the board that has to fulfill this task, with all the other tasks they have.

978

979 The way this currently works is unsustainable if the union wants to grow further. There  
980 should be much more effort put into integrating new members into the structure of the  
981 union. There should be a real connection between the new members and the union, not  
982 just an impersonal email. For this purpose, the GSb will set up a new working group in  
983 the coming year.

984

985 The newly formed integration team shall be a working group formed from active  
986 members, such as members of the GSb factions in the various councils. These  
987 members' primary task would be to welcome the new members into the union. This  
988 would be through personal contact instead of just an email. This has two separate  
989 benefits. The first one is that new members would be welcomed, and have someone  
990 else looking with them what their interests are within the union, making them more

991 likely to actively participate and really feel like a part of a whole. Furthermore, their  
992 questions can all be answered by their integration team contact as well.

993

994 The second benefit is that when the integration team consists of active union members,  
995 such as our factions, it would remove some of the elevation people might attribute to  
996 someone's perceived status as i.e. former board, RvA, or faction. Removing this  
997 perceived higher status would humanise our union to new members, as it is important  
998 to realise that there is no difference between different members, and that we are all  
999 just students working towards the same goals.

1000

#### 1001 **Goals:**

- 1002 ● Activate new members to actively participate in union activities
- 1003 ● Lowering the barrier for new members to connect with the rest of the student  
1004 union

1005

#### 1006 **Resources:**

- 1007 ● Setting up an integration working group
- 1008 ● This working group should contact new members as soon as possible
- 1009 ● Facilitating other resources and/or activities to make integration into the union  
1010 easier.

1011

## 1012 **6.2.7 Lustrum Committee**

1013

1014 The Lustrum Committee will organise the 11th Lustrum of the GSb during the Lustrum  
1015 Week this summer. To ensure that the 55th anniversary of our union is celebrated in  
1016 style, the board will do its utmost to facilitate the activities of the committee and  
1017 promote them where necessary. In the run-up to this week, the committee will be  
1018 involved in setting up, developing, and organising various activities that are appropriate  
1019 for celebrating the lustrum. The board will also help facilitate the sale of merchandise.

#### 1020 **Goals:**

- 1021 ● Celebrating the 11th Lustrum of the GSb in style

#### 1022 **Resources:**

- 1023 ● Facilitating the anniversary committee in its plans
- 1024 ● Helping to promote the anniversary activities
- 1025 ● Promoting the book presentation by GSb alumni
- 1026 ● Facilitating anniversary merchandise sales