

Policy plan 2024-2025 STUdance

32nd Board of STUdance “*Step in, stand out*”



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1. Introduction

1.1 General Introduction

The student sports association STUdance was founded in 1993. The purpose of STUdance is to promote stage dance and offer dance classes for students. STUdance has since grown to become one of the largest performing dance associations in the Netherlands, with more than 300 members. In the 2024-2025 academic year, STUdance offers classes in the dance styles of jazz, modern dance, classical ballet, feminine jazz/modern, street dance, hip hop and feminine hip hop. These styles are taught at various levels. In addition, STUdance offers a mix class in which a different style is offered each block. All regular classes within STUdance are taught by the professional teachers employed by STUdance. In addition, every year STUdance organizes the Choreolab project. Under professional guidance, members are given the opportunity to create their own choreography. The dance season is concluded each year with a final performance in which all groups show their choreography. This final performance will also take place this year in the Stadsschouwburg Utrecht.

Besides the dance classes, there is room within STUdance for a lot of fun. Twelve committees organize all kinds of activities throughout the dance year. These activities include various dance workshops, monthly drinks, parties, dinners, a weekend away and much more. With the dance classes and the fun we want to enrich student life in Utrecht.

1.2 Mission and vision

Mission

To enrich student life in Utrecht with dance (classes) and sociability within a professional association.

Visie

STUdance is a student dance association that strives to promote the self-development of its members in the field of dance. In doing so, it offers all kinds of dance to its members. STUdance strives to keep costs as low as possible, but at the same time wants to offer good quality.

STUdance also strives to promote a positive atmosphere within the association. Dancing is the passion of all STUdancers. Because a passion can bring people together and connect them, STUdance wants to offer students a social network and safety net. STUdance strives to ensure openness and accessibility within the association.

To ensure good organization, STUdance wants to be as professional as possible.

1.3 Three core values

Emerging from this mission and vision, three core values have developed. These three core values have developed into the following core values:

1. Quality
2. Sociability
3. Professionalism

The STUdance 2024-2025 Policy Plan presents concrete plans that ensure and/or enhance STUdance's core values.

2. Core value 1: Dance(classes) and quality

2.1 Introduction

STUdance is committed to quality. To attract new members and retain current members, it is important that STUdance offers dance classes of high quality.

To keep the quality of dance classes at a high level, STUdance strives to employ good teachers with appropriate dance education. During their dance education, teachers gain much knowledge about dance techniques, dance styles and care of the body. Employing good teachers helps reduce the risk of injury to our dancers and create a safe and inspiring environment. This safe and inspiring environment is also promoted thanks to the cooperation with Sports Center Olympos, which provides STUdance with good facilities such as spacious dance halls and dressing rooms.

In addition, the quality of classes is closely monitored, for example by limiting group sizes and through teacher surveys that STUdance members can fill out. The results of the teacher surveys are discussed during the evaluation interviews held with teachers several times a year. In this way, STUdance strives to respond to feedback from members, ensuring that the dance classes meet their needs and expectations as much as possible.

This quality is also ensured by offering multiple dance styles at different levels. Thanks to the offer from different levels and styles, the level of dancers in a class is closer together. Classes can be adapted by the teachers to the common level of the dancers. This makes it possible for dancers to enjoy dancing at their own level and develop from there.

2.2 Group size

As just briefly mentioned, we carefully monitor the quality of the dance classes. One way we do this is by limiting group size. In accordance with the Draw Protocol, we use the flexibility rule which dictates that a group can range from 18 to 24 members¹. If a group is larger, there is little room for all dancers to move comfortably in the dance halls. It will also make it more difficult for the instructor to provide feedback to members individually. If a group is smaller, it is more likely to be in danger of collapsing, which could cause financial disadvantages for STUdance. This may impair the quality of STUdance. Also, members in smaller groups may experience more social pressure because absence is more noticeable. By keeping the group size between 18 and 24 members, we maintain a fine balance.

2.3 New dance groups

The 2022-2023 board established three new dance groups in different styles: feminine hip-hop, feminine jazz/modern and street 3. Last year, the 2023-2024 board conducted an initial evaluation of these groups, involving both teachers and members. We, as the 2024-2025 board, aim to continue to monitor and evaluate these groups. In the coming period, we will critically review the development of all dance groups over the past five years so that we can get a clear picture of the growth of STUdance and the profitability of the various groups. We will evaluate this using the (semi-)annual survey. In addition, during Honest Week we may ask members for their opinions about the dance groups.

¹ See Draw Protocol of STUdance, Article 4.2 Flexibility.

2.4 Member participation

The quality of lessons can be improved by actively utilizing input from our members. Therefore, we want to raise awareness of the idea box and make it easier to access. Board 2023-2024 has explored several ways to link the idea box to our social media channels, and we plan to build on these initiatives. For example, as board 2024-2025, we want to put a link in the Instagram bio to this idea box, and actively promote the idea box during Honest Week.

2.5 Presence during dance classes

The quality of dance classes also depends heavily on the attendance of members. To keep track of this, we will again use attendance lists during classes this year. This year, we will be more strict about filling out these lists so that we can intervene more quickly when a member is regularly absent. This means that we as board 2024-2025 will check more often that the lists are filled out, and will hold teachers accountable when this is not the case. We will continue the initiative of board 2023-2024 by contacting the member in cases of prolonged absence. In these cases, the secretary will send an email giving extra attention to mentioning the confidential contact persons. In this way we want to create a safe and open environment for our members.

2.6 Orientation teachers

STUdance works with professional teachers to maintain high quality dance classes. We remain committed to ensuring this continuity and will actively seek further opportunities within STUdance to strengthen this. For example, we recently hired a new teacher who specializes in multiple styles. Thanks to this broader expertise, the teacher is more flexibly deployable, which contributes to the continuity and stability of our teaching team. We also want to start looking at the skills of the teachers we already have employed to see if they are more broadly deployable. In this way, we remain committed to ensuring the continuity of our teaching team, and we will actively seek further opportunities within STUdance to strengthen this.

3. Core value 2: Sociability

3.1 Introduction

STUdance strives to provide its members with a positive atmosphere and social safety net in addition to dance classes. We do this through many fun activities organized by STUdance's board and many committees. First, STUdance organizes a Monthly Drink (MaBo) in Chupitos every first Tuesday of the month. In addition, the following committees are set up for activities: the party committee, the dinner committee, the weekend away committee, the dance activities committee and the UIT committee. Other committees take on part of the organization of the Monthly Drinks and provide specific activities such as the stage make-up workshops for the final performance. The activities are very important for the connection between the members and the attraction of STUdance as a student dance association. Each activities committee has a script and a fixed contact person from the board. Besides organizing activities, a newsletter, the Danceflash, is sent out every other week, filled with information and fun facts.

3.2 Connection

This year, we, as the 2024-2025 board, are also striving to promote sociability and connection within the association. We will continue the initiative of board 2023-2024 by actively promoting participation in the STUcup among the members. This strengthens team spirit within the dance groups

and creates a healthy rivalry between the groups. By participating in the assignments, dance groups meet each other more often, which can foster friendships beyond their own groups. In addition, through the STUcup assignments we can motivate our members to participate in activities organized by the committees, which increases attendance at these events.

We also encourage our teachers to contribute to the group dynamics within the dance groups, for example by organizing introductory games. Furthermore, we offer members the opportunity to send in pieces or ideas for the DanceFlash, so that there is more interaction and involvement between the different dance groups. In this way we are building a closer and more pleasant association together.

3.3 Regular bar

Last year, board 2023-2024 established a new partnership with shooter bar Chupitos, which replaced our former regular bar Café Rex. The partnership is new to both STUdance and Chupitos and has been carefully evaluated throughout the year. We will continue these evaluations and continue to closely monitor how this collaboration develops. In doing so, we will pay close attention to the needs of both STUdance and Chupitos to ensure that the collaboration remains optimal for both parties.

3.4 Alumni memberships

Following the disbandment of our alumni association Dance 2.0, board 2023-2024 has created an outline for STUdance alumni membership. We as the 2024-2025 board will continue to develop this outline, with the goal of fully establishing alumni membership for the 2025 dance season. In collaboration with board 2023-2024, we will brainstorm on how to flesh out this membership. In addition, we want to involve current members in shaping these memberships, to find out where their needs lie regarding alumni membership, so that we can best meet their needs.

With this membership, we hope to maintain the friendships and bonds that develop within STUdance even after members end their active membership.

4. Core value 3: Professionalism

3.1 Introduction

STUdance strives to be a professional organization for partners and teachers in addition to being a student sports club. In addition, it is important for the board to appear professional to its members and external parties each year. Professionalism is important to ensure a good organization.

The STUdance Board for 2024-2025 focuses on increasing brand exposure by using our demo team D.A.M.N. for performances and collaborations. The External Commissioner and the External Committee will recruit sponsors and partners, focusing on retaining existing relationships. We also want to improve uniformity and appearance on our website and social media, with a focus on STUdance purple and sharing more member photos.

We want to ease the workload of the board by strengthening support structures, such as, for example, taking over certain tasks or assignments, or monitoring tasks performed. Among these support

structures are the Council of Advisors, the Treasury Committee and the External Committee. Furthermore, thorough handover to the candidate board is essential. We also continue to evaluate the membership portal and weigh whether the system meets our needs.

We as the 2024-2025 board will actively participate in meetings about the future of our boardroom in the Pnyx, with a focus on a smooth transition to a possible new location if necessary. We will also advocate for STUdance's interests in the development of the new Olympos sports center. We will additionally engage in the preparation of 'Plan 2030'. This five-year strategic plan provides guidelines for the future of STUdance and will be finalized and implemented during the current fiscal year.

3.2 Brand Exposure

This coming year, we as board 2024-2025 want to build on the intention of board 2023-2024 to increase STUdance's brand awareness. One way we want to do this is by using our demo team D.A.M.N. for more performances and collaborations. For example, we want to promote them more often within more cultural organizations, so that STUdance profiles itself culturally in addition to sports. In addition, our External Commissioner, in cooperation with the External Committee, will focus on promoting STUdance's brand awareness. Together, the committee members and the External Commissioner will recruit sponsors and partners. Sponsors and partners are crucial to STUdance in several areas, therefore we feel it is important to give renewed attention to retaining current partners and acquiring new collaborations in the coming year. Furthermore, we want to explore more methods to promote STUdance's brand awareness.

3.3 Social media

STUdance has a website accessible to both members and external parties. On this website visitors can find a variety of information, such as our mission and vision, (former) board members, the offer of dance classes and rates, details about our teachers, the demo team, sister associations, partners and important documents. In addition to the website, STUdance is also active on various social media platforms, where we not only share information, but also showcase the sociability within the association and increase our brand awareness.

In the upcoming year, we as the 2024-2025 board want to pay extra attention to the uniformity and appearance of our various platforms. For example, we want to bring back the signature STUdance purple prominently on all of our social media channels and the website. Committees will be encouraged to use the STUdance purple as a background or frame for their promotional materials. The website will also receive an updated design with the purple color as a central element.

We also want to increase the visibility of our members by sharing more photos of them on Instagram. Currently, many of the Instagram posts consist of board or promotional photos. We want to feature the faces of the association more explicitly, so that we provide a more complete and personalized picture of STUdance to external parties and potential members. Of course, we will respect the privacy and preferences of our members by explicitly requesting permission to share photos on our social media at the beginning of the year.

Thus, we strive for a consistent and inviting online presence that reflects both our identity and the connectedness within the association.

3.4 Sustainability

In terms of sustainability, we will continue the 2023-2024 board initiative by replacing traditional birthday cards with digital birthday emails, thus continuing to save paper. In addition, we will take a critical look at the need to print documents, such as scripts, and explore the possibility of further digitalizing them. We also want to reuse printed documents and other paper materials as much as possible whenever we can, to avoid unnecessary waste.

We will additionally look into the main sources of our emissions. For events such as the weekend away, we will pay extra attention to choosing sustainable transportation options. We will also continue to work on making STUdance's closet more sustainable, and will look into possible sponsors in terms of buying new garments.

We will evaluate our current collaborations for their sustainability. If certain partners are no longer in line with our sustainability priorities, we will investigate whether alternatives are available that are better suited to our ambitions. When entering into new collaborations, we will carefully consider the extent to which these partnerships are in line with our sustainability objectives.

Thus, as the 2024-2025 board, we continue to strive for a more sustainable future for STUdance, in which we make conscious choices and strive to have a positive impact on the environment.

3.5 Workload board

The STUdance board functions as a part-time board, currently consisting of six board members. However, there have been signals from previous boards about the high workload associated with the positions. Therefore, as board 2024-2025, we want to actively explore ways to ease the workload and work more efficiently.

To manage the workload, we place great importance on thorough and timely handover to the candidate board. It is our priority to carefully maintain scripts and transfer files so that the candidate board can always fall back on detailed information when needed. In addition, important documents such as the policy plans, the community rules and regulations and the by-laws are available. In 2020, the multi-year plan 'Plan 2025' was also prepared, which can serve as a guideline when developing new policies. It provides a stable plan for the future and a solid foundation for any candidate board.

Through careful handover, we aim to ensure continuity while reducing the workload of board members so that the board can function more efficiently and focus on furthering the growth and success of STUdance. During the year, former board members will make themselves available for advice and further transfer of knowledge. The CoA can also play a supporting role in this. Furthermore, in the coming year we will keep careful track of what we are running into, and we will start looking for solutions to these problems. In this way we want to take stock of what else is possible to relieve the workload of the board.

3.6 ClubCollect

Last year STUdance switched from Codex to ClubCollect, a relatively new system with both additional and different features compared to Codex. Board 2023-2024 thoroughly evaluated this system and discussed possible solutions to missing features and other bottlenecks. As board 2024-2025, we are continuing this evaluation and will look specifically at the terms and details of our contract with ClubCollect. In doing so, we will carefully consider whether ClubCollect remains

suitable as our membership portal, or whether we should continue to look for another system that better suits our needs. In this way, we want to ensure that the system works efficiently for both the board and members, and that we choose the best option for administration and communication within STUdance.

3.7 Pnyx

STUdance currently has a board room in the Pnyx at the Uithof, where records are kept and the board holds its meetings. However, the Pnyx is a temporary building that will eventually be demolished. Maintaining a board room is crucial for STUdance's administration, holding meetings, and connecting with other clubs at the Uithof. Therefore, we as the 2024-2025 board will actively participate in the meetings of Bestuurlijk Actief, which are about the future of the Pnyx and the possible relocation of associations.

We will keep ourselves informed of anticipated changes in the coming period and anticipate any relocation plans in a timely manner. In the event of a move, we will ensure that the administration of STUdance is carefully transferred and organized at the new location. We will begin to explore the possibility of digitalizing the physical administration, with an eye toward convenience and sustainability. Our priority is to ensure a smooth transition so that the board can continue to function efficiently and communication with other associations remains optimal.

3.8 Olympos 2028

STUdance's dance classes take place at sports center Olympos. There are plans to completely redesign the sports center and surrounding facilities in 2028, which means that the current building will be demolished and a new sports complex will take its place. Several parties involved are working on the development of this new Olympos, with Sportraad Utrecht playing an important role as an advocate for sports associations.

As board 2024-2025, we will actively engage within the task groups that support Sportraad in this process. Our focus will be on representing the interests of STUdance, such as building spacious dance halls with a mirror and good air supply. In addition, we will also be mindful of the needs of other sports associations that make use of Olympos. By actively lobbying and cooperating with relevant parties, we want to ensure that the new facilities meet the needs of our association and that STUdance retains an appropriate place in the renewed sports center.

3.9 Plan 2030

'Plan 2030' is STUdance's five-year strategic plan and is an important, up to date addition to the existing policy document. This plan provides a guideline for policy implementation over the next five years of dance and focuses on the major developments and issues facing STUdance. The preparation of this plan is an extensive task that has been entrusted to a specially appointed task group.

As board 2024-2025, we will build on the solid foundation laid by board 2023-2024. Additionally, our chairman will serve as the contact person for the working group, with the goal of facilitating and supporting their process as best as possible. This will ensure that "Plan 2030" can be fully completed and implemented in the current fiscal year, providing STUdance with a strong strategic framework for the coming years.

4. Inclusivity

4.1 Introduction

TUdance strives to create an environment where every member feels welcome, safe and respected. We believe it is essential that everyone, regardless of cultural or religious background, physical ability, sexual orientation, or gender identity, can participate fully in association life. To promote inclusivity within STUdance, we are committed to encouraging cultural diversity, the correct use of pronouns, and supporting members with visible and invisible disabilities, as well as members who suffer from sensitivity to stimuli, for example.

Through various activities and policies, we ensure an inclusive atmosphere where every member has the space to participate in activities that suit them. Our goal is to work together to create a diverse and cohesive STUdance where everyone feels at home. We as the 2024-2025 board want to start looking into the possibility of including inclusivity as a core value of STUdance's policy. By doing this we want to take a clear position within the association landscape of Utrecht, and thus be an example of a safe, accessible and diverse association. This core value will include, but is not limited to, the themes of diversity, pronouns, and (in)visible disabilities. In the coming year we will explore how we can further integrate and communicate these themes within STUdance.

4.2 Diversity

Last year, the 2023-2024 board introduced the half-year membership. This enables STUdance to welcome internationals who only study in the Netherlands for part of the year. With this membership, we aim to attract more internationals, allowing us to further promote and stimulate cultural diversity within STUdance. Last summer, we actively participated in the Welcome Week, where we recruited a significant number of international members. We plan to repeat this in six months, so that we can also welcome many internationals in the second half of the year. In addition, we plan to explore collaborations with other associations that are committed to buddying up for internationals. In this way, we hope to offer international students tools and a sense of guidance and security, in addition to the conviviality that we provide as an association.

To emphasize our commitment to cultural diversity, we will be highlighting traditional holidays such as Ramadan, Eid-al-Fitr, and Chinese New Year on STUdance's social media. In addition, as in previous years, we will continue to express our support for diversity in sexuality and gender by posting during Pride. In this way, we show that inclusivity and diversity are important core values within our association.

We as the board 2024-2025 will continue to investigate how we can further promote the diversity of the association. In this way, we want to ensure that people from different cultural or religious backgrounds, gender identity or sexual orientation feel welcome and safe within STUdance.

4.3 Pronouns

Last year, the 2023-2024 board introduced actively asking for pronouns. As the 2024-2025 board, we want to improve this further by actively monitoring the correct use of our members' pronouns. We will include this topic in our (semi)annual surveys to gather feedback and identify any areas for improvement.

In addition, we will encourage our teachers to actively ask for pronouns and use them correctly. This contributes to a safe and inclusive atmosphere within the group, in which everyone feels respected and seen.

As the 2024-2025 board, we will continue to investigate how we can promote asking for and using pronouns correctly, so that people of different gender identities feel accepted and safe within the association.

4.4 (In)visible disabilities

For several years now, it has been customary to ask at the beginning of the dance season about any limitations that may affect dancing. We strive to maintain and expand this process so that members with both visible and invisible disabilities can participate safely and fully in classes. This can be done, for example, by receiving alternatives for certain movements that a member cannot perform, by taking a short break more often, or by dimming the lights. We call on the expertise of our professional teachers to ensure the well-being of all our members during the lessons.

Outside of dance lessons, participation in STUdance activities is always optional. This gives members the freedom to choose what they do or do not want to participate in. This makes STUdance easily accessible for members who do not want to or cannot attend everything. This can involve both visible and invisible limitations, such as injuries, chronic illnesses or sensitivity to stimuli. Members can consciously choose to skip more intensive activities, such as the monthly drinks, and instead participate in quieter events, such as movie nights or workshops. We believe it is essential to continue to offer a wide range of activities, so that every member has the opportunity to participate in something that suits them.

As the 2024-2025 board, we want to explore the possibilities to make STUdance more inclusive for people with visible and invisible disabilities. We want to do this by consulting with our teachers about the possibilities within the dance lessons. We also aim to contact members who are dealing with these issues and ask them what we as an association can improve and what is needed. We hope to ultimately create an inclusive environment in which everyone feels welcome.