



# **POLICY**

**Praesidium**

92nd year of operation

# The 92nd year of operation in a nutshell

- Ekonomika's mission is to be a platform that supports economists in every dimension of the student life. In its 92nd year of operation, we will focus on **five quests to bring our association closer to this vision**: redefining our core communities, redesigning Eko Career, creating a truly international Ekonomika, striving towards a digital revolution and attracting and retaining the motivated economist.
- We strive to bring our **core communities closer together**, by focusing on conscious communication, connecting our economists through the launch of EkoHub & Ekonomika Brussels and co-creation through Ekonomika Labs.
- With **Ekonomika Career**, we want to evolve from transactional collaborations between economists and companies to a long-term relationship. We do this by drastically changing our offer in the field of skills development and matchmaking, but also by developing a structural cooperation with Ekonomika Alumni.
- By internationalizing the offer of Ekonomika, we take the first step towards **a fully fledged international Ekonomika**. We will act as a central information point for returning, departing and international students.
- In order to make these things possible, we must undergo a **digital revolution**, in which we evolve into an automated organisation that makes data driven decisions.
- Tackling the above is only possible if we attract and keep up with **the motivated student**. To this end, we will be working cross-functionally with extended responsibility and we will be introducing Committee Community.

# Ekonomika's mission is to be a platform for every economics student who wants to get more out of the student life.



Ekonomika is a platform that supports economists in every dimension of the student life

## Functional excellence



### Focused execution

- Activities and services portfolio that puts the needs of the students first.



### Data driven

- Data is at the center of decision making
- Automation results in more efficient operations



### People first

- Giving economists and members the opportunity to grow by:
  - Responsibility
  - Cross-functionality
  - Support and development

# The 92nd year of operation focuses on 5 quests to bring our association closer to this vision.



Ekonomika is a platform that supports economists in every dimension of the student life

## Functional excellence



### Focused execution

- 1** Redefining the core communities
  - EkoHub
  - Multicampus
- 2** Redesigned Ekonomika Career
- 3** Truly international Ekonomika



### Data driven

- 4** Digital Revolution
  - Vice President IT & Analytics
  - Key role finance
  - Analytics throughout Ekonomika



### People first

- 5** Attracting & retaining motivated people
  - Project structure
  - Involve committee in decision making
  - Comité Community

# 1

## Redefining the core communities

*To put the economist at the centre of Ekonomika, the 92nd will focus on communicating, connecting & co-creating.*

### A Communicate



- Information on the site is easily accessible
- Clear communication about recruitment
- Communication about activities

### B Connect



- Merging KD & Ekobar in EkoHub
- Connect on the **different campuses**

### C Co-create



- Organisation of the **Ekonomika Labs**
- Possibility to participate through **Ontdek Ekonomika**

# 1A

## Communicate

*By means of a clear communication strategy, we will reach the economist optimally.*

First impressions are important, which is why we opt for a **personal approach** during the **first weeks**. This enables us to convince both economist and parent immediately.



We communicate clearly about our **recruitment** processes of the different levels of engagement. This includes a clear timeline, better explanation on the site and a Discover Ekonomika campaign starting from the second semester.

We communicate about who we are and what we do on our social media channels. Both **Utile and Dulci** activities have a place on our communication channels.



**We re-evaluate the website structure.** We will analyse what information the students should be able to find the quickly. Finally, we will optimise this in the website.

# 1B

## Connect: EkoHub

Why merge Ekobar and Kursusdienst?

### Two camps

The daily operations of Ekobar and Kursusdienst are similar:

Example: clearly defined tasks

Both functions have common goals:

1. Serving students quickly & efficiently
2. Social contact for students

Certain functions overlap:

Example: stock counting must be done for both



### One team

Committee members complement each other

Example: It is quiet in Ekobar. A committee member can help out when it is busy at the Kursusdienst.

By working together, we can raise the common goals to a higher level.

Opportunity to appoint a person in charge of overarching function

Example: marketing responsible maintains Facebook of Ekobar and the slides at the Kursusdienst

**Variation + opportunities**

**Atmosphere + passion**

**Responsibility**

**= EkoHub**

## Connect: EkoHub

*By merging KD & Ekobar, we are creating one central place for the economist and his needs.*

### Facilities

A place where the economist can get his sandwich and his books **quickly, easily and cheaply**.



## EkoHub



### Responsibility

Committee members are given the **responsibility and freedom** to contribute to the development of the EkoHub in all its aspects.

### Meeting place

One **central place** where the economist likes to go because of its offer and friendly atmosphere. In addition, we will organise many **pleasant activities** at this location.



# 1B

## Connect: EkoHub

*To make EkoHub come alive, next year we want to focus on efficiency, EkoHouse & learning.*



### Efficiency

By emphasising **online ordering** and reviewing the offer in the Ekobar, we will try to increase efficiency. The main focus of the Kursusdienst will be on availability outside opening hours. For this we are looking into a system with **pick-up boxes**.



### Eko home

There must always be a lively atmosphere in the EkoHub. To achieve this we will be adjusting the **interior** and we will be introducing **low-threshold activities** such as a breakfasts. Participating in the loose atmosphere of EkoHub must be accessible to all economists.



### Learning

Motivated economists are given the opportunity to take on **responsibilities** and contribute to the community project. Within the EkoHub committee, members are given the opportunity to **give substance** to various small-scale activities themselves.

## Connect: multicampus

*In the 92nd year of operation, we will continue our strong cooperation with Absoc and Ekonomika KULAK, and we will also work towards the launch of Ekonomika Brussels.*



Brussels

At the start of the academic year and during several touch points throughout the year, we organize activities to bring Brussels students closer together. Through these **activities** we strive towards a structural recruitment in **Brussels** with the focus on the launch of Ekonomika Brussels. Our starting point are the Utile and Dulci values that have been the central pillars of **Ekonomika** for many years.



Antwerp

The strong ties with Absoc are strengthened again. We continue to look for ways to further improve the **cooperation**. This can be both in terms of activities and knowledge exchange. In the course of the summer all praesidium members of Ekonomika will meet with their counterparts at Absoc. So, they can **get to know** each other and to **coordinate** the plans for the coming year.



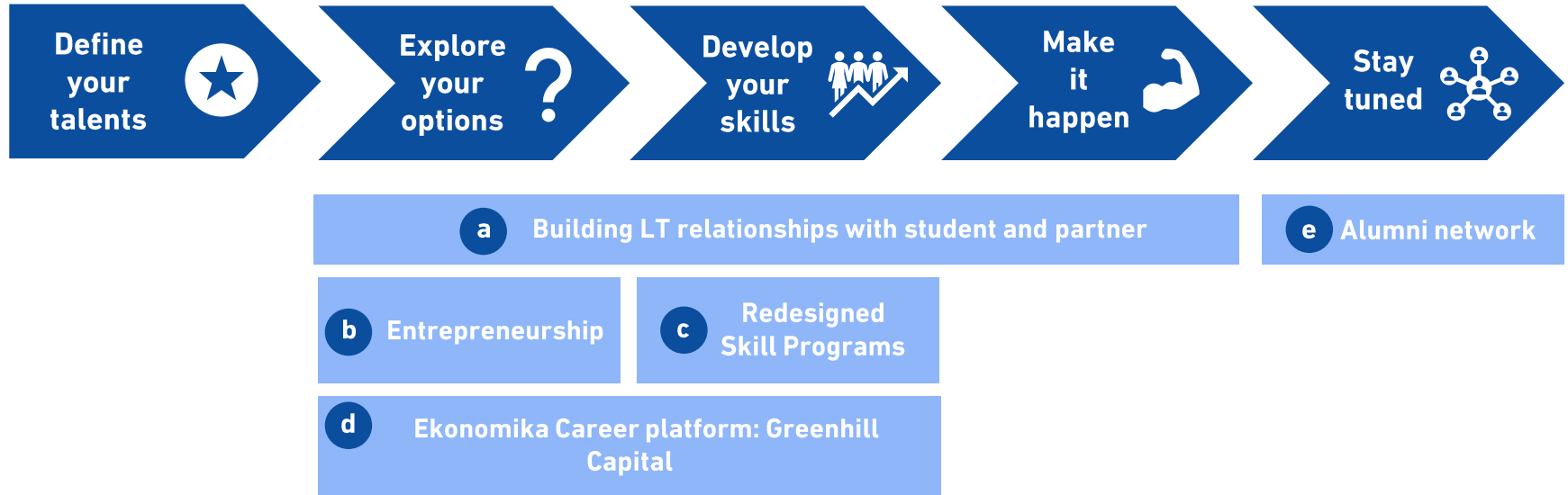
Kortrijk

We focus on a good **information flow** between Ekonomika and Ekonomika KULAK. This on both the practical organization as in the field of educational functioning. In addition, we try to integrate the students who move from Kortrijk to Leuven in our association. The **Ontdek Ekonomika campaign** also focuses on the economists who study at KULAK.

## 2

### Redesigned Ekonomika Career

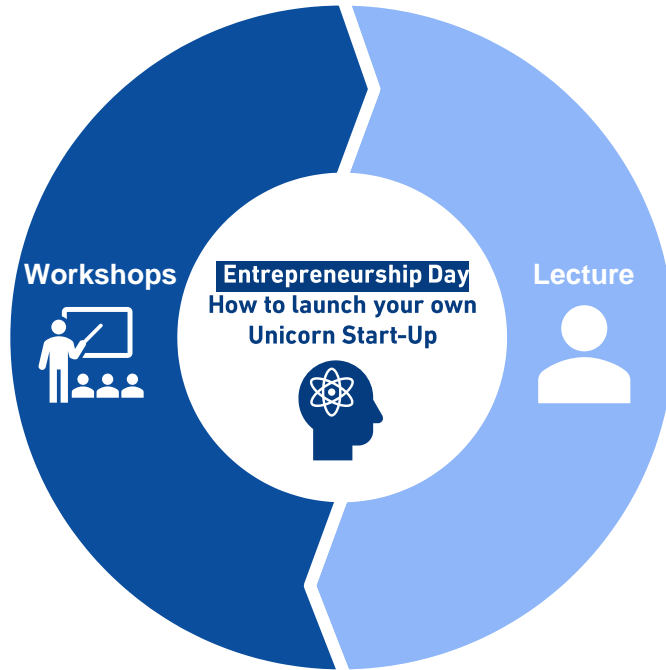
*Ekonomika Career should evolve from transactional cooperation between students and companies to a long-term relationship.*



2B

## New concept Entrepreneurship

*Based on the data, we will look to launch a new concept next year.*



We will open talks with VTK and AFC about a new concept for the Entrepreneurship Day. This will be focused on **supporting** the experience and **inspiring** the economists. The aim of the lecture is primarily to make entrepreneurship **accessible** and **approachable**, this to appeal to a large group of students.

## Corporate Skills Tracks

Major focused Skills Programs will evolve into more compact tracks and the branding will become more concrete and attractive.

### Skill Development

#### Corporate Skills Tracks



Compact track



Branding



Networking

#### Additional workshops



Independent tracks



Practical skills



Variable format

### Corporate Skills Tracks

#### Compact track

We organise a course of **two evenings** existing out of **four hours** each. Every evening will be provided by a **different partner**. **Three different sector-specific Corporate Skills Tracks** will be organised per semester.

#### Branding

We focus on a more **attractive** and **concrete branding**, both for the topics of the sessions (e.g. M&A, AI, Consulting) and the overall concept (Corporate Skills Tracks).

#### Networking

In between two sessions, there will be a **Networking Dinner**. We will not only focus on teaching skills, but also on **getting in touch** with the partners and the sector.

## Aanvullende workshops

*Non-major Skills Programs are offered as separate workshop tracks throughout the year.*

### Skill Development

#### Corporate Skills Tracks

 Compact track

 Branding

 Networking

#### Additional workshops

 Independent tracks

 Practical skills

 Variable format

#### Additional workshops

##### Independent tracks

The different workshop tracks are **separate** and are also communicated as such. We foresee **three different practice-oriented** topics throughout the academic year.

##### Practical focus

The workshops will focus on **general practical skills** such as Excel, investing and more. The focus here is on learning those **skills** and not on learning about companies or sectors.

##### Variable format

Because of the mutual independence, we can apply a **variable format** to the different topics. We will carry out an **A/B study** during the year to determine, among other things, whether the student prefers a more **compact** course over a **longer** one.

# 3

## Truly international

*To be a truly international association, we must first focus on implementing the foundations correctly.*

### Truly International Ekonomika

Experience

Information

#### Incoming students

- Internationalisation of the Ekonomika portfolio
- Setting up an international team
- Information before arrival
- Improved student representation
- English Ekonomika website

#### Outgoing students

- Support between info moments
- Total experience at Go Global Fair and Exchange Fair
- Concise digital overview

#### Returning students

- Reintroducing Ekonomika
- Introduction to EKO Career
- Engagement within Ekonomika

## Incoming Students

*We pursue internationalisation throughout the association.*

### Truly International Ekonomika

#### Incoming students

- Portfolio
- International Team
- Studenten representatio
- Information
- English Ekonomika website

#### Outgoing students

- Support between info moments
- Total experience at GGF and EF
- Digital overview

#### Returning students

- Reintroducing Ekonomika
- EKO Career
- Engagement

Experience

Information

- **Internationalisation of the Ekonomika portfolio**

Accessible events, such as running sessions, are clearly branded for international students, we organize at least one fully English B2U session and international internships are facilitated at the internship fair. By doing this, we are taking the first step towards an Ekonomika that internationalizes its **entire portfolio**.

- **International Team**

A team will be founded so **that committed international students** have a chance to get involved in Ekonomika.

- **Information before arrival**

Together with the faculty, we will be organising a **digital information** session that will take place before the departure of the international students to Belgium. During this session we can already answer a large part of the most important questions in advance.



## Incoming Students

*We pursue internationalisation throughout the association.*

Truly International Ekonomika			
	Incoming students	Outgoing students	Returning students
Experience	<ul style="list-style-type: none"> <li>Portfolio</li> <li>International Team</li> <li>Studenten representatio</li> <li>Information</li> </ul>	<ul style="list-style-type: none"> <li>Support between info moments</li> <li>Total experience at GGF and EF</li> </ul>	<ul style="list-style-type: none"> <li>Reintroducing Ekonomika</li> <li>EKO Career</li> </ul>
Information	<ul style="list-style-type: none"> <li>English Ekonomika website</li> </ul>	<ul style="list-style-type: none"> <li>Digital overview</li> </ul>	<ul style="list-style-type: none"> <li>Engagement</li> </ul>

- Student Representation**

We increase representativeness through **focus groups** and **small surveys**. We also focus on correct and clear feedback.

- English Ekonomika website**

We bundle all available information for international students together and make the site the **primary information channel**. In addition, we will continue to use Facebook and Whatsapp as communication channels.

## Outgoing Students

*Ekonomika is a clear and pleasant information point for the departing student.*

Truly International Ekonomika		
Incoming studenten	Outgoing students	Returning students
<ul style="list-style-type: none"> <li>• Portfolio</li> <li>• International Team</li> <li>• Studenten representatio</li> <li>• Information</li> </ul>	<ul style="list-style-type: none"> <li>• Support between info moments</li> <li>• Total experience at GGF and EF</li> </ul>	<ul style="list-style-type: none"> <li>• Reintroducing Ekonomika</li> <li>• EKO Career</li> </ul>
<ul style="list-style-type: none"> <li>• English Ekonomika website</li> </ul>	<ul style="list-style-type: none"> <li>• Digital overview</li> </ul>	<ul style="list-style-type: none"> <li>• Engagement</li> </ul>

Experience

Information

- **Support between info moments**

By sending interested students in advance a combo of **possible destinations** that apply to them and some **important points of interest**, we help them prepare for the Go Global Fair. In addition, we are always open to specific questions, especially in the run-up to the Exchange Fair.

- **Total experience at Go Global Fair and Exchange Fair**

In addition to a logical layout of our Fairs, we will provide more **international ambiances**. The refreshments will be in the theme of the corresponding countries and we will provide adjusted furnishings.

- **Concise digital overview**

We are developing a **digital overview** of deadlines, important guidelines and experiences. In addition, in cooperation with the International office, we will draw up an FAQ for all questions concerning exchanges and Summer Schools.

## Returning Students

We involve returning students in the operation of Ekonomika immediately after their Erasmus.

### Truly International Ekonomika

	Incoming studenten	Outgoing students	Returning students
Experience	<ul style="list-style-type: none"> <li>Portfolio</li> <li>International Team</li> <li>Studenten representatio</li> <li>Information</li> </ul>	<ul style="list-style-type: none"> <li>Support between info moments</li> <li>Total experience at GGF and EF</li> </ul>	<ul style="list-style-type: none"> <li>Reintroducing Ekonomika</li> <li>EKO Career</li> </ul>
Information	<ul style="list-style-type: none"> <li>English Ekonomika website</li> </ul>	<ul style="list-style-type: none"> <li>Digital overview</li> </ul>	<ul style="list-style-type: none"> <li>Engagement</li> </ul>

- **Reintroducing Ekonomika**

We open up the 'Welcome Home' events to all students, but offer the returning Erasmusers that little bit extra. For example, we will organise a theme night in Dulci with special offers.

- **EKO Career**

At the start of the second semester, we will highlight our EKO Career events to this target group. We also foresee a **utile event** linked to their Erasmus experience, building on the ideas of the 91st year of operation.

- **Engagement within Ekonomika**

We emphasise the opportunities for engagement within Ekonomika, clearly explaining the new project structure. In this way, we strive for a better **integration** of these students.

# 4

## Digital revolution

*To evolve into a digital Ekonomika, processes must be automated and data must be managed.*



### A: Vice President IT & Analytics

With the introduction of the **IT & Analytics committee**, we recognise the scope and opportunities in the field of IT, automation and data-driven decisions. The core task of this committee will be to support other committees in the field of IT, and the collection and analysis of data.



### B: IT & Analytics throughout Ekonomika

A data-driven approach within the association is broader than just a Vice President IT & Analytics. We are extending the data-driven line **to all functions**. We also want to digitise processes to improve the functioning of various committees. In addition, we want to make better use of the existing structure.



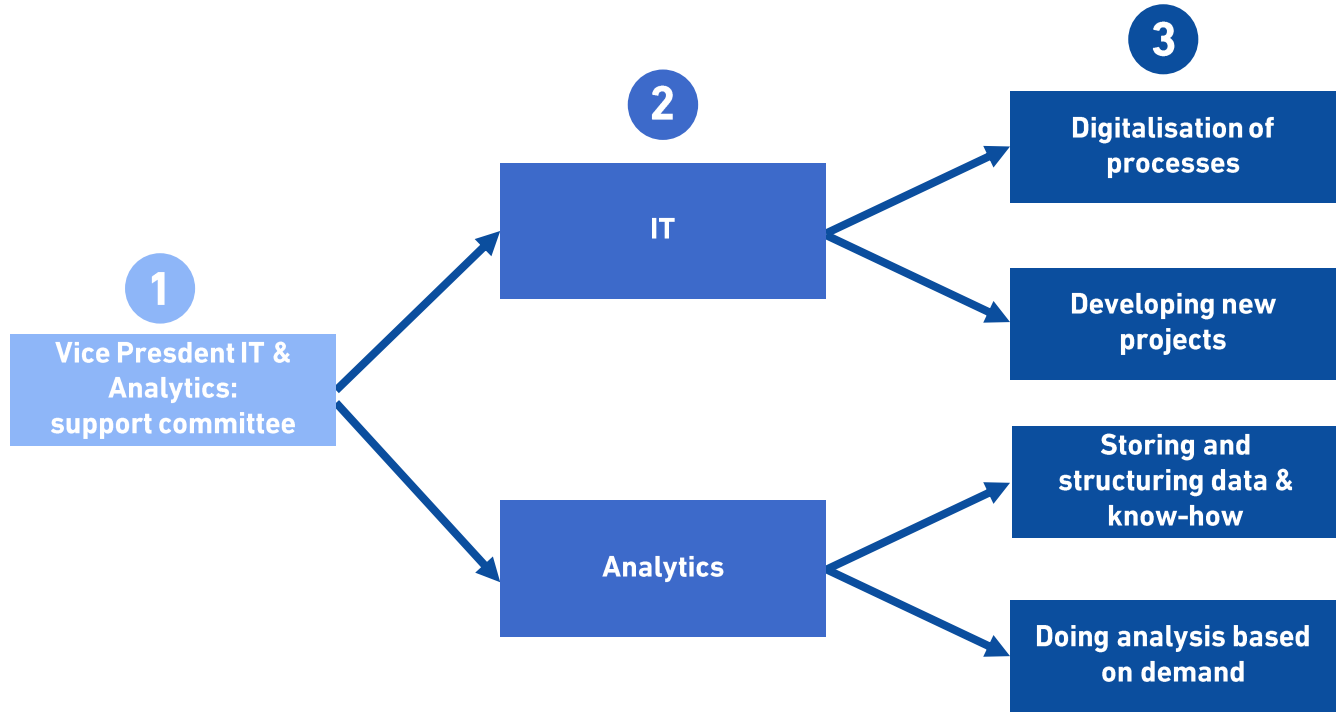
### C: Key role Finance

By means of **dashboards** and the **generation of various reports**, finance can provide the other board members with a weekly update on the state of affairs. The aim is to optimise their activities and sales and to better align them with student demand.

# 4A

## Vice President IT & Analytics

By setting up a dedicated committee, the entire organisation can be supported.



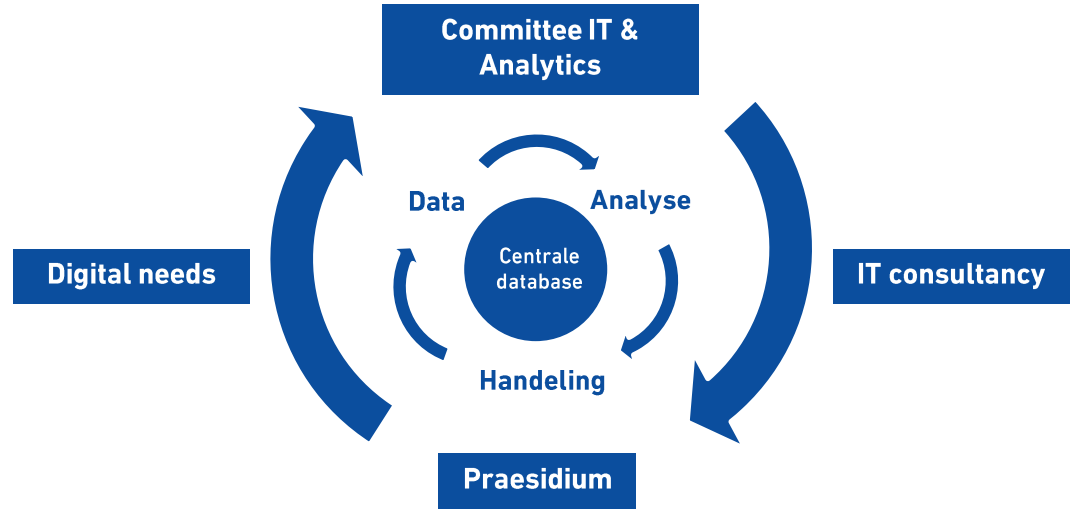
- 1 Committee IT & Analytics becomes a **support committee** in the purest sense of the word.
- 2 Other committees receive **constant support** for both IT and Analytics.
- 3 Through this constant support, we create a committee that can **capture data** within the entire association and help **automate** processes in collaboration with the committee in question.

*A data driven & digital association is broader than just a Vice President IT & Analytics.*

The first steps have already been taken in storing and analyzing data. This data is only useful when it is **acted upon** and **learned** from. This is how we achieve a data-driven approach.

Some processes have already been digitalized. Think about ordering tickets and books online. We want to continue this approach in all committees. This requires continuous **interaction**, between the various committees and IT & Analytics.

The value of data can be fully exploited if we **centralize** it over several years. That is why we are setting up a sustainable database, for which we clearly define what data we want to collect.

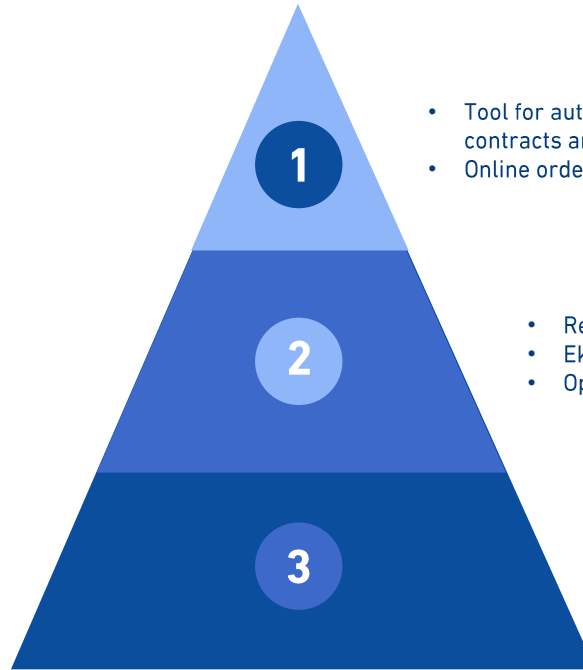


# 4B

## IT needs throughout Ekonomika

*The following projects will be investigated and possibly realised.*

All committees have shared their **initial needs** regarding IT. We have ranked them, but this **prioritization** is flexible. As the different projects are examined, we get a better idea of their complexity, possibilities and costs. We can then choose to implement, delete or lower the priority of a project.



- Tool for automatic preparation of contracts and invoices
- Online ordering system ekobar

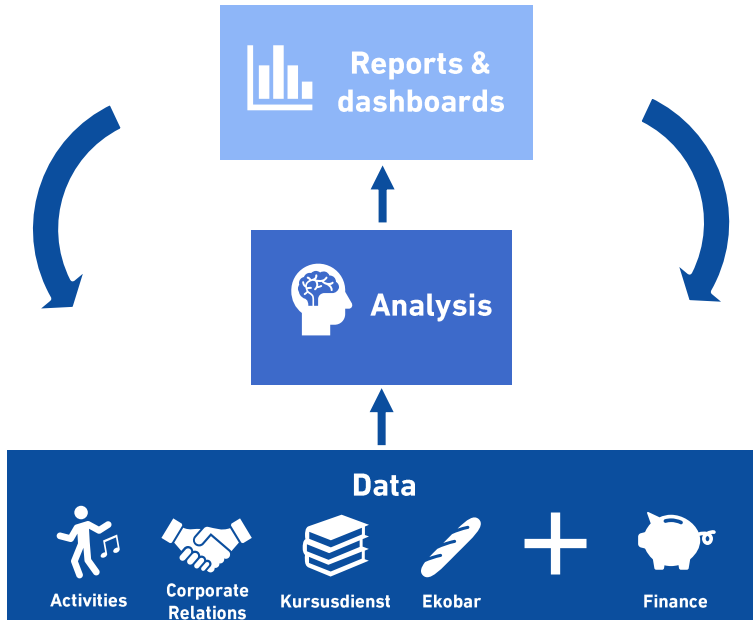
- Reservation system
- Ekowiki tips & tricks
- Open shift tables on website

- Digital Culture Card
- Position Knowledge management tool

# 4C

## Key role Finance

*To strengthen their support role the Finance committee will be switching to automatic reporting & the use of dashboards.*



The Finance Committee will be responsible for **providing correctly structured data** from accounting and operational activities to the IT& Analytics Committee.

### Automation of processes will play a key role in committee Finance:

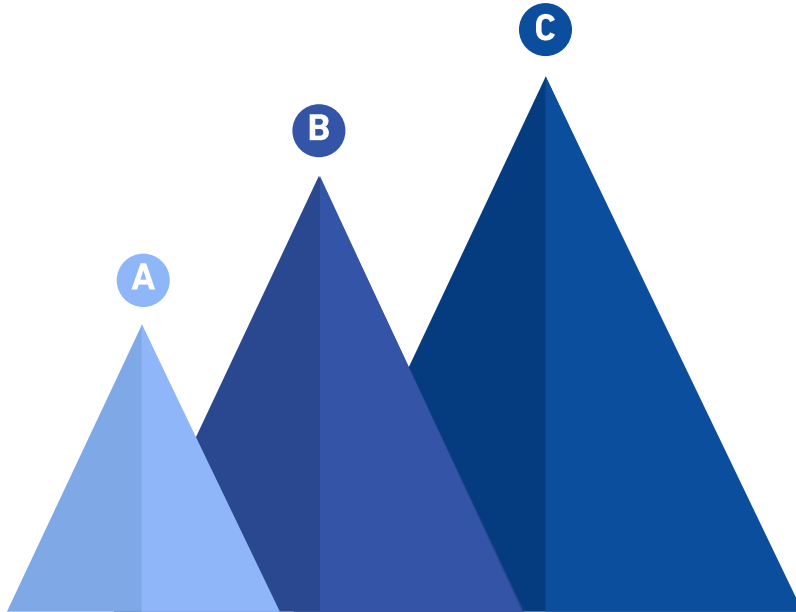
1. Focus on online ordering in KD and Ekobar, reducing the number of ordering systems.
2. Optimization of the corporate relations CRM system to extract structured data from it.
3. A structured mapping of all incoming and outgoing articles in the accounting software Yuki will allow easy extraction of data.



# 5

## Attracting & retaining motivated people

*In order to attract and develop students and members, Ekonomika must redefine its structure, decision-making and talent management.*



A

### From hierarchy to project structure

In our pursuit of innovativeness & flexibility, we opt for a cross-functional way of working in a well-defined project structure.

B

### From execution to ownership

In order to use the full potential of committee members, they must be given the opportunity to participate in the decision-making process.

C

### From Praecom to Community

We redefine the tasks of the Praecom committee with the introduction of the Community committee.

# Praesidium

Overview 92nd year of operation of Ekonomika



**Ignas Verheyen**

President



**Britt Socquet**

Vice-President EkoHub



**Dries Herman**

Vice-President Dulci



**Milan Constandt**

Vice-President Leisure  
Activities and Events



**Lore Hermans**

Vice-President Culture



**Emilie Varendonck**

Vice-President Welcome  
& Orientation



**Fien Jorissen**

Vice-President  
International



**Fleur Van Peteghem**

Vice-President Sports



**Kaat Goclon**

Vice-President Corporate  
Relations



**Jeff Geys**

Vice-President Corporate  
Relations



**Matthias Olieslagers**

Vice-President  
Development



**Simon Mertens**

Vice-President Education



**Daniel van Dijk**

Candidate Vice-President  
IT & Analytics



**Maxime Bamelis**

Candidate Vice-President  
Logistics



**Charle Goossens**

Candidate Vice-President  
Finance



**Marie Schreurs**

Candidate Vice-President  
Marketing