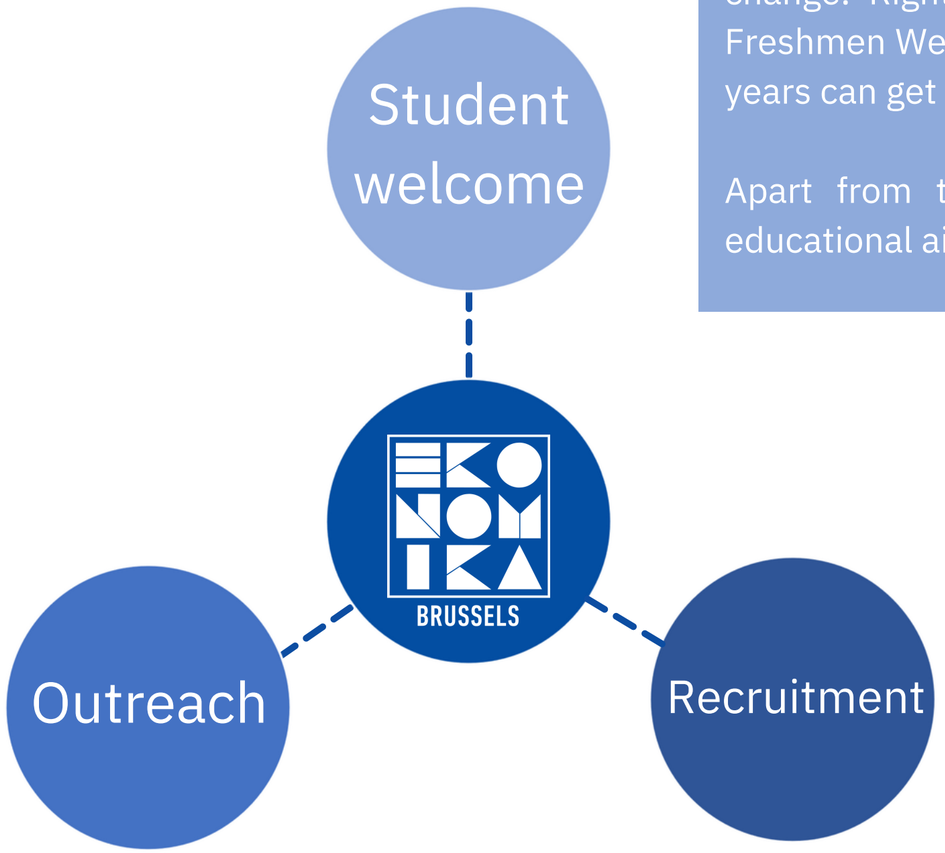
Policy Brussels

4th year of operation

Core focus points

Our goal for Ekonomika Brussels is for students to recognise and feel connected to their student association. We want to achieve this by being more present online and on campus.

On top of that, we want students to feel comfortable contacting us by focussing on openness and interacting with students.



We want to be there for all students at our faculty, but especially for the first years who are going through a great change. Right at the start, we will actively promote the Freshmen Weekend and the other Welcome Events so first-years can get to know their peers.

Apart from the social aspect, we want to offer them educational aid so they can excell in their studies.

To reach the full potential of what Ekonomika Brussels can achieve, we need a great team of motivated students. In order to find these people, we want to show them the advantages of joining the association during the Ekonomika Day and in our ‘Get to know Ekonomika Brussels’ videoclips. We can also guarantee that a fun friend group can be found at our association, which we promote with our Community Nights.

Student welcome

Welcome events

We want to build on the experience of freshman students by aiding them in the transition to university. We want to accomplish this by organising welcome events so they can meet other students and blow of steam in a stressful change in their life. At these events, first-years can also come in contact with people from Ekonomika Brussels who can give advice about everything they want to know more about.

Educational aid

In expanding our first aid with exams, we will try to support the first years in a broader way to support them through their first exam period. Along with our goal of being more open, we want to make more people aware of our role, and what exactly it is we do as representatives so we can be a better listener and be more tapped in on what students on campus are feeling.

Freshmen weekend

Every year, Ekonomika Leuven organises a Freshmen Weekend for the new first-year students. During this weekend, 100 students will meet their future fellow students for the first time. By opening this weekend up to the dutch speaking Brussels students, we want to give them the opportunity to be part of this amazing experience.

Outreach

Social media

We want to make more use of our social media channels so we can connect with the entire student population of our faculty at campus Brussels. Through post-event-marketing, give-aways and the increase in event frequency we can increase the meaningful reasons to follow us and keep in touch.

Campus presence

Another way we want to advance the connection with the students is to be more physically present on campus. We want to achieve this by organising more events for the students and opening up the downstairs area of our bookstore as an Ekonomika Lounge, where students can blow of steam in between classes or meetup to see friends.

Openness and interaction

Our goal is that every student should be comfortable coming to us with every question they have. In opening up the Ekonomika Lounge we hope to bridge the gap and lower the threshold for those conversations to take place and overall feel more connected to their student organisation.

Recruitment

Recruitment timeline

Starting with Ekonomika week we will facilitate multiple touch points to communicate what an engagement with Ekonomika looks like. With our magazine, we'll explain our different facets, show the possibilities and how to apply. In the beginning of the academic year, we will facilitate new opportunities through welcome events and other activities.

Ekonomika Week as starting point

During the Ekonomika Week, we intend to reach as many students as possible. We see this as a great opportunity to showcase the amazing things Ekonomika Brussels has to offer, and in what way other ambitious students can join the association.

'Get to know Ekonomika Brussels' Movie

By making video clips in which we explain what each facet of Ekonomika Brussels does, we hope to inform the students at our campus a bit more. This way, we can also show them how unique the experience is, and what great things they can get out of this participation. By following Ekonomika Leuven's initiative of sharing behind the scenes footage of events and our inner workings so students can learn what we do and hopefully feel like joining our organisation.

Community nights

Of course we want to thank our members for all their hard work by organising fun Community Nights. These are internal events designed to offer a fun activity, but also to create bonds between everyone in Ekonomika Brussels additionally there will be more focus on the community feeling by also facilitating smaller moments in the Ekonomika lounge or in and around the campus.

Internal organisation

Communication

- Weekly Praesidium meetings
- Frequent meetings with our individual comités.
- Regular meetings with the entire comité as a whole.

Efficiency

- More centralised information sharing to get ahead of issues before they manifest
- Through regular meetings everybody will be more up to speed to current stituations and able to handle their daily tasks more efficiently

Collaboration

- Buddy system with Leuven for guidance
- A closer collaboration with ISCEB

Student representation

Proactiveness

In encompassing a more active roll on campus, we want to stand closer to the students to be more in-touch with the students ever adapting needs. We would like to be more than a sounding board but really have our roots deep within the campus.

Giving-back

We want to give back to students willing to take the responsibility of being a student representative, by facilitating bonding moments and establishing a tight bond.

Recruitment

We want to put more emphases on to recruiting representatives, to grow the team and so that we can carry out the engagement with different opinions in the best possible way