

Summary, 2nd meeting, Board of directors

Present:

- Anja Boberg Christiansen (chairman of the board); Service, Tourism and Hospitality Management at Cphbusiness Lyngby.
- Andrei-Julian Kurtuy (vice chairman of the board); Marketing Management at Cphbusiness Lyngby.
- Arnar Thor Vidarsson (president); Innovation and Entrepreneurship at Cphbusiness Lyngby.
- Cecilie Poulsen; Service, Tourism and Hospitality Management at Cphbusiness Valby.
- Charlotte Dalgaard Petersen (employee representative); Media department
- Amin Chitsaz; Bachelor in Finance at Cphbusiness City.
- Ulla Trolle; Trolle Marketing (external member).
- Gregers Christensen (employee representative); Academic Director at Cphbusiness.

Not present:

- Christopher Reyes (alternate); Marketing Management at Cphbusiness Nørrebro.
- Casper Wiklund (vice president); Sport Management at Cphbusiness Lyngby.
- Johan Gaunitz; Diploma programme in Leadership, Philosophy and Ethics at Cphbusiness.
- Naomi Little; Multimedia Design and Communication at Cphbusiness Lyngby.

Summary

1. Approval of the agenda
 - a. The agenda was approved
2. Approval of the minutes from the last meeting
 - a. The minutes from the last meeting was approved.
 - b. The minutes from the last meeting will be sent to Ulla.
3. Orientation from the President of the student organisation
 - a. Status regarding the external member from Magasin, Michael: He would like to join the next meeting and then see if he is able to join the board.
 - i. It was decided to try and find another external member.

- b. Management Boot Camp: The 27th-30th of March a boot camp for the management was held. At the camp the management worked with the following among other things:
 - i. developing the annual activity wheel
 - ii. developing job descriptions for each position in the organisation
 - iii. making guidelines for event planning
 - c. Status on the student councils:
 - i. The presidency is working together with the president of Cphbusiness (Ole Gram-Olesen) and the academic director (Gregers Christensen) on getting the student councils up and running.
 - ii. The student councils will start up September 2014.
 - iii. The members of each student council will be recruited during the class visits held in the beginning of each semester.
 - d. Status on collaborations:
 - i. Microsoft: The Innovation Cup was held in March and the events have just been evaluated. The collaboration has been good for both parties and will continue next semester.
 - ii. Magasin: Magasin has offered to decorate the student lounge at Cphbusiness Lyngby. We are exploring the possibility of decorating the other campuses.
 - iii. HK: We have started a collaboration with HK Privat and it is a non-political partnership with both social and business related activities.
 - e. Diplomas: We are working on the diploma layout for the volunteers in the student organisation.
 - f. History line: We are working on developing a history line visualising the milestones for the student organisation. The history line will be used at the website (cphbusiness.dk/studieliv).
 - g. Events:
 - i. The Gala for graduates: We are working on having a gala for the graduates at Cphbusiness this summer. The location plans has just been cancelled, which means a location is needed. Suggestions should be sent to the president (cph-av12@cphbusiness.dk).
 - ii. Champions Lake: The annual lake run is being developed these days and will be held in May.
4. Introducing the new external member to the board
- a. Ulla Trolle – Ulla is the CEO from Trolle Marketing and has a history of working with the media department and students from Cphbusiness.
5. Strategy of Cphbusiness Students – idea generating

- a. Suggestion 1: We could be inspired by Cphbusiness' 2020 Strategy, which is summed up in 7 steps.
 - i. Result: We will use the 2020 Strategy.
- b. Suggestion 2: We should also use the footprint developed by the Kick-off Council.
 - i. Result: We will use the footprint.
- c. Suggestion 4: The ministers and the vice ministers could be invited for the next meeting to give their ideas and inputs.
 - i. Result: They will be invited
- d. Suggestion 3: We need to find out our own motivation and why the students should be involved in the student organisation. We could ask the students who are involved now about why they are involved.
 - i. Result: The board will create and send out a questionnaire for the active members in the student organisation. Questions for the questionnaire:
 - 1. What made you volunteer for the student organisation?
 - 2. Do you feel as if you're making a difference for the students at Cphbusiness as an active member of the student organisation?
 - a. Yes → How?
 - b. No → Why?
 - 3. Name 5 positive things about being a part of the student organisation.
 - 4. Name 5 negative things about being a part of the student organisation.
 - 5. On a scale from 1-5 (1= very easy, 5=very difficult) how easy was it to join the student organisation?
 - 6. Where did you first learn about the student organisation:
 - a. Cphbusiness Students' facebook page
 - b. Studieliv – the Cphbusiness website
 - c. Newsletter
 - d. Friends at school
 - e. My teacher
 - f. Other: (open answer)
 - 7. Do you have any suggestions for the student organisation?
 - 8. Would you recommend your fellow students to actively join the student organisation?
 - a. Yes → Why?
 - b. No → Why not?
 - ii. The questionnaire will be made in SurveyMonkey and will be sent out by mail to all active members in the student organisation and posted in the student organisation's facebook groups.
 - 1. Cecilie creates the survey.

2. Arnar will distribute the survey.
 - iii. Suggestion: We could have a competition amongst the participants with some prizes.
 1. Result: Prizes will be organised.
6. Other topics
- a. Anja: Guidelines for being a member of the board.
 - i. Anja will make a suggestion for the guidelines. The guidelines will be presented at the next meeting.
 - b. Anja: The second external member.
 - i. Cecilie will ask the CEO of MASH.
 - c. Gregers: Representatives from the student organisation in Cphbusiness' board of directors.
 - i. Suggestion: The president and the vice president of the student organisation represent the student organisation in Cphbusiness' board of directors.
 - ii. Result: All voted for the suggestion.
 - d. Arnar: HK wants to join the board.
 - i. HK Privat has asked if they could be a part of the board of directors, because they want to contribute to developing the strategy of the student organisation. The HK member would not have a vote, but act as a consultant.
 - ii. Result: If HK want to be a part of developing the study programmes, they could be offered a consultant role in the Academy Student Council (ASC). The matter will be discussed again at the next meeting.
 - e. Anja: Budget for the board meetings.
 - i. The budget for the board of directors is the same budget as the student organisation's budget.
 - f. Ulla / Charlotte: Next meeting.
 - i. Question: How will the next meeting be organised and how long will it last?
 - ii. Answer: The meeting will last from 16:00 – 20:00. Arnar and Anja will plan the strategy workshops and plan the overall strategy process.

Next board meeting: 3rd meeting the 14th of May at 16:00 – 20:00. Location will be sent out later.