

Summary, 3rd 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.
- Charlotte Dalgaard Petersen (employee representative); Media department
- Ulla Trolle; Trolle Marketing (external member).
- Gregers Christensen (employee representative); Academic Director at Cphbusiness.
- Casper Wiklund (vice president); Sport Management at Cphbusiness Lyngby.
- Victor Bohl (Minister of the Ministry of Culture).
- Cecilie Poulsen; Service, Tourism and Hospitality Management at Cphbusiness Valby.

Not present:

- Arnar Thor Vidarsson (president); Innovation and Entrepreneurship at Cphbusiness Lyngby.
- Amin Chitsaz; Bachelor in Finance at Cphbusiness City.
- Christopher Reyes (alternate); Marketing Management at Cphbusiness Nørrebro.
- Johan Gaunitz; Diploma programme in Leadership, Philosophy and Ethics at Cphbusiness.
- Naomi Little; Multimedia Design and Communication at Cphbusiness Lyngby.
- Stine Johansen (Minister of Communication).
- Mette Ærsøe (Friday bar responsible).
- Timea Kiss (Minister of Business).
- Tobias Holbøll (Vice Minister of Culture).
- Valdemar Brandborg (Vice Minister of Communication)

Summary

1. Orientation from the Chairman of the Board (Anja):
 - a. Due to personal challenges the Chairman of the Board has to step down. Vice chairman Andrei will take over the position as Chairman until the next annual general meeting (AGM) in November.
2. Approval of the minutes from the last meeting

- a. The minutes from the last meeting was approved.
3. Orientation about the strategy process:
- a. The strategy plan was presented.
 - b. The strategy plan for the student organisation will be developed with the following input:
 - i. Strategy 2020
 - ii. The Annual Report from Cphbusiness 2013
 - iii. The footprint for Cphbusiness Students
4. Strategy Plan –brainstorming:
- a. Current situation in the student organisation - discussion:
 - i. Internal challenges (C) and solutions (S):
 1. C: There are too many activities. It is difficult to plan and communicate all the activities.
 - a. S: Have less activities
 2. C: There are too many active members in the student organisation. It is difficult to manage and organise meetings and keep track of the active members.
 - a. S: Fewer members in the ministries
 3. C: There is a lack of control. It is difficult to make guidelines and make the active members follow the guidelines.
 - a. S: Less activities
 - b. S: Fewer active members in the ministries
 4. C: There are very different levels of commitment regarding the active members, which makes it difficult to plan ahead and motivate people.
 - a. S: It has to be great and desired for the students to be a part of the student organisation.
 - ii. External challenges (C) and solutions (S):
 1. C: Recruitment. The benefits of being a part of the student organisation are not clear enough.
 - a. S: Make it more exclusive to be a part of the student organisation.
 - b. S: Recruit active members through fun and creative applications.
 2. C: Very few students know of the student organisation and its activities.
 - a. S: Promote the student organisation (merchandise, roses, breakfast, coffee etc.).
 - b. S: Create and offer a project about how to promote the student organisation. The project could be implemented in the education for relevant students.

Charlotte Dalgaard Petersen will find out if it is possible to create a project for students.

3. C: Teachers are unaware of the student organisation's existence.
 - a. S: Visit the teacher meetings and present the student organisation.
 4. C: Lack of successful communication channels regarding the students at Cphbusiness.
 5. C: Lack of successful communication channels regarding the employees at Cphbusiness.
 6. C: Lack of distribution of responsibility and workflow between Cphbusiness Students and Cphbusiness.
 - a. Goal: Clear chain of command – the presidency and the head of departments know exactly who's responsible for what etc.
5. Other topics:
- a. The presidency will make a "spring cleaning" to find out who is a part of the student organisation next semester.
 - b. The presentation process about the student organisation next semester:
 - i. 1st day of school the student organisation will give an overall presentation about the student organisation to all the new students.
 - ii. The first week of school all new students will participate in "Fælles i Fælled", which is an intro event with music and games in Fælledparken arranged by the student organisation.
 - iii. Within the 3 first weeks representatives from the student organisation will visit each class and give a presentation about the student organisation (its goals, importance, partners, events etc.). At this visit the student organisation will also recruit a representative from each class to the Programme Student Council.
 - iv. After the 3 first weeks a teacher in each class will sum up the visit and recruit the lack of representatives.
6. Next steps:
- a. All the board members will read the Annual Report from Cphbusiness, the Strategy 2020 and the footprint for Cphbusiness Students.
 - b. At the next meeting the brainstorming process will continue.

Next board meeting:

4th meeting the 28th of August at 16:00 – 18:00 at Cphbusiness City, Landemærket
11, 5th floor