

Landemærket, 15.01.15

## Summary, 5th meeting, Board of directors

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### **Present:**

1. Arnar Thor Vidarsson (president); Bachelor Innovation and Entrepreneurship at Cphbusiness Lyngby
2. Charlotte Dalgaard Petersen (employee representative); Media department
3. Gregers Christensen (employee representative); Academic Director at Cphbusiness.
4. Andrei-Julian Kurtuy, Marketing Management at Cphbusiness Lyngby
5. Aidas Ramanauskas, Bachelor International Sales and Marketing Management, Cphbusiness Søerne
6. Suzana Barbosa, Bachelor Innovation and Entrepreneurship, Cphbusiness Lyngby
7. Valentina Mata, Computer Science, Cphbusiness Lyngby
8. Sebastian Holmegaard, Marketing Management, Cphbusiness Søerne
9. Ilan Nadelmann, Bachelor in Finance, Cphbusiness City
10. Christian Munch, Marketing Management, Cphbusiness Lyngby
11. Kirsten Delcomyn Hansen, Marketing Management, Cphbusiness Søerne
12. Edvinas Narbutas, Multimedia Design, Cphbusiness Lyngby
13. Dhar Mar Cel, Multimedia Design, Cphbusiness Lyngby

### **Not present:**

1. Ulla Trolle; Trolle Marketing (external member)
2. Cæcilie Skov Laybourn (secretary); Service Management at Cphbusiness Nørrebro
3. Frederik Lundsberg, Financial Management, Cphbusiness City

## Summary

Arnar welcomes and runs through agenda

1. Approval of the agenda?
  - a. Everyone approved the agenda.
  
2. Approval of last meeting's minutes?
  - a. Last meetings minutes was approved by everyone.
  
3. Approval of the amendments made to Cphbusiness Students statues?
  - a. Everyone approved the amendments.
  
4. Orientation from the president
  - a. Annual wheel is ready with dates etc for events for 2015.
  - b. It is necessary to update members in the Student organisation's Fronter room called "Cphbusiness Students". If you need access send an email to [students@cphbusiness.dk](mailto:students@cphbusiness.dk)
  - c. Intro event for the 587 new students will be held at Cphbusiness Søerne the 6<sup>th</sup> of February from 14:00 – 18:00. Each department in the student organisation will have a fair stand. There will also be a DJ and an after party at the bar "Den Glade Gris".
  - d. Presentation of the student organisation in the intro week.
    - i. The presidency will have a 20-minute introduction about the student organisation on the first school day in the canteens.
  - e. Orange HRM – a new management system for the student organisation to help manage the different events and tasks.
  - f. HR has created a volunteer contract to help that the volunteers understand their responsibilities.
  - g. Status from the Business department:
    - i. New partners: Nordea, Peugeot, Fisketorvet

- ii. A focus on business partners that match Cphbusiness' academic areas.
  - iii. Awesome Foundation – an international business concept. Cphbusiness Students is a new chapter in the Awesome Foundation and is the first chapter in Denmark. The student organisation will host events connected to the Awesome Foundation.
  - iv. Business Speed Dating – new concept that brings students together across the campuses.
  - v. Job fair (on the idea phase). An event planned in collaboration with Cphbusiness. One day fair where the business life can present themselves to the students.
- h. Status from the Culture department:
- i. This year's Kick-off Party will be held at KBH Volume the 13<sup>th</sup> of March. The main sponsor is HK. The lecturers are also invited to this event.
  - ii. The bar "Den Glade Gris" is a new business partner
  - iii. A new Friday bar structure which means a bigger beverage menu at the bar and themes for each Friday bar. The new structure also means fewer volunteers working at the Friday bars to make it easier to manage.
  - iv. Champions Lake 2015 – an annual event in May where teams compete against each other on pedal boats.
  - v. "Grilly Friday" – a goodbye event for all students at Cphbusiness Nørrebro held before the summer holiday. There will be an outdoor DJ and barbecue.
- i. Status from the Communication department:
- i. Movember calendar – pictures of students in the calendar for the Movember cause.
  - ii. YouTube channel – working on getting a YouTube channel.
  - iii. "CPHBUS" – working on a magazine for the student organisation telling the good stories from the students at Cphbusiness. Please send tips of great stories to [students@cphbusiness.dk](mailto:students@cphbusiness.dk)

- j. New slogan: "Better together"
5. Guidelines for the board members
- a. No comments
6. Strategy for Cphbusiness Students – 1<sup>st</sup> draft
- a. Inspired of the 7 values in Cphbusiness' Strategy 2020
  - b. Feedback for the 7 values in connection to the student organisation:
    - i. Value 1: The value of educating those needed in the business life**
      - 1. Every time the student organisation/a student meet a potential business partner we could mention the value of recruiting a student from Cphbusiness in a student job.
      - 2. Focus on getting small companies to the job fairs and not just the big companies.
      - 3. A bigger recruitment department who is also in charge of getting student jobs.
      - 4. Suggestions for goals: 50 internships + 50 student jobs per year from 2015 – 2020.
    - ii. Value 2: The value of following your passion**
      - 1. A test or/and facilitators that help the students to figure out how they are motivated in the best way.
      - 2. Cphbusiness Students could establish collaborations with relevant (online) companies providing relevant courses that gives the skills the students need to be attractive to the business life e.g. course in Photoshop etc.
    - iii. Value 3: The value of a great idea**
      - 1. A resource platform where students can see and voice what their needs are for further skills development, to communicate their business ideas and ideas for a better everyday.
      - 2. Find a way to benefit from the knowledge in the Incubator and other start-up companies.

**iv. Value 4: The value in seeing further than your closest horizon**

1. Creating 2 official collaborations per year with a national or/and international student organisation.
2. Use the connections the students studying abroad create through their internships and semesters abroad.
3. More transparency to figure out which opportunities the students have in order to study further and which courses are necessary. It could be relevant to collaborate with Cphbusiness on making this better.

v. Extra value: Create an equal and healthy study environment

**vi. Value 5: The value in personal development**

1. Offer management courses to the responsible persons in the student organisation.

**vii. Value 6: The value of qualitative craftsmanship**

1. More focus on improving events and raise satisfaction e.g. all main events in the student organisation (Kick-off Party, Oktoberfest, Case competition etc.) in 2017 should have at least 80% high satisfaction.
2. Using surveys after events and securing a high amount of answers to make the results valid. Use focus groups.
3. Use the Cphbusiness Students magazine for communicating surveys.
4. A high satisfaction rate means good promotion opportunities for the student organisation and for Cphbusiness.
5. Set the goals for 2020 and break them down in annual goals.

7. Election of a new chairman and vice chairman of the board

- a. The chairman sits together with the president of the student organisation in the Cphbusiness' board of directors.
- b. The chairman and the vice chairman conducts the board meetings (4 annual meetings).

- c. Candidates for the chairman and vice chairman:
    - i. Andrei Kurtuy
    - ii. Christian Munch
  - d. The candidates will stand for election at the next board meeting
8. Election of the new President and Vice president for the student organisation
- a. There will be an overlap period with the new and old president
  - b. What makes a strong candidate – discussion around the table:
    - i. The president and vice president should not be graduating on the same time
    - ii. Advantage to speak both Danish and English
    - iii. Good sense of people management and strategic management
    - iv. Professionalism
    - v. Loyal, motivated, understands the responsibility
  - c. The process:
    - i. The board decides on a recruiting team who interviews the top 3 candidates
      - 1. Candidates for the recruiting team:
        - a. Arnar
        - b. Charlotte
        - c. Andrei
        - d. Kirsten
      - 2. Everybody voted for the candidates
    - ii. 15/1: Applications will be handed out
    - iii. 18/1 before 12:00: Each board member elect 3 candidates for the positions
    - iv. 19/1: Call in the top 3 candidates to a interview in week 4 (the 19<sup>th</sup> – 23<sup>rd</sup> )
    - v. 19/1 – 23/1: Interviews

## 9. Next board meeting

- a. Dates for the next board meetings:
  - i. 16<sup>th</sup> of February 16:00 – 18:00
  - ii. 27<sup>th</sup> of April 16:00 – 18:00
  - iii. 24<sup>th</sup> of August 16:00 – 18:00
  - iv. 8<sup>th</sup> of October 16:00 – 18:00

## 10. Other topics

- a. Charlotte leaves on maternity leave the 23<sup>rd</sup> of February and a stand-in will be appointed by the president of Cphbusiness
- b. Extra external member: Bring suggestions of candidates to the next board meeting