

## Summary, 1st (6th) meeting, Board of directors

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### Present:

- Sophie Hoffmann (president); Innovation and Entrepreneurship at Cphbusiness Lyngby
- Cæcilie Skov Laybourn (secretary); Service Management, 4th Semester - Cphbusiness Nørrebro
- Andrew Clarke (vice-president), Service Management, 4th Semester - Cphbusiness Nørrebro
- Charlotte Dalgaard Petersen (employee representative); Media department
- Andrei-Julian Kurtuy, Marketing Management at Cphbusiness Lyngby
- Ulla Trolle; Trolle Marketing (external member)
- Gregers Christensen (employee representative); Academic Director at Cphbusiness
- Søren Meyer (employee representative); Chef at Study and Career centre
- Valentina Mata, Computer Science, 2nd semester - Cphbusiness Lyngby, Nørgaardsvej
- Christian Munch, Marketing Management, 4th semester - Cphbusiness Lyngby, Nørgaardsvej
- Sebastian Holmegaard, Marketing Management, 2nd semester - Cphbusiness Søerne, Nansensgade
- Aidas Ramanauskas, International Sales and Marketing Management, 2nd semester - Cphbusiness Søerne, Nansensgade
- Kirsten Delcomyn Hansen, Marketing Management, 2nd semester - Cphbusiness Søerne, Nansensgade

Not present:

- Frederik Lundsberg, Financial Management, 2nd semester - Cphbusiness City, Landemærket
  - Suzana Barbosa, Innovation and Entrepreneurship, 2nd semester - Cphbusiness Lyngby, Nørgaardsvej
  - Ilan Nadelmann, Bachelor in Finance - Cphbusiness City, Landemærket
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## Summary

Cæcilie Skov Laybourn welcomes and runs through agenda

1. Approval of the agenda?
  - a. The agenda was approved.
2. Approval of last meeting's minutes?
  - a. Last meetings minutes were approved.
3. Introduction to the New President and Vice President
  - a. Andrew Clarke, Vice President introduces himself and vision:
    - i. Wants to be more available to every member and finds that it is crucial that they will do anything for it
    - ii. Optimization of the communication between departments; has thus far caused friction which in turn means that members are becoming less motivated; implement guidelines for every member of department; hoping to improve communication flow between departments
    - iii. Understanding areas of responsibility; wants to ensure that all members understand their roles
    - iv. More social activities for students that excludes alcohol
    - v. More benefits for active members; more training courses such as Photoshop

- b. Sophie Hoffman, President introduces herself and vision:
  - i. Wants to create more awareness about Cphbusiness Students; Sophie feels that a lot of people do not know the organisation and what we offer
  - ii. Communication alignment across all channels; Sophie wants to make the website link in regards to the student organisation more coherent and make it match what the student organisation is all about
  - iii. Empathise on the study related activities and services; more events and possibilities for members to gain experience and skills to enhance their CVs
  - iv. Structure of untapped resources; enrich resources and use contacts going on internships abroad

#### 4. Orientation from the president

- a. HR - presented by Sophie, added to by Aidas
  - i. HR Management System will be launched once the invoice has been paid. Once this is done it will be implemented and up and running; this is the idea to make a platform for all members to see who has what skills so different departments can borrow and use each others potential and skills to the best extent
  - ii. System is still being worked on; each member will have a login and can add or edit their details
  - iii. Aidas is also looking into what training and courses are sought after
- b. Finance
  - i. Finance system purchased and Frederik is currently inputting data; system has all functions to make and develop annual report; Ulla suggested to ask for them to request access for free - ULLA will negotiate to have the system for FREE
  - ii. The organisation is looking for a finance assistant; Suggestion to contact financial controllers at Lyngby (Sophie will see to this)

#### c. Business

- i. 14th-17th April we have the Microsoft Case Challenge - 48 hours; Jimmy Attila is discussing with Microsoft what the case will be about; it has been suggested that it involves the 365 Office Package (currently free for all students); an idea to raise awareness of the system and to brand Microsoft; expecting at least 50 students to attend with a Microsoft prize; Suggestion by Andrew Clark to get something in WRITTEN from Microsoft (due to previous negative experience regarding prizes from Microsoft)
- ii. AWESOME FOUNDATION; the concept of submitting any crazy, big, out of the this world idea; Top 3 chosen, 11 submission thus far; first prize 5000kr.; Judges include investors, business men - anyone can participate all over Denmark; KEA and DTU submissions; Occurs once every two months; Has been spread to the other schools by communication channels such as posters; talks - broad idea; encourage creativity; it is an established concept; student organisation the first in the whole of Denmark to work with this; Kirsten suggests to use Cphbusiness Students to create value; PRESS being invited to event such as Copenhagen Post (Metro xpress); Christian suggests to contact school papers; DTU, CBS

#### d. Culture

- i. February Intro Event a success; 400/587 attendees; the idea was to create awareness of the organisation to the students, not to recruit; Suggestion to make the event differ from the Friday bars
- ii. Official partner - after party at Den Glade Gris

#### e. Communication

- i. This department has expanded with 3 new valuable members
- ii. We have two Go Pros
- iii. Student organisations new promo video (if the link cannot be accessed then visit Cphbusiness Students Facebook page, Albums, and the first video):

<https://www.facebook.com/video.php?v=428652970626754&set=vb.197559783736075&type=3&theater>

5. Strategy for Cphbusiness Students - 2nd draft (presented by Sophie)
  - a. Suggestions were made into goals (consult brochure attached)
    - i. Value 1 - wording edited; edited to 10 a year, and 50 by 2020 - A is an on-going process; B- job fair and the intern/jobs, already working with big organisations and NORDEA and Lyngby Storcenter; Søren Meyer suggested creating a closer relationship between student organisation and the career center at school
    - ii. Value 2 - found students who can teach other students; courses; more visible for our students access
    - iii. Value 4 - Arnar and Casper have been working with some other student organisations in Cambridge; new idea of creating an event when we come back from internships as networking is getting lost;
      1. Suggestion to work with international department on this;
      2. Suggestion to work with Career department in finding out how to identify institutions where students can get further education; needing an active approach and is continuous long term project; Suggestion to contact CBS this semester and next semester parliament
    - iv. Value 5 - Further develop skills for head of departments
    - v. Value 6 - Creating surveys and start at Kick-Off party 2015
  - b. Explanation of Strategy for 2020 - values broken down to each year, with a long term strategy
6. Election of new chairman and vice chairman of the board
  - a. Last board meeting - election of the following candidates:
    - i. Andrei Kurtuy to stand as Chairman of the Board
    - ii. Christian Munch to stand as Vice-Chairman of the Board

- b. Suggestion: as the schools board meetings are in Danish, the two candidates above have requested swap positions in order to solve this problem (Christian Munch speaks Danish)
- c. The following candidates have been elected:
  - i. Christian Munch as Chairman of the Board: 9 voted for. 1 against.
  - ii. Andrei Kurtuy as Vice-Chairman of the Board: 9 voted for. 1 against.

- 7. Extra external member: Suggestions from board members of candidates
  - a. No suggestions were submitted
  - b. Suggestions to contacting and recruiting back graduates; contact Peugeot; Suggestion to mention to possible candidates that it would be attractive to be a part off this board; Suggestion to post on intranet; reaches further, benefits from being more specific and how much they would benefit from giving us something; what type of business related person can bring the most? Agreed that it should not be a marketing-focused individual as Ulla covers this to the fullest
  - c. AGREEMENT: next board meeting to present at least three different individuals to stand for election and vote

- 8. Next meeting: 27th April 2015, 16:00-18:00, Status Room, 5th Floor
  - a. Suggestion to have it at different campuses; voted against.

- 9. Other topics
  - a. Study career centre have hired Arnar and Casper with their own goals they need to achieve within 6 months; e.g. how to establish an Alumni organisation; this will be relevant for student organisation; suggestion to have something to offer graduates after summer
  - b. Study career centre have hired a student, Louise Madsen, for 10hours, to be a connection between organisation and study career centre

- c. Charlotte is going on maternity leave - Søren Meyer will be the lifeline between student organisation and school