

Summary, 7th meeting, Board of directors

Present:

- Cæcilie Skov Laybourn (secretary); Service Management, 4th Semester - Cphbusiness Nørrebro
- Andrew Clarke (vice-president), Service Management, 4th Semester - Cphbusiness Nørrebro
- Ilan Nadelmann, Bachelor in Finance - Cphbusiness City, Landemærket
- Andrei-Julian Kurtuy, Marketing Management at Cphbusiness Lyngby
- 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 Lundsbjerg, Financial Management, 2nd semester - Cphbusiness City, Landemærket
- Suzana Barbosa, Innovation and Entrepreneurship, 2nd semester - Cphbusiness Lyngby, Nørgaardsvej

- Sophie Hoffmann (president); Innovation and Entrepreneurship at Cphbusiness Lyngby
 - Charlotte Dalgaard Petersen (employee representative); Media department
 - Ulla Trolle; Trolle Marketing (external member)
 - Gregers Christensen (employee representative); Academic Director at Cphbusiness
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Summary

Christian Munch 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. Cphbusiness Students Strategy
 - a. The student organisation have recently held their annual Active Members Day raising any issues and problems that members want to see fixed. The idea was also to discuss where the organisation was now and where the members would like to see the organisation go.
 - i. Structural issues
 1. Organisational transparency
 2. Guidelines for future members (recruitment) - guidelines are needed so that everyone follows the same rules and processes

3. Too wide focus - the student organisation is not in charge of the PSC and other councils however there is a wide focus with weak communication and misunderstanding that the PSC is the schools responsibility

4. Professionalize the organisation - the organisation wants to be seen as professional in regards to budgeting, marketing, and recruitment strategy. The organisation wants to be more present at the school fairs and want to be visual at all times; "brand ourselves visually"

5. Workflow/ internal communication - the organisation needs a clear understanding of the internal workflow including who are doing what tasks etc.

6. Documented feedback from past events - keeping control of the budget is vital - the head of finance has been unavailable so Aidas, head of recruitment will contact to see if he is still active. Ilan will temporarily take over Friday Bar accounts, as there is no one there to take care of it; communication is lacking. Suggestion: to start from scratch now that our pillars have left. Question to ask: need hands to create the new structure; Kirsten, Illan, Sebastian have volunteered to help thus far. Faces of the organisation should be presented to all

ii. Marketing issues

1. Own website - dead site - we are not in control of own website; problems to motivate multimedia department; Students and School should not be split; organisation information for website coming too late; deadlines are not met. Newsletter (suggestion to be electronic, use all means of communication channels, Fronter, E-mails)

2. Design and promotions options: Logo too similar to the school; there has been conversations about developing the logo but

it has ben stalled. The student organisation has no promotion plan at all and someone needs to take care of this

3. More content on media

4. Economic unbalance - there have been issues with Friday bar accounts and from next semester all stock and finances will start from scratch

iii. The line of succession

1. Structure students from top to bottom incl. deadlines, code of conduct, responsibilities

2. Office space for further structure - the organisation are taking initiative to get a room on one of the city campuses to have a base for meetings, files, documented guidelines and financing

a. Speak to school, Gregers; find possibilities with help from Søren Meyer

iv. Marketing plan

1. News stream on media

2. Stand material (fair strategy)

a. The organisation has roll ups but we need more promotional material; suggestion to get small postcards that can be handed out at events such as school fairs and intro days

b. Fair strategy - what do we need so we can go show ourselves at "Open days"

c. Suggestion to get a stand together for 5th and 6th May; Christian and Cæcilie to take initiative to

do this however after discussion, more material is needed to bring

4. Orientation from Vice-President, Andrew Clarke

a. Active Members

- i. Communication is lacking; internal and external
- ii. Where the members saw us and where they wanted to see it go

b. HR department (Aidas)

i. Internship plan

1. Procedure: company needs interns, we send them required guidelines, they send information to us, send it to career centre to check if guidelines are being followed and hereafter distributed to relevant fields; fits into curriculum and then posts to Fronter; posting news about new internship via student organisation; within Newsletter as well. Fronter needs to be promoted via teachers

5. Next meetings: 24th August 2015, 16:00-18:00, Status Room, 5th Floor

8th October 2015, 16:00-18:00, Status Room, 5th Floor

6. Other topics

a. Aidas presenting HRM website

- i. Aidas: Balance score cards: Key Performance Indicators; what is measured is being doing; included as part of the strategy; allow to communicate strategies through organisation
- ii. Aidas: survey if people want a newsletter; how often etc. just an example, do more to contact the students

b. Employee representative: any suggestions? Potentials: Aidas has contacted an individual called Kenneth, but no contact. Aidas has been asked to follow up; Christian Munch has a "lead"

c. Career centre Louise can help if we need something done we have her

- d. Minutes need to go onto Fronter! Fronter needs to go public so all active members and members of the board can see minutes etc.
- e. Finance Department: Aidas will figure out what is going on. Suggestion to have Ilan create initial budget list