

European Council for Student Affairs

Roles, responsibilities and procedures for a more dynamic association

DSW-proposal for the professionalisation of the ECStA as an institution and an active network of student affairs colleagues

The ECStA should:

1. Clearly define the roles and responsibilities of each (honorary) member of the board and of all (paid) staff positions
2. Assign a thematic portfolio to each honorary position in the board, that includes clearly stated objectives and measurable outcomes, with progress to be evaluated every three months by the ECStA board members
3. hire a part-time administrative assistant for a maximum duration of one year with the task to support the board members in their administrative activities, with progress to be evaluated every three months by the ECStA president

1. President

Objectives in institutional development: improve the professionalism and institutional development of the ECStA and start to establish the association as a relevant player in European cooperation in the student services field

Activities / Outcomes:

- Organise 4-6 Board meetings per year (online) including preparation of all necessary documents
- Organise 1-2 general assembly meetings per year (one online and one in presence), including preparation of all necessary documents (agenda, budgets, voting procedures etc)
- Represent the ECStA in external relations, international conferences and seminars, and promote and facilitate the participation of the ECStA leadership in international meetings
- Organise an ECStA-delegation to at least one European conference of another European organisation (such as AMOSSHE, EUA, EuCA, EAIE, etc.)
- Initiate and coordinate ECStA's advocacy and lobbying efforts on the European level (particularly in EU affairs, in cooperation with other important stakeholders such as European Parliament, ESU, EUA, etc.)
- Simplify and standardise the procedure for membership applications (simple online-form)
- Actively recruit more members (target: two more institutional members by the end of 2024, five more by the end of 2025)
- Activate members by regular information and online-meetings, seminars and similar
- Prepare a membership recruitment plan in coordination with the ECStA Board
- Manage the operational activities of the association (mailing lists, membership list, etc.)

2. Treasurer

Objectives in Financial Development: develop a sound and sustainable financing mechanism for ECStA's activities and human resources

Activities / Outcomes:

- Acquisition of EU-funding by application for or participation in one or more EU-funded projects (thus creating personnel costs for the ECStA from 2025 onwards)
- Acquisition of more members, particularly from non-member countries and among former members in cooperation with the President (active recruiting)
- Develop a multi-annual financial perspective (including projections for members' fees, income, expenses) in cooperation with the Board
- Develop an annual preliminary budget and a annual financial report (with Jacques Géron)
- Develop a financial proposal for two-tier participants fees in ECStA-sponsored study visits (cost-neutral membership fees, and income-generating non-member fees)

3. Vice-President for International Exchange

Objectives in Programming of Activities: significantly increase participation of ECStA members in the activities and events of the association

Activities / Outcomes:

- Develop an Action plan for 2025-2026 for approval by the board
- Organise one European ECStA-co-sponsored conference per year in cooperation with a local host organisation (ECStA membership required), such as ESAC, colloquium or similar
- Arrange with hosts for 1-2 thematic study or field visits on key fields of student services per year, ideally in cooperation with an ECStA member host organisation (e.g. a housing study visit to France, a campus development visit to Portugal or Luxemburg, a counselling visit to Flanders, a financial aid visit to the Austrian Study Grants Authority, etc.)
- Establish an online-system for participants registration to ECStA events and activities (e.g. JotForms or similar)
- Coordinate ECStA's or ECStA-members' participation in EU-co-financed projects
- increase the visibility of the ECStA with key stakeholder meetings on the European level (e.g. improve relations with European University Association, European Students Union, EU Commission, etc.)

4. Vice-President for Communication

Objectives in Communication & PR: increase the visibility of the ECStA online and in social media

Activities / Outcomes:

- publish a brochure for interested members about members' benefits by Oct 2024
- publish an updated ECStA-Flyer by March 2024
- Regular communication with the Board and all members
- Increase the attractiveness of the website by monthly updates, postings and news even with minimal input or cooperation from members, and (much) more pictures
- Establish a simple social media presence of the ECStA on LinkedIn and regularly post information there

5. Vice-President for Research....??

6. Vice-President for.... ??

Draft by S. Engel / Nov 2024