

Initiative proposal: Compensation Adobe Creative Cloud for student boards



FRONT
FOR THE ACTIVE STUDENT

12th December 2019



Introduction

Since the beginning of the academic year we have been talking to other student boards of student-, study- and sports associations. Front has come up with an overarching theme that student boards are encountering: the use of Adobe Creative Cloud. As student boards we have a lot to do with programs like InDesign, Photoshop or Lightroom. These programs are used to design social media formats, promotional videos, flyers, posters and business cards, which are common activities for associations.

In the current situation, associations spend a lot of money each year to purchase licenses online to promote their activities and the association itself. Many - especially the smaller boards - don't have much budget. They want to spend the money they receive from members on topics that actually help members directly. You can think of transport during office or company visits, the budgets of committees or discounts on summaries or activities. This means that there is not much left for other expenses. The budgets that associations have, of course, differ according to the size of the association, although the budget that remains for costs like these for Adobe packages are low. The annual costs of the Adobe Creative Cloud package of 130 euros, for which you get 2 licenses, are therefore of a significant size for associations.



Applications of Adobe Creative Cloud

Board members of associations often use the Adobe Creative Cloud package. In the daily course of events, the use is reflected in, among other things:

- Professional communication to members
- Professional communication to external parties
- Promotion of activities to members or interested external parties
- Recruiting new board members
- Recruiting committee members
- Diminish the distance between companies and students: many companies turn to the boards to promote events related to labour market integration.
- (Especially for student parties in the University Council: reaching students from all over the university to gather input.)

Motivation

Providing free access to Adobe Creative Cloud gives associations more opportunities to distribute events and information digitally under the association's name, which contributes to sustainability and the digitization process. In this way, they can promote online in a professional way. In a world in which students are increasingly using digital means of communication, it is important that communication is also offered in a professional and attractive way.

The providing of an Adobe Creative Cloud package also expresses appreciation to student board members. Every day, board members make maximum efforts to ensure that students have the best possible preparation for the study climate at Tilburg University. This preparation includes preparation for examinations by offering summaries, training courses and seminars; preparation for the labor market by organizing activities such as internships, office visits, company days, symposia or informative study trips; and preparation for student life, for example by means of introduction days. It would therefore be very useful for these boards if additional software costs, such as for Adobe Creative Cloud, were to be covered by the university rather than by the budget of the associations themselves. This gives them more room to spend their budget on issues that directly affect TiU students. Front is aware that, apart from this, there is a discussion going on about the appreciation of board members. However, this money goes to the board members personally and not to the associations themselves.

In the upcoming period, the computers of the student board members will all be updated to Windows 10. This will remove all programs that are currently installed on computers. Front is of the opinion that now is a good time to grant these licenses, which also prevents boards from looking for their own software on the internet.

Conditions

Front understands that it is unrealistic for just any board to be able to claim this package. Therefore, there should be a number of criteria that show that the board will use the package frequently and therefore actually needs it.

For these reasons, we propose the following conditions:

- We look at whether a board is actually full time or part time. This may depend on the number of days an association room is open for members to ask questions or get information (at least 3 for part-time), the number of ECTS a board member obtains in addition to his or her year of management (in connection with the regulation on the money the board member gets for his/her work), etc. This will prevent committees from associations to make use of this offer.
- Within a board, a specific person must be appointed who is in charge of the 'promotion' or 'social media' portfolio. This way it can be demonstrated that there is indeed a person who will use the license and that a professional communication method is used within the association.
- There is a clear vision about when, how, by whom and how often a social media post is sent. This can be done via Facebook groups, on the website, Instagram or on the public Facebook page. This list is by no means a limitation.
- The board organizes a minimum amount of activities that require professional communication. It should be noted that there are indeed a substantial number of activities that need to be promoted. This should mean a minimum of 6 activities or events. This may include activities such as searching for a new board, filling up committees and sharing promotions.

When an association meets these criteria, Front thinks that the need for an Adobe Creative Cloud package is clearly shown and therefore substantiated. By imposing the obligation on student board members to meet criteria such as these, they are encouraged to take a good look at their promotion policy and to demonstrate the need themselves, so that only motivated board members can gain access through the package. In this way, we also let them know that it is important to have a clear vision about the number of posts they make and the way they promote them.

Since these criteria are an initial proposal, Front proposes to meet with the Executive Board or other suitable personnel to adjust these criteria, to specify them and to discuss the idea in general.



Conclusion

Student Party Front would like to ask the Executive Board about the possibilities of compensating student , study- and sport associations for the Adobe Creative Cloud license, measured against the corresponding criteria, to which the necessary revision can of course be applied. Front sees this as a feasible way to express appreciation to student board members. It gives them access to professional communication opportunities and some more space in their budget, which can subsequently be used to promote study support and labor market preparation for TiU-students. Front would like to think along in the further elaboration of this initiative and hopes the Executive Board will take this initiative into consideration.





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