

# ONE YEAR OPERATIONAL PLAN

---

INTERNATIONAL BOARD  
2022/2023



*elsa*

The European Law Students' Association

## FOREWORD

Dear Network,

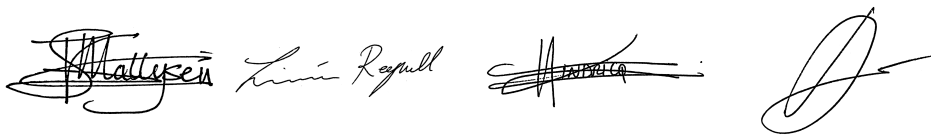
At the beginning of July, eight Officers from all over Europe joined together in Brussels to continue working for the Association that we all love so dearly. First through an instructive month of transition, and since the first of August, as the International Board of ELSA 2022/2023.

There are many ideas present within the Network about the best course of action to improve our Association. As the International Board of ELSA, we have been entrusted by the Network to implement these ideas. To steer the Association on a path towards realising the ideas and aims of the Network, we have created this One Year Operational Plan. We have created this common direction with our Trainer, an experienced ELSA Alumnus and former member of the International Board of ELSA.

In the creation of this Plan, we were looking to strengthen our relationship with the Network by involving them more in the Association to evolve together in line with our values. We plan on using it as a common thread that will run throughout our year and help us work not only on the day-to-day business of the Association but also on its long-term development, improvement and sustainability. We look forward to achieving our goals together with you.

Warmest regards,

  
Yuri Basil Mikko Inês Gonçalves



**Yuri, Basil, Mikko, Inês, Jean, Linnéa, Leia, Dora**  
International Board of ELSA 2022/2023

## **NETWORK**

The people of this Association are the main driving force behind ELSA. ELSA continues to evolve by creating a welcoming and inclusive environment for all law students in Europe. The sense of community and the ELSA Spirit, which has been present for over 40 years now, is something we look forward to contributing to. Therefore, we will focus on the following goals:

### **To embrace the ELSA Spirit, by:**

- Continuing to share the history and traditions of ELSA with Officers and Members;
- Further developing the importance of welfare, ensuring a welcoming and inclusive atmosphere.

### **To increase Network participation in international physical events, by:**

- Providing financial and logistical support to the Network;
- Investing in knowledge management and training on the organisation of international physical events;
- Promoting the benefits for National and Local Groups of hosting international physical events.

### **To create an ELSA International Team culture, by:**

- Establishing a transition for every ELSA International Team position;
- Motivating Officers to stay involved in the ELSA International Team for multiple terms;
- Promoting the advantages of being an ELSA International Team Member.

### **To raise awareness about Member benefits, by:**

- Educating the Officers on what ELSA has to offer to individual Members;
- Promoting benefits provided by the partners through ELSA projects and events.

## COMMUNICATION

To promote effective communication, it is essential to establish solid coordination to ensure harmony in the transmission of the stance of the Association. Moreover, the International Board of ELSA should be visible and adopt an accessible approach that allows for active interaction with the Network. To achieve this, we will work on the following goals:

### **To have a coherent communication strategy, by:**

- Adapting the content published by ELSA to each respective social media platform;
- Researching the possibility of ELSA being present on new social media platforms, in accordance with developments in the online community;
- Following up on ELSA projects and events by creating and promoting digital content.

### **To strengthen the brand of ELSA and its projects, by:**

- Exploring ways of evolving the ELSA brand with the Network;
- Establishing appropriate means of communication and training that improve brand awareness within the Network;
- Providing materials in an efficient and inclusive way that is accessible for both Local and National Officers.

### **To increase the visibility of the International Board of ELSA and the Network, by:**

- Giving insights into the life of the International Board of ELSA, fostering a sense of belonging and approachability;
- Developing interactive ways to provide information about international projects and events, boosting their attractiveness for the target audience;
- Highlighting national initiatives through platforms used by ELSA.

## **STRATEGIC PLANNING**

Strategic planning is a vital part of every term of the International Board of ELSA. Since the current Strategic Plan lasts until 2023, the focus will also be on creating the new one. Therefore, the International Board of ELSA will focus on the following goals:

### **To ensure the continued implementation of the current Strategic Goals, by:**

- Fulfilling the remaining achievable Strategic Goals;
- Supporting the Network in achieving the Goals that apply to them.

### **To secure the continuity of the Association, by:**

- Creating Strategic Goals that will guide the Association in the future;
- Involving the Network in the creation of the new Strategic Goals.

## **ADVOCACY AND SOCIAL RESPONSIBILITY**

The leading causes that ELSA currently advocates for are Human Rights and the Rule of Law, but the world surrounding us encompasses more than that. Over the last terms, International Boards of ELSA have contributed to the idea of widening the scope of topics that ELSA advocates for. We strive to continue on this path through the following goals:

### **To encourage ELSA Members to be the voice of law students and young lawyers, by:**

- Providing opportunities and interdisciplinary knowledge to take a stance on social causes that enrich the legal perspective;
- Diversifying Advocacy towards legal topics that are broader than human rights.

### **To widen the scope of projects related to Social Responsibility and Advocacy, by:**

- Evaluating the international projects of ELSA to determine which ones entail strong advocating opportunities;
- Establishing new, durable Social Responsibility Projects;
- Supporting the Network in developing its own Advocacy and Social Responsibility initiatives.

## **AREA AND PROJECT DEVELOPMENT**

As the Association continues to develop, so does the number of projects within each respective Area. It is therefore vital for the International Board of ELSA to advance the organisation of these projects to ensure their continuity, sustainability and quality. Therefore, we will work on the following set of goals:

### **To clarify the role of the International Board of ELSA as project managers, by:**

- Evaluating the projects organised by ELSA International in terms of the workload and the division of responsibilities;
- Identifying the required scope of involvement of ELSA International in different projects;
- Creating a management strategy for the projects coordinated by ELSA International.

### **To increase the involvement of the ELSA International Team in Projects, by:**

- Specifying the tasks of ELSA International Team members and clarifying the scope of competences needed for each position;
- Strengthening the reporting and feedback system from the ELSA International Team to the respective Board Member;
- Creating a feedback system from the International Board of ELSA to the ELSA International Team.

### **To continue the implementation of the Professional Development Area, by:**

- Strengthening Network knowledge on the changes made within the Key Areas;
- Highlighting Professional Development projects that could be organised within the Network;
- Raising the awareness of ELSA's Professional Development projects to current and potential partners;
- Developing the International Career Launch to set out a clear structure for the upcoming years;
- Exploring the possibility of involving National and Local Groups in the organisation of the International Career Launch.

### **To provide legal education opportunities through the International Focus Programme, by:**

- Increasing the number of projects related to the International Focus programme and improving their quality;
- Encouraging organisers to write reports on the outcome of the projects and share them with ELSA International;
- Raising awareness within the Network about Multi-Area Projects and their benefits;

- Sharing knowledge and guidelines to support Local and National Groups in organising Multi-Area Projects.

**To strengthen the impact of the ELSA Delegations project, by:**

- Providing academic background, guidelines, and soft skills trainings to Delegates before participating in an ELSA Delegation, encouraging them to speak out on the topics that are addressed;
- Requiring a report from ELSA Delegates that allows the Head of the Delegation to create a final report after each ELSA Delegation.

**To improve Legal Writing projects, and to reinforce the importance of Human Rights and Social Responsibility within ELSA, by:**

- Finding a more durable approach to Legal Writing by investigating where relevant projects can present a concrete outcome for the Network and external parties;
- Using the regained temporal resources in the Academic Activities Area to develop Social Responsibility projects and support the Network in its initiatives;
- Communicating a clear and consistent division of responsibilities with National Coordinators to increase Network participation in the Annual Human Rights Campaign and the Rule of Law Education Campaign;
- Setting out an advocating approach to Human Rights initiatives of ELSA that contributes to a clear and distinct purpose.

## FINANCES

The financial situation of the Association as a whole is stable, but at the same time, it is vulnerable to sudden shifts and is unbalanced towards individual projects. In addition, the financial resources of the Association are not optimally used. Therefore, we aim to focus on the following goals:

### **To generate more stable and predictable income for the Association, by:**

- Researching and applying for grants ELSA is eligible for;
- Expanding systems for donations from the ELSA community;
- Focusing on long-term financial partnerships.

### **To optimise the usage of the Association's financial resources, by:**

- Developing guidelines on managing the reserves that ensure their longevity yet allow for sensible utilisation;
- Promoting the use of the ELSA Development Foundation.

### **To secure the sustainability of Key Areas, by:**

- Ensuring that every Key Area is able to sustain itself through its projects;
- Creating ways of balancing income and expenditure between areas.

## RENEWAL OF IT STRUCTURE

The current IT systems of ELSA are not sustainable as they require renewal in the short term. To ensure a stable and long-term IT infrastructure for ELSA for the future, it is necessary to evaluate the current IT systems. It is crucial to understand how ELSA projects depend on specific tools to create an overarching IT solution for all international projects. Therefore, we will work on the following set of goals:

### **To evaluate the current IT platforms used by ELSA, by:**

- Establishing the needs of each Area and indicating the specific and frequent issues of the existing platforms;
- Investigating long-term structural solutions for ELSA's IT-systems.

### **To create a long-term strategy for the IT structure of ELSA, by:**

- Creating a sustainable and feasible plan to finance future IT investments;
- Including the IT renewal into the Strategic Goals of ELSA.