

Strategic Goals Evaluation

II International Strategy Meeting

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So, Strategic Goals

Good Governance

1. Advisory Board
2. Board Reform
3. Secretariat Reform
4. Annual Cycle Meeting

A Living Vision

1. Refocus
2. Speak Out
3. Continuity

An Engaging Association

1. Member Value
2. Community
3. Retain Talent

This is what we have to work on until next year -
let's see where we are

Good Governance

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Good Governance - Advisory Board

Aim - Create an ELSA Advisory Board that consults the Council and ELSA on long-term projects and planning, by giving advice, improving knowledge management, and transition.

Operational Goals:

- ELSA shall make the required statutory changes to implement an Advisory Board;
- ELSA shall create a clear protocol by specifying the duties, responsibilities, activities, conduct, and limits of the Advisory Board;
- ELSA shall define clearly the boundaries between the role of the International Board and the role of the Advisory Board;
- ELSA shall involve one board member of the alumni association of ELSA in the Advisory Board;
- ELSA shall involve at least one of the immediate past International Board members of ELSA in the Advisory Board;
- The International Board shall investigate the possibility of recruiting external consultants to join the Advisory Board
- The International Board shall explain in each International Council Meeting the steps taken to fulfil this aim.

Good Governance - Board Reform

Aim - Ensure the sustainability of the Association by allowing the International Board to effectively fulfil its mandate.

Operational Goals:

- ELSA shall revise the current tasks division and workload of each International Board member;
- ELSA shall reconsider the number of International Board members;
- ELSA shall outsource some tasks performed by International Board members to professionals;
- ELSA shall invest in the professional training of its Board members with respect to their roles;
- ELSA shall create a clear protocol by specifying the duties, roles, responsibilities, activities, expectations, conduct, and limits of the International Board and the ELSA International Team;
- ELSA shall reduce time on implementation and administration by handing these tasks over to an ELSA Secretariat;
- The International Board shall explain in each International Council Meeting the steps taken to fulfil this aim.

Good Governance - Secretariat Reform

Aim - Ensure the sustainability of the Association by establishing a professional Secretariat, responsible for the day-to-day management, and administration of ELSA.

Operational Goals:

- The International Board shall research the exact legal and financial implication of having a Secretariat;
- ELSA shall create clear protocol by specifying the duties, responsibilities, and activities of the ELSA Secretariat;
- The International Board shall launch a request for an offer to association management companies (AMC);
- ELSA shall investigate the possibility of applying for grants in order to cover this expense;
- The International Board shall explain in each International Council Meeting the steps taken to fulfil this aim.

Good Governance - Annual Cycle of Meetings

Aim - Develop a performant annual cycle meeting allowing ELSA to plan, review and evaluate the goals to be accomplished during the calendar year.

Operational Goals:

- ELSA shall revise the current time frame of international events to ensure enough time for the preparation of such;
- ELSA shall revise and clarify the Board Management, External Relations, and Expansion area under the current division between Key and Supporting Area Officers;
- ELSA shall adopt quality standards for every international event by taking into consideration all variables inter alia duration of such events;
- ELSA shall reduce the number of internal or external events during international meetings inter alia conference, training;
- ELSA shall revise and clarify the status quo of the second International Presidents' Meeting to ensure the purpose of creating an International Governance/Strategic Meeting to review the overall state of the network, open to all members and not only limited to Board Management, External Relations, and Expansion officers;

Good Governance - Annual Cycle of Meetings

Aim - Develop a performant annual cycle meeting allowing ELSA to plan, review and evaluate the goals to be accomplished during the calendar year.

Operational Goals:

- The International Board shall investigate the implementation of an e-voting system;
- ELSA shall establish a tool to review and keep checks and balances between the International Board and the Council after the spring International Council Meeting;
- The International Board shall explain in each International Council Meeting the steps taken to fulfil this aim.

Summary

Advisory Body:

- Structured and operational;
- Explore the possibility of expanding the number/category of members

Board Reform:

- Revision of Key Areas done, but not Supporting Areas;
- Outsourcing opportunities are being explored;
- EIT is being restructured;
- Training to the IB is provided.

Secretariat Reform:

- Secretariat opportunities being explored (through grants);

Annual Cycle of Meetings:

- Meetings revised and implemented;
- First edition of the ITM organised: feedback phase
- E-voting system implemented;

Conclusion: Good Governance is being successfully implemented

A Living Vision

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A Living Vision - Refocus

Aim - Strengthen the ELSA identity by creating a clear understanding of what the purpose statement means for today's members, in different countries and settings and how it defines and determines our actions.

Operational Goals:

- ELSA shall define what 'non-political' means within international association law and practice;
- ELSA shall develop a clear understanding of what the Philosophy Statement of the Association means within association law and practice and for its members;
- ELSA shall constantly develop awareness and knowledge of Human Rights by aligning certain activities with these goals;
- ELSA shall establish Human Rights partnerships at least on International and National level;
- ELSA shall create a strategic plan to increase the awareness and knowledge of the International Focus Programme;
- ELSA shall research the exact legal and reputational implications of actions such as advocacy (including statements) or any other actions it makes or takes in the pursuit of being the voice of law students;

A Living Vision - Refocus

Aim - Strengthen the ELSA identity by creating a clear understanding of what the purpose statement means for today's members, in different countries and settings and how it defines and determines our actions.

Operational Goals:

- ELSA shall aim to foster mutual understanding between legal professionals and law students by redefining and understanding what each of these terms implies;
- ELSA shall acknowledge legal matters, as well as engage in activities which encourage social responsibility through a holistic approach;
- The International Board shall explain in each International Council Meeting the steps taken to fulfil this aim.

A Living Vision - Speak Out

Aim - Be 'the voice' of European Law Students.

Operational Goals:

- ELSA shall create an ELSA Advocacy Programme and develop a clear understanding of what ELSA Advocacy means within its members;
- ELSA shall define and advocate the matters that concern law students;
- ELSA shall research the exact legal, financial, reputational implication of having an ELSA Advocacy Programme;
- ELSA shall constantly develop awareness and knowledge of Rule of Law;
- ELSA shall constantly develop awareness and knowledge of the United Nations Sustainable Development Goals by aligning certain activities with these goals;
- ELSA shall apply for Sustainable Development grants;
- ELSA shall explain in each International Council Meeting the steps taken to fulfil this aim.

A Living Vision - Continuity

Aim - Ensure a more cohesive, mutually beneficial and long-term relationships with the partners of ELSA, as well as its Officers and Members.

Operational Goals:

- ELSA shall aim to obtain and secure support from renowned partners, institutions and persons on a long-standing basis;
- ELSA shall look into new ways of involving its partners and its trainers with the work of the Association in order to ensure a more cohesive and mutually beneficial relationship;
- ELSA shall obtain and reproduce testimonials from its past members, in order to engage and encourage its present members and officers to maintain involvement after their active years;
- ELSA shall highlight the success of its past members through a variety of means in order to showcase the potential benefits of being active in the Association;

A Living Vision - Continuity

Aim - Ensure a more cohesive, mutually beneficial and long-term relationships with the partners of ELSA, as well as its Officers and Members.

Operational Goals:

- ELSA shall aim to provide training related to soft skills for its members through creating a training strategy in collaboration with the International Trainers' Pool, as well as through encouraging and aiding the formation of a National Trainers Pool;
- ELSA shall establish formal cooperation with its alumni association, which clarifies the expectations, duties, benefits, and obligations of each party in order to ensure a mutually beneficial relationship;
- ELSA shall explain in each International Council Meeting the steps taken to fulfil this aim.

Summary

Refocus:

- Awareness brought to P.S. (ex. Board Reform) and focus on S.R.;
- Development of the AHRC, of human rights cooperations and Academies;
- Separating the IFP from the AHRC;
- Development of PD as a means of mutual understanding.

Speak Out:

- Development of AHRC and other advocacy related initiatives;
- RoL - ROLE and LexisNexis;
- Lack of UN SDGs and other topics.

Continuity:

- Maintenance and development of current partnerships + new ones;
- 40th Anniversary Celebrations - Human Library and Instagram campaign on our Alumni's successes;
- Revitalisation of the ITP;
- Formal cooperation with ELSA Alumni.

Conclusion: A Living Vision is the priority taken this term and the foundations are being implemented. Nevertheless, there is still work to be done in order to solidify what has been started.

An Engaging Association

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An Engaging Association - Member Value

Aim - Identify and focus on those activities that offer the most value to ELSA members.

Operational Goals:

- ELSA shall ensure that it provides the opportunity to its active members to acquire skills for life;
- ELSA shall ensure that all its Officers are recognised internally and externally for their position or skills through cooperation with certified trainers or firms;
- ELSA shall conduct a member satisfaction survey in order to ascertain the areas which need improvement, which shall be conducted annually;
- ELSA shall improve the quality of the reporting in order to most closely meet the needs of its members; inter alia reconsidering the form and the purpose of the State of the Network Inquiry;
- ELSA shall ensure that participation in all its projects yields recognisable and official participation certificates to the members;

An Engaging Association - Member Value

Aim - Identify and focus on those activities that offer the most value to ELSA members.

Operational Goals:

- ELSA shall create benefit schemes for its members through programmes which may include but are not limited to an ELSA membership card or an official ELSA membership application;
- ELSA shall create an application which displays the credentials of the member using it, as well as any participation certificates;
- The International Board shall explain in each International Council Meeting the steps taken to fulfil this aim.

An Engaging Association - Community

Aim - Create a strong ELSA social brand, by uniting members and officers under one brand and one vision.

Operational Goals:

- Promote a consistent identity towards international legal partners; by creating suitable and consistent marketing materials;
- ELSA shall focus on increasing the understanding of ELSA and ELSA related activities for all its members and in particular externals through informative consultation sessions;
- ELSA shall focus on regional events as a means of making internationality accessible to more ELSA members;
- The websites of ELSA must give a clear and easy to understand overview of ELSA's activities which shall be achieved by conducting an annual review of the website structure and content;

An Engaging Association - Community

Aim - Create a strong ELSA social brand, by uniting members and officers under one brand and one vision.

Operational Goals:

- ELSA shall develop its brand and establish a unified image as an international and professional association while ensuring the sustainability and consistency of such brand by regulating ELSA brands as well as the brand of its projects more rigidly;
- The corporate identity of ELSA must give a clear and easy to understand the image of ELSA's activities and vision which shall be achieved by conducting an annual review of the corporate identity;
- ELSA shall strive to adhere to the templates and materials provided in the marketing materials database in order to ensure the unified image of ELSA;
- ELSA shall create and carry out a public relations strategy;
- The International Board shall explain in each International Council Meeting the steps taken to fulfil this aim.

An Engaging Association - Retain Talent

Aim - To retain the voluntary involvement and skills of Officers after their active years, through collaboration with the alumni associations of ELSA.

Operational Goals:

- Create an ELSA Mentorship Programme in which alumni offer help, advice, and mentorship to the present-day Officers of the Association;
- Actively encourage and aid Officers to partake in the alumni associations after their active years, in accordance with the Human Resources Strategy;
- Create an alumni database in collaboration with the alumni associations of ELSA;
- Create a donation system in collaboration with the alumni associations of ELSA;
- Explain at each International Council Meeting the steps taken towards the achieve this aim.

Summary

Community:

- Rebranding ,PR strategy and identity of the projects in development;
- Need to review websites and IT systems;
- Development of regional cooperations;
- Development of templates for projects.

Retain Talent:

- Creation of a donation system;
- Mentoring Programme created by ELSA Alumni;
- Actively cooperating with Alumni

Member Value:

- Focus on benefits to our members through new partnerships;
- Need to develop the recognition of our Officers (ex. EIT);
- Certificates are provided;
- Contacting externals to evaluate the possibility to create a membership card/platform.

Conclusion: the foundations have been started but it is the priority for next year.

Final Conclusions

Good Governance - Implemented and only final tweaks to be concluded.

A Living Vision - Foundation of advocacy and Social Responsibility finalised. Needs to be solidified.

An Engaging Association - Priority for the last year, specially when it comes to Member Value and Community.

The logo for the European Law Students' Association (elsa) features the lowercase letters 'elsa' in a white, bold, serif font.

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What about you?

How are you implementing the
Strategic Goals?

That is it folks!

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