

Strategic input on Member Value (An Engaging Association)

Open BEE Call - 13 May 2020

The Strategic Goals of ELSA

Strategic Goal 3: An Engaging Association

Focus 3.1 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;

51st Edition, November 2019

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Decision Book

DECISIONS RELATING TO **ELSA IN GENERAL**
Strategic Planning

- 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.

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General member benefits in associations

Volunteer opportunities

Educational opportunities (i.e. scholarships)

Advocacy

Community – Membership platforms

Networking

Professional development

Mentor programs

Training

Member discounts

ELSA International

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Web: elsa.org

The logo for ELSA International, featuring the word "elsa" in a stylized, lowercase, blue font.

The European Law Students' Association

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Mentor programs

Ideas on partnerships:

- Liaison with universities (educational institutions in general);
- Liaison with law firms;
- Liaison with HR firms;
- Cooperation with ELSA Alumni.

Further notes on the structuring of mentoring:

- Divide between mentoring on ELSA matters and mentoring on career opportunities;
- Mentoring on career opportunities; some proposals for connection with STEP;
- Mentoring on creating one's ELSA path.

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Member discounts

Ideas on members' benefits partnerships

- Educational: discounts on courses and scholarships;
- Transportation: busses, airlines etc.;
- Accommodation: hostels, apartments;
- Knowledge management: applications (Kahoot! / MindTools);
- Technology – Software and Hardware (Microsoft / Apple);
- Entertainment (Spotify / Netflix).

How do we make sure that this information reaches our members on the local level?

- Social Media;
- Mailing lists;
- Membership Card;
- Membership Application;
- Membership Platform.

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Member needs

How can we recognise the future needs of our members?

- Strategic Goals questionnaire / State of the Network questions;
- Surveys;
- Open discussions – calls;
- Interactive workshops;
- Projects / Initiatives;
- Cooperation with Association Management Services.

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