

30th State of the Network

Based on the results from the 30th State of the Network Inquiry conducted before the 79th ICM Online 2021.



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Foreword

Dear Network,

We are pleased to present to you the results of the 30th State of the Network Inquiry.

We would like to thank all National Groups which took the time to fill out the Inquiry and therefore helped shape the future of this association. We have compiled this Report with the vision that it lead to fruitful and productive discussions.

As the Assistants for Internal Management, we would only hope that the State of the Network Inquiry and Report will continue to develop in the direction of a concise and functional tool for all officers of the network.

Best wishes,

Luciana Ayres des Campos & Yordan Kyurkchiyski

Assistants for Internal Management of ELSA International 2020/2021



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Abbreviations

- NG – National Group
- LG – Local Group
- IFP – International Focus Programme
- SotN – State of the Network
- HR – Human Resources
- OYOP – One Year Operational Plan
- NTP – National Trainers' Pool
- SG – Strategic Goals
- CI – Corporate Identity
- EDF – ELSA Development Foundation



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Information about the Report

- Number of National Groups represented: 37



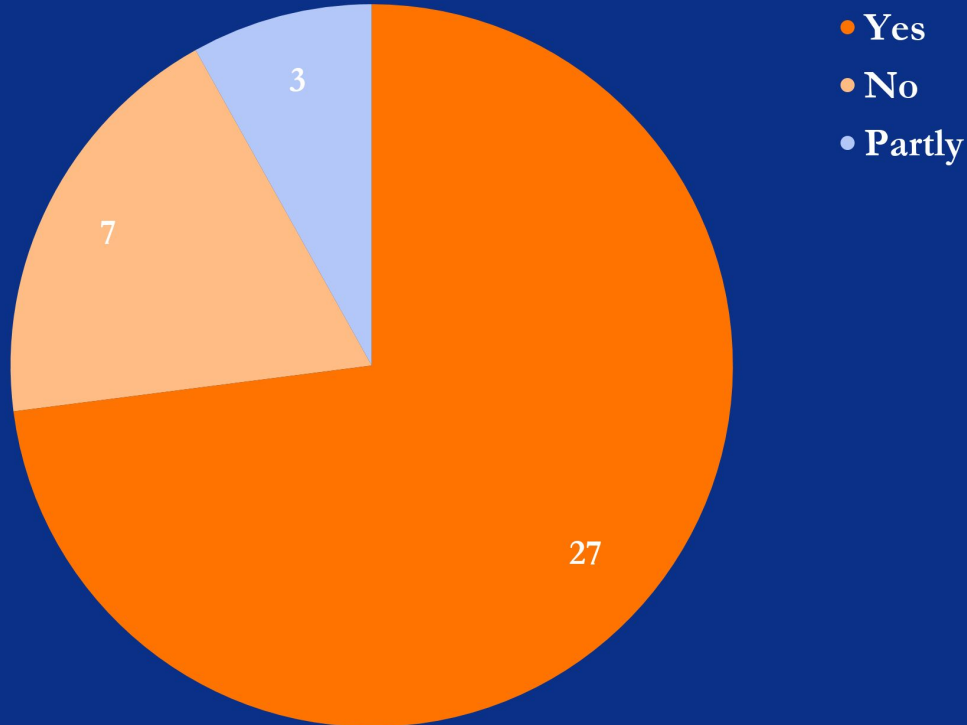
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Administration

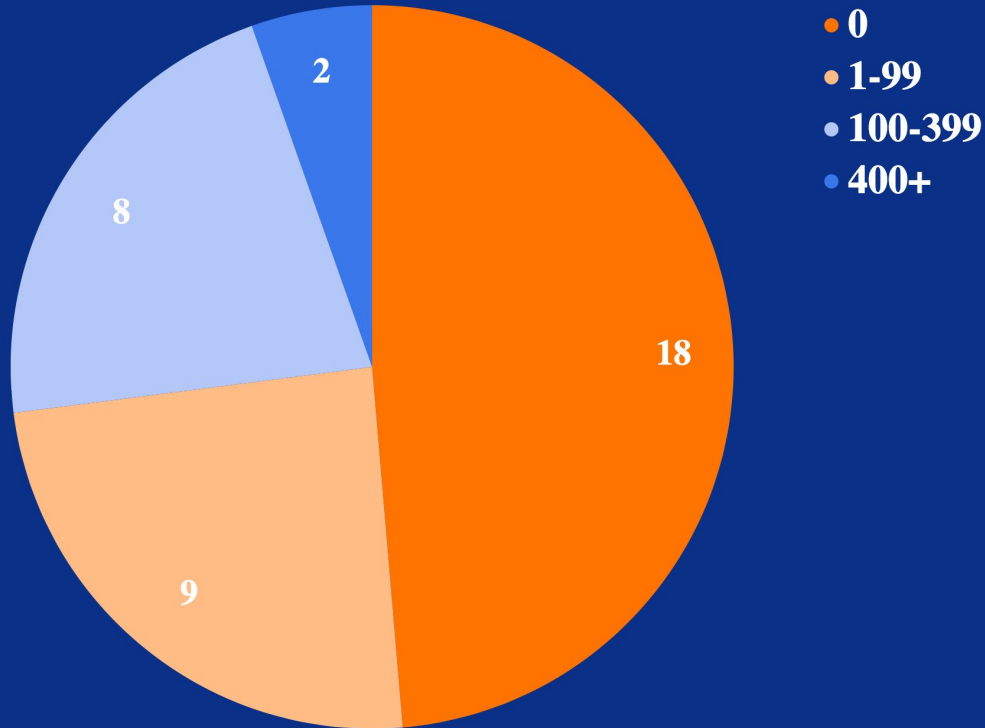


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Are Board positions regulated in your Statutes?



Costs of changing Board positions in Statutes



Projects

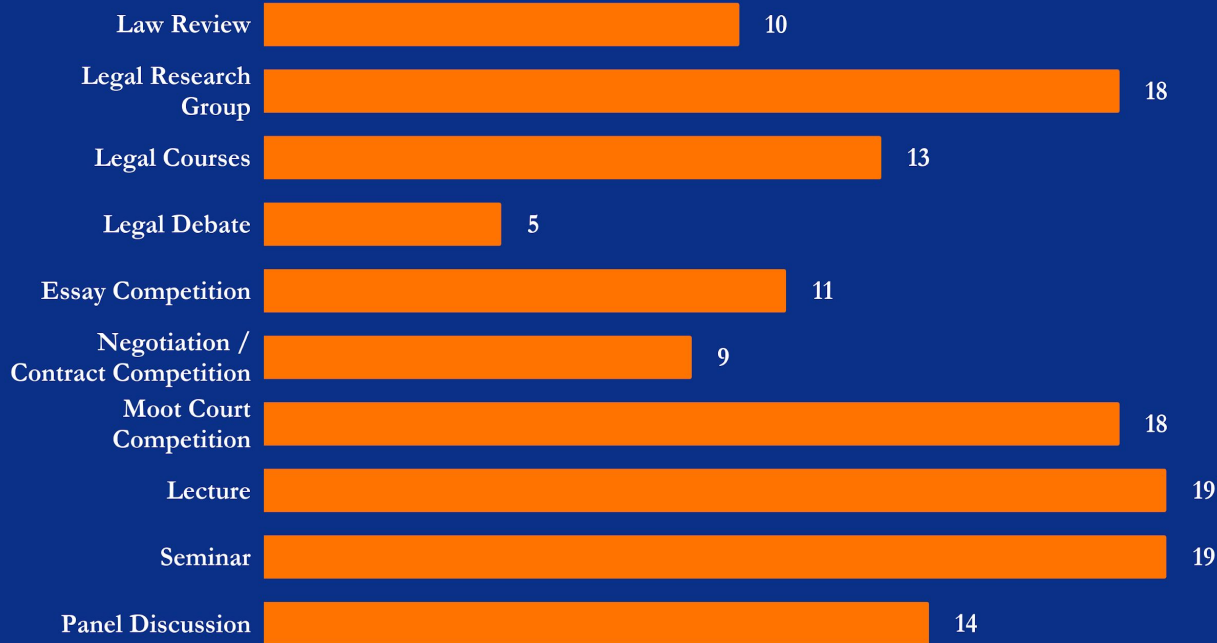


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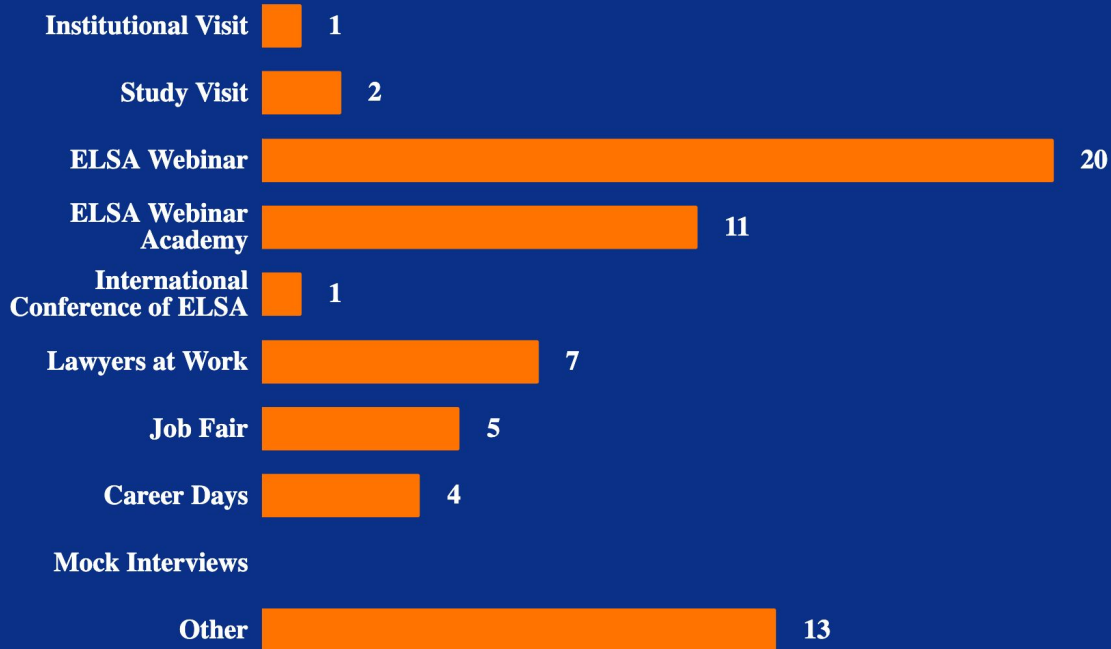
Methods of adapting projects to the pandemic

- Online events (e.g. webinars, kahoot games, webseries, projects on google meet/zoom, broadcasting on facebook) (x27)
- Covid-friendly physical events (x4)
- Postponing or planning events for after the pandemic (x1)
- Responsible marketing (x1)
- Adapting event regulations to the digital domain (x4)
- Making structure of projects more dynamic (x1)
- Increasing legal writing projects which don't require attendance (x1)
- Cancelling events (specifically the larger ones) (x3)
- Hybrid events (x2)
- Digital Traineeships (STEP) (x3)

Organised Events or Projects (1)



Organised Events or Projects (2)



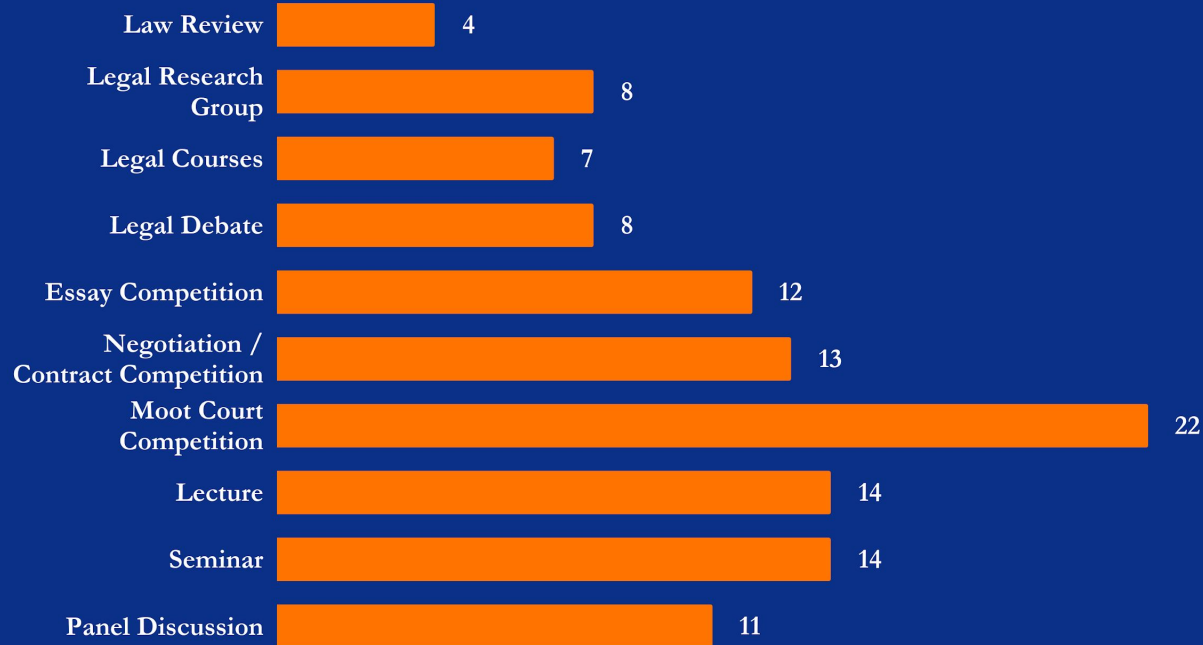
Other Organised Events or Projects

- Competition for Drafting Legal Documents
- Alumni Day (“ELSA Human Library”)
- Client Interviewing Competition
- STEP Day
- Excellence Webinar Academy
- Treasure Hunt
- Policy Papers
- Publications on Jurisprudence project
- “Constitutional Mindmaps” Publication
- National Traineeship Programme
- Round Table
- (International) Conference
- Hackaton

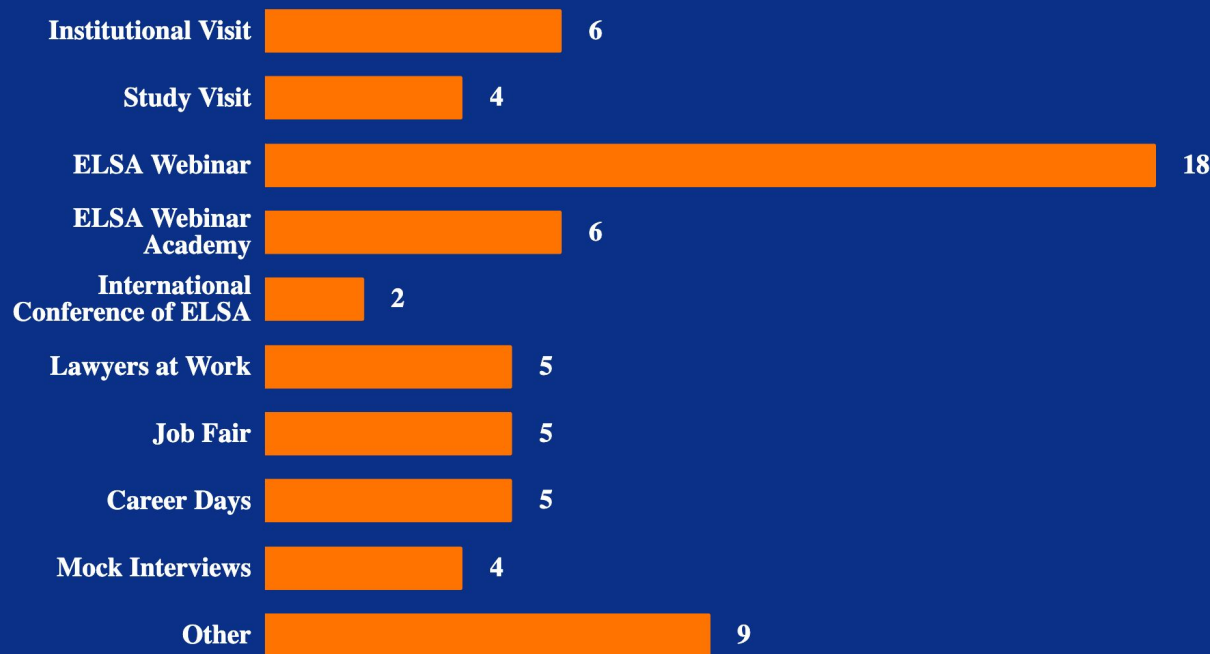


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Events or Projects to be organised until end of Term (1)



Events or Projects to be organised until end of Term (2)



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Other Events or Projects to be organised

- Witness Interviewing Competition
- Professional Development Seminars
- STEP Days
- Conference on Maritime Law
- National Career Fair
- Trainings (e.g. public speaking)
- Legal Clinic
- Keynote (presentation-based live broadcasting event)
- Model United Nations



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Methods of improving Knowledge Management Materials by ELSA International

- Good as they are (x13)
- Regular update (every year) (x6)
- Including project implementation (x1)
- Executive summaries of documents (checklist) (x1)
- Translation to native language of National Group(s) (x2)
- Shared google drive and/or common chat (x3)
- All necessary files for each area in one place (x1)
- More videos and/or handbooks (e.g. GDPR, STEP IT System) (x4)
- Re-explaining materials at beginning of term (x4)
- More detailed information (x2)
- Internal webinars (x3)
- Overview of National Board obligations (x1)
- Frequently asked questions (FAQ) section (x1)



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Methods of improving the Marketing Strategy of EI-coordinated projects (1)

- Good as it is (x8)
- Identify posts visually (x1)
- Using interactive Instagram tools (x4)
- Sharing with National Marketeers in advance so they can repost (x5)
- Brand-starter kit with the basics for each project (x3)
- More behind the scenes photos/videos (x2)
- More explanations about the projects/surveys (x4)
- Sharing strategy with National Groups (x3)
- Takeovers by partners (x1)
- More testimonials (x1)
- Stop the STEP countdown (x1)
- Reintroduction of cross-promotion (x1)

Methods of improving the Marketing Strategy of EI-coordinated projects (2)

- Calendar/timeline with all the projects (x6)
- More bright colours and humor (i.e. less serious / professional) (x2)
- Use email marketing (x1)
- More videos (x1)
- More varied content (x1)
- Use of hashtags (x1)
- Focus on the benefits of the projects (x1)
- More constructive handbooks (x2)
- Give up on things that don't work (x1)

National Groups' Marketing (Projects)

- Use of popular platforms, websites and mailing lists (x13)
- Kick-off posts and repeated stories (x4)
- Brand identity for each social network / projects (x5)
- Preparing designs in advance / use of calendar (x7)
- Targeting new groups (x1)
- Cooperation (x1)
- Cross-promotion (x3)
- Diversified / interactive / informative content (x10)
- Same marketing as ELSA International (x5)
- Shared marketing google drive / strategy with Local Groups (x7)
- Celebrating progress (x1)
- More videos (x1)
- COVID-19 specific branding (x1)
- No strategy (x1)



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Methods of improving the Marketing and Branding of International Projects

- Good as it is (x8)
- Simple and concise posts (x1)
- Images that are familiar and/or remembered (x3)
- New branding of ELSA Delegations (x2)
- White EWA kit is not so nice (x2)
- Explaining differences between brands (e.g. ELSA Webinars vs. EWA) (x1)
- Better communication (x3)
- More promotion in the network (x1)
- Knowing promotion cycles in advance / calendar / reminders (x3)
- More videos (x2)
- CI compliance in National/Local Groups (x1)
- More variety on project design palette (colours, fonts, etc.) (x5)
- More testimonials (x1)



Methods of improving the Marketing and Branding of International Projects

- Use of real ELSA people in photos/videos (instead of stock photos) (x1)
- More post-event visual communication (x1)
- Focus on establishing brands instead of re-branding (x2)
- More posts (x2)
- Editable templates / simple marketing kits (x2)
- Distinguishing ELR, Synergy and LRG (x1)
- One website page with all projects (x1)
- STEP and WELS logos (x1)

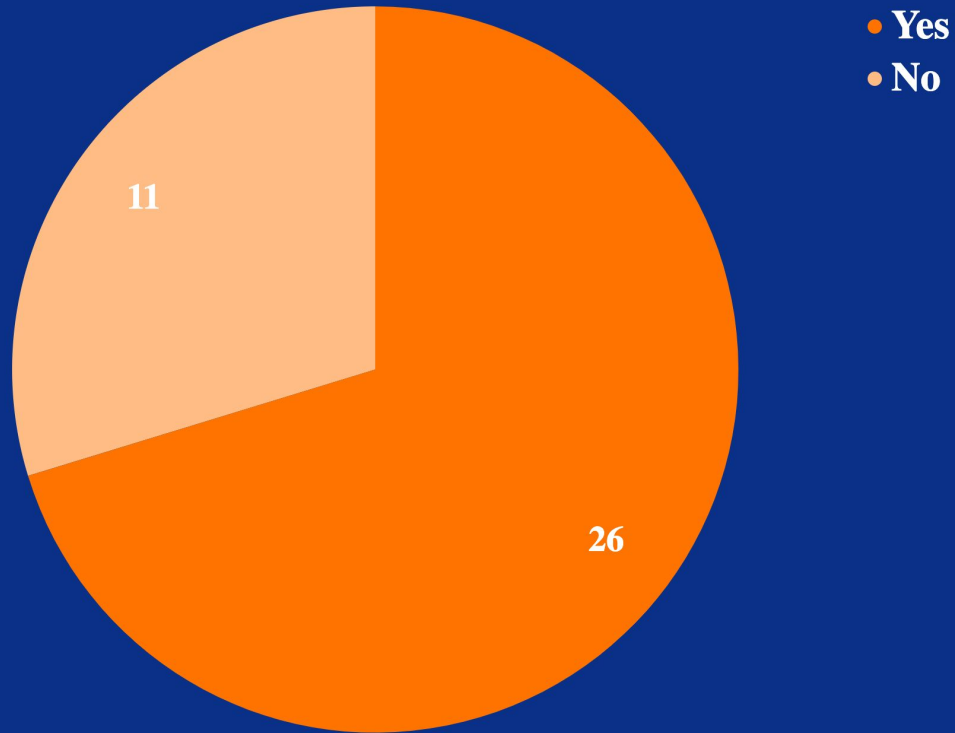


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Strategy Regarding SRP

- Adjusting regulation to COVID-19 measures (x2)
- Appointing Director / Assistant / Working Group for SRP (x7)
- (Quick) fixes to previous version of reports after EI feedback (x9)
- Halted due to internal issues and / or pandemic (x1)
- Neutral (x1)
- Involving Local Groups (x1)
- No STEP officer (x2)
- Don't know what SRP is (x3)
- No strategy (x12)

Will you submit a new version of the SRP Report?



Reasons for not submitting new version of the SRP Report

- Internal issues (x4)
- Pandemic (x1)
- No previous SRP Report (x1)
- Not ready yet (x1)
- No changes (x1)
- Lack of budget (x1)
- No VP STEP (x1)
- No SRP Strategy (x1)
- Not taking part in the SRP (x1)

National Groups' Professional Development Strategy

- Collaboration between the areas (x4)
- Setting priorities / general principles (e.g. unity, trust, experience) (x2)
- Discussing with Local Groups (x3)
- Organising more professionally oriented events / projects (x8)
- Implementing it within other projects (STEP, National Traineeship Programme, ENC, MCC) (x8)
- Workshop at NCM (x1)
- Creating Professional Development tools (x1)
- Creating a VP Training (x1)
- Including it in the Strategic Goals (x1)
- Including it in the regulations (x2)
- Leaving it to Local Groups (x2)
- Still under development (x4)
- No strategy (x10)



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Methods of Implementing the Educational Cycle of ELSA

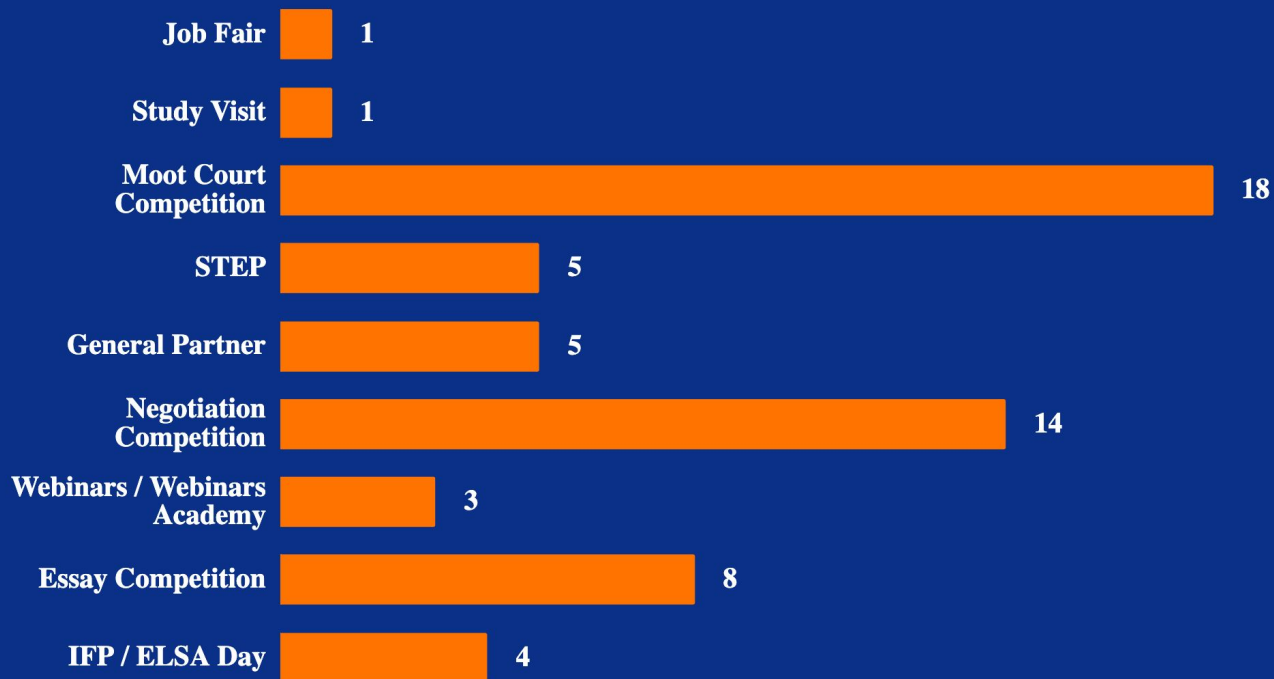
- Implementing it within STEP (x1)
- Events focused on education (x4)
- Within the division of the Key Areas (x5)
- Cooperation in events (e.g. IFP and Human Rights Campaign) (x3)
- Trainings and discussions with Local Groups (x4)
- With ELSA4Schools / ROLE Campaign (x2)
- Need more tools / doesn't understand what it is (x2)
- Under development (x3)
- No implementation (x19)



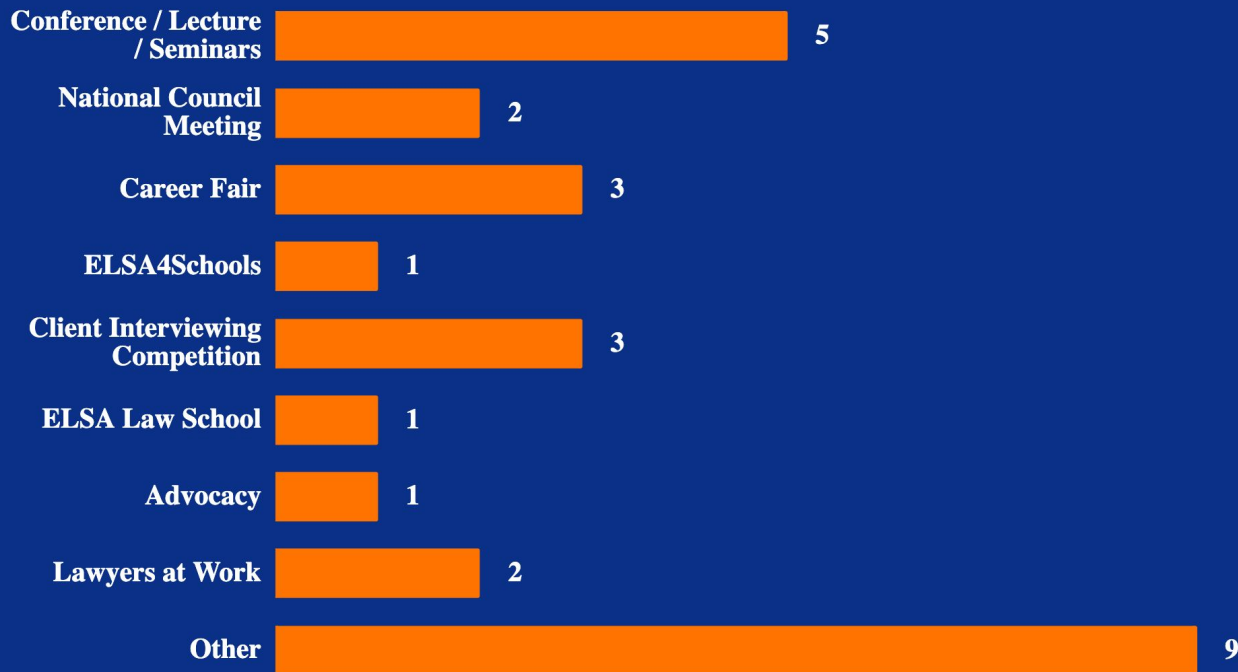
Methods of Implementing a Human Rights focus in projects

- Having Human Rights as a primary theme of events (AA, S&C, STEP) (x22)
- Thinking about members first (x1)
- Having Human Rights partners (x6)
- Through IFP / ELSA Day (x7)
- Local Group events (x2)
- Focus on Human Rights in social media / newsletter (x5)
- Having a Human Rights / Advocacy team / campaign (x9)
- Workshops during NCMs (x2)
- Training (x1)
- Having a legal committee (x1)
- No data (x1)

Projects with secured partnerships (or under negotiation) (1)



Projects with secured partnerships (or under negotiation) (2)



National Networks



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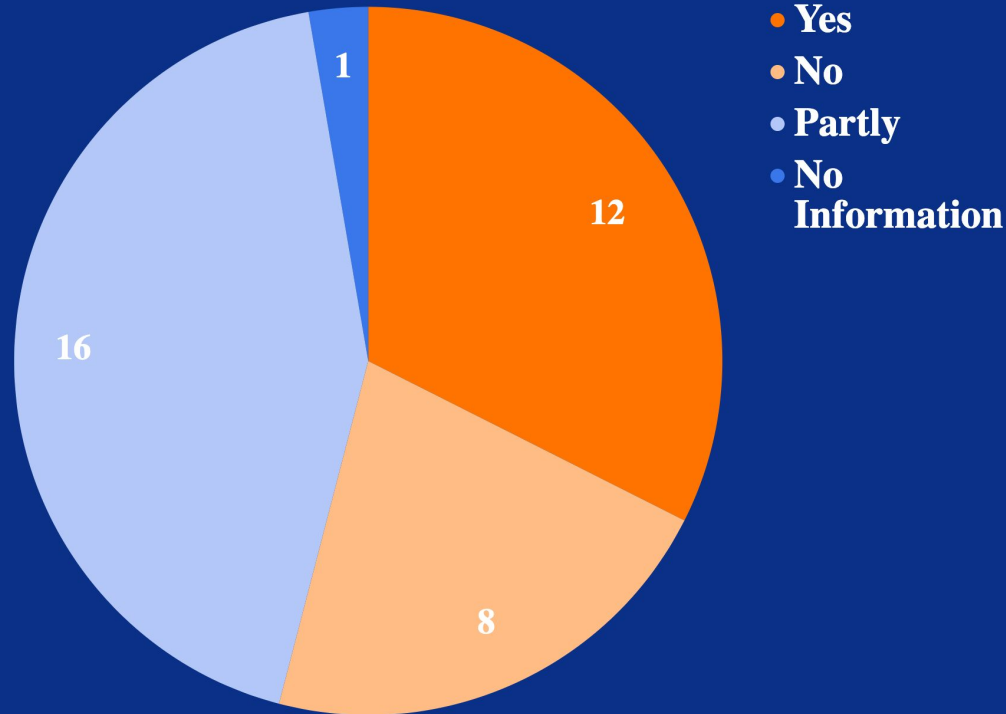
Experienced difficulties as a National Board

- Lack of physical contact (x26)
- Lack of motivation / interest (x8)
- Lack of communication (x7)
- Lack of teamwork (x5)
- Lack of team building (x2)
- Lack of experience (x1)
- Lack of sponsors / small budget (x2)
- Legal issues (x1)
- Problems with Local Groups (x2)
- Cancelled events (x2)
- Vacant positions / resignations (x3)



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Have you achieved your goals regarding your external relations strategy? (1)

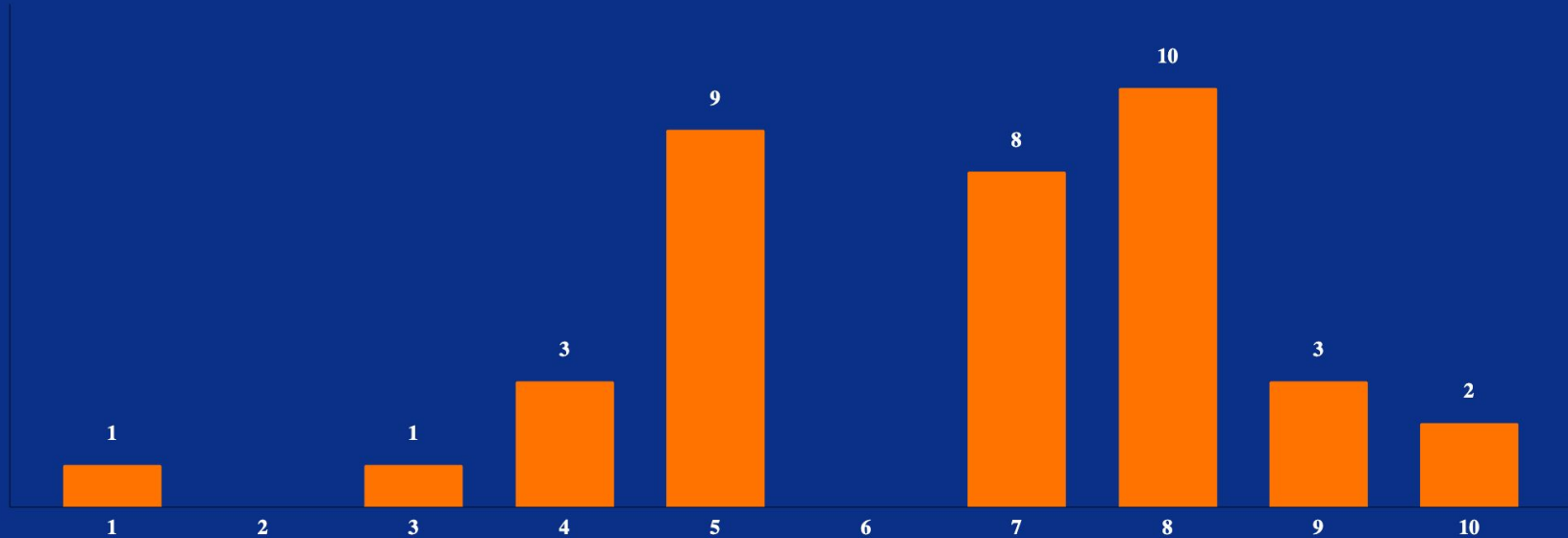


Have you achieved your goals regarding your external relations strategy? (2)

- Still need to create internship spaces for members / ensure our National Traineeship programme is successful (x2)
- Will try to replace lost partnerships (x1)
- Still need to become compliant with National Association Law (x1)
- Need to overcome difficulties of pandemic (x2)
- Some partnerships still under negotiation (x4)
- Looking to increase collaborations with other associations (x1)
- Lack of responsiveness from brand companies (x1)
- Still need to synchronise contacting procedure (x1)
- Still need to develop Advocacy and Social Responsibility (x1)
- Many firms not interested in being partners (x1)



Ranking Strategic Goals implementation in National Groups - Average: 6.6 (out of 10)



National Groups' contact and relations with Local Group(s) (1)

POSITIVES

- Transparency (x1)
- Good communication (x13)
- Good relations (x3)
- Visiting Local Groups' events (x1)
- Coaching system (x7)
- Negotiations when problems arise (x1)
- National Council Meetings (x1)

NEGATIVES

- Lack of motivation (x4)
- Divergence of expectations (x1)
- Lack of physical contact (x3)
- Local Groups that are in a calendar year term (x1)
- Difficulties with apolitical status (x1)
- Lack of engagement / initiative from Local Groups (x3)
- Knowledge gaps (x2)



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National Groups' contact and relations with Local Group(s) (2)

METHODS OF COMMUNICATION

- Whatsapp (x9)
- Email (x15)
- Google Meet (x12)
- Facebook / Messenger (x13)
- Instagram (x2)
- Slack (x3)
- Zoom (x2)
- Microsoft Teams (x2)
- Webex (x1)
- Newsletter (x1)
- Physical meetings (x1)

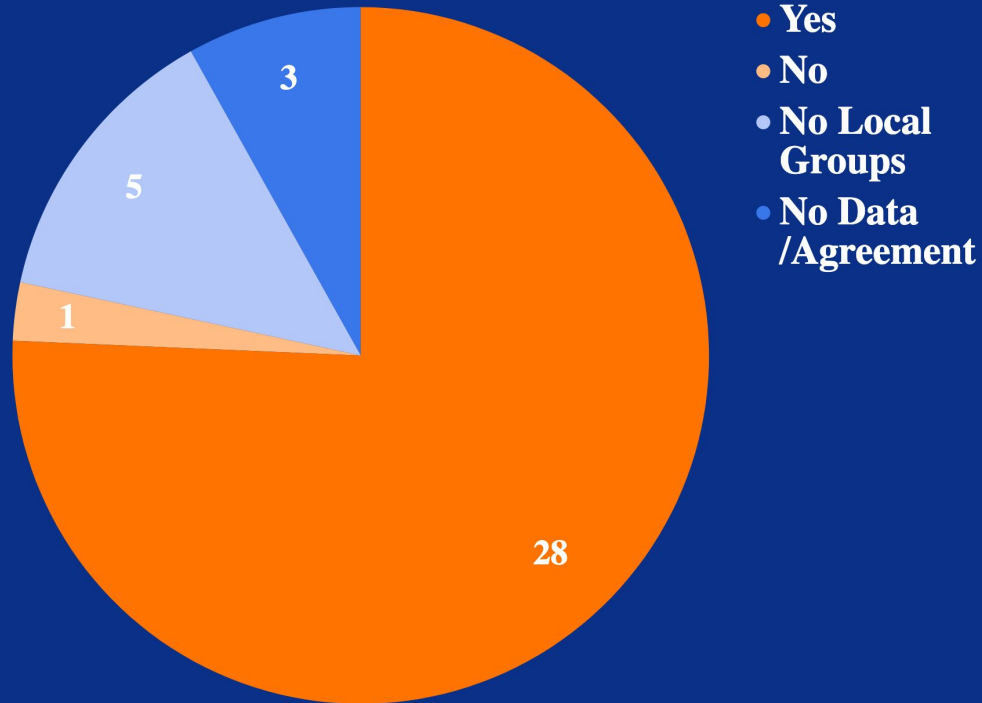
FREQUENCY OF COMMUNICATION

- Often / Regularly (x6)
- Daily (x5)
- Weekly (x4)
- Bimonthly (x3)
- Monthly (x9)
- Before big events (x1)
- Calls when requested / required (x2)



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Do Local Groups put enough effort in dealing with the online reality? (1)



Do Local Groups put enough effort in dealing with the online reality? (2)

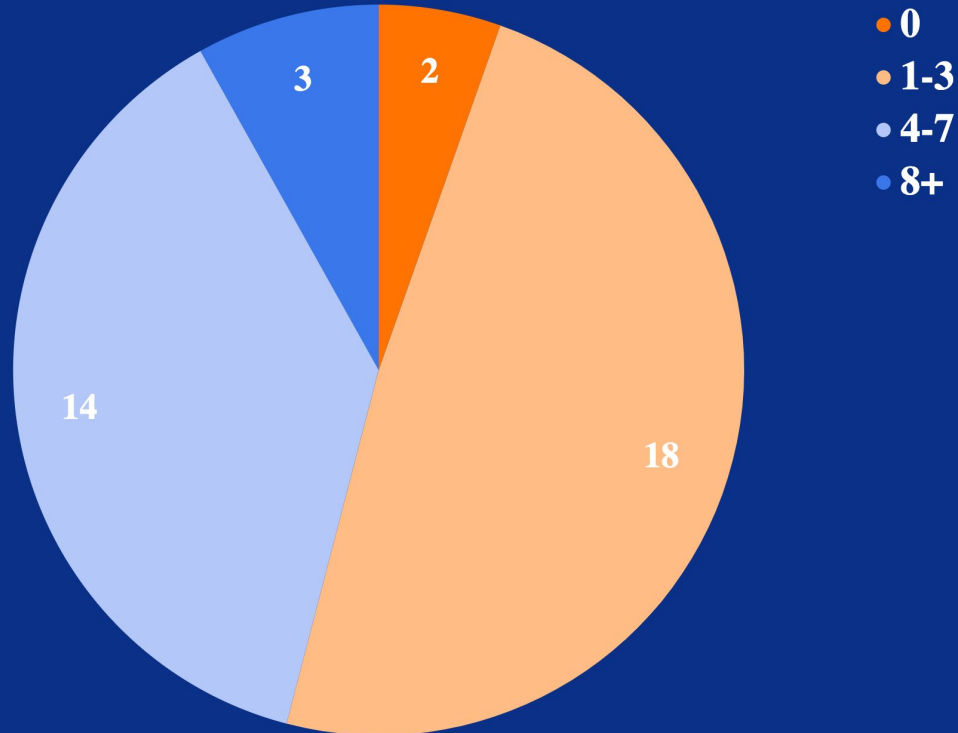
POSITIVES

- Local Groups are inventing creative solutions /events (x5)
- Local Groups have had tutorials on using online platforms (e.g. Zoom, Clickmeeting, Google Meet) (x4)
- Local Groups have asked for help (x1)
- Smaller liability insurance needed (x1)

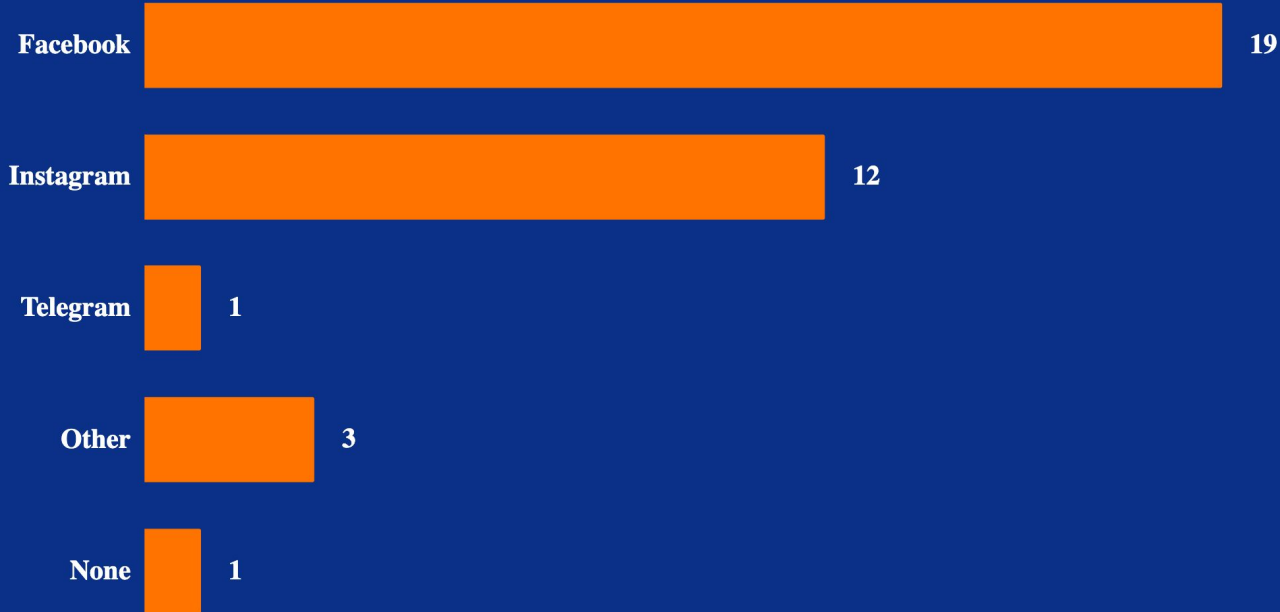
NEGATIVES

- Local Groups are overstrained (x1)
- Local Groups are non-responsive / less active (x2)
- Need to work on approaching new members (x2)
- Difficulty of less-engaged students (x4)
- Increased bureaucracy (x1)

How many Social Media posts per week?



Which platform is mostly used for the promotion of projects?



How would you improve the communication between ELSA International and National Network?

- Good as it is (x23)
- More / better planned open calls (x5)
- More frequent contact (including informal one) (x3)
- More channels of communication (x1)
- More contact with Local Groups (x1)
- More frequent communication with coach (x1)
- More targeted / frequent response to questions or problems (x2)
- Coach per specific area instead of coach per National Group (e.g. transition, organizing events, etc.) (x1)
- Announcing the launching of projects (e.g. via mailing lists) (x2)
- Feedback forms for open / coaching calls (x1)
- More specific workshop agendas and activity reports (x1)
- Feedback to National marketing (x1)



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Association Development



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National Procedures in relation to Transition Knowledge Transfer and Knowledge Management (1)

- Transition Day / Week / Weekend / Month (x17)
- NOM / NCM (x13)
- Handbooks / Guidelines / Welcome pack (x13)
- Calls / Online meetings / Coaching (x6)
- Physical meeting (x2)
- Giving transition to Local officers who did not receive it (x1)
- Promotion of ITP / NTP for Transition (x6)
- Discussions with Local Groups on successors (x1)
- Showing most used platforms (x2)
- Starting transition right after elections (x6)



National Procedures in relation to Transition Knowledge Transfer and Knowledge Management (2)

- General / Area Transition (x9)
- Visiting Local Groups' Transitions (x1)
- Local Groups have their own traditions (x5)
- Transition together with Local Groups (x3)
- Involvement of Alumni (x2)
- Implementation of a National Transition Meeting (x1)
- Exchange of good practices amongst Local Groups (x1)
- Transition plan not developed (x2)

National Procedures in relation to Recruitment (1)

- Google / sign up forms (x2)
- Talking with predecessors / explaining positions to candidates (x2)
- Promoting positions on social media with accurate descriptions (x6)
- Recruitment portal on website (x2)
- Promoting directly to Local Groups (x1)
- Promoting positions for National team (x3)
- Usage of HR assessment (x1)
- Local Groups' recruitment through university visibility (x1)
- Campaign prior to elections (x1)
- Freshers cocktail events (x1)
- ELSA Personality test (x1)



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National Procedures in relation to Recruitment (2)

- Informational meetings at the beginning of term (x6)
- ELSA office open hours (x1)
- Personal recruitment and talks / calls (x4)
- CV / Cover letter and Interview applications (x5)
- Election preparatory commission that recommends positions (x1)
- Group chats with interested people (x1)
- Unified recruitment model for Local Groups (x2)
- Adaptation days at the beginning of semester (x1)
- Usage of tutoring (x1)
- Guidance provided in handbooks (x1)
- Satisfaction survey (x1)
- Increasing recruitment through partnerships (x1)



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Vision of Social Responsibility and ELSA (1)

- Usage of a Director for Social Engagement / Policy (x2)
- Organising more Human Rights / Social Responsibility events / projects on the national level (x9)
- Collaboration with startups that need visibility (x1)
- Implementation of Social Responsibility in existing projects (x2)
- Practicing it through advocacy (x7)
- Presentation of initiatives by companies / firms (x2)
- Promoting social topics in external relations (x2)
- Stronger involvement in ROLE / ELSA4Schools (x3)
- More projects adapted to the Local Groups (x1)



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Vision of Social Responsibility and ELSA (2)

- Carbon-neutral NCM (x1)
- Gender-neutral language in regulations (x1)
- Implementation of Social Responsibility in next Strategic Plan (x1)
- Charity initiatives (x3)
- Dyslexic-friendly fonts (x1)
- Need for a corporate Social Responsibility strategy for the ELSA network (x1)
- Problem of other associations focusing on this area (x1)
- No data (x12)



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