

ONE YEAR OPERATIONAL PLAN

INTERNATIONAL BOARD OF ELSA 2024/2025



elsa

The European Law Students' Association

FOREWORD

Dear Network,

With great excitement and motivation, we share with you our One Year Operational Plan for the term 2024/2025!

Each of us moved to Brussels with ideas we were eager to start working on together. Throughout the drafting process, we have mapped out these ideas and created our goals for the year ahead. In the lines of this document, we describe our goals and how we plan to achieve them together with you.

Our goals are categorised into Foundation, Network, and Impact. A common thread is that we want to strengthen the collaborations between the areas, ELSA International and National Groups, and in between National Groups.

FOUNDATION

We need to ensure a steady foundation to be able to catalyse the development of ELSA as much as possible. The goals in this section therefore aim to create the best possible conditions for the growth of the Association and its Officers.

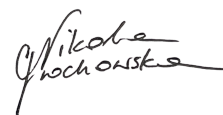
NETWORK

The Network we are all part of is one of the most unique aspects of ELSA. Through different initiatives and projects, the Association connects approximately 60.000 law students from all over Europe. This year we want to focus on strengthening the community, by providing support to organisers and participants and ensuring that our work is compliant with applicable regulations.

IMPACT

The *ratio* behind all our efforts in organising a variety of projects and initiatives all over Europe is to have a meaningful and lasting influence on the careers and lives of individuals we come in contact with - the Network as a whole should aim to **#ActToImpact**.

Warmest regards,



Nathalie, Mie, Nikola, Niko, Aliena & Paula

International Board of ELSA 2024/2025

TABLE OF CONTENTS

FOREWORD	1
TABLE OF CONTENTS	2
FOUNDATION	3
Strategic Planning	3
Continuity	3
Human Resources	4
Financial Management	4
Brand Identity	5
NETWORK	5
Community	5
Facilitation	6
Data Protection	6
Welfare	7
IMPACT	7
Development	7
Visibility	8
Advocacy	9

FOUNDATION

Strategic Planning

ELSA International's Strategic Plan specifies the Association's focus points for the period of 2023-2028. As we enter the second year of our current Strategic Plan, we aim to enhance its visibility in ELSA International's day-to-day work, clarify the scope and practical implementation, and encourage National Groups to develop their own strategic plan.

We aim to achieve this by:

- Emphasising and explaining the work that is done with and in accordance with the Strategic Plan within all areas;
- Including direct references to the Strategic Plan in communication with the Network, through channels such as updates at International Internal Meetings, Open Calls, and Monthly Reports;
- Raising the topic of Strategic Planning early in the term and encouraging National Groups to share their experience and work;
- Providing active and tailored support to National Groups in creating their strategic plans and encouraging National Groups to help each other;
- Encouraging the Network to work in accordance with the international Strategic Plan and use it as a source of inspiration when creating a national strategic plan.

Continuity

To ensure continuity and efficient functioning across the Network, it is crucial to focus on strengthening our Knowledge Management practices. As the majority of Officers changes every year, we aim to ensure that they have access to updated materials, through user-friendly platforms. Providing the Network with the most recent information, best practices, and guidelines will enhance the consistency of our work and the quality of our projects. Additionally, this will contribute to the professional appearance of ELSA.

We aim to achieve this by:

- Rehauling the Officers' Portal to improve accessibility;
- Exploring the possibility of merging the Officers' Portal and ELSA Wiki;
- Gathering input from the Network on the usefulness and relevance of existing materials and the need for additional tools;
- With the input of the Network revising and updating knowledge management materials such as handbooks, manuals, strategies, guidelines etc;
- Finishing and implementing the ELSA Training Strategy;
- Educating the Officers on training opportunities and highlighting their benefits through the use of engaging content.

Human Resources

The members of ELSA are the heart of the organisation. Making the most of our Human Resources is vital across all levels of the Association, from the International Board, the ELSA International Team and within the different National Groups, to ensure growth and continuity for the organisation.

We aim to achieve this by:

- Implementing the Human Resources Strategy;
- Promoting the benefits of being a Member of the International Board of ELSA and the professional opportunities it provides;
- Developing the Recognition Protocol for the ELSA International Team, to improve talent retention;
- Providing opportunities for bonding and teamwork within the ELSA International Team;
- Identifying the Network's challenges and supporting National Groups with their Human Resources Management;
- Promoting the Human Resources Handbook as a useful tool for the Network;
- Increasing visibility of and access to opportunities for Officers' Development, by promoting available resources such as the ELSA Skills Academy and ELSA Training.

Financial Management

The financial stability of ELSA International is crucial for the Association's possibility to expand and develop, both internally and externally. This year we will focus on improving the financial sustainability of ELSA International by looking into different solutions to the liquidity issues. Since the current Financial Strategy of ELSA 2022-2025 is about to expire, this year, we will also focus on creating a new Strategy for the upcoming years.

We aim to achieve this by:

- Creating a Financial Strategy by assembling a Working Group and engaging the Network in the process;
- Improving the effective utilisation of ELSA International's reserves to ensure financial sustainability;
- Looking into the possibility of investing funds to generate passive income;
- Researching ways of how income from Key Area Projects can support ELSA International's daily financial management;
- Looking into outsourcing the accounting of the International Board of ELSA;
- Publishing previous Final Accounts of the ELSA Development Foundation;
- Preparing and publishing the ELSA Development Foundation Statutes in accordance with Belgian law.

Brand Identity

As ELSA continues to grow and evolve, fostering a strong and cohesive brand identity becomes more important. To further propel the development of the Association, effective management of the ELSA Brand and utilisation of its full potential are essential. By focusing on knowledge management, we will work on Officers' awareness of Corporate Identity and the importance of upholding it. Furthermore, a creative and open approach to branding will be encouraged, allowing it to evolve in a direction more tailored to the current marketing landscape.

We aim to achieve this by:

- Providing Officers and Organisers with educational materials and training to equip them with the skills necessary to use the branding of ELSA and its projects effectively and correctly;
- Continuously reviewing the state of Corporate Identity in the Network and implementing notification mechanisms to inform ELSA Groups, Officers and other Organisers of ELSA projects about violations;
- In communication with the Network, adopting an open approach to the creative usage of the ELSA Brand and employing diverse tools to promote the Association's activities;
- Keeping track of the correct usage of the ELSA Brand by external stakeholders.

NETWORK

Community

Our goal is to foster a sense of community, belonging and collaboration among members, creating an environment where everyone feels valued and empowered to contribute. We are dedicated to promoting inclusivity, ensuring that all members can connect meaningfully across borders. By encouraging continuous and interactive exchange of ideas and resources, we enhance both personal and professional growth. Prioritising engagement and open communication is key to building a resilient and cohesive group. Together, we continue to strengthen our Association as a unified and dynamic force.

We aim to achieve this by:

- Establishing regular and direct communication with the Network through Individual Calls, Open Calls, and the Coaching System;
- Encouraging and enabling knowledge transfer, collaboration and regional initiatives between National Groups;
- Conducting interactive workshops that facilitate knowledge sharing between participants;
- Engaging previous project participants with new roles and opportunities in ELSA.

Facilitation

Providing organisers and participants with the necessary skills and support is crucial to enhancing the quality, sustainability and accessibility of our projects, including International Internal Meetings. Support structures need to be refined in order to build a stronger, more informed Network. This will increase engagement and participation numbers, as well as lead to greater satisfaction and benefits for the participants. We strive towards empowering Officers and participants in their fundraising efforts, ensuring the sustainability and expansion of our initiatives.

We aim to achieve this by:

- Identifying the barriers to participation;
- Gathering input from the Network on the need for tailored support and being available to provide it;
- Utilising the Coaching System to support participants in their preparations for International Internal Meetings and projects;
- Identifying and training experienced project managers to serve as coaches and trainers;
- Developing tools for project managers, including best practices, templates, and guidelines;
- Providing knowledge on and support in accessing financial aid, grants and scholarships;
- Facilitating participation in our projects by offering resources to potential participants, such as materials, templates for fundraising letters etc.

Data Protection

The increasing focus on Data Protection in society has spurred ELSA to revise and improve the practices of how we process personal data. The ultimate goal is to ensure GDPR compliance, both for ELSA International and across the Network, so that personal data is protected, and processed in accordance with the law.

We aim to achieve this by:

- Continuing to rehaul privacy policies for events and projects organised and coordinated by ELSA International;
- Implementing good archiving habits for ELSA International;
- Raising awareness within the Network on the importance of GDPR compliance, particularly among Key Area Officers and project managers;
- Educating the Network on how to collect, process and store personal data, and support the Officers throughout the process;
- Developing a Data Protection Handbook.

Welfare

A key step in making the most of our Human Resources is to focus on the wellbeing of all members. We will strive towards being a diverse and welcoming association, strengthening the welfare mechanisms, and cooperating across the Network on creating a social and professional environment where we can all thrive.

We aim to achieve this by:

- Implementing the Code of Conduct across the Network, ensuring that all members are well-informed about its principles and reporting mechanisms;
- Evaluating the Code of Code and its effectiveness, as well as identifying areas for improvement;
- Supporting National Groups in developing welfare structures;
- Encouraging National Groups to adopt the Model Code of Conduct;
- Educating Organising Committees of International Internal Meetings, and projects organised or coordinated by ELSA International, on welfare;
- Having a dedicated Welfare Officer at events and projects organised by ELSA International.

IMPACT

Development

We will focus on steadily improving the quality of ELSA's internal procedures and projects ensuring that each term surpasses the previous one. By continuously refining our structures and processes, we make our presence more relevant and our projects more impactful over time. A culture of ongoing improvement allows us to concentrate on details, leading to increasingly valuable outputs, bigger projects and better results. This gradual but steady commitment to growth and excellence is key to achieving long-term success and consistently raising our standards.

We aim to achieve this by:

- Exploring the possibility of integrating ELSA Skills Academy with Career Launch;
- Enabling the Network to discuss the direction and purpose of the International Focus Programme;
- Reestablishing the ELSA Law Review and stabilising its structures to enhance resilience;
- Revising and developing the External Relations Regulations;
- Creating and updating helpful tools to make the External Relations Procedure more user-friendly;
- Exploring partnership opportunities for ELSA International's projects;
- Restructuring the format of the International Training Meeting.

Visibility

Increasing visibility is essential to strengthen ELSA's presence, engage a broader audience, and foster deeper connections between National Groups. Our goal is to enhance the visibility of ELSA, ensuring that our projects are widely recognised both within and beyond our Network. By focusing on elevating our public image, we aim to showcase the value and impact of our initiatives, making ELSA more prominent in the international legal community. Ultimately, such increased visibility will help us build strong collaborations, attract more participants, and further our mission of providing opportunities and support to law students across Europe.

We aim to achieve this by:

- Identifying challenges to Officers' engagement with Public Relations Strategies released by ELSA International and working on overcoming them;
- Supporting ELSA Groups in their Public Relations efforts, by providing them with necessary materials and guidelines;
- Exploring the possibility of promoting ELSA International outside social media;
- Tailoring advertising to the specific target group of each project organised and coordinated by ELSA International, and exploring diverse promotion channels to reach a broader audience;
- Encouraging non-organising ELSA Groups to actively promote projects within their networks;
- Emphasising the importance of using Marketing Kits and assisting organisers by creating additional supporting materials to ensure consistent, high-quality online presentation across all projects, with a focus on Flagship Projects;
- Developing an accessible online overview of projects organised or coordinated by ELSA;
- Encouraging cross-promotion of projects within our Network and encouraging partnerships with other student associations on Local and National levels.

Advocacy

Our goal is to elevate ELSA's advocacy efforts by speaking out more assertively on critical legal and societal issues. Establishing a systematic approach to structuring our advocacy initiatives, will allow us to make a difference through the promotion of human rights and the rule of law. This approach will focus on increasing our advocacy potential within and through existing projects. In doing so, we will uphold ELSA's non-political character, ensuring that our advocacy remains objective, impartial, rooted in integrity, and based on the legal perspective. This commitment will expand ELSA's position as a dedicated advocate in the legal community, beyond the circle of participants of our projects.

We aim to achieve this by:

- Continuing the advocacy for human rights worldwide through the Annual Human Rights Campaign;
- Elevating the Helga Pedersen Moot Court Competition as an additional platform for advocating for human rights;
- Elevating the John H. Jackson Moot Court Competition as a platform for advocating for the international trade law principles of non-discrimination, transparency, reciprocity and sustainable practices;
- Equipping ELSA Delegates with elaborate briefing materials, enabling them to actively represent ELSA by speaking up in accordance with our values;
- Further strengthening the Rule of Law Education Programme as an advocacy platform for the rule of law, equality before the law and active democracy;
- Establishing a framework within ELSA International for impartially and swiftly raising awareness on emerging situations;
- Supporting the Network in identifying diverse focus points for advocacy.

#ActToImpact

elsa

The European Law Students' Association