

S&C DEVELOPMENT GOALS

SEMINARS & CONFERENCES
2019/2020



elsa

The European Law Students' Association

Foreword

Dear S&C Officers,

It is our pleasure to present you the S&C Development Goals for the period of the following three years (2019-2021). The Goals shall guide all S&C Officers whilst planning their terms and creating their One Year Operational Plans. They showcase current needs of the area and propose solutions to currently existing problems. The content of these Goals is a result of the joint work of the S&C Officers representing different Local and National Groups, different experiences, perspectives and expectations towards the area. Taking that into consideration, we believe the Goals correspond to the needs of the area on the international level, as well as the needs of each and every National Group.

During the International Council Meeting in Baku in 2019, the S&C workshop decided to focus on a few specific projects and create the development plan for them. Thus, the Goals are structured into a general part and project specific parts. As you will notice, not every S&C event was evaluated. The reason behind it is that we decided to focus on the projects that nowadays particularly require the development plan. Nevertheless, when planning any future S&C event we advise using these Goals as an example of how strategic planning for projects should be done.

We hope you will enjoy reading these Goals and implement them in your Local and National Groups!

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1. General

Main goal:

The activities falling into the scope of the area of S&C shall embody the vision and mission of ELSA, as well as represent independent, non-governmental, and non-profit character of the association.

Operational goals:

- ELSA International shall research the possibility for ELSA Delegates to make statements during ELSA Delegations, based on e.g. preceding work of the Legal Research Groups;
- Each Local/National Group shall organise at least two S&C events related to human rights per semester, apart from the ones that are organised for the purpose of ELSA Day; and
- Each Local/National Group shall organise at least one human rights campaign per academic year. Such campaigns shall have a social or informative character and/or shall include a charity event; and

Comments:

As law students and young lawyers forming an independent, non-political, and non-profit organisation, we shall focus not only on organising academic events, but also on undertaking the initiatives that will help society in general to acknowledge and understand civil and human rights. This approach fulfils the vision of ELSA and more specifically, one of the purposes of ELSA, which is to *promote social responsibility of law students and young lawyers*.

Main goal:

Rename the area of S&C in such a manner that it reflects the complexity, internationality and scientific aspect of the area.

Operational goals:

- At least one S&C Officer per National Group shall get engaged in a wider research with the aim of finding the most convenient name for the Network and the area;
- The abbreviation “S&C” shall remain unchanged;
- The new name for the area of S&C shall be easy to pronounce and spell; and
- The new name for the area of S&C shall be unique, but flexible enough to allow it to grow through implementing new events.

Comments:

The area of S&C has rapidly developed throughout the years of existence of ELSA. The development was mainly visible in the variety of events introduced to the area. Initially, the area of S&C aimed to focus strictly on the scientific aspect of the events. Nowadays, the scope of the S&C activities is wider and therefore the current name “Seminars & Conferences” does not fully reflect the activities of the area and its Officers.

Main goal:

Improve the quality of all S&C events organised in the Network, by ensuring that all S&C Officers have the necessary area knowledge and that more strategic planning relating to the international S&C events is implemented on the international level.

Operational goals:

- ELSA International shall research the possibility to find global partners for ELSA Law Schools, International Focus Programme, International Conferences of ELSA and ELSA Webinars;
- ELSA International shall use i.e. international internal meetings as an opportunity to train S&C Officers in the field of external relations, and more specifically, obtaining partners and sponsors for Local and National S&C events;
- All S&C Officers shall ensure giving profound and extensive transition to their successors.
- ELSA International shall consider maintaining and managing the transfer of S&C knowledge throughout organising internal webinars; and
- ELSA International shall consider promoting ELSA Trainings as a valuable part of the S&C transition.

Comments:

There cannot be a successful, high quality S&C event without S&C Officers having proper area knowledge. Therefore, it is of the utmost importance that knowledge management on local and national levels is supported by the tools delivered and promoted by ELSA International. Additionally, increasing the quality of S&C events shall be supported by constant evaluation and researching new opportunities by ELSA International.

Main goal:

Reinforce and strengthen project cooperation among S&C Officers across the whole ELSA Network.

Operational goals:

- ELSA International shall create, regularly update and make available to all S&C Officers a shared international database of speakers;
- ELSA International shall promote international and regional cooperation in organising S&C events among Local and National Groups i.e. by delivering relevant workshops during the international internal meetings; and
- Local and National Groups shall provide better Network support by encouraging other Local and National Groups to take part in joint organisation of the S&C events, which relates to, but is not limited to ELSA Law Schools, International Conferences, and Study Visits.

Comments:

The importance of cooperation is enormous. By working together, cooperation allows people to achieve a common goal or derive mutual benefits. To ensure the prosperity of the S&C area, all S&C Officers should take further steps towards aforementioned cooperation.

Main goal:

Evaluate the current IT situation in the area of S&C and implement improvements where deemed necessary.

Operational goals:

- ELSA International shall research the possibility of entering into a cooperation with a different IT company and changing to a different IT system, which would be better suited for the needs of the area;
- ELSA International shall explore the possibility of a cooperation with IT faculties for the purpose of the free of charge IT assistance; and
- ELSA International shall train S&C Officers in the field of basic IT knowledge i.e. by delivering relevant workshops during the international internal meetings and delivering relevant internal webinars.

Comments:

The domain we are currently using for i.e. ELSA Law Schools and ELSA Delegations is not perfect and does not allow ELSA to sufficiently promote and attract potential applicants to apply for these projects. Thus ELSA International should evaluate the issue and look for possible improvements. This includes but is not limited to researching the possibility of the new IT partnerships and renegotiating existing agreements. Since not every Local or National Group has a person who specialises in IT, S&C Officers should be trained in the field of the basic IT knowledge. Having this kind of knowledge would be beneficial for them e.g. when organising local, national and international S&C events.

2. ELSA Law Schools

Main goal:

To complete the unification of ELSA Law Schools by achieving an equally high level of quality for all ELSA Law Schools organised in the Network.

Operational goals:

- ELSA International shall organise relevant internal webinars before and during the respective ELSA Law Schools Cycles, on topics like project management, fundraising and promotion of ELSA Law Schools;
- ELSA International shall consider the possibility of involving LL.M Partners as speakers at ELSA Law Schools;
- ELSA International shall organise pre-ELSA Law School visits to the ELSA Law Schools Organisers, who are organising an ELSA Law School for the first time or require more assistance. The pre-visits shall be conducted by the Vice President in charge of Seminars and Conferences of ELSA International and/or Director for ELSA Law Schools;
- ELSA shall consider the possibility of dividing ELSA Law Schools into two categories: the ones having less advanced scientific programme and others with more advanced scientific programme;
- ELSA shall consider dividing ELSA Law Schools into two categories based on the duration of the academic programme; and
- Local and National Groups shall be involved in the promotion of the ELSA Law Schools Evaluation Forms.

Comments:

As the number of ELSA Law Schools is increasing every year, it is time to concentrate on the quality of this biggest flagship project of ELSA. For this purpose, a number of different approaches should be taken to ensure a higher universal quality throughout the whole Network.

Main goal:

Adapt the quality and quantity of the Winter ELSA Law Schools to the ones of the Summer ELSA Law Schools.

Operational goals:

- ELSA International shall use the ELSA Law Schools coaching system to monitor and ensure that all Winter ELSA Law Schools organised in the Network, are compliant with the ELSA Law Schools quality standards stated in the International Council Meeting Decision Book;
- ELSA International shall encourage the Local and National Groups to organise more Winter ELSA Law Schools. This includes i.e. promoting the move of some of the existing ELSA Law Schools from the Summer Cycle to the Winter Cycle;

- ELSA International shall promote the organisation of Winter ELSA Law Schools by providing the information necessary for the prospective Winter ELSA Law Schools Organisers via organising internal webinars before and during the Winter ELSA Law Schools Cycle.
- ELSA International shall organise a training weekend for the Winter ELSA Law Schools Organisers. This training weekend shall either take place in Brussels or online via internal webinars; and
- ELSA International shall improve the Winter ELSA Law Schools promotion by i.e. creating the Winter ELSA Law Schools video.

Comments:

Winter ELSA Law Schools Cycle was only introduced to the Network during the term 2018/2019. Taking into consideration how “young” the Cycle is, it naturally requires bigger focus concerning its quality and quantity. In order to achieve the same success as Summer ELSA Law Schools Cycle, the effort needs to be undertaken by both the Network and ELSA International.

3. ELSA Delegations

Main goal:

Increase the quality of applications for the ELSA Delegations, which will enable better and more advanced selection of ELSA Delegates.

Operational goals:

- ELSA International shall share the knowledge about ELSA Delegations with the Network throughout the organisation of i.e. relevant workshops during the international internal meetings and delivering internal webinars;
- ELSA International shall create, regularly updated and make available to the Network such internal tools as: operational guidelines and selection criteria guides about ELSA Delegations, to ensure an effective understanding of the whereabouts of ELSA Delegations;
- Local and National Groups shall organise info sessions about the project e.g. at local universities;
- Local and National Groups shall organise trainings which will enable prospective applicants to acquire knowledge on how to create a CV and write a motivation letter; and
- ELSA International shall re-evaluate and standardise the criteria of selection for the ELSA Delegation by establishing an exhaustive list of criteria to be used by the ELSA Delegations team throughout the selection process.

Comments:

Considering the ELSA Delegations statistics of the term 2018/2019, the general feeling shared amongst the ELSA Delegations Team is that the overall level of the applications is significantly decreasing. In order to ensure the high level of the ELSA Delegations as a flagship project and to ensure the efficient and professional representation of ELSA within international organisations, we feel that increasing the quality of applications for ELSA Delegations must be a top priority with regards to this project.

Main goal:

Increase the number of applications for ELSA Delegations, which shall be reflected in the similar amount of applications per each call and per each institution.

Operational goals:

- ELSA International shall develop a comprehensive marketing strategy towards ELSA Delegations, using such tools as testimonials of the former ELSA Delegates;
- ELSA International shall provide study materials about the project such as guidelines and webinars;

- ELSA International shall raise awareness within the Network about the application and selection process by sharing a list of selection criteria as well as examples of successful and unsuccessful applications;
- ELSA International shall highlight the importance of the project within the network by using, within its promotion strategy, the vision of ELSA that is embodied by the international decision-making organisations and emphasise the role of advocacy of ELSA as a part of its vision; and
- Local and National Groups shall research the opportunities to obtain partnerships, which will provide ELSA Delegates from the respective Local/National Group with the necessary financial aid to enable participating in ELSA Delegations.

Comments:

Considering the significant decrease in applications during this term 2018/2019, especially for the March, May and July Calls, we feel the need to focus on the number of applications as a reliable indicator of the success of the project with regards to members involved. Due to the lack of applications and/or the significant decrease in the quality of applications, cancellations of ELSA Delegations have become more common nowadays. It is to be noted that an observer status within international organisations can be removed if an observer NGO does not regularly send the delegates to the sessions of the respective organisations. Thus, the decreasing number and quality of applications are jeopardising the entire ELSA Delegations process, as well as the observer status of ELSA within these organisations. Therefore, the special focus shall be put to a comprehensive marketing strategy that would consider in particular the experience and the content shared by the former ELSA Delegates.

Main goal:

Diversify ELSA Delegations by introducing a bigger number of extraordinary sessions.

Operational goals:

- ELSA International shall regularly research new opportunities for ELSA Delegations, whereby such research shall be based on providing the diversity of the topics of the sessions and institutions included in the ELSA Delegations Calls;
- ELSA International shall focus on the expansion of ELSA Delegations by researching and introducing ELSA Delegations outside of Europe;

Comments:

The statistics of ELSA Delegations show that applicants tend to prefer extraordinary sessions, which are the ones that are not recurrent throughout the year. By establishing a better research scheme of the possible sessions to be attended, ELSA Delegations would benefit from a real asset that would attract more applicants and ensure a better representation of ELSA within international organisations.

4. Study Visits

Main goal:

Use the whole potential of the Study Visits Portal so that it serves as the most useful tool to develop this project.

Operational goals:

- ELSA International shall promote, regularly update and make available the Study Visits Portal to the Network. For the purpose of promotion, ELSA International shall i.e. organise relevant workshops during international internal meetings;
- National Groups shall ensure that their Local Groups have their own pages on the Study Visits Portal with up-to-date contact information; For this purpose, National Groups shall i.e. organise relevant workshops during the respective internal meetings;
- ELSA International shall add portfolios of its partner organisations to the Study Visits Portal and promote the international cooperation with these partners in the Network; and
- ELSA International shall re-evaluate the purpose and structure of the Study Visits Portal, considering an addition of an announcement section on the website.

Comments:

In order to find a Study Visit partner, S&C Officers used the Study Visits Facebook Group. The Study Visits Portal was created to make the searching process more professional and efficient. However, for the last two years, the usage of the Portal was noted to be not as high as it was expected. Due to this fact, re-evaluation and possible re-structuring of the Portal must be contemplated and discussed within the Network.

Main goal:

Increase the quantity of the Study Visits organised within the Network by ensuring the complex and regular promotion of the project within the Network.

Operational goals:

- National Groups shall fully explain the concept of the Study Visits and responsibilities of the participating groups throughout i.e. organising relevant workshops during internal meetings and delivering webinars; and
- National Groups shall focus on promoting Study Visits by sharing the experience of the former participants of the Study Visits i.e. in the form of testimonials; and
- ELSA International shall promote through an S&C mailing list, relevant Facebook Groups and during the international internal meetings, possibilities of organising Study Visits to the ELSA House.

Comments: Fully reflecting the vision of ELSA, Study Visits form an important part of the activities of the area of S&C. Unfortunately, during the last years, the amount of Study Visits organised in the Network decreased. Therefore, a proper, targeted promotion is essentially important at the moment. As Study Visits are the project mainly organised by the Local Groups,

we believe the actions regarding the promotion of this project shall be primarily taken at the national level.

5. Institutional Visits

Main Goal:

To improve the quantity of the Institutional Visits organised in the Network by doing proper and regular promotion.

Operational Goals:

- ELSA International shall regularly update and make available to the Network the Institutional Visits Handbook, along with any other tool, which will facilitate the organisational process of the Institutional Visits;
- ELSA International shall encourage the promotion and further explanation of the organisational process of the Institutional Visits by organising relevant workshops during the international internal meetings;
- ELSA International shall consider creating portfolios of the most popular institutions on the Study Visits Portal. These portfolios shall include i.e. descriptions of the respective institutions, ways of contacting the respective institutions, as well as the recommended timeline of the organisation;
- ELSA International shall consider the possibility of adding visits to local institutions organised by the Local and National Groups in the respective Study Visits portfolios;
- National Boards shall encourage, promote and explain the organisation of the Institutional Visits internally through i.e. organising relevant workshops during the internal meetings and delivering relevant internal webinars;
- Local and National Groups shall promote Institutional Visits within the Network by sharing on social media stories, photos and videos of the participation in the event; and
- National Groups shall focus on promoting Institutional Visits by sharing the experience of the former participants of the Study Visits i.e. in the form of testimonials.

Comments:

Institutional Visits is a project, which functions quite well in the Network. However, there are some aspects of the organisational process that might raise confusion to the Local and National Groups willing to organise such Visit. Among them, the most significant one is the procedure of contacting and finding an institution to visit in less known for their institutions cities. Apart from the proper and regular promotion, giving the necessary tools will improve the quantity of Institutional Visits organised in the Network. Additionally, a better understanding of the project will be implemented this way.

6. International Conferences of ELSA

Main goal:

To complete the unification of the International Conferences of ELSA, so that it shares the success of the unification of ELSA Law Schools

Operational goals:

- ELSA International shall create the branding of International Conferences of ELSA and the detailed strategy of promotion. For this purpose, ELSA International shall involve the Network in the process;
- ELSA International shall create and regularly update an attractive for the prospective participants of International Conferences of ELSA website;
- ELSA International shall consider creating the unified application form for International Conferences of ELSA on the relevant website;
- ELSA shall regulate the responsibilities of the Organising Group(s) and ELSA International while organising International Conference of ELSA; and
- ELSA shall establish quality standards for International Conferences of ELSA.

Comments:

In the term 2018/2019, ELSA established foundations for the new S&C project which is International Conferences of ELSA. Having regulated basic requirements and fees for participation in the project we need to further work on its structure so that Local and National Groups have clear guidelines on how to execute the project.

Main goal:

To improve the quantity of the International Conferences of ELSA organised in the Network.

Operational goals:

- ELSA International shall establish and promote International Conferences of ELSA Coaching System;
- ELSA International shall promote and explain the organisational process of the International Conferences of ELSA by organising relevant workshops during the international internal meetings and conducting relevant internal webinars;
- National Boards shall promote and explain the organisational process of the International Conferences of ELSA by organising relevant workshops during the internal meetings and conducting relevant internal webinars; and
- National Boards shall regularly collect information about the International Conferences of ELSA organised within the respective National Group and submit such information to ELSA International.

Comments:

In recent years, ELSA Groups have organised only a few international conferences. To ensure the expected growth of the project, ELSA International, as well as National Boards should equip potential Organising Groups with proper tools and know-how instructions regarding the project.

Main goal:

Facilitation of the process of organising the International Conferences of ELSA and safeguarding their quality.

Operational goals:

- ELSA International shall research the possibility of further development of the cooperation with the respective webinar platform and create a page, wherein the video materials from the International Conferences of ELSA would be made available both to ELSA members and non-members;
- ELSA International shall consider extending the current and the new LLM partnerships by involving LLM partners in the International Conferences of ELSA as speakers; and
- ELSA International shall encourage the Organising Groups to create post-conference publications and make them available on the relevant website.

Comments:

Although ELSA has established clear directions for the organisation of the International Conferences of ELSA, Organising Groups might still face a lot of difficulties while organising this event. Due to this, ELSA International and National Boards should offer tools to facilitate them with the process of organisation, guarantee the quality of the project from the very beginning of its existence and ascertain an intensive promotion in the first years of its implementation.