

**2021-2022 Annual plan Lancelot**



**By:**

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The annual plan will build on the five year horizon, previous annual plans, and prospected circumstances impacting the year to come. The annual plan requires an overview of the situation of the association, an overarching theme, and subsequent S.M.A.R.T. goals. The acronym stands for Specific, Measurable, Attainable, Realistic and Time-bound. The overview and theme are there to guide readers through the thought process of the board. The S.M.A.R.T. goals are there to make evaluation of the board's decisions possible.

### **Overarching theme**

The overarching theme will be "building a sustainable foundation". This board is different from other boards in the sense that every member invites the challenge of building an association back up after it has been completely leveled. We recognize that most board members in the sports associations contribute their time and effort to keep the association running. We are here to help the association back up, teach it how to walk again, and ultimately pass the baton to a new board that will be able to run it.

### **Current situation**

The basis of the annual plan of the 2021-2022 season lies in growth and sustainability. The student squash association Lancelot has been dormant for a little over two years before being revived by the 2021-2022 board. To benefit from a squash association, two aspects need to be covered properly: members now and members in the future. Therefore, the board will use a combination of growth and sustainability as a starting point for the most immediate plans. We aim to establish a foundation for the association that will function as a low threshold for members to take the mantle in the upcoming years. The growth of the association will be a controlled growth to prevent it from falling under the pressure of its size. The plans for the association will be formed around several central concepts: visibility and information supply; transferability of responsibilities; structure of the association; network of relationships; offering.

### **Visibility and information supply**

An association can only attract its potential members if these potential members know of its existence. Promotion posters of the association had been left on the walls in the hallway of the squash courts, while every interested party would meet no one at the other end of the mentioned contact numbers/emails. This is ofcourse unacceptable. Whilst the practical damage might be minimal, our goal is to assure that these events do not repeat themselves in the future. To inform potential members and all associated parties involved, promotion is key. The 2021 board organised a promo event at the introduction weeks of TOP and Purple. A promotional event that will be repeated around February of 2022. Throughout the year, promotion will be done via flyers, posters and business cards. These different methods aim to put the name of Lancelot and its active status back on the minds of students in Tilburg. Lancelot's social media accounts have been revived to this end. The 2021 board uses the Facebook page the old association had started years ago (before its dormancy). Facebook will be used this year to communicate events which will be the status quo until at least the end of the year. However, the means of Facebook might be replaced by an association website and Instagram page to meet the same end later on. A website will function better as an information hub than Facebook as it provides more oversight. An Instagram page could then be an additional tool to promote the events organized by the association as well as events created by other associations. WhatsApp will be used for interaction between the members, formally through an announcements chat and informally through a members' group chat. E-mail will be the main method to contact the association if one is not part of the association.

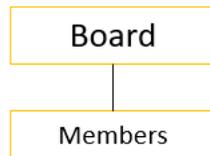
The growth of the visibility through promotion and platforms need to be combined with its sustainability. Policy making, protocols and templates will help standardize and even automatize promotion and platforms for future governing bodies. Examples are email templates, event promotion protocols and social media plans for periods or even the whole season. Documentation of these policies, protocols and templates are essential to attracting new board members, and to a smooth transfer of the responsibilities of the old board to the new board.

### **Transferability of responsibilities**

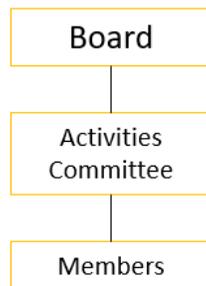
To find new board members for a student sports association seems to be a pretty tall task. No matter the size of the association or the sport it represents, all seem to struggle to find their next in line. This board took up the challenge of breathing new life into an association, but it will do so, in this team, for one year. At the end of the season the reins need to be passed on to the next visionaries to facilitate squash for student athletes at the sports center. To make a board year more attractive, this board will aim to write policy plans that facilitate the daily tasks of the upcoming boards. It is our aim that the association will be able to exist if there are students in charge that merely execute the plans we lay as the groundwork. The candidates for the new board need to be informed about the job descriptions that come with the positions. In addition, they need to know how to apply for a board position and eventually take over that board position. All of this will be documented by this board to make that transition go as smoothly as possible.

## Structure of the association

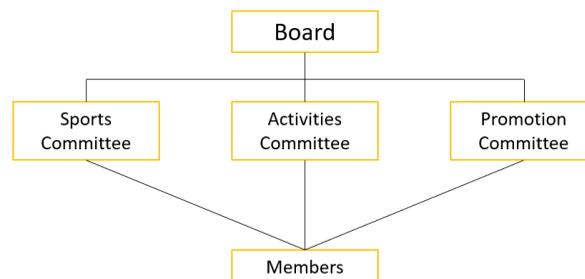
The structure of the board is a simple one at the beginning of the year. The only difference in members is the three board members and the rest of the members.



As the association grows, the board aims to engage its members to participate. To create the need for the association to exist, you need to create involvement among the members in that association. The next step in the structure would be to make an activities committee. The activities committee would house the members who want to use and develop their skills for the benefit of the association and themselves simultaneously.



One step further would be to divide the activities committee into separate, distinct committees that benefit the impact of the association. The board reckons that a sports committee involved with all squash related events, an activities committee involved with all social events, and a promotion committee involved with all promotional activities function as a good basis directly under the board. If this structure is made possible by the members and the board, other, more specialized committees could be introduced further down the line. Examples are competition committee, trip committee and sponsor committee.



The structure should always help to accomplish the goals of the association in some way or the other. Lines of communication in the association after committees are created need to be documented and communicated to the members and non-members interested in the activities and events of the association.

### **Network of relationships**

Relationships of the association are key to its survival and realisation of potential. The association is closely connected to Tilburg University, the sports center (SC) and FOSST. Efforts are made to establish and maintain relationships with other sports associations. The board will aim to add sponsor relationships to this network as the year progresses. To play squash competitively around the Netherlands, relationships with Squash Bond Nederland (SBN) and other student squash associations will be of great benefit to the association. In addition to these inter-organisational ties, the board aims to facilitate intra-organisational relationships as well. The board examines potential members before they enter the association as members to realise an open, supportive and engaging culture for the association to build on. Club nights and social media are being used for bonding and bridging and will be backed up in their efforts by future events and activities.

### **Offering**

The association offers (at least) one club night every week of the season excluding christmas holidays. During the club nights, members play squash and its playful derivatives, after which there will usually be drinks at a bar. There will be several tournaments organised throughout the year. These tournaments will be open for either athletes with a sports center membership or for everyone who is willing to pay the admission's fee. There will be clinics to improve the squash skills of the members of the association and perhaps for athletes not part of the association. Internal competition will be organised in cooperation with the sports center, and, if there is enough demand, external competition will be entered in the second half of the season. The association will also organise social events for its members. Some of these events will be in cooperation with other associations.

## **S.M.A.R.T. goals**

### Lancelot will count 35 members at the end of August 2022

The threshold of 35 members is chosen because we estimate that the club night on Monday will reach its capacity if the attendance rate remains the same while we grow to that amount of members. If the association surpasses this amount of members, new challenges will arise. These new challenges will then result in new goals.

### Sustainable policy plans will be created, tailored, and ultimately passed on to the new board during the official transfer of the responsibilities at the end of the 2021-2022 season

The board transfer is a crucial step in the survival of the association. To make this process as smooth and attractive as possible it is important that the policy plans are well documented and ready to be used. New board members are identified early and educated sufficiently to secure the future of the association.

### The association will organise five renewable events in the 2021-2022 season

The purpose of this goal is to ensure that the association has the plans and means to execute events for its (potential) members. Examples of these events may be a squash tournament, a weekend trip, a themed party, or promotional events. The point is that the association has a clear offering of activities. Documentation of these events will be key to their renewability and sustainability.

### Create an activity committee to foster talent and skills of the members

More hands make light work, as the saying goes. The board has no shortage of plans and ambitions. We understand that we can accomplish more of them if members would pitch in to realise them. As we experience development in skills in all kinds of areas, we would like to extend that favour to the rest of the members of this association. The activity committee would help, create and monitor events that facilitate all squashers and sports people alike.

The goals will be introduced to the association's members in the second general meeting of members in November 2021 and will be evaluated during the general meetings of members that follow in 2022. The goals are a reaction to the needs of the association in its current state as they contribute to the visibility, transferability, structure, relationship and offerings of the association.