

A stylized illustration of two white clouds with black outlines, one above the other, with some motion lines around them. The clouds are positioned to the left of the main title.

FRISSE GEDACHTES

Policy plan 2022–2023

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Preface

Dear reader,

Below you will find the policy plan for the academic year 2022-2023 written by the national board of Frisse Gedachtes. The new board is excited to work on the new policy points and hopes that this plan will provide a clear picture of our priorities. This year the board wants to pay extra attention to improving the services that we offer as an organisation. The goal is to reach and help even more students. In the coming academic year, the emphasis will also be on professionalising the organization. With the focus on a stable income stream and a clear package of tasks for local authorities, attention is paid to a good foundation of Frisse Gedachtes. The board believes that improving such a foundation can provide major steps in the right direction.

If the plan below is unclear to you, do not hesitate to approach the national board about this!

Enjoy reading!

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Mission and Vision

Mission: Frisse Gedachtes is a national organization focused on improving student well-being by offering a listening ear, establishing connections and by standing up for student well-being so that it gets the attention it deserves.

Vision: The ultimate goal is to be able to support every student in the Netherlands with the low-threshold services that Frisse Gedachtes offers students free of charge. To achieve this goal, the organization wants to bring up the conversation about social pressure, draw attention to the high degree of performance pressure among students and offer a safe place where this group feels at home. By identifying and responding to the needs of students, Frisse Gedachtes is the organization that can make students' voices heard.

Summary

Frisse Gedachtes aims to contribute to the vision and mission described above on the basis of the following policy points:

1. **Professionalization of the organization.** Professionalisation never stops: Frisse Gedachtes is (only) in its third year of existence and the needs of students are changing, and the board tries to move along with it. A different approach, with the preparation of indicators, should contribute to this.

- a) Data-driven decision making
- b) A fixed workplace
- c) Capturing business processes

2. **Financially healthy.** Being a foundation brings financial challenges, especially because Frisse Gedachtes is currently mainly dependent on educational institutions. A realistic budget is the basis for this.

- a) A realistic budget
- b) View of the finances
- c) Sufficient income streams

3. **Quality boost current services.** The current services (chat platform, FG Connects, events and workshops) remain the foundation of the organization. We do see that the numbers of a number of services are decreasing, with the newly started workshops currently still needing professionalization.

- a) The chat platform
- b) FG Connects
- c) Events
- d) Workshops

4. **Division of responsibilities between national and local government.** The ultimate goal of this policy point is to allow local boards to operate largely independently. The board has noticed that there is a need for a clearer relationship, for which the tasks packages will be clearly drawn up this year and the focus will be on continuing to motivate local board members.

- a) Responsibility
- b) Meetings

5. **Intensify collaborations.** This year, Frisse Gedachtes mainly wants to focus on strengthening the collaborations that have already been set up, or that are in the starting blocks. The focus on the workshops, with the help of The Lab of Life, and on MBO's is paramount.

- a) The Lab of Life and MBOs
- b) Other collaborations

6. **Structured promotion.** The aim of the last chapter is to create more structure and continuity in the promotion. After an evaluation of the past year, it appeared

that the focus on promotion of the chat, encouraging physical promotion and making an annual plan are essential for this.

- a) More focus on the chat
- b) Encourage local authorities to promote physical promotion
- c) Promotion (annual) planning
- d) Website

Professionalization of the organization

Now that Frisse Gedachtes is entering its third year of existence, it is time to further professionalize the organization. The board wants to use the professionalization in three areas: data-driven decision-making, the creation of a fixed workplace and the recording of business processes.

Data-driven decision making

In the coming year, the board wants to base its decisions on measurable factors. For this reason, it is crucial to be able to measure all components in the policy plan on the basis of concrete, data-driven indicators.

For each policy component, the board defines the following matters in the policy plan:

- On the basis of which indicator do we assess this policy component?
- How can this indicator be measured?
- What is the success factor of the policy component (expressed in a value of the indicator)?

Based on this policy plan, the board determines concrete goals, after which each policy point can be implemented iteratively.

At the board meeting, the components of the policy plan are discussed in detail every month, in order to clearly map out how the organization is doing. The indicators give an idea of how we are achieving our goals. If the board is of the opinion that the actions are not having sufficient effect, they can be changed. We will then measure again whether the indicators can be adjusted on the basis of the same indicators. In this way, the board keeps track of the improvement of the organization and can make decisions based on data.

A fixed workplace

As a growing organization, Frisse Gedachtes needs a place where the board and other stakeholders can come together to work on the organization. The measurability of this policy component is simple. It is achieved if a workplace for Frisse Gedachtes has been established for at least one year.

Capturing business processes

In order to maintain the continuity of the foundation, it is important to record all business-critical processes in a central place, such as a starting document for local authorities and a detailed transfer for a national board member. In this way, the board ensures that the necessary knowledge to manage the foundation continues to exist in the event of, for example, a board change or failure.

The board will start by providing insight into all the processes within the foundation. For each of these processes, a process description will be drawn up in a central location. The goal is achieved when all processes are transparent and documented.

Financially healthy

To ensure the financial health of Frisse Gedachtes, the board sets three goals: a realistic budget, a continuous view of the finances and sufficient income flows.

In the coming year, the board must focus on those goals in the above-mentioned order. Achieving a realistic budget is the foundation of financial health. How much money does the foundation have to spend? Once this budget has been drawn up, the board can periodically monitor the finances: What is the status of the budget? The board will elaborate and record this process. If there is a process in place to monitor the financial health of the foundation, the board can focus on point 3: generating sufficient income streams.

A realistic budget

The first step in the financial health of Frisse Gedachtes is a realistic budget. When making this budget, the board must take into account a number of aspects:

- What income streams are there?
- How reliable are they? Is the foundation assured of this income, is the income expected, or is the income still uncertain?
- What costs are incurred? Is the foundation certain of these costs, are the costs expected, or are the costs still uncertain?

Answering these questions should lead to three budgets: a certain budget, an expected budget and an uncertain budget.

The board will draw up this budget for the full calendar year 2023. For example, the change of board in September does not coincide with the end of the budget year and the new board has a solid budget that it can fall back on during its training period. In the future, the foundation's financial year will also run from January to December.

View of the finances

In order to guarantee the financial health of the foundation, it is important that the board keeps an eye on the finances. As described, the board does this by means of a number of indicators.

In terms of finances, there are three:

1. Cash
2. Revenue
3. Cost

These indicators are discussed at every board meeting. We look at the previous period (the time between two board meetings), the current period and the coming period. In this way, the board can include the financial impact of its decision-making in its considerations.

Sufficient income streams

In order to make an even greater contribution to student well-being, it is important to generate sufficient income streams. The board has devised a number of points on which Frisse Gedachtes can increase its income, namely:

- Adjusting the price for the Frisse Gedachtes platform (chat and FG Connects)
- Selling the Frisse Gedachtes Certified Location label
- Applying for grants
- The latest service: Frisse Gedachtes workshops
- Setting up fundraising for the foundation
- Setting up the possibility to donate via the website

The feasibility of these points is measured by the same indicators that the board uses to monitor the finances.

Quality boost current services

This chapter relates to the services that Frisse Gedachtes offers: the chat platform, FG Connects, the events and the workshops. The aim of this policy point is to give a quality boost to the services, since the organization has noticed last year that the numbers are falling somewhat and the workshops that have just started need a professionalization step in order to continue to make an impact on students.

The chat platform

The chat platform aims to provide low-threshold support to students who need a listening ear by means of an anonymous chat function. With the new ecosystem realized last year, the chat platform and FG Connects have been integrated into a more user-friendly system. In this way, there is a good basis to be able to give the next quality boost and thus support more students. Two permanent supervisors have also been appointed and the training for new buddies has been further developed.

The intended quality boost should ensure that more educational institutions, and thus more students, start using the chat function and that educational institutions that already use the platform inform students more about its existence.

In concrete terms, increasing quality means the following. First of all, Frisse Gedachtes wants to promote the chat online as well as more physically, as is explained in more detail in the last chapter. In this way, Frisse Gedachtes aims to allow students to make more use of the general platform, as well as to show educational institutions how Frisse Gedachtes can help improve student well-being within their own institution and ultimately have their own chat platform purchased.

In addition, Frisse Gedachtes wants to hold semi-annual (and, if desired, more often) talks with the institutions that are currently already using the platform to see where there are opportunities to make the platform even more accessible for students and to look ahead to the next academic year. By structuring these conversations, the board is convinced that educational institutions will continue to see the usefulness of the chat and will continue to work with Frisse Gedachtes.

A third quality boost with regard to the chat relates to the buddies with which students can chat for a listening ear: Frisse Gedachtes wants to talk to all buddies about their role and wants to investigate together what is needed to support the students even better. Further efforts are also being made to professionalise the training and support of buddies. An in-depth training and/or intervision will be organized for the current buddies, which will become more mandatory than last

year, in order to increase the buddies' involvement in the organization. With this extra training/intervision, an extra contact option with the organization is created, which both improves the quality of the buddies' conversation skills and gives the buddies the feeling that they can also get something out of their volunteer work at Frisse Gedachtes and create the opportunity for buddies to get to know each other. Creating a sense of community and making the buddies feel valued will be an extra important point of attention in the coming year.

As far as the supervisors are concerned, there will be a fixed regularity next year whereby the supervisors will read all chats and give feedback in order to guarantee the quality of the conversations even better. These feedback moments will be accompanied by a personal contact moment between supervisor and buddy, to make supervisors more accessible, monitor the well-being of the buddy and increase the sense of belonging described above.

With these three boosts, Frisse Gedachtes believes it can work on the continuity of the chat platform.

FG Connects

FG Connects is intended to connect students who want to make more social contacts based on interests, so that they can participate in sports, go to a cafe or study together in groups. The quality boost must on the one hand ensure that more students are aware of the existence of this service, and on the other hand that Frisse Gedachtes will benefit financially in order to guarantee the quality of FG Connects.

FG Connects is (still) offered to students in many student cities and the board notices that many international students need this. First of all, the organization aims to promote more in these cities to promote its awareness. In concrete terms, this must be expressed in order to promote physical promotion in at least three student cities, whether or not in collaboration with local authorities.

In addition, Frisse Gedachtes wants to enter into partnerships with various local organizations where the students can go in groups when they are linked together. This means that the organization is committed to concluding at least three collaboration agreements, whereby a certain amount is paid to Frisse Gedachtes by, for example, a sports organisation, a café or a restaurant. In exchange for this contribution, promotion is made for that organization, after which students can visit it when they are linked based on their interests. More promotion and the conclusion of such cooperation agreements should provide the quality boost that the organization has in mind.

Events

With the events, Frisse Gedachtes aims to improve student well-being by raising awareness about themes that affect students today. Themes such as stress, pressure to perform, social pressure and alcohol and substance use are addressed through various activities, primarily for students themselves, but where appropriate also for teachers or policymakers, for example.

Increasing the quality of the events is achieved by drawing up a clear annual plan at the beginning of the academic year, including the exact date, the subject and any cooperation partner that matches that subject. By immediately having a clear planning and implementation, it is easier to apply for a subsidy and cooperation partners can be called in on time to take an event to a higher level. The ultimate goal is to organize at least four events at national level in the coming academic year, with at least two collaboration partners.

Workshops

Last academic year, Frisse Gedachtes introduced a new service: the workshops. The aim of the workshops is to allow students to work interactively with, among other things, the themes mentioned above, in order to obtain tools to use them in daily life and thus improve their well-being. The workshops are currently always discussed and designed in collaboration with partner organization The Lab of Life.

Since the workshops have only been part of Frisse Gedachtes' service for a short time, it is first necessary to increase the quality to enter into more intensive discussions with The Lab of Life. Clear themes of the workshops should emerge from the conversations, so that it is immediately clear to applicants what we can offer them. Fixed prices must also be set for the workshops and it is the intention that the local boards will be given a greater role in giving the workshops. With regard to the latter, it is important that local boards in their own city actively enter into discussions with potential applicants, after which they independently enter into discussions with The Lab of Life to design and actually provide training. The ultimate goal is to have a meeting with The Lab of Life in October and to have at least five workshops before the end of the academic year.

Division of responsibility national and local board

The policy points in this chapter aim to create clarity in the relationship between the national board and local boards, while also paying attention to the motivation and involvement of local board members.

Division of responsibility

Last year it became more apparent that there is a need for a clearer relationship between who bears which responsibility between the national board and the local boards. In the coming year, the tasks of the national and local boards will change. By giving local boards more responsibility, they are expected to function more independently and remain more motivated. Furthermore, if Frisse Gedachtes starts to grow, it is good that the local boards have a foothold in their actions and responsibilities, since they will take on the executive task. The intention of this is that the national board will function in a coordinating role and can delegate to local boards where necessary. This is good for the sustainability of the organization in the future.

That is why in the coming year we will be making a division of responsibilities into various subjects. This includes, for example, who takes the initiative in contacting educational institutions, what is expected in terms of attendance at local board days and how the communication is when organizing events between national and local boards.

Meetings

To improve cohesion within the organisation, this year there will be more focus on bringing local boards together. As a result, there will be more contact with each other, and more ideas can be exchanged with each other. This will provide a better understanding of promotions and events that are successful or not successful. Furthermore, the increased and regular contact within the organization will create a better working atmosphere.

The division of responsibilities will describe what kind of attendance is expected at each type of meeting. The different types of meetings will be described in more detail here as this has partly changed compared to last year. A number of local board days were organized last year. This was a good start to continue something like this. However, last year it turned out that the attendance was moderate. To improve this, it will therefore be the responsibility of each local board to have at

least one person of the board come to the local board days. Realizing enough attendees and a good exchange of information between the boards.

The change this year compared to last year will be in the frequency and content of the meetings. Here's a summary of the changes:

1. The frequency of the meetings will be higher
2. The content of the meeting will alternate between all functions together or separately

Meetings will be held every six weeks. Alternately, a local board day where it is mandatory for the local board to send at least one person, and a local board day where it is mandatory that everyone is present so that job meetings can take place. These meetings will alternate between physical and online, unless it turns out that the needs of local boards are very different. Both days are organized to create both more cohesion within the organization (by bringing everyone together) and to create better information transfer (by means of consultation within each function).

Furthermore, every local board will have a meeting with the HR of the national board once a month. This will be planned by the HR of the national board in consultation with the chairman of the local board.

All this is aimed at a better cohesion within the organization and will promote information exchange between local boards.

Intensify collaborations

Het versterken en uitbreiden van het huidige netwerk van Frisse Gedachtes zal ook dit jaar een belangrijk doel zijn. Het afgelopen jaar zijn er veel samenwerkingen met verschillende partners ontstaan. Nieuwe samenwerkingen kunnen altijd extra mogelijkheden creëren, maar het belangrijkste voor komend jaar is het versterken van de bestaande samenwerkingen. Op deze manier kan het delen van kennis gefaciliteerd worden, zowel vanuit Frisse Gedachtes naar externen op basis van wat wij van studenten horen, als vanuit externen naar Frisse Gedachtes om te onderzoeken of wij onze diensten kunnen verbeteren of uitbreiden om nog meer aan te sluiten bij de behoeftes van studenten.

Daarnaast kunnen samenwerkingen ook bijdragen aan het vergroten van de naamsbekendheid van Frisse Gedachtes en eventueel tot nieuwe financieringsbronnen leiden.

The Lab of Life and MBO's

There are two collaborations with external partners that will have priority in the coming year.

Firstly, this concerns the collaboration with The Lab of Life. As discussed above in the chapter on the quality boost, the workshops will become an important part of the services of Frisse Gedachtes. A good collaboration with The Lab of Life is an essential part of this service. It must become clear in consultation with The Lab of Life what exactly Frisse Gedachtes offers and what its target group is. Further clarifying what The Lab of Life can offer, what Frisse Gedachtes can offer and what the added value is of this collaboration will ensure that a more concrete product can be offered. As soon as there is a clear product, Frisse Gedachtes will focus on promotion and selling workshops more often. In order to properly streamline this process, it is important that there is regular contact between Frisse Gedachtes and The Lab of Life to monitor, evaluate and, if necessary, adjust the sales and implementation of the workshops.

The second collaboration that will have priority in the coming year is the collaboration with MBO institutions. In the past year there have been initial discussions to see how Frisse Gedachtes can connect with these educational institutions. In the coming year it will be a priority to close contracts with MBO institutions. For this, it will have to be investigated exactly where the needs of MBO students lie and how this can be shaped. Last year it became apparent that adjustments will be necessary in order to be able to offer the best services for MBO

institutions. At the beginning of the year, several brainstorming sessions with MBO institutions and MBO students will be organized to explore where the biggest differences with HBO and university lie. This will give an idea of the necessary adjustments. Based on these discussions, a plan will follow to ensure that our services are best aligned with the MBO institutions and a pilot can be started.

This goal will be achieved when a pilot has been started with two MBO institutions, which means that the services of Frisse Gedachtes will be offered to the students of these educational institutions. In addition, at least one event will be organized aimed at MBO students.

Other collaborations

The above collaborations will be a priority in the coming year, but these will not be the only collaborations between Frisse Gedachtes and external partners. The other collaborations will also be continued, strengthened and where possible expanded as much as possible. An example of other collaborations are knowledge-based collaborations, such as the existing collaboration with Trimbos that will be continued. A possible expansion of the network of Frisse Gedachtes is a (knowledge) collaboration with SPS-NIP. In addition, efforts will also be made to strengthen and expand the starting collaboration with Spyre in the coming year.

Structured promotion

In the final chapter, our goals with regard to the physical and digital promotion of Frisse Gedachtes are set out. The overarching goal for the coming year is to create structure and continuity in the promotion. The current board will achieve this by pursuing a number of sub-goals. The organization has drawn up these goals by evaluating last year's promotion process. This showed that there was still little focus on a continuous promotion flow. In the opinion of the board, there is much to gain in the coming year.

More focus on the chat

The chat is one of the services that Frisse Gedachtes offers to students. The board thinks that the chat is a service with potential, but that it can only be used optimally if it is more widely known among students. It therefore believes that it is very important to pay a lot of attention to promoting the chat in the coming academic year. Frisse Gedachtes wants to do this through both physical and digital promotion. To achieve this sub-goal, Frisse Gedachtes wants at least one post every two weeks on our socials with the chat as the subject, one every two months physically and one per month via another institution/organization. For the latter we can make good use of the educational institutions that are affiliated with Frisse Gedachtes.

Encourage local boards to promote physically

The local boards of Frisse Gedachtes are of great value to the organization. The board therefore believes that we will be able to make even more use of these local branches in the coming year. The board wants to encourage local boards to make more use of the possibilities that physical promotion can offer. Last year's figures showed that physical promotion can be very useful for increasing brand awareness. Increasing this brand awareness is essential for moving forward as an organization. It is not feasible to do much physical promotion as a national board and the local boards are suited to take on a part of this task as they are closer to the student in the city they are concerned with. This sub-goal has been achieved if the local authorities have all carried out four physical promotion campaigns in their own city.

Content days will be introduced this year. These will be organized by the HR and Promo of the national board. These days will be used to brainstorm about possible new content. All promo board members will be present. This year the goal is to organize 2 content days.

Promotion planning

As mentioned at the beginning of this chapter, the overarching goal with regard to promotion is to create a structured and continuous promotion flow. In the opinion of the board, an annual promotion plan has good means of achieving this goal. This planning includes an overview of the coming months, including on which day which promotional material will be posted or distributed. It also states which material is used, in collaboration with whom this may be and a global content of the post. For example, there is internal clarity and a good overview of when certain promotion moments take place. It is also important for the board that there is a plan behind the promotion. This goal has been achieved if there is a complete (but still fillable) planning for the promotion by 10 October and at least something about promotion takes place every week.

Website

The website is the first platform where people can find information about Frisse Gedachtes. It is of course important that the website is representative of the organization, has a professional but accessible appearance and, finally, also works well. The board believes that there is room for improvement on all these components. For this reason, a complete revision of the website will take place at the beginning of the academic year. We also want to add a general information page to give students some more information and figures about student well-being. Finally, a small check must be carried out every month throughout the year to see if anything needs to be added.