

RUN-EU Student  
Council Summit  
Leeuwarden 2023



We are the  
Change

THE STUDENT VOICE



# TODAY'S AGENDA

1

Check-in

2

Summit Highlights

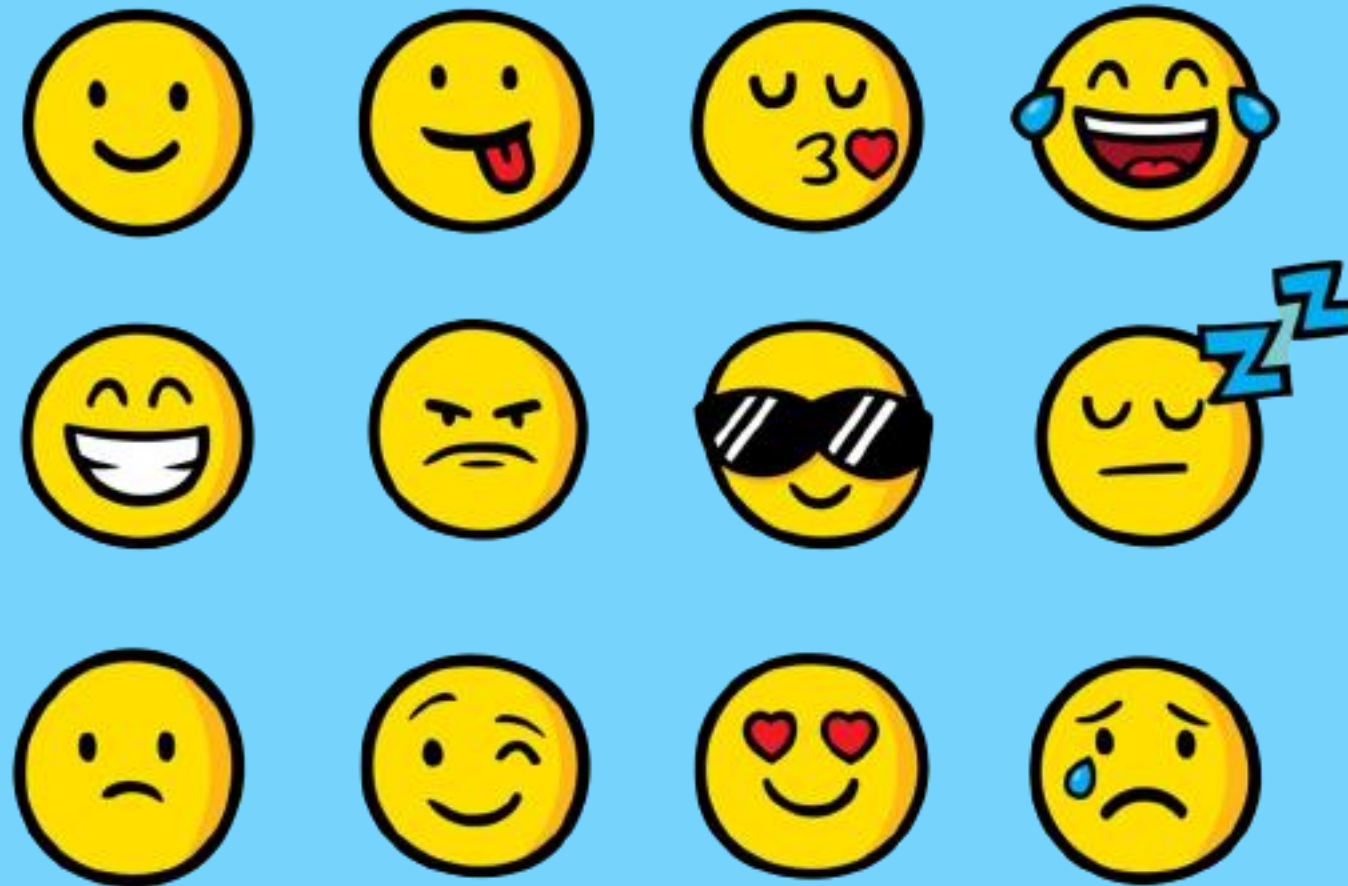
3

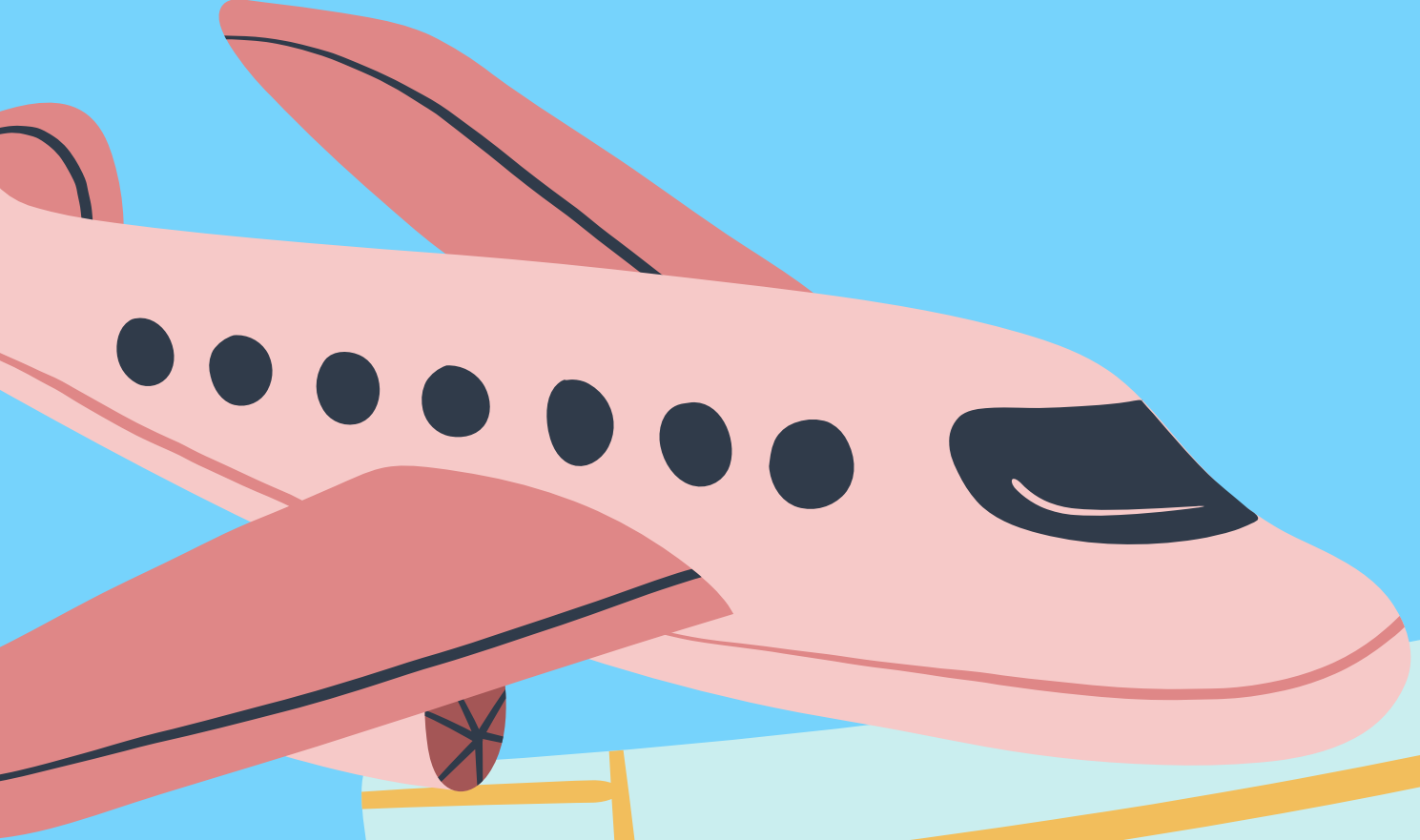
Pitch & Vote

4

Check-out

# HOW ARE YOU FEELING? Let's draw





YESTERDAY'S  
HIGHLIGHTS





# Highlights

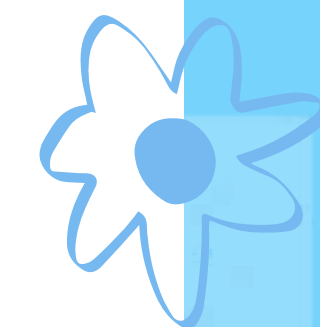
Take a look at some of the best creations







# Pitch Topics




- 1 Professionalizing the role of the RUN-EU Student Council
- 2 How to increase Student Council collaboration between Institutions
- 3 Recruitment, changeover and recognition system for Student Council members
- 4 Student to student marketing
- 5 Green mobility solutions for students
- 6 Volunteering and future skills



# ARE YOU READY?

([menti.com](https://www.menti.com) – 79837301)





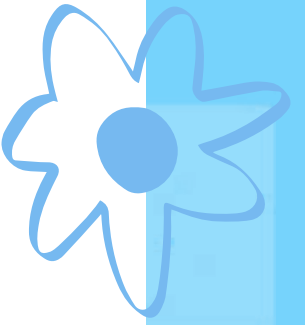
# Student to student marketing

- 1 Run-Eu Integrated Curriculum
- 2 Specialized academic SAP
- 3 RUN-EU festival
- 4 RUN-EU Student Marketing booth
- 5 RUN-EU APP
- 6 (Digital) International RUN-EU student card





# Feedback



## **Top idea according to vote:**

RUN-EU festival

## **Key Feedback:**

- Get management involved and all universities
- Make it more visible in the institutions
- RUN-EU speed dating (changing the way recruitment is done)





Communication

Self confidence

Public speaking

Sensibility

Awareness

Personal connections

Professional connections

Leadership

Multi-cultural exchange

Language exchange

Digital skills

# Volunteering and Future Skills



Sustainability



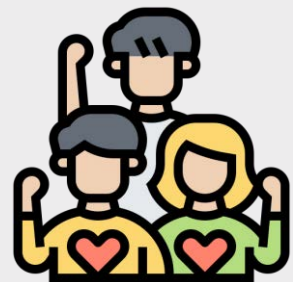
Dissemination



Culture



# Volunteering and Future Skills



## Dissemination

### Concrete Volunteering Ideas and skills associated

1. Helping elderly people with apps and using phones
  - Communication, personal connections, digital skills
2. Going to schools and talking to children about science and careers
  - Self-confidence, public speaking, communication
3. Conducting interactive games and activities, coach sports
  - Communication, leadership
4. Volunteer at career fairs and career related activities at institution
  - Personal and professional development, networking, connections





# Volunteering and Future Skills



**Culture**

## Concrete Volunteering Ideas and skills associated

1. Organization of food/language/cultural events within institution
  - Problem-solving skills, leadership, multicultural exchange, sensibility and awareness
2. Walking tour of your college town (e.g., in the context of a SAP)
  - Self-confidence, public speaking, communication, multicultural exchange
3. Volunteer at special events at museums, theatres (in the context of university-related events)
  - Personal and professional connection, leadership





# Volunteering and Future Skills



**Sustainability**



## Concrete Volunteering Ideas and skills associated

1. Organizing a garbage-picking day on your campus, a cleaning-the-beach day, planting trees, etc.
  - Leadership, problem-solving, personal and professional connection
2. Create groups to spread awareness and develop green campaigns
  - Personal and professional connections, communication, sensibility and awareness



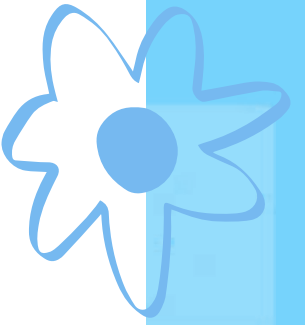
## Volunteering and Future Skills

### **Necessary activities to implement volunteering roles**

- Associate with SC professionalization and create a volunteering chair position
- Create an integrated platform where students can register in volunteering roles by selecting either the theme or skills or receive notifications of new opportunities
- Implement volunteer training for each category/activity
- Follow institute-related bureaucratic policies prior to activities, e.g., vetting if working with children
- Implement certificates or badges to acknowledge volunteers



# Feedback



**Top idea according to vote:**  
Culture

**Key Feedback:**

- Cross-cultural volunteer
- Affiliated charities





# Professionalizing the role of the Student Council

(Slides exported from Canva)



Professionalism\* the

# role of STUDENT COUNCIL

The Unicorn Bikers (Group 3)

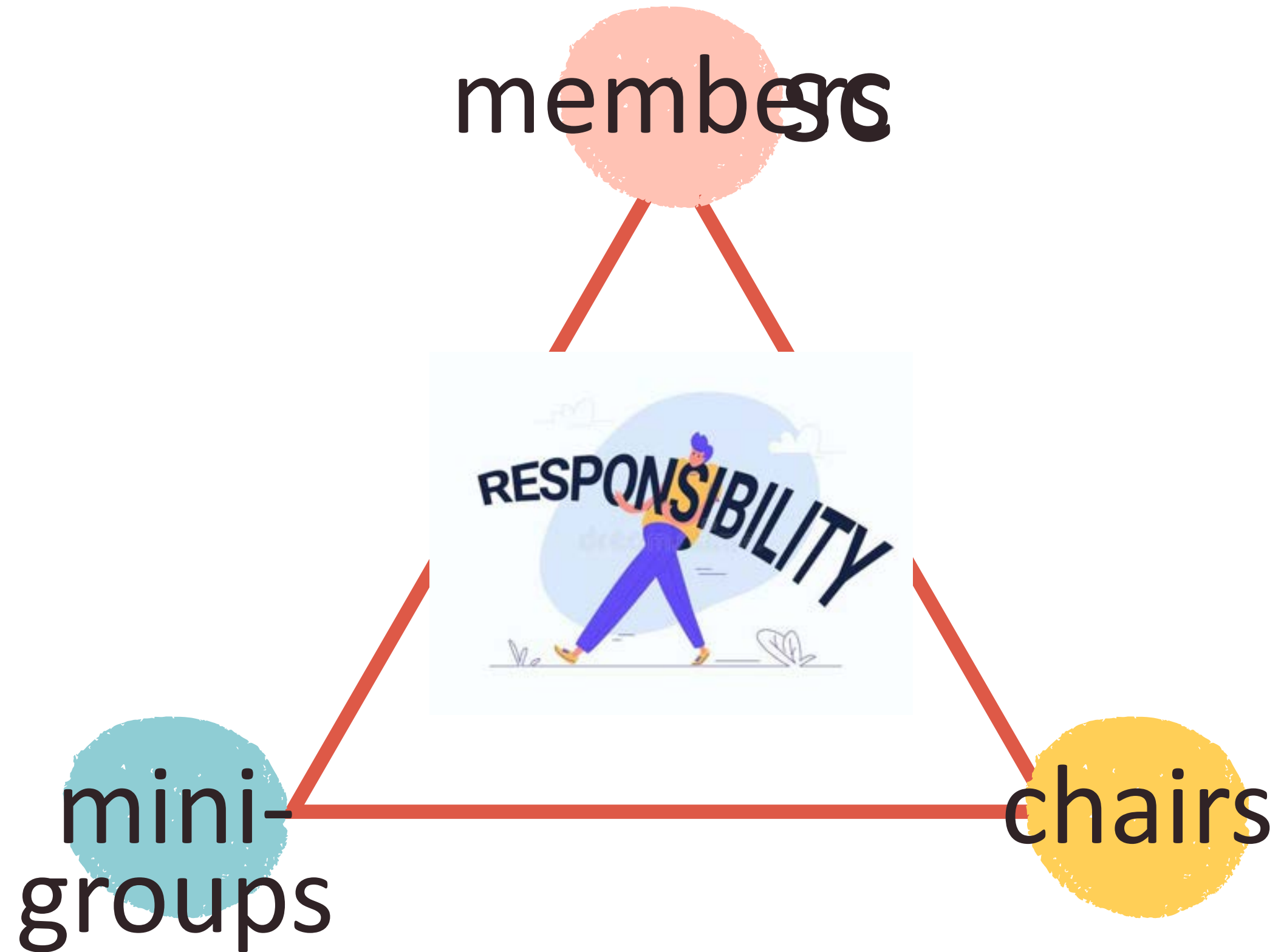


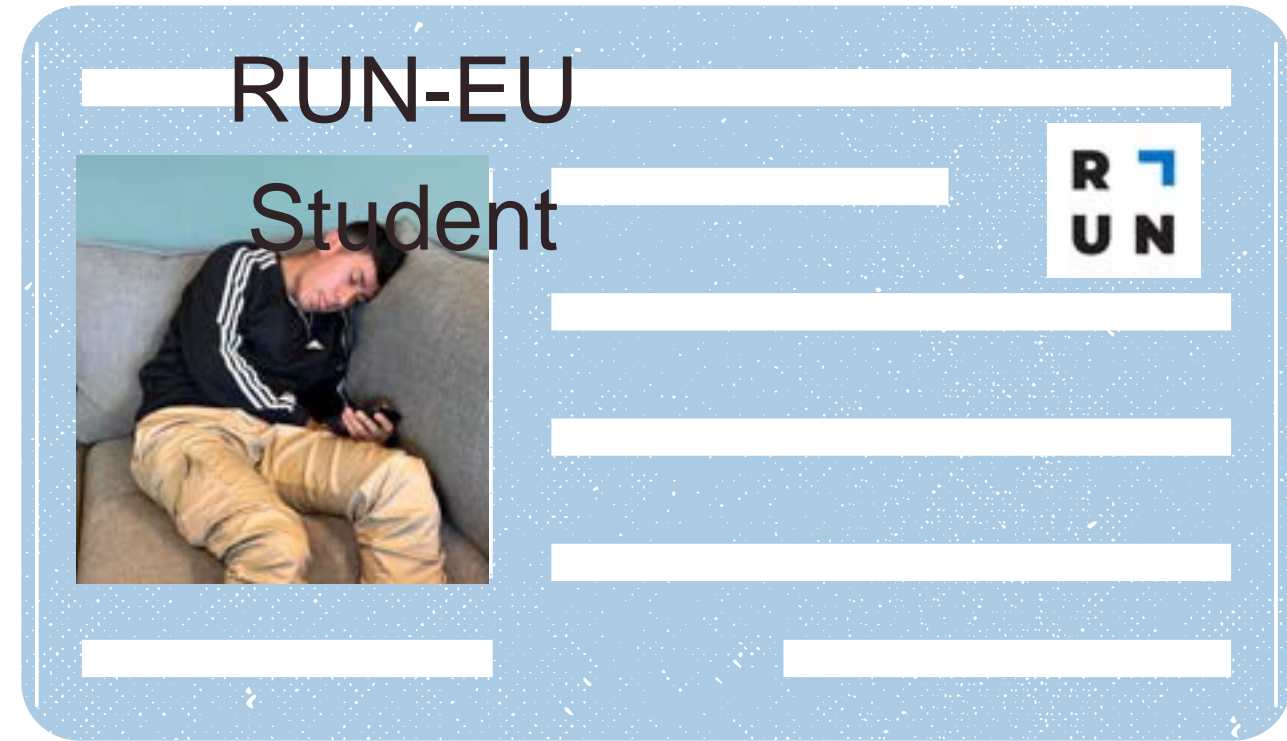
# Proposals

- 1 COMMON GUIDELINES FOR SC
- 2 STUDENT COUNCIL MEMBERSHIP IDENTIFICATION
- 3 PROMOTION STRATEGIES
- 4 IDENTICAL SELECTION METHODS
- 5 IMPROVING WEBPAGE



- Common guidelines





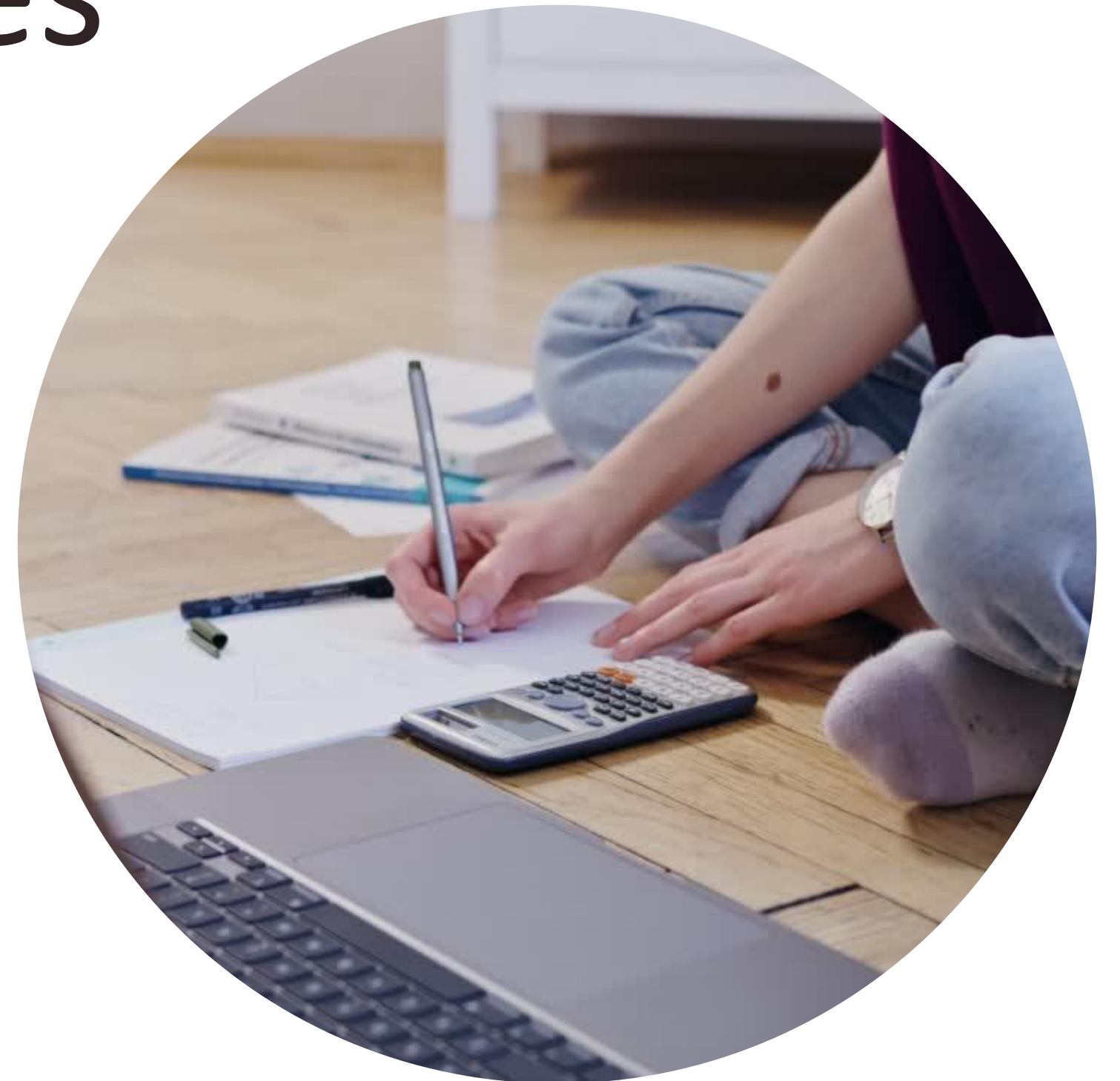
## 2. Student council membership identification \*



# 3. promotion

## strategies

- A Social media
- B Collaborative events
- C informative workshops, webinars
- D online and local Contests
- E run-eu booth





4. identical Selection  
method



diverse



selection  
common

application  
process

# 5. improving

A

webpage  
FAQ on official

B

webpage  
Improve the  
menu tab





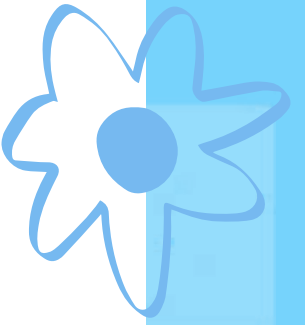
THANKS  
FOR  
LISTENING







# Feedback



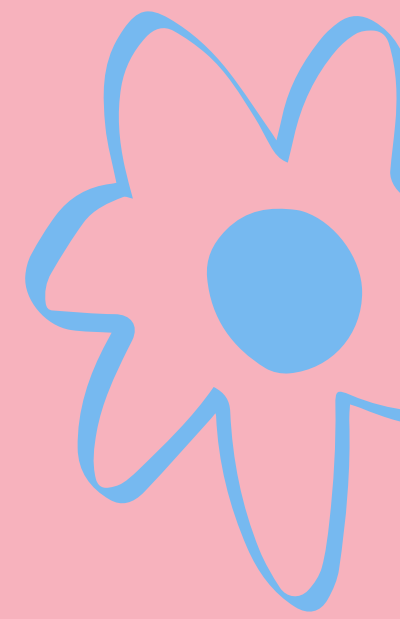
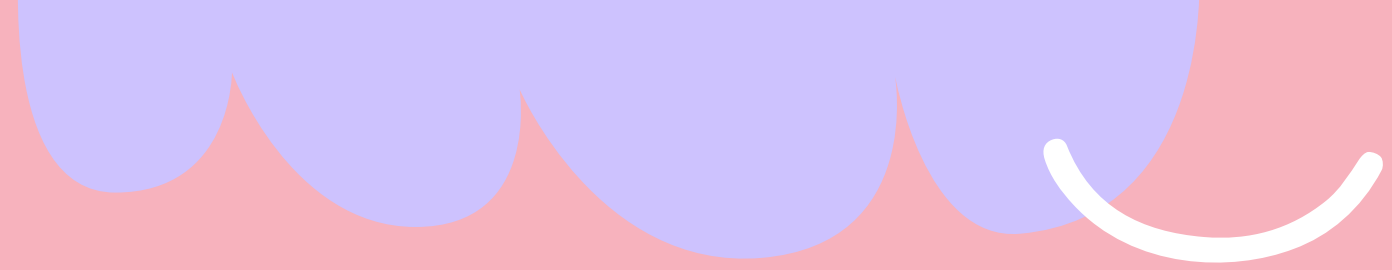
## **Top idea according to vote:**

Common guidelines

## **Key Feedback:**

- Get management involved
- Get feedback from all institutions
- Digitize processes
- Same process for the chairs
- Have policies
- More details on social media





# (Optional) intermission

Go on a quick water break!



# RECRUITMENT, CHANGEOVER AND RECOGNITION OF THE STUDENT COUNCIL

1

Digital signature of RUN-EU

2

Incentive and Benefit for Council  
Members

3

Direct recruitment on the SAP  
programs

4

Direct recruitment on Campus

5

Merchandise

1

## DIGITAL SIGNATURE OF RUN-EU

The website/social media is crucial because all recruitment efforts will lead back to it. When the interest of a student has been secured they will go to the website to find out more. Because of this, we feel like the website could do more to show what we are about in RUNEU.

While it is a Academic endeavour, it is also about adventuring/travelling, and socializing/making new connections.

With this in mind, the website could benefit from a facelift, with themes that are more playful and share some more of the fun stories and memories.

Instagram VLOGS and Tiktoks would look good. And they would provide more advertisement which would also lead back to our website.

SO for website – more of a dedicated space for stories and community!



**A DEDICATED SPACE FOR  
STORIES AND COMMUNITY!**

A short movie with clips from  
different SAPS?

**WEBSITE FACELIFT  
REVEAL MORE ABOUT  
WHAT WE DO AT RUN-  
EU**





2

## INCENTIVE AND BENEFIT FOR COUNCIL MEMBERS



Allocate funding for the council members in their respective countries. Individually, the members of each country can organize **group meetings** to brainstorm and plan marketing ideas for their campuses.

This increases the **level of responsibility** required by the council members, which gives them more incentive to engage with their roles. It is a challenge for them and a good opportunity to practice marketing.

Each campus is different, for example in Finland a RONEU event can be organized at a sauna/forest, and in Ireland it can be in a pub. The council members of each country can work together, brainstorm and plan how to market to their campuses.

**Reward system** within the council – to recognize members who show initiative and hard work. Maybe certificate, voucher, or additional credits etc.



3

## DIRECT RECRUITMENT ON SAPS

Additional Role for Council members  
who actively take part in the SAPS



If a council member is taking part on a SAP, they have a responsibility to supervise other students on the course and watch for individuals who exhibit good traits for the council such as communication skills, teamwork, leadership and work ethic. There is an additional responsibility here to help to make all students on the SAP to feel safe, included, seen & heard, and encouraged – so everyone feels comfortable to show what they are made of.

Students who stand out can then be encouraged to make an application to the Council by the member who is attending. Maybe given a card and recommended to check the website.



4

## DIRECT RECRUITMENT ON THE CAMPUS



RUN-EU week in campus. Student council members are presented and organizing different events on the campus (Meet&Greet, panel discussions etc.)

Bigger event “FUN with the RUN”

- ❖ Get to know what is RUN-EU
- ❖ Meet the Student council from your university
- ❖ Special invitations for the people who have attended SAP’s before
- ❖ Low-threshold event with music, food, games and competition where u can win RUN-EU merchandise
- ❖ Good for visibility





5

# MERCHANDISE!



“freebies”

memes

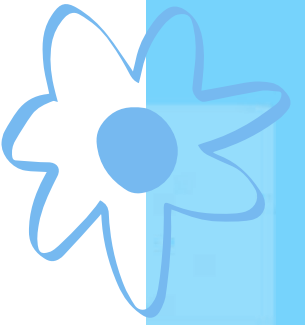


RUN-EU has released a new SAP





# Feedback



## **Top idea according to vote:**


Incentive and benefit for the student council

## **Key Feedback:**

- Have the same benefits for all councils
- Have merch per institution for photos and also as a souvenir when people come visit





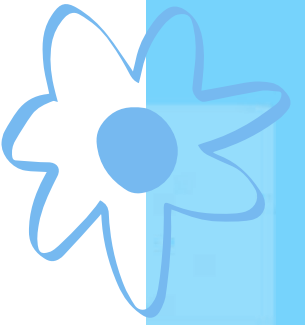


# Collaboration between institutions

- 1 Online Community
- 2 Alumni Network
- 3 Diverse delivery methods for SAP
- 4 Research & Collaboration Groups
- 5 Welcome Packs for each Host Institution



# Feedback



## **Top idea according to vote:**

Welcome packs

## **Key Feedback:**

- Make use of the LinkedIn alumni group
- MS yammer community platform
- Involve students in the design of the welcome packs to add a cultural / student perspective





# Green mobility

1

Proposal 1

Run-Eu Trip Advisor

2

Proposal 2

Pre-Departure

3

Proposal 3

Run-Back

4

Proposal 4

Run-ID

5

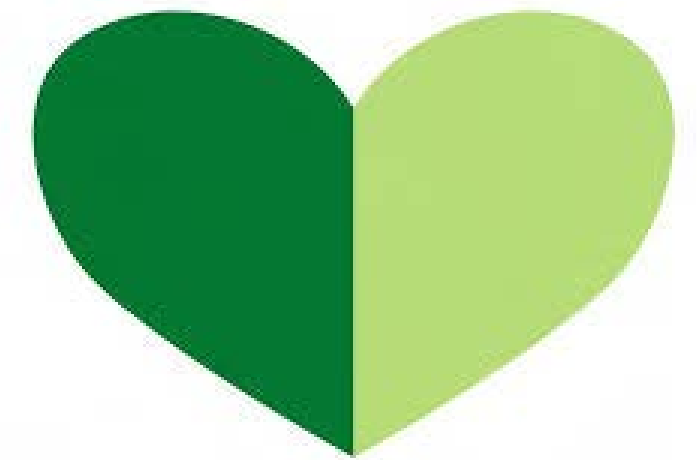
Proposal 5

Volunteer Hub

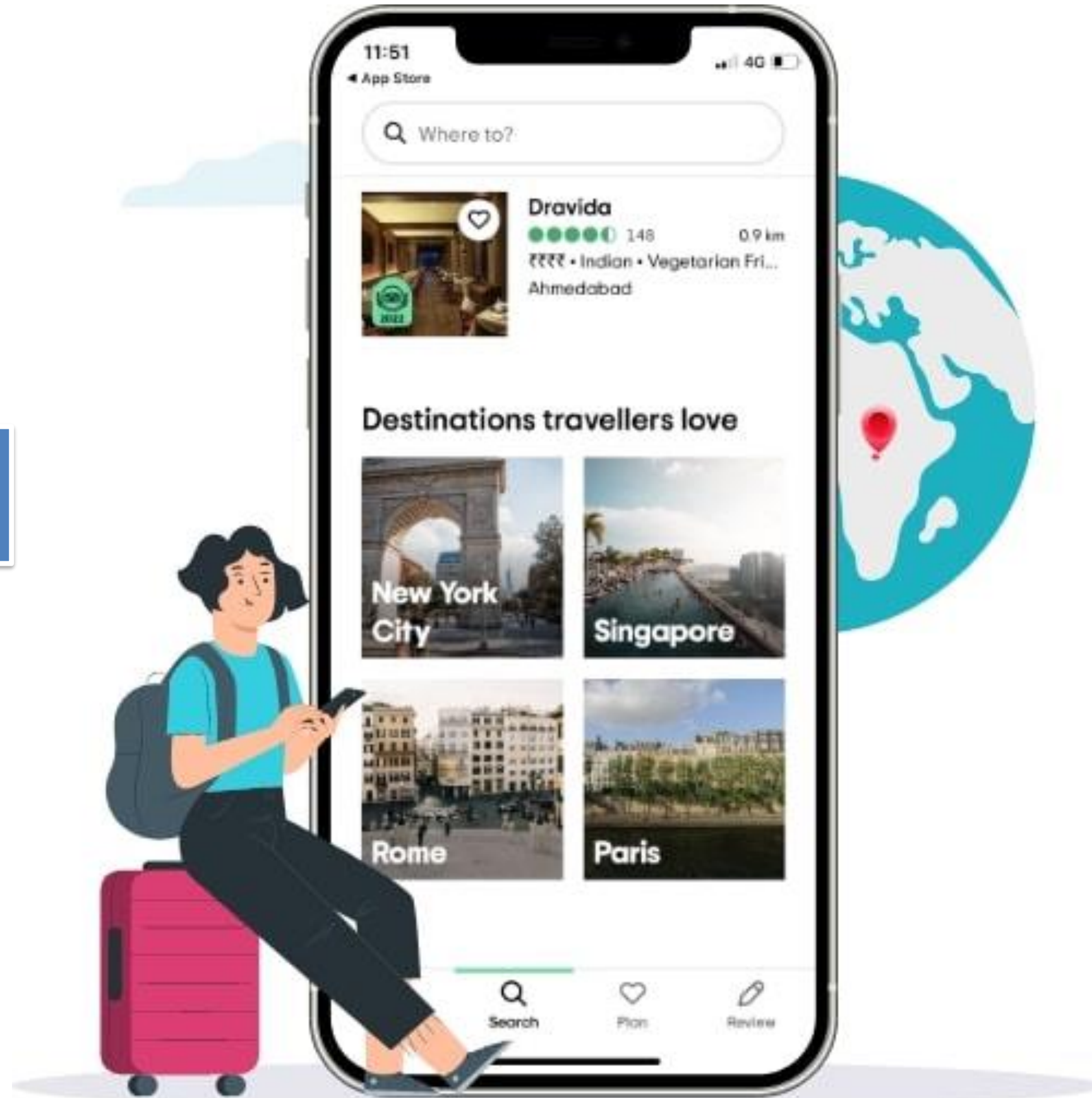
6

Proposal 6

Run-Travel



# TripAdvisor





# Pre-Departure



# RUN-BACK





# Run-ID



# Volunteer Hub



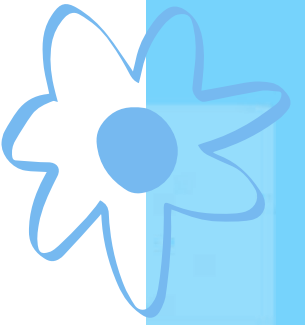


# Run-Travel





# Feedback



## **Top idea according to vote:**

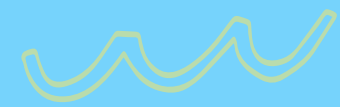
RUN-EU Trip Advisor

## **Key Feedback:**

- Pre-departure meetings, information, etc. accessible on different platforms
- Have someone that can give advice automatically as soon as you are selected to a SAP







THANK YOU!





PICTURE  
TIME





LAZY LEMON