

Diverse recruitment strategy

Operational Year of 2020/2021





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Introduction to diverse recruitment

UF Uppsala is one of Uppsalas biggest student associations, and with around 1000 members it is the size of some of the nations. Since the membership only is valid for one year each board is responsible for making sure old members sign up for another year and that new members find the association and sign up. Many members sign up at the beginning of each semester when they first come to the city, and many sign up when attending to one of our interesting lectures. Although the statistics of gender balance is close to 50/50, the members active in the association have several years in a row been quite homogenous, with the biggest group being female political science student. During the operational year of 2019/2020 the Diversification Committee has worked on trying to understand why. We have tried to see how UF can actively reach out to different groups and make everyone feel included and welcome to join the association's work in the different groups, and come to the events.

We think it is important in itself that everyone who has an interest in foreign policy or curiosity for international issues should feel that UF is the obvious association to get active within and that they enjoy being here. It is therefore important not just to recruit but to do it in a way that reaches out to more groups and individuals with an interest in international issues and make them see they have a place in UF. We see many perks on diversifying the active member base as well as the trustees and board in order to learn from each other, gain more perspectives and by that reach out to new member groups all across Uppsala. Here follows a strategy for the coming board on different methods to recruit new members and to make them want to engage in the most exciting organisation Uppsala has to offer!

The Diversification Committee



Presenting at lectures

By presenting ourselves on various campuses, lectures and programs, we see opportunities to spread information about the association and attract more and different types of people. This is extra important to do in the beginning of each semester, before the Get Active event, to ensure possible members choose to get active in UF amongst all possible organizations. Even if not everyone comes to get active, it is a first impression of UF for many and puts the association on their radar.

We suggest:

- Find internationally relevant courses with both Swedish and international students
- Introduce ourselves on various campuses, such as Engelska Parken, Ekonomikum, Gamla Torget and SLU at lectures and courses where there may be an interest in foreign policy.
- Introduce ourselves at male-dominated programs where there may be an interest in foreign policy.
- At every introduction, encourage the class to like UF on Facebook, then they will see all our events!

See the document “How to book lectures to present in I.O” for further instructions on how it’s done.

A standard Powerpoint presentation is available in the Board drive in both Swedish and English.



Diverse recruitment through marketing

By actively working to reach out to the various target groups with marketing about our association, the chances are greater that they will come and participate. Spreading information through different channels provides opportunities for many different types of people to get news about the association and our events and lectures.

We suggest:

- Strategic paid Facebook promotion to reach a larger group by targeting different groups through Facebook, aiming to diversify the recipients of our social media activity. Further instructions are available in the separate PR full marketing plan.
- Strategic organic Facebook promotion. This includes promoting events in Facebook groups that reach a diversified group, for example the Flogsta Facebook group where many international students are members, but also includes asking board members or active members to share events in their channels, such as program groups.
- Establish effective communication between PR and recruitment, whatever form it takes in coming Boards, ensuring PR is included and consulted for outreach related advice.
- Establish effective communication with the Uppsala University biannual reception of international students, and participate in the welcome fairs to actively recruit students from other countries.
- Continuously putting up posters on various campuses, primarily important for events in the beginning of terms.
- Investigate the use of other languages than Swedish and English in marketing.

See PR's separate full marketing plan for a more elaborated guide.



Recruitment through personal contact

There is often a barrier to taking the first step into an organization or group. Even though you might share common interests there is a threshold when you do not know anyone which makes it even more difficult to get involved as a minority in the association. It is therefore of utmost importance that we, the Board, welcome, encourage and pay attention to the individuals who participate in our events so that they feel encouraged to attend more times and/or get active. The atmosphere the board defines will spread throughout the whole association.

We suggest:

- Advise the board to capture and actively encourage individuals before and after lectures and other events to attend any of the group meetings or come to social events.
- Recommend to specific activities/meetings
- Organize e.g. pizza evenings after lectures where members are invited to continue discussing tonight's topic or something else.
- Continuously investigate the members' perception of how easy or difficult it is to become active in the association.



High School recruitment

One target group that UF Uppsala has long left unseen is high school students. Recruiting them creates not only a good membership base to secure the MUCF grant (at least 60% under 26 years) but also the possibility of a longer commitment that extends over both studies in high school and university. During the operational year the previous board managed to recruit about 200 High School-students, members that will disappear the coming year. To keep up with the new amounts of members the next board will have to keep recruiting at high schools, something we saw as very successful. The way we suggest is to build up a network of teachers that the new board can contact each year, and recruit high school students in their third year. That way the students will be closer to university-life, over 18 years old and there will be new people each semester.

We suggest:

- Build a network of contacts with social science teachers on High Schools across Uppsala and maintain that contact throughout the years.
- Stand by the offer of free membership, it is a win-win situation!
- Try and figure out a joint offer for them, for example that UF will arrange a MUN/seminar/lecture on a specific topic that can possibly be used in classes or education. Last year three classes of High School students came from Katedralskolan to the lecture by Peter Hultquist for example.

For further information, see the document "High School Recruitment 2020"



International students

For being an association of foreign affairs UF have pretty few active members that are international, and even less in the board. Uppsala as a city is full of international students on exchange but since many of them only stay a semester or two it is hard to include them in the board, something that usually takes more time.

We suggest:

- Present at classes with international students in the beginning of the semester
- Communicate in different platforms where there are lots of international students, ex. The facebook group Flogsta 2020/2021
- For a long term commitment, pay extra much attention to the political science masters program and the other masters on subjects regarding international affairs and sustainability at UU and SLU. There are lots of international students studying that will be in Uppsala for at least two years.



Continuous recruitment

Although the largest recruitment opportunities occur in connection with the start of the semester, many want to learn more about UF Uppsala and how to get involved during the semester. It is therefore important that there are good opportunities to get in touch with UF for more information, both personal and digital. This can be the responsibility of a recruitment trustee!

We suggest:

- Continue to have an open “Friday Fika” every other week where interested people can come to learn more about the association.
- Find other measures that increase our availability to existing and potential members.
- Continue to introduce us during the semester on different campuses.
- When having a lecture that is relevant for a specific target group, ex. Nuclear power - you can ask the PR-responsible for that faculty to link to the event on Studentportalen.



Establish contact with other student organisations

UF Uppsala has throughout the years had lots of great collaboration with other student organisations in Uppsala, as well as other UF associations in the rest of Sweden. Having good contact and relation to other organisations is highly beneficial, as one can discuss ideas, difficulties, and the like with each other. One concrete way is that UF can “borrow” another organisations secretaries and presidents for e.g. the Electoral Meeting, or the Annual Meeting. It is important that UF keep a good relationship to the program organizations, for example UPS. Keep a good tone and find ways to collaborate to find strength together rather than seeing each other as rivals. Good relations and contact with other organisations is also great for reaching out to new audiences UF might not have reached otherwise. This can be done through lectures, events, and the like. Just like humans aren't isolated islands, student organisations aren't either - and it is time to start building bridges!

We suggest

- Continue to foster old connections to other organisations, as well as create new ones and try and workout a base of cooperation and trust that goes on to each new board
- Take usage of the different UF group's already established contacts, and see what groups we already are connected to
- Organise joint events - not only for socialising or lectures, but for instance “Organisation Development”events, where different boards can come together and learn from each other.



Diversification ideas for every group

Methods of diverse recruitment need to be implemented in all aspects of the work of the association, in all groups. This is a guide for how this should be implemented.

- Lecture group**
 - Topics that interests different people
 - Invite leaders, experts or representatives for underrepresented groups, for example swedes with an african background.
 - Lecturers with different academic backgrounds
 - Try and fix “Big names” in the beginning of each semester, that helps as a bait to attract new members

- Travel group**
 - Visit countries in different regions
 - Book meetings with people with different perspectives and backgrounds
 - Consider shorter and cheaper trips that are more available for more people
 - View conflicts etc from different perspectives

- Career group**
 - Invite people from different fields, with different connections to international questions, there are different ways to work with foreign politics
 - Different seminars etc.

- Akademin**
 - See Career group

- Activity group**
 - Which events draw which kinds of people?
 - Themes - work together with other parts of the association under a common theme. Eg. where the travel group is traveling.
 - Organise election parties (valvaktor) for elections all over the world
 - Accessibility: can everyone take part in the activity, money wise, language, abilities, etc.

- PR group**
 - See “Marketing”

- Presidium**
 - Trustee position
 - Set an inclusive ambience

- Uttryck**
 - Be extra clear that neither Swedish nor previous experience is needed for writing for Uttryck

- Radio**
 - Be extra clear that neither Swedish, nor previous experience is needed.

- Debate**
 - Be extra clear that neither Swedish, nor previous experience is needed.



UFMUN

- Have themes that include all fields of study in Uppsala
- Work on marketing to reach out further
- Increase the cooperation with other MUNs in the world



Trustees

New trustee position

Throughout the year the Diversification committee have been working with recruitment, but we have realized that sometimes “everybody’s responsibility becomes no one’s responsibility”. With inspiration from UPF Lund we suggest that the board creates two new trustee-positions with the main responsibility of recruitment. In this way, someone will have recruitment highest on their agenda throughout the year and we can maintain the dedication all year round. It is also a way to lower the workload on the board.

We suggest:

- Create two new positions and define their roles as recruiters well. This position should be released with the other trustee -posts.
- Establish a clear responsibility and cooperation with one member of the presidium and the trustee, regarding the work forward
- Make a plan for the recruitment of the operational year and work out a way to implement it to make sure it is followed by the board
- Keep the contact with the Heads of Recruitment in Lund to share experiences

To keep in mind:

- It may be hard to recruit someone not working for a specific group, think about how to frame it in a way that appears interesting and appealing

Recruiting trustees

The UF trustees are vital for the association and we need to learn how to communicate that in the application process, as well as the importance of the role. In Uppsala there are endless organisations and nations to get active within, and therefore it can be hard to get applicants for the positions. The trustees have also mostly been women studying political science which reflects the rest of the association.

We suggest:

- *That the board oversees how the positions are being presented and see if there are ways to make them more attractive by enhancing the importance of the role and the skills acquired without seeming exclusive. The more applicants the better.*



- *To, in the announcement, focus more on the skills the trustees will learn and that many positions are more about that than knowing a lot about foreign politics*
- *That the recruitment of trustees in the beginning of the semesters can be targeted through presenting at specific lectures; for example MKV for the PR trustee and go to EP for recruiting to Uttryck*
- *That the recruitment of the new trustees is continuously being spread at as many platforms as possible, to make sure that everyone gets a chance to apply*

Board+trustee kick off

At the beginning of each operational year the president and the vice president of the board organizes a board kick off. This event has been successful every year and created a bond which increases the collaboration within the board. We believe that in order to gain more active members - by “second hand” recruitment - and also a better interaction between the board and all our hard working trustees a common kickoff would be great. This might also be helpful for the board recruitment at the Annual Election Meeting. Group bonding is super important!

We suggest:

- *A one day/afternoon event at Ekonomikum*
- *Focus on getting to know each other and the association*
- *Divide and mix different groups of the association so everyone meets everyone*
- *Take photos of everyone to create an organizational map in Uffice*

See separate document “Board+trustee kick off - Suggestion” for more detailed outlines and ideas.



Events

Get Active - autumn and spring

The Get Active mingles are held at the beginning of each semester, and are an ideal way to reach new students in Uppsala, as well as get back to “old” members. The events have throughout the years been highly successful, and the fall Get Active is where a lot of members decide to join, and where most people apply for trustee-positions. The mingles also help form the association’s image for the new students. Because of this, a diverse Get Active will greatly influence the diversification of the association as a whole.

We suggest:

- A half day event held at the beginning of each semester.
- Gather all parts of UF at one place, with each group’s own table and respective Head.
- Offer something to those who come to the event, e.g. coffee, fika, to help create a good image.
- A speech from the president every hour of the event welcoming people and presenting UF.
- Think of a way to easily present an overview of the association.

To keep in mind

- Accessibility; will the event be easy accessible for the minority as well as the vast majority? Think about things like time of day, venue, accessibility for differently-abled , geographical location.

See separate document about Get Active for more information

Social event soon after Get Active

The Get Active generates a lot of members, many of whom later come to lectures or participate in an event. We believe, however, that there is a potential in all the influx of members and the momentum that Get Active gives us, to make sure that the new members become active. Therefore we suggest a relaxed activity soon after Get Active where the new members can come, hang out and meet to create new bonds. Many people are active in the association for the foreign affairs aspect, but let's be honest - the best part is the social part. The sooner we can show the new members that the better!

We suggest:

- To market this event already in Get Active with an incentive to come, free pizza?
- A afternoon/evening event in gropen, outside of Uffice



- Focus on the social part, of getting to know each other and creating a fun ambiance
- There does not have to be a foreign affair theme, but maybe kubb, pizza and music?

Friday Fika

Friday Fika is an event that constitutes regular, yet informal, channels in which members of the association get the chance to meet and befriend the board. It is a great event for casual interaction between the board and its members. Although questions and concerns can be brought up by members at the fika, the aim is to provide a laid-back environment for socialization and fun times - no UF related work, except representing the association should be done during the fika.

We suggest:

- Organize an event every second week, with the same hours each time
- Clean the Office and buy fika to create a welcoming atmosphere.
- Remind active members in the groups to come on regular meetings, and maybe write it on the whiteboard?

To keep in mind

- *Even though there are not always many participants, the event serves the purpose of casual interaction between board members and trustees. We have also seen that members that do show up once tend to get active in a group afterwards.*
- Clearly define the board member(s) responsible of organizing the events
- The expectation of who in the board shows up, some members need to come but not everyone and not every time. It should not be a pressure that only creates stress.

Open Office

Open Office is an opportunity for members to mingle with the current board and trustees, as well as other members who come to the event. The event aims to show what opportunities there are in the association and what groups members can become active in. It is a chance to get to know the association and the people behind the events a bit more. The event is great for casual interaction between the different levels of the association. Past Open Office events have had a more classy atmosphere - i.e. with sparkling drinks, dark colored dress code, and a fancy ambiance.



We suggest:

- Organize an event when the association needs a boost of active members, for example in the beginning of the spring semester
- Preferably have the event in the evening, maybe in a connection to a lecture.

Get to know the board

“Get to know the board” is an event that is held in conjunction with the application process for the new board. It is an opportunity for members interested in applying to get to know more about what the board does, and what specific board posts do.

We suggest:

- Arrange an event during spring in conjunction to the new board application process.
- Make sure all (or at least as many as possible) board members can attend.
- Encourage both active and non-active members to attend. This could be done after lectures and in the different group meetings.

To keep in mind:

- Accessibility; what day and time should the event be held?
- A way to attract more people is to have the event in conjunction with a popular lecture, before or after!
- What should the atmosphere be - more formal with e.g. presentation of the board, or more casual with e.g. a mingle? A mix of both?



Evaluation and progress

Measuring the progress of the recruitment and diversification of the association has been difficult. The clearest way to see progress we believe is statistics and information about our members. Therefore we suggest that, when the membership system is being updated the following information is being included:

- Gender** *Woman / Man / Non-binary/third gender / Prefer not to say*
- Occupation** *International Student / Swedish Student / High School Student / Other Occupation*
- Field of study** *Arts or Humanities / Development Studies / Education / Health care / Law / Nature Sciences and Technique / Peace and conflict studies / Political Science / Other*

We also strongly advise that the board makes a member evaluation survey that partly investigates how members feel in the association, if they feel welcome and included and if there is anything else that UF can do so that they would want to get more active.



Suggested Time Plan

Everything can not be done the first month, and that is not the idea either. Here follows a suggested time plan when we think different parts of the strategy should be implemented.

- July**
 - Read the recruitment plan and start thinking about how it can be implemented and who should be responsible for what.
- August**
 - Start emailing lecturers in the end of the month
 - Make a schedule for presenting at lectures
 - Contact different university welcome- fairs to see if UF can present themselves (stå bokbord)
 - Contact High School teachers in the end of the month
- September**
 - Present at lectures
 - Get Active
 - Social event after Get Active
 - Start having Friday Fika in the end of the month
- October**
 - Board + Trustee Kickoff in the beginning of the month
 - If there are Recruitment trustees - make a plan for the position and the rest of the year
 - Start recruiting on High Schools
 - Friday Fika
- November**
 - Continuous recruitment
 - Pizza night?
- December**
 - Survey about inclusion and how welcome members feel + what UF can do better
- January**
 - Start emailing lecturers
 - Make a schedule for presenting at lectures
- February**
 - Get Active
 - Open Office
- Mars**
 - Continuous recruitment
 - Pizza night?
 - Board member recruitment
- April**
 - Get to know the board
- May**
 - Enjoy a month free from recruitment!
- June**
 - Evaluation
 - Update the recruitment plan for the next board