

YOUR GROWTH IS OUR STRATEGY

STAR POLICY 2025

XLVIIth STAR Board



PREFACE

Dear Reader,

With due pride, **we present you the 2025 STAR policy**. This document has been the result of weeks of collecting feedback from our Members and critically evaluating our activities as Board Members and as an association. All initiatives stated in this document are designed to reach a common goal; **“to enrich RSM student life”**.

We want to thank the STAR alumni who have helped us draft this document, the previous STAR boards that have created the foundation we are building upon, and the students who have provided us with their valuable input. Since STAR is run by students, for students we continue to welcome feedback during the implementation of this policy. Please feel free to contact us via info@rsmstar.nl.

On behalf of the XLVIIth STAR Board,


Vigo R. Wijers

Chairman of the STAR Board 2024-2025



f.l.t.r.: Gyula Zs. Szijjártó (Secretary), Sam S.J. Legein (Project Manager Career), Jorick P.J. Stoel (Commercial Relations Manager), Elise J.H.M. Roos (Project Manager Bachelor), Merijn van Namen (Information Processes Manager), Sophia V. Löfgren (Treasurer), Vigo R. Wijers (Chairman), Noa A. Samsom (Project Manager Master), Rik Alleleijn (Brand Manager)

EXECUTIVE SUMMARY

STAR operates in a dynamic and evolving environment, where the needs of students and other stakeholders shift from year to year. By critically evaluating and assessing these shifting demands and actively seeking feedback from both Active and Passive Members, a comprehensive policy for 2025 has been developed. Every new initiative or enabler directly supports STAR's mission to "enrich RSM student life" and aligns with our three core ambitions for 2025: to be the association for RSM, to lead in innovation, and to win with partners.

For 2025, STAR's policy is structured around five key initiatives, each targeting the following areas:

1. Increasing the value for third-year students by creating events and committees catered to their needs and interests.
2. Aligning recruiters' and students' needs through data-driven analysis turning the career flagships into market innovators.
3. Increasing Full-Time Applications by developing a multi-year recruitment communication strategy.
4. Ensure that STAR's community is an accurate representation of the RSM community.
5. Expanding STAR's Academic support offerings by organizing relevant and up-to-date trainings and events.

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FOR WHOM IT IS INTENDED

Supervisory Board, Verification Board, Public

Supervisory Board, Verification Board, Public

Supervisory Board, Verification Board, Public

Supervisory Board, Verification Board

Supervisory Board

OUR AMBITION FOR THE NEXT YEAR

TO ENRICH RSM STUDENT LIFE

By being the RSM association for everyone

Ensure STAR's active member community is an accurate representation of the RSM community.

By leading from the front with persistent innovation

Push on innovation, specifically within our three pillars, making STAR future proof in all we do

By partnering with our ecosystem to better serve

Strengthen collaboration with RSM, leveraging their expertise and resources to support and advance our goals.

BY FOCUSING ON SIX CORE COMPETENCIES WE WILL ACCOMPLISH THESE AMBITIONS

TO ENRICH RSM STUDENT LIFE



**CAREER START
SUPPORT**



**DEVELOPMENT
& ACADEMIC
SUPPORT**



**SOCIAL
INTERACTION**



DIVERSITY & INCLUSION



SOCIETAL IMPACT & SUSTAINABILITY



ACTIVE MEMBERS AND THEIR PERSONAL & PROFESSIONAL DEVELOPMENT

CAREER START SUPPORT

Connecting RSM students and their future employers by helping students identify their preferred industries and companies. Provide opportunities such as recruitment events and orientation programs. Finally, we will focus on offering students opportunities to dive into the world of business, by gaining practical experience through our committees, developing tailored trainings, and providing networking opportunities.





DEVELOPMENT & ACADEMIC SUPPORT

Help RSM students strengthen both their hard and soft skills through targeted training programs. Additionally, serve as a resource hub for all their academic needs, including access to summaries, books, and academic training sessions. Finally, we will renew the offering portfolio under our academic pillar.



SOCIAL INTERACTION

The social pillar of STAR includes all activities designed to enhance the social life of its members. We provide RSM students with opportunities to connect and engage with each other through various interactive events. From after-exam drinks and BBQs to parties and more, there's always something happening! Thereby, our members are always welcome to join our weekly Wednesday drinks.



DIVERSITY & INCLUSION

Creating a safe, welcoming, and inclusive environment where every student feels valued and free to be themselves. We strive to achieve this by offering a wide range of events that reflect the diverse interests of our student community. Additionally creating committees with diverse cultural influences and organizing events allowing students to exchange their cultural experiences.



SOCIETAL IMPACT & SUSTAINABILITY

Increase students' awareness of their potential impact on society and sustainability by organizing educational and informative events, collaborating closely with RSM's Positive Change Initiative and its SDG ambassadors, and embedding responsible values into our daily operations.



ACTIVE MEMBERS PERSONAL & PROFESSIONAL DEVELOPMENT

Provide all STAR Active Members with opportunities for personal and professional growth. This is achieved through personalized guidance and training programs offered by the STAR Academy; an initiative dedicated to fostering and maximizing the development of our members. Through these programs, members can participate in various training sessions designed to help them improve both personally and professionally.

THE CORE COMPETENCIES WILL BE REALIZED THROUGH FIVE VALUE DRIVERS

TO ENRICH RSM STUDENT LIFE

**CAREER START
SUPPORT**

**DEVELOPMENT &
ACADEMIC SUPPORT**

**SOCIAL
INTERACTION**

DIVERSITY & INCLUSION

SOCIETAL IMPACT & SUSTAINABILITY

ACTIVE MEMBERS AND THEIR PERSONAL & PROFESSIONAL DEVELOPMENT

INITIATIVES

1

Increasing the value for third-year students by creating events and committees catered to their needs and interests.

5

Expanding STAR's Academic support offerings by organizing relevant and up-to-date trainings and events.

ENABLERS

2

Aligning recruiters' and students' needs through data-driven analysis turning the career flagships into market innovators

3

Increase full-time applications by developing a multi-year recruitment communication strategy.

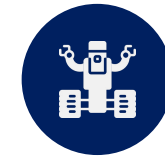
4

Ensure that STAR's community is an accurate representation of the RSM community.

THE OBJECTIVE OF EACH VALUE DRIVER IS TO REALIZE THE LONG TERM AMBITIONS (1/2)



CURRENT SITUATION



TARGET SITUATION

VALUE DRIVER

1 Increasing the value for third-year students by creating events and committees catered to their needs and interests.

There is a lack of opportunities for third-year students to improve their skills through committees and celebrate the final year of their bachelor's. This results in STAR losing touch with its members starting their third year.

Increase the retention of third-years within STAR by providing more opportunities through advanced-level committee experiences and events commemorating their final year. Consequently, paving a logical path to MSc committees and full-time positions.

2 Aligning recruiters' and students' needs through data-driven analysis turning the career flagships into market innovators.

STAR's career flagship events lack an element of self-innovating momentum which ensures their relevance for students and recruiters and protects their position as market leaders.

Designing a recurring methodology of self-evaluation and prospective analysis adopted by the career flagship committees which elevates them from a reactive to a proactive approach to changing market conditions.

3 Increasing Full-Time Applications by developing a multi-year recruitment communication strategy.

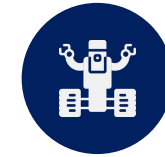
There is a declining interest in full-time positions whilst the benefits of being an active member remain insufficiently communicated. Relying heavily on its full-time members, this poses a serious risk for the association.

Sparking interest in our positions through clear communication of the added long-term academic, career, social, and personal benefits of participating in committees and taking on full-time positions.

THE OBJECTIVE OF EACH VALUE DRIVER IS TO REALIZE THE LONG TERM AMBITIONS (2/2)



CURRENT SITUATION



TARGET SITUATION

VALUE DRIVER

4

Ensure that STAR's community is an accurate representation of the RSM community.

There is a reduced sense of belonging and engagement among underrepresented groups due to a decline in the accurate representation of the RSM community within STAR.

This highlights the need for renewed efforts to ensure that STAR remains an inclusive and representative association for all members of the RSM community by introducing new committees and organizing diverse events

5

Expanding STAR's Academic support offerings by organizing relevant and up-to-date trainings and events.

There has been a decline in the portfolio of STAR's academic pillar. Students do not receive sufficient academic support while there is a pool of untapped expertise in STAR's Case Club and alumni base who could aid students in this area.

A redesigned up-to-date and relevant portfolio of STAR's academic pillar consisting of case-solving trainings, inspirational events, orientation fairs, and a series of workshops on contemporary topics.