STAR
EST. 1977

YOUR GROWTH IS OUR STRATEGY

STAR POLICY 2026
48th STAR Board

EXECUTIVE SUMMARY

STAR is acting in a rapidly changing environment. The needs of students and other stakeholders shift from year to year. By critically assessing these demands and listening to direct feedback of both Active as well as Passive Members, a policy for 2026 has been composed. Every new project or enabler contributes to STAR's mission 'to enrich RSM student life', and contributes to our three key strategic ambitions for the coming five years: *Focusing on organizational resilience and innovation, enhancing STAR's academic pillar, and building a strong community by creating a tailored STAR experience for every RSM student.*

In 2026, STAR's policy consists of 5 value drivers, focusing on the following areas:

1. Fulfilling current RSM student needs by reviewing and changing STAR's portfolio of events
2. Increasing brand awareness and strengthen student engagement
3. Improving effectiveness of the fulltime recruitment process by optimizing and integrating its responsibilities into one of the board functions
4. Increasing the value of the academic pillar by expanding academic offerings tailored to students needs
5. Ensuring part-time committees are utilized to their full potential by improving the committee knowledge transfer via updated whitebooks and better onboarding

PREFACE

Dear Reader,

We proudly present you the 2026 STAR Policy. This document has been the result of weeks of collecting feedback from both Active as well as Passive Members and critically evaluating everything we do. All projects mentioned in this document are designed to **'enrich the life of RSM students'**.

We would like to thank STAR alumni that have helped us draft this document, as well as all students that have provided us with valuable feedback. 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 XLVIIIth STAR Board,

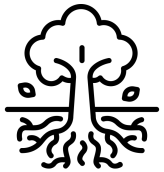
Floris Murk
Chairman STAR Board 2025-2026

CONTENTS

WHAT THIS DOCUMENT COMPRISES		FOR WHOM IT IS INTENDED
Our 2030 ambitions	Page 5	*Supervisory Board, Verification Committee, Public*
STAR's Strategic House	Page 6	*Supervisory Board, Verification Committee, Public*
Value Drivers 2026	Page 13	*Supervisory Board, Verification Committee, Public*
Elaboration on Value Drivers 2026	Page 16	*Supervisory Board, Verification Committee*

OUR AMBITION FOR 2025-2030

“STAR’s ambition is to enrich RSM student life by focusing on quality of our existing offerings & building organizational resilience to be the association for current and future RSM students”



Organizational Resilience & Innovation

Build a data-driven, future-proof STAR through organizational structure, strategy, and collaboration.



Strategic Academic Focus

Position STAR as a study association that helps you achieve academic excellence.



Strong AM community & tailored STAR experience for every RSM student

Create a tailored STAR experience that serves every type of student

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

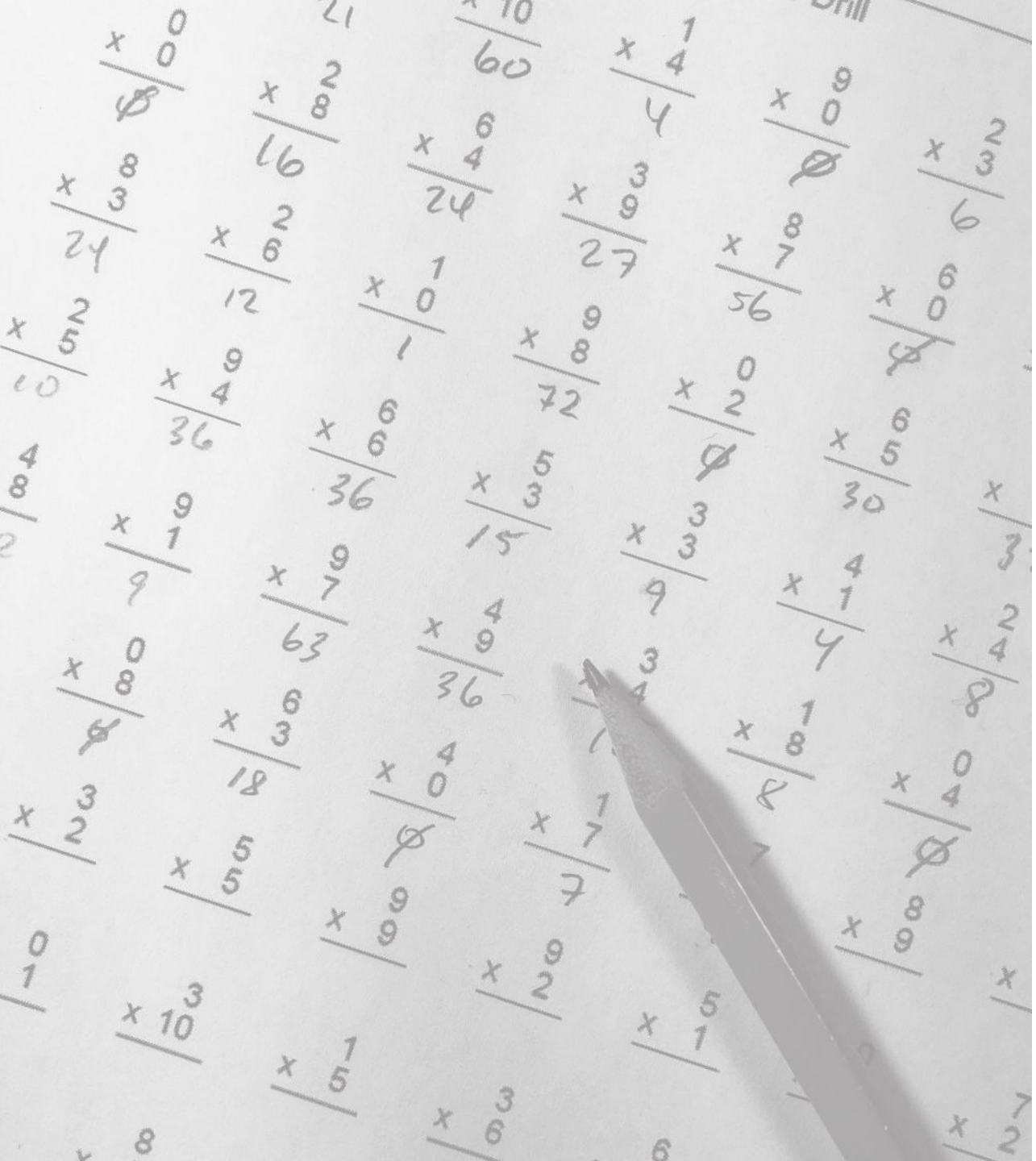


ACTIVE MEMBERS AND THEIR PERSONAL & PROFESSIONAL DEVELOPMENT



CAREER START SUPPORT

Be the main connector between RSM students and their future employees by supporting RSM students in figuring out for which industry / company they would like to work for by offering e.g., recruitment events, orientation cycles. In addition, offer trainings to RSM students related to job searching e.g., LinkedIn training, CV training.



DEVELOPMENT & ACADEMIC SUPPORT

Support RSM students in enhancing their hard and soft skills by offering trainings. In addition, be an access point for RSM students for all their academic related needs e.g. summaries, discounts on books, and academic training sessions.



SOCIAL INTERACTION

The social pillar of STAR contains all the activities STAR organizes to enrich the social life of its members. Not only do we organize events, like multiple trips, an Opening Party each year, and weekly Wednesday drinks. We also organize various smaller events like after exam drinks, BBQs, New Years Party and many more! In this way, we offer RSM students the opportunity to get to know each other.



DIVERSITY AND INCLUSION

Sustaining a safe, respectful and inclusive environment for every student to feel welcome and be their true selves. In everything STAR does, the student is the center, without excluding anyone. This also concerns the focus on international students to feel included within STAR.



SOCIETAL IMPACT & SUSTAINABILITY

Inform students about their (possible) impact on society and sustainability. We do this by addressing societal impact & sustainability in our day-to-day business and the events that we organize.



ACTIVE MEMBERS PERSONAL & PROFESSIONAL DEVELOPMENT

Offering all RSM students a place to develop themselves on a personal and professional level. We facilitate the personal development of our members by offering trainings and an environment that encourages growth. We enhance professional development by providing hard and soft skills, trainings and organizing career-oriented events such as the STAR Management Week (SMW) and Erasmus Recruitment (ER).

THE CORE COMPETENCIES WILL BE REALIZED THROUGH FIVE VALUE DRIVERS



PROJECTS

1. Fulfilling current RSM student needs by reviewing and changing STAR's portfolio of events
2. Increasing brand awareness and strengthen student engagement
3. Improving effectiveness of the fulltime recruitment process by optimizing and integrating its responsibilities into one of the board functions
4. Increasing the value of the academic pillar by expanding academic offerings tailored to student needs
5. Ensuring part-time committees are utilized to their full potential by improving the committee knowledge transfer via updated whitebooks and better onboarding

THE OBJECTIVE OF EACH VALUE DRIVER IS TO REALIZE THE LONG TERM AMBITIONS

	VALUE DRIVER	CURRENT SITUATION	TARGET SITUATION
1	Fulfilling current RSM student needs by reviewing and changing STAR's portfolio of events	STAR offers a wide range of events that could be further aligned with changing student needs.	Committees and events are tailored to meet the needs of RSM students
2	Increasing brand awareness and strengthen student engagement	Due to increasing competition from other associations, STAR is less visible as the official RSM study association	Increase awareness among all RSM students of the unique value that STAR offers them
3	Improving effectiveness of the fulltime recruitment process by optimizing and integrating its responsibilities into one of the board functions	There is potential to further improve awareness of full-time opportunities for RSM students	Restructuring the tasks and functions of the board to improve responsibility, focus, and clarity for the full time recruitment process

THE OBJECTIVE OF EACH VALUE DRIVER IS TO REALIZE THE LONG TERM AMBITIONS

VALUE DRIVER	CURRENT SITUATION	TARGET SITUATION
4 Increasing the value of the academic pillar by expanding academic offerings tailored to students needs	The current academic pillar does not directly impact RSM students' academic performance	STAR's academic offerings play a direct role in students' academic success, helping them with activities such as exam preparation
5 Ensuring part-time committees are utilized to their full potential by improving the committee knowledge transfer via updated whitebooks and better onboarding	Committees could be more efficient by improving clarity in communication and the workflow structure	Effective onboarding and updated whitebooks enable committees to deliver higher-quality projects with less hands-on guidance from supervisors