

1 Dear General Members' Assembly,  
2 At the beginning of the association year 2022-2023, a Website Task Force was formed to investigate the  
3 possibilities of setting up a new website or maintaining the current website and make improvements. In the  
4 document presented in front of you, the Website Task Force wants to present their advice on a new website.  
5 The task force did extensive research before coming to this advice. Please feel free to ask any questions on the  
6 advice during the General Members' Assembly.

7 Kind regards,

8 The Website Task Force,

9 Kirsten de Wit, Raisa Rambaran, Jana Schneider and Tjerk Adema

10 Introduction

11 For a more detailed overview of the progress of the task force till the 11<sup>th</sup> of April, see: Article of GMA 11-04-  
12 2023 Update Website Task Force Revised.

13 The Website Task Force quickly established that when changing the website provider, some systems need to  
14 be altered and can be improved upon. These systems include the ticket sale for events, the mail accounts used  
15 by the board and committees and the membership base. These systems were some of the focus points of  
16 choosing a website. Other focus points were the professional appearance of the website and the customer  
17 support from the website provider.

18 The task force started with inquiring information from other study associations and doing their own research  
19 on different website providers. The task force decided to meet up with two of the providers: Congressus and  
20 Tromik. Multiple meetings were planned, and mails were transferred to create a good overview of what both  
21 providers have to offer. You can find the overview in the table below:

22 Website Provider Overview

Category	Current (Best4u)	Congressus	Tromik
Website layout	<ul style="list-style-type: none"> <li>• Designed with WordPress</li> <li>• Outdated layout</li> <li>• hard to keep an overview/change</li> <li>• Slow, because of many unnecessary data and outdated system</li> </ul>	<ul style="list-style-type: none"> <li>• Custom backside, made for associations</li> <li>• professional &amp; modern layout</li> <li>• changes via backside are easy</li> </ul>	<ul style="list-style-type: none"> <li>• Custom backside, designed originally for Synergy now used by multiple study associations</li> <li>• professional &amp; modern layout</li> <li>• changes via backside are easy</li> </ul>
References	<ul style="list-style-type: none"> <li>• SPiN, current ESV</li> </ul>	<ul style="list-style-type: none"> <li>• MFVN and VIP Groningen</li> </ul>	<ul style="list-style-type: none"> <li>• Synergy and ESV</li> </ul>
Email addresses*	<ul style="list-style-type: none"> <li>• Mails are now stored at Best4u</li> </ul>	<ul style="list-style-type: none"> <li>• They can be stored at Microsoft, the same as our OneDrive now</li> <li>• Has the option for Bunk-Mail service similar to MailChimp, although with fewer design options</li> </ul>	<ul style="list-style-type: none"> <li>• They can be stored at Microsoft, the same as our OneDrive now. Tromik can assist in moving them.</li> <li>• Can create a mailing list, which can be used in MailChimp, but no bunk mail service</li> </ul>
Events & ticketsale	<ul style="list-style-type: none"> <li>• Events are put on website, but visitors have to get tickets on the Eventix website via link on website</li> <li>• Payment via Dutch bank account, PayPal or credit card with €0,60 service fee (paid by ticket buyers).</li> </ul>	<ul style="list-style-type: none"> <li>• Events are put on the website; visitors can buy tickets directly on the website and SPiN members can log in to buy a member ticket</li> <li>• Uses Mollie: Lot of different payment options, with</li> </ul>	<ul style="list-style-type: none"> <li>• Events are put on the website; visitors can buy tickets directly on the website and SPiN members can log in to buy a member ticket</li> <li>• Uses Mollie: Lot of different payment options, with</li> </ul>

Category	Current (Best4u)	Congressus	Tromik
	<ul style="list-style-type: none"> <li>At events QR code can be scanned via Eventix</li> </ul>	<p>different tariffs. Service fee for iDeal is €0,29. There is the option to include the fee in the shown price, so members are not surprised by additional service fees.</p> <ul style="list-style-type: none"> <li>Attendance lists for events can be exported. QR code is possible for an additional service fee</li> </ul>	<p>different tariffs. Service fee for iDeal is €0,29. There is the option to include the fee in the shown price, so members are not surprised by additional service fees.</p> <ul style="list-style-type: none"> <li>Attendance lists for events can be exported. There is the option to have an automatic waiting list whenever an activity is sold out. QR code can be developed for additional costs</li> </ul>
Customer support	<ul style="list-style-type: none"> <li>It is easy to get in contact. However, because of the size of the organization it can take a while to get to the right person. There is no option for feedback meetings</li> </ul>	<ul style="list-style-type: none"> <li>About two feedback meetings a year, where the board can suggest improvements</li> </ul>	<ul style="list-style-type: none"> <li>At the beginning of the year, they plan a meeting with the secretary. There can be 12 hours of service planned within the year</li> </ul>
Availability	<ul style="list-style-type: none"> <li>Now</li> </ul>	<ul style="list-style-type: none"> <li>Setting up new website: 6-8 weeks</li> </ul>	<ul style="list-style-type: none"> <li>Setting up new website: around 90 days</li> </ul>
Costs	<ul style="list-style-type: none"> <li>Costs per year: €1.200 year (€1351,44 last year)</li> </ul>	<ul style="list-style-type: none"> <li>Setting up new website: €7.000 - €9.800</li> <li>Costs per year: €2688</li> </ul>	<ul style="list-style-type: none"> <li>Setting up new website: €6000 - 8000</li> <li>Costs per year: € 871,20</li> </ul>

\*This part is about where the data for the mail addresses at Roundcube is stored, the addresses and Roundcube will remain the same.

## 23 Website Task Force Advice

24 Based on the information presented in the table above, the Website Task Force advises to choose Tromik  
 25 as the next website provider of SPiN. Tromik is a small company with their office in the city centre and  
 26 according to other clients, they arrange a meeting with the board members responsible for the website  
 27 in the beginning of each academic year. The company provides similar services to Congressus but has  
 28 significantly lower annual costs.

29 The costs listed in the table above are 6000 euros to 8000 euros for setting up a new website with  
 30 Tromik. This range of costs is dependent on which services of the Offerte the board chooses to integrate  
 31 in the new website. The 6000 euros are the minimum amount and include the basics of a new website,  
 32 similar to the current SPiN website (except the integrated ticket sale part, which is accounted for in the  
 33 6000 euros). Services like a bilingual site, importing the membership base from book suppliers, an  
 34 advanced ticket sale and a dedicated news module are not included. The maximum amount of 8000  
 35 euros includes all possible services, some of them which are not necessary for the basic functioning, but

36 are added value to the image of SPiN, for example an introduction video. Also included in the maximum  
37 price are services that would make other services that SPiN currently uses redundant. For example,  
38 Tromik offers to provide a ticket shop for events and optionally develop a QR-system to check entrances.  
39 Although it is an additional cost, it would make the use of Eventix redundant, so the ticket sale and  
40 organisation are centred at one place. Moreover, Eventix charges buyers the transaction fee on top of  
41 the normal ticket price, which would not be the case this way. The transaction costs are included in the  
42 ticket price and are lower than the current rate.

#### 43 **Budget Proposal of the XV<sup>th</sup> board**

44 Following the advice of the Website Task Force, the XV<sup>th</sup> board wants to deviate from the budget. In the  
45 budget, 3000€ were reserved for a new website in the beginning of the year, which means that there is a  
46 maximum of 5000€ in deviation. This investment will ensure that we have a user-friendly, visually  
47 appealing, and technically robust online platform that accurately represents the association's mission  
48 and activities. The new website will provide enhanced functionality, allowing SPiN to streamline our  
49 communication efforts, share important information, and engage with our members more effectively.

50 Understanding the financial considerations involved, the XV<sup>th</sup> board has researched how such expenses  
51 were handled in the past and in line with general financial advice and the depreciations of the V<sup>th</sup> and IX<sup>th</sup>  
52 boards who created a website as well, a responsible plan to manage these expenses over the long term  
53 was formulated. The XV<sup>th</sup> board proposes to allocate an annual depreciation of max. 1000€ over the next  
54 five years, gradually accounting for the costs associated with the website renovation. The XV<sup>th</sup> board  
55 thinks the new website will be in use for at least the next five association years, so spreading the cost  
56 over these years is thus justified. This approach allows the board to distribute the financial burden  
57 evenly and ensures that the long-term sustainability of the association remains intact. As there are  
58 currently no depreciations in the budget for the upcoming year(s), the board believes that it is a burden  
59 feasible for the following years.

60 While the board acknowledges that requesting additional funds may be a significant decision, the board  
61 firmly believe that investing in a new website is crucial for the growth and success of the association. A  
62 modern and professional online presence will not only attract more members but also elevate SPiN's  
63 reputation within the industry, leading to increased opportunities for collaboration, sponsorships, and  
64 partnerships.