

# Third Lustrum Evaluation 2022-2023

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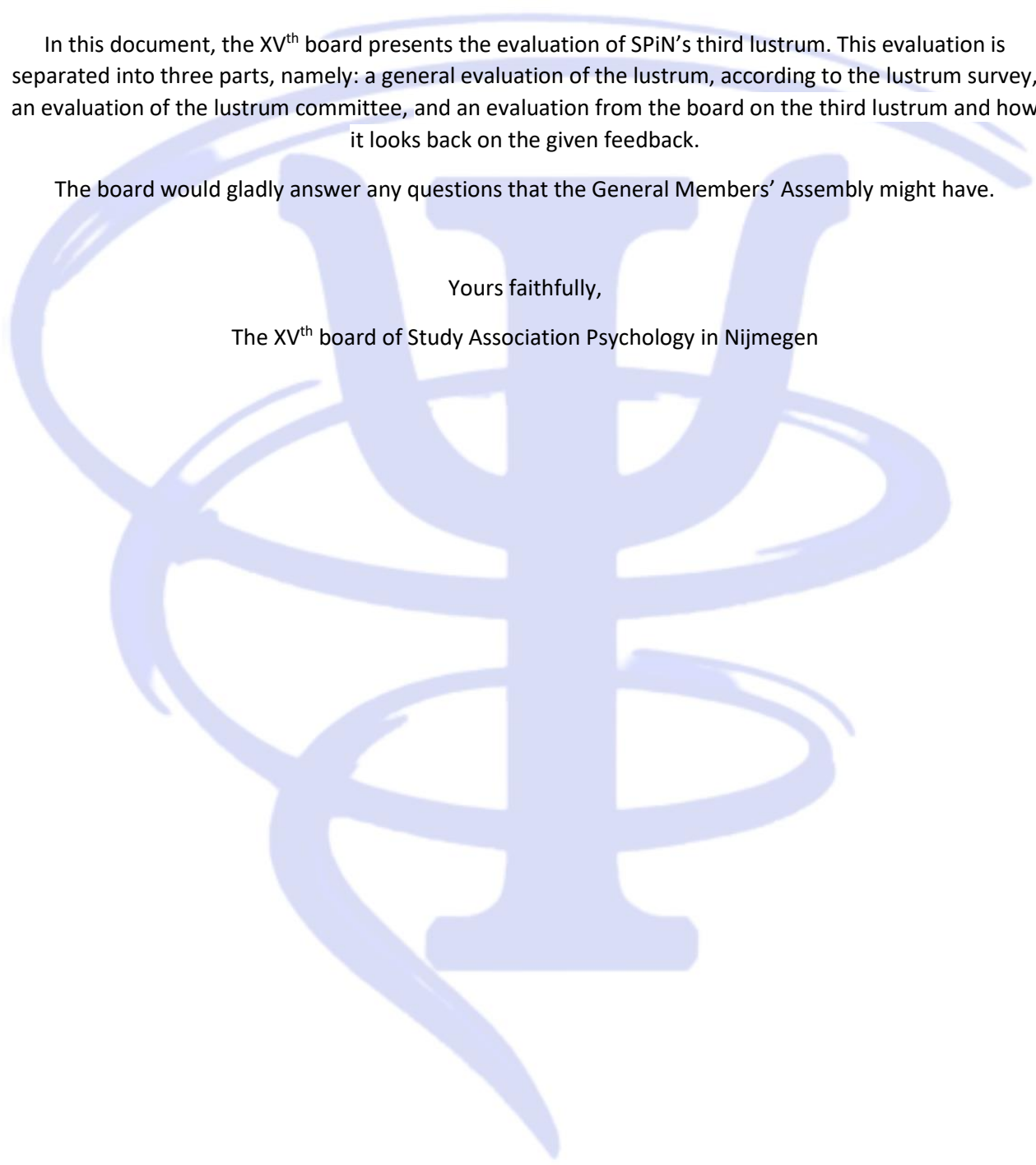
1 Dear General Members' Assembly,

2 In this document, the XV<sup>th</sup> board presents the evaluation of SPiN's third lustrum. This evaluation is  
3 separated into three parts, namely: a general evaluation of the lustrum, according to the lustrum survey,  
4 an evaluation of the lustrum committee, and an evaluation from the board on the third lustrum and how  
5 it looks back on the given feedback.

6 The board would gladly answer any questions that the General Members' Assembly might have.

7 Yours faithfully,

8 The XV<sup>th</sup> board of Study Association Psychology in Nijmegen



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## 9 Lustrum evaluation

### Lustrum Survey

10 The XV<sup>th</sup> board has distributed a survey for SPiN's members to fill in about the lustrum. These questions  
 11 were about various topics concerning the lustrum, ranging from promotion to the activities themselves.  
 12 The survey was shared on the 10<sup>th</sup> of July until the 8<sup>th</sup> of September and has been filled in by 54 people.  
 13 This is a low response rate, which is most likely the result of the awkward distribution time, which was  
 14 during the exams and the summer holidays. After the holidays, the survey has been promoted again  
 15 through Instagram, WhatsApp groups and posters in the SPiN room. The most important findings have  
 16 been documented below.

### 17 Promotion of Lustrum

18 The first questions of the survey were about the promotion of the lustrum itself and the promotion of  
 19 the activities. 93% of respondents knew that SPiN was celebrating their lustrum year last year. However,  
 20 only 59% of respondents indicated that they thought the lustrum promotion was on time, while 26%  
 21 stated that they thought the promotion started too late. 56% of respondents also indicated that they  
 22 thought there was not enough promotion. Most promotion reached the audience through Instagram  
 23 which was also the preferred form of promotion (91% for current promotion and 93% for preferred  
 24 promotion). Only promotion through WhatsApp has big deviations between the current and preferred  
 25 way of communication. 56% of respondents stated they got informed about the lustrum's activities  
 26 through WhatsApp while 67% would have preferred to get informed through WhatsApp. In the open  
 27 part where people could freely fill in if they had tips promotion-wise, respondents mainly stated that  
 28 there should have been more promotion early on, especially through WhatsApp and creative promotion.

### 29 Activities

30 The next set of questions were general questions about the planning of activities. Most lustrum activities  
 31 were planned to occur in one month, namely May, instead of spreading them out throughout the year.  
 32 59% of respondents liked the idea of having everything planned in one month, while 32% of respondents  
 33 stated that one month was too short. This aligns with the answer that 52% of respondents thought the  
 34 timing in between the activities was good, while 35% thought it was too short. The main argument for a  
 35 month being too short, is that people did not have the time and/or money to attend so many activities in  
 36 one month or found it too intense. When asked about the month itself, most people preferred the  
 37 month May, especially for its nice weather. It should be noted however, that people are already quite  
 38 busy for the last exams. 77% of respondents thought the number of activities was good. 23% thought  
 39 there were too many/not enough.

40 **Activity 1: Forever New Year Party**

41 The Forever New Year Party was the first party organized in the lustrum month. The party was held in  
 42 Doornroosje. 203 tickets out of 480 have been sold and it had an attendance rate of 87.2%. In the  
 43 survey, the activity got a 6,0/10. The feedback almost entirely consisted out of there not being enough  
 44 people. The location was well-liked but too big for the amount of people that showed up. 77% of  
 45 respondents thought the price of €3,50 was good. 16% thought it could have been more expensive.

46 **Activity 2: Burnout Festival**

47 The Burnout Festival was the second activity. It was held at Strandbar Stek from 16:00 until 23:00. Food  
 48 was included in the ticket price of €9,-. 146 out of 485 tickets were sold and it had an attendance rate of  
 49 80.8%. When asked why people did not join this activity, answers varied from the bad forecasted  
 50 weather to not having enough time. In the survey, the activity got a 6,8/10. Feedback mostly consisted of  
 51 there again not being enough people, having impact on the atmosphere of the party. Furthermore,  
 52 multiple respondents stated that the starting time of 16:00 was too early and that drinks were  
 53 expensive. The location was generally really well-liked although it was not a particularly good match with  
 54 the chilly weather. 86% of respondents thought the price was good.

55 **Activity 3: Pool party**

56 The pool party was an activity that was held in the weekend at Zwembad de Grote Koppel in Arnhem. 72  
 57 out of 250 tickets were sold and the activity had an attendance rate of 77.8%. Reasons for members to  
 58 not join was mostly because of the distance and the planning in the weekend. Although this activity also  
 59 had a low attendance, in the survey it seems like that did not influence the atmosphere as with the other  
 60 activities with low attendance. The pool party got an 8.0/10. The price of €15,00 was considered too  
 61 expensive by 64% of the respondents, as people also had to travel further.

62 **Activity 4: Lecture by Bas Haring**

63 The lecture by Bas Haring was the study-related activity of the lustrum. It originally was planned to  
 64 attract a maximum of 500 people but after the bad ticket sale, it was moved to a smaller room. 22/77  
 65 tickets were sold, and the activity had an attendance of 81.8%. Respondents that did not come often  
 66 stated that they were too busy or simply not interested. The respondents that did go to the activity gave  
 67 it a 7.6/10. 74% of respondents think the price was good and worth the money while the remaining 26%  
 68 believed that the lecture was too expensive or even should have been free. Other comments stated that  
 69 the topic of the lecture was not entirely clear, even during the lecture itself.



70 **Activity 5: Beer Cantus**

71 The Beer Cantus was held at Scoutinggroep de Bevers and was one of the last activities of the lustrum.  
 72 All tickets (80) were sold out for this activity. Reasons to not go were mostly a bad availability or simply  
 73 that 'it wasn't their thing'. The Beer Cantus got an 8.5/10. Feedback was incredibly positive. Negative  
 74 feedback consisted of not enough beer being poured in the second half of the Cantus. This was a  
 75 deliberate choice at that moment, as the group got too rowdy, given the amount of alcohol that was  
 76 poured already. People also stated that the location was too far away (Staddijk). 78% of respondents  
 77 thought that €15,- was a fair price for the cantus.

78 **Activity 6: VrijMiBo**

79 This activity was meant as a chill way to sit down and simply enjoy some lustrum beer after 3 weeks of  
 80 intense activities. This activity did not have a ticket sale, but it also had an exceptionally low attendance.  
 81 When asked why respondents did not join the activity, exam stress and no availability is a reoccurring  
 82 theme. The activity got an average score of 5.8/10. Feedback also stated that it was too close to the  
 83 exams and that it came across as unstructured as people expected a big activity.

84 **Activity 7: Lustrum Gala**

85 The Gala was the finale of the lustrum, held in Concertgebouw de Vereeniging. 279/350 tickets were  
 86 sold, and the activity had an attendance rate of 95.4%. The activity was received very positively and got a  
 87 score of 8.0/10. Most people were also very positive about the location, although it should again be  
 88 noted that the rooms were sometimes too big and empty. 33% of respondents however, thought that  
 89 the Gala was too expensive. When asked to substantiate, it mostly came down to disappointments of  
 90 there not being an open bar. This was unfortunately not allowed by the Vereeniging. Other comments  
 91 were very positive.

92 **Activity 8: Gotcha!**

93 Gotcha! was a game in which participants received a water gun and had to shoot their targets, which  
 94 were other players. For this game participants could win in two ways. Either by being the last person in  
 95 the game or winning most points by creatively 'killing' your opponents. The game was joined by 51  
 96 participants. Reasons for respondents to not join the game were that respondents felt like they would  
 97 not be on campus enough or that they did not know a lot of other people who joined. Gotcha! was well  
 98 received amongst the participants with a score of 7.6/10. Feedback was also positive although the  
 99 ending could have been planned better. This was also partly due to there being a stalemate between the  
 100 two finalists.

## 101 Merchandise

102 For the lustrum, merchandise was designed which could be bought through presales. The merchandise  
 103 consisted of sweaters, socks, and beer. The selling process of these merchandise items was done through  
 104 pre-sales.

105 The lustrum sweaters were blue crewnecks, containing the embroidered word “Enlightenment.” The  
 106 sweaters were on sale for €25,- for members, and €27,50 for non-members. To create a sense of hype  
 107 for the sweaters, the board and lustrum committee bought the first sweaters to wear before the sales  
 108 would open. The board and committee started wearing these sweaters from the 23<sup>rd</sup> of February  
 109 onwards. The actual pre-sale of the sweaters commenced on the 17<sup>th</sup> of March and ended on the 31<sup>st</sup> of  
 110 March. During this period, 51 sweaters were sold. Because of positive oral feedback from members, the  
 111 board decided to open a second pre-sale round that started on the 8<sup>th</sup> of May and ended on the 16<sup>th</sup> of  
 112 May. The first batch of sweaters was finished on the 25<sup>th</sup> of March. During this period, five sweaters have  
 113 been sold. The second batch was finished on the 29<sup>th</sup> of June. Due to an issue surrounding both internal  
 114 and external communication, the wrong number of sweaters were purchased during the first round.  
 115 Instead of the right amount, an even amount of sizes S, M, and L were purchased. The board notified the  
 116 buyers through e-mail about the situation and offered the chance to get a free new sweater in the  
 117 second round. However, this email was sent after a significant amount of time had passed after the  
 118 sweater pre-sale had started, because the sweaters got shipped late and this issue only first became  
 119 known after one size had run out. After the problem became apparent, the board worked hard to find an  
 120 optimal solution for the matter. In this time, however, the members who purchased a sweater were not  
 121 contacted about this, causing confusion and annoyances about the communication. This was made  
 122 known by the questionnaire as well as by oral feedback. The board recognizes that it should have  
 123 communicated earlier, and better to its members about this matter.

124 The lustrum socks were a pair of white socks with the lustrum logo embroidered in them. The socks were  
 125 sold for €5, - per pair. 46 pairs of socks were sold in total. Reasons for respondents to not buy the socks  
 126 mostly came down to a lack of interest for the socks or respondents not being a fan of the design. 81% of  
 127 respondents thought that €5, - was a fair price. The rest of the respondents thought it was too  
 128 expensive.

129 The lustrum beer was an Indian Pale Ale brewed by the Mannenpap brewery. The beer was decorated in  
 130 an original lustrum wrap and was sold for €3,50 on Eventix in sets of one beer until six beers in order to  
 131 combat the Eventix fee of €0,60 per ticket. 480 beers were ordered, of which 95 beers were sold. The  
 132 beers arrived on the 26<sup>th</sup> of May. The board and committee anticipated however, that the beer would  
 133 arrive a lot sooner than this. The board acknowledges that the amount of beer sold is far less than  
 134 anticipated. The amount of beer purchased was too optimistic. The board and committee also had the  
 135 idea of selling the beer during activities, which was not allowed by the locations and also made  
 136 impossible since it was delivered later than anticipated. The beer arrived on the day of the VrijMiBo  
 137 activity on the 26<sup>th</sup> of May. This activity, being planned the day after the cantus, was visited badly.  
 138 Promotion for the lustrum craft beer came combined with the promotion of the VrijMiBo. The board  
 139 planned on promoting the beer during earlier activities but wanted to wait until it actually arrived. Many

140 members did thus not know of the existence of the craft beer. The board acknowledges that the beer  
141 being delivered late into the lustrum, combined with a less optional planning of the VrijMiBo activity and  
142 the short-notice promotion have caused a tremendous loss in funds.





## Lustrum Committee Evaluation

143 The XV<sup>th</sup> board conducted a committee evaluation with the Lustrum committee, with the aim of  
 144 documenting the committee's experience and advice the committee has for lustrums in the future. The  
 145 Lustrum committee and the XV<sup>th</sup> board recommend the upcoming Lustrum committee and board to take  
 146 these experiences and advice into account when organizing a new lustrum.

147 The lustrum committee looks back with mixed feelings on the lustrum. The committee really enjoyed the  
 148 activities and is happy with how they turned out. However, there is some dissatisfaction with the  
 149 attendance of most activities and were, during certain periods, quite overwhelmed by time pressure and  
 150 workload. Their experience of the workload/time pressure, the preparation and the functioning of the  
 151 committee will be further explored.

### 152 Workload and time pressure

153 The experience of the Lustrum committee regarding time pressure and workload, is that the pressure  
 154 was really high at times. Especially during the month of April, which was leading up to the lustrum, and  
 155 the Lustrum month of May. The pressure was quite high during the rest of the lustrum year, and double  
 156 the year before (XIV<sup>th</sup> association year). The committee thinks this is mainly because of a number of  
 157 reasons: The activities were packed together in one month, some tasks were postponed so they ended  
 158 up during the lustrum month or right before, and a lot of committee members had a busy time regarding  
 159 their study etc. These reasons for high time pressure and workload will be further explained below:

160 -The activities were tightly packed together during three weeks in May. Although the Lustrum committee  
 161 divided themselves in subcommittees, they all were in multiple subcommittees at the same time and had  
 162 to be present and responsible at all activities. This meant that, the committee members could not focus  
 163 on one activity, but had to plan three activities ahead of time. The committee thinks it can work better to  
 164 spread out the activities over the year. This can help managing the workload and might result in a higher  
 165 attendance, because it is quite expensive to join every activity for members. Furthermore, to increase  
 166 the attendance of the activities, the committee thinks more creative promotion and merchandise sooner  
 167 could help a lot.

168 -Some things were postponed till right before or during the lustrum month. The Lustrum committee  
 169 thinks there are multiple reasons why this happened. The communication between the board and  
 170 committee was not always fluent and direct. This meant that some decisions of the board or committee  
 171 were not communicated or communicated late to the other party, which resulted in getting late updates  
 172 on decisions and approvals. Furthermore, external parties were also not always available on time. Lastly,  
 173 the Lustrum committee said they sometimes underestimated the preparation time.

174 -The Lustrum committee also said that for a lot of committee members the timing of the lustrum was  
 175 not ideal. A lot of committee members were for example working on their thesis or Research Project 1/2  
 176 around the lustrum month. They also said the workload was a lot higher than expected and they noticed  
 177 that members of the committee really need to be committed to the committee because of the workload,

178 especially during the months of April and May. The committee advises to organize a stricter selection  
179 process for joining the committee, so members know what to expect and are willing to put a lot of effort  
180 into it.

### 181 Preparation

182 The lustrum committee thinks the two-year model for their committee was in general quite all right.  
183 They think it is good to start the committee one year before the lustrum to already make preparations  
184 for next year. Especially, for booking locations, making the budget, and brainstorming about ideas. They  
185 do think the first year is quite a slow start compared to the second year. So, the next lustrum committee  
186 members should be aware of this. The committee also mentioned that, because of the committee  
187 spanning two association years, the different boards differed from opinion so some things were  
188 approved in one year while being rejected in the other.

### 189 Functioning of the Committee

190 The Lustrum committee consisted of 8 members in the year of the XIV<sup>th</sup> and 10 members in the year of  
191 the XV<sup>th</sup> board. Both the XIV<sup>th</sup> and XV<sup>th</sup> board had two board members joining the committee. The  
192 Lustrum committee thinks the number of members was quite large for the committee to function well.  
193 Splitting up in subcommittees did help, however the committee thinks that creating a lot of  
194 subcommittees is also not a satisfactory solution. The Lustrum committee does think it is good that two  
195 current board members are part of the committee, however the committee thinks it works best if one  
196 board member takes a supervisory role only. The committee also thinks that for better communication  
197 with the board, it's highly recommended that the treasurer of the Lustrum board is part of the Lustrum  
198 committee. This way they have a more direct line for approval and payment of finances.

## Board Lustrum Evaluation

## 199 Attendance

200 A reoccurring theme during the lustrum activities was a low attendance. Even at activities where more  
 201 than 200 tickets were sold, the room often remained rather empty. Looking back on this, multiple  
 202 explanations to this come to mind.

203 The first is that the number of attendees per activity was very overestimated. The board and the  
 204 committee assumed that more members would join the activities than regular activities of SPiN because  
 205 of the special themes and locations. However, an activity being a 'lustrum activity' does not  
 206 automatically increase its attendance and the board and committee were overconfident. In between the  
 207 big activities like the Gala, more small-scale activities like the Beer Cantus could have been organized.

208 Another explanation is the timing in the month of May. Although the weather of May was mostly  
 209 pleasant, the upcoming exams and deadlines were often a reason for members to not attend the  
 210 activities, especially later in the lustrum period. Furthermore, the advice of the X<sup>th</sup> board of having all  
 211 activities together to really give it a 'lustrum feeling' was a clever idea in theory. In practice however,  
 212 having 8 activities in the span of a month is simply too much. Both for the committee and the board as  
 213 for the members. In the survey, it was often stated that people had to choose between activities to join  
 214 as it was not possible for them time- and money wise to attend every activity. For the next lustrum, the  
 215 options of spreading the activities throughout the year should be examined again or maybe even a split  
 216 model, with some big activities spread throughout the year and some smaller ones clustered together.  
 217 This period should however not be too close to exams and resits.

218 Another explanation for the low attendance could be the promotion. Although the board is proud of the  
 219 promotional videos that have been made for every activity, more time and energy should have been  
 220 spent on promotion outside of social media. For a lot of activities, the board and committee have used  
 221 flyers to try and boost the ticket sales. However, the timing of a lot of promotion was inconsistent. Often  
 222 at times, like the committee evaluation already touched on, a lot of things were done during the lustrum  
 223 itself in between the activities. Late reactions with external parties made it hard to promote as not all  
 224 the details like time and price were set yet. Because of this, promotion for activities were sometimes late  
 225 and not in chronological order. Furthermore, the promotion for the lustrum in general should have been  
 226 started earlier. More effort could have been put in an earlier stadium to create awareness and hype for  
 227 the lustrum, so that more people would have been aware of the existence of a lustrum and the activities  
 228 that were being organised. This was already done via for instance the Gotcha! game, but the board  
 229 thinks that more information about what the lustrum entailed should have been provided as well.

230      **Workload**

231      The workload of the lustrum was underestimated. As the lustrum committee states, the workload was  
 232      doable in the association year of the XIV<sup>th</sup> board but got heavier in the current association year and  
 233      rapidly picked up in severity as the lustrum month approached. The board recognizes that a peak of  
 234      workload was present in the months of April and May. The board agrees with the committee, stating  
 235      that this peak of workload could have arisen because of the activities being packed together in May, as  
 236      well as the month of May being a study-heavy period and rocky communication occurring between the  
 237      board and committee. This peak in workload could have partially been avoided by setting stricter  
 238      deadlines during the first year of the lustrum committee. Things such as merchandise and promotion can  
 239      already be thought of during that period, the board and committee agree.

240      The board agrees that its communication was not as clear as it should have been. Reflecting on this, the  
 241      board thinks that it started with the appointment of the two members who would be joining the  
 242      committee. Of these two members, one would take an active role in the committee, participating in sub-  
 243      committees and organizing activities while the other would take a supervisory role. In practice however,  
 244      both the supervisor and the active board members ended up sharing the same position of being both a  
 245      passive and active member. The board recognizes it was not an ideal proposition to appoint the same  
 246      board member for supervisor of the lustrum committee, as for the application committee for the next  
 247      board. Immediately after the lustrum month had kicked off, the process for the applications  
 248      simultaneously began. This caused the supervisor to be involved in the application process more than in  
 249      the lustrum committee which resulted in communication between the committee and board dwindling.  
 250      The board actively worked together with the committee to improve communication through the creation  
 251      of a new WhatsApp group, where the full committee and board were present, an increase in lustrum  
 252      updates during board meetings, and all contact from and to the committee going through one single  
 253      contact person. The board and lustrum committee group chat was, however, created quite late into the  
 254      process as a final resort to improve communication. Because this group chat was created so late, it did  
 255      not have the effect the board had hoped for.

256      The board agrees with the committee that the workload in May was exceedingly high. To add on this, the  
 257      board would like to add that, on top of the reasons given by the committee above and the sub-optimal  
 258      communication, workload also came from time pressure in between activities. Because time in between  
 259      activities was narrow, and a lot still had to be done for each individual activity, there was a tunnel vision  
 260      surrounding the month of May. The first activity had the biggest focus, which caused the activity that  
 261      started closely after that to get less attention, with an ever-worsening domino effect thus causing a lot of  
 262      workload in short periods of time.

263      The low attendance also influenced the budget of activities. As the ticket sales did not meet the required  
 264      minimum amount as budgeted, the board had to see where money could be saved. This gave much more  
 265      workload during the lustrum weeks themselves and it was hard to keep an updated overview of the  
 266      budget. Because of the delay between activities and invoices, it was often difficult to calculate how much  
 267      we stayed within or went over budget. Before these invoices were in, the next activity had to be ready.



268 Financial requests sometimes had to be altered or called back, which caused new annoyances as these  
269 alterations were often decided on last-moment and communicated badly.

270 The board agrees with the points stated by the lustrum committee and reflects negatively on the board's  
271 communication and approach. The board should not have appointed the same member who would both  
272 be the supervisor of the lustrum committee as well as being part of the application committee. On top of  
273 that the board should have improved on its communication with the committee earlier and made the  
274 lustrum more of a priority during the earlier months of this association year. The rest of the board could  
275 have, for instance, read the minutes of lustrum committee meetings, or be present at more meetings  
276 during the entire year. The board therefore advises the next lustrum board to incorporate the rest of the  
277 board more in the entire lustrum process and for the two board members present in the lustrum  
278 committee to start giving updates earlier throughout the year to minimize information loss.

### 279 **Functioning of the board**

280 The board reflects on its functioning with mixed feelings. On one side, the XV<sup>th</sup> board has put in all effort  
281 they could to ensure that the lustrum month would go smoothly, make the activities a success and  
282 keeping it within the budget. The board looks back, given the circumstances, on a good lustrum month.  
283 On the other side, however, frequent events occurred in which the board could and should have handled  
284 better. From far less than optional internal communication, to not picking the ideal candidates from the  
285 board for the committee and budgetary issues, the board heavily reflects on these issues and intends on  
286 making sure they will not arise again in future lustrums by handling these topics in the lustrum script.  
287 Overall, the board has done everything in its power to aid the lustrum committee in making this a  
288 wonderful lustrum but has definitely learned from the experiences that will be passed on to the XX<sup>th</sup>  
289 board.

### 290 **Statement & conclusions**

291 The XV<sup>th</sup> board has learned a lot from the evaluation of the third lustrum. The month of May and  
292 corresponding feedback have left mixed feelings. Although many great, unforgettable, and enlightening  
293 memories have been made in these weeks, the XV<sup>th</sup> board agrees that it was not the success it had  
294 envisioned at the start of the year. The board acknowledges that members could be disappointed by  
295 some of the activities, but also recognizes the positive feedback it has received. The board nevertheless  
296 looks back on an enlightening lustrum filled with high peaks and low valleys in a stressful, but above all  
297 wonderful period. The board has learned from these experiences and will eagerly take them into account  
298 for the next lustrum board to ensure that their lustrum will not face the same pitfalls and be an even  
299 more memorable experience for SPiN's members.



300 The XV<sup>th</sup> board would like to thank all participants of the lustrum committee for their organization and  
301 SPiN's members who have made the activities possible, and a success in our hearts and memories.

302 Yours faithfully,

303 The XV<sup>th</sup> board of Study Association Psychology in Nijmegen

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