



Annual Work Plan
2020 – 2021

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1. INTRODUCTION

This plan is meant to steer OCEANS for the coming year of activity. The OCEANS network is focused on growth and adding value to our members. The board recognises this year we will face new challenges due to the current ongoing pandemic. As such our strategies will have to adapt to enable us to stay connected virtually.

2. STRATEGIC OBJECTIVES AND STRATEGIC ACTIONS/LINES

- Engage and add value for existing members through projects, networking and events
- Develop our community by bringing in new members
- Build on what we do best! – providing support to those going on Erasmus
- Engage with other member organisations

3. WORKING GROUPS

3.1 INTERNATIONAL COORDINATION

As defined during the last Board meeting, the International Coordination supported by OCEANS 14 National Representatives, works on building valuable and long-standing relationships with partner organisations, universities and international student clubs, helps in the expansion of Oceans worldwide, sustains good relationships with stakeholders and potential partners by:

- Contacting partner organizations for outreach and building relationships,
- Contacting Universities (University international coordinators, students' clubs...),
- Managing and contacting regional coordinators (country representatives),
- Developing organizational strategies
- Representing Oceans and the Organisation's interests Internationally

3.1.1 Objectives

- Raise awareness internationally,
- Add value to international exchanges,
- Recruit new Oceans Members,
- Look up for potential collaborations, new stakeholders,
- Develop partnerships with Universities,
- Help in organizing and arranging the effective and efficient execution of global operations.

3.1.2 Actions

- Gather data regarding collaborators, stakeholders, universities that could help in expanding the network and make of it a well-known one,
- Create running list of universities that have international exchange programs and points of contact at each university,
- Ensure that the international operation plans, strategies, programs, events, conferences, seminars, and objectives and aims of all the sections of the establishment are organized and arranged properly, are compatible with each other and are carried out effectively,

- Be aware of key organisations in the local/regional/national/international community that provide services and activities that can be accessed and utilized by Oceans Members,
- Invite potential members, and audiences for any further partnerships to one of the Oceans Network activities/projects,
- Work in coherence and coordinate with the other working groups as them being complementary to the International relations,
- Stay updated on the situation internationally after the COVID-19 pandemic constraints and manage alternatives that could help expanding.

3.1.3 Indicators

- Gather enough qualitative and quantitative data on how many universities, partners, collaborators are willing to commit with the community, (with the help of the community development working group),
- Emailing potential audiences for partnerships, collaborations..., Strengthening relationships with different corps, bodies, organizations, through different channels (Social media content, briefing virtual/physical meetings).

3.2 PROJECTS

This WG provides support for building the quality application for ESAA projects.

- Projects allows members to work on their diverse ideas
- Opportunity of getting funding to execute their ideas.
- Execution of their ideas == Enhance their skills set
- Projects Funded == Motivation Intact

3.2.1 Objectives

- Quality Application Building and Submission
- Provide members a review before ESAA application submission
- Increase in Acceptance of Projects

3.2.2 Actions

- Team Building
- Identifying specific problems [Build solutions accordingly]
- Understanding the Evaluation criteria of ESAA
- Webinar on Quality Application
- Timely Review [Ideally 2-5 days before deadline]
- Constant communication with Oceans representative in ESAA

3.2.3 Indicators

- Increase in acceptance of projects
- Increase in Active Members
- Applications from new members

3.3 COMMUNITY DEVELOPMENT

The purpose of this working group is to help grow and develop the members to increase their participation in OCEANS and promote Erasmus. It is supposed to provide a warm welcoming environment where new members are able to quickly get involved.

3.3.1 Objectives

Develop the capacity of OCEANS' members, particularly the National Representatives (in partnership with the International Coordinator), to ensure the continuous development and sustainable growth of the OCEANS Network.

3.3.2 Actions

- Start with the working group and encourage its members to act more independently
- Internal assessment on the capacity development needs of the OCEANS Network, and separately of its members
- Quarterly virtual community meetings
- Annual on-site capacity building event(s) for National Representatives (and potentially the Board)
- Annual on-site capacity building event(s) for theme-specific volunteers (e.g. comms, projects, fundraising, etc.)
- Quarterly/Biannual virtual capacity building event(s) for National Representatives
- Workshop catalogue for AGMs
- Database of existing HEI (Higher Education Institute) and other erasmus organisations contacts for project/event partnerships
- Database of relevant personal development platforms/resources
- Look into becoming a legal entity and what the pro's and con's are
- Outreach and Learning docks of current and potential members
- Create a webpage on the website of where people can find free courses/training

3.3.3 Indicators

- Working group should have individual members leading their own initiatives
- On-site capacity building activities organised in 2020/2021
- Virtual community meetings organised in 2020/2021
- National Representatives that join at least one virtual and one on-site capacity building activity in 2020/2021
- Events National Representatives organise in 2020/2021
- Partners the National Representatives engage with in 2020/2021
- Members the National Representatives recruit to join OCEANS Network in 2020/2021
- Have increased engagement on the internal facebook group and the OCEANS Network public page
- Review of investigation into becoming a legal entity

3.4 COMMUNICATIONS

- To help form social connections and maintain networks
- To make members feel engaged and connected outside of in-person settings

3.4.1 Objectives

a) Increase outreach and visibility

- ✓ promote exchange/Erasmus (+) program funded by EU

b) Increase awareness of OCEANS and expand OCEANS network

- ✓ Promotional messages (mobility program, events, projects etc.)
- ✓ Expand network /convince alumni to join network/association
- ✓ Encourage their participation

3.4.2 Actions

- Make annual plan of content
- Content will be Posted 3 times in a week (Facebook, Instagram, Twitter)
- Research about social media demographics.

3.4.3 Indicators

- Reach. The number of unique users who see our post.
- Clicks. The number of clicks on our content.
- Engagement. The number of social interactions or comments.
- Follower. The number of gain or loss of member/ potential member.

3.5 CONTENT DEVELOPMENT

3.5.1 Objectives

- To produce content for members to stay informed of updates, upcoming events, grant and project applications, and other OCEANS and ESAA opportunities
- To produce and gather content for newsletters and other communications

3.5.2 Actions

- Create posts and other content for social media networks
- Create content for and distribute regular newsletters
- Send any content updates for the website

3.5.3 Indicators

- Members feel they know the latest content from the network and association
- Regular content is produced and shared

4 ACTIVITIES TIMELINE

To be determined once the restrictions due to the pandemic are eased and there is more clarity on what can be done.