

**Policy Plan der  
Leidse Kunsthistorische Vereniging**

**2023-2024**

**56th board**



**De Leidse  
Kunsthistorische  
Vereniging**



## 1. Preface

Dear reader,

In front of you is the policy plan der Leidse Kunsthistorische Vereniging, De L.K.V. Written in this plan are the ideas, plans and regulations of the 56<sup>th</sup> board of De L.K.V. for the year 2023-2024. As to be read in this plan this year will be an exciting period for our members, as the board plans on hosting many wonderful activities. De L.K.V. has proven to be an unique extra to the studies of Art History at Leiden University and will continue to be so in the upcoming year.

The 56<sup>th</sup> board would like to thank all previous boards, especially the 55<sup>th</sup> board, for organizing many activities and travels in the past years and opening new social and cultural horizons to our members. Special thanks to those members is in place as well, as their active participation made De L.K.V. to the association it is today.

The board members of the 56<sup>th</sup> board have exciting new ideas and plans to bring to the association, while the familiar character of De L.K.V. will be maintained. This year there will be extra attention to organizing lectures and staying in touch with the faculty. But of course we will keep meeting our members at the regular activities as the borrels and excursions.

A special welcome to the first year students of Arts, Media and Society and Art History, who already indicated their interests in joining a committee and organizing the events with us. This year has a prospect of growth, social interaction between all members of the Art History Department and intellectual enrichment during many trips and excursions.

The board is very much looking forward to the upcoming year and excited to work together on a renewed L.K.V. We hope to see all of you during our upcoming activities this year.

On behalf of the 56<sup>th</sup> board der Leidse Kunsthistorische Verenging,

Robin de Vries

*President*



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*The Apollo Belvedere from the Vatican his left hand resting on the tree trunk around which coils a python, Marcantonio Raimondi, Italian, ca. 1510–27, Metropolitan Museum of Art*



## 2. Internal conduct

### 2.1 Board

The 56<sup>th</sup> board of De L.K.V. consists of six board members. Below a list of board members and their functions:

Robin de Vries	President
Mika Verboom	Secretary
Floor Luhrman	Treasurer
Michelle Hörter	Assessor and Vice President
Julius Verheem	Head of travels and excursions
Ismel Rahou	Head of travels and excursions

### 2.2 Tasks and responsibilities of the board

In this part the tasks and responsibilities related to the position of each board member will be explained as it is important to set these out clearly. The committees of which the particular board member is in charge and their responsibilities will also be laid out

#### 2.2.1 General tasks and responsibilities of the board

The board members:

- Represent De L.K.V.
- Act in the interest of the association when fulfilling their position
- Present the progress of the goals and tasks set in the policy plan at the Algemene Ledenvergadering (ALV) or General Members Meeting
- Pursue the goals as best as possible, as mentioned in this policy plan
- Organize the general activities, as mentioned in this policy plan
- Encourage members to actively participate in the association
- Update and maintain the website
- Write a manual for their successors, or alter the already existing manual
- Help the next board of De L.K.V. with their orientation and help with the set tasks if needed
- Work towards actively including both Art History and Arts, Media and Society students of the undergraduate programs and of arts and culture related graduate programs
- Welcome members of other programs who have an interest in art and art history
- Focus on showing both characters of the association: Dutch and international
- Commit to bringing students together



- Make sure De L.K.V. is a valuable addition to following each of the studies within the Arts and Culture program of Leiden University
- Pick a colour that will represent their board year and that will be used consistently in their board clothing, newsletter and various other promotions.
- Actively pursue collaboration with other study associations to both promote De L.K.V. to students of other programs and to provide more interdisciplinary activities to our members

### 2.2.2 The President

The tasks and responsibilities of the President of de L.K.V. are the following:

- Is the contact point for outsiders when contacting de L.K.V.
- Is responsible for the actions of the association
- Controls, supports and directs the other board members
- Has knowledge of all business going on within or with the association
- Represents the association on formal occasions
- Maintains contact with external parties and makes new contacts
- Uses these contacts to organize a KunstNED activity
- Guides the meetings of the board and the Algemene Ledenvergaderingen
- Makes the agendas for the meetings
- Participates in the meetings of the StOP, VerO and SLOF
- Maintains contact with the study programs, faculty and university
- Is responsible for acquisition

### 2.2.3 The Secretary

The tasks and responsibilities of the Secretary of De L.K.V.

This board member:

- Transcribes board meetings and Algemene Ledenvergaderingen/General Members Meeting (ALV). The secretary will make these transcriptions available for board members and, if applicable, general members
- Takes care of the incoming and outgoing mail of the association
- Maintains the membership records and maintains the order in these records
- Manages and preserves the archives of the association
- Keeps members regularly posted on the activities and other plans through a monthly newsletter
- Maintains the website of De L.K.V. and makes sure it is up-to-date with activities and other information important for the members



- Maintains the social media accounts of De L.K.V and makes sure it is up to date with activities and other information important for the members. (These accounts include a website and Instagram account.)
- Makes sure that the chosen board color is consistently implemented in our contact with our members, e.g. in the newsletter and various Instagram posts

#### 2.2.4 The Treasurer

The tasks and responsibilities of the Treasurer of De L.K.V.

This board member:

- Maintains the transactions and bank accounts of De L.K.V.
- Prepares an annual budget at the start of the year and presents this budget at the first Algemene Ledenvergadering
- Collects the contribution
- Gives an update at every board meeting of the current balances of the bank accounts
- Is responsible for acquisition
- Is controlled by the Kascommissie and the Algemene Ledenvergadering/General Members Meeting
- Leads the Art Auction Committee

#### 2.2.5 The Head of Travels

The tasks and responsibilities of the Head of Travels of De L.K.V.

This board member:

- Selects members for the Travel committee and is head of this committee
- Is responsible for the organization and promotion of the (international) trips of De L.K.V.
- Chooses travel destinations in cooperation with their committee and other board members that are safe to visit, affordable for most members and that offer an opportunity to explore culture and a wide spectrum of arts.
- Safeguards the possibility for members to make use of the fund for students and the fund for lecturers.

#### 2.2.6 The Head of Excursions

The tasks and responsibilities of the Head of Excursions of De L.K.V.

This board member:

- Selects members for the Excursion committee and is head of this committee;
- Is responsible for the organization and promotion of the excursions and art related activities of De L.K.V.





- Organizes, together with their committee, a monthly excursion that is accompanied by a teacher and that is fitting within the wide range of the art spectrum that is studied at Leiden University.

### 2.2.7 The Assessor

The tasks and responsibilities of the Assessor of De L.K.V.

This board member:

- Represents the association during social activities
- Maintains social contact with other study and student associations
- Actively seeks contact with museums and cultural institutions for collaboration
- Organizes *borrels* and other social activities
- Stimulates contact between members of De L.K.V. and makes sure that all study programs under De L.K.V. intermingle during social activities

### 2.2.8 The Vice-President

This board member:

- Represents the President when they are absent (the same tasks and responsibilities apply to the Vice-President in case of absence of the President, as described in 2.2.2)
- Will take over the chair of De L.K.V. in case of an exceptional occasion leading to the President denouncing their role

### 2.2.9 Application procedure and transition to board 2024-2025

The application procedure for the next board will be started by the 56<sup>th</sup> board in April 2024. Before the summer vacation, all new board members of the 57<sup>th</sup> board der L.K.V. should be informed about their duties, so they can start planning first years activities well on time. If a full board has been found this will happen in the middle of June, with the start of the summer vacation in the beginning of July marking the ability of the 57<sup>th</sup> board to operate on their own. Assistance in planning first years activities, such as EL CID and OWL week info markets and faculty blocks, lunches during the intro week of the study programs, ice breaker activities and preferably a first years weekend, will be provided by the 56<sup>th</sup> board. The swap of boards at the first Algemene Ledenvergadering/General Member's meeting of the year will preferably take place in September 2024. The Treasurer and the Secretary of the 56<sup>th</sup> board must make sure that they have finished all of their tasks so they can hand over a complete and up-to-date version of the members list at the transition. All information of business going on within or with De L.K.V. should be provided, as well as manuals and protocols for all situations and organisational practices.

## 2.3 Committees

De L.K.V. will have a selection of four committees this year: The Travel and Excursion Committee, The Activities Committee, The Gala Committee and The Art Auction Committee. The 56<sup>th</sup> board has decided to terminate the Podcast Committee out of a lack of interest and funding. During the year the



56<sup>th</sup> board will evaluate if there is space for a fifth committee that will create a magazine, connecting the students of our association even closer to the art historical work field. On two occasions the board will send out an email with a call for committee members, which also be promoted via Instagram Stories. The board member accountable for the committee in question will be responsible for the selection of committee members and its management and can be assisted by other members of the board. Big decisions affecting De L.K.V. as an association or deemed important by its board members should be voted for during board meetings. During the board meetings each head of the committee should present their pursuits in a transparent way. Committees meet on regular basis with the board member responsible. If the board member responsible for each committee is unable to attend a meeting or fulfil their duties, another board member may temporarily take over their position if and when requested. In the case that a committee continues to operate in the academic year following the academic year in which the committee was started, then this committee can be continue to be active for a maximum of one month. The committee would then still be led by the board member responsible for this in the year that it was started. If the month has passed, the newly appointed board can decide what should happen to the committee. If during the year it becomes clear that members of a committee not function properly, it will be to the full board to decide whether this member will stay in place.

### 2.3.1 Travel and Excursion committee

This committee will be set up in the first semester of the year with Heads of Travels and Excursions in charge of it. This committee is responsible for:

- Organising monthly excursions;
- Creating and maintaining connections with lecturers and professionals in the field who may accompany excursions;
- Encouraging participation during excursions;
- Keep an open mind in organizing various and stimulating activities
- Organising travels, preferably two a year;
- Creating and maintaining connections with lecturers who may accompany travels;
- Encouraging participation during travels;
- Keep an open mind in organizing various and stimulating activities for members during travels;
- Guard diversity in excursions and travels, so students with different interests on the spectrum of art history will all have the opportunity to engage in an excursion in their liking

### 2.3.2 Activities committee

This committee will likely be set up in the first semester of the year with Assessor in charge of it. This committee is responsible for:

- Maintaining social contacts with other associations;
- Organizing *borrels* and other social activities;
- Stimulating contact between members of De L.K.V;
- Organizing various and stimulating activities for our members;



- Offering a small scale approach with a broad spectrum of activities that are accessible to all members.

#### 2.3.3 Art Auction committee

This committee will be set up in the first semester of the year with the Treasurer in charge of it. This committee is responsible for:

- Organizing an art auction;
- Finding and contacting artists to collaborate with for the auction;
- Stimulating interest in art as a collection item(s);
- Be an intermediary between members as buyers at the auction and artists as sellers
- Create connections for De L.K.V. to artists
- Inviting a wide range of visitors, also outside of De L.K.V.

#### 2.3.4 Gala Committee

This committee will be set up in the second semester of the year, with the assessor in charge of it.

This committee is responsible for:

- Organising a gala
- Creating invitations
- Think of an artistic theme for the night



### 3. External conduct

#### 3.1 Bilingual conduct

The 56<sup>th</sup> board emphasises the bilingual conduct of the association of Dutch and English. The 56<sup>th</sup> board is proud to have a diverse group of members from around the world being part of De L.K.V.. The board wants to ensure everyone feels equally included. Therefore, it is important to secure that both languages are equal in the association. Texts on paper or online will be offered in both languages. Dutch and English will be separated using a “/” sign. Verbally the language will depend on the members present. If there are any non-Dutch speaking members present, all communication will happen in English.

The bilingual conduct is visible in:

- The official forms and documents;
- The policy plan and budget plan;
- The general member’s meeting (ALV);
- The regulations;
- The newsletter;
- The website;
- The promotional material;
- The travels;
- The excursions;
- The social activities;
- The remaining activities;
- The committees.

All documents above will be available in both Dutch and English. The only exception is the language conduct for social media, because there the main language will be English.

Finally, being a bilingual association will still allow for the association to keep its Dutch character. Through our bilingual character we hope to be able to make our international members more familiar with Dutch characteristics and culture. The Dutch character can be seen in our use of certain typical Dutch terms and in our activities which may be themed around Dutch holidays for example. We will still be known as “De Leidse Kunsthistorische Vereniging” or “De L.K.V.”. Only on events such as Orientation Week Leiden (OWL) week that is specifically aimed towards international students, we may introduce ourselves as “The Leiden University Art History Association”. In writing, Dutch words will only be mentioned in English texts if they are specifically Dutch in character such as “borrel” and “Algemene Ledenvergadering”. However, when specifically Dutch words are used, an English translation will be made available to avoid confusion.



### 3.2. General affairs

#### 3.2.1 Members

Most members of De L.K.V. are bachelor or master students of Art History and Arts, Media and Society at Leiden University and alumni of those study programs. Everyone is allowed to become a member of De L.K.V. as this will only enhance the diversity of the association. This year the 56<sup>th</sup> board will make sure to also reach master and premaster students to join, so connecting with students studying in higher years will become easier and more accessible to members. This will bring a new sphere of art historical knowledge to our association which will enhance the impact of our activities.

#### 3.2.2. AVG

Because of privacy legislation, we as an association must deal more safely with the data of members. During all our activities privacy matters will be handled according to AVG privacy legislation. Permission for taking photographs, which possibly are going to be posted on Instagram or used in promotions, will be asked to all attendees. Only the Secretary and Treasurer have access to sensitive personal information about individual members such as names, contact details and banking details. These will only be used in professional circumstances, in case of emergencies and to collect the membership fee. After cancellation by a member of their De L.K.V. membership, all these details will be erased.

#### 3.2.3 Logo

There has been an inconsistent use of De L.K.V. logo in the past. This year, we will use three versions of our traditional logo of the stylized head of Apollo: a version without text, a version with the full name of the association to the right of Apollo's head and a version with the full name of the association beneath Apollo's head. The text, like all of our more official communication, will be Times New Roman. These three logos can always be found on the OneDrive of the board. All official communication should incorporate one of these logos in combination with the board colour. The logo maybe slightly altered in the case of special activities, but the stylized head of apollo must remain recognizable. Examples of alterations may include adding hats or tools in the style of a certain activity theme.

#### 3.2.4 Algemene Ledenvergadering/General Members Meeting

The Algemene Ledenvergadering is the most important part of the association concerning the decisions that are to be made. Members have a direct say in these matters at an Algemene Ledenvergadering. These decisions are also binding. The 56<sup>th</sup> board will entuse people to attend this meeting and accept all decisions made.

#### 3.2.5 Klankbord Onderwijs/Education evaluation and survey

From the 2017-2018 board year, there has been a Klankbord Onderwijs. The Klankbord takes various forms, such as a survey and a message option in the newsletter. The aim is to get an opinion from as many students as possible about the Art History and Arts, Media and Society programs as we are mainly connected to those programs. We aim to increasingly include Masters programs in this as well. Along with using evaluations and surveys for educational purpose, we may ask opinion on the association for general improvements. The survey can also be in form of asking for ideas on what members would like to include in the activities of the association itself.





### 3.2.6 Contact between de L.K.V. and the faculty

The 56<sup>th</sup> board will have a close connection with the Faculty of the Humanities, ensuring regular contact with lecturers, the Assessor of the Humanities and the study coordinators, in order to ensure activities that are useful and fitting to students in the Art History department. Connections within the faculty may be used to provide lectures to our members exploring interdisciplinary subjects that are part of the Humanities. With connecting with study associations from other programs within the humanities we would like to offer our members intellectual broadening in the many disciplines that form the faculty, illustrating overlap within the disciplines and opening new ways of thinking and idea forming.

### 3.2.7 Contact between the L.K.V. and the Study Program.

The board der L.K.V. should be in contact with all the staff within LUCAS, the Art History department of Leiden University. The board will reach out to teachers for excursions and travels and the president will attend staff meetings.

### 3.2.8 Increase visibility of de L.K.V.

This year we will try to increase the visibility of de L.K.V. to grow our number of members, but also to form new connections that will lead to interesting lectures, excursions and activities that tickle the interests of our members. We want to achieve this by, for example, collaborating with other study and student associations and attending constitution borrels. In this way we want to ensure that de L.K.V. is not only visible to our student members, but also feels familiar in a broader sense. This goal needs to be achieved while keeping up the already established informal and accessible character of the association, with improvements on the professionalism that our association reflects. That includes communicating with our members on a regular basis, increased physical presence at events and keeping members informed about what is happening in de L.K.V. by promoting in lectures, through newsletter and by posting regularly on social media.

### 3.2.9 StOP

De L.K.V. is a member of the StOP, the Studieverenigingen Overleg Platform. The StOP represents and looks after the interests of all student associations that are related to Leiden University. The President of De L.K.V. will attend the meetings of the StOP this upcoming year. The President will also notify the other board members when an activity is organized by the StOP so the 56<sup>th</sup> board can take advantage of the knowledge and activities provided by the platform.

### 3.2.10 Cooperation between The L.K.V. and museums

At this moment de L.K.V. does not collaborate with any museum or art historical institution. The city Leiden has a lot of opportunities, which will be explored during the coming year. The goal for this year is to set up a network of cooperations with cultural institutions. This cooperation can be interpreted in a variety of ways. It could be an activity organized together or a museum event exclusively for members of de L.K.V.. This way De L.K.V. will become a known association within the art historical field, where institutions can find a partner for knowledge and enthusiastic student input.



### 3.3 Financial affairs

#### 3.3.1 Accountancy software

This year we will use an excel template that was designed by the 52<sup>nd</sup> board. This ensures for the future that the transition between treasurers runs smoothly and safekeeps its quality. Continuity is key in our financial affairs and the treasure will work in one concise way.

#### 3.3.2 Accountancy course

If the treasurer admits to missing skills on financial affairs, this board member can choose to do a course in accountancy. This course will be paid for by de L.K.V. as it will be beneficial for the quality of accountancy within De L.K.V.. If the Treasurer sees a need for such course, they are responsible for finding a fitting program, within the budget of the association.

#### 3.3.3 Bank and insurance

De L.K.V. has accounts at the ING bank. As an association an insurance is not required for us. This year the 56<sup>th</sup> board will look into alternatives for this bank, as switching treasures has proven to be slow. Alternatives will be discussed and if there is a fitting alternative, De L.K.V. will switch bank accounts before the second semester.

#### 3.3.4 Acquisition

De L.K.V. should make use of all available funds and donations, as the association should offer the best experience for our members. This year the treasurer will make a list of available funds and apply in time to receive the financial power to keep the association accessible to everyone.

#### 3.3.5 Membership fee

Members will be notified in advance when the membership fee will be collected. Members who choose to transfer the membership fee themselves, shall be given a deadline in due time. The membership fee will be collected at the beginning of 2024 and has been set to the amount of 20 euros per year. For international students who do not have access to a Dutch bank account yet, it will be possible to pay cash. This has to be set up via the secretary who will mark the payment in the members file. The cash will be handed over to the treasurer, who will put it into the account of De L.K.V..

### 3.4 Activities

Apart from social activities De L.K.V. enriches and broadens education for its members in many ways. A variety of activities and excursions will be organized each month. The activities will be discussed in this chapter.

#### 3.4.1 Excursions

De L.K.V. organises an excursion every month. These will have an exclusive character and offer experiences that are not available to a general museum visitor. This will be achieved by offering guided tours, access to professionals in the field working at the institutions and tours behind the scenes. Excursions should be accompanied by a professor from the department who specializes in the particular subject or timeframe. Although our main focus is on fine and visual arts, we aim to include broad selection of art related events, whether it be to highlight those activities or visiting together. Examples of activities may range from museum excursions to architectural walks to performance such as ballet or theatre to discussion groups or inviting professionals to talk about their careers. Apart from inviting lecturers from Kunstgeschiedenis or Arts, Media and Society, we shall also invite external guides to accompany the excursions when possible. That way, members will get in contact



with people working in the art historical field. The Excursions will be organized by the Travels & Excursions Committee. This committee will discuss possible excursion prompts with the board and then make them into reality. De L.K.V. always holds the authority to cancel any excursion, under any circumstance. In the event of financial damage to members, De L.K.V. does not bear any responsibility for compensation, although in case of such exceptional event, De L.K.V. will do anything in its power to reach compensation.

#### 3.4.2 Lectures

The 56<sup>th</sup> board will introduce numerous lectures this year, presented by museum professionals. As a big turnout is desired when asking professionals to speak, the 56<sup>th</sup> board is advised to plan these activities together with another study or student association that has interests in the topics discussed. Lecturers must be thanked and compensated for their efforts, preferably with a small gift and if desired get updates on future undertakings of the association. This way the professionals will stay connected and a network will be maintained.

#### 3.4.3 Travels

Travels are an important part of De L.K.V. The maximum number of participants is estimated to be twenty people and due to possible limitations, that group might be split up into smaller units on the trips if needed. The first twenty people who sign up, will receive a spot on the trip, the rest gets a spot on the waiting list. The trips will be organized by the Travels & Excursions Committee led by our Head of Travels and Excursions. These will keep the board updated on the progress of planning and incorporate ideas from other board members as well. Travels will be aimed to be organized during class and exam free weeks. For the trip, a travel guide in the form of a booklet will be assembled and made available in print to the participants. At the end of every trip, evaluation forms will be provided. These forms go to the Head of Travels, who will use them to improve future trips. We propose that all alumni who are no longer students pay an extra 40% more on top of the regular price of the travels. This raise should cover all the lack of finances due to student discounts which are normally a big part of the accountancy for the organization of the trips. Non-members will pay 50% on top of the regular price. To let the trip run smoothly, all participants must leave with de L.K.V. from the departure point announced by the travel committee, and return to the Netherlands as organized by the committee. Exceptions will only be made in discussion with the committee and board, that holds the power to make the final decision. De L.K.V. always holds the authority to cancel any trip, under any circumstance. In the event of financial damage to members, De L.K.V. does not bear any responsibility for compensation, although in case of such exceptional event, De L.K.V. will do anything in its power to reach compensation. De L.K.V. aims to always bring one or two professors on a trip. If two professors come along, De L.K.V. will cover 50% of their expenses, if four professors come along, this will be 25% et cetera. The trips should be in the light of intellectual enrichment and cultural experience, which acquires contact with cultural professionals and input from professors from the department. Furthermore, the travels will have an informal organisation and will be aimed at bonding with the group as well.

#### 3.4.4 Borrels/Get-together with drinks

Each month the assessor will organise a borrel. At the themed borrels members get a chance to meet the board and each other for drinks and a chat. The location of the borrels may vary from month to month but will always be communicated in time via the newsletter and social media. The first drink of the night, for members attending the borrels, will be on De L.K.V. Outside of the free drink, members are free to purchase drinks at the bar of their own preference. This year a constitutional borrel (CoBo) will be held in October or November when the 56<sup>th</sup> board is appointed. This year, at least one borrel on which the members can meet their professors shall be hosted.



### 3.4.5 Symposium

De L.K.V. will partake in symposia which fits into the character of de L.K.V. and is deemed interesting by the board for the members. Instead of organizing a symposium de L.K.V. may also opt for inviting (individual) guest lecturers.

### 3.4.6 Art Auction

This year De L.K.V. will organize once again an art auction. For the organisation of this, the Art Auction Committee will be assembled. The committee will assemble a diverse group of artists, part student, part professional, who will offer their work for sale. This year the possibility of working together with students from the Koninklijke Academie voor Beeldende Kunsten in The Hague, should be explored.

### 3.4.7 Podcast

As the podcast fell into decay the 56<sup>th</sup> board has decided not to continue working on keeping it alive. The previous episodes will be available as they are now.

### 3.4.8 Magazine

Instead of the podcast, the possibility of a magazine should be investigated by the board. Realisation depends on enthusiasm by members and available budget. Investigations in feasibility will be performed in the first semester with in the case of continuation, the set up of a magazine committee in the beginning of the second semester.

## 3.5 Communication and promotion

It is of importance that the board of De L.K.V. keeps its members updated on the planned activities and developments within the association and that these are promoted properly.

### 3.5.1 Newsletter

Keeping the members of De L.K.V. updated is crucial in remaining a familiar and active association. Therefore, a monthly newsletter will be sent to inform the members on new activities, like excursions or trips. The format will be the same as last year, the English texts will be placed next to the Dutch texts. This helps in enhancing the international character of the association while still keeping the Dutch one intact. The newsletter will adhere to the style notions described in 3.2.3 and be send out by the secretary.

### 3.5.2 Website

In the beginning of the board year 2023-2024, the website has undergone some vital changes, made possible by the 56<sup>th</sup> secretary. The website as a cleaner and easier to navigate look, works in English and is updated with our newest activities. The website of De L.K.V. ([www.delkv.nl](http://www.delkv.nl)) is elementary to the association. It should be updated through the whole year and the board must make sure that the right information is displayed. The policy plan will also be published on the website. The secretary will continue updating the site.

### 3.5.3 Social media

Social media are vital for communication with our members, as post via these channels are more looked at then the newsletter. Instagram stories and posts are will be uploaded to keep people informed on our activities, excursions and travels. In the week before the particular activity a reminder will be posted via Instagram stories to sign up for the event. The stories will also be a place for interesting art historical activities and tips outside of the association. During activities, travels of excursions, pictures will be taking that later, with consent of the photographed members, will be



posted on the Instagram. As the associations Facebook has become inactive, the 56<sup>th</sup> board plans to make the switch to LinkedIn this year to stay in touch with the network of the association. The Secretary is mainly responsible for this task but will receive help from the other board members.

#### 3.5.4 Promotion

Next to the promotions via newsletter, website and social media, De L.K.V. will be promoted by stickers and other promotional products. The 56<sup>th</sup> board will make sure to have the right promotional means to be as impactful as possible, and arrange a plan for next year's info markets to attract many new members. Activities, excursions and lectures should also be promoted at university lectures, which can be done to ask professors to talk before or after a lecture.





## 4. Goals

Below you will find a brief description of our goals for the upcoming year.

### 4.1 Inclusivity

All activities organized by De L.K.V. must be accessible to all of our members. De L.K.V. finds it of utmost importance to cover a wide range of subjects and ideas with organizing talks, discussions and excursions. De L.K.V. must be a safe and pleasant space for all of their members and guarantee this at Leiden University as well.

### 4.2 Professionalisation

The association must be kept professional in character, without losing its familiarity for members. This means a unification in communication, the keeping of a network and connections with institutions and a professional appearance in all physical and digital presences. The 56<sup>th</sup> board will set up a LinkedIn for increased professionalism. The board has chosen a lavender shade of purple for its board colour and will communicate written in Times New Roman. There are only two ways of writing the name of our association either in full: De Leidse Kunsthistorische Vereniging or in abbreviation with the Dutch article: De L.K.V.. This will be adjusted in all previous communications.

### 4.3 Member participation

In order for De L.K.V. to be successful, members must be stimulated to join our activities. This will be done by an active Instagram and updated website. Variety in activities and the possibility to meet new people should also be provided by the association. The board handover should be well prepared, as the beginning of the year is the most important time for gathering new members. Pictures of events should be posted on the stories, to entice people to join the next activity. The board should make themselves known and familiar by its members and engage in one on one conversations, to know the matters that are going on among the students. If the board knows a large group of its members, finding a new board will be less difficult. Especially first year students play an important role in this. They should be activated to join committees and to get acquainted with De L.K.V. in an early stage of their studies.



## **5. Budget estimate**

### **5.1 Accountability**

The finances related to the 56<sup>th</sup> board, including a switch of banks, will be concluded at the end of August 2024 and transferred to the future Treasurer. The new bank should enable the treasurers to hand over responsibilities faster and being able to access the accounts of the associations quicker. Together with this policy plan, the budget estimate and balance for the upcoming year are included in the *Convocaat*.



## 6. Epilogue

This policy plan endeavored to give an overview of the plans and goals by the 56<sup>th</sup> board for De L.K.V. in 2023-2024. The board will do anything in its power to realize these plans and create a successful year together with our members. Feedback, input and ideas by members are very much appreciated. These suggestions are valuable to the board, so do not hesitate to be in touch.

I want to enthuse all people with an interest in Art History to join our journey of the upcoming year. Let's create unforgettable memories together, in a year full of interesting activities.

On behalf of the 56<sup>th</sup> board der Leidse Kunsthistorische Vereniging,

Robin de Vries

*President*

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