



EFPSA

General Assembly

Session II | Minutes

Congress XXXVI, 2022

Agros, Cyprus

General Assembly II | 12/04/2022

Present: The Board 2021-2022, Working Community of EFPSA 2021-2022

Minutes by: Robert Meyka

Agenda:

1. Election of President
2. Election of Vice President
- ~~3. Election of Secretary General~~
4. Election of Finance Officer
5. Election of Marketing Officer
6. Election of Member Representatives Officer
- ~~7. Election of Events Officer~~
- ~~8. Election of Academic Affairs Officer~~

Topic	Discussion	Decision
Introduction	<p>- Deianara Couwet (DC), Immediate Past President: Welcome everyone to our second General Assembly at our 36th Congress in Cyprus! Today we are electing the Board for the new mandate of 2022-2023. The General Assembly consists of Delegates from each Member Organisation of the Federation and Delegates of the Executive Board. Typically, the Member Representative (MR) is the delegate who holds the voting rights on behalf of their Member Organisation from their country or region, and the Executive Board (EB) Delegate holds the voting rights on behalf of their Office or Service. The General Assembly is the most important decision-making body within EFPSA.</p>	<p>Proposal to accept the agenda: 30[?] in favour, 0 abstaining, 0 against.</p> <p>The agenda was approved.</p>

How do the voting rules work? Every National Organisation has two votes, every Local Organisation has one vote, and every Executive Board Delegate has one vote. The Member Organisation votes will be counted for 60 percent, Executive Board votes will be counted for 40 percent. The voting options are 'In favour', 'Against', 'Abstaining', and we have Robert's Rule of Order in accordance with our voting. This means that abstaining votes support the decision of the majority, but they will not be counted. So abstaining votes will only help to ensure Quorum, but they will not be counted with the majority. This also means that if you are abstaining for a proposal, know that it will only support the Quorum, but it will not be counted so please only abstain if you really do not know whether you are in favour or against, but I hope that for most proposals you will know if you will be in favour or against. So, the proposals need two-thirds ($2/3$) in favour in order for the proposal to pass. For positions in the Board that have several applicants, as it is the case for the position of the Marketing Officer, if there would be no clear result for the position of Marketing Officer, there would be a second round to vote for the Marketing Officer, where you would have to choose between either one of the applicants in a runoff voting. So, we will also take this into consideration when counting the votes.

General Assembly II will be devoted to the 5-minute speeches of the candidates and afterwards, 7 minutes will be allocated for questions. The following order of speeches will be held: President, Vice President, Finance Officer, Marketing Officer and Member Representatives Officer. If elected for a position, one's candidacy for the subsequent position will not be taken into further consideration.

If you have any questions for the candidates, a Q&A session after each speech is scheduled. There are some candidates who are currently attending the General Assembly online. Those candidates will have the same amount of time for holding their speech and for questions to be asked towards their application. However, should we encounter technical difficulties, we will pause the time and make sure that an equal amount of time will be given to the candidates once the technicalities are fixed again.

In response to proposals and points raised by Delegates, the chairs which are me as Immediate Past President, the adjudicators which are Ana Kraljević (AK) and Uroš NoviĆ (UN), or Delegates may motion to several procedures. The first option for motion for pragmatic amendments to be made to the sessions' agenda, for example the order of voting or splitting parts of a proposal into sub-proposals. The second option of motion is a motion for an announced counter proposal to be voted upon at a later session or through E-Voting. A third option is motion for a vote to be deferred for a voting at a subsequent session of the General Assembly scheduled for later of the meeting, or E-Voting, to allow for further discussion. Now I will explain to you the voting platform. All voting members have been about the voting platform which is called NemoVote. NemoVote provides secure online elections for NGOs. The weighted votes are supported, and the voting process is completely anonymous. The Adjudicators and I can see how many have voted already, but the identity of the voters is hidden, so we can not know whether you have voted in favour, against, or abstaining, we can only see whether you voted or not. If all voting members are online on NemoVote, I would like to establish the Quorum. In order for the General

Assembly to make decisions it is required that a Quorum of at least two-thirds ($2/3$) of the sum of total possible Delegates is reached. This time, we need to establish both a Quorum in total, so both MRs and Executive Board Delegates. We currently have 30 Member Organisations with voting rights, which means we need at least 20 Delegates who are online, and in total we currently have 43 Voting Members which means we need 29 Voting Delegates online. So I will now wait for AK to let me know whether we have reached Quorum or not.

- DC: Okay, we have reached Quorum, AK, could you also write to me how many are present, if possible?
- DC: We have 30² Delegates in total present, that means Quorum is reached in total. This means we can now continue with the General Assembly.
- DC: I would like to announce a few practical things: Should there be any concerns regarding our Statutes and Internal Regulations, you can of course always raise your concerns. When asking questions, please state your name and country first, then ask your question. You can ask questions verbally or via the chat.
- DC: We will first start with the approval of our agenda. Proposal 3, 7 and 8 cannot be voted upon today as nobody applied for the positions of Secretary General, Events Officer and Academic Affairs Officer. The votes are now open, please vote whether you approve the agenda of the first General Assembly.
- We have 30² votes in favour, 0 against and 0 abstaining, so the agenda is approved.

1. Election of President

Veronika Kocmanová (VK): Hello, welcome everyone to the EFPSA Congress. I am very excited that we are here and I am pleased that I can be here with you. Let me also introduce to you this small unicorn I'm holding. My sister gave it to me after a training for medical students and it became a colleague for me for the journey, and not only this unicorn has followed. I am very pleased to have found many people to contribute to EFPSA, who are behind the screen and make things work in the background, such as the website or the Finances. I want to make people more visible in these areas for the next mandate. I would also like to thank the people that kept through the mandate despite many crises. And we really kept through.

I also want to make sure that people stay in this mandate and keep involved, I also want coordinators to collaborate more. Working as the former Member Representatives Officer (MRO) I have seen how diverse Member Organisations (MOs) are and want to consider every one's needs.

When I got this unicorn a few years ago, I never believed that I would stand here today. But I am sure, I am standing here today and I want to bring EFPSA even further. I believe, just as some believe in unicorns, that I have already made some great steps in EFPSA and that we can together go through the future.

Thank you to everyone who helped me prepare this application and to all of you for your contribution to the EFPSA family!

Questions:

- Emilia Grigorean, Romania, External Relations Office (ERO): I have two questions for you, the first: Which direction do you think EFPSA should take to get relevant in

26 in favour, 5.4 against, 1.6 abstaining.
Veronika Kocmanová is the President of EFPSA 2022-2023.

the eyes of other professional associations and institutions, which is very important because I noticed that when going through other events people don't really know about us.

- VK: I think what we can definitely do is to motivate our MRs to bring EFPSA to people more locally. Regarding associations, I think we can connect through our many diverse services such as training sessions and other projects. Also I would like to explore the opportunities with the new ERO and follow the practices of the effort with the past ERO.
- Emilia Grigorean, Romania, ERO: Second question: Regarding your opinion on EFPSA taking a stance on sensitive issues, for example the war in Ukraine and whether EFPSA should take a stance as a nonpolitical association, I wanted to ask you whether EFPSA should take a stance on this publicly or not?
- VK: What I think is that this is not only up to me because it will be a collective decision of the Board. My personal opinion is that we should always try to find the best way, we also have a big network with other associations where we can find inspiration and find a way, we can also contact past Boards and the Alumni Boards.
- Marta Barros, Portugal, Social Impact Initiative: What are your strategies regarding the growth that EFPSA has been having and the resignation issues?
- VK: I think EFPSA had a lot of activities and I believe that we should keep holding on to them. Now I would focus on stabilising these activities and bring MOs closer together after the pandemic and I believe that with good

collaboration and teamwork we can make a lot of things happen. First though, I would make sure that everybody feels comfortable approaching us.

- Vita Bogdanić, Croatia: Two questions, first, in regards to the fact that many people left EFPSA and many people resigned, how would you go about preventing this in the next mandate?
- VK: To quickly summarise, I will focus on social networks in the first place to make sure that everyone knows what they should do and feel well in their team and hopefully this will help to keep members in the Working Community.
- Vita Bogdanić, Croatia: Second: If you could go back in time as a Board member, what would you have changed?
- VK: I think I would delegate tasks more from the beginning, because once we know how people work in their tasks they can improve a lot and this is something I would like to bring along.

2. Election of Vice President

- Helin İklım Şahiner (HIS): Dear General Assembly, I hope all of you have a wonderful day whether you're at home online or in Cyprus. I would have loved to join but sadly I couldn't. For those who don't know me, I'm Helin, 25 years old, in my Masters in Psychology in Bergamo. I was the SII Coordinator for this year and SII Team Member in the past year. During my past years I have volunteered in many different organisations including Turkish MO, but in EFPSA I started as a Local Coordinator for BT: My time in EFPSA has taught me a lot about my limits and capabilities, and I would like to give back to EFPSA. I learned to take over my time management and fulfil all

33 in favour, 0 against, 1.3 abstaining.
Helin İklım Şahiner is the Vice President of EFPSA 2022-2023.

responsibilities. I also graduated from the last Train the Trainers Summer School and believe that as a trainer I can contribute my trainer's experiences as my Board position and for my teams. I feel connected to both teams of the Training Office (TO) and Social Impact Initiative (SII) and while I have to learn more about TO, as an EFPSA Trainer Candidate I believe I can learn quickly. I am excited to join the Presidential Office and want to focus on having warm connections with the Board. I would like to give many insights to EB.

The biggest motivation to join is that I believe that I can make a change. Our services can have a big range within Europe and within our continents. Monetizing our services is already in our Strategic Planning and I believe I can take on this challenge, starting with SII and TO. I will also see to make the (A)live! campaign grow as well as our new climate change campaign. For TO, I want to connect trainers more. I want to give my absolute best.

I am well aware of the gravity of this position and I have time to devote my time to EFPSA. If you give me this opportunity, it will be an honour to serve for you and EFPSA. Lastly I want to thank my team and the Executive Board for working together.

Questions:

- Vita Bogdanić, Croatia: What do you see as the biggest challenge for this mandate? Also, as the biggest challenge for TO?
- HIS: The Training Office (TO) this mandate had a lot of resignations and motivational drops within the Trainer's Community so I'm planning to build more motivation and connection within the community with TO's help. It can also be the case again that some positions might be left open, but

hopefully we will try to motivate more trainers to join us and make the big potential of the TO unfold. For general, in EFPSA, again I would see the challenge of resignations but I would see this also connected to the pandemic. After this huge thing people try to recollect their lives and maybe they can find ways to give back to the Working Community, and maybe with this perspective we can prevent this from happening.

- Katja Zemljič, Slovenia, EFPSA Office: As SII is getting bigger and bigger, what do you think is the future of SII, not only in your mandate but in the long term development?
- HIS: I believe SII will only grow much much more and as you can see with the Strategic Planning, a lot of more new campaigns will be added to the team. If I may say, I would say that SII should have its own office in the Board, and I only see growth and more impact coming from this team.
- Lara Dolenc, Slovenia: I was wondering, you were already talking about raising motivation in TO, how?
- HIS: I really like the idea that you have put this year, for example you made coffee sundays with trainers, but I believe more opportunities for trainers will attract them more, so maybe we can find more opportunities to deliver for other organisations, especially paid opportunities could attract trainers.
- Frida Røvik, MR of Norway: You talked about growth and taking care of members, do you also have an idea on how to care for your teams that you lead?

- HIS: First of all, my motivation to lead comes from the relationship I am having from the teams. I want to be open with any question or issue that people would come to me with. We are all working here voluntarily, and while I don't know of any scenario, I will always try to be there for my team members and see how I can help them.

4. Election of Finance Officer

- Milica Antić (MA): Hello everybody, it is my great pleasure to be standing here. My name is Milica, I am 19 from Serbia and study psychology. I want to briefly explain my passion for finance and psychology. As every member of my family has been working in the finance and business sector, I wanted to get away from this as much as possible but then realised that passion for finance runs within the blood of mine, shortly after I joined EFPSA. As the Fundraising Responsible I was able to get behind the finance systems of efpsa and I am pleased to have found a lot of new friends and learned so many things that I did not know before. I would like to. When it comes to my vision, in the present, my main focus would be to have a very good organised plan and creating working plans and evaluating our working progress. I would also like to create fundraising guidelines and give 101 courses to everyone to raise funds. In the long term, I would like to make long term partnerships with more partners to connect them with efpsa even more, but also to create databases about mistakes that we made and how to prevent them. I would like to end with a little quote, which is that EFPSA may not change the world, but EFPSA may change the people in it.

33 in favour, 0 against, 1.2 abstaining. Milica Antić is the Finance Officer of EFPSA 2022-2023.

Questions:

- Katja Zemljič, Slovenia, EFPSA Office: How do you plan on getting this passion out and getting more applicants for finance positions as this has been a struggle?
- MA: Thank you so much for your question. I was thinking about this a lot and I know that when somebody says finance they get scared or bored. But what I am thinking of doing is to create more workshops and interactively show how finances can be very serious but also very creative and fruitful. A lot of time, people don't really see what we actually do in these positions but I believe that we can bring that close through workshops.
- Vita Bogdanić, Croatia: What would be your primary goal as FO? If elected, what would you look for in the candidates for your team (what do you think is most important for finance office members)?
- Milica: Thank you. The first question, my primary goal would be making the budget and making sure that everything is along the lines and that everything we did last year is continued this year but also making sure that I am very straight on with the offices and they know exactly what to do and how to continue with their work. I would mainly focus on the offices but also make sure that we get more grants, more partnerships, in a way expand the works of the office. It would depend on the team that I am with and the capacities we have. Second one, definitely commitment, dedication, also time management. You don't necessarily need experience in fundraising or partnership but it can be really nice to learn new things. So dedication and time management are the most important things.

- Nika Marković, Croatia, Social Impact Initiative:
We have a question regarding NCs and LCs from campaigns, as they always ask for reimbursements but we have to say no for most of the things. How do you think that as a Finance Officer works on that?
- MA: As I mentioned, we would provide them with fundraising guidelines and deliver workshops on how they can themselves earn money for that, other than that I honestly have only this idea, however I hope I will learn more as I will be open for communication.
- Chloe Möller, Sweden, Events Office: How would you continue the efforts there has been to work on supporting event org coms specifically in finding more grants and sponsorship?
- MA: The usual plan is that we have one or two meetings in a month but as we get closer to grants we will have more meetings. Generally, we want to work on grants together and communicate tips and tricks. For grants, I would do a brainstorming session and see what we already contacted and who we would like to apply for and make sure that we keep the value of important grants but also see where we can go in the future.

5. Election of Marketing Officer

- Martina Marie Aquilina (MMA): Hello, my name is Martina or Martie, I am applying for Marketing Officer, I'm from Malta and I am 23. I do not want to take too much time for you as my third application as Board should be proof of my motivation and dedication. What I would like to look at for the last mandate, I would see it as a children's bike as a little training run, and that for this mandate we can work out more and grow more.

Martie: 18.8 in favour, 12.2 against, 2.2 abstaining. Martie is not elected.

Dennis: 22.2 in favour, 6.8 against, 5.2 abstaining. Dennis is elected as Marketing

WE actually made 5k followers today. I also want to reflect on the things that I learned last year, not only as a Marketing Officer but also as MRO and MR and see where I can be of use, since mArketing Officer is not only me but also the whole team. The whole sense of the team is making you guys look good, and our job is to make you shine. My work for this next year is to continue building on what we did, so all of the events we had last mandate on social media, we will bring them back if you will vote for me. But also, no man is an island, neither nor woman, so come to me and we can get some ideas flowing. Thank you guys.

Questions:

- Armand Abela, Malta, Members Office: During this mandate, the issue was that the material for EFPSA Day was the missing of the video, materials and the powerpoint. How would you handle this differently next mandate?
- MMA: You are referring to how timely it was? That was kind of referring to the training wheels, and things need to be prepared way before, so already in August designs should be prepared and more information should be given to MRs especially for those whose first EFPSA Day it will be. It is all about preparing from early on, and I think repetition is key, and me reminding people and working with the rest of the board will be my idea here.
- Emilia Grigorean, Romania, ERO: First, I saw that you want to go very structurally on requests for Marketing Office, but what about sudden requests, how do you plan on responding to requests on a

Officer of EFPSA
2022-2023.

short notice? Second, how do you plan to expand the ideas of efpsa beyond social media?

- MMA: That is a very real situation where sometimes you have to request things at the last minute. This year we have been very tolerant towards that and I don't think this was very healthy for my team, and while we are here for everyone I also have to take care of my team. First I would promote the request form and respect priorities, secondly there will be a channel for last minute requests to reach out to us and we can see what to do, but generally I would like to work in a workplace with respect.

Second question, the vision beyond social media, the big first thing I want to do is to connect with finance about fundraising but also about public relations office to hear from their ideas, but some ideas I had was to contact more traditional media houses and get our name across so that is the first thing coming to mind and I hope I have the time to develop this.

- Chloe Möller, Sweden, Events Office: In this last mandate, you faced challenges in juggling your responsibilities with university, EFPSA and other roles as all are essentially full time roles. How do you see your management of these responsibilities improving or changing in this coming mandate?
- MMA: I think that this year was a real trial period, not only in Marketing but also in the rest of my life since I started my master's degree, and the first year is almost the same as the second, so now in the second I can feel like I will have a bit more insight, I can prepare form much more before and that way hopefully I can improve and make things better.

Second applicant:

- Dennis Relajo-Howell (DRH): I'd like to start by acknowledging the efforts and commitment to Martie, I'm sure it is a big shoe to step in. To introduce myself, I am Dennis Relajo-Howell. I was born in the Philippines and I live in the UK. I am a PhD student in the UK. I was prepared by Martie for the application and she taught me a lot of things about this role. But before that I already knew that social media played a big role in my life, not only privately but also professionally. Before, I did ?. BUT right now I also started a blog about psychological topics and publish a lot of content to YouTube, my blog etc. What I can offer to EFPSA is my experience when it comes to social media. I was looking at the social media profiles of EFPSA and they are very good, what I think I can offer is more consistency. What I heard was a problem is raising awareness of EFPSA and I believe that I can challenge this problem with my experience and skills. I am sure I have a lot of things to learn from Martie when it comes to EFPSA and I am sure I can follow her footsteps. I am open for any questions and thank you for the opportunity.

Questions:

- Nika Marković, Croatia, Social Impact Initiative: How do you feel about working with people so much younger than you? Especially since the Presidential Office might be much younger.
- DRH: Thank you for bringing this up. I am 39. I think I will have a lot of things to learn from people that are younger than me as younger people are more active on social media. Of course I have my editing skills but when it comes to new media I

believe that here is an opportunity for me to learn and from me to give experience.

- Emilia Grigorean, Romania, ERO: First, how do you envision the working practices and managing of tasks within the Marketing Office? Second, how do you envision extending the reach of efpsa beyond social media?

- DRH: Thank you, I would expect the team to be much more collaborative than other teams. I was a member of the BPS and different psychological sections, and I learned a lot about teamwork and I would expect that the work in the Marketing Office would be a lot more and the collaboration even higher. We are international and there has to be a lot more collaboration when it comes to making EFPSA more accessible to everyone.

Second question, I have learned about EFPSA through twitter. I think that is one of the remarkable things about EFPSA since I was able to connect with EFPSA through social media even though I did not join the EFPSA. I believe that if we can encourage people to be more involved in EFPSA and if we can get more finances, I believe that those two are key for bringing EFPSA beyond social media.

- Vita Bogdanić, Croatia: Your CV is truly impressive. You have been a Social Media Manager for 7 years, how do you think you can apply the knowledge gained from that position to EFPSA? Also, as someone joining from the outside, what do you see EFPSA Marketing lacks? What would be your marketing strategy?

- DRH: Second first, with all due respect, what is really lacking is consistency and the frequency of publishing within social media. Those are the two

things I would like to improve if given the chance. For the first question, what I have learned, I used to work for universities and was a social media manager. One of the things I learned there is that you have to be the solution to whatever issues there can be for whatever problem might come up. It is not really a competition towards how social media grows, but the question is how to make it closer to the goals we want to achieve, which I believe for EFPSA is visibility.

- Magdalini Ouzouni, MR of Greece: I would like to express first the question about EFPSA experience, if you would have joined any EFPSA events if not if, if it would have any negative experience?
- Dennis: I have not attended any EFPSA event. I would imagine that EFPSA is very different from the number of congresses I have attended. To give you personal background, I have lived in five different congresses before I moved to the UK and in all of these I have attended Congresses, of which I would like to use my experiences in this. I would love to join more EFPSA events and bring myself in as much as possible.

**6. Election of
Member
Representatives
Officer**

- Celeste Awere (CA): Hello everyone, normally I am a walker when talking but I try to stand still here. I was the MR of Belgium. I would like to tell you a little bit about my EFPSA journey, it is all thanks to Deianara who convinced me to be a Vice MR after my experience of attending the congress in Portugal. I was a Vice MR for a local Member Organisation (MO) in Leuven, and now I am the MR for our national MO, which is a bit smaller and very new, and this has taught me how EFPSA has different opportunities for different MOs. For example, new MOs have more opportunities to

33 in favour, 0 against,
1.2 abstaining

learn about finances, while older MOs might look for more opportunities to collaborate, and this is my goal for this mandate. For every MO to recognise what they can do within EFPSA and how they can profit from EFPSA in their own way. In our mandate, us MRs had so many ideas, and it was sad that we could only create them during EB&MR, so now if I get elected, from the very first day on I would like to get in contact with every MR and see how we can collaborate. Exchanges, I love them, but we can do more. Just imagine having more events with even more MOs and what we can build on. I hope we can even have an MO instagram for every MO where we can promote EFPSA events but also events between MOs. And one thing I would like to focus on is the mental health of MRs. We now have a Community Responsible which is a great opportunity, now for Vice MRs we do not have this, and especially in light of the pandemic I would like to work with the Community Responsible on this if that is an option, to also connect Vice MRs more. I would also like to create a database so that new MRs get updated on what is happening and they don't get lost. Thank you for your attention.

- Marta Barros, Portugal, Social Impact Initiative: Do you have any ideas on how to connect MRs and MOs to our teams in the EB, especially SII?
- CA: Thank you, I really believe that this falls back to how our teams work and to educate people on the structure of EFPSA to show which team is which. This is why we really have to discuss things as databases as MOs together.
- Emilia Grigorean, Romania, External Relations Office (ERO): I love your enthusiasm but I am

coming with a big question as a former MR. We all kind of know that the involvement of MRs is not even across countries. Do you have any idea on how to engage MRs that are not so active but also how to connect with the studies of these countries where the connection via the MR is not so strong?

- CA: That is a very good question. First of all, with MRs that do less or do more, that was an idea that I had with the checkups and the database, especially if they have not been present so much to check in on them even more. I also hope that being in a group can help them to engage even more so that they know they are not alone. It also depends on the MO if you have less or more Vice MRs, of course it is hard to generalise as all situations can be different, but that's why from the start I want to connect with hopefully everyone. When it comes to the students of less active MRs, I am really hoping to work on this through social media and marketing to expand our reach, for example to have an EFPSA Day online for everyone who wants to join online and couldn't from their own country to engage this way.
- Frida Røvik, MR of Norway: As MRs, a lot of the work in the meetings is very much top-down, we are given a lot of things we would vote on and a lot of things are predetermined. Do you have any ideas on how more bottom-up involvement could be created
- CA: What I was thinking we could do, is that maybe we can have some sort of open surveys where we can collect all kinds of questions and prepare those before every meeting so that we can discuss topics from MR with higher priority.

- Aleksandar Jovičić, Serbia, Study & Travel Abroad: What do you think about implementing penalties for inactive MRs?
- CA: I mean, how, and what? I believe this is kind of difficult. We just took a vote on making things easier for MOs and I believe it would be harder for MRs. Maybe we can be a bit more stern, not telling them that they cannot come anymore, but instead we can also communicate this with MO Presidents and ask what is going on, to have the MO themselves more involved.

Space for more questions

- Ana Kraljević, Croatia, Adjudicator to MA (FO): In the past four mandates, the disconnect of the Finance Office and the EB is huge, meaning that the Grants Office writes grants about services and events that they may not even be aware of and vice versa, people don't know anything about the grants. DO you think that monetizing the teams is also the right way?
- MA: I think grants are a great way, but if I understand correctly, I think that we can give a lot of people that we are asking for, but also I think that just because we don't have money to exchange services, we can still provide training, workshops, coverage of companies, I think we have a lot to give and I think we just need to find the right company.
- Vita Bogdanić, Croatia to MMA (Marketing): You have already been a Marketing Officer. I remember your speech last year and how you mentioned the development of a better marketing strategy. What was exactly your strategy for this mandate and what do you plan to change next year?

- MMA: So, last year we wanted to expand our social media strategy but also cover our offices. I wanted to achieve that our teams would be covered at least once and that not only EFPSA is there, but also that teams can shine. If you look at our Instagram, you will not only see that there are different posts but also there are more posts from other teams to diversify. This year I would like to extend even more through offline ways, like putting posters on every wall we see. Also, we celebrate 35 years of EFPSA and I would like to build on that, asking former members of EFPSA about their experience and asking MOs to help us with putting posters on walls.
- Vita Bogdanić, Croatia: In regards to focusing on your social media. I remember that it was a goal of 10k on Instagram, but now we only had 5k. As somebody who worked on that goal what would you do differently here?
- MMA: I never said that, that was another candidate who raised this goal, and I never gave a number. But maybe, why not, maybe we can use this goal and also work on being verified on social media to be recognised as a legitimate professional source of information and an actual organisation that is trusted and that hopefully give us more attention to stakeholders.
- Jaime Martín Fernandez, MR of Spain: You have been in the Board of EFPSA for 2 mandates, and I wanted to ask about your mental health throughout this time and how you would take a look at this in the future?
- MMA: This is a good point, first of all, I am okay, still hanging on. Actually, throughout these past years I learned how to deal with burnout, first year

I was a mess but now I am much less of a mess. When I am starting to notice the cues and I am aware of this, and I know where my limits are and how to stay away from there. Also, I can also hopefully bring some wisdom to my teams about this and help them out regarding their mental health and preventing burnout.

- Marta Barros, Portugal, Social Impact Initiative to Martie: We were wondering that what you said this year was better than last mandate, for example the posts were really low, additionally the events and campaigns were poorly promoted and were only published until the last day despite handing them in weeks before. There was not much done during Advocacy August. Do you plan on changing this low involvement and if yes, how?
- MMA: Thank you, I appreciate that you noticed these things. I had higher aims last year with regards to how much promotion, however this year I have a much more grounded idea on my own capabilities and the ones of my teams and other ones as well, so hopefully I would hope to communicate channels for communications to be crystal clear to avoid backlash. Yes, we had struggles with social media but that was also a personal issue but of course that would have been prevented with prolonged planning far more ahead, which I hope will be pursued more.
- Sofija Mikarić, Serbia, Partnership Office: I am passing this question from Dunja from the Grants Office. What was the biggest weakness or challenge, and what are you trying to avoid this this year?
- MMA: I addressed this earlier. I think it is Task Management and it is something that I really want

to work on. There was not really a good system on how to distribute work even better, and up to EBMR the Marketing Office actually received a task sheet that worked even better where we sat down. Also, I am open to suggestions and into hearing how other teams can also do better with this.

- Lara Dolenc, Slovenia, Training Office: Training Office is one of the teams that have most events in EFPSA. In our mandate, we have experienced very low involvement in the promotion for TtT, especially when the Training Image Responsible was not filled. We did not feel the support there. We want to ask, how would you change that and what would be a good promotion for our many training events?
- MMA: I wanted to address that it really impacted that there was not a clear person that we could talk to which is of course not the fault of either office, however what I would have improved there was reaching out further and putting the first step in communication especially when there wasn't a training image responsible. For events, I think first of all it is to reach to the trainers community to start from that area and those people that are already known of efpsa, but perhaps there could be a collaboration that the two of us could work on. Of course, the social media strategy needs to be planned well ahead and we should think of more interactive ways, interviews here and testimonials there and we need to sit down to deeply think of that. Next to posts, it's also word of mouth, so perhaps a system where we all take turns where a group of people would every few days would ask people to share posts which I know can also raise engagement for events.

- Nera Markulin, Croatia, EFPSA Office. Question for Martie. Often open calls in EFPSA have a very close deadline and not many days for people to think about applying and to fill in applications. How do you think this could be improved in the future? What exactly will you change to make this better, as it affects the whole organisation and our progress?
- MMA: I will not be repeating too much but it is down to organisation and pre-planning and of course support from the whole working community, I think that is the biggest thing. And with regards to the call being super close to the deadline it is also regarding how low key some event calls are but again, if things are planned out that won't be an issue.
- Frida Røvik, MR of Norway, question to both Martie and Dennis: My question is regarding different groups of EFPSA who either have a lot or very little knowledge about EFPSA. Most promotions are for people who know a lot about EPFSA; is this a strategy that you would like to follow and if not, how would you change that?
- MMA: Good questions and this is something where collaboration with Members and Marketing comes in closely. Of course, MRs know the situation much better than I do, so I think the way it would go and the steps we are taking right now is that I would ask the MRO to be invited to the MR meeting and see the sizes of MOs and which one is more or less active regarding reach. Some countries might be better with mouth to mouth promotion but some countries might be more out of touch where online promotion might be better and I would like to really play into these strengths and see how weaknesses can be challenged as well. It is really about

communicating and sitting down to see what can be done here.

- DRH: First, I would capitalise on the strong Instagram presence and what I would envision is to encourage MRs to take over the twitter chat, where people can stay in conversation through hashtags. Second, we would try to make EFPSA bigger through search engines. I know the technical details regarding boosting search engine media. Third, I would also be using my platform of comfort, youtube. A lot of my subscribers are placed in the UK, Netherlands and Germany, some of them would not be aware but I would be using that platform to raise presence in EFPSA more.
- Nika Marković, Croatia, Social Impact Initiative, to DRH: How did you decide to join EFPSA so late, why is now the time to join EFPSA?
- DRH: My motivation is not to decorate my CV, I don't need that, instead my motivation is that I believe in EFPSA as an organisation and that a lot of people can be part of EFPSA. Why I joined EFPSA so late is because I come from another continent, I was taught about the psychological associations in the Philippines where I dedicated my time there. Hopefully, I would still be given an opportunity to improve the marketing opportunities in EFPSA.
- Jaime Martín Fernandez to DRH: I wanted to ask you, seeing your application and your CV, would this responsibility be in line with your mental health, as this is a very demanding role?
- DRH: I appreciate that the role would be demanding and that it would entail so many things and responsibilities. One thing that I learned

through my experiences is the importance of balance. It is not only about efficiency but looking out for my own mental health. I am also married and need to dedicate my time to my husband and my cat. Whenever I can I would delegate my tasks with my colleagues but I would already try to be committed as much as I can.

- Seray Soyman, Italy, EFPSA Office: Considering that you have already built your career around social media, what do you think you will gain from this experience that you did not gain in your current job/social media presence?
- DRH: Hi Seray. Honestly, I don't need to decorate my CV. I am self-employed and I don't have any plans of working within academia. My motivation for applying for this role is to contribute my skills and experience. But it would be fantastic to meet new people and learn new things; social media or otherwise. :)
- Jesse Rijdsdijk, MR of Netherlands: Similar question, listening to your story you sound like somebody with a lot of experience. I am wondering, what would you like to gain in terms of personal development for the mandate in EFPSA?
- DRH: What I would like to learn is more things from people who are more involved in social media and to meet new people. I know I would learn a lot more things from people who are younger, which is one of the many things. Motivation wise, it is not about career development, I already explained that.
- Sara Lončar, Croatia, Training Office: Question for both Dennis and Martie. The fact is that we have 8 positions in the Board, and we have applicants for 5 positions and 3 positions are completely empty. To

what extent do you think the marketing strategy reflects on this example and how would the Marketing Office of the future reply to this in the future?

- Dennis: I wouldn't necessarily attribute it to social media. I think it is also related to personal choices but I would acknowledge that social media might also influence this. I would personally try to reach out to more members of EFPSA to motivate them, also I would try to create an assessment to see how high the presence is to Facebook and Instagram etc and focus our social media strategy.
- MMA: I also do not think it would need to only be attributed to Marketing and there is only so much we can do. Regarding the marketing strategy, if you look around this table you see people who either have been in EFPSA, heard of EFPSA or were motivated by people in EFPSA. I had a good time in EFPSA and I would like to give back and there is always this place of energy that I would like to give back and this kind of energy is something that we should focus on. So yeah, my marketing strategy for this would be focused on word of mouth, recreate experiences, pass it on and keep going to motivate people and drag them to EFPSA events because this is the best way to show what EFPSA has to offer. EFPSA is a good time and a great learning experience, let's take our energy to focus on that.
- Elettra Bernardi, MR of Italy to DRH: You have no experience in efpsa so far and I have been in MR position for 2 years and I do not feel ready for Board position. How do you feel ready for efpsa position
- DRH: The reason why I applied is that my lack of experience in EFPSA could be compensated with

my experience regarding the role. I do acknowledge that EFPSA is quite distinct from other associations but the experiences that I have gained would at least partly compensate and I do acknowledge that it takes time to learn from other members to overcome the barrier of experience in EFPSA.

- Sverre Buytaert, MR of Belgium, to DRH: What if you would not be elected as Marketing Officer, would you still be interested in applying for the Marketing Office?
- DRH: Yes definitely, just as I mentioned earlier, I am getting more and more motivated about EFPSA and I would contribute my experience to this in any way possible. Psychology has been my passion for all my life, and if I could contribute my skills to have other people learn more about psychology then I am willing to contribute in any capacity.
- Vita Bogdanić, Croatia: Same question to Martie.
- MMA: Actually, yes, definitely. I don't know if I would go to the Marketing Office per se, from my side I would be okay with the team but I would like to avoid the conflicting power dynamics, but I also think I could get some satisfaction in other areas such as STA and there is a place for everyone in EFPSA.
- Vita Bogdanić, Croatia to CA: You have been an MR so you had an insight into EFPSA's relationships with MOs. What do you see as the biggest challenge for the mandate, and what ideas do you have for overcoming it?
- CA: The biggest challenge I think is keeping everyone active and if somebody is falling out of that and is a little less responsive I would focus on

seeing what happened there but also to see if maybe they had a great idea but couldn't know how to put that into practice. That is also one reason for the idea of an open question form.

- Karin Epner, MR of Estonia: I really like the idea of making this more personal because every MO can be very different and is very different with very different goals. I would also appreciate what MOs can offer to EFPSA, and not just vice versa.
- Mixalis Olympios, MR of Cyprus: What is your step by step solution on solving inactivity in MOs?
- Celeste: Every MO is so different but when it comes to MOs I think that depending on what I know about the MO I would start having a 1-on1 conversation with the MR or to also sit down with the whole MO board depending on the situation. I'm assuming there could also be a team in EFPSA that could help out about this as well. I actually had a similar question during the interview with Board members and I think that really begins with acknowledging the difference in organisations and getting to know how they work.

Deianara Couwet

President 2021 - 2022



efpsa
Couwet
President

Robert Meyka

Secretary General 2021 -2022

