APOLLO

INTERNATIONALISATIE-ZATION CULTURE

UNIVERSITY OF TWENTE.

VISION AND GUIDE ON
**internationalizing the cultural sector
of the University of Twente
May 2016**

DICTIONARY

Culture / cul·ture:

[1]The beliefs, customs, arts, etc., of a particular society, group, place, or time

[2]De waardes, gewoontes, kunsten, e.d., van een zekere samenleving, groep, plek of tijd

Cultuur / cul·tuur:

[1]Kunstuiting, kunst en-of wetenschap, inclusief o.a. literatuur, architectuur, schilderijen, theater, muziek

[2]Expression of art, art and-or science, including a.o. literature, architecture, paintings, theatre, music

Jorn Witteveen, board Apollo 2015-2016: *Vision and guide on internationalizing the cultural sector of the University of Twente*
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Voorwoord

Het is een trend waar graag mee opgeschept wordt door CEO's, directeurs en ook ons eigen College van Bestuur (CvB): internationalisering. Maar terwijl zij er over opscheppen, zitten wij er mee opgescheept. Zo maar even internationaliseren is niet makkelijk, want wat is dat eigenlijk? Als we allemaal Engels praten binnen cultuur, is dat internationaal? Of moeten we ook Duits en Japans gaan praten? Goed ook dat je daarom dit voorwoord in het Nederlands leest, want laten we vooral onze eigen cultuur niet vergeten! Dit document vertelt waarom internationalisering binnen cultuur en Apollo aan de orde is, en geeft tips en houvast om een vereniging, commissie, bestuur, stichting, ..., te internationaliseren. Omdat er zo veel verenigingen zijn is dit niet een letterlijke handleiding, maar worden er een aantal opties gegeven. Denk zelf na, neem mee wat van toepassing is, en profiteer!

Preface

It is a trend CEOs, directors and even our own Executive Board (CvB) like to boast with: internationalization. But while they boast with this achievement, we have to realize it. Just internationalizing is not so simple. Because, what exactly does it mean? If we, from the cultural sector, all talk English, is that international? Or should we speak German and Japanese as well? The fact that you are reading this preface in English means you took the first step already, good job! This document explains why internationalization within culture and Apollo is even a topic, and gives tips and structure to internationalize am association, committee, board, foundation, ... Because there are so many different associations this is not a literal guide, but a lot of options are given. Think for yourself, select what applies to you, and profit!

Contents

1 Aanleiding / Cause

Sometime, someday, the board of the University of Twente (CvB) decided to make a vision for the year 2020, aptly titled: "Vision 2020". Parts of this vision describe the wish for an open and welcoming campus, on which everyone can actively and passively (whatever it means) participate in the student- (and employers-)life. This means that the campus should "internationalize".

The CvB lived up to this beautiful message by assigning the Student Union (SU) the honorable task to internationalize the sectors sports and culture by the year 2018. Like always, when you write a vision or a plan of any kind, it is customary to not budget any money whatsoever for this cause (sarcasm). Hence, without money and without a specific and clear vision on what an internationalized sector culture actually looks like, the SU kindly asked Apollo to perform this glorious task.

The SU offers more freedom in their Vision than the CvB. Everyone is free to choose to communicate in Dutch, English or both. But, internationalization is happening. For the academic year 2016/2017 there are more international than Dutch applications! So, the SU wishes to facilitate and offer resources wherever possible.

With this in mind, the Apollo board took it upon themselves to investigate the opinions, needs and wishes of the associations. One clear message was always conveyed: **International "products" (shows, lessons, etc.) should be a matter of offer and demand, not a given.** In other words, "we do not want to talk English when only Dutch people show up". And rightfully so, we should not forget the traditional Dutch culture. Especially the theatre associations and the Belletrie know that the Dutch language is a form of art, which should be conserved. Still, when the CvB succeeds in its goals to attract more students from abroad, the associations will have a lesser percentage of the student population to attract members and an audience from.

Aanleiding / Cause

Thus, Apollo (board '15/'16) decided to facilitate internationalization as much as it can, without money and clear structure, by offering information, help and guidance during the process, *without obligations*. We hope that association boards will see the need to do something with internationalization to keep doing what it has always done for the Dutch students, but now for an even larger audience. Whether this is done by starting an international group, a new association or even when just printing the posters in English or asking if there is anyone not Dutch at an open lesson, every small and big step helps. We hope that this document can help along the way in the coming years.

2 Categoriën / Categories

Not every association is the same. Therefore, there are different internationalization strategies for different groups of people or associations. We define three different groups of people within the sector culture:

1. Receptief / Receiving

2. Deelnemend / Participating

3. Actief / Active

The first group is the largest, the audience for all the shows, the visitors of the Drakenkelder, etc. The second group consists of the members of the associations and the third group are those members who are active in a committee or a board. In this devision, we can make the distinction between external (1) and internal (2 and 3) groups.

The Apollo board has defined categories for the associations as well:

- Dance

- Music (Subdivisions: Vocal and nonvocal)

- Theatre (Subdivisions: Scripted and unscripted)

- Art

- Game

If you are reading this as a board member, make note of these categories, and know that for an open campus, all of these groups should one day be internationalized. If you focus on one group or equally divide your efforts over the groups is up to you.

Categoriën / Categories

External internationalization is relatively easy. Simply put, if you make all of your external communication English, you are done (more on this later). For internal internationalization, we see three options:

1. Don't internationalize, but start a new English association

2. Start an English group within your association

3. Slowly make the transition to an English association

Option 1 is the most "expensive" one, in terms of time, money, room (in the Vrijhof) and especially the amount of active members. Furthermore, the SU is understandably reluctant to acknowledge "double associations". Before you know it, we have a Dutch, English, German and Italian Easter egg decoration association! So, this option can be quite difficult and must be discussed with the SU. Option 2 costs perhaps a little less time and active members, but about the same amount of money and room. The 3rd option costs a lot less money and room. Perhaps it also does not cost a lot of time (of active members), but a transition is normally a slow process. Which is okay, because as of the moment of writing we have 4 more years until 2020.

Now, coming back to the types of associations, we as Apollo have an opinion on which option you should take. There are associations who use language as a tool (Theatre, Belletrie, Fabel) for whom it might be difficult to perform their activities in English, so the 3rd option is not an option. So, they should look at option 1 or 2, with the example of the international theatre group of NEST, interNESTional, which is quite successful already. The problem right now is money and space in the Vrijhof. As said before, there is no extra budget, so another group or association will have to find funding in another way. Hopefully, this will change coming years.

Some associations do not rely a lot on language *during their performances*, such as non-vocal music associations (MSO, SHOT, Stubiba, Bands) and dance associations (Chassé, Arabesque, 4 happy feet, Swing Out Loud). For them, the 3rd option is the best option, since it costs the least in terms of time, money, space and active member participation.

How to perform option 1 and 2 should be relatively straightforward. Hence, this document will further explore how to tackle option 3.

3 Transition to English

The transition to English can be difficult. If no one speaks English during a performance, only Dutch people will show up in the audience, so only Dutch people will join the association, so only Dutch will be spoken during a performance; a vicious cycle.

Let us make a distinction between gatherings and events. Gatherings are, for example, lessons, repetitions or game nights, which are open for internal members. Events are shows, or other public (for external students) events. You should think for yourself which of these two should be in English first. Let us take a look at the figure below, the cycle of introducing English language, and decide where in this cycle your association will start. Also, consider over the course of how many months/years you want to implement the transition to English. But first, some examples.
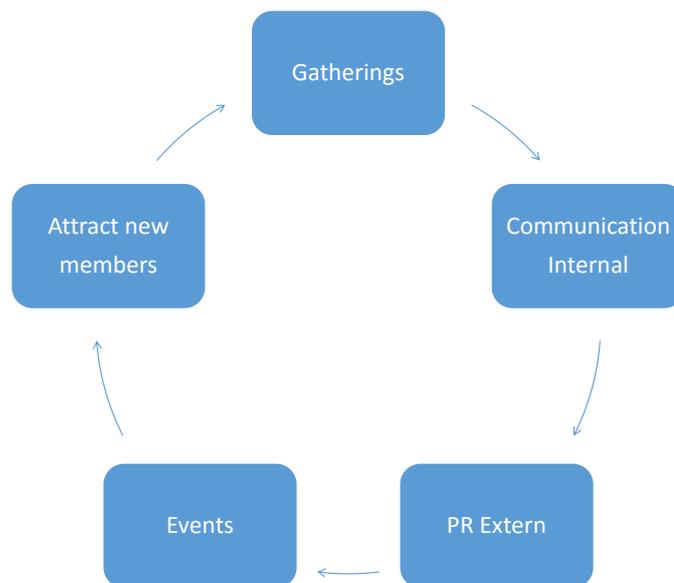
Figure 3.1: The order of introducing the English language

Transition to English

We figure that most associations should start at PR Extern. Most events, for instance from the categories music and dance, are accessible by English speaking visitors. Even though your presenter and programme booklets are Dutch, they can experience music and dance without a language barrier. **So, the first small step towards internationalization should be to make the external PR in English, for instance the posters and Facebook event.** This way, English people will show up to your events and hopefully express an interest to become a member. Then, simply follow the cycle as the new members climb across the ladders in your association. Not included in the figure is student activism, but this is relatively simple; as soon as a non-Dutch student joins a committee, speak English.

Associations who don't have shows or lessons, but gatherings on evenings like Fanaat, should start at the Gatherings. **Once an international person joins the Gatherings, feel responsible to talk English with them.** Then, proceed with you internal communication and follow the cycle.

The last example, theatre associations. It is no use for English speakers to show up to Dutch performances and events. As such, the focus should lie on attracting new English members (for a new group perhaps) and speaking English during the Gatherings (lessons). This does not mean your Dutch theatre group should start talking English during the lessons. But this means that there should be the possibility for potential members to start "something" in English. So, in a way, the only thing necessary is to **provide your promotion for new members in English** and then facilitate the English members to find their way within your association, be it in the regular lessons or another group.

Apollo has the firm believe that if you take these first simple steps, and international people are really interested in your association, the rest will follow easily and the cycle can complete.

4 Conclusion

This concludes our thoughts on internationalization. The take home message is whatever you think applies to your association. Feel free to ask for help when in need or direct questions to us when things are not clear. On the next pages, you will find some helpful checklists to keep in mind during your internationalization process. As well as some helpful links for more information. Thanks for reading, and good luck with your efforts!

5 Checklists and more

5.1 Links

- Student Union, up to 350 euros of subsidy on translation services

- The Vision 2020

5.2 Checklists cycle of introducing English

5.2.1 PR External

- Website (If not the whole site, at least one English "afvang"-page, to say the site is only in Dutch)

- Posters

- Flyers

- Social media

- Calendar events

- Newsletters

- Communication parties (for instance UTnieuws)

- ...

5.2.2 Events

- Presentation

- Info (booklets, schedule, ...)

- Speakers, talks, ...

- Entrance tickets, sellers

- ...

5.2.3   Attracting new members

- Start open lessons in English

- Kick-In Info

- All the things from PR External

- ...

5.2.4   Gatherings

- Documents (partitions, guides, feedback, ...)

- Location and schedule (including last minute Whatsapp reschedules)

- English course for instructors (discuss with Mark (Culture&Events), SU or Apollo) if the instructor needs English lessons

- ...

5.2.5   Communication Internal

- Social media and messaging apps

- Mails, newsletters

- Digital member environment

- Board announcements

- ...

5.2.6 Activism

- ALV's or GA's

- Minutes

- Statuten should be in Dutch, but an English translation which is not legally bonding can be provided. This can be a summary as well

- The same for the HR (Domestic Regulations)

- Draaiboeken/Guides/Action plans

- Contact with customers/companies/...

- The KVK requires Dutch. For an all English board, find a Dutch member to help you out or go to Apollo

- Info evenings

- ...

5.2.7 Dealing with non-English external parties

- Dutch secretary

- Dutch auto-reply (Kunt u dit bericht aub in het Engels versturen?)

- Mail client with Google translate

- External translator

- ...