

ONE YEAR OPERATIONAL PLAN

ELSA United Kingdom 2017/2018



elsa

The European Law Students' Association

UNITED KINGDOM

GENERAL

ELSA UK 2017/2018

Coach

- Deniz Hatemi

Terms

- 1st August – 31st July

Current National Board

President Ethan Dodd

Secretary General Wing Ng

Treasurer Kieran Brehany

Vice President for Marketing Michael Kest

Vice President for Academic Activities Francesca Sella

Vice President for Moot Court Competitions Gertrud Metsa

Vice President for Seminars & Conferences Benedetta Veneruso

Vice President for STEP Meeri Aurora

Directors

BEE Director for External Affairs Callum Hirst

IM Director for Internal Management N/A

AA Director for Student Comparative and European Law Review
Scott Davidson

AA Director for Legal Research Groups N/A

MCC Director for Moot Court Competition N/A

MKT Director for Creative Design Zuzanna Grodzka

S&C Director for Law Schools Hendrik Jonsson

S&C Director for Study Visits N/A

STEP Director for STEP N/A

National Council Meeting

- XVII NCM Exeter

Next National Council Meeting

- TBC

Local Groups

- ELSA Aberdeen
- ELSA Birbeck
- ELSA Bristol (Initiative)
- ELSA Coventry (OBS)
- ELSA Edinburgh (OBS)
- ELSA Essex
- ELSA Exeter
- ELSA Durham (Initiative)
- ELSA King's College London (Initiative)
- ELSA Kent
- ELSA Lancaster (OBS)
- ELSA Leicester
- ELSA LSE (Initiative)
- ELSA Nottingham
- ELSA Queen Mary
- ELSA Reading
- ELSA Sheffield
- ELSA Stirling
- ELSA UCL (OBS)
- ELSA Westminster

Contact

- info@elsa-uk.org.uk
- [@elsa_uk](https://www.elsa-uk.org)
- [elsa-uk.org](https://www.elsa-uk.org)



One Year Operational Plan

Ethan Dodd

Board Management, External Relations and Expansion

GOAL: ENSURE THERE ARE SUFFICIENT MATERIALS FOR TRANSITION

One of the biggest challenges every board faces toward the end of their terms is the transition. While this is technically an Internal Management area, it is critical that everyone is aware of the fact that they will eventually train a successor and should be encouraged to manage their work this year with the expectation that it will have to be passed on efficiently. This will lead to greater board succession and less confusion at the beginning of terms.

Means:

- Encourage efficient storage of files and emails
- Ensure all projects are carefully laid out and organised in a clear manner

GOAL: ENCOURAGE GOOD COMMUNICATION

No board functions without good communication. To allow for projects to run smoothly and every board member to remain in the loop it is vital that everything is laid out clearly.

Means:

- Set-up weekly board meetings
- Remain on stand-by to help with any issues that may arise and make myself available to help deal with them

GOAL: MAINTAIN AND BUILD UPON EXISTING RELATIONSHIPS WITH EXTERNALS

ELSA United Kingdom has various existing relationships with externals but very few of these are formal with fixed goals. This leaves a lot of uncertainty with sponsorship and projects as you are never quite sure where your support is coming from. The goal is to try and solidify a number of relationships into formal agreements.

Means:

- Get in touch with existing partners and approach them with solid aims
- Try to organise various relationships into categories of partners

GOAL: TO APPROACH NEW SPONSORS, POTENTIAL PARTNERS AND A PATRON

As ELSA United Kingdom grows, so does its costs and ambitions. In order to keep up with these it is vital that ELSA United Kingdom finds supporters. Fortunately, our search for a patron was successful with Lady Hale, President of the Supreme Court accepting the position.

Means:

- Approach new partners with prospectuses
- Seek sponsorship for general costs

GOAL: TO ENSURE LOCAL GROUPS FOLLOW REGULATIONS ON EXTERNAL CONTACTS

The Spring NCM of 2017 saw a new regulation, requiring that Local Groups contact the National Board before seeking partnership or sponsorship. It is important that this is followed by everyone to avoid unnecessary confusion in the future.

Means:

- Remind all presidents of the regulation at the beginning of their terms
- Give them an outline of the procedure to follow

GOAL: TO INCREASE AWARENESS OF ELSA UNITED KINGDOM IN THE UK

ELSA United Kingdom competes with a significant number of large local law societies. It is difficult to stand out and establish ELSA in such a saturated market. The objective would be to increase awareness.

Means:

- Contact a number of law magazines
- Send delegates to functions held by organisations such as lawcareers.net

GOAL: FACILITATE INITIATIVE AND OSERVER GROUPS IN THEIR JOURNEY

It is important that the National Board help facilitate groups in their attempts to move from one stage to the next in their ELSA journeys. With a number of initiative groups in the works, it is vital that they are assisted as much as possible.

Means

- Ensure Local Group handbooks are up-to-date
- Remaining on stand-by for any questions
- Ensure that quality remains above quantity throughout

GOAL: ESTABLISHING A COACHING SYSTEM

Much like ELSA International, I aim to establish a coaching system. This will help groups function and will give them someone to approach if they have any questions.

Means

- Assign every Local Group a National Board member



One Year Operational Plan

Wing Ng
Internal Management

GOAL: ENHANCED COMMUNICATION BETWEEN LOCAL GROUPS AND NATIONAL BOARD

I plan to introduce the G Suite system into the ELSA UK network so that there will be increased and enhanced link and communication between local groups and national board. In the past, there has been difficulty in trying to engage with local groups and they often failed to receive information. The email system would be subject to vote during the National Council Meeting.

GOAL: REINTRODUCING AND ENHANCING THE INDIVIDUAL MEMBERSHIP PROCESS

This has been proven so far as a successful project. This project has enable former members or alumni to continue to be a member and get involved in opportunities. The only downfall is that this is a new project so there will still need to be some time before we can recruit or find all the former members. This will be continued and offer those who are not in a university group to be involved with ELSA.

GOAL: BUILDING AND RECONSTRUCTING ELSA ALUMNI SYSTEM

The ELSA Alumni system was introduced last year but no further action was taken until I started my office. This is proving to work, there is difficulty again contacting former members, but we hope that this will be a good system for future members to get involved with and sign up when they eventually finish their ELSA journey. We hope that in the future that these former alumni could form potential partnerships of ELSA UK and offer opportunities for the different areas of ELSA UK. We also hope that in the future, they will be present in our NCMs and get to know the respective ELSA UK board as well as the council. I also hope that the alumni could be our potential trainers in the future.

GOAL: TRAINING AND LOCAL GROUP HANDOUT

I have begun to have already to scrutinise and re format the local group hand out so that the local groups now and in the future, this can be use this as a basis and allow them to ease into ELSA smoothly even if they do not receive a transition.

- **IM Projects: Online Calendar, Online Chat Forum, ELSA Yearbook**
Unfortunately, there are budgeting restraints as there is currently no suitable web developer and the search is continued. This is an ongoing project that will be initiated when funds are released and then I will coordinate with the Vice President of Marketing to begin these projects and hopefully, this will allow local groups and member groups to be better informed about ELSA UK's activity.
- **Newsletter** The process for newsletter will begin around Dec/Jan time as well as May/June time so that local groups could be kept up to date and this will be used as a measure for local groups to scrutinise upon ELSA UK's work.



One Year Operational Plan

Kieran Brehany

Financial Management

GOAL: CREATION OF AN ELSA UK BANK ACCOUNT

- In previous years payments of local group membership fees have been done through PayPal which has led to several difficulties with various student unions.
- An account has been set up in my name which is solely for the purpose of ELSA UK. All invoices for Local Group Membership fees will be paid through this avenue which makes our incomings and outgoings more traceable.
- At the same time, I am currently in the process of creating a community bank account for ELSA UK. This is a more legitimate and centralized means of dealing with our money. For next year's board, the name on the account can be transferred easily to whoever is treasurer next year.

GOAL: CORRECT INVOICING

- Allow Local Groups more flexibility and say in who their membership fee is actually invoiced to.
- In previous years, it seems that payments had been delayed because they were invoiced to the wrong people, for example they need to be invoiced to the students' union rather than the local group. This is something that will be addressed this year.

GOAL: ELSA UK'S APPLICATION FOR CHARITY STATUS

- Assist in this application from a treasury point of view, making sure that anything that needs to be done will be done in order to make ELSA UK's financial structure correct for a charity.

GOAL: COMMUNICATION

- Be an ongoing presence to the Local Group treasurers to help them throughout the year in any help they need.



One Year Operational Plan

Michael Kest
Vice President of Marketing

GOAL: INCREASE AWARENESS OF ELSA AND OUR OFFERINGS THROUGHOUT THE UNITED KINGDOM

In the UK, ELSA is still relatively unknown to law firms and many universities. Although this is due to a number of reasons, ramping up ELSA UK's marketing campaigns is one way in which we aim to increase our exposure.

Means:

- Coordinate marketing campaigns with local marketers
- Distribute content through more social media platforms; add Instagram, Twitter, etc.

GOAL: REDUCE CORPORATE IDENTITY INFRINGEMENT

At the local level CI infringements are an ever-present issue; especially early in the academic year. Nevertheless, I hope to cut down on non-compliance.

Means:

- Run a workshop on CI at the autumn NCM
- Host a marketers' webinar
- Post regularly in the marketers' Facebook Group.

GOAL: INCREASE COOPERATION AND COMMUNAL WORK BETWEEN UK MARKETERS

One issue of being a marketer at the local level is that one can often feel all alone without anyone to turn to for help or guidance. Although I always stand by to help my LG's I also believe that they have valuable skills and experiences to share with each other.

Means:

- Encourage group marketing projects
- Organise a marketer's meeting or webinar in the spring.

GOAL: INCREASE UNIFORMITY ACROSS ELSA UK'S EVENTS AND PROMOTIONAL MATERIAL

After attending the ICM I am to extend the concept of a common brand to ELSA UK.

Means:

- Rebrand flagship competitions and events
- Give a workshop on uniformity at NCM and ask LG marketers for input and ideas



One Year Operational Plan

Francesca Sella

Vice President of Academic Activities

OVERVIEW

- During my term as Vice President for Academic Activities, I have decided to focus on continuity and development of the two projects established last year by my predecessor, Jessica Allen as well as on trying to establish an ELSA UK Legal Research Group.

ELSA AMICUS ESSAY COMPETITION

- I contacted Amicus at the beginning of my term, they confirmed they are happy to be our partner again this year
- I contacted a number of academics and recruited three judges
- I finalised the essay title and obtained Amicus approval
- I have contacted Oxford University Press asking whether they will be happy to offer a prize for the runner up essay
- I am currently working with our Vice President Marketing in order to update last year's materials as well as the website
- The competition will be launched during the first of October and will close at the beginning of December
- The preliminary judging process will take place in January
- The final selection process by Amicus will take place in February
- The award event will take place in March

THE STUDENT COMPARATIVE AND EUROPEAN LAW REVIEW

- I am currently in the process of recruiting a Director for the Law Review as well as a board of Directors
- The main change for last year's project will be to open the submissions to all ELSA members, as we are the only ELSA law reviews where members can publish their work in English
- Over the next couple of months, I will work to update the marketing materials and rules as well as the website
- I will also contact this year's academic partners to check whether they will be on board next year
- The call for submission will be launched by the end of January and the deadline will be set for the end of March
- Thereafter, submission will be sent to the academic partners for review and selection
- The linguistic editorial process will then take place in May/June and the law review will hopefully be published by the end of July

LEGAL RESEARCH GROUPS

- I am currently in the process of recruiting a Director for Legal Research Groups
- Our President is currently in contact with Justice, as potential partner for an ELSA UK LRG on the topic of 'Justice beyond borders'

LOCAL GROUPS

- I have been appointed as a coach for ELSA Aberdeen and ELSA Birkbeck
- I am in the process of contacting both local groups to introduce myself as a coach
- I will offer to skype both presidents regularly in order to get updates on their activities as well as to offer support and guidance
- I am also in the process of setting up a Facebook group with all the local VP AAs to update them on my projects to offer them guidance if needed



One Year Operational Plan

Gertrud Metsa
Moot Court Competitions

VISION

At the National Council Meeting in the spring of 2017 the position for Vice President for Moot Court Competitions was established. Henceforth, it is imperative that during the first year, ground work for upcoming years is set so that the position may continue to exist and thrive. In addition, as the workload continues to grow and the National Competition grows in size and reputation, it is necessary to establish positions for Vice Presidents of Moot Court Competitions on local levels. This will hence provide a possibility of organising mini-moots on the local level before the National Competition takes place as a way of preparation.

OPERATIONAL GOAL

Establish an annual National Moot Court Competition and secure its stability.

DESCRIPTION

In order to establish an annual competition extensive ground work must be laid. There are two main areas that must be developed; namely, there must be a proper structuring of the competition and it must be made so that the competition may become annual. This is where preferably there will be a permanent partner with whom yearly collaborations will be done for the commencement of the competition.

IMPLEMENTATION

- Structuring the very first National Competition: Looking to find a permanent partner to properly build up the competition
- Implementation of mini-moots on local levels in order to further entice students to participate in the National Competition



One Year Operational Plan

Benedetta Veneruso

Development of the S&C Area

PARTNERSHIP

British Institute of International and Comparative Law (BIICL). ELSA UK will advertise their events in exchange of two free places for ELSA members. The institute offers a variety of events that will be of interest for all ELSA members interested in international law.

ELSA DAY

I have been notified by many officers about the lack of interest for the event in their University. The problem seems to be the nature of the event. While in continental Europe seminars are rare in Universities, it's an integral part of the academic system in the UK and all law societies offer similar events. Therefore, I aim to organise pub talks, that might attract more members. I will ask S&Cers to record the event in pictures or video and I would like to cooperate with the VP Marketing to create a short video that will be used to advertise the ELSA Day next year.

STUDY VISITS

I will assist each local member through the year in the organisation of study visits. I will also open a position for a Director for Study visits to help me in assisting the groups.

SUMMER AND WINTER SCHOOLS

Winter schools will be advertised on the Facebook page of each local group. Furthermore, I will suggest organising an info day in their universities to create awareness of the opportunity. Regarding summer schools, I will assist each local group to establish a tradition of summer schools in the UK. ELSA Kent will be organising their second edition of summer school in Migration Law, while ELSA Aberdeen and ELSA Exeter have manifested their interest in organising their first summer school. I will work with a Director for Law Schools to assist them in the organisation.

SUPPORT TO LOCAL GROUPS

I created a Facebook group to connect all the S&Cers in the country. I aim to Skype each officer each term, and to make myself available through email, Facebook and Skype. I will organise a workshop during the NCM.

RECOGNITION OF ELSA UK INTERNATIONALLY

I will attend the ICM in Sarajevo to represent ELSA UK, and I will keep relations with other officers abroad and in the IB.



One Year Operational Plan

Meeri Toivanen

Vice President of STEP

GENERAL GOALS

- Sustaining the volume of student applications received from the UK
- Increasing the number of STEP employers in the UK considerably
- Promoting cooperation amongst the LG's in all STEP-related matters
- Improving the marketing efforts at universities
- Ensuring payment for the STEP trainees in the UK

EMPLOYER HUNT

In comparison to other national ELSA groups, ELSA UK has notoriously struggled with the low number of STEP employers each STEP cycle. No STEP places were offered during the first cycle of the ELSA year 2016/17, and only one place was confirmed for the second cycle.

The factors contributing to this problem of low turnout include inter alia:

- Lack of national coordination;
- Competitive markets – there are several companies and platforms available in the UK, from where law students look for traineeships, and on which potential employers prefer to advertise themselves;
- Unfit target markets – targeting at the big 'Golden Circle' law firms in the past has unfortunately not created any constructive results for the STEP, since these firms have their own specific recruitment processes in place.

Therefore, this year, the objective for employer hunt in both cycles is to increase the number of STEP employers in the UK and to provide a colourful range of opportunities from different sectors of law and parts of the UK. The objective now is to reach out to smaller actors – small/medium law firms, legal departments of companies, law schools, legal research centres, legal publishing houses, PhD students conducting research, legal advice centres, environmental organisations, etc.

Moreover, it is essential that these employers adhere to ELSA's new remuneration policy. This year an essential part of the employer hunt is about negotiating remuneration for the trainees – this could be a monthly stipend towards living expenses or in kind (inter alia free lunches at work, free accommodation, or free transport).

STUDENT HUNT

In order to encourage more law students from the UK to apply for STEP traineeships, local ELSA groups should invest in the active promotion of ELSA and STEP at law schools. During the countdown and the student hunting phase, it may be a good idea to hold presentations at law schools breaking down the

general STEP application process. Additionally, strong marketing efforts for STEP are crucial throughout the year by all local groups.

MANAGEMENT OF APPLICATIONS

In order to manage the STEP applications in December-January and May-June the most effectively, a position for a director for STEP shall be opened. Furthermore, the local ELSA groups shall be actively included in the screening of the applications received from their respective areas and the communication with the respective applicants.

RECEPTION OF TRAINEES

Greater effort should be put in welcoming the trainees arriving to the UK, and this goal can be achieved by clearer communication between local ELSA groups and active members. The local VP STEPs should assume responsibility for the prompt delegation of responsibilities in their local area with respect to helping the trainee to arrive to the UK, find accommodation, sort out practical matters, network, etc.

INTERNAL COMMUNICATION

The newly created Facebook group for the ELSA UKs VP STEPs serves as a forum for information sharing about the STEP processes in the different stages and about any news relevant to everyone. The contact details of respective VP STEPs are shared amongst each other in case e.g. certain tasks need to be delegated or shared.

One-on-one Skype sessions to share action plans and ask questions will be held in the beginning of:

- The employer hunt;
- The student hunt;
- The matching period and the end of Cycle 1;
- The beginning of Cycle 2 and the employer hunt;
- The student hunt; and
- The matching period and the end of Cycle 2.

It is crucial that the contact information of VP STEPs are kept up to date throughout the year and that there is commitment to remain in reach even after the Cycle 2 is finished over the summer.

EXTERNAL COMMUNICATION

The coaching sessions over Skype with the STEP coach Essie Salmela happen frequently over the year, around the same time as the intended Skype sessions with the local VP STEPs. The VP STEP of ELSA International, Aneta Korcova, shall be kept updated about the situation with the current STEP trainees in the UK, the progress made with employer and student hunting, and with all relevant documentation resulting thereof