

## Communicatie Netwerk Amsterdam (CNA)

Report General

Member meeting

Date: Thursday March 4, 2021

Address: Via Zoom; link will be shared in advance via email

Time: Start meeting at 8 p.m.

End of meeting: 10.30 pm

### 1. Opening and setting agenda

Introduction round attendees: Ris van Overeem (acting chairman), Bas van de Geer (treasurer), Roland van den Eijnden (secretary), Valerie de Vries (board member), Miriam van Coblijn (board member), Josta Bisschoff Tulleken (member), Rutger de Graaf (former board member, UvA lecturer / communication professional), Berthilde Lammertink (member), Douwe van der Werf (member), Hannah (new member, working at publishing company), Johan van Kampen (member), Suhsrut (via UvA member, currently in India), Mariska van de Burg (member) and Arend de Geus (guest actor, guest speaker, moderator and program maker at RTVNH).

Rutger de Graaf proposes to do the ALV in English.

### 2. Announcements and postal

-Cancellation of proposed contribution increase for 2021:

**No increase in membership due to corona.**

**Contract contribution collection via ClubCollect:**

**Roland says that 2021 is a transition period for secretary jobs that was previously done by Anneriek Verhoef's accounting office. CNA now has a new correspondence address. PO Box 37705, 1030 BG Amsterdam. We take into account that CNA will take care of the entire administration itself in the near future..**

### 3. Approval minutes ALV 13 February 2020 (see appendix). Formality.

**Approved with no comments**

**- Question: Arend de Geus about the exact number of members of CNA. Roland indicates that the number of members has dropped from 100 to 80 in a year and a half. We have a number of enthusiastic newcomers, including English-speaking students and Sushsrut. Bas says that we should have booked late paying members in 2019 and not only in 2020.**

### 4. Finances (treasurer):

**Bas explains that organized online events were in principle free of charge. We are going to see whether that is desirable and future-proof. Events have been very good. We use social media more and more, mainly picked up by Valerie. Generate content for instagram. New**

website built with our new name. The budget is under pressure due to the decrease in the number of members. Amount of activities is increased with money from the reserves. Berthilde says that the Utrecht communication association has also lost members. According to her, this has to do with the spirit of the times, almost every association has to contend with this. Johan indicates that CNA must respond better to the expectations of members and prospective members. What can CNA offer them? Brainstorm about that first.

The board and ALV has approved the budget for 2021.

5. Audit Committee report for 2020

**Auditing comité: Berthilde Lammertink en Theo Dohle.**

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The current Audit Committee has not found any irregularities through Berthilde. Theo Dohle and Mariska van de Burg together form the new Audit Committee 2021.

6. Future of CNA and the board with active members

Rutger believes that due to the internationalization of the UvA, which is also generating new growth, the website and therefore the events should be translated into English. Ris wants CNA to act as a kind of meeting point for young communication professionals. Johan would like to see that we, as experienced professionals in the profession, should provide more guidance to young professionals. Douwe thinks we should set up a young department.

"Transferring knowledge towards the younger generation".

And: "How does CNA distinguish itself from other networks?"

Arend is also curious about the ambitions of CNA and thinks we should reflect on this "" Focus on and determine your own identity first. "

Enough input to think about a plan of action in view of the decreasing number of members. This also applies to the shortage of new and active board members. Also think critically about the objective of CNA: what does the association have to offer our (new) members? What are their expectations? Enter enough as agenda items for next meeting.

In its current formation, the board will remain on in 2021.

End 10.30 pm