



Policy Plan Evaluation Stichting InSPE

October 2019 - September 2020

Introduction

This is the policy evaluation of the second board of Stichting InSPE.

The board of InSPE during that time period consisted of:

- Eva Maria Veitmaa, as Chairman
- Marit Bot, as Secretary
- Aron Boerkamp, as Treasurer
- Iza Grasselli, as Commissioner of Logistics
- Ilse Westra, as Commissioner of Concept

This policy evaluation summarises and looks back on the things we wanted to accomplish during the board year running from October 2019 until September 2020. The policy plan is stated below, with everything marked in yellow our evaluation.

Foundation

Stichting International Student Productions Enschede (InSPE) was officially established in April 2018, after a successful production of Jesus Christ Superstar in 2017, followed by West Side Story in 2019.

The main goal of the foundation is to get people with different interests and backgrounds together to work on one extensive collaborative project. This way, InSPE improves the solidarity between various cultural organisations and their members. In addition, InSPE

provides a chance to work on a project of a larger scale than a single organisation's performances.

The vision of InSPE is to give people from different nationalities and backgrounds a creative outlet by working together towards a bigger goal in a fun and challenging way.

Goals

Supporting aspiring authors

With two previous shows, Jesus Christ Superstar in 2017 and West Side Story in 2019, InSPE focused mostly on providing the students with the opportunity to be a part of a large-scale international multidisciplinary performance group and learn about musical productions in general. This goal has been achieved well.

Therefore, to build on that and to develop InSPE further as an attractive opportunity for students and amateurs to learn about productions, this year InSPE will widen its activities by supporting aspiring authors. InSPE will collaborate with a team of amateur authors with limited previous experience in writing musicals, who will create the script, libretto, and score for the upcoming production of 2021. By doing this, InSPE aims to support and encourage aspiring authors in their creative endeavours and to provide them with a platform for expressing themselves.

Evaluation: After having had several discussions with the different parties, we, as the board, came to the conclusion that despite the idea of having amateur authors to collaborate with us, InSPE is still too small of a foundation to be able to support such a project. Hence the decision was made to instead perform the musical the Fiddler on the Roof.

Engaging people outside the board

One of the goals of InSPE is to bring together multidisciplinary people with different backgrounds, nationalities, and experience. InSPE believes that good ideas surface in diverse teams. InSPE also believes in constant self-development and provides people with opportunities to learn and practice both new and existing skills.

Fortunately, staging a large-scale production needs a lot of effort and manpower. There are many tasks not only on the stage but behind the scenes as well, for example, promotion, designing and making decor, makeup, teambuilding. Many people with diverse skill sets are needed to ensure that everything gets done.

To achieve all that, InSPE is creating a Task Force - a group of people who are keen on helping out InSPE in one way or another. So far, many people from previous production have shown interest in being part of the new production in one way or another, but have been hesitant to take on a bigger role due to their unknown long-term plans and various other engagements, such as exchange semesters or thesis projects. However, they have been

willing to help with smaller tasks, e.g. watermarking photos or organising a get-together event.

InSPE will continue seeking out people interested in helping the new production become a reality. To let people know about the self-development opportunities InSPE provides, people will be reached via word-of-mouth, direct approach, collaboration with other cultural organisations, and promotional emails via the mailing lists of various associations.

The work processes of InSPE will be organised in a way where bigger tasks are split into several smaller ones that can be divided over multiple people. This is to both reduce the workload of the board members and to provide self-development opportunities for people outside the board.

Evaluation: The Taskforce within InSPE is a growing group of people, and several tasks have already been handed to them. We seek now to further engage this group of people by creating committees to lessen the workload of the board. The board itself now only consists of three people, which is not ideal. This is why we will be looking for new board members in the upcoming months.

Brand awareness

As InSPE is a young foundation, many people at the UT and Enschede do not know of the existence of InSPE. To broaden and increase the audiences of InSPE productions, the number of people who know about InSPE should increase. This will be done by being active on social media, not only during times when productions are coming up. Furthermore, the board will wear board clothing with the name of the foundation stated clearly. Lastly, the board will be represented at events organised by Apollo, the Student Union, the University of Twente or the municipality of Enschede. By using these events to network, the reach of InSPE is expected to grow.

Evaluation: The members of the board have been actively involved in the different events and meetings of the aforementioned parties. A discussion has been started with Apollo, the SU and Culture&Events to see what position InSPE will have within the University in the coming years.

Relations and communication

Cultural associations of the UT

During the past productions, members of cultural associations on the University of Twente have been the main source of participants for the productions of InSPE. Because InSPE relies heavily on these associations, also for promotion, it is important to maintain healthy relationships with them. This will be done by planning the time of rehearsals such that they do not overlap with the rehearsals of others and planning our performances on dates others do not have important performances. The board will also promote the performances of

others via social media. When the board notices friction with other boards, meetings will be planned to talk about the situation and to improve it.

Evaluation: A good rapport has been maintained with the current boards of other associations, and we intend to keep it this way by having a coffee/tea date every once in a while.

Culture and Events

Another party that is important for InSPE, is Culture and Events. The board wants to keep open and friendly contact with them, as they can help us find rehearsal locations at a central location on the UT.

Evaluation: Up until now, there has been no reason to believe that the contact with Culture and Events is in dire need of improvement.

Other parties

InSPE has a lot of connections with people who have experience in organising theatre productions. As this is the first time the current board will set up a project of this scale, the board wants to engage with these people. These people may have feedback regarding the process or the communication during previous productions. By keeping their feedback in mind, InSPE can continue to grow as a foundation without making unnecessary mistakes.

Evaluation meetings have been held with different parties that were tightly involved with InSPE during the previous production. Examples are the JCS committee and the head of décor. Their feedback has been gladly received and will be used to make future decisions.

Funding

For the production to be realised, funding will be required. The funders of the previous production will be addressed, as well as potential funders whose requirements for appliance could not be met previously. Furthermore, international funds and yet unaddressed opportunities will be looked into as well.

Based on previous knowledge and experience, the target is to have 60% of the budget available by the end of August, well before the start of the auditions to ensure liquidity of the foundation and to avoid loans. This will be realised by applying to funds early on.

Keeping the budget estimate of the previous productions into account, equity will be built up for the continuation of InSPE, the size of which will be around 3% of the budget.

Evaluation: Due to the untimely start of the project, some funds can only be applied to in October to December 2020. However, some close contacts have been made with one large fund, which is willing to support us for a large sum of money. Additionally, we were given the opportunity to perform in the Wilmink Theatre in Enschede as well, an opportunity we took with both hands.

We do want to increase the equity of InSPE over the upcoming years until it reaches a reasonable amount. For us, that means not being dependent on guarantees for the start of a production. To boost the growth of equity we will organise 'werkacties' where participants work at events and donate proceeds to InSPE.

Remaining production preparations

Creatives

Feedback from previous years has shown that cast and orchestra members appreciate the opportunity of being guided by and able to practice under the supervision of professionals of the trade. InSPE wishes to continue providing the participants with this benefit this year. Therefore, professional creatives will assume the positions such as the conductor of the orchestra, the voice coach, the director and the choreographer. Having knowledgeable professional creatives will also improve the overall quality of the production.

However, it has been acknowledged that a potential future line of development for InSPE is giving directing, conducting, and choreography opportunities to aspiring creatives.

Location

Similar to the previous productions, the location will be in the vicinity of the campus of the University of Twente. Due to the nature of the production, a fitting location, such as a theatre in Hengelo or Enschede, will be selected.

Evaluation: In the end, we have decided to perform both in Enschede and in Hengelo due to the willingness of the Paul Pella fund to support us with a large amount of money if we would also perform in Enschede.

Auditions

In order to form the cast and orchestra of the current production, auditions will be held in October. These auditions will be promoted amongst the cultural associations of the University of Twente, as well as the general student body of the University of Twente, ArtEZ Hogeschool voor de Kunsten Enschede, ROC van Twente, and the Hogeschool Saxion Enschede. This is in accordance with InSPE's goals to include all students, disregarding their background.

Evaluation: The various educational organisations in Enschede were contacted about the auditions. Unfortunately, the corona situation made it difficult to personally go by. We couldn't get a hold of the pop academy of the ROC.

The cultural associations of the UT were asked to spread the message to their members via email. The cultural associations of whom we are members, also got personal promotion. Other associations did not invite us to come by, probably due to the max of 30 people allowed in a room that they would rather reserve for their own members.

Teambuilding

Following the tradition of new boards and committees, team building activities will be held within the board. This will strengthen relationships within the board and give rise to better communication and cooperation within the board.

Evaluation: Due to the inability to physically see each other, the teambuilding proved difficult. We have seen each other during the auditions and played small games before board meetings to get to know each other better.

Furthermore, a similar strategy will be implemented in regards to the cast, orchestra and remaining committees to achieve similar goals.

Evaluation: As we do not yet have participants, this was not applicable this year. We are at the moment forming a committee to organise these activities.