



The European Law Students' Association

SPAIN

ELSA Spain 2016 | 2017

OYOP

One Year Operational Plan

NATIONAL BOARD

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Dear International Board,

We are very glad to extend you ELSA Spain's One Year Operation Plan for the 2016/2017. This OYOP's main goal is the implementation of ELSA Spain's Strategic Goals 2014-2017 by the use of the Operative Planning tools.

Basically, ELSA Spain's Strategic Goals are focused on two very important features: ELSA Spain's brand awareness and our members.

Regarding the brand awareness, ELSA Spain is absolutely committed to the promotion of the ELSA brand and the strengthening of the Corporate Identity, as well as the conclusion of a partnership agreement with one of Spain's most prestigious law firms and academic authorities even we still are in a very emerging stage.

Concerning our members, in ELSA Spain we truly believe that the members are the basis of every organization, especially of organizations. Therefore, our members are our only asset as association. That is why in ELSA Spain we are committed with the dynamism of our members, as well as the empowerment of our Local Groups and their capability of organizing activities, gaining internships, etc.

Finally, as you may see, ELSA Spain's Strategic Plan terminates in 2017, that is, this year. However, in consequence with our engagement with the Strategic Planning we will work in a renewal of it, as we have found in it an essential tool for ELSA Spain's development.

Thank you very much for your attention,

Edu, Edu, Jon, Eulàlia, María and Sergio
ELSA Spain National Board 2016/2017

President

Eduardo Casamayor Zubeldia

01

Introduction

At first glance it does not seem that there are many actions in the BEE area that can lead to the implementation of the strategic planning. However, we cannot forget that according to the *Decision Book* the President is the one in charge of the performance of the Strategic Plan.

That said, even though not directly, it is possible for the President taking actions in order to implement the Strategic Goals 2014 – 2017. As they are indirect actions, they are characterized by their transversality, since they allow to comply some Goals at the same time.

Strategic Goals

Providing the Board Management is a competence which does not require any contact with the Local Groups, it will act as a catalyst of the effort and necessary resources in order to implement the Strategic Plan and the One Year Operation Plan between the Board members, in accordance with the *Decision Book*.

Regarding the Externals, in close connection with the Director of Externals, Spanish biggest law firms will be contacted in order to reach with them to sponsorship agreements so as ELSA Spain can gain brand awareness and resources to make them available for the Local Groups.

Finally, concerning the Expansion, after the rapid growth ELSA Spain experimented during the past 3 years, the focus will be put on quality expansion rather than quantity expansion.

Structure of the strategy

In the following chart are defined the concrete actions as well as the Strategic Goals they perform:

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|---|---|----------------------|---------------------------------------|--------------------------------|
| SG 1: Gain brand awareness | IE 1.1: Intensification of the relationship with partners | Externals | Contact the biggest Spanish law firms | 1. Autumn NCM 2. Spring NCM |
| SG 3: Empowerment of the activity of the Local Groups | IE 3.2.: Empower the organization of activities | Externals | Contact the biggest Spanish law firms | 1. Autumn NCM 2. Spring NCM |

Secretary General

Eduard Ariza Ugalde

02

Introduction

Since I was elected General Secretary of **ELSA** Spain, enthusiasm and worry have occupied my thoughts. Hoping that, in the end, I will be able to accomplish my task, and do my best, I wrote this OYOP in order to structure the goals of my area for the current year.

The selection and distribution of these goals is in conformity with art. 16 of **ESLA** Spain's Statutes, or more accurately, the areas' distribution presented by the **ELSA** International Handbook, which seems more clear for this exposition, combined with the main goals of Strategic Plan 2013-2017 of **ELSA** Spain. It means on one hand:

- Administration
- Communication
- Information
- Training
- Human Resources

And, on the other hand:

- Increasing the popularity of **ELSA** Spain
- Expansion and Consolidation of **ELSA** Spain
- Strengthening the activity of the Local Groups
- Strengthening the Organization of the Local Groups

Strategic Goals

1. **ELSA** Spain's inscription in the National Register of Associations

Maybe is the main point to evaluate the success or the failure of my step along the General Secretariat of the National Meeting. After having evaluated the regulation, I am clear on what documentation is precise to carry out the step:

- Copy of our Estatutes
- Fundacional Act

- The Request of Inscription in the National Register of Associations
- Certificate of payment of the tax
- Carrying out the inscription

By the end of November, I hope **ELSA** Spain will be updated into the National Register of Associations.

2. Record of Members

This idea is not mine, but our VP of Marketing wants to make Database. I will simply contribute from my position by getting the Local Groups to give us the current information about their number of members and any other information that we may need. Likewise I will guarantee that everything is carried out in with the regulation of the Law of Protection of Personal Data.

3. Alumni

ELSA Spain has a lack of structure in order to work with its alumni. Trying to do my part, I have written a "Letter" in order to establish a regulation which rules our relation with **ELSA** Spain's alumni. At the moment it is no more than a draft, but for the NCM of Santiago I ask the Local Groups to pass it in our Assembly.

4. Handbook and Protocols of Welcome

While I write this OYOP I have had half the translation of the Handbook of **ELSA** INTERNATIONAL's IM completed. Once translated, I will elaborate a synthesis adapted to the context of Spain and orientated both to the National Meeting and to the Local Groups to clarify a bit the functions of the general secretaries, a very important point I believe, because many general secretaries demonstrate feeling lost after assuming their new functions. We must think that, in regards to the circumstances a transition is not always possible, not to mention the difficulties it presents in incipient groups.

Also I want to set up a welcome protocol for the new member that will allow him or her to report on **ELSA**, his possibilities and give him a suitable reception. It is not a question of being only candid and nice, which are important things certainly, but of stimulating our professional corporate image. I hope to have it quite ready for Santiago, where I will be able to show it to the other General Secretaries probably in a workshop. It depends on the hourly availability of the NCM.

5. Mailing

Nowadays all the Local Groups already have an official mailing addresses. The only one that did not have official mailing addresses, **ELSA MADRID CUNEF**, already has them. I opened them the email address as his coach myself. For the NCM of Santiago, all the Local Groups will have official mailing addresses. After a lot of efforts, the aim has been achieved.

6. Handbook Increasing the knowledge of our Regulations

Another big point of my electoral program was increasing the knowledge of our Statutes, solving doubts in writing about our statutory regulation. In some cases I will solve the doubt collectively in agreement with the rest of the National Meeting when the transcendence of the doubt requires it. In addition to this, I would like to consult the Local Meetings by means of their general secretaries in regards to all those matters they had asked of me in the case that they should have doubts about their own Statutes or of the Federal Statutes.

Structure of the strategy _____

Based on these main points, I've designed these following concrete actions:

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|--|---|--|--|---|
| EG 1: To increase the reputation of the association | EI 1.1 To carry out ELSA'S inscription in the National Register of Associations | - responsibility of the coordination and the maintenance of the structure hospitalizes of the Federation and of the supervision in this regard of all the Local Groups | -this one is probably the most important point of my program. To take it prepared I will make sure myself that the GL should be in conditions to stick fast formally to the Federation in the NCM of Santiago. | 1. NCM of Santiago. 2. NCM of Donosti. |

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|---|---|--|---|---|
| <p>EG 2: Expansion and ELSA Spain's consolidation</p> | <p>EI 2.1 To record the number of partners and of activities. EI 2.2 To enable a mechanism of ELSA Spain's Relation and his GL with the alumni EI 2.3 To design welcome protocols of for the new partner.</p> | <p>-responsibility of the coordination and the maintenance of the structure hospitalizes of the Federation and of the supervision in this regard of all the Local Groups</p> | <p>-this record will have to be done by the collaboration of marketing and the local groups that facilitate the necessary information to us and, in his case, with the Protection law of information. -to submit to the National Meeting and to the General Assembly, previously I have contacted the known alumni that remain involved in ELSA a Letter to relate to them. - to elaborate a few brief protocols of reception, like appendix or paragraph inside a more extensive handbook that I want to write for the General Secretaries taking as I shape that of ELSA INTERNACIONAL.</p> | <p>1. NCM of Santiago. 2. NCM of Donosti.</p> |
| <p>EG 3: Strengthening of the activity of the Local Groups</p> | <p>EI 3.1 To stimulate the feedback of activities and events</p> | <p>-responsibility of the coordination and the maintenance of the structure hospitalizes of the Federation and of the supervision in this regard of all the Local Groups</p> | <p>*In regards to this point I prefer waiting to have the practical experience to see in what points it trumps the feedback of the GL and to see how such failures can be corrected.</p> | <p>1. NCM of Santiago. 2. NCM of Donosti.</p> |

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|---|--|--|---|---|
| <p>EG 4: Strengthening of the Organization of the Local Groups</p> | <p>EI 4.1 To promote use of the official mailing EI 4.2 To reinforce the legal knowledge of our Bylaws</p> | <p>-responsibility of the coordination and the maintenance of the structure hospitalizes of the Federation and of the supervision in this regard of all the Local Groups - responsibility of the identification of any irregularity in recounted to the regulation of the Federation and duty to have all the necessary resources to correct such an alteration.</p> | <p>-to assure that all groups have official e-mail addresses. -to evaluate the degree of knowledge of the Bylaws and to facilitate their spreading.</p> | <p>1. NCM of Santiago. 2. NCM of Donosti.</p> |

Treasurer

Jon Olaizola Alberdi

03

Introduction

Basing on the Strategic Plan done in the 2013 year and being the last year for implement the Plan, I will try to achieve some of the described goals. However, I think that it is essential to do a new Strategic Plan for the next 3 years, but that it is not my competence. Firstly, I am going to put in contact with the last treasurers of ELSA Spain to know how they implement the Strategic Plan and to recover the work they have done. I think that in FM the experience is the main point, because of that I will discuss with the last treasurers and the local treasurers the main point of my management.

My goal is to create a perfect environment in Financial Management in the Local Groups. My strategic goals will be focus on the members, because I think that as part of the National Group I have to make the FM easier for the Local Groups. As most of the members are studying Law, they don't know much about FM. In the last NCM I do some questions to all the Local Groups and I identify problems in accounting. In some cases, there was luck of transparency and I think that this is a problematic area that we have to solve. The Treasurers manage the money of the Local Groups and as the money is of the members, we have to be the best managers always trying to get the maximum benefit for them. I am focus on the benefit for the member, not on the economic benefit. Treasurers have to be clear and we have to increase the transparency on all the Local Groups management.

Strategic Goals

As part of the National Group I have to help Local Groups in their job. For that, I will try to foment the use of the "*Fondo Nacional de Apoyo*". I will be in contact with the different Local treasurers to solve any problem. If we foment the use of this fund, the Local Groups will organize more activities and there will not be entry barriers.

I identify a problem with the accounting of the Local Groups. Because of that, I think that it is essential to create a FM Handbook. In this Handbook, I will explain an accounting program in order to make life easier to the Treasurers of the Local Groups. The implementation of the Handbook will help us achieving the objective of increasing the transparency and having a united accounting form.

To conclude my OYOP it is important to say that I will work on the Financial Management of the National Group. I will do the accounting using the implement program, *Gestión MGD*. All my management will be oriented on the member, because in my opinion the member is the main asset of ELSA.

Structure of the strategy

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|---|--|--|---|--------------------------------|
| SG 3: Strengthening the activity of local groups | SI 3.2: Promote the organization of activities in Local Groups | Support the activities presented by the Local Group | Encourage local groups to benefit from the Fondo Nacional de Apoyo | 1. Autumn NCM 2. Spring NCM |
| SG 4: Strengthening the internal organization of local groups | SI 4.2.: Achive a uniform model of accounting | Help to the Local Groups in the Financial Management | Create a Handbook for FM in order to the unification the accounting of all the Local Groups | 1. Autumn NCM 2. Spring NCM |

Vice President for Marketing

Eulàlia Roca Grau

04

Introduction

The Vice Presidency for Marketing is seen as the Board department whose function lies in the outsourcing of each area's work. It is, and often presented as, "the armed branch" responsible for presenting ELSA projects to the world. Its main function is, therefore, to publicize the association and its activities among the legal population sector, and especially among law students. That is why their activity is not exhausted in maintaining the good image of the Association, but extends in the active pursuit to enhance the social base recipient of the Association's in its global conception and in its areas of action: activities and programmes for law undergraduates and graduates.

It's in its DNA of supporting area to serve as a tool for Academic Activities, Seminars and Conferences and STEP areas to ensure the success of their activities, and therefore it is its main responsibility. In addition, and in a more global view, to offer the professional image that from the very first moment our Association has to provide in order to inspire confidence. Therefore, this course the Marketing Area will emphasize the professionalization of the ELSA Spain's brand image. This qualitative leap in image that is pursued to grant will be gained through the use of both new mechanisms and tools with the goal to enforce National Group and Local Groups collaboration in a renewal of how our Association is made known.

Strategic Goals

In order to implement the Strategic Plan of ELSA Spain, the marketing department develops the following Strategic Initiatives and Actions:

STRATEGIC GOAL 1. **Increase the visibility of the association** **Competences framework: Image**

Within the competence framework of the *Image* of ELSA Spain, the first project consists on providing a renewed professional and impeccably unified brand image in order to increase the Association's visibility. In pursue of making a qualitative leap in the way we

present our National Group, and therefore the way our association is presented, it is projected to perform a global renovation of the National Group –and its Board– online media, but also a reunification of the Local Groups profiles and contacts.

STRATEGIC GOAL 2.

Expansion and ELSA Spain's consolidation

Competences framework: Advertising

Within the competence framework of *brand advertising*, the most important branch of the Marketing area, the expansion and consolidation of ELSA Spain is conceived from a promotional point of view considered that this objective is closely linked to the *recognition of our association* concept: not only in its meaning of “notoriety”, but also in its flattest sense: ELSA becoming a recognizable brand for all law students. The ambitious task of increasing its visualization and recognition, and thereby achieving the brand expansion and settlement, is reflected in this Goal’s extensive development, the most detailed of those included in this OYOP.

STRATEGIC GOAL 3.

Strengthening the Local Groups' activity

Competences framework: Support

Within the competence framework of *marketing officers support*, the empowerment of local activity in terms of marketing is planned in parallel to the implementation of new editing programs and promotion of acquiring further design knowledge, as the expertise in this field is key to produce good content marketing. As referenced in the introduction, to presume that skill levels in Photoshop and Illustrator are excellent is clearly incompatible with our circumstances, an organization of law students. Therefore, it is the VP for Marketing responsibility to find mechanisms to solve this obstacle. Of course, the possibility to develop such skills will be offered, but as a first step to solve the handicap, a new editing software is to be implemented: Canva, a simple, free and user-friendly online editing program.

STRATEGIC GOAL 4.

Strengthening the Organization of Local Groups

Competences framework: Tracking

The last strategic objective to boost from the marketing area, strengthening the organization of local groups, is analyzed from the competence branch of monitoring local activity on the marketing field. This last point of the OYOP is developed in four strategic initiatives, which revolve around the idea of data systematization – contacts and performed

campaigns– and creating new mechanisms for both monitoring and enhance mutual learning in order to reach overall growth of the National Group in its entirety, and this implies each of the local groups individually considered, keeping in mind the ideals of unity, professionalism and expansion.

As a last item it is treated the Vice President for Marketing responsibility of becoming the Coach of three Local Groups

Structure of the strategy

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|---|---|----------------------|--|---|
| S.G. 1: <i>Increase the visibility of the association</i> | SI 1.1 Professionalization of the brand: renewal of the physical image | IMAGE | SA 1.1.1 Changing web and official emails to new domain (elsa-spain.org) SA 1.1.2 update / creation of branding materials in the new CI disposals (roll up, tablecloth, merchandising ...) depending on budget. | 1. NCM of Santiago. 2. NCM of Donosti. |
| | SI 1.2 Increase and improve online presence | | SA 1.2.1 update online channels online of the Association. SA 1.2.2: increase presence in social media: opening new ELSA Spain profiles | |
| | SI 1.3 CI unification | | SA 1.3.1 Ensure that NG activity is consistent with CI. SA 1.3.2 Disseminate and implement CI between LG AE 1.3.3 Translate CI Handbook to Spanish | |
| | SI 1.4 Improve internal and external image of both NG and NB | | SA 1.4.1 Creating unified graphical material for each area and board member. | |
| | SI 1.5 Extend the branding to emails | | SA 1.5.1 find global solution to the domain manager and badly functioning emails. SA 1.5.2 create a unified email "signatures" system. SA 1.5.3 Perform an email unification proposal. | |
| S.G. 2: <i>Expansion and ELSA Spain's consolidation</i> | SI 2.1 Promotion | ADVERTISING | SA 2.1.1 Default advertising Campaigns by default. AE 2.1.2 Ad hoc advertising campaigns | 1. NCM of Santiago. 2. NCM of Donosti. |
| | SI 2.2 Marketing in the expansion of ELSA Spain's products | | SA 2.2.1 Creating new brands for new ELSA Spain's products within the CI regulations SA 2.2.2 Monitoring the MKT teams of the new products' OC | |
| | SI 2.3 Creating online campaigns to make available between LG | | SA 2.3.1 Creating specific advertising campaigns (example: Testimonials) with reusable designs for the LG | |
| | SI 2.4 Creation of the campaign "expansion of the LG" | | SA 2.4.1 Design of "default" campaign, and its bunch of materials and protocols | |

| | | | | |
|---|--|-----------------|---|---|
| | <p>SI 2.5 Accessibility and formality in Public Relations platforms</p> | | <p>SA 2.5.1 web reform. Creation of a section to target companies, and translation SA 2.5.2 Campaigns and supporting BEE in seeking for sponsorships</p> | |
| | <p>SI 2.6 Expansion of the ELSA network functionality by adding the element of expectation after the experience: Alumni support</p> | | <p>SA 2.6.1 Promotion of the ELSA Alumni network between current and future members SA 2.6.2 Offer support to Alumni in everything requested: graphic design, website, ...</p> | |
| <p>S.G. 3: <i>Strengthening the local groups' activity</i></p> | <p>SI 3.1 Create a collection of templates and “default” campaigns</p> | <p>SUPPORT</p> | <p>SA 3.1.1 Creation of templates for all platforms. SA 3.1.2 Creation of Handbooks</p> | <p>1. NCM of Santiago. 2. NCM of Donosti.</p> |
| | <p>SI 3.2 Create new channels for every Area in order to facilitate the supporting materials distribution</p> | | <p>SA 3.2.1 Creation of officers.elsa-spain.org SA 3.2.2 Creation of new communication channels: FB, Whatsapp, Dropbox. SA 3.2.2 Creating artwork for these channels for each areas.</p> | |
| | <p>SI 3.3: Training in knowledge of graphic design</p> | | <p>SA 3.3.1 Implement new editing system: Canva SA 3.3.1: Training in graphic design editor programs SA 3.3.1: Conduct face to face/online trainings to local MKT officers</p> | |
| | <p>SI 3.4: Social Media promotion: new online channels</p> | | <p>SA 3.4.1 Promote among LG the opening of new Social Media profiles SA 3.4.1 Create a system of easy installation of a ELSA default website template for its multiple deployment among LG</p> | |
| <p>S.G. 4: <i>Strengthening the Organization of Local Groups</i></p> | <p>SI 4.1 Continuous monitoring of the activity of Local Groups</p> | <p>TRACKING</p> | <p>SA 4.1.1 Implementing “tracking” and “feedback” systems</p> | <p>1. NCM of Santiago. 2. NCM of Donosti.</p> |
| | <p>SI 4.2 Creation of a Local Groups Database</p> | | <p>SA 4.2.1 Database of: mkt officers' contacts and personal mastery in graphic design. SA 4.2.2 Database of: marketing knowledge (sources) SA 4.2.3 Database of: LG Social Media.</p> | |
| | <p>SI 4.3 Creation of an archive database</p> | | <p>SA 4.3.1 Create a database of historic graphic design materials</p> | |
| | <p>SI 4.4 Individualized Coaching</p> | | <p>SA 4.4.1 Create a coachee tracking template and use it AE 4.4.1: Perform single tracking of each coachee.</p> | |

Vice President for Academic Activities

María Varela Suárez

05

Introduction

ELSA is intended as a wonderful and unique tool for the development of law students and young lawyers on three levels: academic, professional and personal. Moreover, within ELSA, Academic Activities (hereinafter “AA”), as a key area, represents a concrete effort to fulfil our philosophy statement (vision, purposes, means) through the implementation of its projects. Nevertheless, considering the wealth of opportunities that AA can offer to our members, in ELSA Spain is already an area susceptible of exploitation at the national level –without prejudice to the international projects, which *should* be also actively fostered and promoted in Spain, since they are an excellent opportunity for our members to live and internalise the nowadays much-needed internalization. We cannot forget that for AA to do so effectively, we must make a strong impact on the outside world.

Thus, this section can be summarised, ultimately, in the desire to create new national activities *by* and *for* ELSA Spain members, and to ensure that the four magic letters (“ELSA”) could be translated automatically into a synonym of the excellence of each of the persons that are part of it.

Therefore, the following lines are structured as follows:

- Firstly, I am going to draft the master guidelines for the next year, by means of the implementation of our national *Strategic Plan 2013/2017* from the AA area.
- Lastly, I am going to bring in the international *Strategic Goals* and other international standards; with special attention to the *International Focus Programme* and HHRR.

Strategic Goals

STRATEGIC GOAL 1.

Increase the visibility of the association

Competences: Moot Court Competitions, Juridical Clinics, Law Review and LRG.

From AA we wish to:

- Increase and strengthen the AA quality, so that, because of their practice impact on the legal education, they would be attractive for both the academic and professional world.
- ELSA must become a reference association; in which everyone wants to participate.
- Create a *Working Group* to study the viability and implementation of the ***International Training Pool***.

For that, ELSA Spain 2016/2017 proposes the following AA:

- 1°. Launch the 2nd edition of the **ELSA Spain Law Review**, improving the latest edition and getting a stronger involvement of our members in it.
- 2°. Launch the 1st ELSA Spain **National Moot Court** , which is going to involve all the Spanish law faculties and colleges with the aim of bringing them closer to our association. In addition to its well-known practice and educational character, this project is an excellent opportunity for ELSA to increase its visibility and reputation across the country. Thus, AA will take care of its organisation and celebration. With it, we wish to contribute to strengthening the pride that all of us feel for being part of ELSA.
- 3°. Study the possibility of a **National Legal Research Group** (“LRG”) on a current “hot topic”. The aim is to get a publication publicly accessible and which meets academic recognition. The LRG will be conducted in Spanish, in order to provide an alternative to those members who may not feel confidence to write in (legal) English.
- 4°. Organise –or at least lay the basis of– an **ELSA Summer Legal Clinic**, as an alternative to SLS and STEP. Legal Clinics are activities in which the participants provide free legal assistance to disadvantaged groups. Thus, through the Legal clinic, the students, deal with real cases at the same time that we promote the social responsibility of law students and young lawyers.

STRATEGIC GOAL 3.

Strengthening the Local Groups' activity

Competences: Coordination of the Local officers.

- Achieve an effective and fluent communication within the *AAers*, in both directions: vertically and horizontally.
- Draft and publication of the following specific Handbooks:
 - AA General Handbook
 - Legal Research Group Handbook
 - Moot Courts Handbook

- Law Review *Handbook*
- Legal Clinic Handbook
- Assist LGs in their Academic Activities by providing them the materials, tools, motivation or any other kind of necessary assistance.

Structure of the strategy

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|---|--|---------------------------------------|--|---|
| SG 1 <i>Increase the visibility of the association</i> | SI 1.1: Intensify the communication with the partners with more capillarity in the Spanish country. | Moot Court Legal Clinic LRG | Organise high quality AA projects, which could be attractive for partners and sponsors. | 1. NCM Santiago de Compostela 2. NCM Donosti |
| | SI 1.2: Establish relationships with the faculties to promote ELSA among their students. | Moot Court Law Review LRG | To contribute to legal education through high quality AA, attractive to universities and students. | 1. NCM Santiago de Compostela 2. NCM Donosti |
| SG 3: <i>Strengthening the local groups' activity</i> | SI 3.2: Foster the organisation of activity of the Local Groups | Coordination of the local AA Officers | AA Handbooks. Fluent communication National support to LGs | 1. NCM Santiago de Compostela 2. NCM Donosti |

ELSA International

The goals of this section (which would be further developed in the following table and pages) are the following ones:

- Fulfil the international standards; *i.e. Strategic Plan'18 y Decision Book.*
- Promote all the AA organised by *ELSA International* o within the *Network.*
- Foster all the AA focused both in Human Rights and in the IFP.

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|--|---|--|--|--|
| S.G. 1: <i>Internal Structure</i> | S.I. 1.1. Human Resources | Coordination of Local Officers | National Trainers Pool Working Group EFs | 1. Trainings 2. Evaluation Forms |
| | S.I. 1.2: Knowledge management | Coordination of Local Officers | Spanish <i>Handbooks</i> for national and local | 1. NCMs 2. Trainings 3. Coaching |
| S.G. 2: <i>Professional and academic development of law students and young lawyers</i> | S.I. 2.2: Awareness and knowledge of Human Rights | Human Rights | Encourage the promotion of HHRR both in national and local levels. | 1. NCMs 2. Evaluation Forms |
| | S.I. 2.3. Awareness and implementation of the <i>IFP</i> | IFP | Encourage the promotion of IFP both in national and local levels. | |
| | S.I. 2.4. To offer a broad range of legal education opportunities | Moot Court Law Review LRGs Legal Clinic Negotiation Competition | Moot Court Law Review LRGs Legal Clinic Negotiation Competition | |
| S.G. 3: <i>Internationality</i> | S.I. 3.1. To bring the international aspect of the association closer to the national and local level. | EMC ² y EHRMCC LRG Law Review ENC | Promotion and dissemination of all the international activities | 1. NCMs 2. Social networks |
| S.G. 6: <i>Profile of ELSA</i> | S.I. 6.1. To offer activities of high quality | Coordination of Local Officers | AA shall demand a proper quality in all of its activities. | 1. NCMs 2. Evaluation Forms |

Means

Taking into account the forementioned point, the AA goals and means to comply with the international standards are the following ones:

- Ensure that all the Academic Activities not only contribute to comply with the ELSA philosophy statement (mission, vision, proposes), but also, serve to **bring the theory into practice** (*General Policies in AA*, 44th Edition *Decision Book*, ICM Malta 2016).
- Ensure the **quality standards** provided by ELSA International of excellence and academic rigor of all of the Spanish projects (*AA Quality Standards*, 44th Edition *Decision Book*, ICM Malta 2016).

- Create a *Working Group* to study the viability and implementation of the **International Training Pool** in medium and long term (*Strategic Plan*'18, § 1.2).
- Draft AA **Handbooks** (*Strategic Plan*'18, § 1.2).
- **Fluent Communication**, both with the *coachees* and with the *AAers* (*Strategic Plan*'18, § 1.3).
- Foster and support the *LGs* in order so as to take account in their project of both Human Rights (*Strategic Plan*'18, § 2.2) and the *International Focus Programme* (*Strategic Plan*'18, § 2.3).
- Offer a wider catalogue of academic and scientific events and make them available to local groups which contribute to legal education, such the Moot Court, the Law Review or the Legal Clinic (*Strategic Plan*'18, § 2.4).
- Bring the international aspect of the association closer to the national and local level by means of a proper dissemination and promotion of the international activities, working closely with Marketing (*Strategic Plan*'18, § 3).

Vice President for Seminars and Conferences

Sergio Ávila Testa

06

Introduction

Being an university student is not only going to class, taking notes, study... There are much more and there comes ELSA, and above all S&C. Seminars and Conferences allows to members of our association, tackle topics that are not included in our universities. We may remember that one of the goals of our association is the legal development of our members, and the respect and defense of Human Rights.

Strategic Goals

STRATEGIC GOAL 1.

Increase the visibility of the association

Competences: Seminars and Conferences

We can't permit that largest student association in the world, is not well known in Spain; that's why through a number of projects, I will try to deal with this and that every law student knows about ELSA and the opportunities that it offers.

- The organization of 2 Institutional Visits and its promotion, will allow us to give it more visibility, attract new members and make ELSA known to the Institutions that we'll visit
- ELSA Day is something unique, all the ELSA Network celebrating an event. This year, the topic is "Humanitarian Law" and can have space for many different projects and establish collaborations.
- We live in the social media telecommunications, that's why this year we will repeat the interview with the radio broadcaster and will carry out a written interview for the magazine "Ejecutivo".
- The best way to show people what our association offers, is asking people that have already been part of it, that has participated in events. I will collect images and experiences of former and current members of ELSA, giving birth to ELSA Experiences/Testimonials.
- DLA Piper has signed an agreement, which lets all Groups to work with them and obtaining profits of it.

- Last year personal talks explaining what ELSA is were successful. This year I will keep going with this and help the local officers, so they can do it as well.
- El Camino de Santiago was organized in the past by ELSA Spain, and this year, it will be organized again. It's an opportunity of ending the year together and enjoying this indescribable experience
- ELSA Law Schools are considered one of ELSA Flagships, due to this, I would like that ELSA Spain work actively on it. I will focus not only on strengthening the ELSA Law School that already exists, helping them; but also I would like more ELSA Law Schools

STRATEGIC GOAL 3.

Strengthening the Local Groups' activity

Competences: Seminars and Conferences

“Together we can make it better” and “The only asset of ELSA is the member”, are the sentences that summarize this target. We must work together, helping each other, but for who? For the members, without members, there is no ELSA

- In many occasions, we don't know how to work with a project, what is that specific project or what can go right or wrong. I will create Handbooks of all S&C Events so we can improve them. Besides of this, I will be continuously discussing with local officers and create a database (that I consider necessary), because of lost of contacts and key information for our association.
- One of biggest problems for S&Cers is, low participation, trying to raise number of applicants of participants is really important for me this year. Several times, people don't apply because they are afraid of their English, because don't know how to draft a motivation letter... I will draft Guidelines to aid them so they can get connected with ELSA, as I am.
- Every month I will have a call/skype with local officers so we can talk about problems, ideas, events, suggestions and the creation of communication channels as well.

STRATEGIC GOAL 4.

Strengthening the organization of our Local Groups

Competences: Seminars and Conferences

OE 4: Strengthening the organization of our Local Groups

Without good organization inside the Local Groups, nothing is possible. I must work together with them so we can avoid external and internal problems.

Me and my team mates will work with a coaching system and I will try to have one call per month with my coaching Local Groups. Furthermore, I would like to visit them so we can know more each other and work in an environment of friendship and cordiality.

Structure of the strategy

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|---|--|---------------------------------------|--|--|
| OE 1: Raise notoriety of our Association | IE 1.1: Organization of 2 Institutional Visit (Brussels and the Netherlands/Strasbourg) | Institutional Visits | AC 1.1.1: organization of Institutional Visits for all the members of ELSA Spain | NCM Santiago to the Council NCM Donostia to the Council |
| | IE 1.2: Campaign of promotion and events for ELSA Day / IFP Week | ELSA Day and IFP | AC 1.2.1: promotion/organization of ELSA Day and research of agreements / collaborations with possible partners | |
| | IE 1.3: Interview in RTVE | Promotion of ELSA trough Social Media | AC 1.3.1: Repeat the last year interview, so we can put ELSA on the map to a larger number of people | |
| | IE 1.4: Interview in the Magazine “Ejecutivo” | | AC 1.4.1: Interview in the magazine, so we can obtain more visibility “ad extra” | |
| | IE 1.5: Testimonials | S&C | AC 1.5.1: Collect experiences of participants in S&C area | |
| | IE 1.6: Work with DLA Piper (“Break into Law”) | Break into Law | AC 1.6.1: Obtaining DLA Piper collaboration | |
| | IE 1.7: Informative talks at Local Groups | S&C | AC 1.7.1: Presencial explanation of What is ELSA to Local Groups | |
| | IE 1.8: Camino de Santiago | S&C | AC 1.8.1: Organization of a visit to Santiago de Compostela, doing the pilgrimage | |
| | IE 1.9: ELSA Law School | SLS | AC 1.9.1: Creation of new ELSA Law Schools and improving quality of that ones continuing | |

| STRATEGIC GOAL | STRATEGIC INITIATIVE | COMPETENCE FRAMEWORK | SPECIFIC ACTIVITY | CONTROL POINTS |
|---|---|----------------------|---|--|
| OE 3: Strengthening the activity of our Local Groups | IE 3.1: Promote the organization of projects in the Local Groups | S&C | AE 3.1.1: Creation of Handbooks of all the projects and activities of S&C AC 3.1.2: Creation of one database that consist of all the important information for organizing Institutional Visits. AC 3.1.3 Creation of a database that consist of the information related to participants of ELSA events AC 3.1.4: Creation of Guidelines about how to draft a Motivation Letter, how to avoid political conferences AC 3.1.5: Raise number of ELSA Spain members applications | NCM Santiago to the Council NCM Donostia to the Council |
| | IE 3.2: Attendance and supervision of Local Groups | S&C | AC 3.2.1: Continuous contact with Local officers AC 3.2.2: Creation of communication channels AC 3.2.3: Motivate local officers | |
| OE 4: Strengthening the Organization of Local Groups | IE 4.1: Monitoring the activity of Local Groups | S&C | AC 4.1.1: Coaching System AC 4.1.2: Visit them at least once a year | NCM Santiago to the Council NCM Donostia to the Council |

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ELSA Spain 2016/2017