



POLICY PLAN 2024-2025

Tilburgse Studenten Krachtsport
Vereniging Spartacus

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1. PREFACE

Before you lies the policy plan of 2024-2025. This document will be an outline of what the board of T.S.K.V. Spartacus (Spartacus hereafter), that being Merel van Buren, Jelle Smits, Sam Aras and Herman Skledar, wishes to accomplish in our academic year. We are a mix of older and newer members of Spartacus, so we have all either seen or heard various challenges, which gives us insight on what we want to improve within the association. We like to see the presented challenges as opportunities, and we believe that with every challenge it faces, Spartacus will grow to be a stronger association. This year's board is keen to build upon the successes of the past years and to help Spartacus grow closer to reaching its full potential as an association. We're excited to see the increased enthusiasm for working out and in the overall gym community as well as seeing the Spartacus teams grow with the association.

2. MISSION, VISION & TARGET AUDIENCE

2.1. ABOUT T.S.K.V. SPARTACUSTOP

Founded on April 11 2012, The Tilburgse Studenten Krachtsport Vereniging Spartacus is now 12 years old. With this, we are among the younger Student Sports Associations in Tilburg. In the previous years, we have developed into one of the bigger associations, who at the same time also represents the most practised sports in the Tilburg University Sports Center, strength sports and fitness. Besides that, we are proud to call ourselves the biggest student strength sports association of the BeNeLux.

2.2. MISSION

T.S.K.V. Spartacus' mission is practising and improving fitness and strength sports in the broadest sense. We want to achieve this by organising activities and clinics that promote the knowledge of topics that fall under these categories on a theoretical and practical level. This way, we are an informational platform for everyone wishing to practise strength sports and/or fitness. Our focus lies on powerlifting, bodybuilding and general fitness and the growth of other strength sports like weightlifting.

2.3. VISION

T.S.K.V. Spartacus wants to create the possibility for both beginners and more advanced lifters to be able to practise strength sports in the best way possible. For newer members we want to be an organisation where individuals can gain a lot of knowledge and can grow both within the sport(s) and socially. We strive to be an association where involvement in the sport, related clinics, and activities creates enjoyment and enthusiasm. Furthermore, we want to continue to provide a supportive and safe space for our members. For more advanced members, we want to be an organisation where individuals can work on refining their technique, work on competition goals and fine-tune their knowledge about specific topics. With the help of experienced coaches and by delivering clinics that are of high quality, we want to fulfil these goals. Additionally, to increase bonding and interpersonal contact between all members of the organisation, Spartacus also organises activities where the main focus shifts away from sport to socialisation.

2.4. TARGET AUDIENCE

The T.S.K.V. Spartacus target audience is made up of students from Tilburg University, Fontys and Avans Hogeschool who are in possession of a membership

to the Tilburg University Sports Center. This includes members of the Sports Center that practice strength sports or fitness. We focus on the students that are interested in powerlifting, bodybuilding, general fitness and weightlifting and who want to join a community in and outside of the gym.

3. OBJECTIVES

In this part of the policy plan we will handle and showcase the priorities of Spartacus for the academic year of 2024-2025. These priorities will be formulated through the SMART-principle. This means that all priorities have to be Specific, Measurable, Acceptable, Realistic and Time-bound. The SMART-principle is explained shortly below, after which the different priorities will be laid out.

3.1. SMART

- **Specific:** The objective needs to be clear and concretely described. The objective needs to be formulated as clearly as possible as to only be able to be interpreted in one way.
- **Measurable:** The objective needs to be measured with objective results. The starting point for most of these is around our introduction clinic. Throughout the year there will be multiple measurements, with a final measurement at the end of the academic year.
- **Acceptable:** The objective cannot be too hard to achieve. This objective will be split into multiple sub-objectives to be able to successfully carry out the main objective. Therefore, these sub-objectives will be given a deadline to make sure the main objectives are achieved in time.
- **Realistic:** The objective needs to be realistic. Is it possible to achieve whatever we set out to do within the amount of time?
- **Time-bound:** The objective has to be achieved within a certain timeframe. For most objectives, this will be the end of the academic year.

3.2. OBJECTIVES

The objectives that have been set this year center around the stagnation of growth in Spartacus, focusing on visibility and the beginner lifting population. With a growing number of members, but a declining number of active members, the demand for fun activities continuously grows. This also means that it is vital that the board and committees work smoothly and systematically.

Firstly, as we have a prominent role within the national powerlifting scene, powerlifting in the association has to be preserved. To be able to do so, it is necessary to have the powerlifting branch within Spartacus improved and possibly expanded. A high-quality powerlifting component will make sure that we can continue to provide our powerlifting athletes with quality guidance and support.

However, we are more than just a powerlifting association, and we therefore want to prevent obtaining and/or preserving an image of being one. Hence, it is

important to also give a more prominent stance to the bodybuilding, general fitness and weightlifting branch.

Below you'll find a clear outline of the objectives for the upcoming year.

3.2.1. Social Events and Activities

Since the number of people joining activities have been declining over the past few years, we have decided to take a different approach this year. This includes a reflection by the Activities Committee. Additionally, activities this year will be bigger and slightly more expensive (requiring extra payments from our members), but will hopefully be more popular than before. In accordance with the 5 year plan, we want to collaborate with other student sports associations each month with the exception of December due to it being a busy month.

Additionally, we want to host a cantus, called the Spartacantus. Our members consist mostly of individuals who do not drink regularly, so activities where the main focus is alcohol is not feasible through the year. However, we think one larger activity, especially one that can give our members a nice Dutch Cantus experience will be successful and fun. Additionally, it will help shift Spartacus's image to that of a more diverse sports association, rather than being heavily focused on powerlifting. Spartacantus will be planned after SBD Paascup, so that unavailability because of competition prep will be minimal. All the other student associations will be invited as well, so it is another excellent networking event for members of SSA's. This is in contrast to our other activities this year, which will not be focused around drinking.

Apart from the Spartacantus, our activities throughout the year will tailor to both drinkers and non-drinkers. We have noticed that most Spartans do not drink much, so activities where the main focus is shifted away from drinking to socialisation will be organised. For example, karting and collaborations with other associations like going bouldering with other SSA's could attract more members. Doing different sports or activities will also help us keep good relations with other SSA's and diversify the events we hold.

Something we have noticed with activities in general is that there are less active members. Therefore, we will focus on more promotion via texting and talking to members in the gym. This has been done before, but we want to have a measurable objective to hold ourselves accountable. This is why we will aim for at least 15 people per activity.

To achieve this objective, our activity committee will look back at previous years, and the success of each activity, to get a measure of what the members of Spartacus are more interested in. How many people showed up at each activity, what went well, or what went wrong during the activity are some of the questions

that will be asked to objectively measure success. For this objective, is it important that we keep up with activity recaps on social media. Recaps are also beneficial in terms of showing the social part of our association to new members and will motivate them to join more activities.

Sub-objective	Deadline
Collab with one association a month	Throughout the year
Organise Spartacantus	End of April 2025
Aim for 15 Spartans at each activity	Throughout the year

3.2.2. Weightlifting

As part of the 5-year plan to include more strength sports, and the added weightlifting platform in Fitness 4. We will be giving weightlifting the attention it deserves within Spartacus. To kick off this expansion, we will be hosting two weightlifting clinics: one focusing on the clean and jerk, and the other on the snatch. These sessions will offer members the chance to get to know the sport. These clinics will be given by our own vice-chair Jelle Smits. This is a fantastic opportunity to explore the potential of this sport in the association.

Sub-objective	Deadline
Host two weightlifting clinics	End of boardyear

3.2.3. Junior Coach

In accordance with the 5 Year Plan, we want to start working on acquiring coaching talent for the association to support the long-term goal of having four coaches, ensuring coaching quality and capacity. To ensure we have a strong coaching team and are prepared for any potential gaps, we are focusing on training more coaches. This year, our goal is to recruit a junior coach and guide them toward becoming a fully trained coach. This will help us maintain a reliable coaching presence and enhance the overall quality of our training programs.

Sub-objective	Deadline
Get a junior coach	April 2025

3.2.4. Safety videos

To increase safety and visibility, we plan to create safety videos that will be displayed on the narrowcasting screens in the Sports Center. These videos will cover essential guidelines and best practices, ensuring that all members and gym-goers are aware of proper procedures and safety measures. This initiative aims to promote a safer environment and reinforce key safety protocols for everyone's benefit. The video's will include:

- How to change rack height for comp racks
- How to change height of the (safety) bars in the black racks
- Using clips when lifting
- Using the safety bars when lifting
- How to spot squats
- How to spot bench presses
- How to use the deadlift lever
- Use the pads and bumper plates when dropping the bar when weightlifting
- How to load and deload the bars safely

Sub-objective	Deadline
Film, edit and display the safety videos	March 2025

3.2.5. Beginner lifters

For those just starting their lifting journey, working out can often feel overwhelming. To make this experience smoother and more approachable, we plan to recommend workout schedules tailored specifically for beginners, with options focusing on either powerlifting or bodybuilding. The Sports Center does offer some programs, but these are not tailored to the Sports Center itself and do not resemble the workout schedules that most Spartans work with. Since the association recommends the programs, beginner lifters can rely on them with confidence, eliminating the need to search online or evaluate other programs on their own.

When beginner lifters request the programs, they will be invited to the Saturday trainings. There, the board members will also be equipped to explain these schedules to new lifters. This way, they feel supported and confident in their training.

We will also continue hosting an introduction clinic at the (Winter) TOP week and to further ease new members into their fitness routines and build a strong foundation.

Sub-objective	Deadline
Find beginner programs to recommend	February 2025
Invite beginner lifters to the Saturday Trainings	Throughout the year

3.2.6. Powerlifting committee

The powerlifting committee plays a crucial role in Spartacus, from organising Strength meets to National Dutch Powerlifting Championships. With experienced members transitioning out of the committee, we aim to recruit new, enthusiastic members who are eager to learn and contribute. When recruiting these new members, people who have volunteered and left a positive impact on previous competitions will be prioritised. The older committee members will then take an advisory role, guiding the new members through tasks, next to the transfer documents that have been made. By the end of our board year, we therefore plan to have a self-sufficient powerlifting committee, consisting of new members that can confidently organise powerlifting events. An idea is to hold regular evaluations to see how the committee is doing, and how confident members are in their abilities.

Sub-objective	Deadline
Recruit new people into PL committee	April 2025
Hold out a committee evaluation	June 2025

3.2.7. (Winter) TOPweek at Tilburg University

For the past few years, our promotion at the TOPweek has been lacking. We want to promote our association better this year.

We have been holding the curling contest for a few years now, and will continue to do so. The contest is easy to organise and to participate in and it attracts a lot of attention. However, this year we will be looking into adding another contest or game as well.

Additionally, we will start the Body Progression Contest after the TOP winter week. This way, we can promote the bodybuilding/general fitness side of the association more than before. Also, starting in the beginning of the year, we expect a lot of members to join the contest in the spirit of 'new year, new me', or for getting 'summer ready'. This event is all about health and fitness while making Spartacus more welcoming to everyone interested in general fitness and bodybuilding as per the 5 year plan.

The Wednesday and Saturday training sessions after the TOPweek will be reserved for introduction clinics. This will help new participants integrate smoothly, get to know our community, and start their fitness journey. With this, we have noticed in the past few introduction lessons, some people are not sure what to do in the gym. We will, of course, be explaining the SBD lifts, but will also provide a small set of exercises people can do in the gym to try out and ask questions about. This way, people who are not sure what to do have some support and an idea on what to do.

Similarly to the last TOPweek, we will have sign ups open for activities. New members will get a discount on the activity, and the deadline to sign up will be just after the introduction clinics. We have noticed this results in a lot of new members, as they are motivated by the discount and have to make a quick decision regarding the sign ups.

Lastly, we will make sure to have new banners and flags before the winter TOP week to adhere better to our visual identity and have a more attractive appearance.

Since the TOPweek promotion is important and has been lacking the past few times, we will be making a transfer document with a checklist, so that the next boards have a clear plan.

Sub-objective	Deadline
Find a second contest to play during TOPweek	Winter TOPweek 2025
Promote BPC in the TOPweek and start after	Winter TOPweek 2025
Hold introduction clinics	Winter TOPweek 2025
Have programs ready for the clinics	Winter TOPweek 2025
Acquire new promotion material	Winter TOPweek 2025
Make a TOPweek transfer document	Winter TOPweek 2025

3.2.8. Image of the Association

As part of the 5-year plan, we aim to continue improving the association's image. We understand that some Sports Center members may feel they are not strong enough to join Spartacus or feel intimidated. This prevents them from not only joining our association, but also asking for general help or advice for their fitness journey. With this, non-Spartans have voiced to us that they were under the impression that Spartacus is just a powerlifting association, and not a strength sports association.

Another issue, brought to us by the Sports Center itself, is that sometimes Spartans use the equipment for long periods of time or inappropriately, hindering other people that would like to workout.

We want Spartacus to be a community where people can get stronger, get healthy, and feel safe. To improve our image, we will enforce our Code of Conduct and ensure members do not disturb other gym users. We also encourage sharing equipment. If a Spartan is bothering others, the board will address it, and if needed, escalate to the Sports Center.

By the end of March 2025, design and distribute a survey to Spartacus members, specifically targeting their reasons for joining and enjoying the association. Filter the results to analyse feedback from non-powerlifting members. Use this data to create targeted marketing so we can start shifting the image of the associating in our marketing.

Sub-objective	Deadline
Survey designed and distributed	March 2025
Feedback analysed/Create ad copy	March 2025

4. ACTIVITIES

In this part of the policy plan we will describe the activities which we organise. This will be divided into events that we organise as a board, events that we will attend and events that will be organised by our committees.

4.1. THEORETICAL CLINICS

From a scientific background we get into the theory of muscles, muscle groups, their corresponding exercises, common exercises, training programs, nutrition, health, supplements, training mentality and injury prevention. These clinics aim to give Spartans a better insight and more knowledge into the topics discussed.

4.2. PRACTICAL CLINICS

Our Spartacus coaches will organise clinics that cover the three main components of powerlifting: the squat, the bench press and the deadlift. In addition, we regularly provide bodybuilding clinics by advanced members or professional external athletes. These will include tips that members can implement as well as theory and practical knowledge. As mentioned in our objectives, we will also start giving weightlifting clinics.

4.3. SOCIAL EVENTS

All activities that have no direct relation to strength sports, but aid the contact between members, fall into this category. These activities include dinners, BBQs, game nights and the members weekend. These will be primarily organised by our activities committee.

4.4. CONTESTS

This category includes the Body Progression Contest, and our Strength Meets. These are held to motivate our members to make the most progress in this academic year, regarding strength or the attainment of their physique goals. The Strength Meets will allow our members to test their limits and see how their Powerlifting progress is going. In the case of the Body Progression Contest the member with the most impressive transformation will be declared the winner. The specific goals of the participant will be taken into account in this contest. There will be a division between getting leaner and building more mass.

4.5. POWERLIFTING COMPETITIONS

In November 2024, the powerlifting committee organised the National Championships, a big Powerlifting Competition. A lot of volunteers from Spartacus helped with the construction of the venue, spotting, loading the weights and doing general work to ensure a pleasant competition for all parties involved.

4.6. TOP WEEK

Every year during the Tilburg Orientation Program (TOP) we have the chance to promote our association and recruit new members. We will be active at the TOP Winter week, where we will be promoting Spartacus to new students. We want to focus on standing out from the other associations and gain a lot of new members. This is done by smaller and shorter competitions (like the curling contest) in which new students can participate. If the students have the highest score, they can win a Spartacus merch item.

5. COMMITTEES

Within Spartacus we have a few committees to support the board. These committees have active members and a member of the board who acts as supervisor (board-buddy). The board-buddy will inform the rest of the board and plan the meetings and make an agenda in consultation with the chair of the committee. The chair of the committee will also make a summary of the meeting.

5.1. ACTIVITIES COMMITTEE

The activities committee organises all activities that are not directly related to strength sports. These activities include, among other things, monthly drinks, BBQ's, game nights, and the members weekend.

5.2. POWERLIFTING COMMITTEE

This committee takes care of our competition members, regarding their registration and payment of their contribution. The coaching spots of Di ke Wu, Mart Siemerink and Tess Hille will be assigned in accordance with the powerlifting committee. The committee also organises powerlifting related activities, like the National Championships and semiannual (open) strength meets for our members. Furthermore, they also take care of the communication between the KNKF and the maintenance of the competition materials.

5.3. SOCIAL MEDIA COMMITTEE

The members of this committee have the task of promoting Spartacus on our social media. They give outsiders a good impression on who we are as an association and what kind of benefits, clinics and activities we provide. We think that social media is a great way to reach students so this committee will receive more tasks this year compared to previous years.

5.4. MERCH COMMITTEE

This committee was made in the beginning of 2024. It aims to design new merchandise and hold the merchandise shop, which will appear this year, up to date. We aim for the merch webshop to be up and running at the beginning of 2025. This means that members can order the merch whenever they want and the merch will be delivered to their home.

5.5. TECH TEAM

Our Tech Team maintains our website, the registration system and the email structure. This also includes the development, updating, optimisation, and prevention of downtime of our systems.

5.6. FINANCIAL CONTROL COMMITTEE

This committee preferably consists of two ex treasurers. They control the bookkeeping of the treasurer at least once every three months. The results will be communicated to the board, the Advisory board and the members at the general members meeting.

6. PARTNERS

T.S.K.V. Spartacus has a multitude of parties with which they cooperate. They help us to exercise our sport and represent our interests.

6.1. STUDENT SPORTS CENTER

Spartacus exercises its sport in the Student Sports Center. We have an advising role within this organisation with the purchase of equipment, the arrangement of the available space and the general course of events.

6.2. FOSST

As an SSA we are under the umbrella body of the Federation of Student Sports Tilburg (FOSST). FOSST provides help to function as a healthy and well-functioning association. They also give subsidies, help with the policy plans, control the finances and aid the healthy development of the board and association. FOSST also helps with the contact with our sister SSA's.

6.3. KNKF

Spartacus gives its members the option to be registered with the KNKF. We provide the registration and payment of our members in the case of competitions within the federation. Besides that, Spartacus and the KNKF cooperate with the organisation of powerlifting competitions which represent a large portion of our income.

6.4. (STUDENT) STRENGTH SPORT ASSOCIATIONS

We maintain good contact with our sister associations. For instance, we invite each other to our constitution drinks and tournaments. When we organise competitions, we share the necessary materials for the organisation of such events. We continue to work on improving the connections between the associations. This can be seen in the previously seen objectives, where we mention that we want to invite more associations to our events, trainings and clinics.

6.5. BOARD OF ADVISORY

The Board of Advisory (BoA) gives out feedback and guidelines to the board with the creation of the new policy plan for the year. The BoA aids the board with the development of new objectives and the direction of development of the association. The BoA also oversees the position of the association within the Sports Center and the implementation of the five-year plan. Within the BoA there can exist a chair, who can be appointed at the general members meeting for two academic years. The board consists of at least two and at most five members.

6.6. SPONSORS

We have partnerships with the following companies, where our members receive discounts:

6.6.1. Bossers vlees

A loyal partner since our creation. At Bossers Vlees we are able to get our BBQ platters and can our members come for discounts.

6.6.2. Fysio Fitaal

Fysio Fitaal is a physiotherapist located in Tilburg. Every member is able to receive one free screening when needed.

6.6.3. Tigerprint

We work together with Tigerprint to produce all of the merchandise we use at competitions.