

BUREAU REPORT

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November 2019 | April 2020

Dear liberal friends,

Please find included a brief report of my activities. As the Vice President, I am mainly responsible for supporting the President and the Bureau. I am also in charge of internal coordination, team managing and strategic overview.

At the beginning of our mandate, we set out to be more professional, content focused, and result driven. The biggest challenge of our mandate was of course the European Elections. It has been two difficult but wonderful years, I believe that we were able to achieve most of our objectives and we will be leaving LYMEC stronger and better prepared for future challenges. Please do check our Objectives & Key Performance Indicators at the Annex I for more detailed overview.

In the last months, we mainly focused on preparing for the transition, scheduling events for 2020 and re-organising structures. I am happy to say that we are now in the testing phase of NationBuilder which we will use for LYMEC IMS/ALUMNI and possibly all other elements of our work. We expect that the testing phase might take anywhere from 6-12 months depending on the transition.

Seeing, as this is the end of my journey in LYMEC, I would like to thank everyone. Over the last 5 years, I grew as an individual, I met many wonderful people and shared intimate and yet extremely rewarding moments.

Thank you for everything, until next time!

Events attended:

Dates	Place	Event/Purpose	Organisation(s)
22-24 November 2019	Lisbon Portugal	Advocating Liberalism (IMS Event)	LYMEC, ELF
6-8 March 2020	Luxembourg Luxembourg	Values first? Promoting EU norms through trade!	LYMEC, ELF

ANNEX I

Objectives & Key Performance Indicators

Political Priorities

Objective	KPI	Platform	Importance	Measurement
Identifying key issues and our solutions within the priorities	Research, plan and identify at least 1-6 key.	All	High	Fully achieved and reflected in LYMEC manifesto as well as PoA.
Gaining political commitment or visibility on the relevant issues and priorities	1) Conduct at least 3-5 bilateral meetings with relevant stakeholders in the European Parliament and other; 2) Write at least 6 articles on issues and political priorities on LYMEC and partner websites.	All	High	1) Fully achieved and conducted at the beginning of the mandate as well as during EU Copyright legislation, during preparation of EU Elections. Meetings with Renew Europe Group, ALDE Party and ELF stakeholders. 2) Partly achieved as Libertas revamp was delayed due to technical issues. Libertas is now active with several articles posted.
Proposing solutions to issues and driving conversation	1) Organize 1-6 short focused online campaigns around political priorities; 2) Reach at least 60.000 people;	All (focus on Social Media & Website)	High	1) Achieved. Focused on Copyright, EU Elections, LYMEC Manifesto, and #EUmythbusters, Erasmus, human rights. Part II was cancelled due to shifting priorities. 2) Achieved, with over 70.000 people reached on Facebook, and at least 300.000 impressions on Twitter.
Gaining legislative impact	1) Identify 3-5 key dossier in the European Parliament and propose amendments or lobby for our positions; 2) Drive discussion and promote LYMEC policy in the European Parliament;	All (especially Social Media, bilateral meetings and discussions with stake holders in the ALDE Group)	High	1) Completed concerning EU Copyright, no other legislation was available due to EU Elections. 2) Achieved through speaking at various events and via Under40 MEP group.

Promoting LYMEC political ideas	1) Integrate political analysis in communications forward planning;	All (especially Social Media)	High	Completed and reflected in all fields of work.
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Objectives & Key Performance Indicators

Communications and Branding

Objective	KPI	Platform	Importance	Measurement
Grow reach and engagement on social media accounts	1) Increase reach and number of likes by 10% by the end of the mandate; 2) Post 2-4 times per week.	Facebook	Medium	Facebook likes grew by almost 1200 per in 2 year period which is about 7%. In the course of our mandate, we shifted our focus from Facebook to Instagram and Twitter. 2) Not pursued.
	1) Increase reach and number of likes by 15% by the end of the mandate; 2) Post/retweet 5-10 times per week.	Twitter	High	1) Twitter has become one of our main platforms. The follower base grew by more than 40% during our mandate (1450). 2) Not achieved. Difficulty in finding relevant content to be shared. Decided to focus on high-impact-relevant content promotion.
	1) Increase reach and number of likes by 10% by the end of the mandate. 2) Post at least 2 times per week. 3) Instagram Story from every event to give a behind the scenes look	Instagram	High	1) Shifting digital trends made Instagram especially important into reaching out to our members and not. Instagram grew by 21% (623) in our mandate. 2) Complete and ongoing.
Improve our weekly newsletter	1) Increase the number of subscribers by 25% until the end of the mandate	Newsletter	Medium	Visuals updated and structure updated. GDPR compliant. Number of subscribes already achieved.

Revamp our website	Review website functionality every week and aim at having new content at least 2 times per month.	Website	Low	Website was revamped following the visual identity change. A new series of upgrades already planned, Libertas overhaul, new membership platform and integration with Nation Builder.
Create more audio-visual content	1) Increase the number of views and watch time of our videos by 50%; 2) Create at least 1 video per LYMEC event; 3) Develop new branded audio-visual content for new platforms such as podcasts and streams.	Facebook/Website/Twitter/Instagram	High	1) Not achieved. Ongoing looking for ways to improve. 2) Not achieved. Lack of skills, time, resources and technical equipment. Looking into training LYMEC staff for future. 3) Podcast and streaming concept tested and not feasible nor needed.
Implement the new visual identity	By June 2019 finalize implementation of the new visual identity.	All platforms	High	Completed.

Objectives & Key Performance Indicators

European Elections Campaign

Objective	KPI	Platform	Importance	Measurement
Getting more young people to vote in the EP elections	1) Reach 1.000.000 young people and increase the voter turnout.	All (focus on Social Media)	High	Not achieved. The total reach of EU Elections campaign was in the range of 400.000 across all social media platforms. The modest results were due to change of rules on political advertisement in Belgium.
Prepare the new generation of European leaders	1) We have created a training, networking and mentoring program for 10 young MEP candidates 2) we aim at offering key training sessions as an online	All	High	1) Completed. YCA has been a tremendous success followed by EU Elections campaign promoting young candidates. 2) Established online learning platform; launched Webinars on writing. Looking to join

	training for more young candidates			development of new ELF online learning platform.
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Objectives & Key Performance Indicators

Organizational Development

Objective	KPI	Platform	Importance	Measurement
Learn from all our events	more than 80% of participants would recommend other to participate in LYMEC events	Events	Medium	Achieved.
Analyse the Working group concepts	Analysis of current state and strategic need of WG should be to be beneficial for the organization and interesting for members to be active in.	Working groups	Low	Dropped and not pursued as it became clear that the way was to continue with current format of Working Groups.
Offer online training	1) Key trainings from candidates academy are digitized 2) a way to provide online trainings	Trainings	Medium	Completed in part. Launched Libertas editorial team, organised webinar and working on digital learning platform. Cooperating with ELF on online learning platform which we will be part of.
Increase the size of the LYMEC Secretariat	A third person is added to the Secretariat	LYMEC Office	Medium	Fully achieved. The Secretariat now consist of the Secretary General, administrative assistant and policy/campaign intern.

Objectives & Key Performance Indicators

Individual Members Section

Objective	KPI	Platform	Importance	Measurement
Revamp the IMS database and membership management system	1) Reduce the time it takes to process IMS membership applications by 50%; 2) Automate membership reminders and cancellations by 100%.	IMS	High	Website has been overhauled and application process fixed. Now we are in the NationBuilder integration-testing phase, which will allow

				automating application confirmation and renewal.
Update IMS branding and marketing	By June 2019 finalize implementation of the new visual identity.	IMS	Medium	Completed. IMS has its own visual identity and promotional material.
Grow IMS membership	Increase the number of IMS subscribers by 25%.	IMS	High	Not achieved due to predominantly administrative and technical issues.

Objectives & Key Performance Indicators

Alumni Network

Objective	KPI	Platform	Importance	Measurement
Implement registration and membership management system	Automate membership management by 100%.	Alumni	High	Initially it was put on hold due to bureaucratic issues with Belgian authorities but a new relaunch is planned. NationBuilder for accepting applications is in the testing phase.
Grow the alumni network	Increase the number of members to 50.	Alumni	Medium	To be developed further.