



Meeleesmemo – Rebranding the University

Considering the current branding policies of the university as well as all its faculties¹, the CSR advises to rename the university and all faculties to be in line with the vision expressed by its actions. Moreover, the CSR advises you on some improvements to ameliorate the worst bottlenecks in policy.

After exploring all options as well as exploiting its power over the people, the CSR, as the superior organisation in medezeggenschap, decided to recommend renaming the university to *The Post-Colonial University*.

FGw

In the spirit of ridding the system of colonial influence and cutting the lack of diversity, as well as squashing the budget shortages, the CSR proposes to *abolish the FGw*. This would allow the university to solve all ties with the colonial buildings in the city centre. It would negate lack of diversity by the loss of the least diverse faculty. Finally, the budget shortages of the university would wane.

FdG

After much speculation and after reproducing the great success of other faculties, Amsterdam UMC was born last summer and introduced their new logo. As a great womb bearing the new blood for the medical profession, combined with the current intimate pairing with the VU thereby plucking the flower, the new logo seems appropriate. As such the CSR proposes renaming the FdG to the *Faculty of Gynaecology*.

FMG

Considering the merger of Amsterdam UMC went so well (after all, what could go wrong after the faculties are already in personal union), as well as the difficulty of finding a dean for FMG, the CSR has considered the best direction for this faculty to go. After consulting with our FMG delegate, the CSR suggests merging FMG with the social science faculties of the VU into one *Amsterdam Faculty of Social Sciences (AFSS)*. Which would consist of all social science faculties in Amsterdam, except for FEB. If the entire psychology department is moved to Roeterseiland, integration with a psychiatric clinic may be possible, which would greatly boost both the research and the education options for psychology. Unfortunately, this would mean communication and political sciences would need to move to location Boelelaan. If this turns out to be impossible due to space constraints at Boelelaan we would sadly be forced to give up on these departments altogether. In this process we should of course take into account that the right of consent would lie with the GV, and not just with the CSR. While the job of the dean seems even less attractive in this transition period, expanding our view internationally may provide further options. Furthermore, there should be emphasis on the historical possibilities to grow within the university after taking on such a task.

FdR

Across the borders of REC-BC, the CSR has considered the importance of the international classroom, the CSR proposes furthering internationalisation at the faculty of law. To make Dutch law more accessible to international students as well as to provide a culturally diverse input from abroad, the CSR proposes

1 We feel we may have forgotten one, yet we asked all our delegates so this is probably just a feeling.

teaching all courses at the faculty of law in English. Despite the initial annoyance with this situation, our experience learns the difficulties with reading legal codes and regulations in a foreign tongue can be overcome by having students versed in this language explain what the regulations say. Also, to provide space for the ever-expanding FEB, the FdR should be moved to a new campus in Brussels. With this outplacement abroad they can thrive in an environment where bilingualism is entrenched in culture and could learn from the great examples the Brussels capital district provides. Moreover, the new bilingual nature combined with their new location should provide ample opportunities to create a more extensive programme in European law. This would initially be described by FdR staff as "a toch tres ambetante situation", but after some acclimatisation the CSR expects this to pass.

FEB

The FEB, in turn, could use their capital to expand into the new markets opposite the channel of REC. This would provide further opportunities for exploiting staff and students as well as their appreciation for the capital advantages of the weapons trade. The profits from these exploits could then be used to exemplify the advantages capitalism provides for those with investment funds in their goal of acquiring resources without contributing to society. Considering the radical capitalist culture at FEB the CSR proposes to rename the faculty to *Faculty of Exploitation and Bombs*.

FNWI

Whereas the activities of the FEB are quite clear, the CSR is mystified by the magic exploited at FNWI, the CSR cannot fathom these phenomena may be caused by any natural phenomenon. While the explanation that the faculty contains Nerds may provide some of the explanation, it is insufficient to explain enchanting glowing bacteria and ghastly non-physical states. There are fables of Internationals roaming the halls, these occult and secret beings could only have been conjured by these Wizards ability to communicate over vast distances equally well as they could have done face to face. The CSR, therefore, proposes renaming the FNWI to the Faculty of Nerds, Wizards, and Internationals.

AUC

Apart from the faculties, we have the small-scale AUC. They keep a strict selection, suggesting they are not very fond of human students and would prefer to have as few of them as possible. Since they do not seem to like human students, the CSR proposes replacing them with Capybaras. Their excellent cognitive abilities are most suitable. Moreover, they could implement a numerus fixus to select an elite group of at most five Capybaras to further their goal of intensive education. To reflect this change in policy and satisfy the needs of the AUC, the CSR proposes renaming it to Amsterdam United Capybaras.

Re-strengthening the university

Finally, after the unfortunate loss of FGw, a new faculty will be needed to keep a suitable number of seats in both the COR and the CSR, this way the division of workload could be kept constant. Creating a campus on the periphery of the city would allow the institution of this faculty for a fraction of the costs. A new faculty with a strong mathematical profile could be the most calculated approach after the van Rijn report. To this end, the CSR proposes instituting the Faculty of Gambling and Mathematics. However, for us to join the set of technical universities, we would require applied programmes. A specialisation in Cheating seems a rational choice to apply for the appropriate CROHO label.

In conclusion, the CSR thinks this scheme of renaming and reorganizing would increase transparency as well as strengthen the UvA brand. Therefore, the CSR hopes you will consider its proposal for renaming and reorganizing the university and all of its faculties.