MOTION FORM

FOR SERVAS INTERNATIONAL GENERAL ASSEMBLY (SIGA) 2025

1. Heading for the proposal in this motion (No more than 10 words)
Improving the Servas Website and Servas online

2. Date and place for this motion.
SICOGA 2025

3. SI member group(s) or SI Exco member(s) who is responsible for this motion.   **Note that only SI Member Groups or SI Executive Committee (SI Exco, Servas International's global board) may propose motions for a SIGA.**
Servas Germany, Servas Portugal, Servas Austria, Servas USA.

4. Exact wording of the proposal to be voted on.
We propose that SIGA 2025approves that (one or more goals and/or actions):   The launch of the second version of the Website of Servas international ('v2.servas.org') plus the second version of the Database of the Servas Member (Servas online 2.0 = 'SOL2.0') have greatly improved the existing offerings.   A **Servas content advisory team (SCAT)** is being set up to develop further functions and help to increase the growth of Servas.   The SCAT will be broadly based, i.e.   - all Servas regions (Africa, Europe, Asia, Americas)   - all sizes of Servas groups (< 300 members = small, 301-1000 members = medium sized, > 1000 members = big)   - all age groups (one third of its members should be under 40 years) and genders   are represented. The members of the SCAT are to be recruited by 31 January 2026 through a call for applications by Servas International. The members can elect a spokesperson internally and form working groups for individual topics.   In addition, the wishes and requirements of all Servas activists will also be surveyed by 31 January 2026 through a worldwide Google Survey. The applicants of this survey can develop a questionnaire for this survey, Servas international is responsible for the roll out.

SCAT will evaluate and prioritise the requirements and wishes and present them to the SI Content and Design Team. The aim is to jointly develop objectives and actions in a shared decision-making process that will move the website and database forward.

To quantify success, the usual controlling parameters of websites (visits per month, page impressions per visits, referrals etc.) will be used, as well as the development of membership registrations as the key performance indicator for the development of Servas.

Please note that SIGA 20xx must be able to vote YES, NO or ABSTAIN on a SIGA proposal.

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5. Implications on SI Statutes 2024.
Will this proposal affect the SI statutes and therefore create a need for a change in the SI statutes?
No

The SI Statutes are accessible on the internet here:
https://servas.org/administration-archive

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6. Brief description of the reason for your proposal.
The motivation must contain a clear description of the benefit of this proposal for the Servas community; its member groups, individual members and Servas International as an international non-governmental organisation.

SIGA 2025 should approve this motion because (one or more motivations):

There is great potential in the further development of the Servas website and the online database. Improving and upgrading the international website to the current standards of websites for international organisations 'with a mission' will increase considerably the number of new members, increase the growth of Servas, and especially increase the entry of young members.

However, the applicants of this motion do not wish to prejudge the results of the survey - the following proposals are therefore subject to major reservations:

SOL 2.0

A big portion of Servas members (even of Servas interviewers) is not able to work properly with SOL. This fuels uncertainty and scepticism towards Servas, which is very unfavourable for an organisation whose core value is trust. Measures to correct that could be:

- reducing the variety and complexity of features (e.g. roles)
- reinforcing the completeness of essential data
- help texts

- how-to-videos for the typical use cases.

Informative sections of the website

- Focussing on the key purpose of Servas e.g. "indiviual travelers who seek meaningful cultural exchanges and believe in the power of human connection to foster world peace. They are curious, socially conscious individuals who value immersive travel over superficial tourism.
- defining 3 or 4 target personalities ('characters') e.g.
  o <u>Young person (17)</u> with great interest in improving language skills in host families with children of the same age. Parents are concerned that the outward and return journey works and that their child receives sufficient attention during her/his SYLE stay.
  o <u>Female student (24),</u> low budget travel experience, socially conscious, concerned about female solo traveler safety. Stayy in contact with other Servas members of the same age via Whats App groups
  o <u>Family (he: 45, she: 60, child: 10),</u> travling with train and bicycle, not liking corporate hotels, not liking camping sites, searching like-minded families and "slightly" different cultures hosts in neighbouring countries.
  o <u>Couple (he: 65, she 60),</u> Traveling with a camper within a radius of 3000 km and a lot of time. Searching for enriching experiences that exposes them to different cultures. At home they they love their job as Servas interviewers.
- define key content themes (SYLE, budget travel, cultural exchange, safety for solo female travelers, family travel).
- checking the individual pages for clarity, consistency, and effectiveness.
- Modernize the imagery and use sliders for a dynamic presentation.
- Simplify English language style for non-native speakers and increase comprehensibility SEO optimization for terms like "budget cultural travel," "safe solo travel," and "affordable immersive travel" which communicate the Servas values
- Increase the visibility of the national Servas groups
- Define pages / sections for the typical use cases defined by the characters, e.g.
  o Youth & language learning
  o Budget travel & backpacking
  o Family travel & cultural exchange
  o Long-term active senior travellers & broad horizon

Content from the Servas Groups:
- Give Servas groups write permissions to announce events.
- To do this, the responsible members are given specific access rights to "their" parts of the site.

User generated contents
- Service to find travel partners
- #MySYLEJourney to encourage past SYLE participants to share their experiences
- #MySERVAS to report traveling experiences.

Members sections of the website

The pages that are not publicly accessible to members fulfil other functions, such as
- Minutes and documents
- Statistics
- international projects and working groups
- upcoming events
- 'Jobs page' where ExCo (always) and Servas groups (if they wish) publish their vacancies (voluntary and other)
- etc.

Application process

If Servas wants to grow and especially wants to increase the entry of young members, improving the application process is crucial.

- Rearranging the application form in a user-friendly way
- Transparent information about cost of membership in the Servas group in the country of residence
- Transparent information about terminating the membership.

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7. IF budget implications
Describe what financial resources are needed to accomplish the aims of this motion. Use the money currency Swiss francs, which is the currency used for SI's budget: - One-time costs are estimated between 6 and 8 k CHF for 2 years (2026-2028), e.g. for professional consulting - Recurring costs for controlling tools (better than Google analytics): some 300 CHF per year.

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8. Other resources needed -- time, experts with specialist competences or knowledge or other human resources.
- The members of the Content & design team have to engage in the process.

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9. Proposed timeline/timetable for accomplishing the aims of the proposal?
The proposed action should ideally: ● Start on this date: Year-Month-Day. 2025-12-01 ● Be accomplished on this date: Year-Month-Day … 2027-09-30 The person(s) or group(s) will report the results of this motion to SI Exco.

10. Which person or persons writes/write this motion and is/are responsible for the proposal?
Name/names: Arne Schäffler ServasOnline registration ID/IDs: xxxxx (you find it in your ServasOnline profile on servas.org) Functions/titles in Servas: Nat. Secr. Servas Germany **Contact information** Email address/adresses: as@servas.de Mobile number/numbers (Signal, WhatApp etc): +49 175 7290003 If applicable: Other communication channels:

11. Who or which group will be responsible for accomplishing the aim/aims of the proposal in this motion? (SI committee, SI Team, SI member group or Servas individual member/members.

12. SI Exco comment on this motion
Date: 20xx-MONTH-DAY How it works:

For Minute Taker Use Only:

13. Amendments (Passed or defeated)