



Policy Plan 2020-2021

35th Board of CHEOPS

1. Preface

Dear reader,

This is the policy plan of the 35th board of CHEOPS, Study association of the Built Environment. This policy plan provides you with our ambitions on developing the association actively, in the form of a vision and important goals that we aim to reach the upcoming year.

For the last few months, we have been working on creating this policy plan and on all the preparations for the upcoming year. We could not have done this without the help of the Advisory Council and the 34rd board of CHEOPS. Therefore we want to thank the members of both parties for giving us helpful and inspiring advice.

We will start the new year with a lot of energy and enthusiasm and we hope that you are as excited as we are. So enjoy reading our plan and hopefully see you soon at one of our activities or at the CHEOPS bridge.

Floor de Jonge
Romy Groen
Job Jansen
Quirine Heijnen
Tom Bormans
Janus Blom

Chairman
Secretary / Vice-Chairman
Treasurer
Commissioner of Education
Commissioner of Professional Relations
Commissioner of Public Relations

On behalf of,

The 35th board of CHEOPS, Study association of the Built Environment,
Eindhoven 26-08-2020



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3. Introduction

This yearly policy plan describes the goals of the 35th board of CHEOPS in the lustrum year 2020-2021. In this plan, an elaborate description of the yearly goals of the study association is given, accompanied by the ideas and means to realize these goals. The policy plan is a supporting document that provides the board and the members of CHEOPS with a clear insight into what the goals are for this year.

In the academic year 2016-2017, a long-term policy plan has been created by the 31st board, with the help of the members of CHEOPS. The CHEOPS Vision and Strategy Document describes the goals for the association stretching over multiple years. This document provides the basis for the policy plan for every CHEOPS board and is therefore included in this document. Every board has a different vision for their year and will work on their yearly goals in their own way. In order to get more insight, it is advised to read the document before laying eyes on the policy plan of the 35th board.

Our vision, *Attraction through Connection*, is defined in the fourth chapter. In order to realize this vision, the following policy plans have been set up: “Branding of the Association”, “Expanding by Digitalisation”, and “Improving Internal Collaboration”. This is done with the extra workload, caused by the lustrum and the uncertainty surrounding the measures against COVID-19, in mind. The goals are elaborated in the fifth chapter. This document will also include an introduction of the board and a division of tasks and committees.

4. Vision | Attraction through Connection

CHEOPS is an association for students, by students. The connection and collaboration with members as well as with external parties is essential to the success of CHEOPS. These interactions are crucial and are part of the core qualities of CHEOPS, which can be found in the Vision and Strategy Document. Interaction between CHEOPS and her members happens through different media and activities, but the coming year it will happen mostly online. In order to create the connection and collaboration with members and other parties, CHEOPS should be transparent in her functioning, and the benefits CHEOPS has to offer should be clear and easy to access. The aim of the policy is to expand the audience of CHEOPS and realise *Attraction through Connection*.

The goals of the 35th board focus on creating and strengthening the connection with members. This will be achieved by creating awareness of what CHEOPS is and what CHEOPS is capable to do. To achieve this, three goals are determined. "Branding of the Association" focuses on the branding of CHEOPS and creating clarity towards external parties regarding what CHEOPS has to offer. "Branding of the Association" aims to improve the image of CHEOPS and her visibility. "Expanding by Digitalisation" concentrates on the expansion of the reach of CHEOPS. "Improving Internal Collaboration" aims to improve the clarity of internal matters of CHEOPS and communication between bodies of CHEOPS. These goals together should ensure connection to the members of CHEOPS.

These goals will be achieved by experimenting with and evaluating new ways of promoting CHEOPS whilst tying these ways to the conclusions from previous boards. Afterwards, this will result in an improved connection with members.

5. Goals

5.1 Branding the Association

This policy point is focused on the marketing of CHEOPS. One crucial aspect of an association regarding this, is having people know what the association does and what it stands for. Especially due to COVID-19, the importance of connecting with members and focusing on the way CHEOPS is promoted becomes very important. In addition, over the last few years, the competition from other associations and student teams has become bigger. It is therefore even more crucial that the members of CHEOPS know what CHEOPS does and what she can mean for them. The upcoming year forces us as a board and the association to look for different ways to operate, it is the right time to look at what CHEOPS is and how this is communicated.

Improving the awareness of what CHEOPS has to offer, and how it is helpful for the development of all her members will strengthen the connection between one another. The members will know that CHEOPS is largely integrated into the education system of the faculty and with the feedback from its members, CHEOPS can exert a major influence on this system. Furthermore, CHEOPS also has an extensive network of companies. These companies can offer students internships and job opportunities, which can be of great value for many of the members of CHEOPS. Additionally, it should become more clear that being a member of a committee of CHEOPS helps develop soft skills, such as a team player attitude and openness to feedback. On top of this, more awareness should be created in skills members gain from participating in activities, such as learning a software programme. For all the reasons mentioned above, it is important to improve the awareness of these attributes, creating a stronger connection between CHEOPS and her members.

One focus point of this policy point is communication with members. This includes what and how to communicate. The goal is to provide the correct and clear information to members. In order to reach this goal, small updates on important developments or useful information will be shared in, for example, the Newsflash. Furthermore, multiple social media are used for sharing this information. During the year, other means of communication towards the members will be explored

and reviewed. This is to see how the various personas, created by the 34th board, can be reached best, and what information can best be shared. This way old and new types of communication are used and will be revised and adapted where necessary. For example, the content and presentation of the Newsflash will be changed in a way that it will be a better fit for the existing members.

Another focus point is the marketing of the association herself. The 34th board of CHEOPS has made a promotion and media strategy for events of CHEOPS. This document will be used and further research will be done on how the branding and marketing of CHEOPS should be done. Different forms of branding will be explored and revised. This is mainly important for having a stronger position in the competition from other associations and student teams, as well as for the professional position towards possible partners.

At the end of the year, CHEOPS should be well-known for all its functions and possibilities which she has to offer her members and external parties. Members will receive information in the way that turns out to be most suited. On top of that, they will be more involved in CHEOPS as they have a better understanding of what they can benefit from CHEOPS. Finally, at the end of the year, the right way of branding CHEOPS and the right way to compete with other parties will be found.

5.2 Expansion by Digitalisation

Due to the restrictions for the spread of COVID-19, almost all of the activities in the last couple of months had to be organized online. It could be the case that this will remain throughout the entire upcoming year and possibly longer in the future. It is important for an association as CHEOPS to keep offering activities to its members, both initiated by the committees as well as by the board. This way the connection between CHEOPS and its members will remain strong. However, this policy point will not only be used as a temporary solution to this problem. It is also created with the purpose of broadening and improving what CHEOPS has to offer for its members and other parties, such as companies, in the long haul. This is in line with the second target of the Vision and Strategy document: "All activities are well-visited". The main goal is to expand the audience by digitalization. By having activities available not only on campus but also online, members that are unable to be physically present at the campus are still able to participate in the activities. The goal of this policy point is divided into multiple executions, all with a different angle of approach. These strategies are elaborated below.

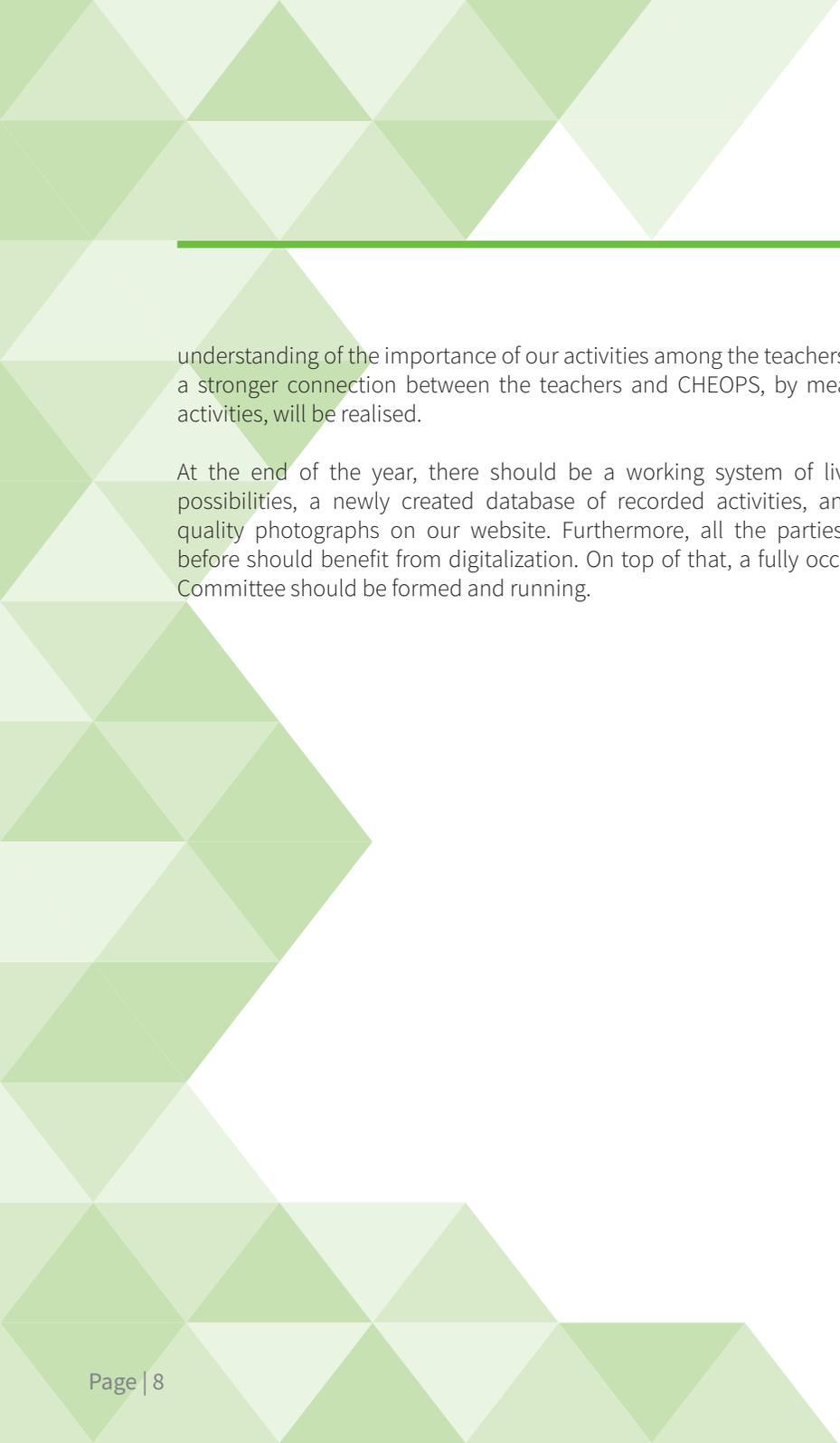
The measurements against COVID-19 lead to a smaller audience in real life. For our sponsors and companies, it is important to have a big audience present at the activities. Live-streaming events and lunch lectures which then will be made available afterwards is how this larger audience will be reached. These lunch lectures and activities will be streamed live and, if companies allow it, afterwards collected on the website and/or the YouTube channel. This part of the website and the YouTube channel will be available primarily for CHEOPS members and teachers and will be used to create a database of our recorded activities and lunch lectures. The goal is to have 100% of the course-related activities recorded live-streamed, provided that the right equipment is available. Large activities, such as the Lustrum Symposium will be live-streamed as well.

Another important goal is to make better use of the activities that already have been organized online and learn from that. As seen in the previous year, some activities are actually quite amusing to host online, such as a pub quiz. This new way of providing activities will ensure the relation between CHEOPS and the members.

The ultimate goal of this policy point is to create a larger range of activities for the members, varying from online to offline activities. Furthermore, online activities should be promoted and encouraged as good options or alternatives for committees. At the beginning of next year the online activities that have been organized will be evaluated. The options for and experiences with online activities will be added to the committee scripts. At the end of the year another evaluation will take place of all online activities that have been organized during next year.

Taking high-quality photos and creating useful documentation of activities is also extremely valuable. It is beneficial for multiple parties, as for example members, who can look back at past activities, or for companies who can use high-quality pictures for promotional purposes. The quality of the photos must be improved to create a more professional appearance, which is in line with the vision of the 34th board. With this goal of this policy point in mind, a new committee will be created, which will be named the Media Committee. The Media Committee will be responsible for taking photos and making videos during large events and will aid in making sure that the live-streams will be recorded and placed on the website. This committee will result in the professional appearance that is desired and will help in creating a valuable high-quality database of recorded activities.

Finally, with this policy point, a new first step towards a better connection with teachers can be taken. Recording and digitizing activities can be beneficial for teachers as well. The teachers will be involved in making a selection of what activities can be of use for courses. Later on, they can refer to the website on which these activities can be found or they can use the recorded material in their lectures. In addition, after a brainstorm with interested teachers, a decision will be made on what activities would fit their demands best. The goal is to have an overview of selected activities ready to use and possibly implement it into activities this year. The Teacher Network Brochure will be renewed and refined. The information about the new possibilities that will be created with the digitalization of events and activities will be added to this brochure. This can be seen as an improvement in the involvement of teachers in organizing activities and can create a better



understanding of the importance of our activities among the teachers. As a result, a stronger connection between the teachers and CHEOPS, by means of these activities, will be realised.

At the end of the year, there should be a working system of live-streaming possibilities, a newly created database of recorded activities, and improved quality photographs on our website. Furthermore, all the parties mentioned before should benefit from digitalization. On top of that, a fully occupied Media Committee should be formed and running.

5.3 Improving Internal Collaboration

Last year, the 34th board evaluated different categories of the targets in the Vision and Strategy Document. One of the evaluations was on the internal structure. It was evaluated how members, committees, boards and advising councils are aware of their collaboration and contribute to CHEOPS and its long term policy. From the evaluation, it followed that bodies like committees and advising councils are not aware of their role within the internal structure. Furthermore, active members and students are not always aware of the value of joining a committee or attending an activity. In order to improve this, the long term plan will be clarified, as well as how members, committees, boards and advising councils contribute to the continuity of CHEOPS as an association. This will result in more involvement of all active members and a better understanding of what is going on at CHEOPS. The goal of this policy point is to get everyone on the same page and heading in the same direction towards a better and clearer collaboration. In order to achieve this, the following steps will be taken.

The target group for this policy point will be divided into two groups who each will have different actions. These groups will be the group of the active members and the group of old-board members in advising councils.

For the active members, in the first committee meeting of the year and during the committee function training, the responsible board member will explain what CHEOPS is, what it does and how it functions. A short piece about CHEOPS will be added to the scripts of the committees. Next to that, the board will host an activity called “How to GMM?” in September. On top of that, to keep the active members involved over the year, at least one committee member of all committees is expected to attend the GMM. This way the committees will stay up to date to the latest developments of CHEOPS.

When it comes to the old-board members in the advising councils, the discussion about “what is their role within the long-term policy” will be held. Also, the scripts of the committees will be reorganised, internal documentation, such as History of Goals and Achievements will be restructured, and a clear overview of internal documents will be made. Furthermore, documents on the collaboration between

bodies such as the Advisory Council, the Audit and the board will be made.

With all these actions, the collaboration within CHEOPS should improve. Transparency will be created throughout the association, where active members know they can make use of CHEOPS and how they can benefit from CHEOPS. Furthermore, a more extensive evaluation is done and documentation of the Advisory Council and the Audit is made.

6. Board

6.1 Chairman

Name Floor de Jonge
Date of Birth 20-01-2000
Place of Birth Eindhoven



‘The Chairman is responsible for keeping an overview of everything that happens within the association. The Chairman keeps track of the agenda of the board and on the policy progress of the association. Moreover, the Chairman is responsible for initiating and leading the board meetings and the General Members Meetings. The Chairman should also be able to support and help board members. Finally, the Chairman should represent the board and act as the representative of the association to external parties.’

At first, the function of Chairman seemed a bit daunting to me. You are the main contact point for a lot of different parties. However, after I got acquainted with all the different tasks of a Chairman, I found out that it was a lot about teamwork and helping others. That was the main reason I went for this particular function. It suits me to be responsible for the whole team, as well as I like being involved with a lot of different disciplines. I am therefore very excited to be the Chairman of the 35th board next year.

I was born in Eindhoven, but most of my life I have lived in Helmond. During my youth I have always had interest in a lot of different disciplines. The choice for the Built Environment was therefore not easily made. It was only after living in the United States and taking courses in Architecture that I knew that this was the right study for me. Eindhoven has always been the city I knew best, but CHEOPS made me feel even more at home when I started. I am looking forward to give something back to CHEOPS, as it has been so educational and fun for me.

6.2 Secretary / Vice-Chairman

Name Romy Groen
Date of Birth 29-12-1999
Place of Birth Haarlem



‘The Secretary/Vice-Chairman is the right hand of the Chairman within the board. The Secretary/Vice-Chairman takes care of the minutes of the board meetings and General Members Meetings, of the incoming and outgoing post and is responsible for the members administration. Besides this, the Secretary/Vice-Chairman coordinates the publicity within the association.’

From the beginning of the ‘becoming a board process,’ I already hoped I would become the next Secretary/Vice-chairman for CHEOPS. The role of being the helping hand for my fellow board members when necessary is something that really suits me and is something that really attracts me to this role. I am looking forward to conquering the challenges that this difficult year will bring and making CHEOPS an even better association. I believe we make a great team and can accomplish great things together.

During high school, I dreamed of becoming a helicopter pilot for the airforce or joining the army to become an officer in the field of building technique. Sadly I did not make the cut. I decided that a gap year wasn't for me and so ended up in Eindhoven studying Built Environment. I took the chance of doing something that seemed to combine my creative and technical side. The bachelor fits me perfectly, mainly due to CHEOPS and the people I've met through the association, I know this is just the place for me. I started at the faculty party committee in my first year and joined the SkyBar!Underground committee in my second year. These committees offered me great opportunities. As a board member, I hope to create the same environment and the same amazing opportunities for all members.

6.3 Treasurer

Name Job Jansen
Date of Birth 25-02-2000
Place of Birth Oss



‘The treasurer is responsible for the financial affairs of the association and monitors and checks the finances of committees, sub associations (and podia). Next to that, the Treasurer gives the General Members Meeting insight in the financial situation of CHEOPS.’

From the moment I joined CHEOPS as an active member, the function Treasurer has been appealing to me. The structural side of the function allows me to develop other personal learning goals, such as becoming more assertive.

With the responsibility over the finances of CHEOPS and fact that I have to defend my decisions regarding the finances, I am sure I can prosper on this goal.

I was born and raised in Oss, a city in between ‘s Hertogenbosch and Nijmegen. My childhood involved a lot of Lego’s and interest in design. This led me to follow the technical path of my high school system. By the time I had to make a study choice, I had no clue what I wanted to study. After some obstacles and revisions, I landed my decision at the TU/e. I wanted a study where I could combine the two things I find most interesting; creativity and technicity, this led me to the Built Environment. In my first year here, I became an active member of CHEOPS, I joined the Introduction Committee. This experience was so exciting and fun that I decided to expand my career at CHEOPS. I initiated Schneeops 2020, joined the SkyBar!Underground and the Lustrum Challenge. Thus far my career at CHEOPS has been extremely fun and educational. I think becoming the 35th board of CHEOPS is going to be even more exciting.

6.4 Commissioner of Education

Name Quirine Heijnen
Date of Birth 26-10-1999
Place of Birth Utrecht



‘The Commissioner of Education (CO) regulates everything within the association that has something to do with education. The CO supervises education consultations and represents the students of the department of the Built Environment in meetings within the department and university. The CO also follows the current state of affairs in the field of education and communicates this to the students.’

In my function, I see myself as the person that represents the opinions of students of our department. Therefore, my main goal is to help the students. I will be able to do this, by talking to the department and university. As CO I will join a lot of meetings, this will also help me to improve my own professional skills. I hope that I will learn how to give more input into meetings and therefore improve our education.

I was born in Utrecht, but I lived almost all my life in Velp which is close to Arnhem. I really struggled with what I wanted to study. I was interested in everything, yet nothing seemed interesting enough. In the end, I chose for the Built Environment because it is such a broad study. So, when I started, I still was not certain of my choice. CHEOPS has helped me discover a lot of new parts of myself on professional and social level. By improving my skills in committees like the Introduction, Chepos and Lustrum Symposium, I found more and more what interested me. I hope that next year, I can discover my interests together with you in the P-council, B-council, M-council, BID- and Gala- Committee!

6.5 Commissioner of Professional Relations

Name Tom Bormans
Date of Birth 11-09-1997
Place of Birth Almere



‘The Commissioner of Professional Relations (CVR) is responsible for maintaining and improving the network of course related contacts of CHEOPS. The CVR also coordinates and guides the course related contacts of the different committees of CHEOPS and follows the state of affairs in the field of course related activities to monitor the quality of these activities. The CPR establishes and maintains the relations of CHEOPS, the CVR organizes the activities with the external parties.’

This year, I’ll be the CVR of our lovely association. In this function, it will be my duty to set up and manage many if not most of the activities CHEOPS will organize in the coming year. It will be my concern to provide all the options needed for the students to develop themselves in both personal and professional ways, and help them orientate within everything the Built Environment has to offer.

Despite being born in Almere, since age 7 I lived in Weert, so in that way, I feel more like a Limburger than a Flevolander. Despite not being very active in my first years as a Built Environment student, I got involved with CHEOPS more and more as time progressed and I can sincerely call it ‘home’ now. Having finished my bachelor two years ago, I’m now studying the Human Technology Interaction master at the faculty IE&IS. Being totally at my place study-wise, socially I’m still very connected to CHEOPS. So, make no mistake, CHEOPS is in my heart more than ever. I’m very committed to making the most out of the coming year together with CHEOPS. Let’s see what this year will bring!

6.6 Commissioner of Public Relations

Name Janus Blom
Date of Birth 01-10-1998
Place of Birth Amsterdam



‘The Commissioner of Public Relations (CPR) is responsible for the maintenance and improvement of contacts with companies, institutions and media, regarding acquisition of sponsorships and publicity. The CPR is also responsible for the coordination of acquisition and media contacts of committees. The CPR establishes and maintains the relations of CHEOPS, the CVR organizes the activities with the external parties.’

In the upcoming year, I’ll be CPR of our association. In this role I look forward to maintain our valuable contacts within the profession and connect with new partners. The appearance of CHEOPS towards all our partners matters greatly, therefore I will do my best to convey our interests in the best possible way to them. Personally I really look forward to this social aspect this function allows me to fulfil, since it is an aspect in which I would like to grow during my board year.

I was born and raised in Amsterdam, where I lived until I went to Eindhoven. As a kid I always wanted to become either an architect or a famous painter, luckily one of the two can still happen. I came in contact with CHEOPS during my first year in the third quartile. My first committee was the Introduction Committee, which takes care the Built Environment side of the introduction week. This committee was a lot of fun and I made good friends. After that I did and still do the Central Lustrum Committee, or in short the CLC. This committee taught me to become more independent and showed me how a time-consuming committee goes to work. I am very grateful that I joined CHEOPS and I hope we can make you feel grateful at the association as well.

7. Division of Committees and Services

Floor de Jonge
Romy Groen
Job Jansen
Quirine Heijnen
Tom Bormans
Janus Blom

Chairman
Secretary / Vice-Chairman
Treasurer
Commissioner of Education
Commissioner of Professional Relations
Commissioner of Public Relations

Board Transmission Committee (BTC)

Joep Dirx
Jesper van Duijnhoven
Koen Verspaj
Britt van de Laar
Nienke Luijten
Gijsbert Ebberts

Chairman
Secretary / Vice-Chairman
Treasurer
Commissioner of Education
Commissioner of Professional Relations
Commissioner of Public Relations

Advisory Council (AC) - Floor de Jonge

Niels Dusseldorp (Chairman AC)
Neeltje Voeselek
Jelle Versteeg
Alissa Los
Romee den Boer
Amy Hendriks
Anne Offermans
Dennis Andreoli

Commissioner of Public Relations
Chairman
Treasurer
Secretary / Vice-Chairman
Secretary / Vice-Chairman
Treasurer
Commissioner of Education
Chairman

Audit - Job Jansen

Merel van Hooren
Amy Hendriks
Stijn Aernouts
Koen Verspaj
Joep Dirx
Thom Bindels

Treasurer
Treasurer
Treasurer
Treasurer
Member
Member

Other Councils

Floor de Jonge
Romy Groen
Quirine Heijnen
Quirine Heijnen
Quirine Heijnen
Quirine Heijnen
Quirine Heijnen

Federation of Study Associations Eindhoven
Federation of Study Associations Eindhoven
Program Committee
Student Advisory Council
Joint Program Committee
Monitoring Group Bachelor College
Monitoring Group Master

34th

34th

34th

34th

34th

34th

Course Related Committees

33rd

30th

30th

31st

32nd

32nd

32nd

33rd

Educational Committees

31st

32nd

33rd

34th

Quirine Heijnen

Quirine Heijnen

Quirine Heijnen

Leisure Committees

Romy Groen

Job Jansen

Floor de Jonge

Janus Blom

Quirine Heijnen

Activity Committee

Magazine Committee

Lecture and Debate Committee

Small Trip Committee

Large Trip Committee

Contest Committee

Propaedeutic Council

Bachelor Council

Master Council

Leisure Committee

SkyBar!Underground Committee

Plugged Festival Committee

Introduction Week Committee

Introduction Camp Committee

Facilitary Committees

Job Jansen
Romy Groen
Janus Blom

Do It Yourself Committee
Promotion Committee
Media Committee

Lustrum Committees

Janus Blom
Floor de Jonge
Romy Groen
Job Jansen
Quirine Heijnen
Tom Bormans

Central Lustrum Committee
Lustrum Symposium Committee
Lustrum Exhibition Committee
Lustrum Challenge Committee
Lustrum Gala Committee
Lustrum Party Committee

Services

Quirine Heijnen
Job Jansen
Floor de Jonge

Booksale
Exploitation mobile beertap and SkyBar!Underground
Career Resources

8. Changes Compared to Last Year

8.1 Committee Approach

Since the upcoming year will be different than other years, we initiate a change in the approach of some committees. These changes are initiated because of the uncertainty of the coming year with regard to the possibility of organising, as well as an evaluation done by the previous board. It will mostly entail a change in the approach or starting point of the committee.

Activity Committee

Previously: Activity Committee and Orientation Committee

In the last year, the Orientation Committee faced a few problems. Since the only fixed task of the Orientation Committee is to organise the BAU-excursions, the committee struggled finding additional activities for the remainder of the year. Next to that, CHEOPS has to adapt to a new situation due to COVID-19. It is expected that it will be harder to reach (new) members, and that it will be harder to get enough active members to fill all the committees. Therefore, it is decided to merge the Activity Committee and the Orientation Committee again to give the committee a very clearly defined function.

Leisure Committee

Previously: Party Committee

Due to the restrictions imposed because of COVID-19, organising four faculty parties this year might not be feasible. Therefore, the committee will come up with alternative activities, be it off- or online. Since the faculty parties will not be the core task of this committee, it was decided to rename this committee to Leisure Committee instead.

Lecture and Debate Committee

In celebration of our 7th Lustrum, a symposium will be held by the Lustrum Symposium Committee. Having a Lecture & Debate Committee parallel to this committee is obsolete and might even interfere with it. We do however support such a committee, so it is decided that the Lecture & Debate will also start after the second promotion week, as a follow-up committee of the Lustrum Symposium Committee. It is expected that people in the Lustrum Committee who want to

continue with organising these types of events will join the Lecture & Debate Committee, as well as (new) people who were enthusiastic about the Symposium.

Small Trip Committee

Given the uncertainty surrounding the measures caused by COVID-19, it was decided that the Small Trip Committee will start in the second half of the year, after the second promotion week. Since the measures taken by both the government of the Netherlands and those of foreign countries will make it hard to plan this trip in Q1 already. Since the usual set-up of the small trip allows for great flexibility (within Europe, only 2 or 3 nights), we believe having the committee started in Q3 will be tough, but definitely doable and an advantage compared to starting in Q1 already.

Media Committee

In line with our policy plan "Expanding by Digitalisation" the Media Committee will be formed. This committee will be responsible for taking photos and making videos during large events and will aid in making sure that the live-streams will be recorded and placed on the website. More explanation and argumentation can be found in the policy goal "Expanding by Digitalisation".

Lustrum Gala and Lustrum Party Committee

As you all might know, the Gala and Vertigo Party of the 7th Lustrum will not be in its original form due to restrictions caused by COVID-19. Since we are still really excited by the original idea, the committees will restart after the second promotion week. The events will take place in november 2021 and will conclude the 35th year of CHEOPS.



Appendix A

9. CHEOPS Vision & Strategy Document

Version September 2, 2020

Contents

Planning Pyramid
Vision Tetralogy of CHEOPS
Targets of CHEOPS
Goals per year
Year Policy

Planning Pyramid

Daily

Weekly

Per Quartile

Yearly

3-5 Years

Forever

Forever

Schedule

Actions

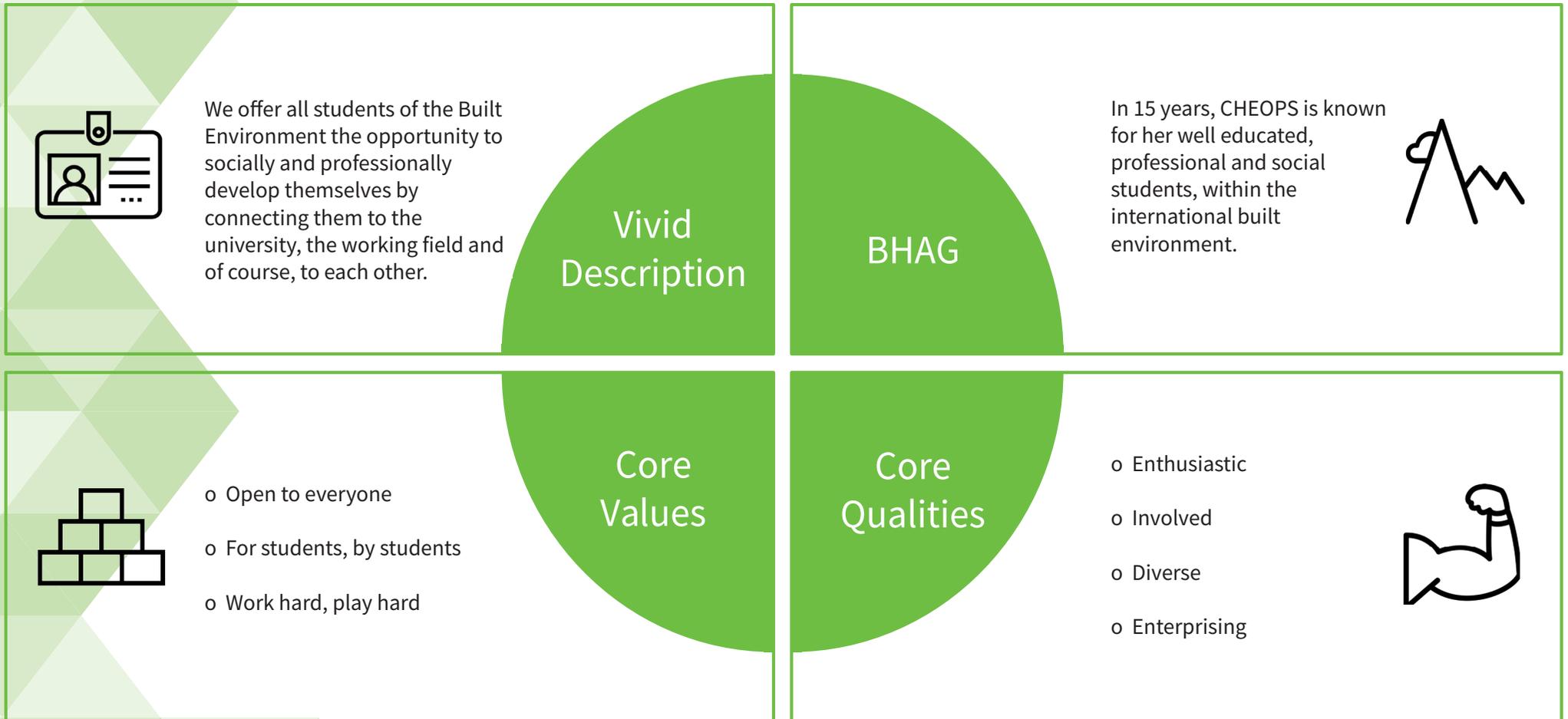
Goals

Targets

Why / Vivid Description

Core Values

Vision Tetralogy



Core Values & Qualities

- o Open to everyone
- o For students, by students
- o Work hard, play hard
- o Enthusiastic
- o Involved
- o Diverse
- o Enterprising

- CHEOPS is open to all students; bachelor and master and active and non-active members. We are open for questions, tips feedback and improvement. The students of CHEOPS are open minded, open to experiencing new things and meeting people.
- Everthing CHEOPS does, is done for and organized by her students.
- Collaboration is a vital aspect of CHEOPS, both within and apart from the study. In addition, having fun and socializing is an important aspect that should go hand in hand with the serious matters.
- CHEOPS members are enthusiastic and they can enthuse, motivate and stimulate others.
- CHEOPS, as well as her members, is involved with her students, their education and with the Built Environment.
- CHEOPS is there for the Built Environment students of all different years and disciplines. CHEOPS has a wide range of sub-associations and committees that operate in different fields and offer a diverse program of social and professional activities, to hand students the opportunity to both specialize and broaden their view.
- CHEOPS members take initiative, are active and are not scared to try new things.

Targets

2014

2020

Target 1

- i. Clear and complete policy
- i. Clear information structure
- p. Regional network Built Environment
- c. Drinks attended by diverse public

2020

2023

2026

Target 2

- e. Clear and popular evaluation system
- p. Working CHEOPS Teacher Network
- c. All activities are well visited
- f. National news with prestige project(s)

Target 3

- i. Synergy CHEOPS and the sub-associations
- e. Known for good education and satisfied students
- p. National network Built Environment
- p. Big and effective alumni network

2026

2029

2032

Target 4

- i. The board only has a management task
- p. International network of study associations and universities within the Built Environment
- f. Event with international fame

BHAG

- a. Top 10 of built environment studies in the world
- b. International network Built Environment
- c. All students want to be part of CHEOPS and show that actively
- d. Yearly in the news with prestige projects

Targets - Explanation

Categories

The sub-targets are divided in 5 categories:

- c. Community
- e. Education
- f. Fame
- i. Internal
- p. Professional & Network

Fame (f)

Target 2:

- CHEOPS is in the national news with one or more amazing prestige project(s).

Target 4:

- CHEOPS organizes an event with international fame within the built environment

BHAG reached if:

- At least every year, CHEOPS is in the news with prestige projects.

Community (c)

Target 1:

- The CHEOPS drinks are visited by a diverse and big group of active students, non-active students and staff.

Target 2:

- Without effort, all CHEOPS activities are visited by at least 70% of the maximum capacity with a mixture of active and non-active members.

BHAG reached if:

- All built environment students want to take part in committees and activities of CHEOPS and are proud to show that they are a member.

Internal (i)

Target 1:

- CHEOPS has a clear policy and all CHEOPS bodies are aware of their role in this:

- Long term plan: vision and strategy document
- Policy to secure continuity in finance, activities and contacts
- CHEOPS has a clear information keeping structure:
 - Archiving structure
 - Database for monitoring activities
 - Scripts and evaluations of all activities / bodies

Target 3:

- CHEOPS and the sub associations work together in an effective and efficient way. The structure is effective and known and appreciated by all students of the built environment.

BHAG reached if:

- The board of CHEOPS is only occupied with management tasks and not with practical things that committee members can also do. The structure is efficient and effective.

Education (e)

Target 2:

- The department and CHEOPS together have an evaluation system that works well and is known by all students. Students see the importance and a lot of them want to take part in the system.

Target 3:

- The Department of the Built Environment of the TU/e is widely known for its good education and satisfied students. Many students want to study here for the good education and great education supporting activities.

BHAG reached if:

- The education at our department is excellent and it is in the top 10 of built environment studies in the world.

Professional & Network (p)

Target 1:

- CHEOPS has a regional network of companies and educational institutions within the built environment.

Target 2:

- CHEOPS has a working CHEOPS Teacher Network:
 - Lots of teachers visit CHEOPS activities
 - Half of the CHEOPS activities are promoted/ supported by a course

Target 3:

- CHEOPS has a national network of companies and educational institutions within the built environment.
- CHEOPS has a big and effective alumni network where a lot of alumni take place in and with which CHEOPS cooperates a lot.

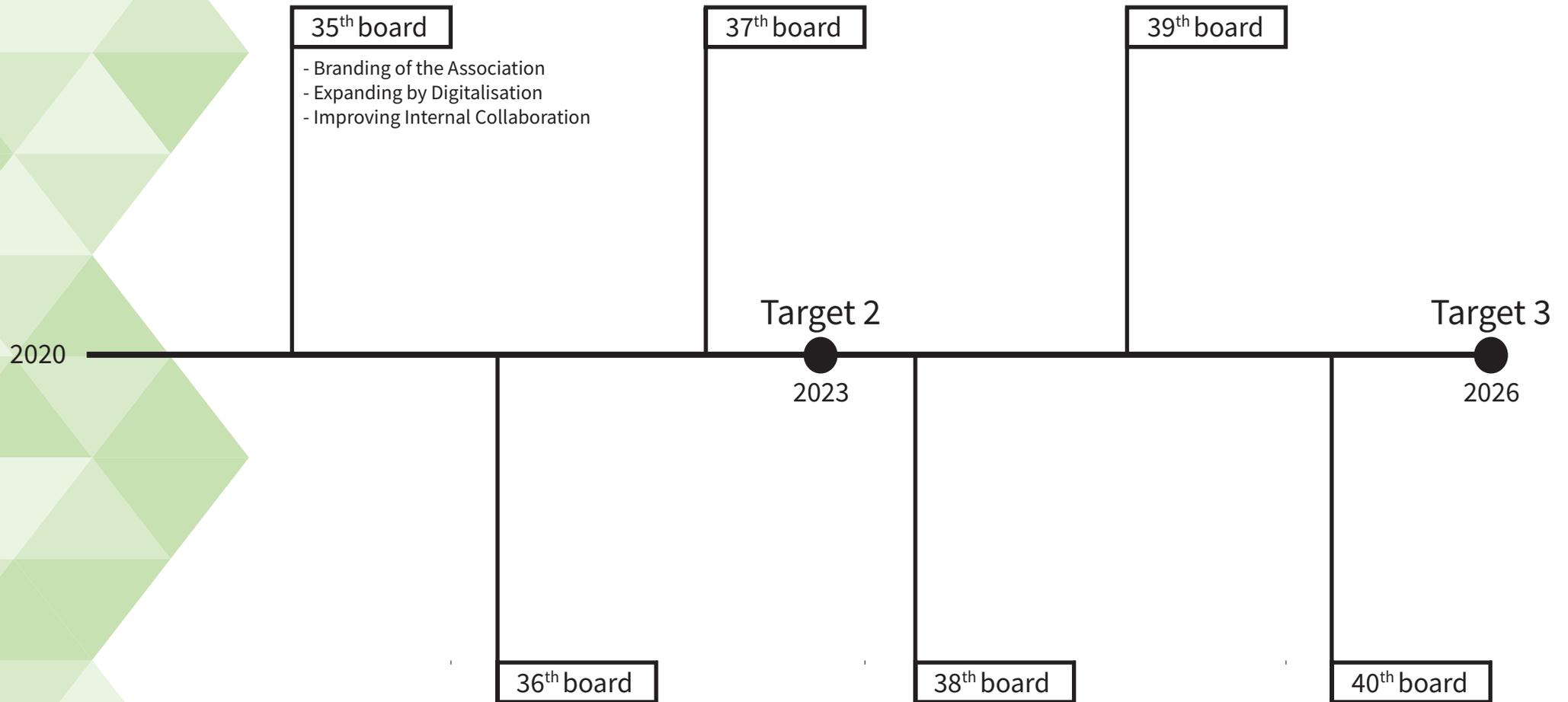
Target 4:

- CHEOPS is part of a working international network of study associations and universities within the built environment.

BHAG reached if:

- CHEOPS has an international network of companies and educational institutions within the built environment.

Goals



Note: the explanation of the initial goals, achievements, conclusions and reflections of the policy plan of every board is collected in the document 'History of goals and achievements CHEOPS' and needs to be updated by the board every year. Location: CHEOPS board workspace > board > policy plan > CHEOPS Vision & Strategy.

Year Policy

35th board

Goal 1: Branding of the Association

Improving the awareness of what CHEOPS has to offer, and how it is helpful for the development of all her members, will strengthen the connection between the association and the members. It is therefore increasingly important to invest in the marketing of CHEOPS and to make sure this is done the right way. This year is the perfect opportunity, as the visibility and marketing of the association has to be done in a different manner. At the end, CHEOPS should be known for all the possibilities that it can bring and CHEOPS should be a concept that other parties are interested in to get involved with.

Goal 2: Expanding by Digitalisation

The activities of CHEOPS are of great value to the students of the Built Environment. It is very important for CHEOPS to keep offering activities to the students, both initiated by the committees as well as by the board, especially the upcoming year. This way the connection between CHEOPS and its members will remain strong. The policy goal is also created with the purpose of broadening and improving what CHEOPS has to offer for its members and other parties - such as companies - in the long haul. The main goal is to expand the audience of CHEOPS by digitalization. To ensure this, the activities and events will be digitalised.

Goal 3: Improving Internal Communication

Investing in involvement and collaboration between active members and Supporting bodies is important with relation to the Vision and Strategy Document. As it is important for an association as CHEOPS to have a strong core and heading in the same direction, this goal is created. Transparency will be created throughout the association, where the focus is on active members and old-board members.