



# Policy Plan 2022-2023

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37<sup>th</sup> Board of CHEOPS

# 1. Preface

Dear reader,

This is the policy plan of the 37<sup>th</sup> 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 achieve 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 36<sup>th</sup> 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.

Wouter Kortleve  
Shanika Smeets  
Sofie van Stam  
Eline Karczewski  
Libby Schuilenburg  
Jonar Nikkels

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

On behalf of,

The 37<sup>th</sup> board of CHEOPS, Study association of the Built Environment,  
Eindhoven 31-08-2022



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# 3. Introduction

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This short-term policy plan describes the goals of the 37<sup>th</sup> board of CHEOPS in the academic year 2022-2023. In this plan, an elaborate description of the yearly goals of the study association is given, supported 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 in 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 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 37th board.

Our vision *durable designs* is defined in the vision chapter. In order to realize this vision, the following goals have been set up: “Further development of BEAN”, “Archiving & History of CHEOPS” and “Re-evaluating the promotion strategy”. These 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 | Durable designs

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It was found that CHEOPS has multiple topics that are not future proof. It is important for the continuity of the association and its members that these topics are taken care of. To secure long term goals of CHEOPS, adaptations should be made to CHEOPS' structure. The aim of the policy is to make CHEOPS future proof in different ways and the overall vision therefore is "Durable designs".

The goals of the 37th board focus on making the organization future proof. To achieve this three main topics have been selected. 'Further development Alumni network' will focus on continuing the development of the alumni network. 'Archiving & History of CHEOPS' aims to develop a sustainable archive and to present the history of our association so that this information does not get lost in the future. 'Re-evaluating promotion strategy' aims to improve the promotion strategy to a more sustainable standard without losing efficiency. These policy points together should make CHEOPS more sustainable for the future.

By conducting our own research, using conclusions that were drawn in previous years and build up from there, the stated goals will be achieved. In the end this will improve the sustainability of CHEOPS as a study association.

# 5. Goals

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## 5.1 Further development of BEAN

At the moment, the Built Environment Alumni Network has just been set up. However, the network has not yet reached its goals and potential, and thus needs further development. In this way alumni can keep in touch with each other and network mutually, while enjoying fun activities together and staying acquainted with the university and our department. BEAN has been set up for this purpose, but there are some key challenges ahead.

BEAN will have to be further expanded with more concrete plans for activities, finances, promotion, membership administration and its image. It will also need to be more widely known among both graduate and master students, so that we can expand the network. Making and keeping BEAN interesting for this target group is an important aspect that has to be focused on. The eventual goal is to allow BEAN to function independently, without being dependent on CHEOPS anymore. It is unlikely that this goal will be reached completely within the coming year, but steps should be taken towards this goal.

One of the long-term goals of CHEOPS is a “big and effective alumni network” by 2026. The 34<sup>th</sup> board has started working towards this goal by setting up BEAN. With this they also set a number of key points, namely; networking, broadening and connecting. By offering activities in a fun way, the turnout can increase which is desirable for the network to grow. For example, one could think of a drink or a BBQ, in order to meet with each other in an informal atmosphere, but eventually if the network has gathered enough members also something more ambitious and formal such as a symposium specifically focused on alumni, or collaborations with educational institutions. In addition, it is useful and of great importance to start working with different parties in order to expand this network, such as companies in the built environment that employ TU/e students. The best and most important way to expand BEAN is to organize multiple activities spread over the year and make the network visible for more people. The department will undoubtedly be able to help with this, but also our sub-associations can be of importance as they are often closer to the master students than CHEOPS. Therefore, from the beginning

of the year it will be the goal to involve these sub-associations, and to organize an activity together with associations from all directions with BEAN. By being present on graduation days and talking to fresh alumni the importance of the network can be made clear and new members can be gathered as well. Furthermore, two people from the current board will join Yannick and Tristan of the 36<sup>th</sup> board as the board of BEAN. In this way we can get constant feedback and work together to take BEAN one step further every time. In this way the next steps for BEAN can be developed while keeping an overview of the already built foundation of the network and organizing activities. While this is very helpful for the coming year, we will look to involve alumni in the board of BEAN for the years after. This could be in collaboration with CHEOPS at first, but BEAN should eventually function as an independent organization. A year full of visibility will help in attracting these active and enthusiastic alumni for BEAN.

A proper financial structure will have to be examined and researched. We will look at how other alumni networks approach this and how we could make members pay dues. These finances should have a convenient archive, including a system for member administration. In this way we can also easily let people register directly at activities, though the most efficient way of administration is yet to be determined. To establish this system we will have talks with the Audit and other enthusiastic members that have more experience in setting up a structure like this.

By creating more attractive activities for alumni and improving the promotion by incorporating more media like a LinkedIn strategy and involving companies, BEAN can expand and improve its image to become a well-established alumni network that is known to everyone graduating from this faculty.

## 5.2 Archiving & History of CHEOPS

The archive in the basement of Vertigo is reaching its storage capacity. Not only in terms of furniture, but also in terms of documents. Currently, there is no clear storage structure and this leads to inefficient use of the archive. This means that searching for an item could take a long time and returned items are dumped randomly. The lack of structure is maintained by the way (board) members deal with the archive. In addition to this, there are also a lot of items that no longer need to be kept. There are lots of old documents and photographs that display the history of CHEOPS, but these are just getting dusty. With the risk of the documents getting lost in a fire or another catastrophe, there should be another copy kept someplace else. For that reason, it is considered a good idea to store a digital copy of these documents. This policy point is about making the archive more durable. Meaning that old documents are digitalized for the longer run and creating a system such that the archive stays organized. The goal of this policy point is to take steps towards a more sustainable archive and making the archive uncluttered. It consists of two parts: the digitalization of documents and creating a new structure in the storage.

To create a new storage structure, some research needs to be done in order to understand where it went wrong in the past. The 31th board of CHEOPS tried to tackle the problem of an unstructured archive. They thought a clear inventory file would provide a solution for the lack of organization in the CHEOPS archive. Unfortunately, their plan did not stick, that is why a new structure will be invented. There will also be talked to CHEOPS members to ask about their experiences with the archive. During the last cleaning session, some old papers about previous storage systems appeared. These need to be looked at and need to be considered when creating a new structure. It would be ideal to have a new structure as soon as possible, so that it can be tested throughout the year. After the structure is created, the archive will be cleaned. This includes throwing away unusable and broken items, old junk and organizing the remaining inventory. Then, the remaining inventory needs to be checked and written down in an overview. The currently existing excel sheet is not up to date, so it needs to be updated. Creating a new

structure could also mean that the current storage shelves and boxes need to be replaced, depending on their current condition. After the creation of the new storage structure, the goal is to make it understandable and usable for all members so that the structure is preserved in the long run.

The archive contains 36 (almost 37!) years of history about CHEOPS, it is preserved in the form of old 'dia' pictures, hard drives and other documents. Currently, the history is barely visible to our members, which is a shame. The goal of this part of the policy plan is to digitalize all this information, and to make it available to our members. The plan is to create a history tab on the website to show the history of CHEOPS. In combination with this, it would be nice to create an exhibition in Plaza to display the history. Another possibility is to organize an activity with focus on the history of CHEOPS. For example, an activity for BEAN where all alumni could experience the history. In order to digitalize the documents, several devices would be needed to scan them. This will be time consuming and it will mostly be physical work. After the documents are scanned, they need to be kept safe digitally. Before this can be done, the best way to do this needs to be researched. There are several programs to digitally store the information, so the several options need to be considered and the safest and cheapest one needs to be picked.

Lastly, the storage space at the bridge is also reaching its limit. This is partly because of all the audit documents that need to be kept. As a solution to this problem, a part of this policy plan is to look into options to use less paper. It is not the goal to become paper free yet, but it is the goal to investigate the possible options.

## 5.3 Re-evaluating the promotion strategy

The current promotion material could use some improvements and changes. The promotion strategy of the 34<sup>th</sup> board was set up just before the COVID pandemic. Due to this, the strategy could not be tested in real life situations. Last year amongst the 36<sup>th</sup> board, it was noticed that some promotion material is unclear, and the way of promoting is not efficient. Furthermore, regarding sustainability, there is a lot of paper waste because of e.g. ineffective flyering.

Nowadays a lot of promotion is done via means of the ever-changing social media. A few years ago the website has been improved and now has a nice and working interface. However, to improve the use of the website and to gain a better connection with students via this, we want to add some new features. These should lower the threshold of using the site and should be more interactive with the users. The goal of these features is to make the use of the website more personal. Perhaps there can even be a possibility to transfer this in a simple app-like environment, which would transfer the website to your smartphone. The goal is to make the website more accessible to every built environment student, not only members who know what to search for. A nice addition to the existing website would be a kind of notification system for activities. Besides that another function will be added to the website which would allow students to fill out personal preferences regarding topic and type of activities. This way students get specific notifications based on their interest. Also the activities will be categorized, so students can immediately find their topic of interest when visiting the website.

Furthermore, we often see problems when it comes to flyering. Especially first-year students feel uncomfortable going around the olderyear students and leave their flyers at tables. It works for visibility, but is ineffective for good promotion. Mouth-to-mouth promotion however always works better to make students come to activities. For this reason, we want to implement a flyering workshop, especially focused on first-year committees. The goal of this workshop would be to learn students how to start the conversation with people and to create a solid 'live' promotion basis. The workshop will take place during the function trainings, as

new committee members often go to these trainings. The training is given by older and experienced members. In this way a bit of the 'gap' between younger and older students will be closed. From next year on, only the first-year committees get the training such that the knowledge is transferred to their following years. If the workshop proves good results it will be incorporated as part of the function training the board provides each year. Another concern with flyering is the waste of paper. To avoid this there is the possibility of flyering with a QR-code. The renewed flyering strategy should meet somewhere between reducing the unnecessary paper while keeping the visibility aspect of the flyers.

Last year it was also noticed that students do not really look at the posters, unless they have a great design which catches their attention. One of the reasons is that the posters do not contain enough information about the activity. A couple of years ago the posters however did contain a lot of text. The study done by the 34<sup>th</sup> board showed that the amount of text was too much and ineffective for promotion. The design of the posters should therefore meet somewhere in the middle.

The Promotion Committee is responsible for delivering promotion. The material for making the posters was often not available from e.g. previous years, which caused that they were not done or delivered in time. The problem is that in the current structure the board is really dependent on the committee. The structure within the committee should therefore be improved. The core of the Promotion committee should be solid. One way could be to make a planning for the committee, as a lot of activities take place yearly. This way the committee members can already start on a design when a busy time is coming. This would reduce the workload for the committee members, and therefore make the posters of better quality.

# 6. Board

## 6.1 Chairman

**Name** Wouter Kortleve  
**Date of Birth** 20-10-1999  
**Place of Birth** Wageningen



‘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.’

I am looking forward to working together with the six of us coming year. I expect to learn a lot this year as a chairman. Important aspects of my function are also main topics that I want to learn coming year like setting priorities, speaking and planning. I like the fact that the role of chairman is very diverse and I am looking forward to communicate with a lot of different parties.

I grew up in Wageningen and after my gap year, which I took after graduating high school, I started studying in Eindhoven. Since my first year I am part of CHEOPS where I always felt at home. I got to know a lot of people and made a lot of friends. CHEOPS made studying a lot more fun with the parties and activities. In my first year I started in the party committee and the second half year I joined the BID committee. Organizing these activities gave me a lot of energy and satisfaction. Following years I did multiple other committees and coming year I am really looking forward to spend my time as board of this association.

## 6.2 Secretary / Vice-Chairman

**Name** Shanika Smeets  
**Date of Birth** 23-02-2002  
**Place of Birth** Maastricht



‘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 en is responsible for the members administration. Besides this, the Secretary/Vice-Chairman coordinates the publicity within the association.’

I already have been interested in a board year for a long time. Over the course of actually becoming a board member of CHEOPS I have been interested in every function. Therefore I think the function of Secretary/Vice-Chairman fits me very well. As the Secretary/Vice-Chairman I will take care of the promotion and be the main contact point of CHEOPS and thus know everything that is going on. Besides that I like to talk to students and make them enthusiastic. I think I will learn a lot during my board year, and I am absolutely looking forward to the upcoming year.

I was born in Maastricht and moved to Eindhoven during my second year. I have been interested in the Built Environment since I was little. Therefore the choice was not hard when choosing a place to study. When coming here CHEOPS immediately gave me a place to feel welcome. I already joined committees in the first year and have done a couple since. Being active gave a real upgrade to my student life, especially in my first year. Because of the knowledge and opportunities CHEOPS has already given to me, I am very excited to start my board year and make all members as enthusiastic as I am.

## 6.3 Treasurer

**Name** Sofie van Stam  
**Date of Birth** 18-01-2001  
**Place of Birth** Geldermalsen



‘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.’

The position of treasurer is the one that attracted me the most from the beginning. However, it scared me the most as well because of the great responsibility that comes with it. Nevertheless I chose to go for it and I am grateful for this position. This function will help me develop useful skills for the future. As a social butterfly and a person with a big sense of responsibility, I am most excited to fulfill the function of treasurer.

I was born and raised in the small city of Geldermalsen. I made the brave choice to start the bachelor Applied Mathematics, but because it did not work out for me I fortunately made the choice to switch to the Built Environment. Halfway through my first-year and I made another great choice to join the party committee. After doing the intro committee in the same year, my curiosity towards CHEOPS grew stronger and stronger. Because of CHEOPS I learned what it is like to be myself and I made many friends.

## 6.4 Commissioner of Education

**Name** Eline Karczewski  
**Date of Birth** 23-07-2002  
**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.’

An important aspect to my function is talking to people. A great deal of this is ensured through the many meetings with the department and university. This will help me improve my professional skills. The other part of it, which I am looking very much forward to, is with talking to fellow students, and helping them in any possible way I can. From this I can learn how to best represent and defend their opinions in meetings.

After finishing high school I wasn’t sure about what and where I wanted to study, because my interests are all over the place. In the end I chose for Bouwkunde as the combination between technology and creativity suited me well. In my first year I was very shy, but after a while I came to the awareness that everyone from CHEOPS was very open to new members. Therefore I joined the Plugged Committee and Media Committee in my second year. Besides that I visited a lot of activities from the association, both leisure and educational. I met a lot of new people and my heart for CHEOPS grew bigger and bigger. I’m very excited for coming year.

## 6.5 Commissioner of Professional Relations

**Name** Libby Schuilenburg  
**Date of Birth** 02-10-2001  
**Place of Birth** Breda



‘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 beautiful association. Since I started being active in CHEOPS, I loved organizing activities. When I decided to become a board member CVR seemed like the perfect role for me. The role fitted my interest of meeting companies, organizing and making people smile. As the next commissioner of professional relations for CHEOPS I hope to organize educational and fun activities for all members of CHEOPS.

I was born in the most beautiful city of the Netherlands, Breda. After lots and lots of searching for the right study, the Built Environment was the study that was the perfect fit. I always loved drawing, being creative and found architecture very interesting. I enjoy the architecture track of the study very much and would like to be an architect in the future. Starting from my first year I joined the Activity committee and the BID committee. Later I joined the Lustrum Gala committee and the Almanac committee. Through CHEOPS I made some of my best friends which I am very grateful for.

## 6.6 Commissioner of Public Relations

**Name** Jonar Nikkels  
**Date of Birth** 08-03-2001  
**Place of Birth** Eerbeek



‘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.’

As soon as I heard that I would become part of the 37<sup>th</sup> board of CHEOPS, I was directly interested in the more financial aspects of the association. Next to that I am interested in being in touch with companies within the built environment, so the role of CPR suits me a lot. I am looking forward to fulfill this role in the next academic year, and I am excited to maintain the contacts with our partners in the best way possible and to be a representative of the association.

I was born in Eerbeek, a town in Gelderland. I have always been interested in technical studies, and more specifically in the built environment. I did not know what direction within this field I exactly liked, so therefore studying here in Eindhoven offered me the possibility to discover all opportunities and find what suits me the most. This turned out to be in the field of real estate and mobility. Last years I became a lot more active at CHEOPS, where I have met many new people and really feel at home.

# 7. Division of Committees and Services

Wouter Kortleve  
 Shanika Smeets  
 Sofie van Stam  
 Eline Karczewski  
 Libby Schuilenburg  
 Jonar Nikkels

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

## *Board Transmission Committee (BTC)*

Stan van Rijn  
 Emma Kaandorp  
 Yannick Fermin  
 Caitlin Aalders  
 Leonie Booi  
 Tristan Louw

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

## *Advisory Council (AC) - Wouter Kortleve*

Niels Dusseldorp (Chairman AC)  
 Dennis Andreoli  
 Floor de Jonge  
 Romee den Boer  
 Amy Hendriks  
 Job Janssen  
 Anne Offermans  
 Britt van de Laar  
 Nienke Luijten  
 Gijsbert Ebbers  
 Tom van Teeffelen

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

36<sup>th</sup>  
 36<sup>th</sup>  
 36<sup>th</sup>  
 36<sup>th</sup>  
 36<sup>th</sup>  
 36<sup>th</sup>

33<sup>rd</sup>  
 33<sup>rd</sup>  
 35<sup>th</sup>  
 32<sup>nd</sup>  
 32<sup>nd</sup>  
 35<sup>th</sup>  
 32<sup>nd</sup>  
 34<sup>th</sup>  
 34<sup>th</sup>  
 34<sup>th</sup>

## *Audit - Sofie van Stam*

Stijn Aernouts  
 Koen Verspaj  
 Job Jansen  
 Yannick Fermin  
 Tristan Louw  
 Thom Bindels

Treasurer  
 Treasurer  
 Treasurer  
 Treasurer  
 Commissioner of Public Relations  
 Member

33<sup>rd</sup>  
 34<sup>th</sup>  
 35<sup>th</sup>  
 36<sup>th</sup>  
 36<sup>th</sup>

## *Other Councils*

Wouter Kortleve  
 Shanika Smeets  
 Eline Karczewski  
 Eline Karczewski  
 Eline Karczewski  
 Eline Karczewski  
 Eline Karczewski

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

## *Course Related Committees*

Libby Schuilenburg  
 Wouter Kortleve  
 Shanika Smeets  
 Sofie van Stam  
 Jonar Nikkels

Activity Committee  
 Magazine Committee  
 Ambition Committee  
 Trip Committee  
 Orientation Committee

## *Educational Committees*

Eline Karczewski  
 Eline Karczewski  
 Eline Karczewski

Propaedeutic Council  
 Bachelor Council  
 Master Council

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*Leisure Committees*

Shanika Smeets  
Sofie van Stam  
Jonar Nikkels  
Wouter Kortleve  
Libby Schuilenburg

Faculty Party Committee  
SkyBar!Underground Committee  
Plugged Festival Committee  
Introduction Week Committee  
Introduction Camp Committee

*Facilitary Committees*

Libby Schuilenburg  
Shanika Smeets  
Eline Karczewski & Jonar Nikkels

Do It Yourself Committee  
Promotion Committee  
Media Committee

*Services*

Eline Karczewski  
Sofie van Stam  
Jonar Nikkels

Booksale  
Exploitation mobile beertap and SkyBar!Underground  
Career Resources

# 8. Changes Compared to Last Year

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## 8.1 Committee Approach

After evaluating the committees of last year, the structure of some committees will change for the coming year. Furthermore, a new committee will be introduced to create more opportunities to become an active member at CHEOPS.

### **Small Trip Committee**

Previously: Small Trip Committee and Large Trip Committee

This year only the small trip will be organized. Due to COVID-19 there has not been a trip for a couple of years now. In order to successfully organize a large trip, first more experience is needed. The small trip is a great way to gain this experience and to get people enthusiastic in joining a trip with CHEOPS. Therefore this year there will not be a Large Trip Committee.

### **Ambition Committee**

This year the Ambition Committee is introduced to create more opportunities for students to join a committee. This committee offers a challenging project to work on for example a design project. In this way also senior students are more likely to join a committee and get involved with CHEOPS.



Appendix A

# 9. CHEOPS Vision & Strategy Document

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Version September 2, 2020

# Contents

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

# Planning Pyramid

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Daily

Weekly

Per Quartile

Yearly

3-5 Years

Forever

Forever

Schedule

Actions

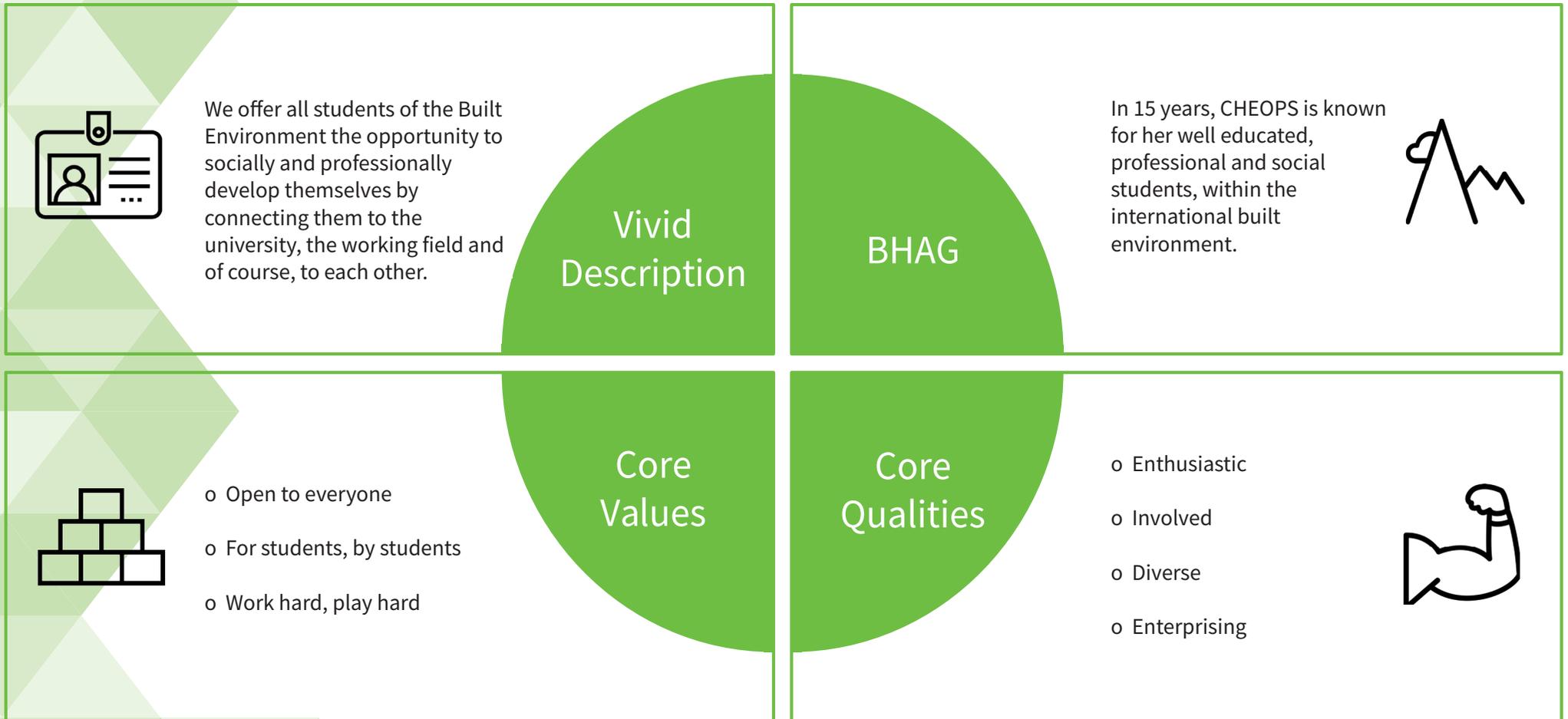
Goals

Targets

Why / Vivid Description

Core Values

# Vision Tetralogy



# Core Values & Qualities

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- 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 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 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.

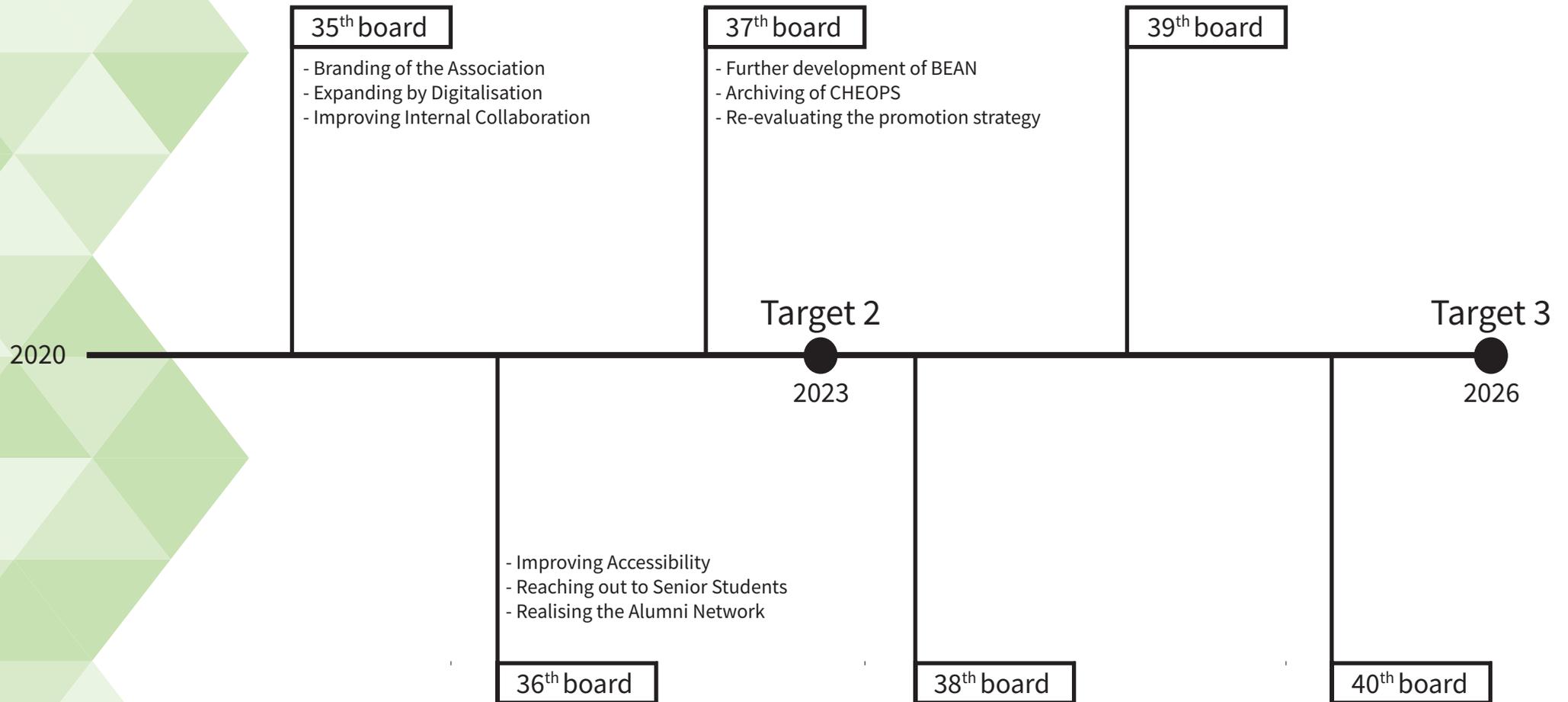
### Target 4:

- 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

## 37<sup>th</sup> board

### Goal 1: Further development of BEAN

At the moment, the Built Environment Alumni Network has just been set up. However, the network has not yet reached its goals and potential, and thus needs further development. In this way alumni can keep in touch with each other and network mutually, while enjoying fun activities together and staying acquainted with the university and our department. The goal is to further expand BEAN with more concrete plans for activities, finances, promotion, membership administration and its image. It will also need to be more widely known among both graduate and master students, so the network can be further expanded.

### Goal 2: Archiving & History of CHEOPS

The archive in the basement of Vertigo is reaching its storage capacity. Currently, there is no clear storage structure and this leads to inefficient use of the archive. With the risk of the documents getting lost in a fire or another catastrophe, there should be another copy kept someplace else. For that reason, there will be made digital copies of these documents. The goal of this policy point is to take steps towards a more sustainable archive and making the archive uncluttered. Meaning that old documents are digitalized for the longer run and creating a system such that the archive stays organized.

### Goal 3: Re-evaluating the promotion strategy

The overall goal of this policy point is making the promotion strategy more durable. We should investigate how the strategy can still be relevant in a couple of years. Slowly digitalizing the promotion material is something that comes with this. In this way, there will be less waste of paper and other material. Another important part of the goal is trying to reach out to more students over time and to get the members to connect.