



Policy Plan 2023-2024

38th Board of CHEOPS

1. Preface

Dear reader,

This is the policy plan of the 38th 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 37th 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.

Bart van den Berg
Rosa Kievit
Olivier Verstijlen
Emma Borst
Iza van Damme
Anne Komdeur

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

On behalf of,

The 38th board of CHEOPS, Study association of the Built Environment,
Eindhoven 27-08-2023



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3. Introduction

This short-term policy plan describes the goals of the 38th board of CHEOPS in the academic year 2023-2024. 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 38th board.

Our vision, Reaching new heights, is defined in the fourth chapter. In order to realize this vision, the following goals have been set up: “Increasing inclusivity”, “Revision of the PR-strategy” and the attention points; mainly focusing on sustainability and well-being. 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 | Reaching New Heights

Since the inception of CHEOPS, the association has made big steps to become the entity as we know it today. A lot of people, time and experience has formed CHEOPS to become a pleasant and unique environment for her members. Although the changes over the years are large and sometimes the old situation seems unrecognizable, they all started as just an idea that took CHEOPS to a new level, sometimes in large steps however sometimes also in very small ones.

The goals of the 38th board focus on improving important everyday aspects of CHEOPS. They are aimed at creating strong foundations to improve the accessibility and stability of the association and to help it reach new heights. The first goal, ‘Increasing inclusivity’, is based on the role CHEOPS would like to fulfill as an association. It is of the highest importance that all members, regardless of who they are, feel safe and welcome at CHEOPS and can get involved with the association. The second goal ‘Revision of the PR strategy’ continues building on the foundation available for the commissioner of public relations of CHEOPS. This goal is aimed at creating a future proof acquisition strategy by evaluating and setting defined goals for the partner portfolio and PR strategy as a whole. The third and final goal for the policy plan is a combination of several attention points. These smaller points can be seen as pieces of a larger puzzle, together forming a third and final goal for the policy plan. Tackling these smaller goals will incrementally help build a stronger association.

Working on these goals will strengthen the foundation of the association which can be used to reach new heights in the future, one brick at a time.

5. Goals

5.1 Increasing inclusivity

Currently there is a substantial number of (international) students in our program who express an interest in CHEOPS and our activities. However, within the association, there are certain thresholds that prevent them from becoming (more) actively involved within the association. Among students, there exists a prevailing perception that CHEOPS is primarily for Dutch students. In the coming academic year, 50% of the first-year students are international students and we risk missing out on a significant number of potential (active) members from this group. There is great potential to recruit new active members from this pool of students. In this way we as CHEOPS want to create an inclusive community that is open to everyone, and where everyone feels welcome.

Committees:

It is the case that first-year committees are often a mixed group of Dutch and international students. However, after the first year a large number of international members do not sign up for a follow-up committee. Research will be conducted to reveal why certain students feel less engaged to the association, attend fewer activities and are less active in general. By having interviews with these students and by conducting surveys an overview of why students are not active will be created. This will provide insight into what students may be missing and what they desire from the association to become more active. Subsequently, these results will be implemented in the association to get a larger number of students involved within our association.

Besides doing research, more internationally orientated activities will be organized. For this, a collaboration with international associations/parties can be considered. Examples of these activities could be cultural evenings with (international) food, exploring the built environment in other countries and combining more educational activities with leisure activities, such as a bar lecture in the Skybar!Underground. If these activities are well regarded, a so-called 'culture committee' can be set up for future years.

Financial plan travel costs:

In addition, there is currently a financial issue with regards to the excursions CHEOPS organizes. For both international and Dutch students it can be expensive to go on an excursion because of the travelling costs. A financial plan to support students in these travel expenses will be created, making it more accessible for students without free public transport passes to participate in these activities. This is beneficial for the students, but also for CHEOPS as it will lead to a larger number of participants on the excursions to partners.

Internal changes:

Lastly, some internal changes will be made. Currently, some documents in the board's process and within CHEOPS are not available in English. To enhance accessibility for potential international board members, we plan to translate these documents, starting with function scripts for the various board positions. Furthermore, we aim to have all committee meetings minutes written in English. If a committee consists solely of Dutch members, the secretary should subsequently translate these minutes before uploading them. This will enable international board members and committee members to review minutes from previous years, taking away a threshold for not doing a committee. Each board responsible of the committee will keep an eye on this. Besides this, options for including more companies that are also active internationally will be explored. This will highlight CHEOPS' international character not only internally but also externally; this is part of the policy 'revision of the PR-strategy' but is also involved with this point of the policy plan.

5.2 Revision of the PR-strategy

The last years CHEOPS has had no difficulties finding new partners and reaching the acquisition targets, with even room for choice. However, there are currently no guidelines for the acquisition strategy, concerning the acquisition target, potential target overruns, nor for the quantity and distribution of partners based on work field. Although CHEOPS currently faces no challenges in attracting partners, it is unknown whether this will remain the same in the future or whether changes will occur. The last review of the acquisition was done by the 30th board in 2015-2016, where CHEOPS was dealing with the consequences of the economic crisis. Revision of the acquisition strategy and PR-function is of great importance to secure the quality of CHEOPS's portfolio. Besides, it contributes to being able to make deliberate decisions for CHEOPS's acquisition in different economic climates. By evaluating the acquisition strategy in current and past times and creating a set of guidelines, there will be a strong foundation for the PR function and the acquisition strategy.

Portfolio content and baselines:

The first aspect of the PR strategy is the content of the company portfolio. Within the Built-Environment there are many divergent study directions, which are all covered within the portfolio of CHEOPS. The sizes of the study-direction streams within the AUBS faculty differ and at the moment the shares of these streams are not reflected within CHEOPS's portfolio. The field of BPS, which counts a small number of students within the faculty, is represented largely in the current portfolio content. Companies in different fields of the Built Environment are often associated with differing budgets and willingness to enter a partnership. It is valuable for CHEOPS to know the needs of students as well as meet financial goals to sustain the quality of the company portfolio and the health of the association. By having information in regards of what to do in less prosperous financial situations in the market. As a result, the CPR and the CHEOPS board will be able to make decisions regarding partnerships, keeping in mind both financial and qualitative gains. The goal is to establish a plan with guidelines for the acquisition strategy regarding the content and distribution of partners. These guidelines will ensure that the quality of the portfolio is safeguarded and, where possible, improved in various market situations. To start this off, in-depth qualitative research with commissioners of Public Relations of the association, the sub-associations, partners, as well as other study associations and organizations will be performed. Through this approach, the aim is to gather information that can assist in crafting a plan with portfolio guidelines.

Furthermore, to enhance the quality of CHEOPS's portfolio and emphasize CHEOPS's international character, there will be a deliberate emphasis on diversifying and evaluating of

the partner portfolio. To initiate this effort, a redesigned brochure will be produced, offered in both Dutch and English. This will allow CHEOPS to engage with foreign-based enterprises as well as Dutch companies with international operations, among other possibilities. Additionally, as is widely recognized, the building sector is highly polluting. Therefore, consideration will be given to the sustainable development of our corporate portfolio wherever feasible. This strategic direction not only complements the association's other policy initiatives but is also in line with CHEOPS's overarching long-term vision of creating an international network of companies.

Contracts:

As mentioned in the policy of the 30th board, the acquisition as well as the financial stability of the association have been less secure. Attention should be given to looking into multi-year contracts that offer both financial stability and room for different ways of cooperation, which include every other year's activities and integration of long-term projects in activities and excursions. Furthermore, depending on the outcomes of the previously mentioned research, other types of contracts and/or activities can be looked into which can offer more room for additional activities or other changes in the activities supplied.

Communication:

The last aspect of this goal is to create a structure for communicating and sharing the PR strategy and acquisition. For members, the PR guidelines and potential strategies are unknown. Often, only the current acquisition amount is reported without discussing the strategy behind the acquisition. This can lead to limited opportunities for input and/or evaluation with the members. There will be looked into a suitable way and timeframes to share more of the PR strategy with CHEOPS members. As a result, there will be more moments for evaluation of the portfolio and input from a larger group of CHEOPS members. The implementation of a clear communication structure can help to attract a wider range of members to excursions and General Members Meetings. Besides, members' feedback can be communicated to partners which can help in negotiations to increase the satisfaction of expectations from both parties. Currently the Bitrix24 software is available to the CPR, CVR and committees with substantial amounts of acquisition. While being available it is barely/not used by some of the above. There will be looked into possibilities to use this software more optimally by all bodies that have access to it. This will contribute to the communication of CHEOPS's acquisition as well as the acquisition of individual committees.

5.3 Points of attention

When writing the policy plan for this board year, several smaller points arose to the surface that also deserve some attention. However, they are too small to be individual goals, therefore, this year the setup of the policy plan will differ from the previous years. This setup will be evaluated at the end of the year. If this setup works, it can be continued in the upcoming years. This year there will be two goals and several points of attention. These points of attention are thus smaller than goals and will be shortly discussed below.

Sustainability:
The first point of attention is sustainability within the association. The goal is to take small steps in the direction of a more sustainable CHEOPS. One member of the board will join the SuMAP meetings in order to gather insights into the developments within the other associations and thus gather ideas on how to make CHEOPS a more sustainable association.
Another step is the usage of two tablets, purchased by the 37th board, for flyering and promoting activities. At the end of the first semester, it will be reviewed to see if this new flyering strategy is viable. The tablet will also be used within the promotion committee to draw out ideas for promotion. Besides this, the other tablet can be used in the PR-function to sign contracts in order to eliminate the usage of paper even more. Also, the CVR will make use of this tablet when working on promoting activities. This tablet will be present at the Adobe-corner when it is not used by one of the commissioners, where members can use it for study-related work.

Furthermore, CHEOPS will put its focus more on sustainable projects regarding its activities like excursions and lunch lectures. With this, CHEOPS shows its vision on sustainability for the future towards its members and outsiders.

Another point that will be kept in mind is that CHEOPS will only do one activity by plane per year. This means that in a year with a small and large trip only the large trip will be done by plane and the small trip has to be done in another way.

Lastly, smaller steps will be taken throughout the year. These steps will be mentioned during the GMM's to show that CHEOPS is working towards being a more sustainable association.

Well-being:
The second attention point is well-being. The 37th board has already taken some great steps into a healthier association. Unfortunately, because this was not a goal in the policy plan of the 37th board, there was not enough time to carry out this point to its full potential. Therefore, it will be part of the policy plan of the 38th board of CHEOPS this year in order to yield the best results regarding well-being.

Research will be done to investigate why the activities regarding well-being were not as successful as they could be. After this research is done these activities will be improved to make them more approachable for the members. . The 37th board also made a start on a Confidential Contact Person system by training one CCP. The existing system can be expanded with at least one more CCP so that a safe environment is created by CHEOPS. Furthermore, it lowers the threshold to seek help for the students. Lastly, guidelines have to be set in order to maintain the system in a positive way for the future and members have to be made aware of this system, so they know where to go if they need help.

6. Board

6.1 Chairman

Name Bart van den Berg
Date of Birth 29-03-1999
Place of Birth Gemert



‘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 would like to start by saying that becoming the chairman of the 38th board of our beautiful association is an honor. Ever since the candidate process began, I have been very excited for the upcoming year and all the challenges and exciting moments it will bring with it. But above all, I am looking forwards to spending time and working together with the six of us! I will put in my best effort to fulfill the role of chairman to its maximum potential the coming year!

I was born in Gemert, but moved to a neighboring village called Boekel when I still was very young. It was in these two villages where I spent most of my younger years before I started studying here, at the TU/e. Since I am from a family filled with people who have a background in the Built Environment, it was clear to me which study I wanted to follow. Ever since my first year, I have been active at CHEOPS, and it has always been a place of friendship and safety for me. Throughout the years I have done many different committees and have had the honor of meeting so many exciting new people of which I am proud to be able to call them friends. In my coming year as chairman, I would like to be able to provide you guys, the members, with this experience as well, because I think it truly is an enrichment for your time here as a student!

6.2 Secretary / Vice-Chairman

Name Rosa Kievit
Date of Birth 17-03-2002
Place of Birth Tiel



‘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.’

I have been interested in doing a board year for quite some time. While being in the process of becoming a board member of CHEOPS I have had interest in multiple functions. The function of Secretary/ Vice-Chairman fits me quite well. I will be responsible for the promotion of our activities, I really like to talk to other students and make them enthusiastic. Besides that, my function is diverse and I’m looking forward to learning a lot from it.

Throughout my life I lived in various places, and currently I live in Eindhoven. I’ve always been interested in architecture and therefore I decided to start studying here. Right now, I’m mostly focussing on architecture and urban planning. Since the beginning I’ve been active at CHEOPS. I started my first year by joining the Party Committee and later on the Introduction Committee, where my interest in CHEOPS became even bigger. Last year I was part of the Plugged Committee where I learned a lot and met many new people. I'm very excited to start my board year and to get to know all the members of the CHEOPS.

6.3 Treasurer

Name	Olivier Verstijlen
Date of Birth	07-05-2003
Place of Birth	Groningen



‘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.’

Next year I will be the treasurer of CHEOPS. Besides overseeing the finances of CHEOPS, I will also be responsible for the Skybar!Underground, which I am very excited about. I am truly honored to fulfil this position next year! I am very much looking forward to working together with the Skybar committee and the members of the Audit. I believe I can learn a lot from my function as treasurer. For example, by learning how to work in a structured manner.

I was born and raised above the rivers, in the beautiful city of Groningen. My love for the built environment started when I was young, when I discovered that architects get to design slipping slides in their own home. This passion grew even bigger in high school and I decided to start my studies here in Eindhoven. In my second year I joined CHEOPS and grew to love the entire community. This affection grew so big that I decided to go for a board year here. I believe my function fits like a glove for me, and I am looking forward to everything next year has to offer!

6.4 Commissioner of Education

Name	Emma Borst
Date of Birth	13-07-2003
Place of Birth	Woerden



‘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.’

At first I was interested in all the functions within the board, however I am very excited to begin my role as Commissioner of Education since I get to talk to lots of people and hear their opinions about a variety of topics. This is one of the things I love to do together with helping improve situations to develop them to their fullest potential which is also a main point of my function.

When I started my studies I moved to Eindhoven from Heemstede, which was quite a step for me. However, it turned out to be one of the best decisions I have ever made since I feel at home at this studies. I joined the small trip committee during my second year and since then my interest in CHEOPS has grown stronger which is why I wanted to do a board year. I am very excited to make everyone as enthusiastic as I became for CHEOPS.

6.5 Commissioner of Professional Relations

Name	Iza van Damme
Date of Birth	01-04-2003
Place of Birth	Knokke-Heist



‘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 CVR establishes and maintains the relations of CHEOPS, the CVR organizes the activities with the external parties.’

In the coming year, I'll be the CVR of our wonderful association. It will be my responsibility to take care of many if not most activities of CHEOPS. This function offers me the opportunity to acquire new skills that align with my interests. As a person with a big sense of responsibility and filled with passion, it will be my purpose to provide all options for our students to develop themselves. Realizing this by organizing both educational and leisure activities for every CHEOPS member.

I have lived in Oostburg my whole life until I moved to Eindhoven when I started studying at the TU/e. It was a big step to move from a small town to a lively city as Eindhoven. But I was welcomed with open arms at the university, and especially at our beautiful association. When I joined my first committee halfway through my first year, I got more and more interested in CHEOPS. Therefore I joined the SkyBar!Underground and Plugged committee, where I got to meet lots of people and made some of my best friends.

6.6 Commissioner of Public Relations

Name	Anne Komdeur
Date of Birth	06-08-2002
Place of Birth	Groningen



‘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.’

The upcoming year, I will be the CPR of CHEOPS. Within this role I look forward to maintaining and strengthening our partner portfolio and upkeeping of contact with current and new partners. This function allows me to grow personally and professionally, and I am more than excited to fulfil this role within the 38th board and contribute to connecting CHEOPS and her members to the working field.

I was born in Groningen and grew up in a village next to the city. I left the North of the country two years ago when I moved to Eindhoven to study at the TU/e. There was always an interest in a board year and when I joined the association a year ago, by joining the Skybar!Underground committee, I knew CHEOPS was the association I wanted to represent. I learned a lot by being part of a committee within CHEOPS and I met some of my best friends the last year. I am extremely honoured to be part of the 38th board and I hope that we, with the entire association, can make it a wonderful year.

7. Division of Committees and Services

Board

Bart van den Berg	Chairman
Rosa Kievit	Secretary / Vice-Chairman
Olivier Verstijlen	Treasurer
Emma Borst	Commissioner of Education
Iza van Damme	Commissioner of Professional Relations
Anne Komdeur	Commissioner of Public Relations

Board Transmission Committee (BTC)

Wouter Kortleve	Chairman	37 th
Shanika Smeets	Secretary / Vice-Chairman	37 th
Sofie van Stam	Treasurer	37 th
Eline Karczewski	Commissioner of Education	37 th
Libby Schuilenburg	Commissioner of Professional Relations	37 th
Jonar Nikkels	Commissioner of Public Relations	37 th

Advisory Council (AC) - Bart van den berg

Job Janssen (Chairman AC)	Treasurer	35 th
Dennis Andreoli	Chairman	33 rd
Britt van de Laar	Commissioner of Education	34 th
Nienke Luijten	Commissioner of Professional Relations	34 th
Gijsbert Ebberts	Commissioner of Public Relations	34 th
Floor de Jonge	Chairman	35 th
Stan van Rijn	Chairman	36 th
Emma Kaandorp	Secretary / Vice-Chairman	36 th
Tristan Louw	Commissioner of Public Relations	36 th
Tom van Teeffelen	External advisor	

Audit - Olivier Verstijlen

Koen Verspaj	Treasurer	34 th
Job Janssen	Treasurer	35 th
Yannick Fermin	Treasurer	36 th
Tristan Louw	Commissioner of Public Relations	36 th
Sofie van Stam	Treasurer	37 th
Wessel van Hoof	Member	

Other Councils

Bart van den Berg	Federation of Study Associations Eindhoven
Rosa Kievit	Federation of Study Associations Eindhoven
Emma Borst	Program Committee
Emma Borst	Student Advisory Council
Emma Borst	Joint Program Committee
Emma Borst	Monitoring Group Bachelor College
Emma Borst	Monitoring Group Master

Course Related Committees

Iza van Damme	Activity Committee
Olivier Verstijlen	Magazine Committee
Bart van den Berg	Symposium Committee
Iza van Damme	Small trip Committee
Emma Borst	Large trip Committee
Anne Komdeur	Orientation Committee
Anne Komdeur	Support Trip Committee

Educational Committees

Emma Borst	Propaedeutic Council
Emma Borst	Bachelor Council
Emma Borst	Master Council

Leisure Committees

Bart van den Berg	Faculty Party Committee
Olivier Verstijlen	SkyBar!Underground Committee
Rosa Kievit	Plugged Festival Committee
Bart van den Berg	Introduction Week Committee
Rosa Kievit	Introduction Camp Committee

Facilitary Committees

Olivier Verstijlen	Do It Yourself Committee
Rosa Kievit	Promotion Committee
Anne Komdeur	Media Committee

Services

Emma Borst	Booksale
Iza van Damme	Social Media
Olivier Verstijlen	Exploitation mobile beertap and SkyBar!Underground
Anne Komdeur	Career Resources

8. Changes Compared to Last Year

8.1 Committee Approach

This year several changes with regards to the committees will be made. Three new committees will be added being the large trip committee, support trip committee and finally the symposium committee.

Large Trip committee

The previous large trip organized by CHEOPS took place several years ago and was a great success. Due to the COVID pandemic, it sadly was not possible to organize a big international trip in the past few years. However, since the COVID pandemic is over now, it is possible to organize a large trip once again.

Support Trip committee

The support trip committee is a committee dedicated to organizing a trip with as goal supporting local communities in developing countries. This trip will consist of one week of charity work and one week of vacation. This trip connects well with the long-term policy goal CHEOPS has for participating in ambitious projects and being mentioned in the news.

Symposium committee

The reasoning behind the symposium committee is very similar to the reasoning behind the large trip committee. CHEOPS previously organized a symposium frequently, but the last symposium was held several years ago. A symposium could be a good opportunity to set up another ambitious event with professional speakers from the entire built environment. Besides this, the committee much like the support trip committee offers an opportunity for senior members to get involved with CHEOPS as well.

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

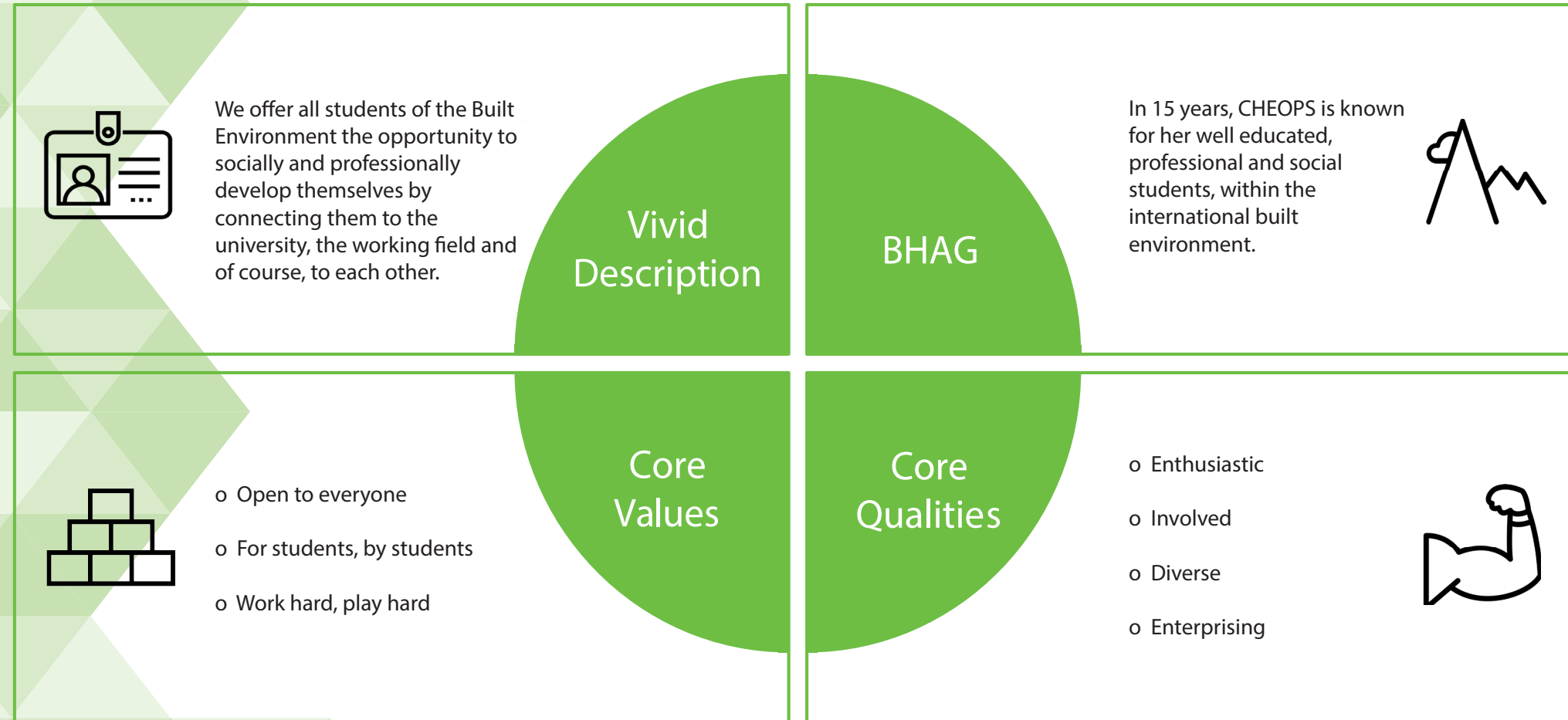
Goals

Targets

Why / Vivid Description

Core Values

Vision Tetralogy

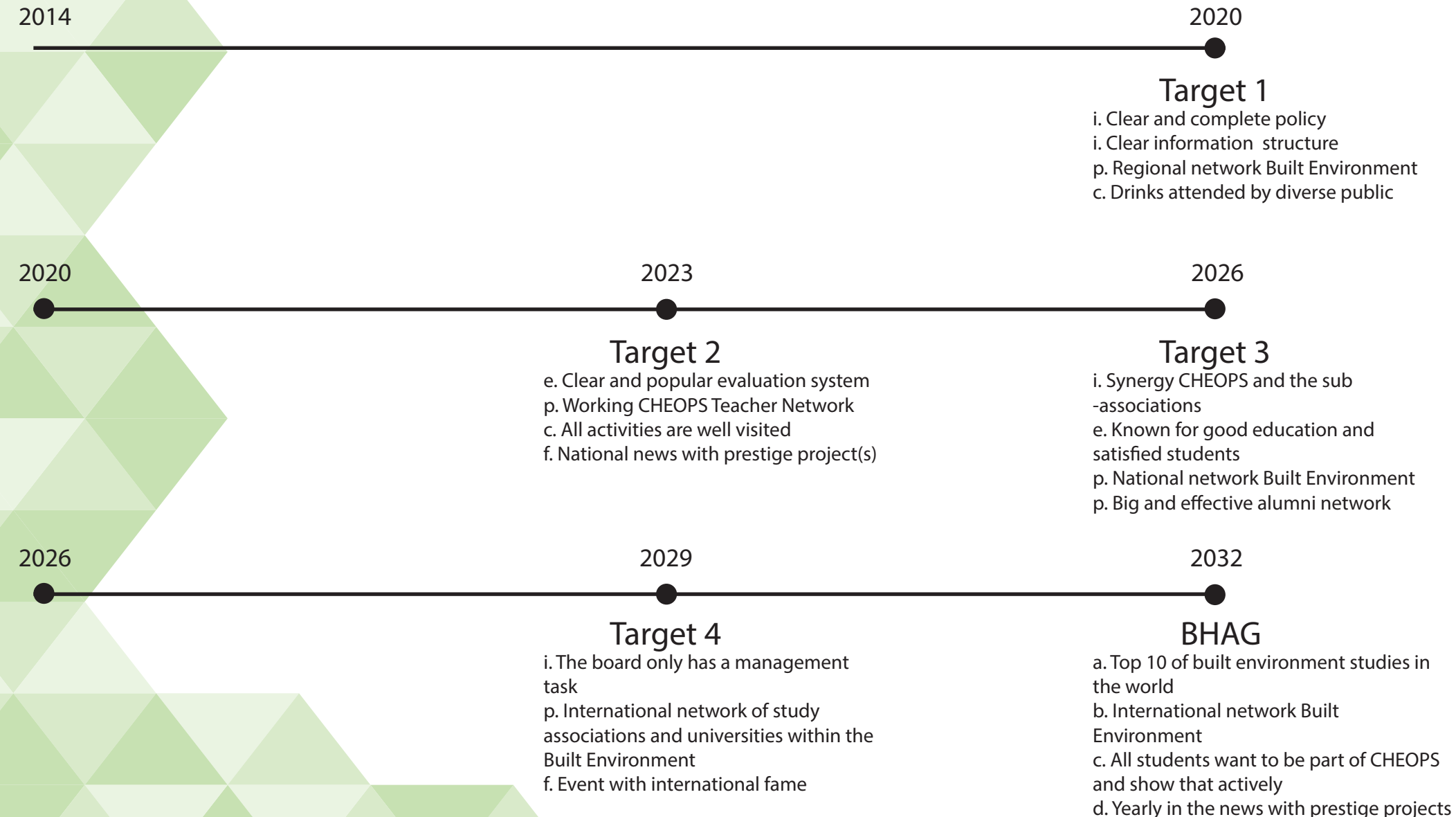


Core Values & Qualities

- 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



Targets - Explanation

Categories

The sub-targets are divided in 5 categories:

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

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.

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.

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.

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.

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

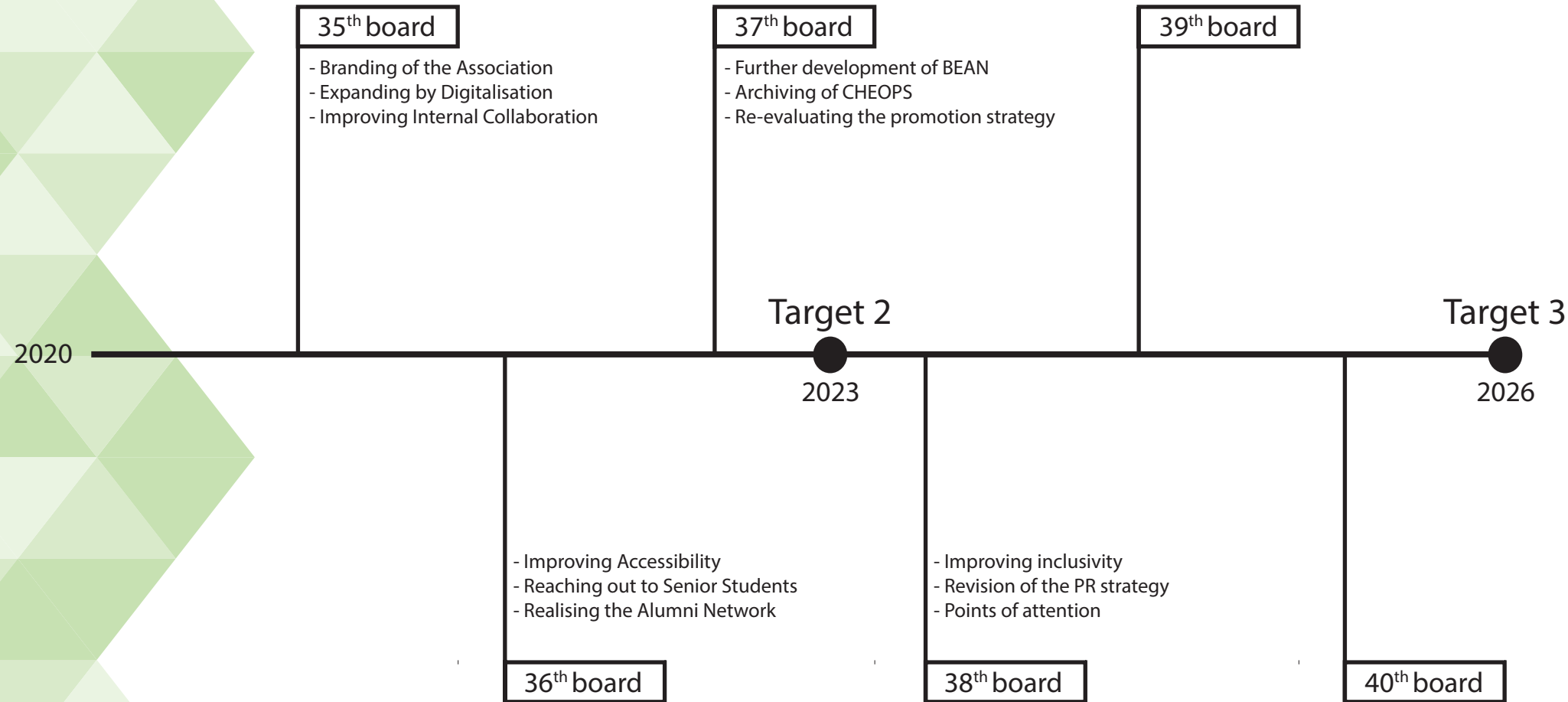
Target 3:

- 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

38th board

Goal 1: Increasing inclusivity

Currently there is a substantial number of (international) students in our program who express an interest in CHEOPS and our activities. However, within the association, there are certain thresholds that prevent them from becoming (more) actively involved within the association. Among students, there exists a prevailing perception that CHEOPS is primarily for Dutch students. In the coming academic year, 50% of the first-year students are international students and we risk missing out on a significant number of potential (active) members from this group. There is great potential to recruit new active members from this pool of students. In this way we as CHEOPS want to create an inclusive community that is open to everyone, and where everyone feels welcome.

Goal 2: Revision of the PR-strategy

The last years CHEOPS has had no difficulties finding new partners and reaching the acquisition targets, with even room for choice. However, there are currently no guidelines for the acquisition strategy, concerning the acquisition target, potential target overruns, nor for the quantity and distribution of partners based on work field. Although CHEOPS currently faces no challenges in attracting partners, it is unknown whether this will remain the same in the future or whether changes will occur. The last review of the acquisition was done by the 30th board in 2015-2016, where CHEOPS was dealing with the consequences of the economic crisis. Revision of the acquisition strategy and PR-function is of great importance to secure the quality of CHEOPS's portfolio. Besides, it contributes to being able to make deliberate decisions for CHEOPS's acquisition in different economic climates. By evaluating the acquisition strategy in current and past times and creating a set of guidelines, there will be a strong foundation for the PR function and the acquisition strategy.

Goal 3: Points of attention

When writing the policy plan for this board year, several smaller points arose to the surface that also deserve some attention. However, they are too small to be individual goals, therefore, this year the setup of the policy plan will differ from the previous years. This setup will be evaluated at the end of the year. If this setup works, it can be continued in the upcoming years. This year there will be two goals and several points of attention.