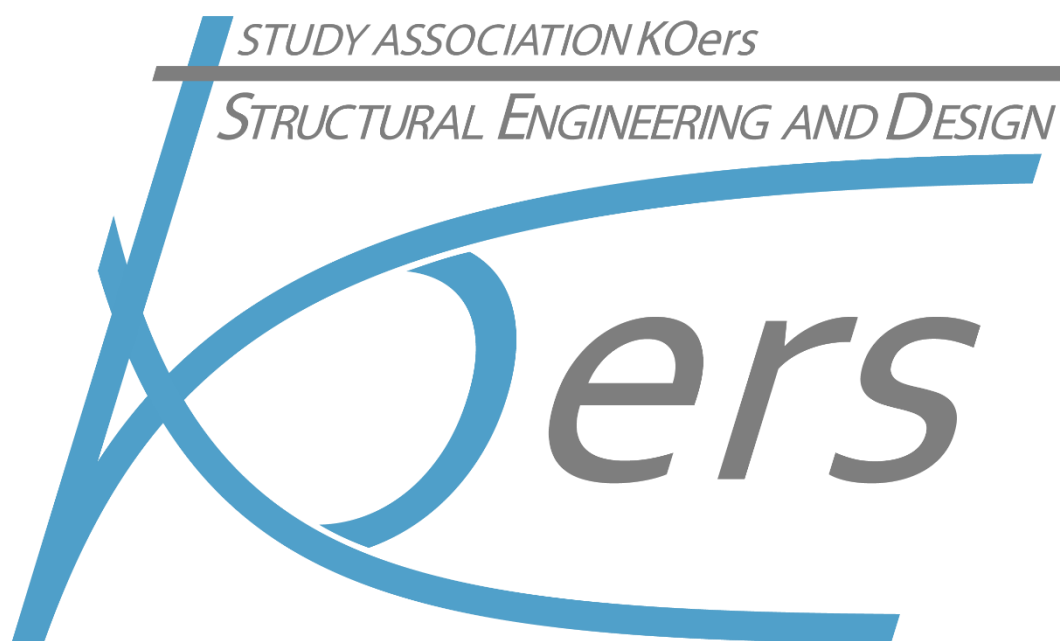


KOers long term document part A:

General Policy



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Study Association KOers

Long term document, Part A

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1. Introduction

In order to create continuity and monitor the current state of KOers, the 51st board has created three documents that define a direction for the upcoming years. Part A of the multiple-year documents is publicly accessible for anyone that is interested in the general policies of KOers, Part B is used to transfer knowledge between succeeding boards. Part C is specifically for members of KOers and is used to describe the goals and monitor the current state of the association.

The following document is part A and elaborates on the general objectives and policy of the association, including committees and returning activities. This document serves as a baseline for coming policy plans and defines the characteristics of the association. The policy of the association consists of a constant policy and specific goals that are chosen by the particular board, the constant policy is described in this document. The specific goals of any particular board can be found in their policy plan.

It will be a document that can be updated when required by the board to keep the information up-to-date. In several years these documents should still be relevant and useful for the association. For external parties, it can be used to find out more about KOers by using this document as an encyclopedia.

2. General objectives

The general objectives are the result of many years of transferred experience of the boards of our study association. These are described in the statutes of KOers.

The association aims to stimulate the interests of students who show affinity in their studies with structural engineering and design from the Faculty of the Built Environment at Eindhoven University of Technology. The study association tries to achieve this goal by organizing numerous activities within the goals of the main association and by maintaining contacts with relevant bodies within and outside the Eindhoven University of Technology. (Article 2, statutes KOers, study association).

The general objectives of the statutes lead to the main objectives of the association:

1. Representing the interests of students, provided by the SED capacity group; in other words, students who show a special affinity with structural engineering and design in their studies;
2. Providing added value to the SED-oriented educational package;
3. Striving for a place where graduates can work on their projects/studies and where consultation between fellow students and/or supervisors can take place;
4. Promote social contacts between the members themselves and between student members and employees of the university.

3. Constant policy

3.1. Member recruitment

It is essential to maintain good contact between the board of KOers and the students. Therefore, KOers will introduce themselves to the students as early as possible. This can be done at the first KOKO, KOers introduction day (KID), or some other event meant for getting to know each other. During such events, there will be the opportunity to meet each other and get to know new and current KOers members. KOers will focus on the recruitment of three target groups: pre-master students, bachelor students, and master students.

Pre-master students

Pre-master students are often unfamiliar with KOers at the start of their program. By involving these students in KOers activities, they are brought into contact with current KOers members at an early stage. This initial contact increases the chance that these students will become active members of the association. The pre-master students will be approached for the first time at the Master Kick-off, if they attend, and otherwise at the start of the project within their pre-master program.

Master students

The master students are generally familiar with KOers. They will be informed about the activities via the usual channels such as Facebook, Instagram, posters, K-M@il, the KOers website, and personal approach. They will also be actively approached for the KOers Introduction Day (KID), or another event meant for getting to know each other.

Bachelor students

The goal is to maintain the number of students who join KOers during their bachelor's and to keep recruiting active bachelor students. It is important to involve bachelor students by promoting joining committees and activities. As international bachelor students are hard to reach out to, the threshold should be as low as possible.

To maintain the number of bachelor students, KOers announces itself as early as the first year of the bachelor's degree, so that students get in touch with the association sooner. During the bachelor KOers helps out with organizing workshops related to the SED courses (for example the multi workshop, Technosoft & Grasshopper). This will be done in consultation with the responsible lecturer. During the ending phase of the bachelor, KOers tries to stimulate informal interaction between bachelor and master students (for example through the multi-drink and by inviting them to the concrete canoe race weekend).

3.2. Member bonding

To encourage member bonding, a weekly 'KOers KOffietijd' (KOKO) is organized on a fixed day per quartile during the lunch break in the KOers corner. Once per quartile, if possible, the KOKO will be organized on floor 9 or in the SED lab, to increase informal interaction between the student and the teacher. To increase awareness of the KOKOs among teachers and lab staff, these will also be announced on floor 9 and in the lab and planned in their agenda. The KOKOs in the lab are also announced there via Hans Lamers.

Next to formal activities, KOers also organizes informal activities to stimulate member bonding. These activities include drinks, sports activities, and other bigger activities like the annual BBQ. Since 2022-2023 the activity committee and sports committee have taken a great responsibility in the organization of these social activities.

3.3. Communication & Promotion

To keep the members of the association informed and intrigued, the external communication should be regular and professional, utilizing the association's identity. This communication includes a monthly schedule in the KOers corner, posts of events on social media at least two weeks before the event, and the K-M@il. A clear schedule for posts and other communication is used to keep the attention of the potential participants.

3.3.1. Association Identity

For professional and easily recognizable communication, templates should be kept up to date. The corporate identity of KOers is based on several standard layouts that include the KOers logo or parts of it in headers and footers. All similar templates should use the same base template to keep the association identity consistent. In 2023-2024 the templates of all documents have been changed from Dutch to English. In case a document still has the old Dutch template, change this if you encounter it. Other communication tools, like email, social media, and other types of templates use the same font and colors. Additionally, the logo is printed on official clothing, stickers, stamps, and give-away goods.

3.4. Public relations

KOers strives to improve, promote, and maintain the quality between the sponsors/public groups and the organization. Companies can become partners of KOers through various standard cooperation possibilities. There are four standard cooperation possibilities, also called sponsor packages. These packages are bronze, silver, gold and platinum.

Each of these packages has its own advantages for companies. The package with the least perks is the bronze package. All packages include the possibility for companies to have their logo on the KOers website, as well as two job offerings. The main perk of the bronze package is that a company gets to advertise in the KOersief magazine. The silver package contains the same perks as bronze, but as an additional perk, companies are allowed to give a lunch lecture at TU/e for KOers members. In the gold package, this perk is replaced with the option to give

a workshop or an excursion. The platinum partners get the most perks, such as the ability to give 2 lunch lectures as well as an excursion. In addition to the standard options, there is always room for further additions/adjustments to the contract. KOers will continue to offer excellent service to the companies and, at the same time, obtain a fair sponsor amount for this.

It is more challenging to admit new silver, gold or platinum partners if the annual calendar is fully planned with activities. Whether there are too many activities or not needs to be evaluated by the board themselves since it depends on the ambitions of the board. In case of a surplus in activities planned, KOers will investigate how to accommodate the company to ensure positive cooperation between the association and the company. The association will investigate whether it is possible to still organize an activity together with the company, offer them other services, or convince them to elect a lower tier sponsorship.

3.5. Education

One of the main tasks of KOers is safeguarding and improving the quality of education of the master track Structural Engineering & Design. Next to this master track, the certificate of Construction Technology is under the responsibility of KOers. Next to that, KOers is defending the workspace of the graduation students and the length of the graduation trajectory.

3.5.1. Course evaluations

Next to the standard TU/e Quality Assurance surveys, KOers evaluates the courses of the master track SED and the CT certificate utilizing its own surveys and evaluation dialogues. In this way, the quality of the evaluation of smaller courses is assured and KOers is involved in maintaining the quality of education. Since 2019-2020 teachers have been participating in the evaluation as well, to include the opinion of the teacher and explain the remarks that students have. The evaluation with the teacher is done by the educational committee, to assure privacy for critical students.

Since the 50th board, the aim is to evaluate all courses that are under the responsibility of the SED-unit. It turns out that the responsible lecturers also appreciate the yearly evaluation. Since the 53rd board half of the courses are evaluated each year, which alternates per year. Pre-evaluations are carried out on the courses that were evaluated in the previous year, which makes sure that every course gets attention through a big evaluation or a pre-evaluation every year. This is done because it was found out that evaluating all courses every year for most courses is not necessary. Courses that scored low or changed a lot past year are always evaluated. An updated list of the courses that need to be evaluated can be found in the script for the Commissioner of Education.

3.5.2. Workspace graduation students

One of the general objectives listed in Article 2 of the statutes of KOers is "Striving for a place where graduates can work on their projects/study and where consultation between fellow students and/or supervisors can take place". Currently, there is a place for graduation students

on the 5th floor of the Vertigo building. One of the tasks of KOers is to maintain this workspace and prevent it from being used for other (educational) purposes.

3.5.3. Graduation duration

In previous years, the time necessary to successfully finish graduation was longer than intended. In some cases, the project took multiple years, while the standard duration should be 31,5 weeks (based on a 40-hour work week). Because this is not desirable, KOers has taken action to shorten the duration of graduating. In many policy plans the graduation duration was one of the key policy points, this has influenced the length of the graduation project significantly in the past. The last survey from 2019-2020 concluded that the average length is one year, but there was some delay due to COVID-19. In the past years, the length of graduation has again increased.. The average graduation length of the academic year 2023-2024 turned out to be 542 days. This is way too long, and action needs to be taken to shorten this significantly.

3.6. KOersief

The KOersief is a physical magazine published twice a year. The KOersief committee takes care of the contents and publication of this magazine. In the KOersief, various experts write articles within a theme chosen by the editors. Sponsors may opt to write an article instead of providing an ad for the KOersief. In this case, they do not necessarily have to comply with the theme as long as it is relevant to SED. There will also be room for summaries of graduation reports, reports about activities that have taken place, and other articles relating to education within SED.

3.6.1. Online

Next to the physical magazine, there is an online presence that needs to be kept up. This includes online articles, like 'Previously on the KOersief', Graduation and PhD projects, etc. It also includes an Instagram account for the KOersief and the podcast. Information about the most current post schedule can be found in the KOersief, Podcast and Media committee scripts.

3.6.2. Podcast

The podcast has a separate committee that is responsible for contacting the guests, and planning, recording, and editing the podcast. The aim is to publish easy and fun to listen to and interesting conversations on all subjects related somewhat to the built environment or Structural Design.

4. Overview of (previous) activities

In the overview below the regularly and yearly reoccurring activities are explained below. The activities are split up into two main categories, namely formal, and informal. First, the categories will be explained, then the individual activities that still exist or have existed are listed.

4.1. Formal activities

The formal activities are activities that have a specific relation to a course or sponsors, and/or have an educational purpose. With these activities, the goals concerning informing, recruiting, connecting, and interaction between students and future employers will be pursued.

Multiple Day Excursion

A multiple-day excursion, to one or more foreign cities. During the excursion, trips will be made to companies, building sites, universities, and tourist spots. The last few destinations include Lisbon, München, Madrid, Bucharest, Vienna and Copenhagen.

KOers International Study Trip

A large trip, often to a distant destination. The trip will include visits to companies, building sites, universities, and tourist spots. The last few destinations include South-Korea, Canada, Japan, and the USA. Due to COVID-19 in the years 2022 and 2023, the KIST stayed within Europe and went to Ireland and Brussels.

Concrete Canoe Race

This is a race that most often will be held in the last weekend of May. Multiple Universities, Applied Universities local and foreign participate in the race. Amongst them, competitions will be held to prove who has the fastest and most innovative canoes. And all from concrete. Each year KOers makes new canoes, focusing mainly on innovation. This is a prize KOers has won in the past.

Concrete Canoe Race Organization

Besides participating in the Concrete Canoe Race, KOers has also organized and hosted the race in the past. The last time was 2018. The aim is to organize the concrete canoe race event again in May of 2025, for which a committee will be set up by the 54th board.

KOers Design Challenge

A design challenge organized by KOers in collaboration with, for the last few years, ABT. The participants are challenged to design and build something within one or half a day. Previous examples are building a bridge, constructing an earthquake-proof structure, or building a tensegrity structure.

Company events

Company events are organized for and with platinum sponsors, to promote interaction between the company and the students. In the last years, this has been done with BouwQ and VeriCon. Examples of these events are a case study, a pub quiz, or a more elaborate excursion.

BierKrattenBrug

Once KOers loses the BKB record, or if they want to improve their own record, KOers can go up for a new attempt to beat it. Preferably this record attempt is organized with a large event on the TU/e. Last time, in 2021 it was for instance combined with the lustrum festival of the TU/e. This event is most of the time covered by the national media and helps put KOers and the TU/e in the spotlights.

Lunch lectures

Yearly several lunch lectures will be organized by KOers. The lectures will be given by sponsors. These will be planned in cooperation with the Commissioner of Public Relations who has the best contact with the companies. At the lectures, a lunch will be provided by KOers.

Excursions

Yearly about four excursions will be organized by KOers. The larger standard excursions are the excursions to the Steel Construction Day and the Concrete Construction Day. Furthermore, the excursions go to special building sites and company visits of partners.

In Dialogue with...

In Dialogue with... is a special activity at which a discussion night will be organized with some people from the university and some from the business community. The goal of this event is to stimulate discussions about certain topics with experts from the field to come to new findings. This event can take any shape, way or form the current board wants but it is important to keep doing this.

Workshops

Each year KOers organizes some workshops. These workshops are mostly focused on software however they do not have to be limited to software workshops. These workshops can also contribute to personal development. Some of these workshops are also organized to promote KOers amongst the bachelor students.

4.2. Informal activities

The informal activities are not intentionally organized for educational purposes and do not relate to any courses or sponsors. These activities are purely to increase the bonding between the members, teachers, and sponsors.

KOers Introduction Day

Each academic year starts with this activity. During the KOers Introduction Day, older KOers members get to meet the new members and the new board. The focus of the KID is to introduce new SED master students and pre-master students to KOers. Bachelor students are also welcome if their interest lays in the SED direction.

Drinks

Yearly multiple drinks are organized by KOers. Most of the drinks are themed and include free drinks by KOers, these drinks are organized by the Activity Committee. Some of the drinks reoccur, such as the Dies drink, the Multi drink, and the Beer pong battle with Mollier. These drinks specifically are organized by the board.

End of the Year BBQ

Each academic year is traditionally concluded with a BBQ. During the BBQ the members are thanked for participating, teachers are thanked for assisting with activities, committees are thanked for organizing and sponsors are thanked for making it all possible. At the same time, the board is saying goodbye and wrapping up the year.

KOers Coffee break (KOKO)

Every day, there is the opportunity for students and teachers to drink a cup of coffee or tea at a fixed time. The purpose of this is to strengthen the mutual bond between students and teachers. Right now, at 15:00 cookies will be present in the KOers corner for the members. On Thursdays there is an additional cookie moment at 12:30.

Sports Activities

Last year, KOers and its members participated in various sports activities. There are several sports activities KOers will participate in like the Batavierenrace, HDR, Hajraa BuTo, and VanLint week. However, of course, the list can still be completed with suggestions throughout the year. The sports committee can decide this at the beginning of the year and can also come up with its own initiatives. A guideline for the committee exists, which they should use at the beginning of the year to plan their activities. During these sports activities, everyone will be provided with a KOers sports shirt, which can be used for all sports activities.

Alumni day / Old board day

The alumni day is a day with activities for former KOers members to reunite. The former board day is a day with activities for previous boards of KOers. These two activities are rotated with each other, and each is held every five years. This means that the Alumni Day will be every 5 years during the Lustrum, to increase the number of participants, and the Old Board Day will occur between two Lustrums.

Active members activity

Once a year, the active members are thanked by doing an active member activity. This activity will take place at the end of the year. During the AMD the Active Members will receive their active members' gift. If this timeline cannot be met, the active members' gifts can be given at the End of the Year BBQ.

KOersSki

The KOersSkitrip was organized by the 52nd board. It was an informal ski trip that was held during the carnival break. About 16 people participated. It has not been organized since, due to the busy KOers calendar. It can be organized if no MDE is organized in a year. In the future, it can be decided to organize these events interchangeably, and possibly in combination with the other section associations. This is for each board to decide for themselves.

5. Overview of (previous) committees

General committees

KOers International Study Trip (KIST)

The KOers International Study Trip (KIST) is an activity that has been organized by KOers for many years. Most of the time, this trip takes place in one or more countries outside Europe, for example, Canada, Japan or the USA. At the beginning of the year, it is essential to determine the enthusiasm for the trip. The enthusiasm will be determinative of the chosen location.

Multiple-Day Excursion (MDE)

The Multiple-Day Excursion (MDE) is a trip that combines study-related and leisure activities in a city in Europe. Visiting interesting projects at the destination is part of the program. The MDE stands for, among other things, member loyalty. The trip is an opportunity for new KOers members to become interested in getting actively involved with the association. A committee will organize the trip. Since the MDE takes place relatively early in the year, board members and early participants of the committee can start the initial preparations before the summer break, and additional committee members are recruited at the start of the new academic year. However, it is not necessary to start before the summer break. All the preparations can also start at the beginning of the new academic year. Though regarding prices, it is beneficial to start sooner if possible.

The idea of the MDE is to mainly make it a 'train-travel' trip for as much as is possible, to keep an eye on the environmental impact of traveling.

Concrete Canoe Race (BKR)

KOers will participate in the BetonKanoRace whenever possible. Goals set by the committee are decided to determine how exactly KOers participates. The BKR is usually held once every year, but an additional BKR (of international scope, in Germany) was also successfully participated in in the past.

Concrete Canoe Race (BKR) Organization

When the event is organized by KOers, as happened in 2011 and 2018, an additional Concrete Canoe Race Organization Committee exists. They will be in charge of organizing the event and are separate from the Concrete Canoe Race committee. During the upcoming CCR of 2025 a script will be set up by the current committee.

Educational Committee

The educational committee is responsible for all the course evaluations. It can be decided at the beginning of the year, however, that several workshops regarding software skills, and the

Next to that, a Multi mini-lecture will be organized. This is currently always done by the board, but this may change in the future.

KOersief Committee

The KOersief committee is responsible for the KOersief. This magazine, made by students with a passion for Structural Engineering and Design, is a structural magazine that will be published twice a year. The KOersief committee always tries to find a relevant and interesting theme and connect that to interesting articles and companies. Preferably companies write the articles, but the committee can also write them. Companies can provide advertisements to be included in the magazine. If a sponsor prefers to write an article outside of the theme of that edition, they are free to do so as long as it is relevant.

Podcast Committee

The podcast committee takes care of the monthly podcast. They will contact the guests, and arrange the location, recording equipment, recording, editing, and the release and promotion of the episodes.

Activities Committee

The activity committee supports the commissioner of activities by organizing a wide range of different activities. The goal of the committee is to assist with organizing drinks, activities and coming up with ideas.

BierKrattenBrug Committee

If any other study association is successful in passing the record set by KOers, this committee will prepare a design to pass the new record. A large BierKrattenBrug committee is needed. The two main tasks are the structural design and the organization of the build. Besides that, the general tasks of media and PR also need special attention from at least one committee member.

Lustrum committee

The lustrum committee plans and organizes additional events surrounding the lustrum. This committee, by definition, only exists every five years. To have enough time for the organization of special events, the lustrum committee can be established and can start their task near the end of the academic year before the lustrum year. A lustrum committee can include tasks like organizing a lustrum gala, finding special guests for lectures relevant to KOers' past, arranging publications around the lustrum, and organizing a dinner where previous boards or members and currently active members of KOers can meet and talk. On the committee drive a script and all information of the previous 3 Lustrums can be found.

Sports Committee

The sports committee looks for sports activities for the members of KOers to participate in and organizes everything to make sure that a KOers team can participate. The activities can be within the university or throughout the entire country. The committee approaches the members to join the activities. Up until 2020-2021, this committee has consisted only of current board members. Since 2022-2023 the sports committee is much bigger (4-5 people) and consists of members, including one board responsible. Next to the pre-organized activities, they are free to organize sports activities from their own initiatives or from the idea box. In the committee script a guideline for how much events a year are organized can be found.

Media Committee

The media committee is responsible for the website and social media of KOers. This committee usually consists of current board members, but if certain members of the associations show interest in helping with the promotion they can join.

Drinks Committee

The drink committee helps during drinks and usually consists of the previous board of KOers.

Supporting committees

Advisory Council

The Advisory Council consists of former board members of KOers or members who have gained administrative experience elsewhere. The Advisory Council advises the current board and will meet with the sitting board at least twice a year to evaluate the course of events and to discuss any problems/challenges/questions the current board might have.

The Audit

The audit exists of previous treasurers and the treasurer of the study association CHEOPS. The committee has the focus on checking and supporting the treasurer for their tasks during the year. Also, the audit is there to work closely with the treasurer to prevent financial problems in an early stage.

Board Transition Committee

The board transition committee transfers all the information necessary to start the board year of the new board. This process starts from the moment a candidate board is formed and ends approximately after the first quartile of the academic year. The exact duration of the transmission depends on the course of the process. The committee consists of the previous board members.