

KOers: long term document part A



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Study Association KOers

Multiple year 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 specifically for members of KOers and is used to describe the goals and monitor the current state of the association. Part C is used to transfer knowledge between succeeding boards.

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.

It will be a document that can be updated when required by the board in order to keep the information up-to-date. In several years this 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 aim of the association is 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 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/study 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. All new students will be invited to the first KOKO. During this event, there will be the opportunity to meet each other over lunch. Additionally, all current and future KOers members will be invited for the KOers Introduction Day (KID). KOers will focus on the recruitment of three target groups: pre-master students, bachelor students and master students.

Pre-master students

Premaster-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 within 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).

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 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 by means of the multi borrel).

3.2. Member bonding

To encourage member bonding, a weekly 'KOersKOffietijd' (KOKO) is organized on a fixed day per quartile during the lunch break in the KOerscorner. Once per quartile, if possible, the KOKO will be organized on floor 9 or in the SD lab, to increase informal interaction between the

student and the teacher. To increase awareness of the KOKO's among teachers, these will also be announced on floor 9 and planned in their agenda.

Next to formal activities, KOers also organizes informal activities to stimulate member bonding. These activities include drinks and the annual BBQ.

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 identity. This communication includes a monthly schedule in the KOerscorner and Facebook, 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. 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. 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. For the KOersief, a standard proposal will be submitted to the current partners. Furthermore, the aim is to maintain contact with the existing partners.

When the maximum amount of platinum or gold partners is reached, it is not possible for another company to join as a platinum or gold partner. KOers will look into how to accommodate this company to ensure positive cooperation between the association and the company. The association will look into 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 by means of 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 are 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 board of KOers, to assure privacy for critical students.

Since the 50th board, the aim is to evaluate all courses that are under the responsibility of KOers. It turns out that the yearly evaluation is also appreciated by the responsible lecturers.

3.5.2. Workspace graduation students

One of the general objectives that are 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 for being used for other (educational) purposes.

3.5.3. Graduation duration

In previous years, the time that was needed for the graduation project was longer than intended. In some cases, the project took multiple years, while a standard duration is $\frac{3}{4}$ years. 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, since most students now graduate within a year. The last survey from 2019-2020 concluded that the average length is one year, but there was some delay due to COVID-19. It seems like the problem of the length of graduating is solved, but KOers will keep a close eye on this, to prevent falling back in old patterns.

3.6. KOersief

The KOersief is a physical magazine published twice a year. The editorial 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. 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 and a podcast.

3.6.2. Podcast

The podcast has its separate committee that is responsible for contacting the guests, planning, recording, and editing the podcast. The aim is to publish easy and fun to listen, 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 reoccurring and yearly reoccurring activities are explained below. The activities are split up into two main categories, namely formal, 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 student and future employer 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: 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: Canada, Japan and USA.

Concrete Canoe Race

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

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 built something within one day. Previous examples are building a bridge, construct 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. Examples of these events are a case study and a pubquiz.

BierKrattenBrug

Once KOers loses the BKB 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 2016 it was for instance combined with the lustrum festival of the TU/e. This event is most of the times covered by the national media and helps putting 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. Before 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.

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. During this evening a current topic will be discussed together with students and (academic) professionals.

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 for increasing 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 lie in the SED direction.

Drinks

Yearly multiple drinks are organized by KOers. Most of the drinks are themed and include free drinks by KOers. Some of these themes have reoccurred, such as the Dies drink, Spring bock drink and the Beerpong battle with Mollier.

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 wraps up the year.

KOers Coffee break (KOKO)

Every week, there will be an 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.

Sports Activities

Last year, KOers and its members participated in various sports activities. Sports activities KOers will participate in include the Batavierenrace, HDR, Hajraa BuTo, and VanLint week. However, of course, the list can still be completed with suggestions throughout the year. During these sports activities everyone will be provided with a KOers sports shirt, which can be used for all sports activities.

Alumni day / Former 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 held every other year.

Active members activity

Once a year, the active members are thanked by means of an active member activity. This activity will take place at the end of the year.

5. Overview of (previous) committees

General committees

KOers International Study Trip (KIST)

The KOers International Study Trip (KIST) is an activity which is organized by KOers for many years. Most of the time, this trip takes place in one or more countries outside Europe, for example Taiwan, Dubai, Japan, or Canada. 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 start the initial preparations before the summer break. Additional committee members are recruited at the start of the new academic year.

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.

Educational Committee

The educational committee is responsible for the course evaluations, several workshops regarding software skills, and the "In Dialog Met" event. Next to that, a Multi brainstorm session will be organized.

Editorial Committee

The editorial 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 editorial 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.

Podcast Committee

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

Activities Committee

The activity committee supports the commissioner of activities with organizing a wide range of different activities, they support the commissioner of activities. This committee started in the academic year 2019-2020. The goal of the committee is to assist with activities, coming up with ideas, help set up and clean up etc.

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, arrange publications around the lustrum, and organizing a dinner where previous boards or members and currently active members of KOers can meet and talk.

Sports Committee

The sports committee looks for sports activities for the members of KOers to participate in. 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 out of current board members.

Media Committee

The media committee is responsible for the website and social media of KOers. This committee usually consists of current board members.

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 gives advice to 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.

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 has 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.