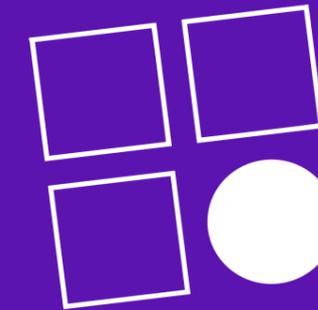
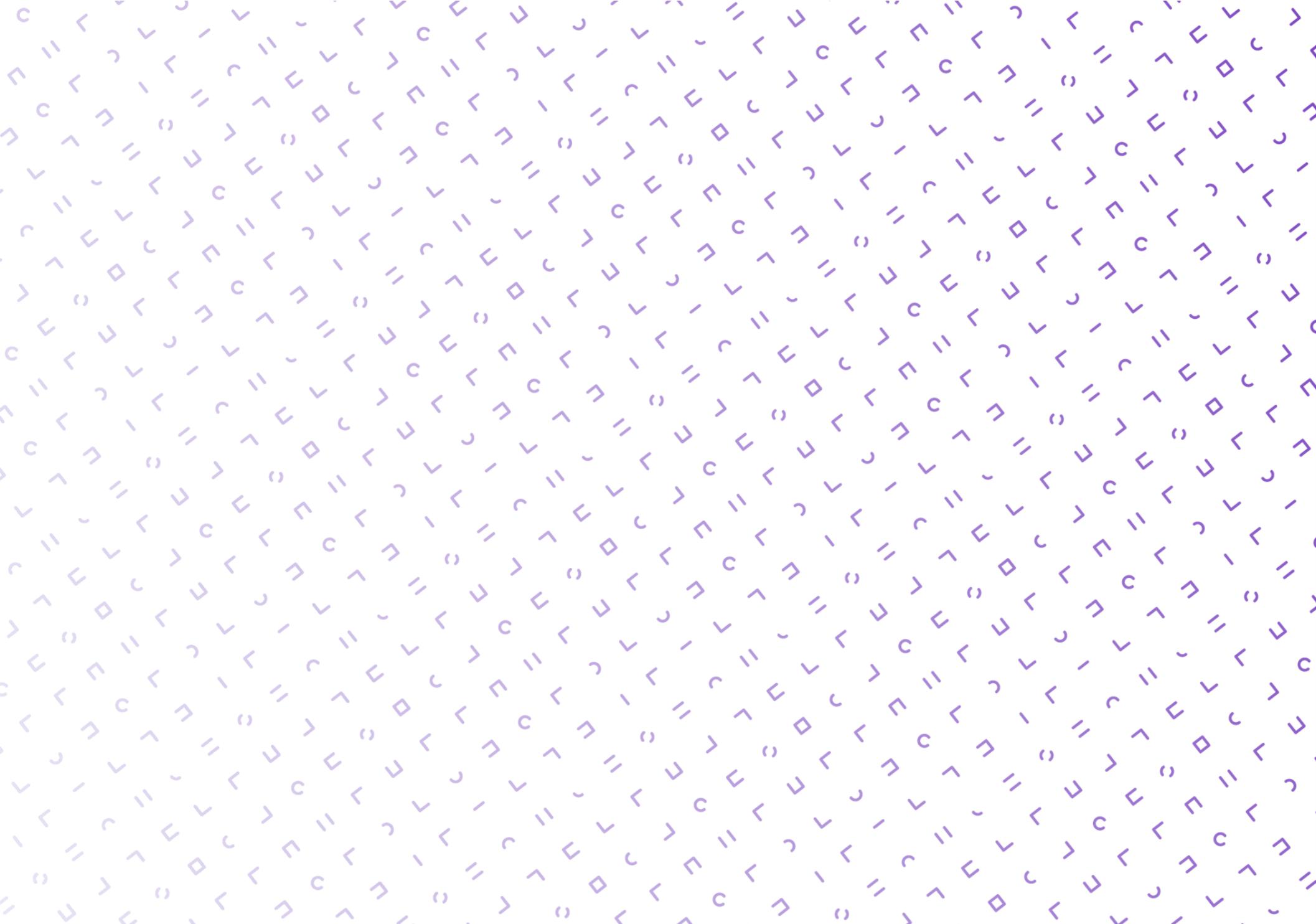


Annual report 2020-2021 **20th Board - Present Purple**

Study association Industrial Design Lucid
Eindhoven University of Technology
Department Industrial Design

Valentina Rodriguez, Vere Vreeswijk, Max Palmans, Belle van
Kempen, Filip van der Vegt, Elke van Dael



Annual report
2020-2021

Study Association Industrial Design Lucid

Preface



Hola!

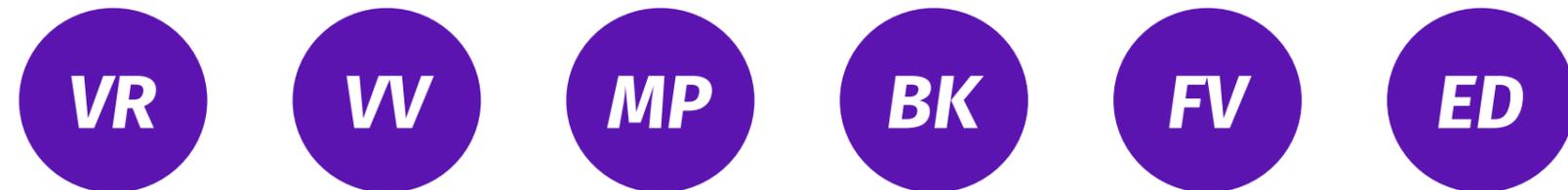
We are the Twentieth Board of Study Association of Industrial Design Lucid. It was our goal and responsibility this year to lead our beloved association forward, to provide social cohesion to our members, and to ensure that the association continued to thrive despite the difficult circumstances the world is facing. However, our time has come to pass on the baton to the next board. We are very excited to see where they take the association, as we deeply believe in their ability to thrive as a board and lead Lucid towards a great path.

This year was like no other. Doing a board year in the midst of a pandemic definitely redefined what it means to be a board member at a study association. Our role turned from providing extracurricular positive experiences for members in the three pillars, to holding a (huge) primary responsibility of maintaining social cohesion in a year in which the negative effects of consistent isolation, lack of social opportunities, increased study strain, and overall lack of motivation have taken a more serious toll on our student community. It was therefore our goal, as six very motivated, creative, and diverse individuals, to try to provide our members with that which they need most these days, a sense of community.

We set out to be "Present Purple", a board dedicated to maintain the Lucid feeling alive, to find creative ways around the limitations of the pandemic, and to most of all, remain present as a board and as an association in our member's lives, to support them and make them feel heard. This Year Report presents the steps we took as an association, as a board, and as individuals, to overcome the uncertainties and struggles this year threw at us. It showcases the opportunities we provided members with to reunite, connect, and still develop themselves this year.

As the chairman of this beautiful board, I can't say enough words to describe how proud I am of the efforts we made to keep the association thriving during such a tough year; of the way we navigated through such complex situations as a team and came out on the other side having accomplished more positive things for Lucid than we could have imagined. I'd like to share my gratitude to my fellow board members for all their hard work, their support, and most of all, for their resilience during this year. We were all pushed to our limits one way or another, now we end our board year as stronger individuals, but more importantly as a group that supports and values one another. It was truly a "present" to have shared this unique experience with all of you.

On behalf of the 20th Board of s.v.i.d. Lucid,
Valentina Rodriguez



We worked as a team, however some board members were more present in particular projects. With these icons we show who worked on what.

Valentina Rodriguez **VR**
 Vere Vreeswijk **VV**
 Max Palmans **MP**
 Belle van Kempen **BK**
 Filip van der Vegt **FV**
 Elke van Dael **ED**

Table of contents

1 The Association

- 10 Mission and Vision
- 12 Pandemic Present Purple
- 14 Committees
- 20 Activity Overview
- 22 Year in Numbers

2 The Board

- 26 Valentina Rodriguez
- 28 Vere Vreeswijk
- 30 Max Palmans
- 32 Belle van Kempen
- 34 Filip van der Vegt
- 36 Elke van Dael

3 Strategic Policy

- 40 Vision and Values
- 44 Aligned and Functional Bodies
- 45 Communicating the Mission and Purpose of committees
- 46 External affairs of committees
- 48 Stable Money Flow
- 49 Fixed sponsored events
- 50 Reservations and partnerships
- 51 Dealing with Debtors
- 52 Digital Dependability
- 53 Lucid.Online
- 55 Privacy & Digital Security
- 56 Be more accessible
- 57 Atlas goes Lucid
- 58 Improve GMM involvement
- 59 Lucid goes Online & Social Cohesion
- 60 Strengthen the community feeling
- 61 The First-Years Experience
- 62 More Tailored to students and the ID landscape
- 63 Structured Activity Planning
- 64 Broadening external efforts
- 65 Provide students & companies with more knowledge about the potential of ID
- 66 Improve educational activities
- 67 Connection to the curriculum

4 Projects

- 70 Board initiatives
- 76 Birthday week
- 77 Corona Board year
- 78 Social Cohesion Project
- 79 Candidate Trajectory
- 80 Board transfer
- 81 Merch
- 82 SUMAP
- 83 Member Initiatives

5 Appendices

Chapter 1

The Association

The students of the department of Industrial Design are united in Study Association Lucid, a student-run association that organises education, career and leisure activities. Furthermore, we act as the connection between students and the department of Industrial Design. As a study association we have close contact with both students and staff. Lucid has a wide range of activities, such as workshops, design-cases, study-trips, parties and of course, the weekly drinks at the Lucid. Bar.

Our association has the goal to support students during their studies. Therefore we are in contact with experts in our department and the alumni of our study. Additionally, we collaborate with a wide range of companies to help students discover career possibilities and build a network.

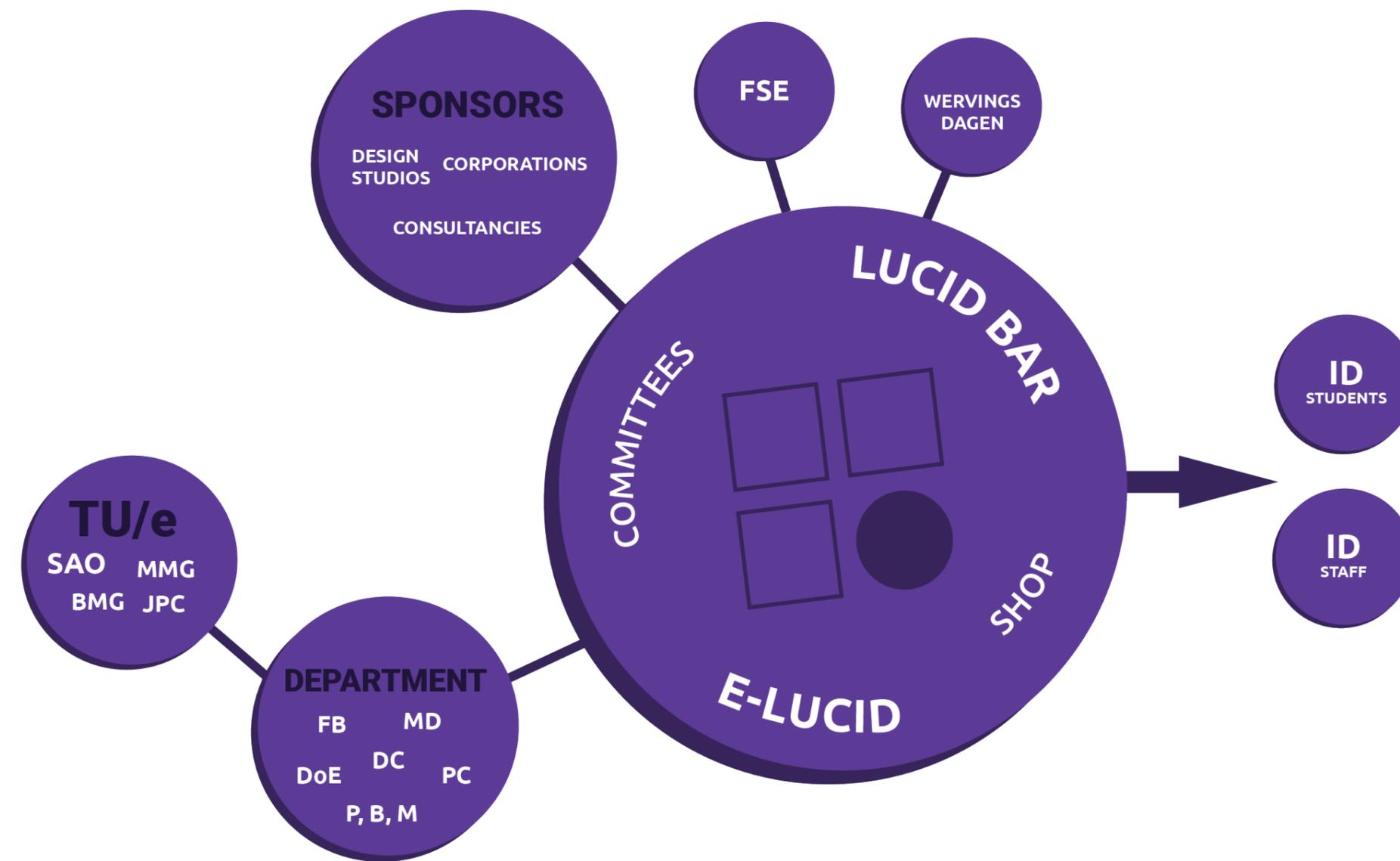
In this chapter we give an overview of all the committees we installed this year and the activities that were organized. Furthermore, we will have a few fun facts that represent our year.

The Mission and Vision

Lucid is the study association of Industrial Design. It aims to be the connection point between Industrial Design students and the staff members of the department. Lucid is the place where they meet, socialise, have fun and most importantly, develop and build connections. Additionally, Lucid supports and challenges students in the development of their skills, knowledge and network. Lucid aspires to be not only an addition to the curriculum but also a complement by providing its members with education, career and leisure related activities, organised with and for students. By participating in these activities Lucid gives her members the opportunity to develop themselves professionally and personally. Lucid provides a platform in which members can learn valuable skills that they can apply in their studies, as well as in their future career, while simultaneously, students can become part of a community, which can play a big role in their social and student life.

“Study association Lucid acts as a stable platform which provides an easily accessible community for each ID student and staff member within an ID changing landscape. Lucid supports and challenges the members in education, career, and leisure related to ID and student life”

In our year, we focused on working hard to develop aspects of the association to improve our adherence to this vision. These changes will be elaborated on in Chapter 3.



Pandemic Present Purple

During our board year, the Covid-19 Pandemic has made an unforgettable mark. The year took place mostly online or hybrid. It required Lucid, the Department and the University to be creative and practical with solutions.

Within Lucid we have a few advisory organs in place, but this year, their advice was not based on previous experience, but on speculation. As the Present Purple board we were faced with challenges we could not have imagined at the beginning of our year. Thus having to constantly rely on our own creativity and adaptability. Luckily we were met with great support from our members, department and university. We have experienced an attitude of “we are in this together”.

From these weird times a lot of beautiful things have grown. Without Covid-19, we would not have managed to work on a social cohesion project (chapter / appendix) that gave us a lot of insights in how we approach things at Lucid and at how to reach out to our community. We were able to connect with members in new and unexpected ways, by organizing a variety of different activities. We were able to connect to the Department even more, not only by talking to more people, asking more questions and working towards solutions, but also by sending out faculty packages and hosting an online event. We had the opportunity to take a critical step back and innovate our association, looking at what was really important. We filled our time with assessing and evaluating our policies and systems, making a lot of improvements in the backend of the association. At some point it might have felt like we were in survival mode, but looking back we were changing, adapting and creating new ways of working. And this is something we can look back on proudly.

Of course there were also downsides. We had some stressful and hard moments. We were not always able to connect or communicate well what was going on and all of us at some point have felt like we were on an island, doing work that was not appreciated. Being a board member is probably always in the background, but doing it at home and not being able to easily connect with members or each other made us feel like we disappeared a little bit. Luckily,

as a group, we were determined and motivated to make things work. We met online, we met together after having tested, and most importantly we were honest and vulnerable with each other about how we were doing, thus creating a supportive environment.

In addition the association noticed the pandemic too, we heard concerning noises from members about how they were doing at home. In addition not all activities were successful and it was hard to get members to join certain online activities. There was a barrier of them being ‘yet another thing on my screen’. For this reason, we decided upon our focus of the year: it is better to organize something that we really like and have only 10 happy members because of it, then it is to organize something hi-fi and have 100 members involved, but it doesn’t really give energy. Because of this shift in focus, we were actually able to provide cool activities for way more members than expected. In addition, we were able to learn a lot more, because we were working on things that we really liked, and this resulted in more members being drawn to it.



Committees

Board Responsibles

- VR** Lucid. Bar
- MP** Conduct
- MP** Luseal
- ED** LAPD
- BK** FYW
- FV** Intro
- FV** Robowars
- FV** EOYT
- MP** IDcate
- BK** InspirID
- WV** ID Career
- ED** Wervingsdagen
- ED** ID Connect
- FV** MAC
- WV** Difficult Things
- FV** Yearbook
- WV** Financial Control Committee (FCC)
- MP** Council of Risk Assessment (CRA)
- BK** UNID
- MP** **VR** Lustrum
- VR** Lucid Music Collective (LMC)



LUCID.BAR

Leisure • This committee hosted XX drinks this year. They found a way to adapt a staple of the association to a new context. Op een helder moment!



CONDUCT

Leisure • The Conduct festival is Lucid's yearly multidisciplinary electronic festival. The committee put up an amazing virtual experience to enjoy safely.



LUSEAL

Leisure • LuSeal will be heading to sea during the summer break, giving the students a chance to take rest with their peers. enjoy safely.



LAPD

Leisure • This committee organized four amazing faculty parties, some online and some in real life.



FYW

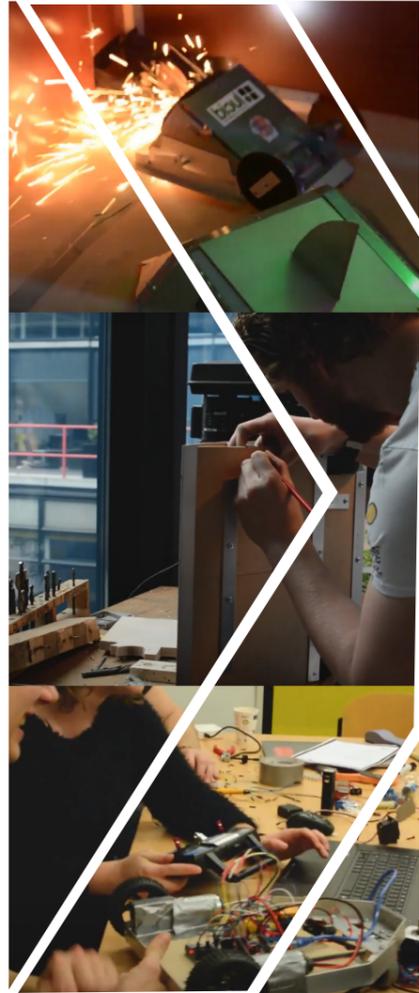
Leisure • At the start of the year, the First Years Weekend Committee put up a great online bonding weekend. The next generation is preparing next Septembers FYW as we speak.



INTRO

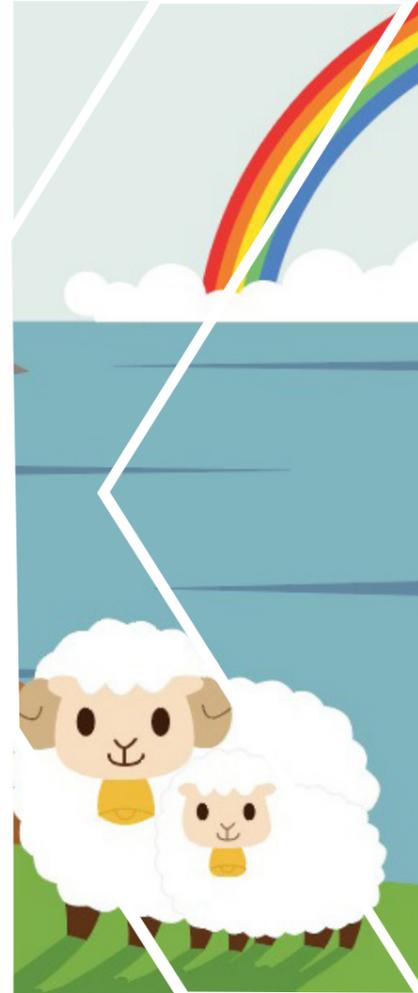
Leisure • The team behind 'Expedition Intro' made the fresh students feel at home at the university. The new committee is busy preparing for upcoming August.





ROBOWARS

Leisure • A weekend long hackathon to build the strongest robot of the tournament. The event is being organized in collaboration with Simon Stevin and THOR.



EOYT

Education • The End of The Year Trip made great plans for a trip to either Ireland or the Netherlands. Unfortunately this years trip was cancelled.



FYT

Education • The First Years Trip would've travelled around the Netherlands to explore our design culture. Unfortunately this years trip was cancelled.



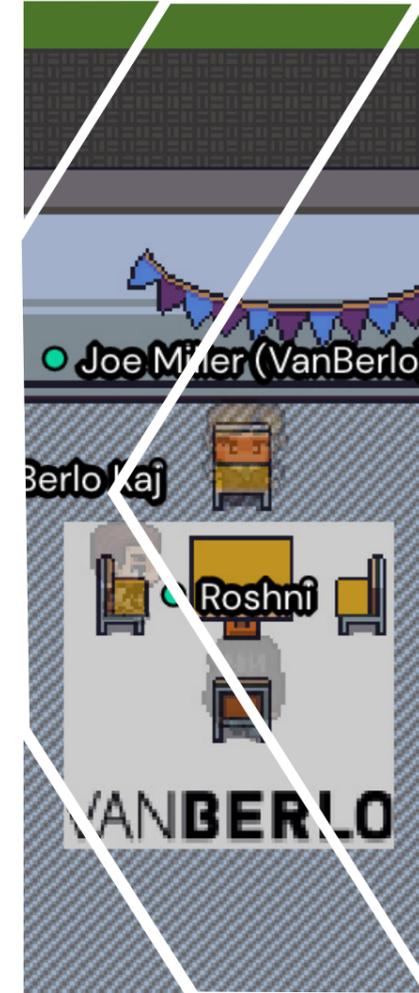
IDCATE

Education • The IDcate committee organized insightful workshops and taught us many new skills



INSPIRID

Education • This committee hosted 5 inspiring talk shows about topics within the field of design.



ID CAREER

Career • ID Career connected students and companies through events such as the online internship speedchat, a pitching workshop, and a number of lectures



WERVINGSDAGEN

Career • Wervingsdagen held the Skill Sessions and Career Expo with dozens of skills to learn and companies to connect to.



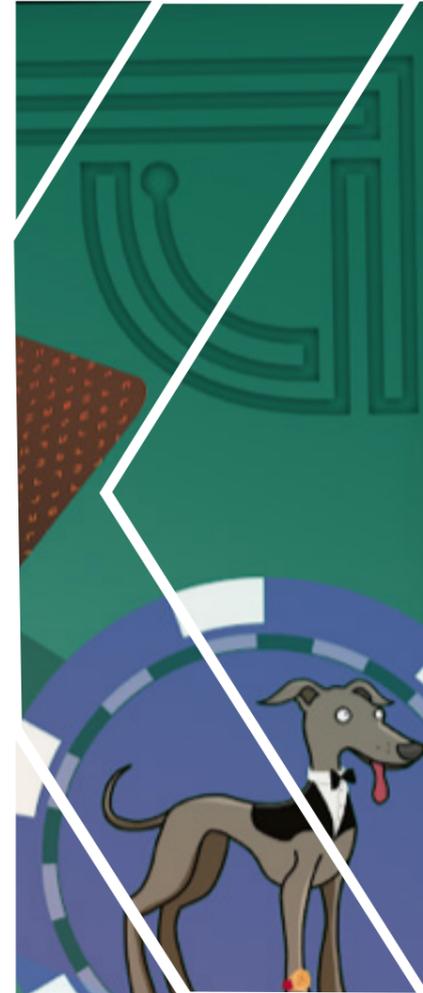
ID CONNECT

Career • ID Connect 2021 was a networking event that included multiple design cases in collaboration with 6 companies. More than 150 students attended.



MAC

Career • The Master Activities Committee hosted a first of its kind career event for ID Master students. They also provided masters with two leisure events.



DIFFICULT THINGS

Facilities • The Difficult things committee worked on several technical projects. The tokendrink was cancelled but Games with James provided a lot of online fun.



YEARBOOK

Facilities • The Yearbook Committee documents the past year of Lucid in a beautifully design booklet. This years theme will be 'Retro'.



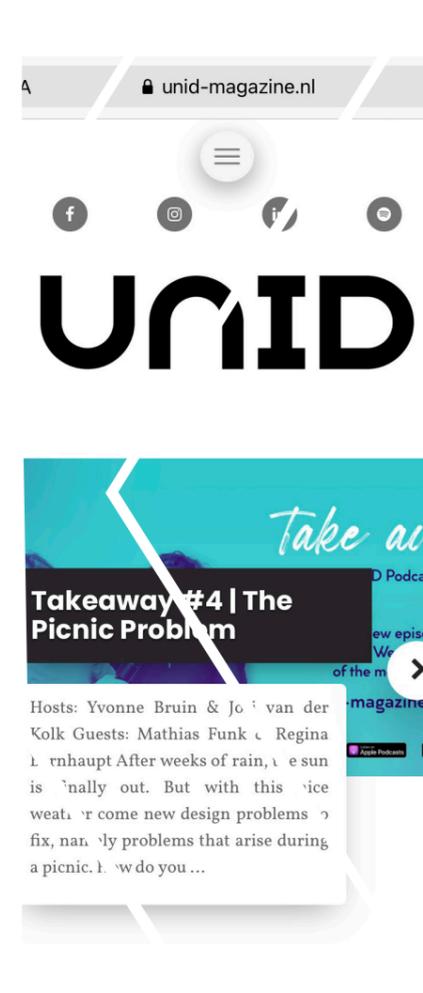
FCC

Facilities • The FCC checked the Lucid finances like no other. They did a great job of finding mistakes in our accounting.



CRA

Facilities • The Council of Risk Assessment evaluated our more daring plans and made sure the association was never put at too much risk.



UNID

Facilities • UNID made the switch to complete online content, covering ID topics in the form of articles, podcasts, and more.



LUSTRUM

Facilities • Already starting up the Lustrum Committee to prepare for next year. It will be full of attitude!



Lucid Music Collective

LMC

Facilities • A new initiative that turned into a group of student bring their passion for music to the members.

Activity Overview

Online
Hybrid
Offline
Cancelled due to Covid-19

September

- GMM - 109
- Presents for Purple
- Welcome back drink
- Committee Market #1
- Committee Market #1
- Adobe Workshop #1
- Lucid drink #1
- VIDE opening event
- Clarks design case kick-off
- Lucid drink #2
- How to GMM?
- VIDE Movie Night
- Adobe Workshop #2

October

- First Years Weekend
- GMM - 110
- MIEM
- Lucid drink #3
- VIDE Pubquiz
- VIDE Lunch lecture
- Workshop - How to make a video
- VIDE Lecture by Kristin Hughes

November

- Design Exhibition
- Christmas cards for Elderly
- Poster template Design case
- Elective market Online
- Elective market Offline
- Kick-off sinterklaas
- Kick-off Enpuls Design case
- Rocket League Tournament
- Design8 Workshop #1
- Among Us night
- GMM - 111
- Bierkoerier
- Wervingsdagen Skill Sessions

December

- Mini challenge - Zet
- Sinterklaas tour
- Master Graduate Event
- Movie night - GoodFellas
- Beertasting
- InspirID Talk - Love in Design
- Christmas Atlas
- Christmas activities memberspace

January

- Committee market #2
- Lucid Bday song video
- Hable lecture and Q&A
- GMM - 112
- Food Design workshop
- Lucid Birthday dinner livestream
- Mini challenge - Korein
- Committee drink

February

- FYT Infolunch
- Kandi Infolunch
- Kick-off ID Connect
- InspirID Talkshow #1
- LAPD First Years event
- GMM 113
- Jumpstarting start-ups workshop
- InspirID Talk
- Kandi Interest Chat
- EYT Infolunch
- SyFly mini challenge
- Luseal Infolunch

March

- Valentine Roses
- ID Connect - How to network
- Lucid.Bar First Years Pubquiz
- GMM - 114
- First Year CoffeeBuds
- Meat-Free week
- Student Well-being
- Wervingsdagen Career Expo
- Whiskey Tasting
- Who is the mole pubquiz
- LAPD festival
- Second Years Development Days
 - CZ Design case
 - Internship lecture
 - Prototyping session
 - Social Activity
 - Pitching Workshop
- ID Connect - Main event
- Korein Design case
- Cantus
- First years Career Day
- InspirID Talkshow #2

April

- Online Lucid Drink
- Staff Event
- First Years Trip
- Coffee Walk
- Design8 Workshop
- InspirID Talkshow #3
- Portfolio Workshop
- Lucid Drink
- LAPD Tosti Tour

May

- GMM - 115
- ID Career Internship Speedchat
- James Dyson Award lecture
- Casino drink
- Lucid Drink
- Fusion Workshop
- Brand yourself Workshop #1
- Conduct
- MyFuture Week Stunt
- Lucid Music Collective Pubquiz
- Brand yourself Workshop #2
- MAC - Master your Career
- Committee Market #3
- InspirID Talkshow #4
- Lucid Drink
- StekOverflow
- Member's choice lecture
- How to make beats
- Lucid Drink

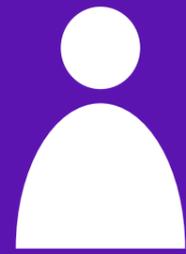
June

- Film on Flux
- Lucid Drink
- Lucid Drink
- GMM - 116
- LAPD Aloha drink
- Purple GoBo
- Committee Activity
- Lucid Drink
- Lucid Drink
- Lucid Drink
- OBday
- EYT Own initiative

July

- Big Outside Drink
- Lucid Drink
- InspirID Talkshow #5
- End of the Years Trip
- Luseal

Our Year in Numbers

 **126**
committee members

 **383**
coffee mugs sold

2 walkie-talkies


65000+
words of minutes

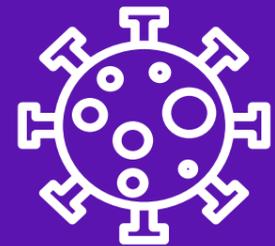


1000 new Lucid Socks

0
Covid-19 infected board members


2 extensions of the memberspace
41 offline activities

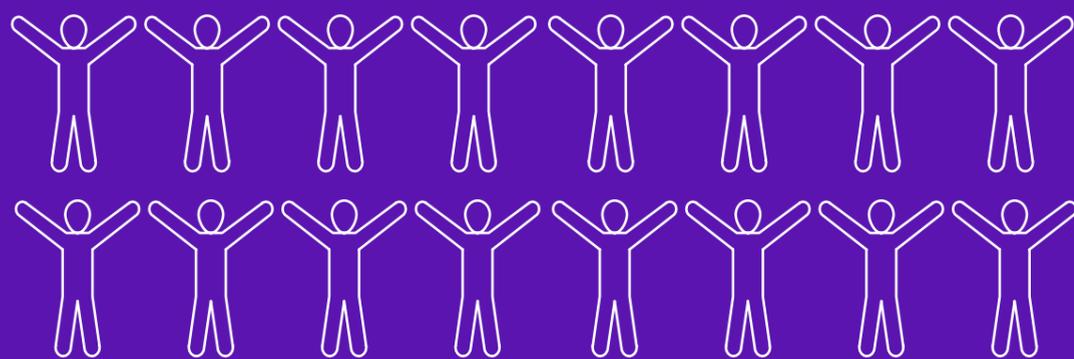
 **134**
activities

 **1** pandemic

 **176**
single strikes with the hammer

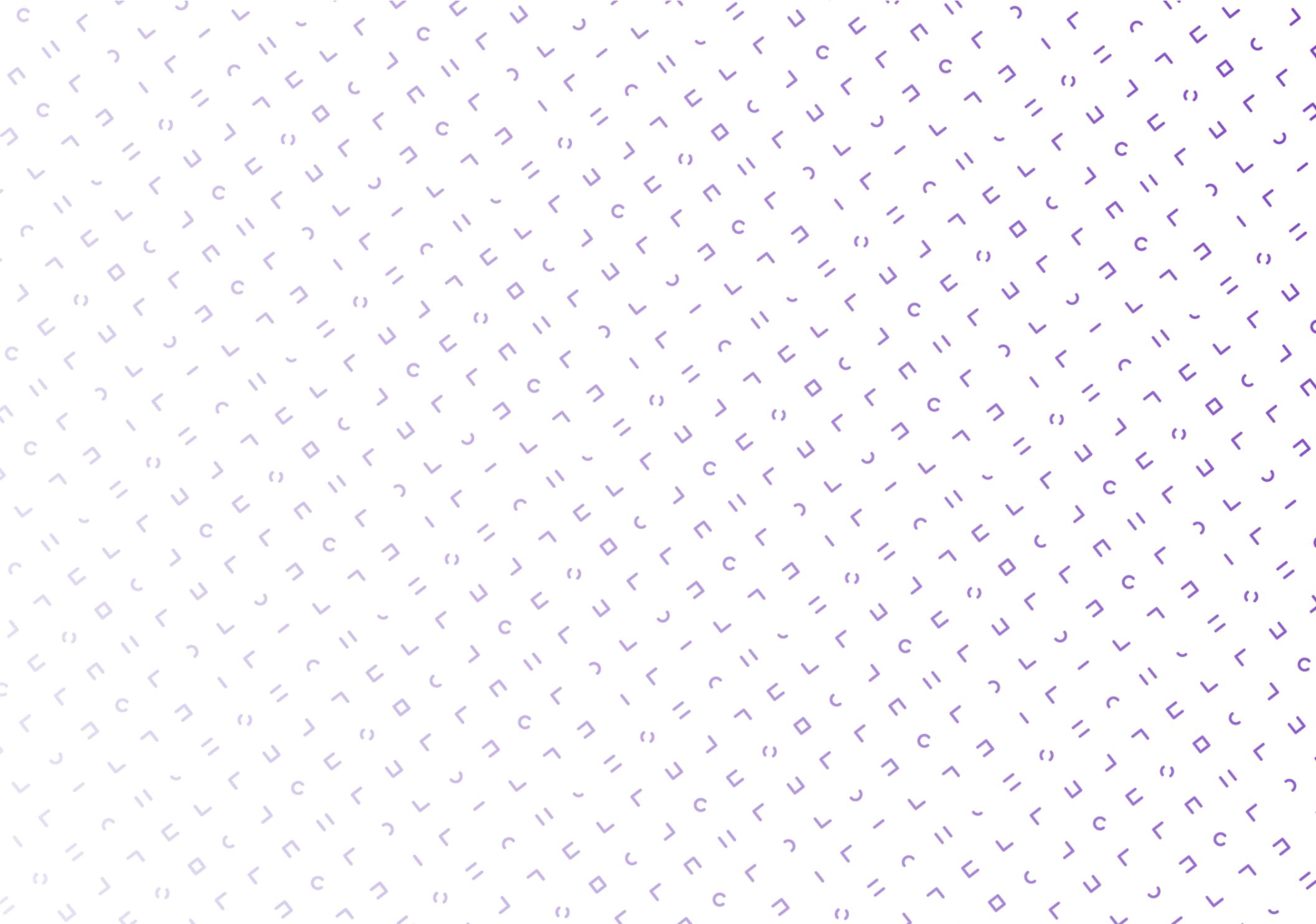
 **12**
paid collaborations

 **80**
online activities

200+ new members


10
General Members Meetings

17 Lucid Borrels

Chapter 2

The Board

Present Purple reflects on the mission we set for this year. Starting our year in a society where everybody was at home and not connected in a physical space anymore, our focus was to be there for members, to remain present. We did this by being innovative and flexible throughout the whole year. Coming up with new events, giving a twist to already known events, and being creative in providing members what they need in a way we are not used to. We wanted to provide and maintain social cohesion between members and board, in attempts to help members navigate such a difficult time and find some light and support.

In this chapter we will describe and highlight our function, how we carried out our specific roles this year, and lastly, where we see growth for the function in the future and where we think there can be opportunities for our successors and the association.



Valentina Rodriguez

Chairman

The Chairman ensures unity is kept within the board and in addition is in charge of the policy in terms of creating and adapting it, where the Chairman actively collects information about what is going on within the association, including ideas to change policy or to set up new initiatives. Next to that, the Chairman ensures that the profile of Lucid is propagated. Besides management tasks, the motivating and supporting task of a chairman is also of great importance. The Chairman should also be up to date on ongoing affairs inside and outside the board whereby they will communicate important matters to the board or any other organs within Lucid or the university. The complete board of the association is responsible for keeping the Chairman up to date on ongoing affairs. The Chairman will (if present) preside over the GMM and in the first instance address external contacts, unless it concerns sponsoring contracts. Additionally, they will also be the designated public representative/speaker for the association on different occasions.

Commissioner of Bar

The commissioner of Bar is end responsible for the bar facility of Lucid. He ensures the smooth running and an acceptable workload of the bar committee. In addition, he keeps a close connection between the bar committee and the board, to ensure quick and transparent communication and ensure that the bar is adapted well to the state of Lucid. The Commissioner of Bar makes sure that the identity of the bar is in line with the policy and vision of Lucid. The Commissioner of Bar is also responsible for the financial risk running a bar brings. He will make sure that the bar has a stable financial state, by acting as the treasurer of the bar themselves, which consists of doing the bookkeeping and accounting of the Lucid.Bar.

Own Interpretation

As the Chairman of Lucid this year, it was my duty to maintain the overview and foresee the coordination of the board. This entailed maintaining alignment between all board members, ensuring that everyone is on the same page, that there is a group consensus on important decisions made, and that overall, everyone is able to work as best as possible. Additionally, and especially this year, it was also my responsibility to protect the wellbeing of my board members. It was an extremely work intensive year, filled with constant changes which meant finding ways to reinvent or find alternatives to a lot of limitations we had this year, to ensure we provide interesting and fun events to our members. We had a year with a lot of disappointments and time investments that resulted in canceled events. This required us to be extremely resilient and optimistic, and my role was to maintain my board members motivated and focused on the bigger picture, on the vision and policy. I realised that this year, I played the role of facilitator, by stepping in and out of projects, giving some advice and support where needed. At the same time I was able to take more leading roles in other projects/initiatives such as the SUMAP pilot, in which I was Commissioner of Sustainability. I enjoyed being able to be involved in such a variety of interesting projects, all with different goals in mind, it helped me be dynamic and proactive throughout the year.

One of my main goals this year was to maintain social cohesion between members and also within the board, keep the 'lucid feeling' alive through our events and initiatives and simply provide as many opportunities for members to engage, have fun and connect with each other. With these goals in mind, I worked hard on some projects, in collaboration with other board members. Having this as a focus truly reminded me to go back to

the essence of Lucid and try to provide this feeling of community and belonging to members, just in a different format than we used to before Covid-19 hit.

Other responsibilities I had were representing Lucid and the board in different events and meetings throughout the year. This included leading General Members Meetings, meetings and continuous contact with the FSE, and doing speeches for the honorary graduates at the graduation ceremony, to name a few. Representing the association in various events this year allowed me to gain confidence in public speaking and in trusting my judgement, I had to think on my feet and think in solutions and not in problems throughout the year, this is something very valuable that I will take with me beyond my board year.

Besides my Chairman role, I was also the Commissioner of Bar. I was in charge of the bookkeeping and overall finances of this organ of Lucid. It was an interesting challenge for me to learn about these financial skills which I had no knowledge about before. It also helped me understand the role of Treasurer in our board, and try to support him when needed. In the bar management, I also worked hands-on with the bar setting-up, drafting and hosting Lucid drinks throughout the year.

Future

With the Lustrum approaching, and COVID-19 most likely still being part of our daily lives next year, I see a chairman with a proactive spirit, who will be responsible for stakeholder management at a larger scale than in the past few years; maintaining the unity and alignment between the board and other committees involved in the Lustrum, overseeing that the it is a success and brings members together, but that it also fits appropriately with the values and vision of the association.

It is important for the upcoming Chair to have a visionary perspective and to gather insights on how to best adapt the policy in order to fit the current needs of the association, as it will still be a fast-pace year with foreseeable ups and downs, except that with more hybrid or physical possibilities for the association than this year; all while still keeping the long-term vision of Lucid in mind, so that the upcoming boards can continue the efforts outside of a Lustrum year, and keep sight of where to 'steer the boat' (Lucid) in the long run.

Additionally, it is going to be important for the chairman to continue evaluation efforts in regards to the Strategic Policy and the Policy workflow which has been updated this year, it is a structure that is still quite recent, as we were the first year to fully implement it and thus it is important to still reflect on how the board works with it and how it could be improved to better fit the ambitions and vision of future Lucid boards.



Vere Vreeswijk

Secretary

The Secretary has a central position in the board and association when it comes to keeping overview. This is partially done via the planning of all Lucid activities and the board planning. The Secretary works closely together with the Chairman and has a supportive role on keeping track with the board as well as with the policy. The Secretary is end responsible for the year planning and aims to plan all activities optimally and in line with the members curriculum, learning activities and the vision of Lucid. Next to this, the Secretary is responsible for documentation of board meetings, GMM's and maintenance of all relevant association-related documents [1].

The Secretary is also responsible for the profiling of Lucid as an association. The Secretary ensures the visibility of Lucid's identity and activities throughout the building, members space and online platforms, and therefore monitors and improves the use of all communication channels [2] of Lucid. This also means ensuring all internal and external communication is in line with Lucid's brand identity.

Professional Relations

The Commissioner of Professional Relations supports the Commissioner of External Affairs in profiling Lucid and to make the value of Industrial Designers more known among companies. The focus lies on creating new contacts and keeping up with existing contacts and making Lucid the education clearer/more understandable for companies. This all to support the Commissioner of External Affairs in finding new companies/contacts to receive sponsorship from.

The Commissioner of Professional Relations, together with the Commissioner of External Affairs, maintains an external focus in relation to the association with the goal to be the bridge between Lucid and the outside world. The focus lies on creating new contacts, keeping up with existing contacts and profiling Lucid and the value of Industrial Design. The Commissioner of Professional Relations also supports the Commissioner of External Affairs in the quest for sponsorships.

1. Relevant Association-related Documents: Minutes, the decision list, the HR, the statuten, the policy and strategy.

2. Communication Channels: The social media used by the board, the website, the TV screens (in Lucid and Atlas), the newsletter, the month calendar and posters.

Own Interpretation

For me the function of Secretary felt like a natural fit. Keeping overview, working together with people and making plans is something that always comes naturally to me. I was very curious how I could excel in these skills and how I could use them on a bigger skill and outside my own bubble.

The definition of the Secretary is quite practical, which was at the start of the year a bit overwhelming. The function comes with many responsibilities, and I had as a vision for this function that consistency is key. However, this year was different and required a very flexible approach to the things we do as a board and as Lucid. Especially on the plannings of Lucid this had a great impact. The best times for activities weren't the best times anymore in the online situation, people were more tired after a day behind their screen meaning that we had less show ups at our events. The communication channels that we used were most focussed on promoting in our physical member space and at university, which was no longer effective due to the lockdown and hybrid education.

Next to this, I became a very internal focussed Secretary also. The dynamic of a new starting board and the often changing circumstances we were working under made it hard to stay in touch with everybody and to see how everyone was doing. Also, the workload became higher because we had to make a plan B and C for everything. To tackle this I started working together with Valentina on analysing the SCRUM method and making it work for our board. The central position of the secretary is often unknown for many people, however I think it is a great fit for this type of task. After creating this structure I took the lead and became the SCRUM Master (facilitator) of this methods and lead the daily

stand-up meetings, made sure that we had bi-weekly sprint meetings to get more insight as a team on what we were doing and lastly, I evaluated and adapted the method everytime our work circumstances changed.

Being the Secretary in combination with the function of Commissioner of Professional Relations (PR) is a great opportunity to oversee all the profiling of Lucid. As the Secretary I was focussed on how to do that in relation to communication with members, and as PR I also focussed on how this communication would profile Lucid in relation to companies. This year all communication of the association was online, meaning that the approach was changed.

From both I learned how important and effective good communication is in order to achieve goals like member engagements or achieving the Lucid sponsor goal.

Future

Next year the secretary is still required to explore the best way for communication in a hybrid situation. Next to this the function needs a rebranding since a lot of people see the secretary as an assistant or the person who makes minutes and promotion, which is definitely not the case. This year we already started with a change of the function definition for my successor and I believe that the secretary should become more visible than now.

Giving the Secretary a bigger share in maintaining and executing the policy will give the function more depth besides the practical tasks. It allows for my successors to be more visionary and have a bigger share in steering the association in where it needs to go. This would perfectly fit with the central position of a secretary.

This year we started with a new website, which needs to be fully integrated in the communication channels of Lucid in the future. The event page was created to lower the workload for the Secretary, however since it was not fully functioning yet this year it increased the workload. It is important for my successor to implement the website right from the start so it is clear for all members and committees that events and requests go via the website.

The Lustrum of next year will require a lot from the secretary when it comes to planning and communication. It is a challenge to keep consistency in the planning, but also be flexible if needed. Communication is extra challenging next year, because there will be a lot to communicate due to the lustrum, but also because it is a challenge for the association to integrate members who missed out on the real Lucid experience in the past years due to COVID-19.



Max Palmans

Treasurer

The Treasurer is responsible for the financial policy within the association. The Treasurer keeps up with the earnings and expenditures. Additionally, the Treasurer provides the GMM with year- and half-year results, the board of the association of a monthly statement and the Financial Control Committee (hereafter: KasCo) of a clear financial overview. The latter so it can monitor and assist the Treasurer.

The Treasurer is also ultimately responsible for the budgets of all committees, although he is not the first person who drafts these. The treasurers of the different committees draft these and subsequently are assisted and supported in conducting the financial policy of the concerning committee by the Treasurer of the association. The latter shall check the financial policy and as said carry the final responsibility. Therefore the Treasurer is also ultimately responsible for the financial policy of the bar. With the significant difference that the financial policy of the bar needs to be stipulated in the form of a budget, quartile results, half year results, year results as well as the stocktaking.

Own Interpretation

Throughout this entire year, I got the opportunity to contribute to the association as the treasurer of s.v.i.d. Lucid, being one of the three core functions. Over the years, this role has grown to efficiently tackle the duties of accounting in addition to also taking on a more complex policy and visionary role.

Alongside my predecessor, we were able to take a deeper look into the debtors and implement new processes that have, so far, prevented the growth of outstanding debt. This allows a reduction in old debtors by at least 90%. Moreover, this approach allowed me to introduce a new process, both financially and legally, on how we handle inactive token balances. Although, each balance does not safekeep large amounts of money, the exponential number of students who leave and/or graduate keep growing. Looking at our liquidities, the step has been taken from being more reactive to taking a more proactive approach to in this regard prevent future financial issues. A very interesting change in the way of thinking that I was able to introduce in this function.

Furthermore, one of my first goals was to see how my vision on innovation can be implemented not only in the association but also the function. How to look at the 'Value for Money' by analyzing how money impacts the; association, members and external partners. As this year was mainly online, due to the Covid-19 situation, a more back-ended approach was taken. In addition to the inactive token balance; an indepth look was taken into the car documentation to get information about a component of financial resource distribution for committees or Member unsubscription process. The latter looks into how we interact with members, hence why I took upon myself to update the house

rules (HR - Appendix D). House rules which touch upon all entities of Lucid. Thus looking at both the visionary policy behind the association as well as the logistical policy behind running an organization with a financial touch of course.

Not only have I been able to take a peek into the future, but my attention was also drawn to the association's new website. Being part of the website workgroup, allowed us to impact how we handle financial interactions. In terms of automations, the declarations and notifications reduced the overall workload whereas the online event request allowed for easier promotion/subscription. This is how we were able to integrate a lot of our back-end systems with our main platform. For this reason, as time is money, we took a more in-depth look into the privacy and digital security policy of the association. Although not finished yet, it is a good first step.

Overall to reflect on this year, I believe that I was able to reach my learning goals however I do feel like I would be able to do more with more time. By taking a step into the financial world, as treasurer, you gain an understanding on how to react but most importantly be proactive. Hence why a change in role from executor to advisor next year will provide an additional opportunity to enact financial innovation, while being able to learn more. A last note, even though end-responsible as a board we were able to adapt and bring, in our eyes, the best value in tough times like these.

Future

The function of treasurer now has a lot of building blocks to take financial vision and policy further within the association. Alongside this, the fine-tuned structural and administrative processes consistently need to be reflected upon, to keep up with everyday changes. It may be necessary for the treasurer to get training on the more legal aspects of financial management, as for example we started paying taxes this year. A metaphor for the function, being that after almost 20 years the treasurer has entered adulthood.

Especially next year, where the lustrum adds extra pressure to enforce the improved way of working while providing the best value for money for all parties involved. Even Though, the role of lustrum treasurer is being improved, an effective knowledge transfer needs to be finalized. To achieve the most ideal workflow. An improved archive, not only financial documents, needs to be kept up to date. This is because, since the treasurer function is very specific, future penno's need to be transparent to both your board and the members. As it is vital to explain financial reasoning and value behind certain decisions.



Belle van Kempen

Commissioner of Education

It is the duty of the Commissioner of Education to look after the interests of both Lucid and Lucid members on an educational level. Besides that, it lies within the responsibility of the Commissioner of Education to maintain the educational character of Lucid both within the board and within the association.

The Commissioner of Education will make every effort to be informed of rules and procedures within the Department and the University. The Commissioner of Education additionally will endeavor to be informed about issues the members are facing in study and student life related topics. The Commissioner of Education can give advice in this context and potentially guide in the solution to these issues, as the Commissioner of Education maintains close contact with the Department and the University. The Commissioner of Education is the bridge between members and the Department.

Vice-Chairman

The Vice Chairman has the responsibility to take over the duties of the Chairman when they are not able to perform these themselves. Additionally, the Vice Chairman will support the Chairman in carrying out their function whenever this is desirable, for example by facilitating recurring evaluation moments within the board. Besides being able to take over management tasks, the Vice Chairman is responsible for motivating and supporting the Chairman on a mental level. Therefore it is of importance that the Vice Chairman is up to date on current affairs. In discussions, where a second person next to the Chairman is desired, the Vice Chairman will be the preferred person. In addition the Vice Chairman can play a role in providing different perspectives on strategy and vision within the association than the Chairman. Thus having close collaboration on determining policy with the Chairman and Secretary.

Own Interpretation

During my board year, I tried to find balance between being Commissioner of Education, Vice-Chairman and a general board member. I wanted to provide value in each role and take up projects that I was passionate about, as well as projects that are valuable for Lucid.

I had one undeniable red thread that distinctively shaped my year, which was the effects of Corona and online education. This played a role in improving the relationship between Lucid and the Department, there was simply more requirement for close collaboration. One big project I undertook is creating the Lucid's Educational Value Framework (Appendix B). The Framework will be implemented in the way Lucid fills it's educational pillar. This project took almost the entire year and allowed me to take my function and Lucid under a loop and look for opportunities. As a result of creating the Framework, I saw potential in improving the way the year councils work. I hosted a brainstorm together with all council members to achieve this. The changes were immediately incorporated and will become the new normal of working. Another project I did was the Second Year Development Days (Chapter 4 Board Initiatives) which aimed to give the second year students experiences they had missed due to corona, for example a real life demo day. Finally, I had the opportunity to become Chairman of the Program Committee, when the Chairman unfortunately became sick. This was challenging at first, but it allowed me to get insights into the OER process and the processes within the Department that I would otherwise not have experienced at the same level. This knowledge can be used to better inform my successor about these processes.

As a Vice Chairman I had the opportunity to play a big role in organizing the board evaluations. I focussed the evaluations, not only on what things we could improve on a personal and professional level, but also on what everybody was learning and on the social aspect of being a board. Having evaluations is beneficial for how we work as a board, especially when we were all at home. This was a learningful experience, as I had to learn about communication dynamics and how to improve them. I worked on this together with Valentina. In addition I had the opportunity to critically evaluate our Strategic Policy Workflow and worked together with Vere on improving the structure and workflow of our Strategic Policy. We added onto what our predecessors had created and wrote the updated workflow document (Appendix C).

As a general board member I worked among other things on: Student Well-being (Chapter 4 Board Initiatives), by connecting Lucid better with Academic Advisors, becoming part of a workgroup to raise awareness and improving accessibility of student psychologists. I also was partly responsible for the social cohesion project (Chapter 4 and Appendix A), which aimed to increase and maintain the Lucid community in an online environment. Next to that, I was also responsible for the Candidate Trajectory (Chapter 4 Candidate Trajectory & Board Transfer) and learned a lot managing the search for our succeeding board.

Future

In the future the commissioner of education will work on improving and incorporating the Lucid's Educational Value Framework. This can be built out not only as a tool to identify opportunities for improvements, but also one to steer the education pillar and educational activities of Lucid in the right direction, keeping in mind the changes in the curriculum and study experience of students. Lucid has the freedom to organize activities that are out of the box, but still relate to the curriculum and general attitude that is taught at our department. By making use of and encouraging the developed relationship with the Department it is possible for Lucid to be more creative in doing so. Especially since there is a lot of expertise at our department that is not necessarily represented within the curriculum.

The Vice-Chairman role will also develop itself a bit more. There will be more focus on playing a role in Policy. The Vice Chairman can play a role in providing different perspectives on strategy and vision within the association than the Chairman. Thus having close collaboration on determining policy with the Chairman and Secretary. This was already done more in this year, but there is a lot of value in developing this dynamic and having more in depth discussions between the Chairman & Vice-Chairman about the vision and strategy of Lucid.



Filip van der Vegt

Commissioner of Internal Affairs

The Commissioner of Internal Affairs is responsible for the smooth running of Lucid activities and ensuring the involvement of members. Furthermore, the Commissioner of Internal Affairs will tailor all Lucid activities to the member's needs. Next to this he will explore opportunities to increase member involvement and enrich the community that is Lucid, this will most likely be through small projects.

For running Lucid's activities committees are crucial, therefore the Commissioner of Internal Affairs keeps an overview over the board responsible and will be informed through him about the course of events within the different committees. In addition to this, the Commissioner of Internal Affairs will make sure all committees are in line with the vision and policy of Lucid. He also makes sure Lucid's committees and their activities are divided in a way on leisure, career and education that suits the needs and interests of the members. The Commissioner of Internal Affairs also has the overall responsibility for the recruitment and selection of committee members. He monitors the member's interest and awareness of upcoming events and acts up when necessary. Additionally, the Commissioner of Internal Affairs is the point of contact for the members. The Commissioner of Internal Affairs uses the personal communication for ensuring the involvement of members and looks at ways to increase and strengthen this involvement.

Own Interpretation

Because of the different circumstances we faced as an association this year, my function demanded more creativity and leadership from me. Relying on the knowledge of my predecessors was not as much of an option as before. The function of internal affairs does not have as many clearly defined tasks as some other functions such as secretary and treasurer. Thus, I was able to take more liberties and explore.

While member engagement has been a staple of the intern for many years, it needed to be tackled in a different way this year. Each interaction that members would normally have with Lucid needed to be reevaluated. I worked to facilitate a GMM interaction structure where members had easy ways to engage with the board on essential topics within the association. The committee market was also revamped; I hosted a meeting where all committees gave short presentations, a realistic 3D online convention center, videos about each committee on youtube, and more. This way, I was able to expose new members to the committees and get 125 members to join a committee.

Even during a largely online year, the boards offline presence still held great value. I pushed for the board to be accessible and approachable. The board structured presence in the memberspace, our day-to-day posts on social media, an online walk-in hour, and our general open attitude towards members.

For these committees, it was important this year to have realistic goals, to keep it fun and effective for committee members. I made sure that each committee was evaluated on its merits in a Corona context. Committees were scrapped, adjusted in their goals, or left unchanged.

A large part of the intern function was dedicated to finding an online solution to the students' social needs. This took the form of the 'Social Cohesion Project': I developed an online social hub together with a group of enthusiastic student assistants, with the support of the university. This type of collaboration with the university is new ground for Lucid, and for study associations at TU/e all together. With the student group I furnished an online environment where numerous varied activities were hosted. Next to this, I also worked on an analysis of a set of online social platforms. This analysis was used to determine concretely which platform would be best to fulfill the online needs of all stakeholders. In the end, many successful online experiences were created for ID students. On top of that, valuable insights on social cohesion and community building have been documented in a final report (Appendix X).

My work went beyond the department of ID; I managed to make an impact in the way we collaborate with other associations. This happened on four different occasions. Film On Flux: A large outside cinema with Industria, Intermate and CHEOPS. Foundation CHEOPS-Lucid: An organizational structure revived by Max and me. Robowars: A multidisciplinary event that was expanded to include Simon Stevin and THOR. Lastly, the ID Student Day: A design case event to be organized together with our ID sister associations in Delft and Enschede. All these events are slated to take place next year.

Future

In the future, the intern function will continue to become a more information driven function; The intern will define relevant problems within the association, gather information from members, and process the information into action.

The intern function is going to have an unusual experience next year; the intern is tasked with creating a proper offline environment after a long absence. At the same time, the intern will be tasked with creating an experience that is larger than a normal study year, because of the lustrum. Thus, it will take some more time before the function returns to a completely stable state. The intern will work together with the commissioner of lustrum to create a cohesive experience for students.

Besides their lustrum related tasks, the next intern will also continue with the work that I have done on (online) social cohesion. They will make use of my findings and create further action by, for example, creating a long term strategy for Lucid's online presence. My work with other associations will also be continued by my successor. In general, my successor will take the results of the past years online experiments and integrate them into a future scenario where both offline and online facilities are used.



Elke van Dael

Commissioner of External Affairs

It is the duty of the Commissioner of External Affairs, together with the Commissioner of Professional Relations, to stimulate the financial growth of Lucid, expand the professional network and find value for Lucid that external parties have to offer. The Commissioner of External Affairs is occupied with approaching and maintaining external relations and is responsible for drafting and executing a plan of action to this end. The Commissioner of External Affairs is responsible for creating collaboration- and sponsoring possibilities with these external relations.

At all times the Commissioner of External Affairs has the final responsibility for adhering to the sponsoring policy and ensures that the agreed terms are executed and thus the compensation is properly honored. In addition, the Commissioner of External Affairs has a controlling and assisting role towards Lucid's committees regarding the contacting of external parties and sponsorships. The overview is guarded by the Commissioner of External Affairs through the use of the CRM system.

Own Interpretation

This year, I could not have been happier to fulfill the function of Commissioner of External Affairs and to be able to create value for the members and for the association through cool collaborations. Together with Vere, the Commissioner of Professional Relations, I was responsible for maintaining Lucid's current relations, and making new external parties acquainted with Lucid. Alongside, I also facilitated part of the financial income of Lucid this year with sponsorships. Committees also add to the benefits of the association. I made sure I provided them with support in the form of tips for acquisition and keeping overview.

In the sponsor plan that was set up in the beginning of the year, a few pointers were to focus on masters since there were more master students than bachelor students this year, to make use of the online environment to host new kind of activities and to find niche parties that did not have a direct apparent link with Industrial Design to provide Lucid members with a diverse scope to support them in career orientation. These were things the board and I thought were important and interesting to focus on this year.

To let companies that were not yet acquainted with Lucid test the waters of Industrial Design, we proposed a new low threshold concept called 'the mini challenge'. Companies could come up with a question where students could give some quick input in free form. This gave companies an impression of the value Industrial Design students could offer them. I noticed that Industrial Design is getting more and more known in the field, and it did not take too much effort to make companies enthusiastic because communication wise I grew in explaining more clearly what Industrial Design is about and what value it could bring the company.

Other goals were to bring external affairs of committees together so alignment in acquisition could be created, to set up a framework for cash cows to create steady sponsoring for Lucid in upcoming years and to set up a concrete plan of how to treat partners so the enthusiasm for Lucid stays. The attentive Christmas cards that were sent this year were well received. Also committees showed appreciation for the support my board and I provided this year, since more struggles were found with finding companies that had the time and resources to collaborate with committees of Lucid. Next to a professional acquisition workshop, I give several workshops myself with tips for how to approach companies and highlight the value of Industrial Design and Lucid. Helping them with making realistic sponsor plans was a challenge, but it was something I found extra fun to do in my function because it showed that it was not only me that was working on the outward appearance of Lucid, but members as well.

As for the function Commissioner of External Affairs, I am very glad I got to experience all that comes with it. I developed in my professional communication and attitude, while simultaneously I became more approachable and easy going. Also I now believe I am able to profile myself and Industrial Design more clearly, which is beneficial for my personal career path. I am happy with the qualities that this function expressed onto me and I now take with me for the rest of my life. I am proud of what I have accomplished this year in my function, and therefore I fondly look back to it as a great success!

Future

Heading into the future, Lucid will keep improving to secure financial stability. Good steps are already made, with having cash cows to fill up a big part of the sponsor goal, and to make reservations for the next year. At this point in time, we are already looking for nice collaborations for next year. I noticed we are heading towards a good direction with conquering the field and making Industrial Design more known.

I believe that it is good to take into account that now and in the future, there should not only be attention for money, but also for making sure the spectrum of Lucid's relations is diverse and to keep the collaborations flexible with the changing workforce. In the end the goal is to provide value, for the members, for the association and for external parties.

A goal I see for the long term is to put more emphasis on the career pillar. I imagine that the treasurer, commissioner of education and commissioner of internal affairs all can give valuable input on making Lucid financially stable and creating collaboration opportunities regarding career. That is why it would be desirable that close cooperation is created within the board with regard to external affairs and profiling Lucid to the outside world.

Chapter 3

Strategic Policy

At Lucid we have been working with the Strategic Policy for the third year now, this year fully implementing it as a finished structure alongside the workflow document. This policy structure allows for a dynamic approach on how Lucid is being governed. This was something that was especially useful this past year, since the Covid-19 Pandemic required a lot of flexibility and consistent adapting and reflecting of the Lucid Policy. By making use of and improving the Strategic Policy structure we were able to make choices and decisions that aligned with Lucid's Vision and Values appropriately. This year some of our focus areas revolved around providing social cohesion and maintaining a solid community for our members. From an organisational perspective, we worked on evaluating and improving the back-end of the association to improve the way of working of the governing board.

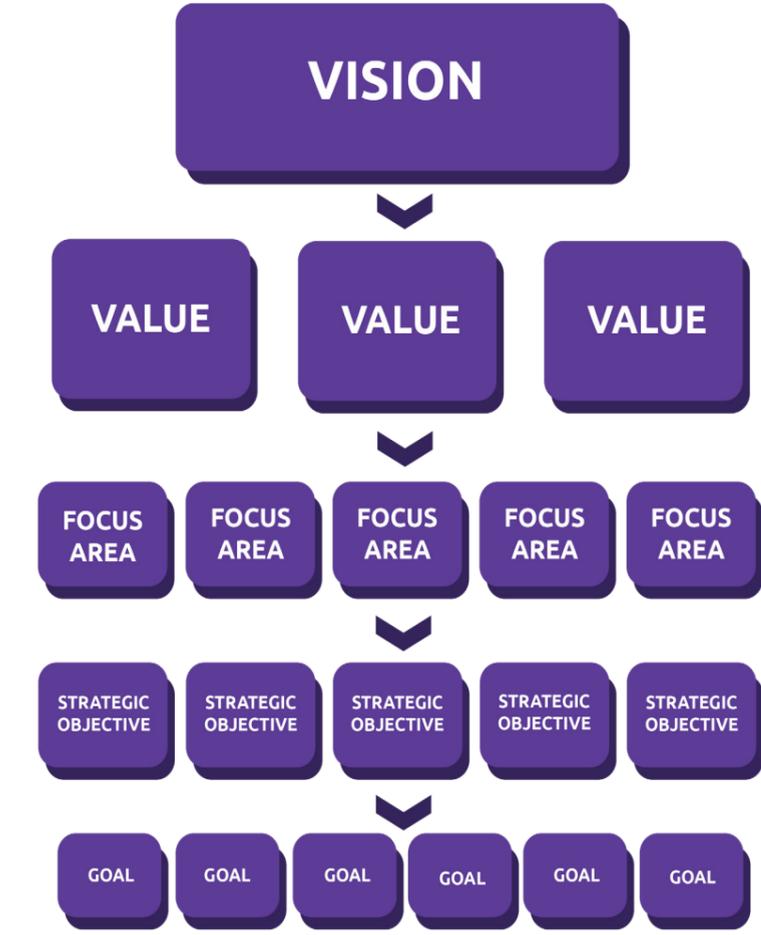
In this chapter you will be able to see how we worked with the policy this year and what our focus was. We will elaborate on our contribution to the growth of Lucid and the improvement of Lucid's strategy to align more with the vision.

Vision and Values

In order to bring Lucid forward and to develop it in the right direction, each board creates a policy. This policy is written based on the policy of the previous board and the new ideas that the new board has. The Lucid policy stems directly from the Lucid vision. The vision is what Lucid strives to become. The policy is a method to take this vision and translate it to how we do things and what concretely is done with the association. This is visible in all aspects; the activities that Lucid organizes, the internal structure, and the money flow of the association. In addition, the policy aims to stimulate the growth and development of the association, by steering it towards the vision. This is done by creating step-by-step plans. It is the duty of the board to adhere to the vision and use the policy to improve the way Lucid functions and therefore tilt it to a higher level.

“Study association Lucid¹ acts as a stable platform² which provides an easily accessible community³ for each ID student⁴ and staff member within a continuously changing⁵ ID landscapes. Lucid supports and challenges the members in education, career and leisure related to ID and student life.”

1 Stable platform / Lucid | Lucid on organisational level should provide a stable base to act as a place to innovate, provide facilities to do what the association wants.
 2 Easily accessible community | Low threshold to join the community, easily accessible. Social safety net, open ambiance, home feeling, family, living room environment, brothers and sisters feeling.
 3 Each ID student | The target group of the association.
 4 Continuously changing | Curriculum, location, mentality.
 5 ID landscape | Including companies, departments, career, society, relevant laws and operation management.



Policy Structure

Values

From the vision of Lucid, three core values are drawn. The values are moralities Lucid stands for and what Lucid wants to reflect in what it does and provides. The policy in essence, describes a plan derived from these core values. The policy describes the adjustments that are going to be made in the upcoming period.

Each board can, up to their digression, decide where they want to put most focus on. The core values of Lucid are:



Stability

Lucid strives to offer its members a stable platform which they can trust on, this to offer the opportunity to innovate and move onward as an association.



Inclusion

Lucid aims to be an accessible community where its members come together, feel represented and feel welcomed.



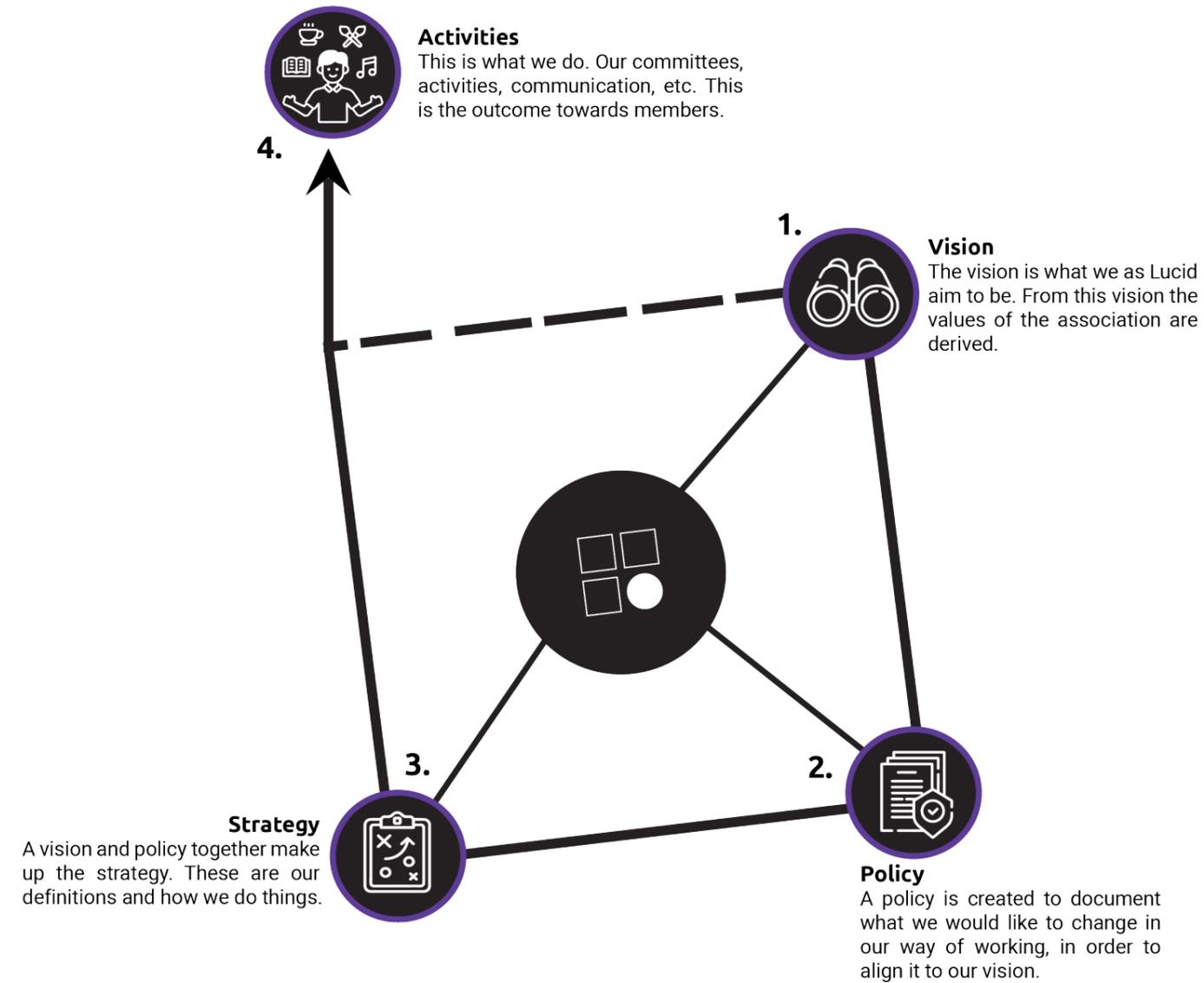
Development

Our association is run by members and for members. Lucid strives to support its members in both their personal and professional development.

In order to create this strategy, the Lucid Policy follows a certain framework to bring structure to the policy. This framework is based on several building blocks. It starts with the core of Lucid and provides a way to translate the abstract vision into concrete goals a board can work on. Under each value there are focus areas. A focus area is a topic within the association which can be improved or needs work to carry out Lucid's value more. Under each focus area, strategic objectives can be placed. This is a certain objective which is set to improve how we do things within Lucid, thus in the end what we do at Lucid. This objective is set to change the current strategy to something which is more in line with how Lucid should be. Finally each strategic objective is structured in a why how what manner and contains smart goals for the board to obtain.

As a board we mostly wanted to focus on maintaining member engagement and most of all, providing social cohesion for members throughout the year. We wanted to provide, especially new members, with opportunities of integration and socialization that were low threshold and allowed members to have fun and lighthearted initiatives to join. Simultaneously, we focused on a lot of back-end improvement of the association through the evaluation of different association documents like the Strategic Policy Workflow Document, the House Rules and Statutes, the development of the no-access-no-pay policy, Lucid's Educational Value Framework, further improvements to the Lucid Website and Winston, minimizing the debtor's list, incorporating wellbeing into the association, improving board transfer and the kandi trajectory, as well as evaluating the purpose of the Council of Advice. We worked on improving the communication towards members in the context of GMMs, and explored different structures for the GMM to become more engaging and fruitful. There are many more things we focused on this year that came based on the nature of this year, many will be explained and presented here.

Strategic Policy - Process Schematic



Focus Area 1

Aligned and Functional Bodies

To reach a stable study association the association needs aligned and functional bodies which run the association and its activities. Knowledge transfer, structure, collaboration and clear communication between all organs of the association are key to achieve this. Therefore different strategic objectives were created which are focussed on knowledge transfer and clear communication of the Lucid values towards both committees as members.



SO1: Communicating the Mission and Purpose of Committees



SO2: External Affairs of Committees



Stability

Strategic Objective 1

Communicating the Mission and Purpose of Committees

Why?

Knowing a committee's purpose makes it easier for committee members to formulate a clear goal and focus, as well as achieving this goal. This way, it is easier for Lucid's values to be shown to the advantage in committees, which pushes the association into the direction it wants to go and keeps activities aligned. Clear communication of the mission and purpose also contributes to a better committee transfer, as the new committee will have a better idea of what they should provide.

Lucid also strives for members to be informed about what a committee can mean for their personal development and what they can learn from it. The growth of student teams gives students alternative options to be in a committee. Therefore, Lucid has to present committees in a way that shows their value better.

Development in this year

Last year, the previous board created the HowToCommittee Drive: an online collection of guides and tips for committee members to access. Among other things, the drive includes introductory documents that help the committee internalize the pre-existing vision and goals of the committee, and help set up a new vision for the upcoming year. This year, the HowToCommittee Drive was integrated as part of the workflow of committees. They get to know the drive when they have their first meetings and are incentivised to find answers to their questions on the drive. This helped to get the committees going. With the help of the drive, the committees are now carrying out final evaluations that will be documented and passed onto the next generation.

A new addition was the function workshops. In these workshops, board members taught the ins and outs of their function to new committee members that had the same function. This way, the board was able to get the committees going quickly.

With the move to online activities, we explored ways to inform and recruit committee members in a new setting. Different formats were tried, like letting committees make videos and having online committee markets in several virtual platforms.

Conclusion

The committees successfully made use of the HowToCommittee drive. For example, the promotion templates that were in there made sure all promotion carried out by Lucid was complete and in the same style. Committees were able to operate smoothly and create great events. In the end, 125 students joined a committee this year and they organized over 100 activities.



Committee Market Promotional Material

Strategic Objective 2

External Affairs of Committees

1) Collaboration between committee external affairs: support group

Why?

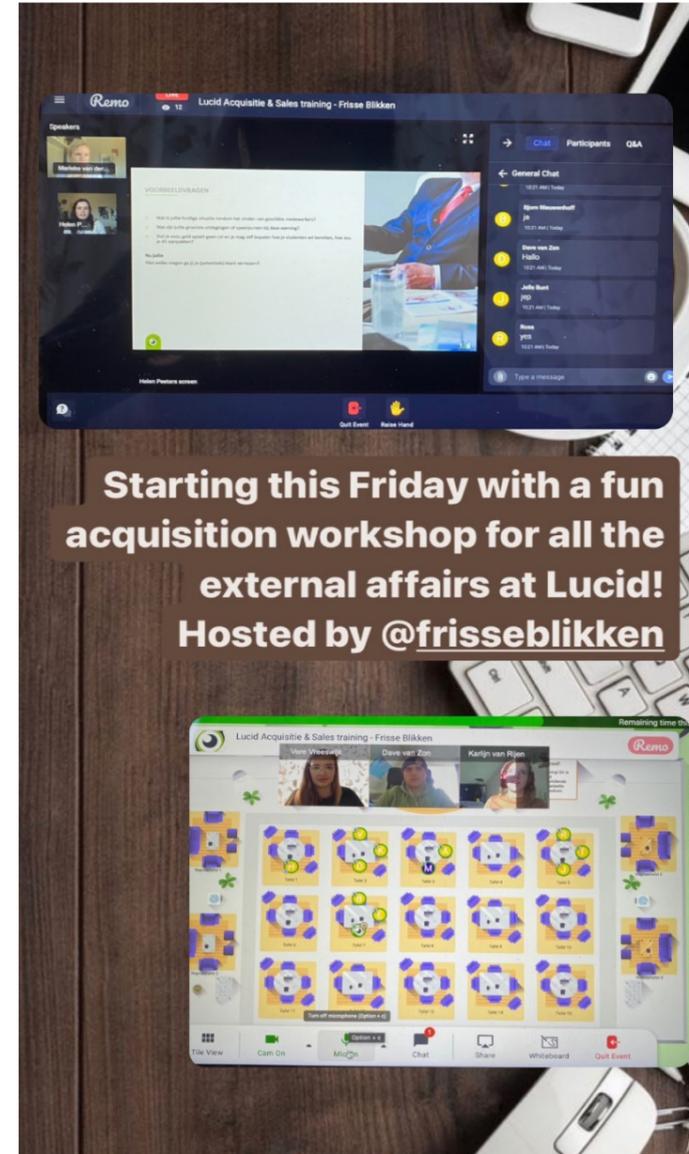
When separating external affairs completely between committees, it can create a rivalry between the external goals of these different committees. Therefore we want to continue to let external affairs collaborate, by sharing knowledge and keeping each other up to date while looking for sponsors for their own events. This enables alignment in the approach of acquisition.

Development in this year

For this, we introduced all committee external affairs to Lucid's CRM system Loebas, and we let them participate in a Sales & Acquisition workshop from Frisse Blikken. On top of that, we wanted to set up an external support group, consisting of the committee external affairs and the external affairs of Lucid. This was with the goal to let them collaborate more. We have actively been gathering learning points and tips from former boards about how to structure the group.

Conclusion

We came to the conclusion that besides the CRM system, a collective WhatsApp group is a low threshold means to let the committees ask each other questions and give updates. Fortunately, we have barely noticed rivalry between committees.



Frisse Blikken External Affairs Workshop

2) New external work structure

Why?

Committee external affairs can struggle with the acquisition which can result in high work pressure on the committee external affair and lots of uncertainty. There is potential to help these committees with a new structure, to allow for more long term objectives and ease the committee transfer over the summer.

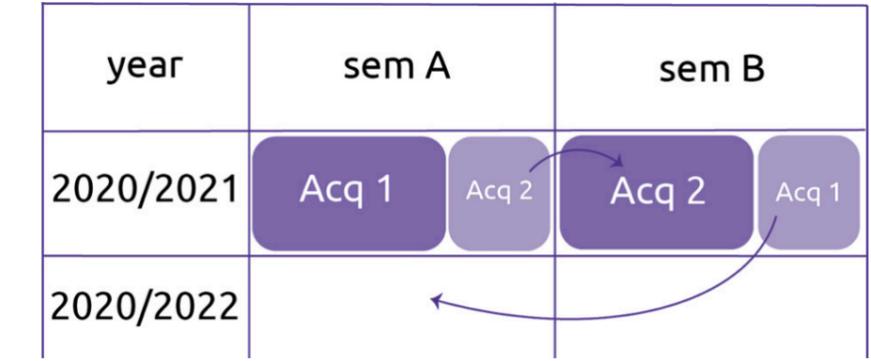
Development in this year

In the first semester of this year we introduced a new support structure within ID Career. Half of the committee would focus on doing acquisition for semester 1 and the other half focuses on acquisition for semester 2. If semester 1 ended, half of the committee would start the acquisition for next year semester 1. This would allow a continuous flow within the acquisition and support the new committee in the next year.

We noticed that it is less motivating for committee members to do acquisition for the committee of next year where they are not part of anymore. It would also mean that the next committee already has a set planning and has less freedom in what they would like to achieve in their year.

Conclusion

Starting your acquisition for the next year is something as boards that we already do. Implementing this within committees was something we saw as an opportunity to make the acquisition for committee members less stressful and to have a better acquisition flow. However, for committees it was not as fruitful as for the board. Committees are more focussed on their year and what they find interesting instead of focussing on the future. Therefore we came to the conclusion that this structure works for boards, but that committees should focus on their own year when doing acquisition.



New External Working Structure Framework

Focus Area 2

Stable Money Flow

Stability

In order to keep the financial part of Lucid stable, Lucid's money flow needs to be more predictable in order to become more stable. This can be achieved by keeping a consistent financial policy, having fixed sponsoring, by forming partnerships and limiting the number of debtors, so the association can predict the financial administration as well as the overall money flow.

S01: Fixed Sponsor Events



S02: Reservations & Partnerships



S03: Dealing with Debtors



Strategic Objective 1

Fixed Sponsor Events

Why?

It is important to create a steady sponsoring structure within Lucid, to keep running the events that make our association meaningful. By creating big sponsor events that make profit, a big part of the yearly sponsor goal is achieved in an efficient way. These events that gain a lot of sponsoring and external attention are called 'cash cows'.

Development in this year

Usually Lucid has already at least two cash cows in a year, being the networking event ID Connect and the festival Conduct. However, in the beginning of our year we decided not to make it a goal of these events to get as much sponsor money in as possible for this year, since we expected some financial difficulties due to Covid-19. In preparation for upcoming years, we set up a cash cow framework instead (appendix E). The framework was created with the help of feedback from some old board members. We analyzed how events could grow into cash cows, and transferred the framework to the next board.

Conclusion

For ID Connect and the Master Activity Committee's 'Master Your Career' event, it turned out that they were still able to contribute to Lucid's sponsor goal. So unintentionally they were still functioning as cash cows this year, even though we were not counting on their sponsor money on purpose to alleviate pressure from the committee due to corona. Their financial contribution can serve as a validation of the cash cow framework that we put on paper, since these events followed the characteristics and content of the framework.



Pictures from our IDconnect event

Strategic Objective 2

Reservations & Partnerships

Why?

By creating fixed reservations for the succeeding board, we can keep stability in Lucid's finances. In addition, by focusing on the relationships Lucid has with external parties, we can make sure to maintain partners and to get new ones in.

Development in this year

To make sure the next year starts out with a stable financial base, we already got in 20% of the sponsor goal in signed reservations. During this year we proceeded the search for partnerships while looking at the current network of Lucid, as well as exploring possible new collaborations. For companies who weren't yet acquainted with Lucid, we introduced a new kind of activity: the mini challenge, a challenge to enable companies to test the waters of Industrial Design. To stay in touch with our current collaborations and maintain them, we wrote a 'collaboration treatment plan', which is also transferred to the next board. It contains for example, to send an attentive Christmas card, and to have evaluation meetings at the end of the academic year to also have the opportunity to discuss possibilities for elongating the contract for another year. Furthermore, we seized the opportunity to make a Lucid digital collaboration document (appendix F) that can visually support online meetings with companies through screen sharing.

Conclusion

The signed reservations give the succeeding board a stable financial base for their year, which is beneficial considering the upcoming Lustrum year. Regarding the mini challenges, the two pilot tests we conducted showed that the members of the association were not as motivated in participating as we expected. Therefore, we decided to not further introduce this activity. The companies seemed pleased with the evaluation meetings at the end of the year, allowing us to improve collaborations and it is also a nice way to introduce our successors to them.

LAST CHANCE

CHALLENGE

1 hour to finish

Korein

Digitization (vlogging, working with a greenscreen and programming) is an important topic at Korein's out-of-school care centers (BSO's). Therefore, Korein has a question for all students in the form of a mini challenge:

How can you playfully bring the digital world to the attention in the space of children's care centers?

Submit your cool ideas this weekend!



Korein Mini-Challenges

Strategic Objective 3

Dealing with debtors

Why?

The list of debtors continues to grow. Even though this list contains a lot of debtors that are already a few years old and most likely will not pay their debts to Lucid. Currently, going after debtors takes a disproportionate amount of time for the Lucid board. We need a different approach to optimize the way we deal with debtors, focused on preventing parties from becoming a debtor in the first place.

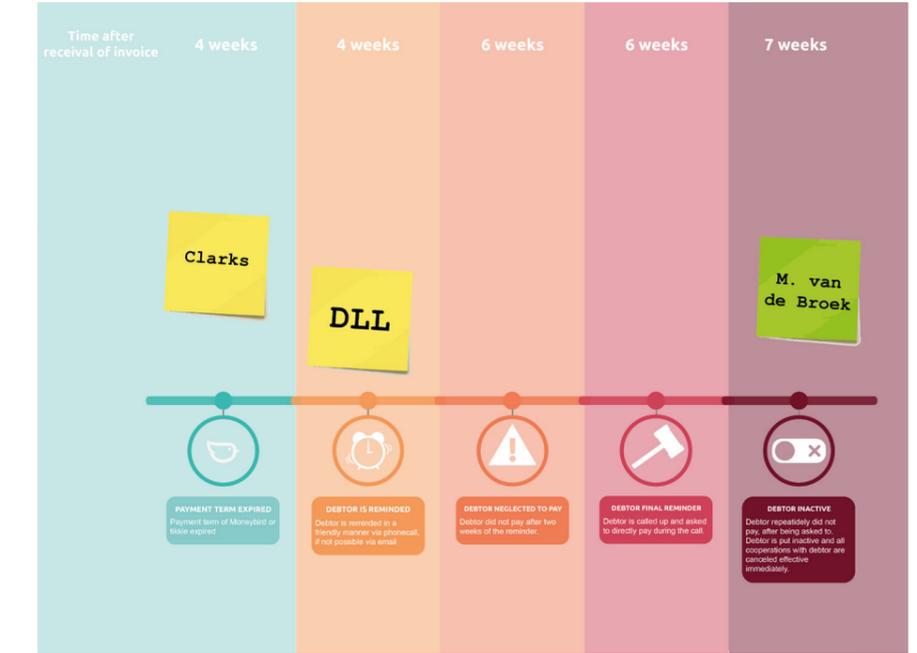
Development in this year

This financial year, had two opportunities; to reduce the debtors list as well as to fully adopt and implement the new 'fine-tuned' debtors policy.

To start, a proud accomplishment was that we were able to reduce the amount of old and current debtors by a total of 94%. To give some context into the workload, for a majority of the old debtors it was necessary to take a deep dive into the archives to prove a transaction has been conducted with unsuccessful payment, to find new contact information and handle multi-stakeholder transactions. This led to identifying that the financial archive needed to improve, while also transferring said approach to our successors.

In addition to that, a new set of debtors have been identified and tackled, these being the inactive token balances of old students/alumni. Updating the HR & membership agreement, legal recourse and database management allowed us to set a workflow to reduce said inactive token balances that are older than 5 years.

Moreover, this year is the first to adopt the new debtors policy and evaluate if it would have an impact on reducing the amount of new debtors, especially the 'no-pay-no-access' policy. A critical review was done by the financial organs within Lucid, it was positive but future reviews will be required.



Debtors Policy Framework

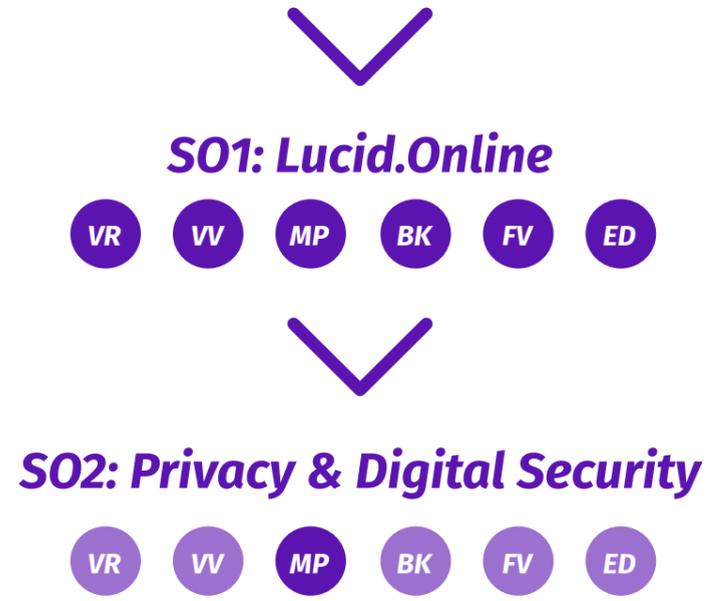
Conclusion

To summarize, this year has allowed for a significant amount of debtors to be resolved, setting a way of working for the finances to prevent Lucid from having a huge debtors list. It will be interesting to see how the policy is affected when the corona situation has for the majority been resolved.

Focus Area 3

Digital Dependability

Having a reliable digital infrastructure is essential for Lucid to exchange information internally with its members as well as with external parties in general. Over time, a multitude of digital channels has been created or updated to facilitate this when needed, but there is no clear overview as all of these channels are independent of one another. Therefore, for the stability of Lucid, it is necessary to make use of an online platform as a centralized information point to lower the threshold to communicate with all Lucid members and support them.



Strategic Objective 1

Lucid.Online

1) For Online Presence: (Open & communicative platforms)

Why?

Lucid is more dependent on digital infrastructure to inform everyone of Lucid's activities, creative podiums, general updates and more. Over the years, the quantity of platforms has grown exponentially making it difficult to rely on one main channel. In addition to that, as different generations of students use different online communication tools, it is necessary to restructure Lucid's online communication/presence. This online presence refers to the identity of the association and its members. Hence by utilizing the Lucid website as a main channel for all information, all stakeholders (members, non-members and the faculty) can trust that this information is consistently kept up to date, placing quality over quantity by efficiently redistributing the overall workload.

Development in this year

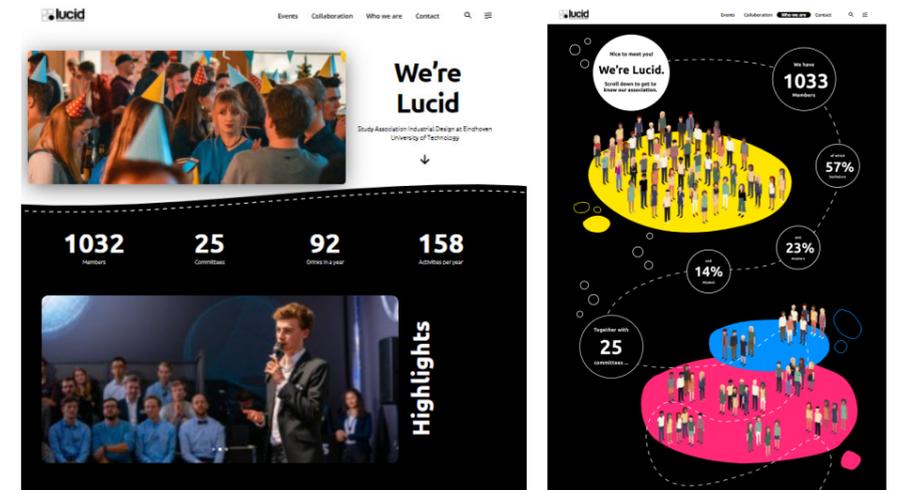
The goal of this year was to start a transition from a generationally out-dated and privacy sensitive platform like Facebook to more activity to our website. This is because it is a key component of our branding and member interaction, considering the more online scenario the association has experienced this year. A hard cut was made, giving the opportunity to actively implement the website. Companies were also asked to give their evaluation on the website and it's experience.

Alongside this, an elaborate website transfer document has been created that explains: the process, inner workings and design and limitations for future upgrades of the website. The aim of this document was to prevent the website from having to be rebuilt every five years and create a more future-proof edition.

Overall, this year has also brought us into contact with a lot of new platforms, e.g. Gather, that will be further explained in 'Lucid goes Online'.

Conclusion

Throughout the year, a lot of bugs were identified and fixed with this being a result of increased usage by companies and members. The general consensus is that the website was positively adopted. We do see the need to try to actively recruit more technically skilled members in helping Lucid's digital infrastructure improve, which can be done by providing and emphasizing the learning opportunities.



Transitioning completely to the Lucid Website Platform this year

2) For supporting infrastructure: (Member-only platforms)

Why?

Alongside the Lucid Website and other promotional channels, the remaining digital channels need to provide support in a manner that explicitly benefits our board, committee, and members. These benefits will be brought upon by focusing on improving the user experience in regards to Lassie's potential, besides facilitating token upgrades, and Winston's ability to transfer knowledge. Simultaneously, the maintenance of these support channels will need to be iteratively carried out to ensure the ongoing improvement of the Lucid digital infrastructure.

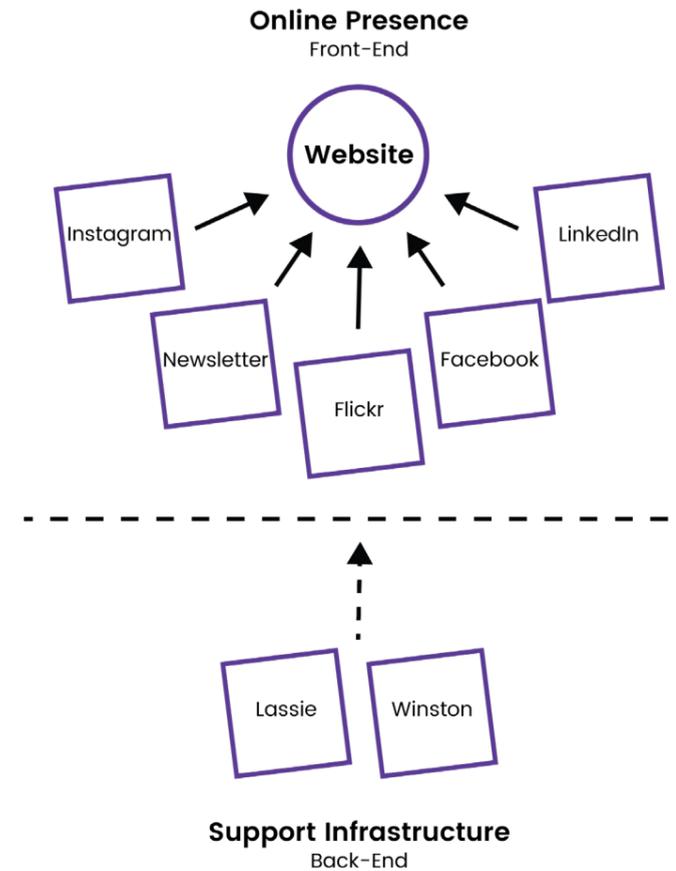
Development in this year

On the other side of our digital presence, there is the back-end of the association for which there are a lot of opportunities. Working more actively with Lassie has allowed us to identify certain user experience issues in terms of member administration and financial search queries etc. that can be improved. An overview of these issues, with potential improvements, will be tackled together with our close partner Bureau Moelilijke Dingen (BMD). It is the ambition that Lassie 2.0, an upgraded version, will allow for more improved functionality.

On the other hand, Winston, our knowledge transfer program, has been implemented for the first time by members, committees and board responsibilities.

Conclusion

The increased workload BMD had because of Covid-19 prevented us from creating new features, since this could not be outsourced. By getting members to more actively use Lassie, in connection with the website, resulted in a lot of technical support that was needed from our side, especially for older members, but we do see the benefit of actively getting the back-end sorted for new member registrations.



Lucid Online Framework

Strategic Objective 2 Privacy & Digital Security

Why?

As privacy and digital security are topics that are becoming more relevant day by day, it is important to protect members, alumni, guests and Lucid in itself. At the moment there are certain protocols in place, with regards to member data, however there is no clear policy on how to deal with the remaining aspects of privacy and security. It is important to develop a policy that shows to our members that they can trust Lucid and that there is more transparency in regards to procedure to all of Lucid's data. Incorporating a privacy policy can also limit the potential for future liability if ever such a case occurs.

Development in this year

The privacy & Digital security document, before being written requires, some additional research; limited but existing policy, GDPR (EU) regulations and existing examples of policy. Based on this research the backbone structure was written out and discussed with experts at the university. The first version/draft is being written and will be passed along to our successors.

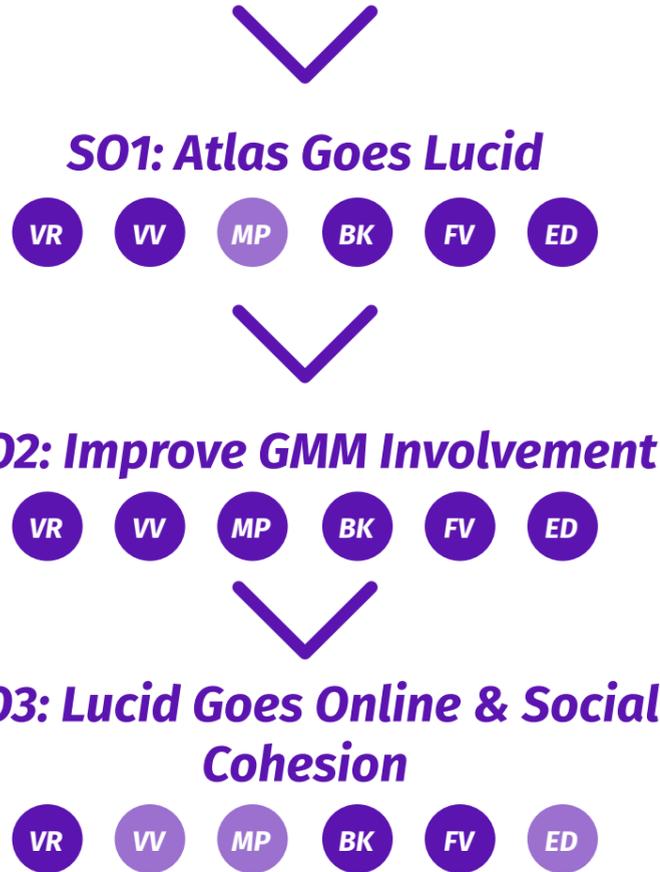
Conclusion

Every year, Lucid is becoming more and more digital leading to our connection with our members to become more hybrid; physical events with digital content. The corona situation has made us more aware of the intricacies regarding privacy and digital security hence why the necessity to finish this document. In addition to constantly reflecting on the exponential developments that our association will face in the digital future.

Focus Area 1

Be more accessible

To include members it is really important to be accessible. In this way you can keep the association open for a wide variation of people. A big part of being accessible is that members can give their input in Lucid. This is for example own initiatives, but more importantly throughout the GMM.



Strategic Objective 1

Atlas Goes Lucid

Why?

Lucid is still adjusting itself and finding a way of expanding its presence in the Atlas building. During a normal year, the current memberspace is reaching full capacity; The space is often completely filled, especially during lunch breaks. Such a presence of the students is great to see, however, Lucid wants to provide enough space for everyone. Moreover, first years do not have a designated workplace in Atlas right now. This makes working together on campus less attractive for them. Lucid should communicate the need for extra space in Atlas to the faculty so that a resolution to this matter can be reached, as this is a decision that falls under the faculty's responsibility.

Additionally, while the memberspace has become known to most students, the boardroom has stayed hidden. The board aims to form a connection with the members, and the boardroom plays a role in facilitating this connection.

Development in this year

This year the main priority was to provide a space for members to come together to study, have some coffee and still see each other even if only once a week. For this, we created a protocol for the memberspace for which students can reserve spaces to come and study on campus on a limited basis. Additionally, we aim to start a conversation with the managing director of ID and the building management to explore options of Lucid expanding its memberspace to surrounding spaces in Atlas. We have already written a protocol for the boiler room down the hall from the Lucid member space, which will be initially used as extra space for Lucid drinks, but could be an opportunity to expand long term. Additionally, we have worked on plans and protocol to propose to build an outside terrace for Lucid in the near future.

Conclusion

For a number of months in the year, we were able to provide students with a space that allowed for social cohesion to be maintained amongst students and the board, and for students to have a place to study besides home. The board still wishes to start a conversation with the Managing director and with the building management regarding the expansion of Lucid to other areas of Atlas, as we foresee the need for this as things start to reopen from next year onwards.

Strategic Objective 2

Improve GMM Involvement

Why?

The General Members Meeting (GMM) is the most important body of our association as it allows for members to give input in the way Lucid takes shape. Therefore we want the GMM to be as accessible and as attractive as possible for every Lucid member. To get an accurate idea of the members' opinions, a good variety and quantity of feedback is needed from the members.

Most GMMs were hosted online this year, which made it more difficult for quality discussions and critical questions to be asked by members. However, the situation allowed for critical reflection on how the GMM is organized and presented. To compensate, we reflected on how the GMM is organized and presented. We continuously experimented with different interactive tools and structures to try and improve the engagement of members.

Development in this year

Multiple efforts were made during this year in order to try out improvements to the GMM set up and presentation. Additionally, we wanted to gather input on how members experience/perceive GMMs outside of the actual meetings. We hosted 7 GMMs this year, almost all online, for which we explored changes to the structure by doing some GMMs following the three pillars of Lucid (Career, Education and Leisure) or by basing the structure on the Lucid values (Development, Inclusion, and Stability). Additionally, we explored different methods of gathering member input during GMMs, by incorporating platforms like Miro and Mentimeter during presentations. Moreover, fun initiatives were organized such as the bingo GMM in which members filled in a bingo card throughout the evening to win some Lucid socks.

Conclusion

The board will continue to look into better ways to present and structure GMMs. We noticed that due to the online nature of GMMs members found it a higher threshold to join and truly engage in discussions as extensively as in previous, more physical years. However, through some input at GMMs we added more visual aspects that accompanied textual information. We noticed that incorporating some level of gamification or interesting fun activities in the break or throughout the GMMs already improves member engagement and how they experience GMMs. Overall, we made a positive impact on member engagement and we see options for future improvements.

Strategic Objective 3

Lucid Goes Online & Social Cohesion

Why?

Lucid has not been able to make use of the memberspace or bar as intended. Instead working at home remained the norm. In order to keep the community Lucid has not been able to make use of the memberspace or bar as intended. Instead working at home remained the norm. In order to keep the community accessible and reachable for all members, Lucid had to expand and enhance online presence. This was not only important to stimulate the contact between members, but also between the board and members.

In addition, Lucid is responsible for the Social Cohesion Project. Students have had to adjust to a very limiting social environment and in turn this has resulted in decreased motivation and heightened mental strain on students. The goal of this project therefore is to stimulate social cohesion, within the context of the Industrial Design (ID) department. This will be done by building on the (best) practices of our association.

Development in this year

By conducting a brainstorm regarding Lucid's communication channels to get input on how members experience the interaction, we worked on improving the way we keep in contact with our members. We were also able to attract members to a big amount of online activities, both organized by committees, the board and the social cohesion project workgroup. Additionally we were forced to innovate and assess how we organize activities and what makes them interesting. Thus going online allowed us to improve the value we provide to our members. A digital environment was created for students to socialize on. The platform was continuously evaluated and improved based on user experiences. Halfway through the year, a new phase was started in which the board explored a large number of different platforms. A set of characteristics, functions and requirements was created in order to rank the different platforms and find the right fit. The chosen platform, Gather, was used to create further online activities. A report was created to document the insights and developments during this project (Appendix A) While getting to know our online capabilities, we pushed to organize a number of large, high effort activities. Some of our largest events were the birthday dinner, the Conduct festival,

and IDconnect (design cases and networking). These activities demanded a unique way of planning and executing. All students involved learned a lot from organizing these events, and the participants of the events were treated to a unique experience.

Conclusion

This year it was without choice that the focus should be on creating an Online Lucid presence and navigating how to maintain and grow our community by doing this. Working on this point required a lot of practical and creative thinking, and that resulted in multiple iterations of online platforms. With the Social Cohesion project, Lucid was able to create social value for ID students with widely varying interests. Many activities were organized in a new, previously undefined format. Key insights were documented in a report, to be used by others when setting up an online social space for students. While Lucid will start to take more of an offline presence in the near future, the insights from online experiments will be integrated into a new hybrid way of working.

Focus Area 2

Strengthen the community feeling

Inclusion

Lucid should be an association in which every member, no matter the background, feels at home and part of a community in which they completely are themselves. To be able to provide this feeling, the community feeling has to be stimulated.



S01: First Years Experience



Strategic Objective 1 First Years Experience

Why?

For first-year Industrial Design (ID) students starting their university experience, it is important that as an association, we provide them with the opportunities to seamlessly integrate into the Lucid and ID Community, by organizing a range of activities, stemming from the 3 pillars (Education, Career & Leisure). Due to the Covid-19 situation, the standardized manner in which Lucid approaches potential members has to be adjusted. S19 students are also taken into account, since they only experienced half of a normal first year.

Development in this year

Throughout the year, a number of activities were organized with the goal of integrating first years into the community. Examples would be the online 'First Years Weekend' early in the year, the CoffeeBuds activity, a first years drink, and a few online parties.

To integrate second years students more, a week of activities was organized: The Second years Development Days. Students were exposed to all three pillars of Lucid. Expanding the scope even more, pre-masters and new master students are now also included in our first years efforts. All these students are new to the ways of life at TU/e and at Lucid, and thus they all deserve attention. Therefore we decided to change the term first year students to 'arriving students'.

Conclusion

In spite of the limited options and new reliance on online interaction, Lucid was able to engage with first years students (B1 and M1), second years students, and pre-masters. Their integration into the culture of TU/e and Lucid will continue over the next few years. Lucids will continue to become more inclusive towards a wider group of first years, including the (pre-)masters. Next year there will be an especially big effort on this, since Lucid will be celebrating a Lustrum year.



First Years Weekend Online

Focus Area 3

More Tailored to Students and the ID Landscape

As the field of Industrial design is rapidly changing, it is important to keep up with this change as an association. In this way the things you offer to your members stay relevant. Because of this it is also important to keep the connection to the changing curriculum. To be tailored to students it is vital that members know what to expect from you as an association. In this way Lucid is able to support their members better.

Inclusion

S01: Structured Activity Planning

VR VV MP BK FV ED

Strategic Objective 1

Structured Activity Planning

Why?

The Lucid agenda can be overwhelming. Structured planning is needed to ensure that Lucid members know better what to expect from Lucid. By being more consistent, with for example lunch lectures, the members know what to expect from Lucid which makes it easier to spontaneously join an event. Structured planning should also make it easier for the secretary and committees to plan activities.

Development in this year

This year a planning tool was created by Lynne and Vere and 20 years of experience of predecessors. The goal of the planning tool was to make it easier to plan events, to have the agenda more structured and to make it more known among members when they can expect certain activities. Yet this was not a 'normal' year. From September until December the planning tool was used, barely making exceptions for events in order to fully test the tool. But as mentioned, this year we eventually had to change plans every week because of new Covid-19 measurements, resulting in some cancelled events. A priority in everything the association did was stimulating social cohesion because Covid-19 made this very hard. Events were smaller, different, online or hybrid, which made it harder to fit them in the planning tool. Some events were only targeted on a very specific group of people and were hosted on a small scale, which could mean that more events could happen during a week, targeted on different groups of people.

Conclusion

This year was not the best year to pilot such a planning tool. We think that once things are a bit more 'back to normal', it can be useful to have the tool to guide the secretary in making the planning, but not to use it as a fixed tool. The tool represents the best possible moments for every activity, however sometimes Lucid planning needs more flexibility.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Morning 9.00	Sleeping/courses	Sleeping/courses	Sleeping/courses	Sleeping/courses	Squad meetings/Free
Break 12.30	busy day	Lunch lecture	Lunch lecture	busy day	Squad meetings/Free
Afternoon 13.30	Event M, B2	Courses	Workshop	Courses	Workshop B1, Pre-M, M
Evening 17.00	Sports/Free day bar & board	- Own initiatives - Bar events - GMM's	Sports/Free day bar & board	- Thursday drink - Pre-drink lecture (15.00) - Promo stunt - Bar event	- VrijMBo - Event - Pre-M, M
Night 20.00		Online lecture		Online lecture Parties	

Structured Activity Planning Tool

Focus Area 1

Broadening external efforts

The term industrial design can mean very different things depending on the person you ask. Therefore we feel like it is important to look for the right and most recent terminology when explaining what Industrial Designers who study in Eindhoven do. We think it is important to explain this in a better way to students as well as companies, which is why we will bring in people from both parties when setting up the right explanation.

Development



S01: Provide companies with more knowledge about the potential of industrial design

VR

VV

MP

BK

FV

ED

Strategic Objective 1

Provide companies with more knowledge about the potential of industrial design

Why?

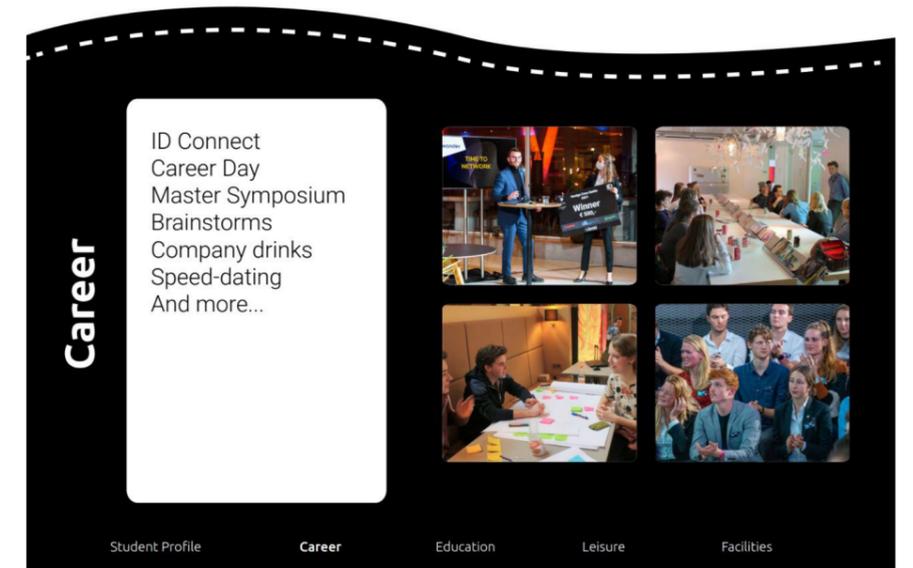
Companies are often not aware of the potential of Industrial Design students and have a misguided impression of their skill sets. Therefore we want to make more technical companies and consultancies aware of the qualities of Industrial Design students at TU/e.

Development in this year

We approached companies that were unaware of the potential of Industrial Design but shared the mindset and could benefit from Industrial Designers in their team. By practice, we tried to improve the knowledge transfer by explaining with the help of the Lucid profile and the portfolio box. In addition, we made a new digital collaboration document (appendix F) to help with communicating (visually) the value Industrial Designers can offer companies. This document is especially meant to be screenshared in online meetings. The introduction of the mini challenges was also introduced to serve this goal.

Conclusion

We noticed that more and more companies were enthusiastic about how we explained Industrial Design, almost no companies remained sceptical. We hope this trend in knowing what Industrial Design in Eindhoven is about keeps developing, the new digital Lucid portfolio might help to achieve that.



Page from the Digital (Interactive) Collaboration Document

Focus Area 2

Improve educational activities

As one of the roles Lucid takes towards its members is providing educational activities in addition to what the curriculum offers, it is important to keep developing the quality and diversity of our educational activities.

Development



S01: Connection to the Curriculum

VR

VV

MP

BK

FV

ED

Strategic Objective 1

Connection to the curriculum

Why?

Lucid aims to provide students with activities that fit their curriculum and student life at the Department of Industrial Design. In order to support and add onto learning activities of ID Education. It is important to create a balance between ID Education and Lucid's activities. Lucid has a position to provide activities that are otherwise not as accessible and is able to provide great value to students because of this. For this reason it is important to work on improving how this is done.

Development in this year

This policy point was initiated by the Green Board (2019-2020) but then had a slightly different focus. Therefore, first it was investigated what has already been done and where there are still opportunities. These were talked over with the department, committees that organize activities related to education or career, and the internal network of Lucid. Based on these conversations a framework (Appendix B) was created which aims to structure the approach to Lucid's contribution to the education of her members. There are a lot of possibilities for improvement within the university, department and within Lucid as well. Lucid's Educational Value is meant as a working document where goals and points of improvements can be mapped out and kept track of. The goal is to make it easier to strategize these improvements. Within this year we already managed to take up some of these opportunities. For example, the manner in which the year councils work was improved and conversations were started about quality assurance and committees.

Conclusion

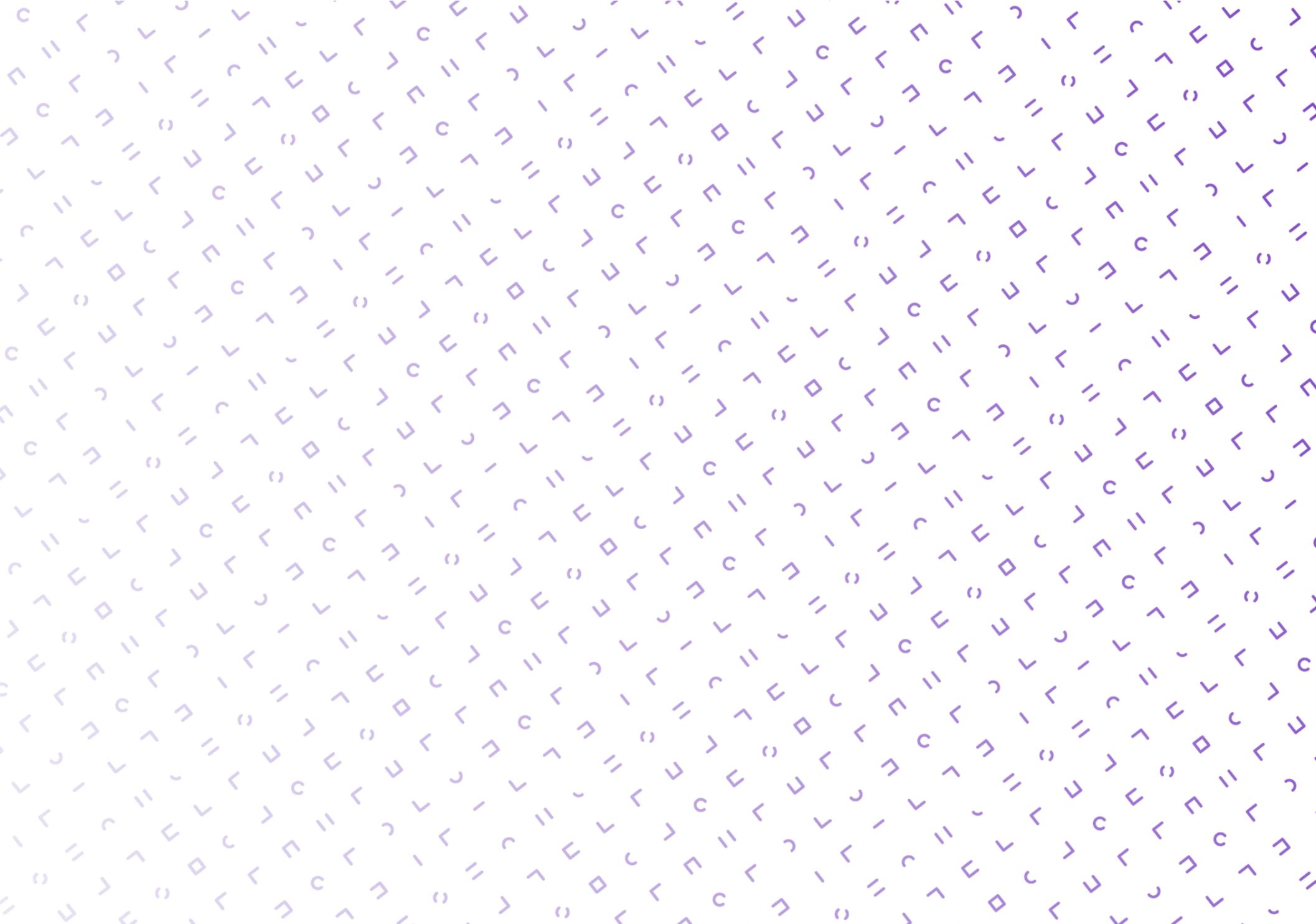
This point was mostly about analysing, evaluating and improving the educational pillar of Lucid. The impact of the changes that were made will be noticed in the manner the commissioner of Education functions within Lucid. Most of this impact will thus only be noticed after having implemented the proposed changes. For this we will have to wait until next year. In addition, this point allowed us as a board to take a step back and look critically at what activities we provide.

POSSIBLE ONLINE DEMODAY



JOIN THE BRAINSTORM OR
FILL OUT THE FORM.

Online Demo-day input as Instagram Post



Chapter 4

Memorable Projects

This year we worked on a lot of projects we are extremely proud of and have set us aside as an association. In this chapter, we highlight them. Besides the work we did for the Policy, we also took on other significant projects, many were hosted by committees we were responsible for and involved in, other projects were board initiatives we executed. For us, this chapter truly shows our identity and focus as a board.

Board Initiatives

The purpose of board initiatives is to connect with the Lucid community, to celebrate her existence and find additional methods in which we can tackle our policy points. Although mainly online, our board had the time of our lives when organizing activities that try to make the best of the hybrid world. We got a lot of positive responses from students and staff adding our own Present Purple touch to it. To the wise reflective words from our predecessors; "Why are we doing this? And how can we make it more fun for both the board and members?"

Student Well-Being Initiative

This year well-being was a big topic. Therefore we united forces with other associations in order to attract attention to the importance of seeking out help. In order to achieve this we created an awareness poster and all associations worked on adding a page with information about resources to reach out to the association website. This page is still being worked on, but planned to be published in september. We also spoke to the Academic advisors about possibilities for raising awareness. Finally we worked together to create a motivational video by Mark Tuitert, an olympic champion in ice skating.



Student Well-being Promotional Material

Second Years Development Days

Since S19 missed their physical demo day last year, we wanted to provide them with the opportunity to still develop themselves in a similar experience, on campus. On the first day CZ hosted a design case. The students had three days to work on the case and in the end they had to present their concept to CZ. In the meantime, we provided a prototyping session and interesting lectures with tips about how to get an internship.



Our members enjoying Second Years Development Days

Sinterklaas

Usually Sinterklaas is celebrated with a drink, but this year we took the initiative to go through Atlas to provide some social interaction. A corona-safe goodie bag was handed to as many students or staff members, as it was still possible to work on campus at the time. We even heard Sinterklaas himself came to visit with an extended lap (a.k.a. chair).



Sinterklaas going through Atlas to hand out little goodie bags to the members.



Our board christmas card picture, this was also sent to companies

Christmas

To bring the holiday spirit to Lucid, we decorated the memberspace with Christmas ornaments. We had an activity where members could write cards for lonely elderly in the Netherlands, in total we had 132 written cards to send out. We also made a board cards picture to put on the Christmas cards to wish everyone a nice holiday. To give the members something from Lucid at home, we distributed Christmas packages including hot cocoa, candy and laser cut Christmas balls for their trees.



Setting up our Lucid christmas tree in the rain



Christmas in the memberspace and santa going to the squads

First Years Career Day

To inspire the first years to make their first steps towards their career as a designer, we hosted the First Years Career Day. The day began with an online interactive session with design consultancy Idean, where groups were asked to present a slide in the end. The students could also attend a lecture with PIV and profiling tips. In between, we organized a fun activity to spark the social cohesion amongst the first years.



First Years Career Day Promotion material

Cantus

A cantus usually only has connotations to drinking; but this year we used it as a social cohesion activity that allowed people to dress up, relieve stress and see each other in online times.



Our cantus stream set-up to enjoy a carnival tradition with the members, a Cantus!

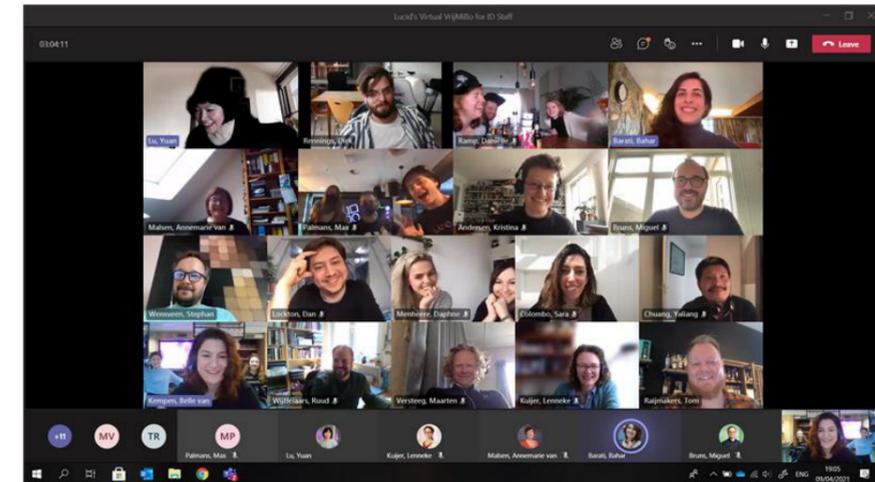
Staff Packages

Traditionally, for over 10 years, Lucid has provided the faculty with coffee subscriptions and hope that staff comes by our vibrant member space so that we get to know each other in a formal setting under the enjoyment of a cup of coffee. Even though it is not possible to visit Lucid, we still want to use the symbolic gesture that is the coffee mug to strengthen our connection with the department. To make it even better, we turned it into a package that was used at a staff event.



Full Staff Package

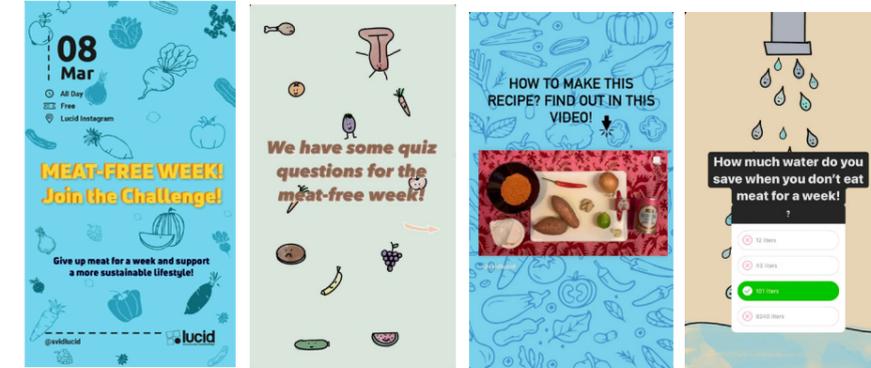
Laser Cut Puzzle for Staff Package



Everyone at the Lucid & Staff Bonding Event

Meat-Free week

To promote a more sustainable lifestyle we challenged our members to eat no meat for one week. To help them out we posted nice recipes and how-to videos on our Instagram. Next to this we also had quiz questions on our Instagram to give more information about the effects of meat on the environment. We got quite some nice responses from our members.



Meat-free Week Promotion Material: Quiz, Q&A and amazing Recipes

First Years Dinner at Thomas

In October before the lockdown, we hosted a dinner in collaboration with café Thomas. First year students could get to know each other and bond over some drinks and spaghetti.



First Years Diner Promotion Material

Presents for Purple

Other (former) boards came to congratulate us with being board. The event was on the Koeveld and consisted of timeslots to let as many people as possible come by. They could enjoy a drink, and we were happy with all the lovely gifts they provided us with.



Everyone on at our Present purple FEBO (Congratulatory Drink)

Education Brainstorm with Miguel Bruns, Lu Yuan & Sonia Gomez

With this brainstorm members of all years were able to debate with Miguel Bruns, Lu Yuan and Sonia Gomez about everything related to ID. The talk could happen in real life, which was really nice. Different topics were discussed about the student experience of Industrial Design.

OEHM Beer Glass

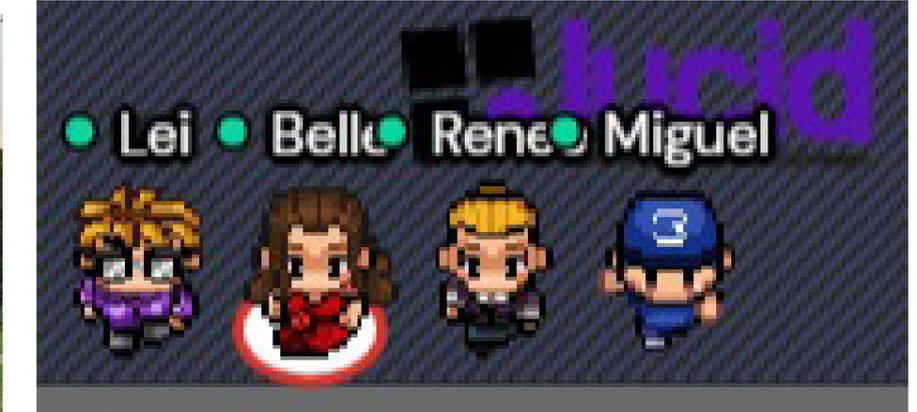
This year we re-branded a core part of our Lucid traditions, this being the logo for the Op een Helder Moment. As we were online for the majority, instead of with providing beer we add our new and improved logo to glasses that we significantly subsidized.



OEHM Glass

Member graduation

After the master graduation, we invited the people present to the online platform Gather, where we have built de Lucid memberspace virtually. The masters could walk around in the virtual space and chat with fellow students and staff.



Post-Master Graduation Event in Gather

For the bachelor graduation on campus, we made congratulations cards and gave the graduates a small present in the form of Lucid socks.



Handing out Lucid Socks at the Bachelor Graduation

Poster Template Design Case

At the start of this year our members asked for a new poster template. Since the templates we use are to communicate with our members it would be best to integrate them in this process. We asked members to submit new poster templates. At the General Members Meeting all groups had a moment to present their template and in the end we voted for the new template!



Poster Template Vote

Adobe Workshops

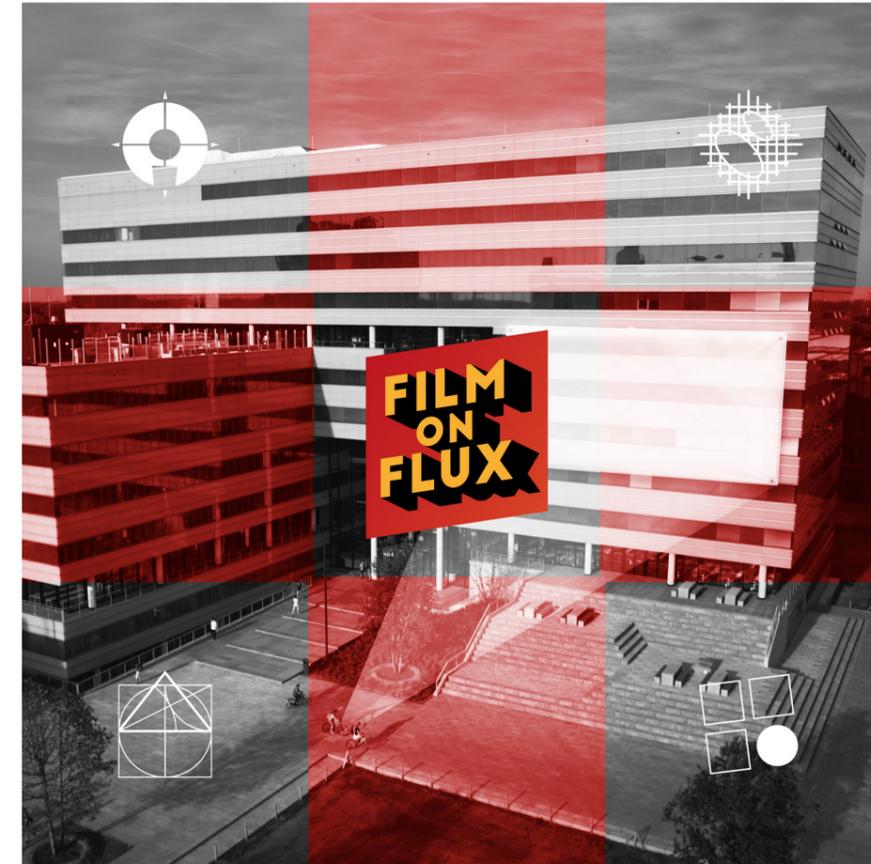
In the beginning of the year, we made sure that Adobe workshops were hosted to support Industrial Design students with developing their skill in working with Adobe InDesign, Illustrator and Premiere Pro.



Premier Pro Adobe Workshop Promotion Material

Film on Flux

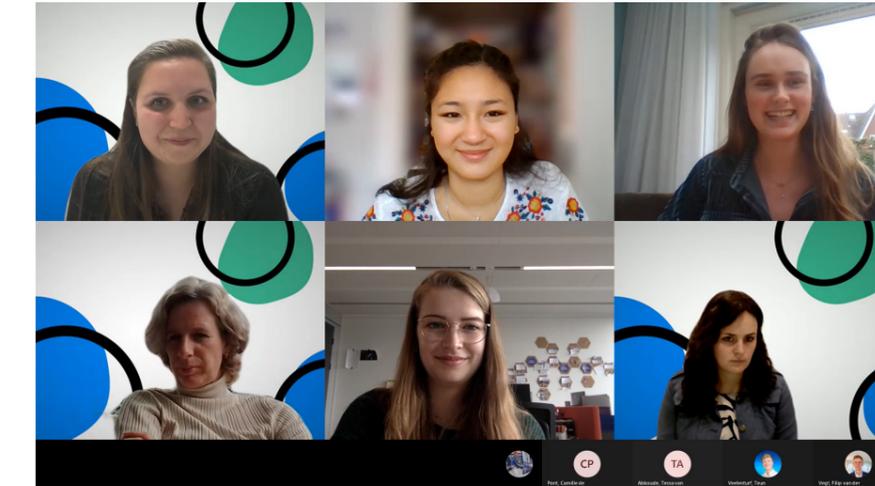
Together with the study associations Industria, Intermate & Cheops we worked on organizing an original Film Night. The goal was to hang a screen on the Flux Building and stream a movie there, having participants sit on the flux field. Unfortunately we had to cancel this event due to ...



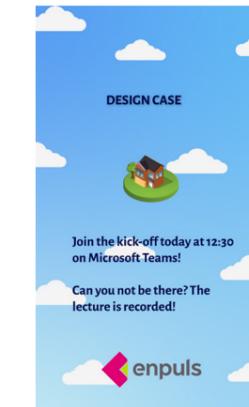
Film on Flux Promotion Material

Design Cases

Throughout the year, we hosted a variety of three additional design cases to give students the opportunity to work on a case outside of the curriculum and come in direct contact with the hosting companies. These were Clarks, Enpuls and Korein.



Korein Design Case



Enpuls Design Case



Clarks Design Case

Small Memberspace initiatives

Once we were able to re-open our memberspace we were determined to make the most of it. For this reason we decided to do a variety of fun things, like making free alcohol-free cocktails for the members and also some nice lemonade. In addition we decided to support Pride month by showing the pride colors in the memberspace.



Mojitos in the Member Space



Christmas cards for the Elderly



PRIDE Decoration for in the member space

Lucid's Birthday Week

Study Association Industrial Design Lucid turned 19 years old this year! To genuinely celebrate it, we collaborated with Café Thomas on January 14 2021 to do a Lucid Birthday Dinner. Lucid members could order dinner packages containing a three course fancy dinner. Through a livestream broadcasted from Café Thomas, we shared music, some nice instructive videos from the Thomas kitchen about how to prepare the food and a few speeches. We interacted with Lucid members at home via Zoom and a mentimeter that contained funny Lucid related questions and dilemmas. We made a party out of it for sure!



Front View Camera angle to the livestream for the Lucid Birthday



Birthday stream organized by the Board, the event was livestreamed from Cafe Thomas

Besides the Lucid Birthday Dinner, as a surprise for the association we designed authentic Lucid socks and ordered 1000 pairs. We also spiced up the General Members Meeting in the birthday week with bingo, where the winners were made happy with a pair of the newly designed socks. Lastly, we let members record themselves singing one word of the happy birthday song, and then we edited together a birthday video to create a sense of connection.



LUCID SOCKS

Lucid Socks to be handed out over multiple years, starting with the Birthday!

Corona Board Year

This year was about innovating all our activities, creating plan B and C's to make sure everything was safe and according to the corona measurements. However, innovating is for sure what we did!

We hosted our annual big network event, ID Connect, through a professional livestream with the companies and committees on location at the Evoluon, and the attendees on a digital platform that enabled networking. It was a very successful night with around 80 participants! Next to this, we also organized our Conduct Festival in a hybrid way. People could follow different workshops on campus and in the evening the committee hosted a very impressive stream with around 300 people watching! The Conduct livestream was partly pre-recorded and partly live, in addition there were puzzles on the screen for people to work on. In order to create a real festival vibe for the members at home, packages were sold which included party goodies, like lights and confetti. For the people who were missing our lovely beers, our Lucid.Bar committee hosted a successful online beer tasting in collaboration with the brewery Van Moll. And for the people who were up for trying something new, the Lucid.Bar committee also hosted a whiskey tasting. These two successful events attracted over 200 participants. Besides this, the Lucid.bar also organized a bierkoerier, bringing members packages of special beers at home. They did something similar for Valentine's day, by bringing around roses to members to nurture their love for Lucid.



Online Introduction Moment, streaming from the Memberspace



Whiskey Tasting



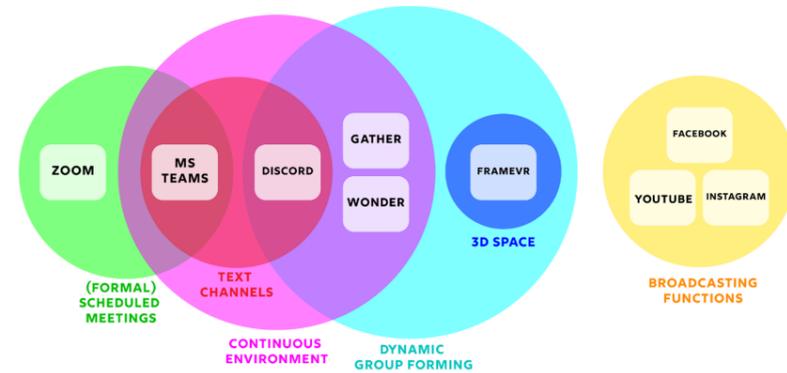
Conduct 2021 - Tech Crew and Nelis Performance



Beer Tasting Promo and Video Recordings

Social Cohesion Project

This year the board also took on a new kind of collaboration with the university. An innovation fund was provided to Lucid, with the goal to build a thriving online social community. This was a good match with our focus this year. We have created a report on all explorations we have done in order to work on this project. This report can be found in APPENDIX.



SCP Online Platform function Diagram

Project Vision

The goal is to develop an online social hub for Industrial Design (ID) students. The hub strikes a balance between education and leisure; students can come together to exchange information and ideas, but also to socialize and start initiatives. All of this happens in an environment that is inclusive, international, and has a low threshold. The aim is to create a community feeling by providing an overview of low threshold activities happening online.

By the end of this project's runtime, we strive for the community to be self-sustaining, relying on intrinsically motivated students to contribute.

This project vision fits within Lucid's focus, vision and values. One main value we have is inclusion, the social cohesion project allowed room to explore new ways to include students in our community. Another main value we have is development, which as mentioned can also be cultivated on the online platform as besides connectivity it also allows for knowledge exchange. Finally, our third value, stability can also be translated to this project, as the outcome should be as stable as possible and the aim is to make the platform and community self-sustaining.

With the Social Cohesion Project, Lucid was able to create social value for ID students with widely varying interests. Many activities were organized in a new, previously undefined format. Key insights were documented in a report, to be used by others when setting up an online social space for students. While Lucid will start to take more of an offline presence in the near future, the insights from online experiments will be integrated into a new hybrid way of working.

Scheduled meetings										
Weight	Reliability	# of features	price	capacity	ease of use	spontaneity	casualness	customizability	Grade	
Zoom	9	9	6	10	8	1	3	3	7,3	
MS Teams	8	8	7	10	8	1	3	3	6,5	
Continuous environment + dynamic group forming										
Weight	Reliability	# of features	price	capacity	ease of use	spontaneity	casualness	customizability	Grade	
MS Teams	8	9	7	9	7	8	3	8	6,3	
Discord	5	8	8	8	5	7	9	7	6,8	
Wonder	9	8	10	9	8	8	7	8	7,7	
Gather	7	8	8	8	8	9	9	9	7,9	
FrameVR	4	9	10	4	5	5	8	7	6,3	
Broadcasting										
Weight	Reliability	# of features	price	capacity	ease of use	spontaneity	casualness	customizability	Grade	
Youtube	9	5	10	10	8	6	8	4	7,8	
Instagram	10	6	10	10	8	7	8	4	8,0	
Facebook	5	6	10	10	7	7	8	4	7,1	

Online Platform Criteria Scoring Matrix

Candidate Trajectory

We started our trajectory in February by organizing an Info Lunch. The aim of the Candidate Trajectory is to help the members that subscribed get familiar with Lucid and being a board. This year the trajectory was specifically set up in a manner that, even if someone doesn't become a board member, it is still a valuable experience and still teaches the participants something. We were expecting a possibility of less people subscribing for the Candidate Trajectory due to Corona, however we still ended up with 16 subscriptions, so this was not an issue.

we had a great time. After having done all these activities we revealed on May 10th which 6 candidates we choose to become part of our Candidate Board! Moreover we expect some higher workload next year, with the combination of hopefully transitioning back to a society without 1.5m distancing and the upcoming Lustrum year. Thus our choice was based on who we thought would work well together, not only as a group of 6, but also as triangles and duo's within the board (for example, Chairman, Vice Chairman and Secretary have a triangle dynamic).



Kandi Info Lunch Promotion Material

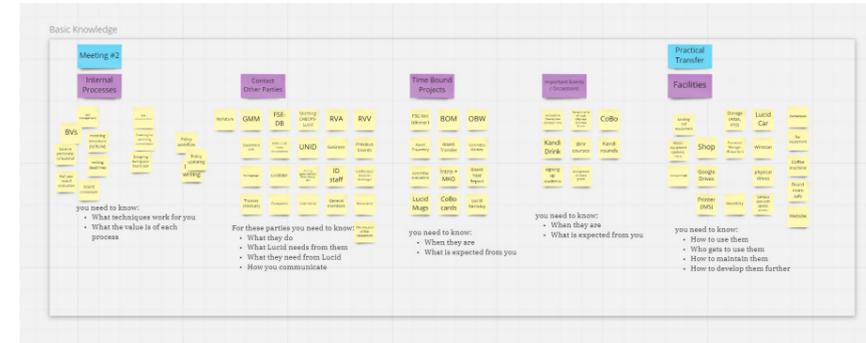
The set-up of the Candidate Trajectory was as follows: The first round consisted of 3 Nights, 2 assignments, 1 Walking moment and 1 interview. This all took about 4-5 weeks and all nights took place via zoom, while the walks and interviews were in real life. After the first round a first selection took place. The second half of the candidate trajectory consisted of 2 nights (online), 1 Honorary Dinner (online) and the final interview (offline). During the trajectory we focussed on things like management, vision, policy thinking and a deeper understanding of these things. We also wanted to provide the candidates with enough opportunities to get to know each other. Ultimately we came up with many different types of challenges that would give us a clear overview of things like professionalism, vision, creativity and group dynamic. It was clear that everyone involved was very passionate and enthusiastic, thus making it so that



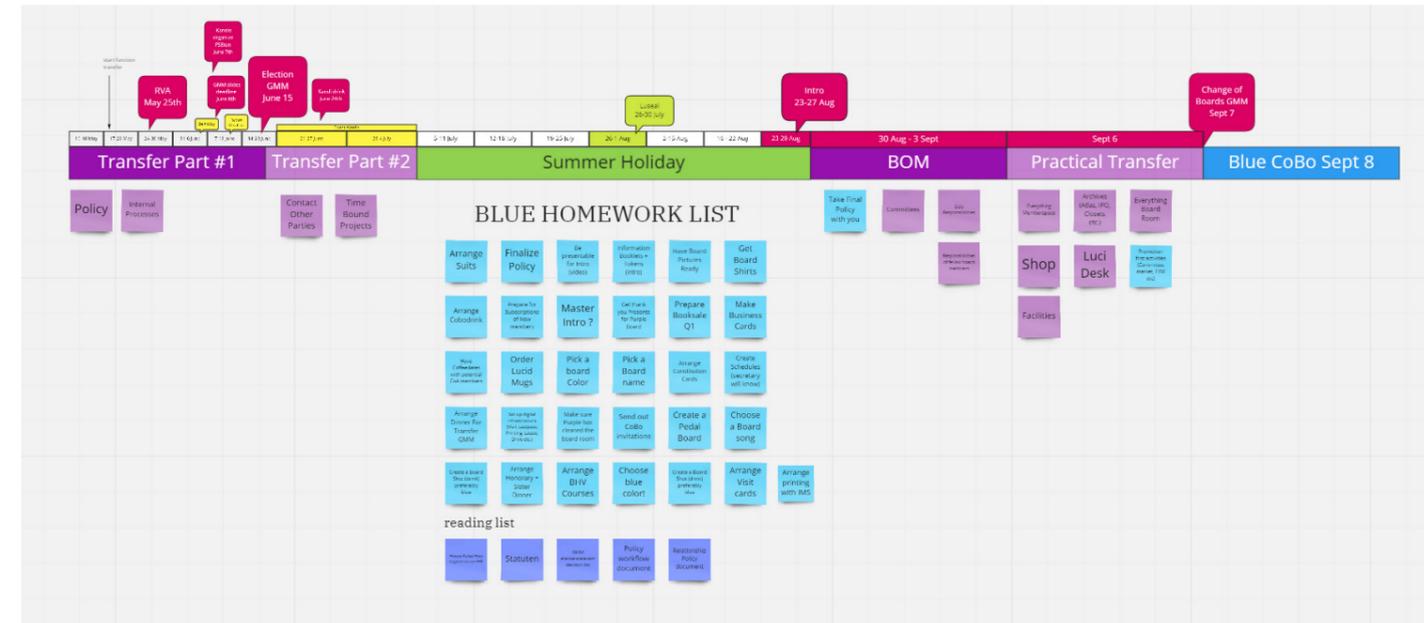
Our Bonkers Blue Kandi's revealed

Board Transfer

In order to help our Candidate Board with taking over our role, we organized a transfer. This transfer consists of multiple parts. We address policy, management thinking, general board member knowledge and the upcoming Lustrum. In addition each candidate is taken under the wing of their predecessor to learn the ins and outs of their function. Since every candidate board member has personal learning goals and things they want or need to improve on, there is also a big focus on this during the individual transfer. Compared to previous years, this transfer was more extensive in the collective transfer moments: During these moments, the boards worked together on shaping a new, personalized mindset for the new board. The upcoming board can then use their mindset and vision to tackle more practical issues. A heavier focus was also put on the integration of the lustrum into the upcoming boards vision and way of working.



Board Transfer - Categorized Topics



Board Transfer Timeline

Lucid Merch

It is a tradition for boards to create board merch in their year. Each year is recognizable. This year, the Lucid merchandise is brought to you by the Present Purple board. This year's merch was inspired by the online aspect of our year. It is a play on words on the expression "On Air" observed when a show is broadcasting live. Besides, we also wanted to incorporate with our graphics the feeling of "Lucid Dreaming".

We did a lot of explorations and iterations with various different styles and meanings behind it. For this year's merch we wanted to have a more graphic approach while keeping it simple and minimalistic, therefore we took an aesthetic resembling embroidered patches for which we made various iterations. The final merch design can be seen in the picture. The design will be on a crewneck sweater, a short sleeve t-shirt and on a cap.

Also, since sustainability was a new focus for the association this year, we looked for a manufacturer that would produce our merch in a sustainable way. In total, we compensated 686 kg of CO2, and 1416 square meters of forest is protected.



Lucid Merch; Crewneck (Top - Left), T-Shirt (Top - Right) & Cap (Bottom)



Lucid Merch Patch Designs

SUMAP

What is SUMAP?

SUMAP stands for Sustainability Manager Project. This is an initiative from the Go Green Office at the TU/e. The aim is to help associations to become more sustainable by creating a competitive atmosphere among this collective. This year they started with the SUMAP Pilot challenge to involve associations and challenge each other to become more sustainable. The challenge consists of a very big challenge booklet including small, medium, and large challenges where we as an association can execute, submit to the GoGreen Office, and score points with. An additional booklet with information and suggestions on how to achieve certain challenges was also provided.

What did we do?

Valentina and Vere became the sustainability managers within the board. They attended monthly meetings with the Go Green Office and other associations to give our input on the SUMAP pilot, to learn about this pilot, have discussions and share ideas, and to share our results as an association. An activity that we hosted in relation to this challenge was the Meat-Free Week, where we invited members to send us their vegan/vegetarian recipes which we posted on our socials to encourage and share alternatives for members to replicate at home. Additionally, we had daily quizzes on Instagram to inform members about the impact meat has on our environment and gave tutorials for certain recipes too. We also focused on smaller changes, for example, making sure to unplug all our devices during the lockdown, making sure waste is separated in our member space and by looking for sustainable alternatives for our Lucid merchandise this year.

Future

We think that SUMAP is a very nice initiative for our association and will transfer this to the blue board. It is nice for the association to continue to integrate an aspect of sustainability into the organisation of events we provide. We think it is a nice opportunity for the blue board to incorporate this in their own way, but some ideas include making one or two board members commissioners of sustainability, or them forming a sustainability committee, or to appoint a committee member as a sustainability responsible. There is a lot of room for improvement in this aspect, but we have already started looking into incorporating this more in Lucid.



Insect Hotel as a sustainability initiative at Lucid

Member Initiatives

Besides setting up structured committees with set goals, the board also motivated members to come up with their own ideas and initiatives to organize for the Lucid community. A few very nice fresh ideas were brought to life by the members, with support of the board.

Among us - Game Night

For this activity, some of our long-time members organized an accessible online gaming night centered around the game 'Among Us'. During this night people were in groups in Discord playing Among Us. It was a very fun activity where people joined for one round or stayed the whole night.



Among us on the Lucid Discord Server



Among us - Game Night Promotional Material

Stek Overflow

For the Stek Overflow exchange, a few members set up a beautiful plant cuttings hotel in the memberspace. Students left some of their plant cuttings to be picked up and exchanged by other students. We had this activity for two weeks and a lot of members exchanged some beautiful plants.



Stekoverflow Promotional Material



Stekoverflow End-product

CoffeBuds

To get new students more familiar with their peers, one Lucid member and one board member worked together on an activity where first year students were paired in duo's to get coffee together and carry out light hearted challenges. They were emailed each other's contact info and a nice overview of coffee places in Eindhoven.

14
Apr

COFFEEBUDS

Eindhoven

Coffeabuds Promo Material



DID YOU KNOW COFFEE DRINKERS TEND TO LIVE LONGER?

Research has linked moderate consumption (about three to four cups per day) with a longer life span, plus a reduced risk of cardiovascular disease, type 2 diabetes and Parkinson's, according to Harvard Health Publishing.

Enjoy coffee in the city

Lucifer coffee roasters & Anne Frank plantsoen



On the Kleine Berg you can find the cozy coffee place Lucifer, where they serve coffee from locally roasted coffee beans. At the moment they got a nice take-out stand, feel free to leave a sticker on there and spot the Lucid sticker. Closeby Lucifer is the Anne Frank plantsoen a small park along the Dommel river, in the summer this is a cool place to hang out.

Coffeelab Strijp & Strijp - S



In Strijp - S you can search for the more industrial vibes, Coffeelab is a cafe which seamlessly blends in this scenery. Coffeelab even has a small shop with organic drinks and goods. The Strijp - S area is normally the centre of DDW, still you can find some design influences right now. Furthermore, there are some cool urban spots to hang out as well, Area 51 for instance.

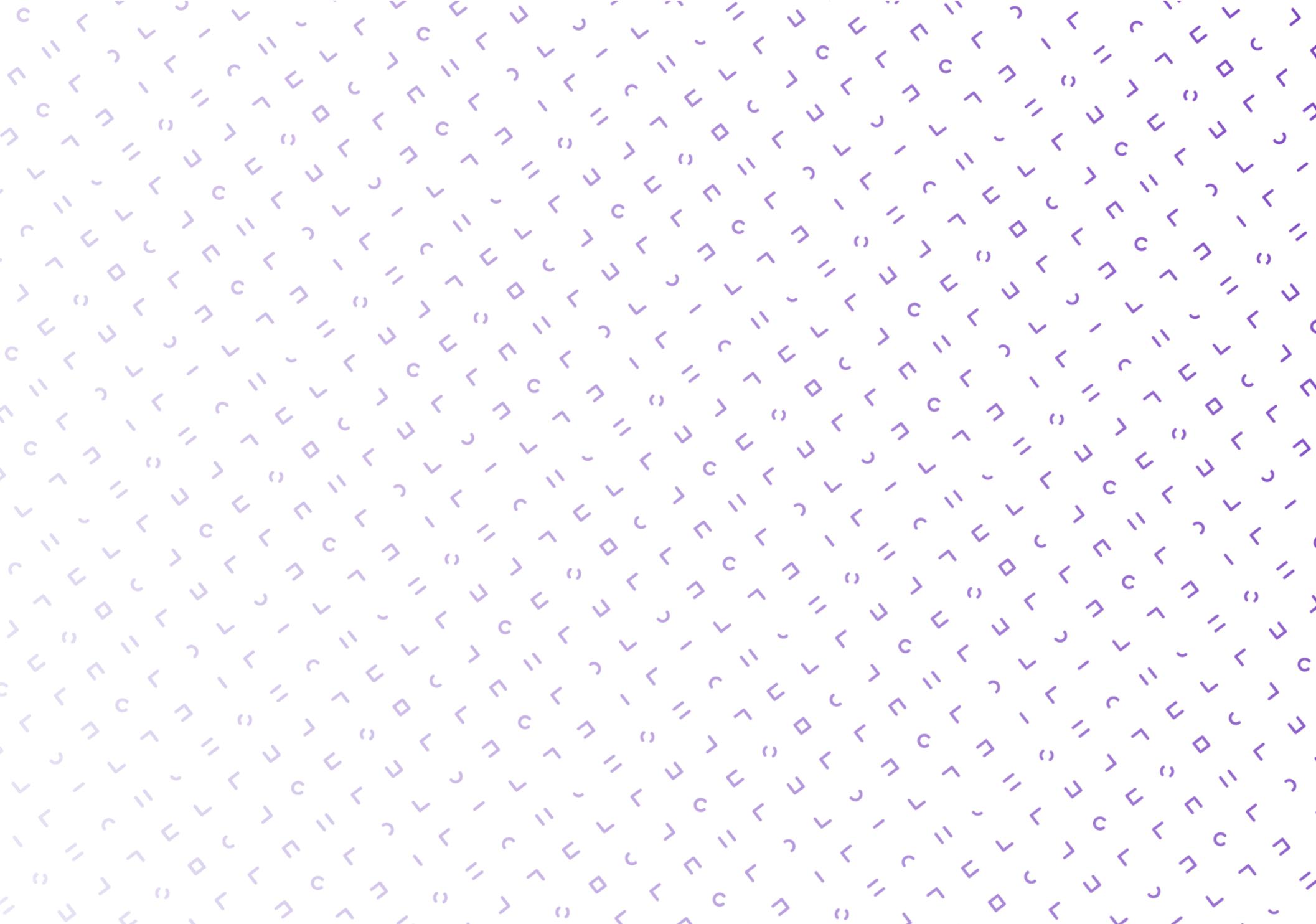
Paviljoen Gennepark & Gennepark



The Gennepark is the ideal option to retreat from the busy daily life. Here you can have a nice walk along the Dommel and have a visit to the "Gennepark Hoeve" with lovely animals. At the Paviljoen you can grab a coffee, or you can take your own homebrew coffee. Do not forget to relax ;)

Credits: Thijs de Koning

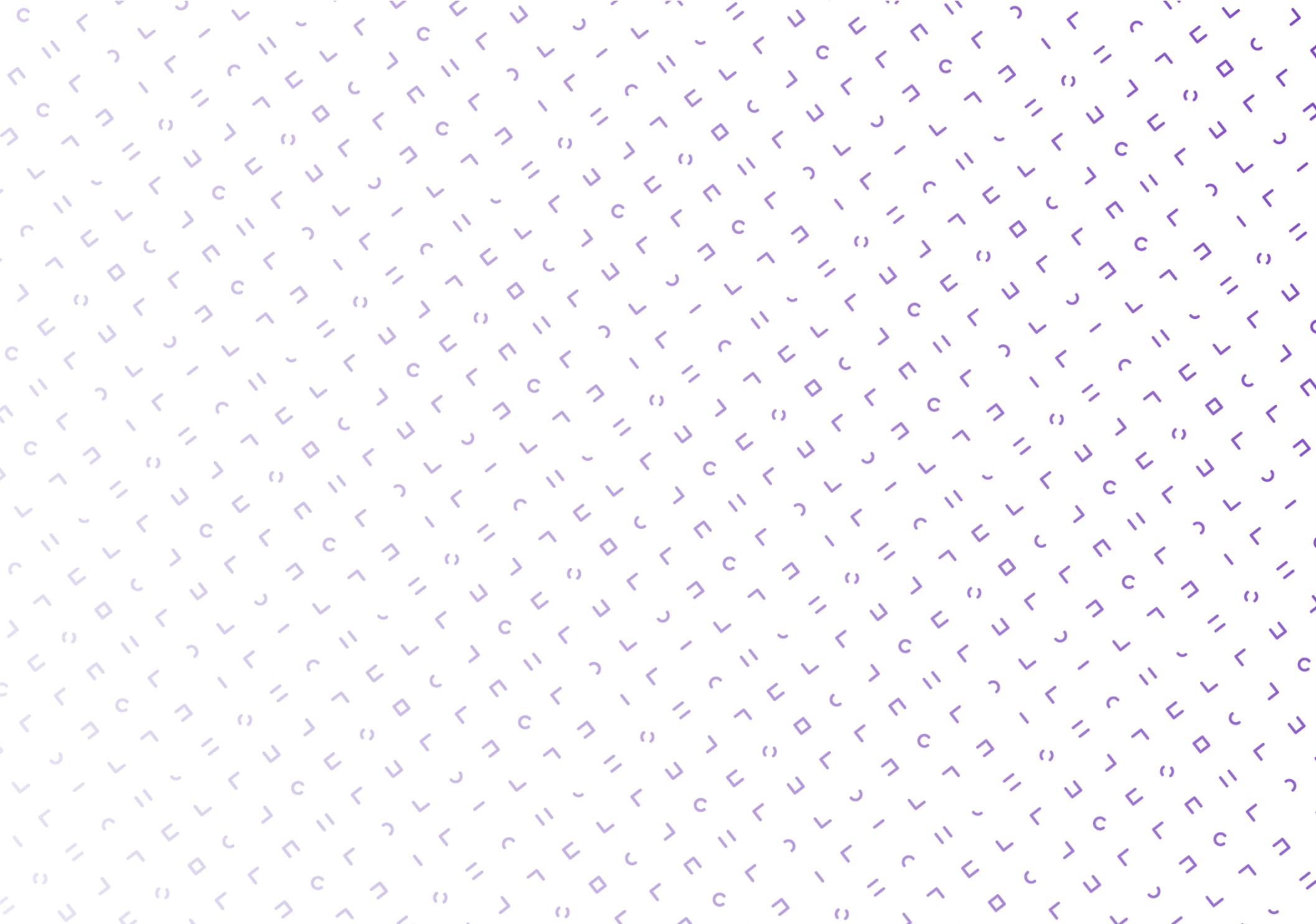




Appendices

Extra Documents

Appendix A	Social Cohesion Project
Appendix B	Lucid's Educational Value
Appendix C	Policy Workflow Document
Appendix D	Lucid House Rules
Appendix E	Cash Cow Framework
Appendix F	Lucid Digital Collaboration Document



Appendix A

Social Cohesion Project

Social Cohesion Project Report

Report written by: Valentina Rodriguez, Vere Vreeswijk, Max Palmans, Belle van Kempen, Filip van der Vegt, Eke van Dael

People that worked on the Social Cohesion Project:

Groovy Green - 19th board of s.v.i.d. Lucid:

Ruben de Jongh
Anne Jenster

Present Purple - 20th board of s.v.i.d. Lucid

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Vere Vreeswijk
Max Palmans
Belle van Kempen
Filip van der Vegt
Elke van Dael

Lucid Member Workgroup

Femke Knocken
Jelte Knossen
Lotte de Lint
Josephine Hercules

With special Thanks to

Sonia Gomez
Lin-Lin Chen
Max Birk
Miguel Bruns

Legend

[Introduction](#)

[Project Goal & Vision](#)

[Project vision](#)

[Objectives](#)

[Expected outcomes](#)

[Design Approach](#)

[Stakeholders in the Project](#)

[First Iteration: Lucid.Online](#)

[Why it Was Created](#)

[What it Entailed](#)

[How it was maintained](#)

[Outcomes](#)

[Second Iteration: VIDE](#)

[Why it was Created](#)

[What it Entailed](#)

[How it was maintained](#)

[Outcomes](#)

[Third Iteration: Gather](#)

[Why it was Created](#)

[What it Entailed](#)

[Platform Exploration](#)

[Gathering Input from members](#)

[Explanation of Gather](#)

[How it was maintained](#)

[Outcomes](#)

[General Outcomes](#)

[Discussion](#)

[Future & Next Steps](#)

Introduction

The COVID-19 pandemic has shown to have detrimental effects on the masses due to the lack of open social contact and opportunities for interaction. This has proven especially true for groups of students at our university. Students have had to adjust to a very limiting social environment and in turn this has resulted in decreased motivation and heightened mental strain on students. Therefore, social cohesion is essential to maintain, especially during times of a pandemic. Lucid had the opportunity to become part of a project proposal that was going to focus on increasing and maintaining social cohesion. In this report the development and results of this project will be outlined. The aim of this report is to document the efforts that have been made and to formulate learning goals and outcomes for upcoming Lucid boards.

Project Goal & Vision

Over the past year, the COVID-19 pandemic has shown to have detrimental effects on the masses due to the lack of open social contact and opportunities for interaction. This has proven especially true for groups of students at our university. Students have had to adjust to a very limiting social environment and in turn this has resulted in decreased motivation and heightened mental strain on students. Therefore, social cohesion is essential to maintain, especially during times of a pandemic.

The goal of this project therefore is to stimulate social cohesion, initially within the context of the Industrial Design (ID) department. This will be done by building on the (best) practices of already existing communities at our university e.g. study associations, in this case, s.v.i.d. Lucid and incorporating these into an online social platform. By integrating the project within the Study Association Lucid there is the possibility, not only to expand the online community of the association and boost its engagement, but also to reach the majority (if not all) of ID students in order to further expand this community and in the long-term, create a self-sustaining environment. This also provides perspective for a long term goal, even after the pandemic, where having an online community can be useful in many ways, such as for the seamless integration of new student cohorts each academic year; a go-to place for study-related discussions/forums/knowledge-sharing. In summary, a low-threshold place for students to come together and meet, support, and relate with one another.

S.v.i.d.Lucid has already made significant efforts to translate our physical environment to a fully online one through Lucid.Online, which is an online environment that simulates the spaces and main opportunities previously offered to students at the university. Lucid.Online was hosted on the digital platform known as Discord (Lucid.Online is not currently in use). We aim to take the outcomes of this already existing and relatively successful first platform, in order to improve on it, fabricate a new project, carry out an experimental process, with the intent that in the near future, it may be implemented university-wide. We think that long-term this will still be a viable and appropriate platform for social cohesion amongst our students, as in today's world, we are still largely connected through online platforms, pandemic or no pandemic.

Project vision

The goal is to develop an online social hub for Industrial Design (ID) students. The hub strikes a balance between education and leisure; Students can come together to exchange information and ideas, but also to socialize and start initiatives. All of this happens in an environment that is inclusive, international, and has a low threshold. The aim is to create a community feeling by providing a variety of low threshold activities happening online.

By the end of this project's runtime, we strive for the community to be self-sustaining, relying on intrinsically motivated students to contribute.

Objectives

1. Create a platform that takes little time / money to maintain
2. Possibility to connect/expand this social platform to other Departments, reaching beyond the ID bubble.

Expected outcomes

1. Increased social cohesion among students.
2. A completely new platform for social cohesion. A social HUB.
3. A process of fast and seamless integration of new students into this online community and the student community at ID as a whole.
4. A Self-sustaining community in which students are intrinsically drawn to participate and engage with others on the platform.

Design Approach

The development of this project was part of an iterative and exploratory process, where various small test setups were organized and tested out in practice within the Lucid community and common practices. Overall it is possible to outline the development of the full project into three main iterations. These iterations will be elaborated on later in this report, and here it will be described what decisions were made and what knowledge was generated.

Overall the approach taken was quite interesting, as it was executed within real life context right away. Thus making it possible to have both a reactive and proactive attitude in making decisions. The project was not necessarily set up with a clear research question in mind, but rather with a goal to achieve. This allowed for a lot of freedom to play around with possibilities and find elements that contribute to achieving this goal.

Stakeholders in the Project

In setting up a social platform, a few stakeholders provide different values and opportunities. These stakeholders also played a significant role in the development of this project. They are listed below

1. Students

In the case of this project, specifically Industrial Design Students. Students play a vital role since they are both users and facilitators; Without active users on a platform, there is no social value of the platform. Thus, in a way, users are organizing and managing the platform themselves and thus maintaining their own community.

2. s.v.i.d. Lucid (as an Association)

The Lucid Board is responsible for executing the development of this project and thus in extension from this, so is Lucid. Lucid's vision and values are at the core of how the association functions. One of these values is "Inclusion". This value is defined as; "Lucid aims to be an accessible community where its members come together, feel represented and feel welcomed." The other two values are "Stability" and "Development". Thus every activity undertaken in the development of this project was within the ideology of these values and the structure Lucid functions in.

3. Teaching Staff

While students are the main users throughout this report, the teaching staff of the TU/e play a unique role in the lives of students.

4. Bachelor College

The bachelor college is able to provide associations and student groups with the financial support that is needed to elevate a project such as this one to a higher and more impactful level.

5. Executive Committee

The committee has the role of kickstarting and maintaining the platform and project as a whole. They focus on creating tangible results for the users to experience, which in turn provides insight into possible future steps

First Iteration: Lucid.Online

The first iteration and inspiration for the social cohesion project stems from is Lucid.Online.



Figure 1 Visual identity of Lucid Online created by the Groovy Green Board (2019-2020) of Lucid

Why it Was Created

Covid-19 spontaneously resulted in a hard cut from everyday habits within the Lucid community such as regular Thursday drinks, physical workshop and hands-on education to name a few. Due to heading towards a more isolated & digital scenario, it was necessary to implement the use of platforms that would temporarily provide such a similar connection and that would allow for the maintenance of the existing community.

What it Entailed

Lucid.Online enlisted the use of two different platforms, these being; Discord & Facebook. The goal of these platforms was to create low threshold opportunities for social cohesion. It is important to note here that they took existing trends within the Lucid community into account. Thus providing an online place for things that were already happening within Lucid physically. With regards to Facebook, three pages were created; Lucid.skills, Lucid.creative & Lucid.music for which each of these had their own purpose. These will be elaborated below.

Lucid.Music

This was the online platform for Lucid members to share their musical talents within the Lucid community. Sharing passion for music has been a habit within Lucid, even before Corona. This platform aimed to maintain this creative space. It was a great opportunity to start this platform to inspire others, be inspired and share each other's passion for music! On this extension members were able to:

- Music Stand-up: This can be anything from signing to guitar solos to produced tracks.
- Daily mixtapes: made by members to listen to for all Lucid members during these hard times.
- Musical challenges: which you can work on in your free time and which will be posted on this page when fulfilled.



Figure 3. Visual identity of Lucid Music Facebook Page

Lucid.Skills

This extension was for the purposes of inspiration. To take unnoticed skills to give them a stage. This is a platform where you can teach others your talent and give them tips or learn something new and ask for tips. The goal was for members to film themselves, share it and educate others or learn something new themselves. Examples of skills seen:

- Photography
- Soldering
- Origami
- Cooking
- CAD Design



Figure 4. Visual identity of Lucid skills Facebook Page

On the other hand, you had a more direct interaction for which Discord was used. It was possible to turn the outlay of the server into the embodiment of the Lucid member space, to provide a sense of familiarity. Here regular events were handled such as the aforementioned Thursday drinks (discord or minecraft), an internship dinner with companies, a workout session, lunch lectures, pub quizzes and more.

How it was maintained

These pages were maintained and monitored by the Lucid Board but in essence each committee/member had the possibility to share their passions, turning this into an open community.

Outcomes

From this, two different types of needs can be extrapolated; direct and passive social contact. Direct contact allows for immediate interaction thus requiring the use of voice and/or video chat to elicit a response from your fellow members. In larger group sessions it provides a sense of comradery or competitiveness which results in an increased engagement from behind a screen. Whereas a more passive approach with challenges or user generated posts allowed for a more long-term interaction. An example being the mixtapes created by members that were frequently used as study music given that a mix was created for each type of listener.

A drawback of this approach was that the user retention declined over time due to an increased threshold to interact with either platform. This approach, in addition to digital education, resulted in too much screen time that then negatively affected user motivation after a few months. Here it became apparent, that providing an alternative to the physical spaces was not enough to maintain the community as it was. It was needed to actively promote and stimulate the growth of engagement in the community. In order to be able to do this the second iteration was created.

Second Iteration: VIDE

Why it was Created

Lucid.Online paved the way for bigger opportunities. The 19th (green) board of Lucid arranged a collaboration with the university. Based on learning points and future opportunities that were discovered from Lucid.Online, a proposal was written and approved for funding (see Appendix 1). This proposal detailed how a platform for social cohesion could be set up for students.

What it Entailed

Once this proposal was approved, the (then candidate) purple board of Lucid recruited 4 student assistants to work on the project. Together with Filip van der Vegt as board responsible, the group worked on the creation of a new social hub. Over the summer, the workgroup created a general approach and planning for the first semester. By researching community building, online social platforms, a concept was created for an online social platform for students. A strategy was developed in order to onboard students and maintain a community on this platform. The student assistant workgroup defined different types of content that students would want to receive and exchange on an online social platform. From this, a plan with activities was made. For onboarding, the introweek was used to our advantage by organizing two accessible activities for new students.

From the start of the academic year, the workgroup organized a number of activities to familiarize students with a new platform. This new platform took elements from the first iteration, it was still hosted on discord and made use of different spaces. A rebrand took place to open the platform up to all students of ID: Lucid.Online became VIDE (Virtual Industrial Design Environment).

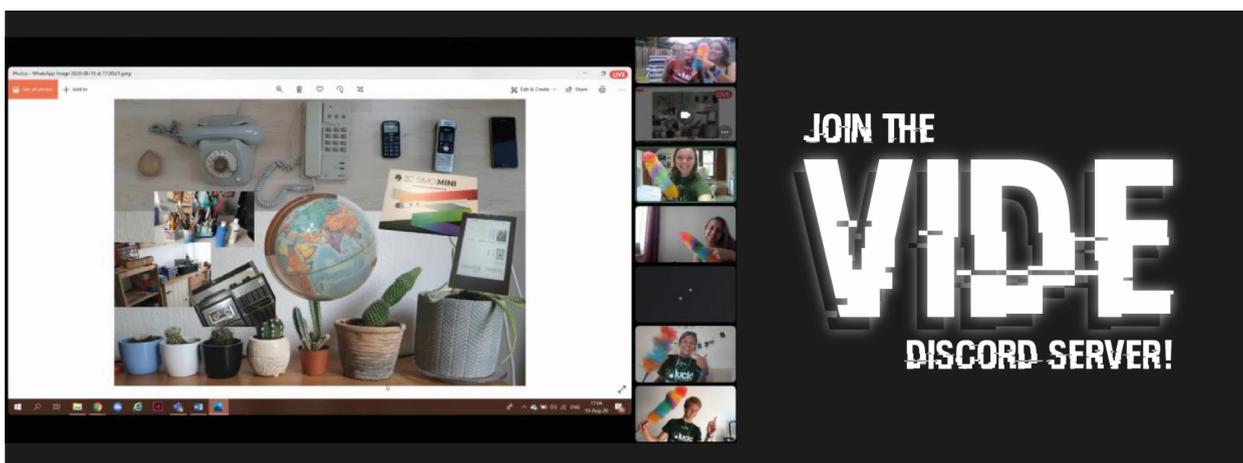


Figure 5 Promotion for the VIDE server

A mix of activities continued to take place throughout the first semester. Students were shown that the VIDE platform was a place to socialize with others, but also learn from workshops and lectures. This made the VIDE platform a platform that tied into multiple aspects of student life.

How it was maintained

The technical side of the project was maintained using the project funds and the work of one designated student from the workgroup. The student group made sure there was activity on the platform by organizing events and promoting the platform in other places. A steady forward direction was maintained by continuously evaluating the activity that was happening on the platform and by staying in touch with the student body.

Facilitating a steady flow of activities was the most essential aspect of maintenance. The largest contributions to this were provided by the student assistant workgroup; They designed, hosted and managed a large number of events. However, since a group of 5 students can't provide value for the whole student body, the workgroup created a strategy in which they tried to involve third parties as much as possible. These third parties come in a few forms:

- Professionals, who are able to share expertise in the form of lunch lectures or workshops
- Enthusiastic students that want to share their passion, such as the e-sports commentator who commentated during the Rocket League gaming tournament. Another one was the movie night, where two film buffs explained the intricate details of Quentin Tarantino's first movie, Reservoir dogs.
- Lucid committees, which have their own goals that can be achieved by using the platform. An example would be the elective market organized by IDcate, or the first year's weekend organized by the FYW committee.

This approach led to the following list of events:

- Intro: MS Paint Challenge
 - Students were challenged to collaborate with each other on creating an artistic masterpiece using Microsoft Paint.
- Intro: Photo challenge
 - Students were tasked with creating an image that represented the intro to them, by taking pictures of objects around their house or hometown.
- Rocket League tournament
 - In the football/racing game Rocket League, students competed in teams to win the tournament cup. An international shoutcaster joined us to commentate over the games and provided insights into the competitive Rocket League e-sports scene.



Figure 6 Promo material for the Rocket League Tournament

- Pubquiz
 - In the ID pubquiz, students got to see how much they really know about the field of industrial design, their department, and the TU/e.
- Yorga
 - For a relaxed morning session, Lucid member Jorg provided us with an online yoga lesson.
- game night
 - During the game night, groups of students competed in a gauntlet of short games.
- among us evening (member initiative)
 - For this event, a number of active Lucid members set up a social evening centered around the worldwide phenomenon 'Among Us', a game about allyship and deception.
- Guest Lecture: Daniela de Paulis
 - Daniela de Paulis told a story about her design/art project in which she used technology to project images into space and bounce them off the moon, back to a receiver on earth.
- Guest Lecture: Kristin Hughes
 - Kristin Hughes showed with her project 'Night Owl Bakery', how collaborative, community-designed solutions can catalyze social and civic engagement. The lecture was streamed all the way from Pennsylvania, over 6000 kilometers away from it's live audience in Eindhoven.
- Movie night
 - During the movie night, students came together to watch 'Reservoir Dogs', the debut of Quentin Tarantino. Two enthusiastic students explained the artistic vision and execution behind the movie. The live streaming caused a unique shared moviegoing experience.
- First Years weekend (committee)
 - To integrate first year students, Lucid has a tradition of organizing a first year's weekend full of games and fun. The FYW committee successfully pivoted from a physical program to an online program using the VIDE platform. Many of the

first years that participated are still active and have formed bonds with other Lucid members.

- Elective market (committee)
 - Every year, lucid organizes an elective market where students can explore the electives by hearing experiences from older students that followed the electives. The online format made for some nice conversations and informed choices.

Besides one-off events, a set of weekly hangout sessions was organized to attract a more relaxed crowd of students. These sessions were less scripted and more casual.

Lastly, keeping the threshold low, seven weekly challenges were organized. For these challenges, students were tasked with making small creations or sharing something about their life. Examples would be the 'draw your own IKEA manual' challenge, and the 'Show your plants' challenge. Students were able to contribute across a span of seven days, instead of having to participate in a short timeframe as was necessary for the other activities.



Figure 7 Promotion for a weekly challenge on VIDE

Of course, all these activities cannot take place without solid online infrastructure. Thus, the workgroup continued to analyze the platform structure and user experience throughout the months. The student group quickly learned that, for a member to become active in a community, this member needs to know what possibilities the platform has for them. Thus, a set of guides and guidelines was set up to properly inform students. Since student involvement and initiative was important to the long-term success and sustainability of the platform, the workgroup tried to support students in organizing activities.

All guidelines and possibilities of the platform were originally communicated in the form of a piece of written text that students would see when entering the online platform. When this showed to be too lengthy, the workgroup spent significant time on an introductory video. This video made the onboarding process more seamless.

For the first number of months, the workgroup operated relatively independently from other Lucid bodies. However, to ensure long term maintenance, the VIDE workgroup would transition to being a lucid committee. This would make for easier communication with the board and collaboration with other committees. This is because the workflow of committees has been perfected more and more over the years: Committees are able to keep on track and stay enthusiastic because of the way the committees form goals and action plans. As will be discussed in the outcomes section, the social cohesion project shifted direction before completely integrating the workgroup as a committee.

Outcomes

The project taught the student workgroup and the board of Lucid a lot about creating a smooth online interactive experience. It became clear that online activities require much more effort from participants than offline activities. Having a layer of technology between participants means that these participants need to put in more effort to express themselves and receive something back from others. This gives online activities an inherently less attractive value proposition. To compensate for this, events needed to be clear and simple.

By writing proper scripts and protocols, the event organizers were able to create events that were easy to understand and easy to participate in.

Events that deployed gaming elements went quite smoothly. Elements such as quiz questions and competitive video games caused a shared goal among participants. These shared goals make participants connect to each other more easily. Gaming elements should be applied in the future to ease social interaction.

One more difficult problem to tackle was the onboarding process of students. Discord, the service on which VIDE was built, can be confusing to newcomers. The UI has a learning curve that is fine for more tech savvy students, but not for all students. For this reason, the choice to use Discord was reevaluated in the next iteration.

A major learning point was the usage of brand recognition: While VIDE was inherently tied to Lucid because of its roots in Lucid.Online and its funding through Lucid, the platform still had somewhat of a separate identity. This separate identity was created to foster an open environment for all ID students to participate in, whether they are active at Lucid or not. However, this attempt to be more open meant that a lot of brand awareness and trust was still to be built up. While Lucid was already a trusted organization, VIDE still had to prove itself. Thus, young and old students were skeptical and gravitate more towards Lucid branded activities. From this, we learned that combining the outsider perspective of the VIDE student workgroup and the established knowledge and image of the Lucid community would lead to bigger results.

Pushing students to initiate their own activities was quite hard. To make it easier, the workgroup tried to communicate clearly that the VIDE crew was able to help organize activities for the students. The communication of this facilitating role is important in future iterations.

Managing the flow of activities was complicated at times because of the different organizational bodies that were involved. Over time, more alignment was created among the workgroup, the committees, and the board.

Third Iteration: Gather

Why it was Created

The learning points from the development so far were taken into account when further developing the project. In addition more knowledge and methods that were already previously known by Lucid were incorporated in a more active manner. In addition, as mentioned as part of the outcomes from the second iteration, it was noticed that introducing the project as a separate platform to Lucid did not have the desired result. Furthermore, the Discord platform did not have all desired possibilities, thus the decision was made to explore different platforms.

What it Entailed

In this iteration the choice was made to take more of an investigative approach by gathering input from Lucid members and have a more indepth platform exploration in order to define a clear list of requirements for a possible platform to use. Below we will elaborate on the Platform Exploration and the Data gathered from members.

After having conducted this investigation, we settled on the platform Gather, where we quickly made the decision to start building our environment. The Gather platform will also be elaborated below.

Platform Exploration

From January onward, the Lucid community as a whole started to experiment with different online setups and platforms. To name a few: The bar held online drinks on the platform Wonder, the committee markets were organized on FrameVR, Instagram and Youtube, the board used Zoom for General Member Meetings, and a number of committees organized events on MS Teams. At all these events, the board took an analytical and observing stance to see how students were able to interact through the different platforms. From this, the board was able to define a number of key functions that different platforms offer (within the defined use case). A visualization and explanation of the different functions can be found below. The visualization also names a few platforms that were explored.

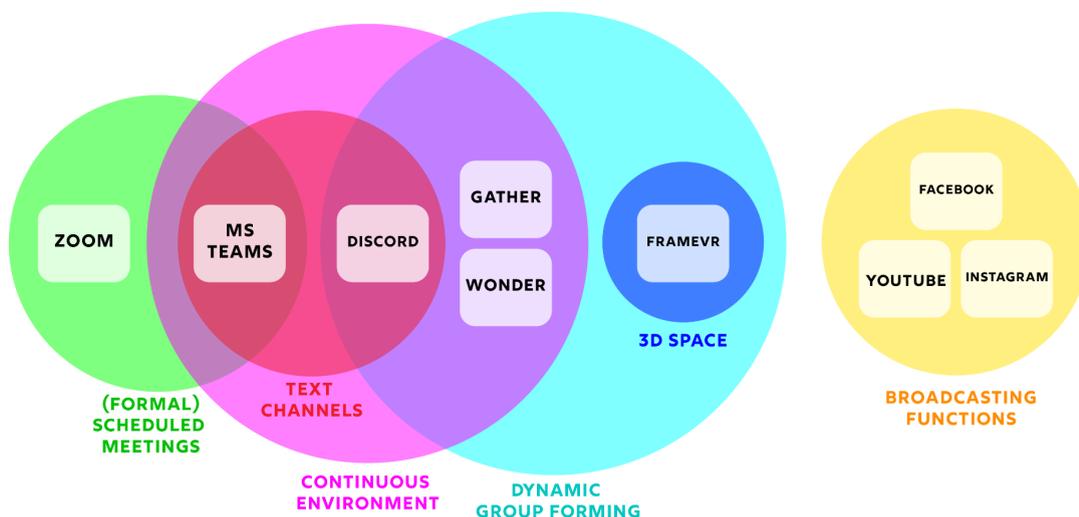


figure 8 Visualisation of different functions of online platforms

A short description of each function:

- **(Formal) Scheduled meetings:** These platforms let the user schedule self-contained meetings; They have a starting time and ending time, and invites are shared easily.
- **Continuous environment:** These platforms can be entered at any time, whether there's an event happening or not. Users don't have to interact within the timeframe of a meeting or activity.
- **Text Channels:** These platforms have expansive chat options such as multiple text channels, file sharing, and reply chains. These are essential productivity tools, though they also come in handy when sharing content in a social setting.
- **Dynamic group forming:** On these platforms, users get the option to shift between different groups of participants very easily. Users are not locked in a singular breakout room; They can see what other groups are present at an event and smoothly switch

between groups of people. This function is valuable during social gatherings. since it adds more freedom to the participants' presence in different conversations.

- **3D Space:** These platforms replicate the physical world more closely by putting the user in a 3D environment.
- **Broadcasting functions:** These platforms provide ways for a central organization (e.g. Lucid) to communicate towards their user base. This is an important function when the group that organizes an activity needs to communicate information to its participants without needing an equal response. An example would be a livestream of a pubquiz.

Within the diagram seen above, a number of platforms are placed based on their respective functions.

From this diagram, we determined what platforms fulfill the needs of the Social Cohesion Project. Since there is no singular platform that contains all functions, a combination will need to be chosen. In order to rank the platforms, another piece of methodology was created; A set of criteria was set up, as seen below.

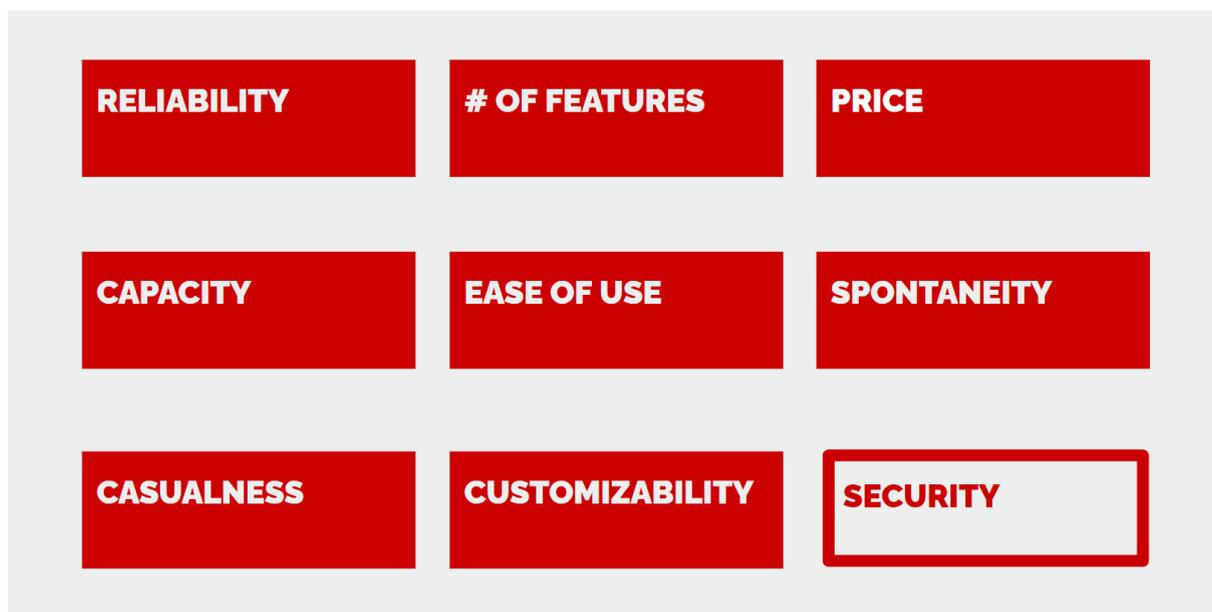


Figure 9 Criteria to rank the online platforms

These criteria were decided based on experiences the board and members had during past activities. Some address organizational needs (capacity, customizability, number of features...) while others address the needs of participants (ease of use, spontaneity, casualness...). After reflecting on the criteria together with a group of university staff members such as the dean of the TU/e Graduate School, the criterion 'security' was added.

- **Reliability:** The platform needs to perform consistently, so that the organizing party can expect their activities to work, and so that the user does not get confused.
- **# of features:** To create an online environment a platform needs features of different kinds. The more different (well developed) features, the more options.

- **Price:** The platform should be affordable, since study associations often run on a tight budget.
- **Capacity:** Depending on the type of event, the platform needs to be able to host 20-150 participants at the same time.
- **Ease of use:** The platform needs to be easy for newcomers to understand.
- **Spontaneity:** A lively, dynamic space requires a low barrier to entry and participation.
- **Casualness:** To foster a natural social atmosphere, the pressure on participants to perform should be low.
- **Customizability:** All platforms have features that happen to be irrelevant to certain use cases. The organizing party should be able to include and exclude features from the user experience.
- **Security:** The privacy and digital security of users should be safeguarded, to build trust with the users and most importantly to adhere to ethical standards.

Next, a selection of platforms was scored on these criteria. The board determined the scoring based on extensive experience with the platforms. The criteria had varying weights based on the different use cases of the platform. For example, when hosting a scheduled meeting, spontaneity plays no role.

Scheduled meetings										
	Reliability	# of features	price	capacity	ease of use	spontaneity	casualness	customizability	Grade	
Weight	1	1	0,5	1	1	0	1	0,5		
Zoom	9	9	6	10	8	1	3	3	7,3	
MS Teams	8	8	?	10	8	1	3	3	6,5	
Continuous environment + dynamic group forming										
	Reliability	# of features	price	capacity	ease of use	spontaneity	casualness	customizability	Grade	
Weight	1	1	0,5	1	1	1	1	1		
MS Teams	8	9	?	9	7	5	3	6	6,3	
Discord	5	8	6	6	5	7	8	7	6,5	
Wonder	9	6	10	9	8	8	7	6	7,7	
Gather	7	8	6	6	8	9	9	9	7,9	
FrameVR	4	9	10	4	5	5	8	7	6,3	
Broadcasting										
	Reliability	# of features	price	capacity	ease of use	spontaneity	casualness	customizability	Grade	
Weight	1	0,5	0,5	1	1	1	1	0,5		
Youtube	9	5	10	10	8	6	8	4	7,8	
Instagram	10	6	10	10	8	7	7	4	8,0	
Facebook	5	6	10	10	7	7	7	4	7,1	

Figure 10 Criteria scoring matrix of the online platforms

From the completed criteria scoring matrix, we can draw conclusions on what platforms would work best within our use case. Note that the criterion 'security' had not been taken into account in this iteration.

For scheduled meetings, Zoom comes out on top. For more casual settings, where we are in need of a continuous environment with dynamic group forming, the most fitting platforms would be Gather and Wonder. For the third iteration we choose to use Gather over Wonder, because of the personal touch users are able to give to their avatars. For broadcasting, all platforms do quite well. Facebook scores slightly lower, mainly because the target demographic for the social cohesion project does not use facebook as much.

Gathering Input from members

Lucid has a practical and engaging way of working, so we gather a lot of input by talking to students and asking them directly about their experiences and suggestions. To get more concrete insights in how students experience online activities, we sent out a questionnaire containing questions directed at feelings of connection and social interaction, a comparison to physical activities and the opportunity to give suggestions about what the students would like to see online. The questions were sectioned in a main section, and two separate sections: one regarding social cohesion within the ID department and the other regarding social cohesion within Lucid. The full questionnaire including introduction and questions can be found in Appendix 2.

The total of 10 responses gave the insight that the students attend less activities than they did in relation to physical activities in normal times. The feedback to their experience with online activities give an explanation. Online activities are experienced as less engaging and the amount of attendees are low which makes it harder to meet new people. There was only one person that agreed felt a connection with other attendees at online activities, and no one that totally agreed to the statement. As to why, the respondents elaborated: "There is little room for spontaneous conversations. If you talk, it feels like presenting." Regarding social interaction by Industrial Design courses and projects, the majority of the respondents do not think there is enough stimulation. There were no clear ideas how to improve the stimulation, except for letting small groups meet on campus. Within Lucid, the members do not feel connected to other members in online times. The respondents said that more online connection could be stimulated by organizing fun activities where it would be possible to have conversations, which we later did on the Gather Platform. This outcome of the questionnaire, although it had a low response rate, resonated with the input we had been hearing by just talking to members. There is a less clear view on how many members gave these kinds of signals, but it was a significant amount for us to actively tackle the issues discussed.

How often do you attend online activities in relation to physical activities in normal times?

10 antwoorden

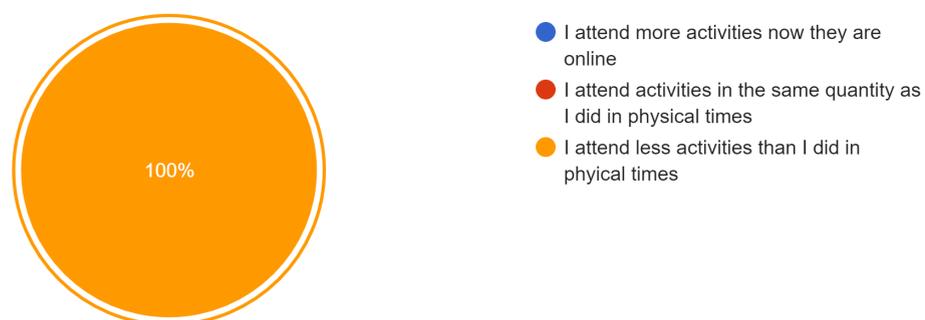


Figure 11 Result question 1

Statement: When I attend a social online activity, I feel a connection with other attendees.

10 antwoorden

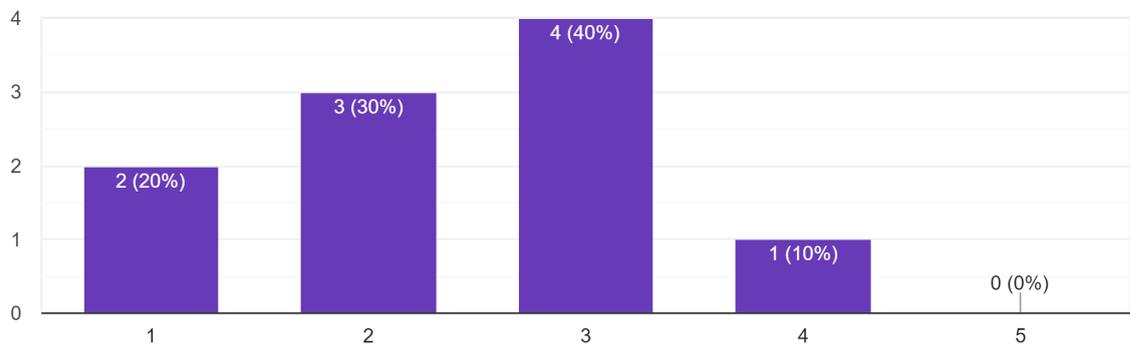


Figure 12 Result question 3

How connected do you feel to other Lucid members in online times?

10 antwoorden

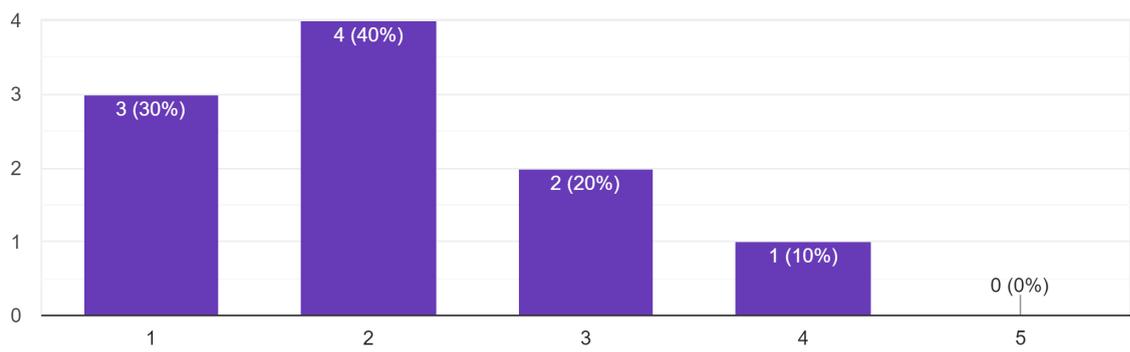


Figure 13. Result question 7

Explanation of Gather

Gather is a social platform that allows people to walk and engage with each other. What makes this platform unique is that participants can create their own character. Being able to have a character and customize it, makes people feel that it represents them.

Next to this, people can walk in the spaces and see who is in their surroundings. When you get close to a person, you see their camera and are able to hear them. This represents very well how you normally would converse with a person. All the actions you have to take, you normally also do. So you have to move towards a person to speak with them.

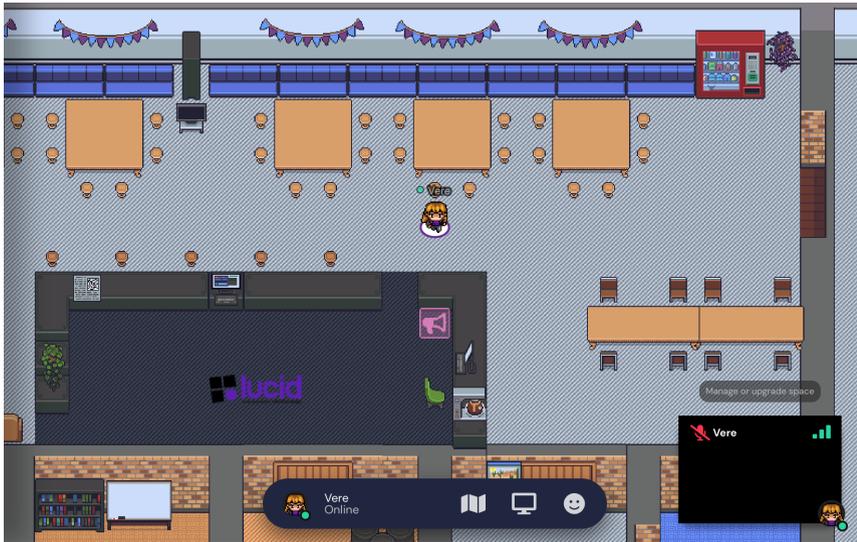


Figure 14 Lucid Member space

You might not want to have a conversation with 20 people that are near you. Therefore Gather has the feature to make private spaces. The pink tiles in figure X represent a private space. Every space has a number, tiles with the same number indicate that it is a private space. So people who are standing on nr. 1, can only talk to other people standing at nr. 1.

When you enter a private space, the space turns light grey as a contrast to the other tiles as you can see in figure 16. During offline activities you would also sometimes only focus on a conversation with a few people. And sometimes you just want to walk around and talk to the people who are around you. The Gather platform is good at mimicking this.



Figure 15 Map with all the private spaces.



Figure 16. The light grey area shows that it is a private area.

Another feature of Gather is that you can teleport between spaces as seen in figure 17. This allows us to link spaces to each other and go to different rooms. With the idea of expanding this platform and making it a central platform for people to meet, we created one squad space for trial. The space shown in figure 18 is an example for how that could look like. All the tables have their own whiteboard which links to an actual online whiteboard where people can brainstorm. Also all the tables are a private space, so you can only communicate with your project group. The tiles are yellow, because the spaces of the ID department in the Atlas are also yellow. This provides a feeling of being back at the space students normally work at in university. Next to this, we added a small kitchen, like we have at Atlas and a space with couches where people can have a study break. Lastly, the blue tiles on the right in figure 18 are broadcasting tiles. The purpose of this would be to let groups present to the whole squad. Because if you stand on that tile you are visible to everyone, allowing you to make announcements or presentations.

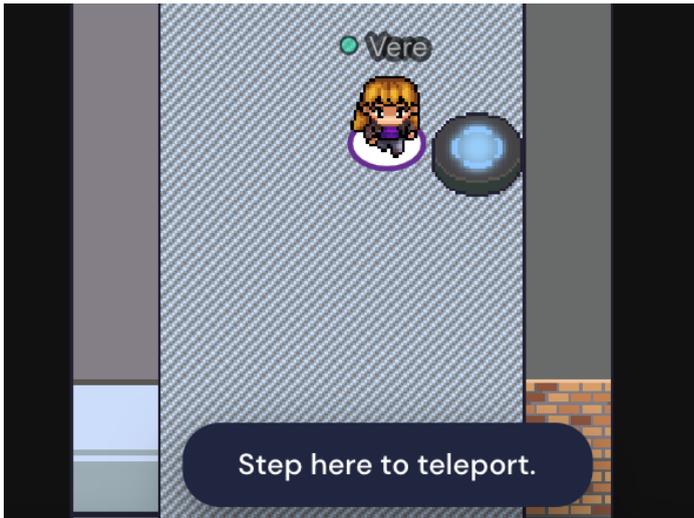


Figure 17. The light grey area shows that it is a private area.



Figure 18 Pilot for squad space.

Gather is a very intuitive platform. Most people played once in their life games where they should walk in rooms. All the special objects give a small notification if there is a potential action to do. The notifications are given in short text messages such as figure 19. Next to this the platform also gives small cues. This is done by adding a yellow outline on objects, like on figure 20.

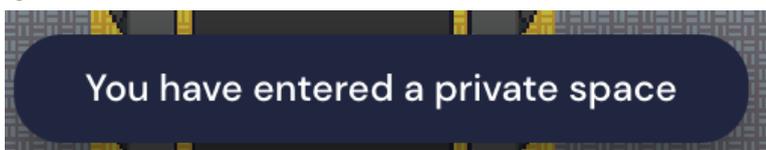


Figure 19 Textual notifications

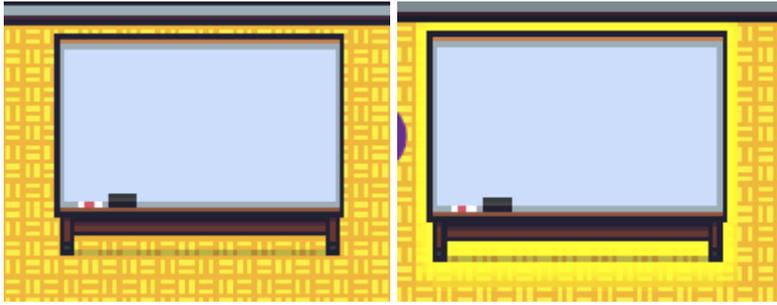


Figure 20 Cue indicating that you can interact with the object.

Lastly, objects have the possibility to embed links very easily. This allows you to direct users to things you want them to see. For example, if a livestream is hosted during an event, a small object can be placed on the table with an embedded link, so everyone knows where to find the livestream.

How it was maintained

The platform takes some time to design, but this is very intuitive. After having built the online environment it is low effort to maintain. The space keeps existing continuously and it is not necessary to update it. In principle the platform is maintained by the Lucid board, but this is very low effort.

Outcomes

By hosting a variety of activities on the platform eg. Master Graduation Ceremony, Internship Chat with companies, Committee meetings, online Thursday Drink etc, we were able to experience how a community could be built on this platform. The platform showed great value in its customizability, immersiveness, casual atmosphere, and ease of use.

The Lucid space that was made in Gather will continue to exist. When hosting online events, the Gather space will most likely be our first option.

The outcomes of the third iteration also relate more to the general outcome of this project. More in depth information can be found in that chapter as well.

General Outcomes

When setting up this project, two objectives were formulated, in addition 4 expected outcomes were determined. This chapter is a general reflection on how these objectives and outcomes were met.

Objectives

1. Create a platform that takes little time / money to maintain

Although the final Gather platform takes some time to set up and get ready to use in the desired way, it does not take a lot of time or money to maintain. For this reason it can be said that this objective was reached. However there is one downside to the Gather platform. It's server is limited to a certain number of participants and gets slower when more people want to be in the same space. This can be solved by buying temporary upgrades, however these cost money and as mentioned they are temporary. We currently have found a loophole, by connecting multiple servers together, however this is not an ideal solution. If the project were to be developed further, it would be good to address this issue.

2. Possibility to connect/expand this social platform to other faculties, reaching beyond the ID bubble.

This outcome was also reached, because it is possible to connect many different servers. These servers could be designed to look like the spaces from the different departments and associations to be familiar to those members as well. It has not been put in practice yet, as it would mean that a clear collaboration has to be set up with these parties. This will cost some time and energy, but is definitely possible in the future.

Expected outcomes

1. Increased social cohesion among students.

It is a bit hard to determine how the different iterations contributed to this, however it is the case that because of this project we were able to provide value to our community in an online manner. To us this is exactly why we were interested in this project in the first place and would therefore still regard it as successful. If such a project were to be repeated, it would be good to set clear metrics in order to be able to evaluate if this outcome was reached.

2. A completely new platform for social cohesion. A social HUB.

Although the platform was not created by Lucid, but by an external company, it is not a well known platform. We were successfully able to introduce this platform to our community and integrate it so that it could provide value.

3. A process of fast and seamless integration of new students into this online community and the student community at ID as a whole.

Since most time of the project was spent on development of the platform, it was unfortunately not possible to reach a stage where such an outcome could be achieved. There is now a good stepping stone and future steps could focus on making this expected outcome reality.

4. A Self-sustaining community in which students are intrinsically drawn to participate and engage with others on the platform.

The community that was ultimately used in this project is the Lucid community. This community is self-sustaining in the sense that it gets arranged by and for students. However significant effort has to be put in by the board and committee members to organize events. The project unfortunately was not able to reach a stage where members would log onto the platform like they would walk into the memberspace. This is probably because of the fact that when we started to introduce the platform the university was slowly starting to open again and our focus shifted to providing more on campus value to our members. By creating smart goals it would be interesting to see if the platform can grow into the online community as described in this expected outcome.

Discussion

There was a lot of potential in the development of this project. However unfortunately there were some hiccups underway. Due to some miscommunication in the beginning there were unclarities which caused some delay in the development of the project. The Present Purple Board (2020-2021) actively got involved later in the process and is mostly responsible for the third iteration. Here it was taken more into account how such a platform would actually fit within existing communities.

Secondly it was quite challenging at times to figure out how to work on this project. At Lucid the board tries to find a balance between being reactive and proactive in how we approach managing Lucid. Due to the investigative and explorative nature of the project, this did not always align with the hands-on approach that is required from an association board. Thus the decision to have student assistants working on the project was probably better, however as mentioned this resulted in some miscommunication. Thus if a similar project were to be created in the future, it is important to set clear expectations and communication channels between all parties involved.

Overall we think that some valuable insights have been gathered by carrying out this project. These insights can be used to find a more hybrid way of working and also allows us as a board to think about community building in a different way than we are used to at Lucid. Thus the knowledge gathered by carrying out this project is of great value to Lucid.

Future & Next Steps

Based on the outcomes of this exploration project, some recommendations can be drawn from our findings during events and from gathering member input on the platform(s) for the future development of this project. Further exploration on additional platforms that are already fully developed and on the market can be explored and tested in other kinds of events for ID students, then these can be evaluated further to see if they contain the desired features for a social cohesion platform altogether. Another possibility for the future, and one we think is most interesting that stems from this project and our findings, is the opportunity to allocate funds in order to develop a brand new social cohesion platform, tailored to ID students, which implements all of the desired features we have presented in this report. This developed platform can be tested first within the ID faculty first, and can then be expanded to other student environments such as other study associations or faculties at the TU/e. This is an ambitious goal however it could redefine the way students and staff connect with each other and interact in an online setting, and can serve as a way to connect students and staff not only from the same environment and background, but from a diverse group of people.

The platform as it is now can also offer interesting things in the future. It could for example be used as a low threshold way in which potential students can visit the Lucid space or ID department and talk to ID students in an online manner. This could be part of the orientation process as it allows students to explore ID without having to travel to Eindhoven to do it. In addition it could be used to have a more low threshold manner of contact between teachers and students. For example the space would allow for online walk in hours.

Finally it would be interesting to explore possibilities to still reach the expected outcomes that were not reached yet due to time. The project seems to have a promising outcome at this moment, so with more time and effort it should be possible to still reach these outcomes.

Appendix 1: Initial Social Cohesion Project Proposal

Project 1: Games for Social Cohesion

Responsible ID teacher(s):

M.V. Birk

ID course:

Activity in response to COVID-19

Description of the project:

Social cohesion will be a major challenge with reduced physical presents (1.5 meter campus) of students on campus. Video games have been shown to increase social cohesion among diverse groups and are already played by many students.

The goal of the project is to populate a central social platform (i.e., Discord) by using games and play as a means to on-board students, and establish use of the platform over time through weekly challenges and monthly activities. The rationale is that a central social structure for games, discussion, study related meetings, and general information exchange, will open opportunities for students to maintain existing connections, foster new connections, and enable new students to join activities with a low social threshold.

To build our own games for such activities and support self-learning in several expertise areas, the already formed activity group "Game Design" will be supported and stimulated through a series of speakers and the opportunity to create games for two on-boarding events, envision weekly challenges, and support monthly game-based events.

Objectives for academic year 2020/2021:

1. On-board current students to the community gaming platform "Discord"
2. On-board the new cohort, i.e., generation 2020/2021
3. Establish regular presence of students to play, chat, learn, work.
4. Create games to be played by students

Expected outcomes of this project:

1. Increased social cohesion among students
2. Increased resilience due to 1
3. Faster integration of new students
4. Obj. 4: opportunities to develop expertise areas TR (i.e., building games), CA (i.e., applied game design), MDC (i.e., game AI), US (i.e., games user research)

Activities:

1. On-boarding event #1: Digital Escape Room (random student groups, hook: either prizes (prizes¹ or support by celebrity²)
2. On-boarding event #2: Blended Geo-Caching—parts need to be played on the digital platform other parts are played in the city of Eindhoven (random student groups, prizes, support by local)

3. Monthly events: quiz nights, game nights (e.g., Minecraft challenge, Super Smash Tournament)
4. Weekly challenges, e.g., weekly riddle, weekly geo cache, group challenges
5. Obj. 4: Speaker series with external speakers from the national and international games development addressing different expertise areas, e.g., Epic, Guerrilla Games, Shark Mob, Blizzard.

¹ thoughts on prices: objects, conference attendance, internship spot?

² I am looking for something that causes hype and increases attendance

Monitoring, evaluation and reporting:

Monitoring

1. Tracking online activity — current use vs. uptake after events, continues use
 - a. Discord provides bots for monitoring activity
2. Monthly well-being survey
 - a. The platform can be used to send out low threshold well-being questions; Anne also uses other platforms for polling students

Evaluation

1. increase in behavioral engagement and social presence leading to an increase in social cohesion
2. increase in well-being, feelings of connectedness, positive affect (standardized scales)

Reporting

Reporting flow: Commissioner of education in coordination with MV Birk to Board

1. Monthly short updates to 1.5meter group
2. First full report end of Q2
3. Second full report end of Q4

Overview project activities:

Activities	Resources needed (Manpower/hours)	Requested budget (€)
1. Event #1	3 Student Assistants (160h*3) Prices Misc. (material, external consultant, software, assets, photos) Discord for board (1 year*6)	10.000EUR 3.000EUR 1.000EUR 600EUR
2. Event #2	3 Student Assistants (160h*3) Prices Misc. (travel, material, external consultant, assets, photos)	10.000EUR 3.000EUR 1.000EUR
3. Monthly challenges	1 Student Assistant (200h) Prices	4.000EUR 1.000EUR

	Misc. (material, assets, rental equipment)	1.000EUR
4. Speaker series	Monthly speaker for (200EUR fee) - Sept. – Jan. - Feb. – Jun	1.000EUR 1.000EUR
TOTAL		35.600EUR

Project time management and implementation:

Timeframe:

Activities	Summer	Q1 - 2021	Q2 -2021	Q3-2021	Q4-2021
1. Developing on-boarding event #1	Planning/ Implementation				
2. Event #1		Sept		Jan	
3. Developing on-boarding event #2	Planning/ Implementation				
4. Event #2			Nov		Apr
5. Monthly events	Planning Q1/ Rolling planning				
6. Weekly challenges					
7. Speaker Series	Recruitment and planning				

Appendix 2: Questionnaire for member input on online activities

Dear Lucid member / ID Student,

We have been coping and adapting to the corona situation for a year now. This has brought it's challenges, especially in maintaining the community we have within our Department and within Lucid. Since everything has moved online, it has become harder for you to come get a coffee or a beer, and for us to see you work in the squad spaces.

We would like to gather some input from you about what we could do as Lucid in order to improve the social cohesion. We want to support you in your student life, and this of course includes that we want to look after your (social) well-being.

If you have any questions or ideas please feel free to reach out to us at Lucid@tue.nl

Thank you for giving your feedback!

Lots of Love,

Valentina, Vere, Max, Belle, Filip and Elke, aka Present Purple

How often do you attend online activities in relation to physical activities in normal times?

- I attend more activities now they are online
- I attend activities in the same quantity as I did in physical times
- I attend less activities than I did in physical times
- Other

How do you experience online activities?

Statement: When I attend a social online activity, I feel a connection with other attendees.

1 strongly disagree - 5 strongly agree

Why (not)?

Social Cohesion within ID Department

Do you feel that social interaction is stimulated by ID courses/projects?

- Yes
- Maybe
- No
- Other

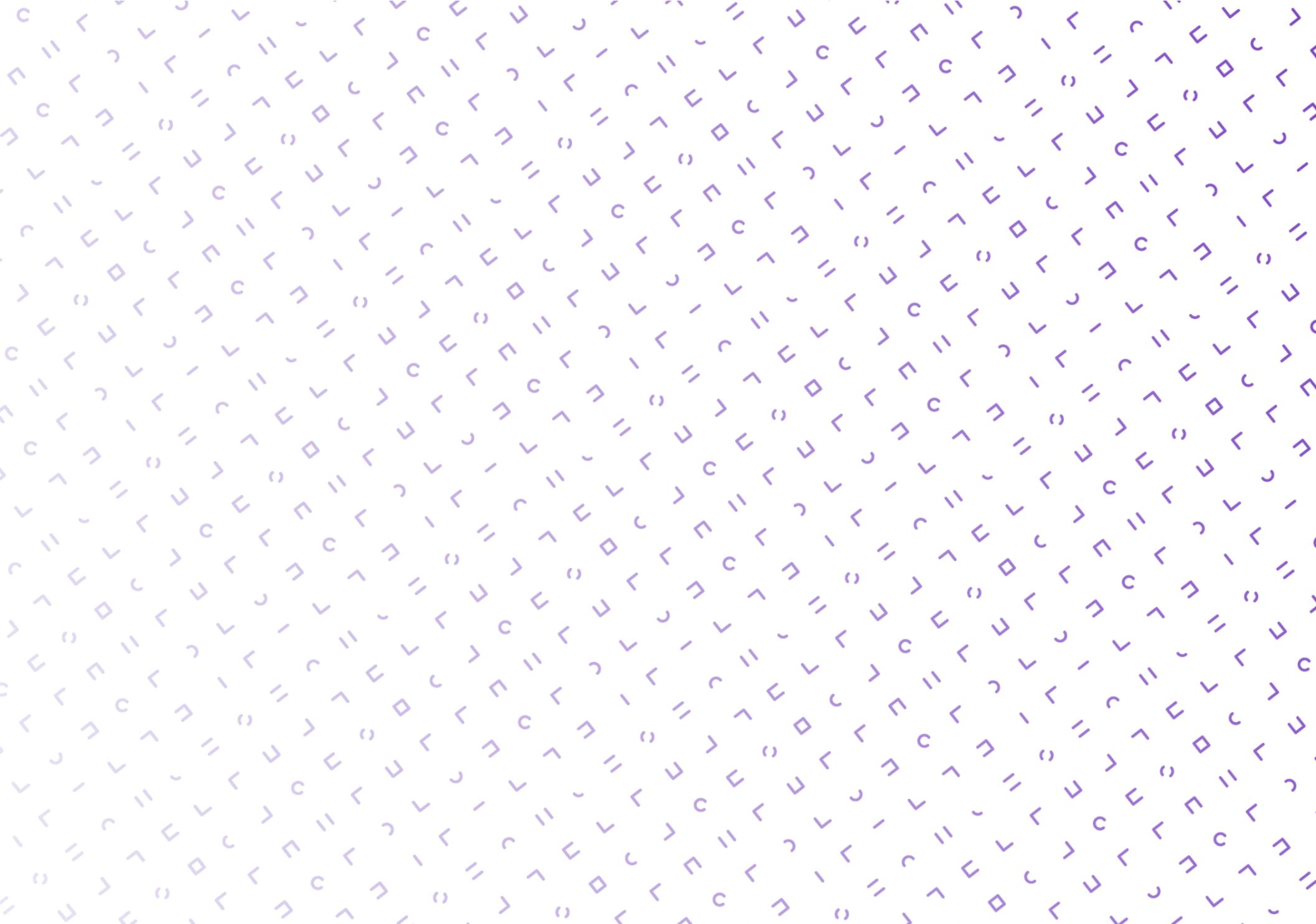
What would you like to see in online courses/projects to stimulate social interaction?

Social Cohesion within Lucid

How connected do you feel to other Lucid members in online times?

1 not connected at all - 5 very connected

How could Lucid stimulate social connection online?





Lucid's Educational Value

s.v.i.d. Lucid 2021





by Belle Anna Josefine van Kempen

Introduction

When I started as a commissioner of Education at Lucid, everything was already online. This sometimes made it a bit hard to fully grasp what was going on in all the meetings I was attending. Therefore I took the initiative to start making sense of all the meetings I was part of. I then quickly realized that there are a lot of places where there is room for improvements. Certain issues keep coming back and it seems that changes are not always possible or not happening because of a lack of good documentation. This is where I became enthusiastic to map out the influence Lucid has on ID education. I saw a possibility to document and strategize. That is why I started to develop the 'Lucid's Educational Value' Framework.

Goal and Aim

Lucid's Educational Value is meant as a working document where goals and points of improvements can be mapped out and kept track of. The goal is to make it easier to strategize these improvements. The Framework aims to change the way in which the commissioner of Education or Lucid as a whole deals with their educational responsibilities.

Approach

In order to set up the framework, first an analysis was conducted. I started mapping out which things Lucid does to contribute to education. I was able to identify 3 main categories which I will elaborate on later in this document. Since this framework is meant to be developed, in the future there might be more than 3 categories. I then started to define and investigate these categories separately. By defining what Lucid is already doing, it also slowly became more clear what room there is for improvements. Finally I decided that there should then also be room to work on those improvements.

Development

The First version (Appendix 1) of the Framework consisted of a powerpoint presentation, this presentation was used to explain the general idea behind the framework and to gain insights from various Lucid members, commissioners of education predecessors and other board members. In addition I talk to various people in the department to gain ideas for what the framework could look like. Questions that kept me busy where: How did this framework fit within the Lucid structure? How does this relate to the vision Lucid has and how can it be used to change and improve the way the commissioner of Education works? In an attempt to answer this question I created the second version (Appendix 2) of the framework, which worked by dividing the framework into three main steps: Part 1: Current Manners, Part 2: Opportunities, Part 3: Action Plan.



When evaluating the way the set-up of the second version fits within how Lucid works, I came to the conclusion that there should be a better way to integrate it. It has been common for a while that the commissioner of Education sometimes ends up on an island, because they work on very different things than the other board members do. The last few years, efforts have been made to get rid of this island and to make the educational efforts of Lucid more a responsibility of the whole board. I was determined to contribute to this effort and I saw this framework as an opportunity. That is why I decided that it should not map out opportunities and goals in a separate document, but rather should support the translation of these opportunities to the Strategic Policy of Lucid.

In addition I got feedback from various places that it is hard to work with a lot of different documents and Lucid already has so many protocols and documents that aim to improve the association. Thus I wanted to keep the framework simple and digestible. Since Lucid is ever changing and growing, there is a habit of re-inventing things instead of building on things. I wanted to change this for how we look at education. That is why in the final result of the framework (Appendix 3), I aimed to create a way to actively think about possibilities for improvement in a simple canvas format.

Workflow

The framework itself is simple. It sets out 3 categories in which Lucid provides educational value. The way the commissioner of education should work with this framework is as follows. When the function transfer takes place, the upcoming commissioner of education is made aware of their responsibilities and opportunities. This transfer goes from practical matters such as: what type of meetings there are to more visionary things like what responsibility Lucid holds in education and how we should develop as a study association. In order to better organize this transfer the framework can be used. It can be used as a canvas that the new commissioner of Education fills out to shape their year and goals. The parts I proposed in the second version of the framework should be taken as an attitude when working with the framework, instead of as a separate way of documenting. Then when the upcoming commissioner of Education writes the Strategic Policy with their new board, they can take opportunities from the framework and weave them into the Policy, so that improvement becomes a main focus of Lucid in that year. Since we already have a set way of working and documenting development with the policy (see Policy Workflow Document) the documentation will happen naturally within the Lucid structure. Then while setting up ambitions during a board year, the commissioner of education is able to relate these ambitions back to the framework and is able to better integrate them into how we think about education. Finally each year the framework should be evaluated and adjustments should be made accordingly so that it stays relevant and up to date. This should result in a yearly cycle of keeping track - reflecting - adjusting.



Example:

This is an example of how I identified an opportunity stemming from the framework and worked on improving it by integrating it into the Strategic Policy of Lucid. In addition I also took the proposed attitude from the framework.

Year Councils (Falls under Category 3 Feedback)

Current State (Investigate how this activity is currently being carried out)

The year councils are an important organ in providing feedback to the faculty. There are 3 year councils, these are; p-council (B1), b-council (Bachelor) and m-council (Master). The councils provide feedback about courses and about things like, communication, teacher coaching, student well-being, online education etc. This feedback is then communicated by the Commissioner of Education to the relevant people within the faculty (Program Director, Program Committee, Manager ESA, Course Teachers etc.). In addition the feedback is used to create a report each quartile. However, these reports have not been completed for the past 3 semesters, while there should be one every quartile. In addition it is not always clear what happens with the provided feedback.

Opportunities (Compare current state with how the Lucid Board thinks it should be carried out → What is missing?)

As mentioned the Council reports have not been completed for a while and there is not always clarity in what way the feedback is used. In addition the feedback that is given is not always useful in the first place, it sometimes comes down to students complaining about certain issues. This makes it hard to take correct actions.

Action Plan (Create a strategy to create the desired way of carrying out the activity)

This goal stems from Lucid Strategic Policy

March 2021: Have a brainstorm together with all council members to discuss what actions can be taken to improve the way the year councils provide feedback. Use the outcome of this brainstorm to change the way the councils meet.



Result (This is the new “current manner” and is integrated within Lucid’s standard way of working)

Before Brainstorm	After Brainstorm
<p>Agenda consisted of all the courses, squads and the topics: Communication, Well-Being, Online Education, Any Other Business. The whole hour was spent on going over this list and the council members giving the feedback they gathered. This was not engaging and in reality was often an hour of complaining. Positive things were usually not discussed. This feedback would then be sent to the Department.</p>	<p>Input on the courses and squads is collected before the meeting in a miro board. During the meeting 15 minutes are spent going over this miro board and talking about concrete improvements that could be made. These concrete ideas can then be communicated to the Department. The rest of the meeting is spent on discussing statements that relate to relevant topics within the Department. These statements are created by the Commissioner of Education and can be based on conversations with the Program Director, Program Committee or Manager ESA. This will allow for immediate student input on what they are working on.</p>
<p>There is no transparency about what happens with the feedback that is provided. Some topics are returning for multiple years, but no improvement seems to be made.</p>	<p>A topic list will be created which will be used as an internal working document where council members can view which topics have been discussed when and what has happened with the feedback provided (what changes have been made). This topic list will also highlight which topics have been an issue for a longer period of time, this will allow council members to actively work on these issues and strategize how to.</p>
<p>There are a lot of council members that are not very active. It is not very interesting to be part of the council as you don’t really get anything back.</p>	<p>Council members will take a more active role and will be made more visible in Lucid, so that other students know they can reach out. The council members will become responsible for executing tasks or creating plans/ ideas for how the department could improve on things. In addition they can organize events within Lucid to gather more input from a variety of students.</p>



APPENDIX 1

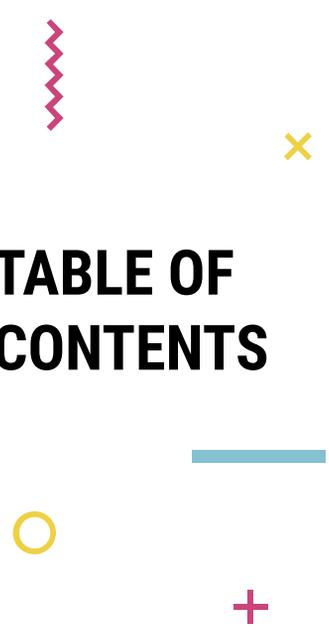


TABLE OF CONTENTS

01

Why this policy?

02

**Part 1:
Activities**

03

**Part 2:
Committees**

04

**Part 3:
Student Input**

I will first explain why I want to make this policy and then I'll go into dept a bit on which points I think we can improve.

A central graphic featuring the number '01' in a large, bold, black font. The number is set against a yellow, rounded rectangular background. Surrounding this central element are several decorative geometric shapes: a blue circle with white diagonal stripes to the left, a white diamond at the top, a pink circle at the top right, a blue plus sign to the right, a pink zigzag line to the left, a black zigzag line to the right, a blue circle with white diagonal stripes at the bottom left, and a pink triangle at the bottom. The entire graphic is enclosed within a thin black rectangular border.

01

Why ?

IT'S A POLICY GOAL

□ **December 2020:** Write an adoptive policy about educational activities based on the discussions with the department and the brainstorm with the committees. Discuss this policy with the department and make plans to tailor future activities so that they fit with the students curriculum.

I put this into the Strategic Policy as a goal, because I want to continue building on top of the efforts made by my predecessors. In addition I noticed as a member, before I became board, that educational activities are often not very popular, people like to go more to the education and career activities. So I wanted to work on improving this, because I think there is a lot of value in providing activities that are connected to the curriculum, so that students can develop themselves a bit more.



Things I considered

How can Lucid provide more value to education with their activities?



What do students need to support them in their study?



What is realistic from the perspective of a committee?

Why do students come to educational activities?

Why do students join a committee? How can this be more valuable for them?

What role does Lucid play in the quality of ID education?



And some more.





Conclusions from talking to Miguel Bruns



"Host activities that are more fitted to the education vision of our faculty. Students are capable of teaching themselves practical skills, however critical thinking etc is more difficult to teach yourself."

"Plan based on a developed designer, what are their professional skills and how can Lucid contribute to teaching this to students?"





Conclusions from talking to Committee members

(InspirID, IDCate, ID Career, Year Councils)



"Educational Activities need to be more hands-on"

"Activities that are unexpected and outside ID scope"

"Support growing as a person or professional "

"Need to be more clear about what someone can get out of a certain activity" / "Clear result of what you did at the end of an activity"





Proposal



Part 1 [Activities] is organizational for **all members / Lucid**
Part 2 [Committees] is value for **committee members / Faculty**
Part 3 [Student Input] is organizational aimed at **the Faculty**

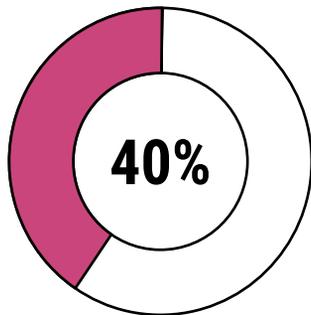


I propose to write a policy that consists of these 3 parts, because after taking a close look at what we do in Lucid, I realized these are the main 3 things we do to support the development of students or the improvement of the education.



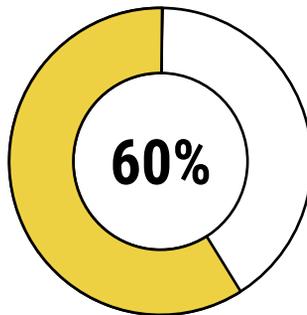
This part is the most straightforward manner in which we contribute to the development of members. It is probably also the one with the lowest threshold. Members can in their breaks or free afternoons come to brainstorms, lectures, workshops, design cases etc to learn a new skill or to get inspired about a new perspective on design.

Types of Educational Activities



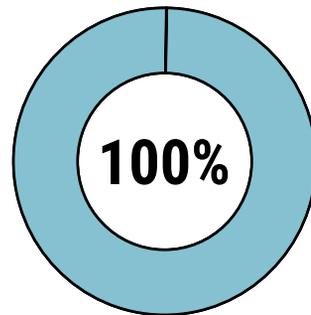
Category A

Theoretical
Soft Skills
Personal Development



Category B

Practical
Hard Skills
Hands-on



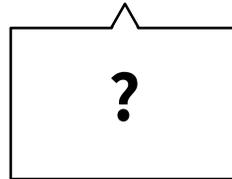
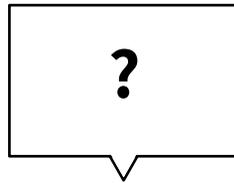
Improvement of Educational Pillar



When looking at what type of educational activities we organize currently in Lucid it is easy to divide them into two different categories. We organize activities that are more practical, like for example adobe workshops, and that teach skills that the students can immediately and practically use during their studies. But we also organize activities that are more inspiring and a bit more vague, and they are for example about integrating different disciplines into design or they are more about personal or professional development. Here it is a bit harder to know what students learn from it, because each student will interpret it in a different way. However at the moment there is no regulation in balancing these activities, because we organize usually what is possible with collaborations and opportunities. Committees have a certain vision and goal to them, but are limited to the collaborations they can find and the same goes for the board. We also don't currently think about our activities like this, it just happens naturally that there is these two different types of activities. I want to propose to make committees (and the board) and possibly members more aware of the difference in these two different types of activities. In addition I think it would be beneficial for the quality of these activities if we are more aware of the goal behind them. So by knowing why the activity is valuable. I also think we will be able to provide more value by having a clear balance between these activities. And this balance I propose is 40% of the activities should be category A and 60% should be B.



List of Requirements / Guidelines

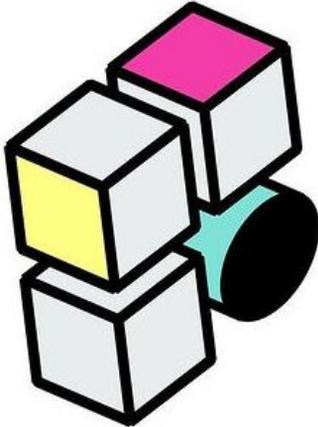


As I mentioned on the previous slide, I think it is valuable to be more conscious of what type of activity Lucid is organizing and thus I think it can be nice to create guidelines or a list of requirements to determine what type of activity it is. However I am not sure yet how to shape this, as I want to make sure that the committees are not limited by this. That is also why I think the balance I presented in the previous slide should be more a guideline than a rule.



A second way in which we contribute to the development of our members is by organizing committees.

What can a member get out of a committee?



- Soft Skill Development:
 - Problem Solving
 - Teamwork
 - Organization
 - Leadership
 - Communication
 - Responsibility
 - Time Management
 - Networking
- Make more clear towards Members
- Make more clear towards Faculty

By joining a committee a member learns professional skills, however this is not always clear to members, especially new members (first years, new (pre-)Masters). We of course organize committee markets, where committees present themselves and students can explore what committees there are. However here the presentation for development opportunities is not very prominent, because a lot of the focus is also on the fact that joining a committee is fun and is a social activity as well. In addition this information doesn't even reach the members that don't join the committee market. So there is a lot of opportunity in showing in a more clear way what someone can learn from joining a committee. In addition not all teacher coaches seem to be aware of the value of being in a committee, as sometimes some members give feedback that they don't feel like they can use a committee to show that they work on certain skills. Therefore there is value in finding a way to more clearly communicate to the department as well what value certain committees offer.



COMMITTEE CLASSIFICATION +



	PROFESSIONAL SKILLS	PRACTICAL SKILLS
COMMITTEE 1	HIGH	LOW
COMMITTEE 2	LOW	HIGH
COMMITTEE 3	MEDIUM	LOW



I think that a first step, is to find a way to make the value of a committee more tangible. Therefore I propose to make a kind of committee classification. It is a bit common knowledge among active lucid members and the board what a committee is like, however this is never put on paper, so I think that can be valuable.

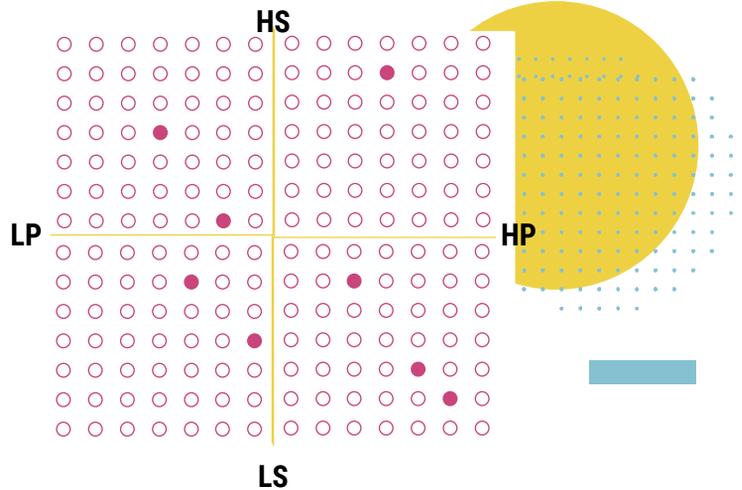
COMMITTEE CLASSIFICATION

● TOOL FOR THE BOARD

Shows how much time you can ask from committee members

● TOOL FOR COMMITTEE

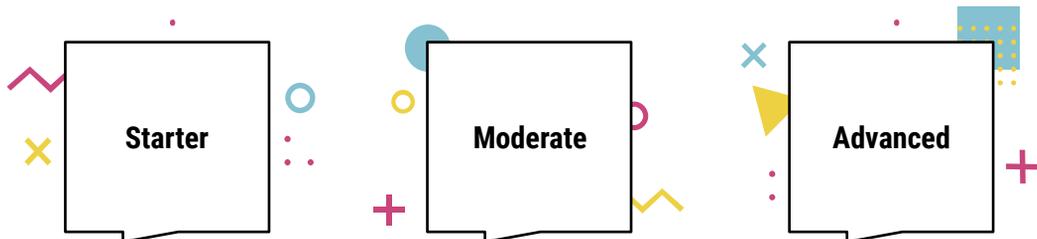
Shows how much a member can learn from the committee



By making this classification we would be able to put all the committees on an axis that can be used by the board to determine what amount of time a committee should cost, since some committees are quite high effort. In addition this axis could be used by the committee to show how much they can learn from it. The only downside to this at the moment is that it can be interpreted as giving value to a committee while committees who are just for fun are of course also very valuable and it is still cool to be part of these committees. So a way needs to be found to not make it seem like high effort committees where you learn a lot of skills are better than low effort committees. Because all committees are cool to join, just for different reasons.

COMMITTEE CLASSIFICATION

*To communicate to members
Integrate in "How to committee Drive"*



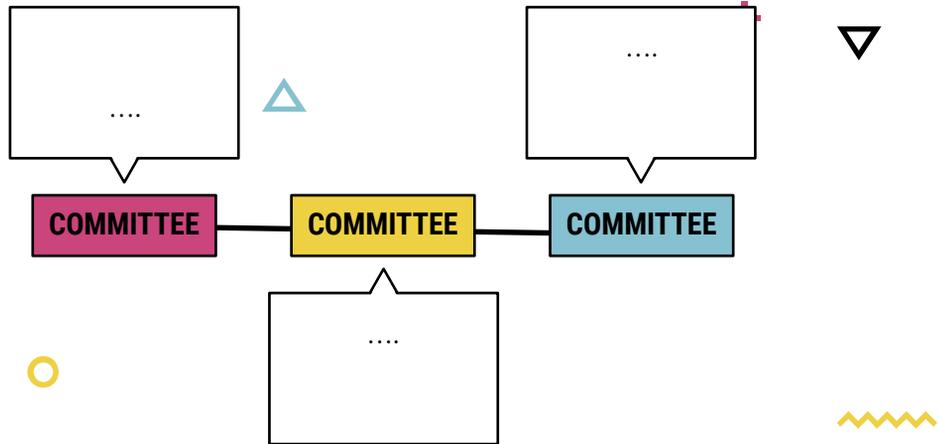
Feedback: Change the names, because most "fun" committees would be considered starter, but you can still be in that committee if you have lots of experience

You can then also put the committees in these 3 types of categories, to communicate how big of a challenge it will be to join the committee. However I already got the feedback that these names are not the best. Besides the reason on the screen, we also don't want to scare members away from joining a more difficult committee by calling it advanced. Because a first year student with no experience can still join the more difficult committees as long as there are some experienced people in it also.

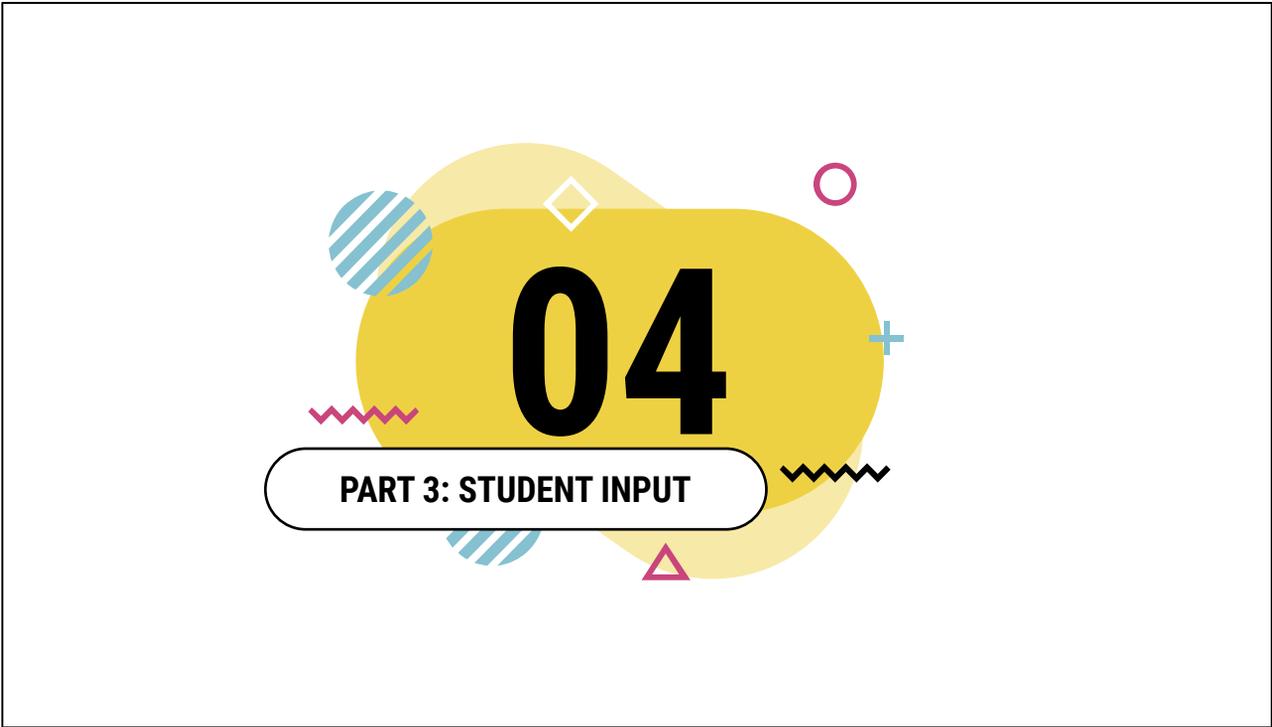


COMMITTEE LEARNING ACTIVITIES

To communicate to Faculty ?

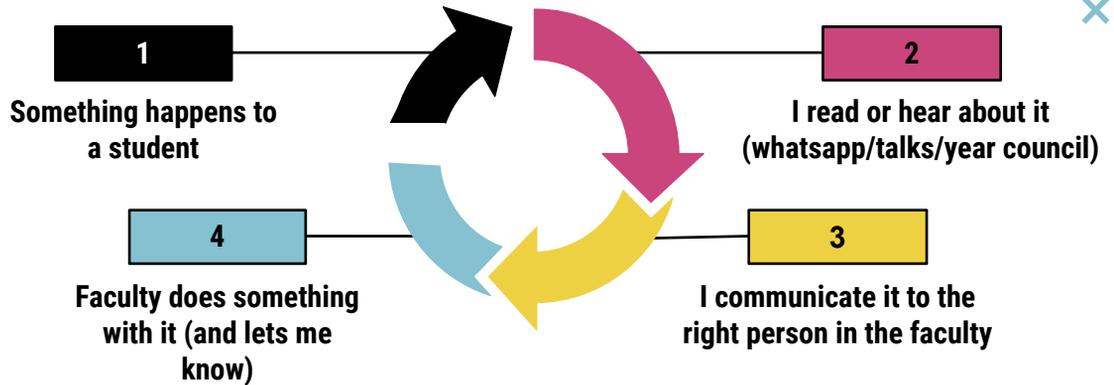


I am not sure yet how to communicate well to the department what the value is of the different committees. But it would be nice to make a fact sheet for teacher coaches. Then the teacher coaches could also refer their students to certain committees if they think that committee would fit with that student well. On this fact sheet we can elaborate the skills that are developed in the committee, but also the general aim of the committee.



The final part I identified is student input.

LUCID INPUT CYCLE



This is the main cycle we have of providing input to the department via lucid. Of course there are also lucid members who are part of the departmental council or the program committee but this is less regulated by Lucid. By having this cycle a lot of responsibility is put on the commissioner of education, to make sure the input is delivered correctly. In addition the commissioner of education is most of the time working with second hand information and it can also be hard to keep track of every issue, since this is not the only responsibility a commissioner of education has.



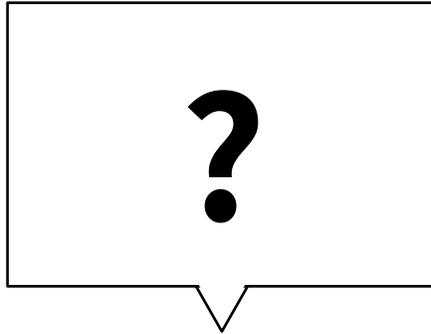
If I'm being honest, It's kind of

BORING

A main way to solve this issue that I explained on the previous slide is the year councils, however students don't really like giving input. Year Councils mostly just complain and I don't really get a lot of satisfaction from telling people a study guide is missing. However, it is very important. So I see potential in improving how we deal with sharing feedback to the department. It can be more efficient and it can be more interesting. There is also a lot of value in improving how we do this for the department, because it is more interesting for them to hear students give more in depth opinions about ID education than it is to hear basic things that need to be improved. A healthy balance needs to be found between those things.



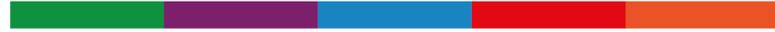
IMPROVEMENT STUDENT INPUT



Work on with Annaluisa Franco
Talk to Year Councils



I am at this moment not too sure yet how to approach this, but I have planned a meeting with Annaluisa Franco who is the Quality Assurance manager in the department and I have also made it a goal in the strategic Policy to host a brainstorm with the year councils to brainstorm how we can make those meetings more valuable and interesting to attend.



APPENDIX 2

Lucid's Educational Value

V2 march 2021

Belle van Kempen
Commissioner of Education
20th Board of s.v.i.d. Lucid

This framework aims to structure the approach to Lucid's contribution to the education of her members. There are a lot of possibilities for improvement within the university, faculty and within Lucid as well. Lucid's Educational Value is meant as a working document where goals and points of improvements can be mapped out and kept track of. The goal is to make it easier to strategize improvements.

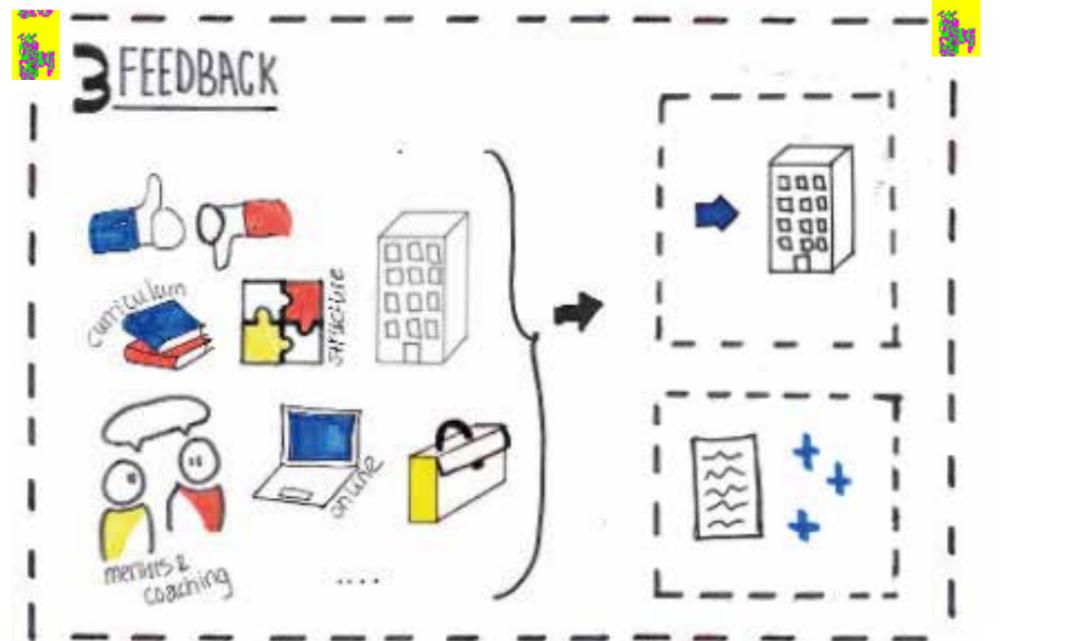
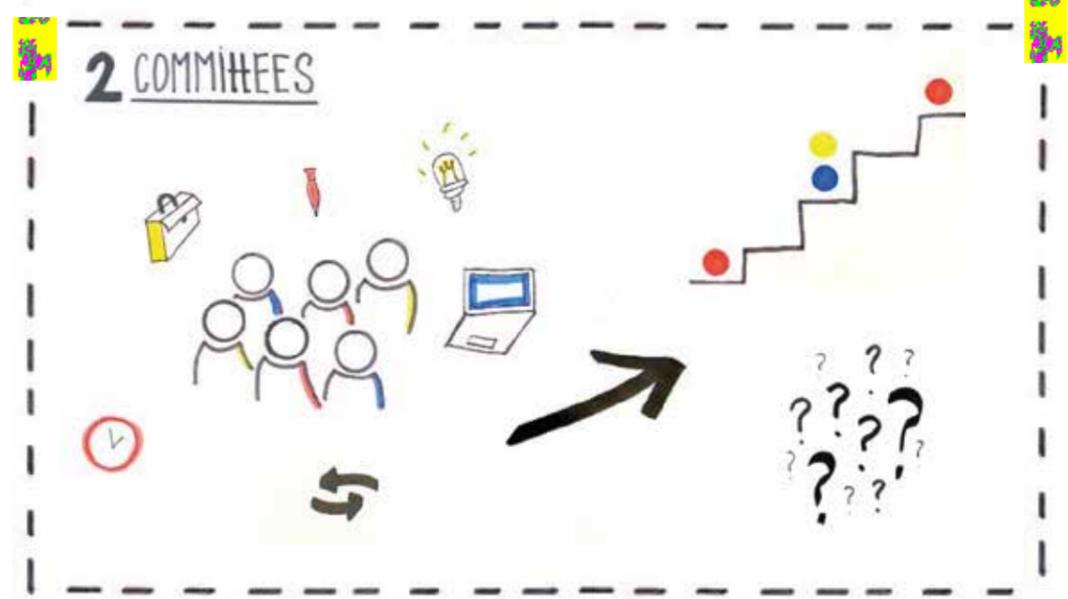
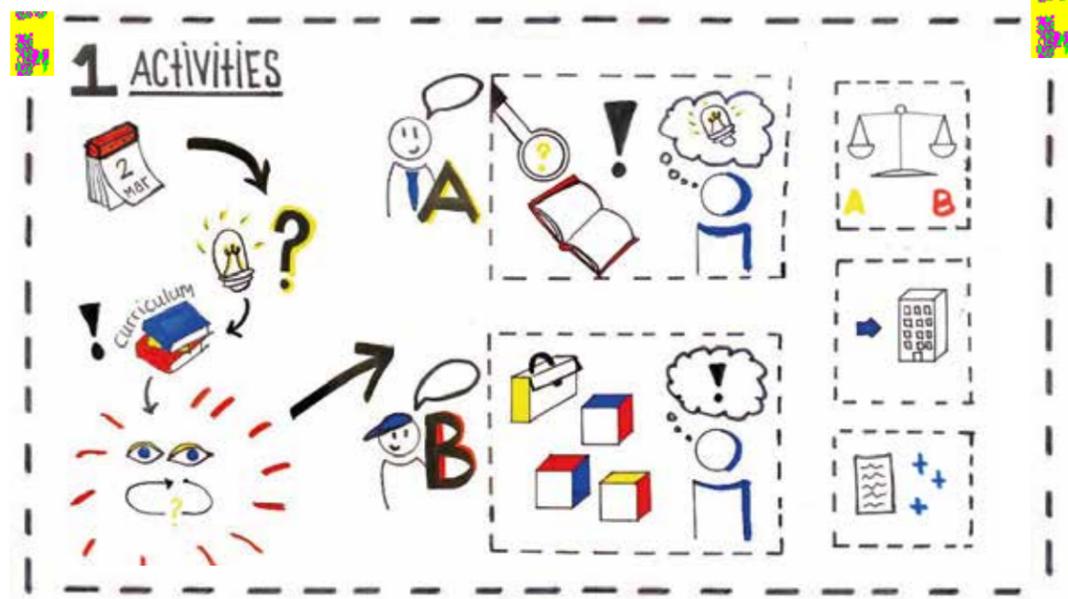
First analysis was conducted to determine the current manners in which Lucid provides it's value on educational aspect. Then by talking to different parties, opportunities for improvement were determined. Finally it is important to set goals and determine concrete steps to address these opportunities.

1 Activities
Activity ideas are now based on what students find interesting and if it links to the curriculum. However when evaluating this, it becomes clear that there are actually two types of educational activities that Lucid offers. A. These are theoretical and inspiring activities, that contribute to general knowledge and allow students to investigate new things. These activities are provided by experts and professionals. B. These activities are more practical and provide knowledge that can be implemented right away, adding to the students toolbox. These activities can be used as building blocks to improve hard skills. They can be provided either by professionals but also by peers.

2 Committees
Being a part of a committee is a learningful experience that is hard to documentize since it mostly focusses on soft skills.

3. Feedback
Lucid provides a lot of feedback to the Faculty and University, this is done via year councils, events and the commissioner of Education. This feedback can be about any topic and supports the Faculty and University in making choices that are better connected to students needs.

1 Current Manners



2 Opportunities

A lot of opportunities have been identified, however they need to be structured and orderd.
example1: better balance between activity type A & B, oportunity to set up quality guidelines, opportunity to communicate value to ID Department better, etc.

example 2: Opportunity to classify committees and make the progress more tangible, opportunity to provide more learningful experiences like workshops, peer-to-peer feedback etc.

example 3: Feedback can be structured better and more in the form of suggestions/solutions, year councils can take a more active stance, a big action list can be made, etc.

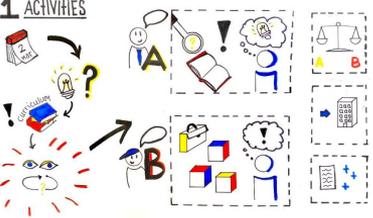
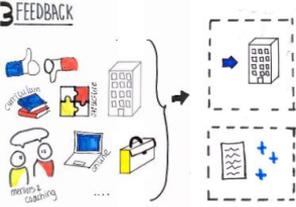
3 Action Plan

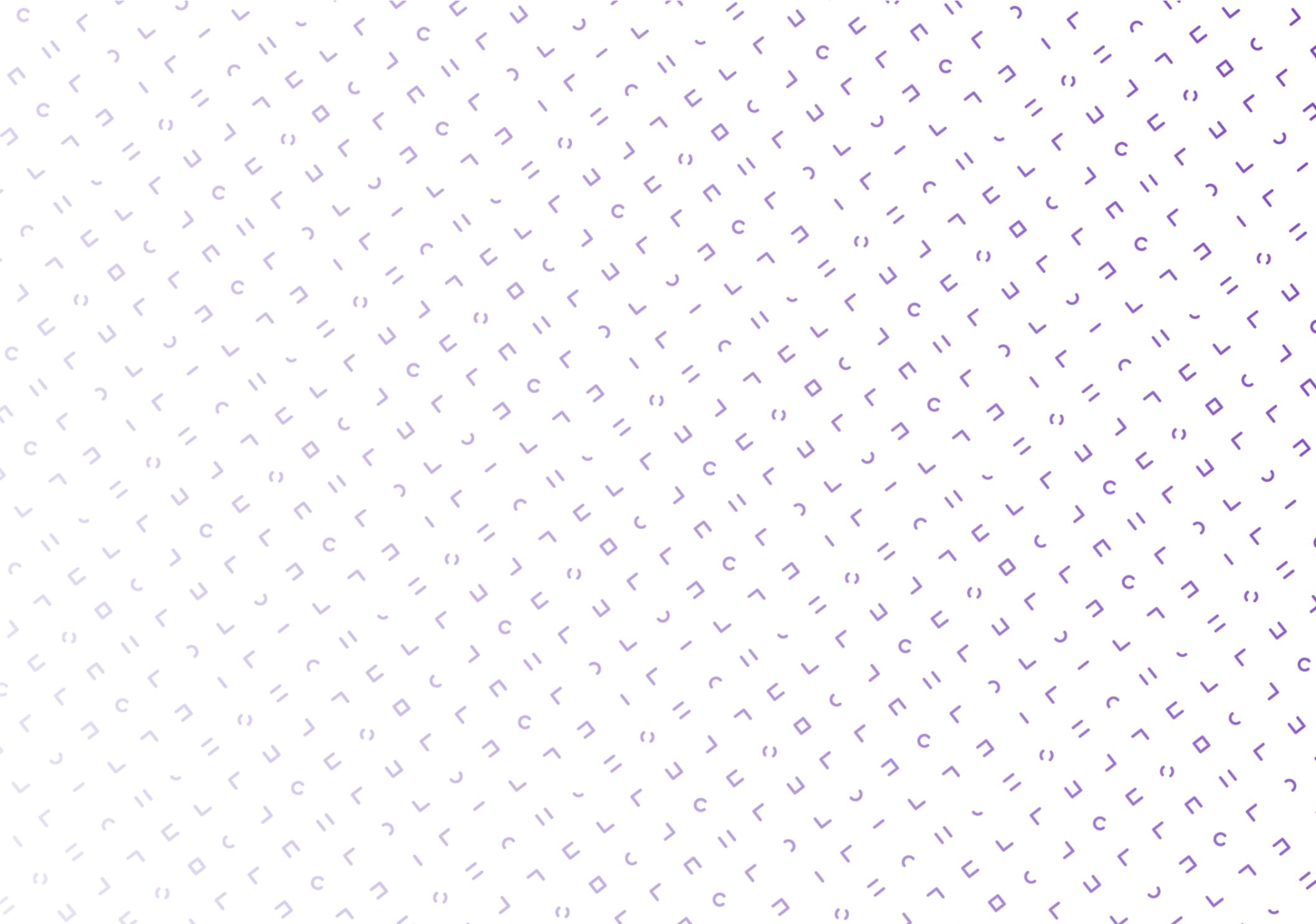
Here would be documentation of goals and focus points for the upcoming period.

For example: A brainstorm has been hosted together with the year councils to come up with ideas on how to improve the councils. This would be a goal to improve aspect 3 feedback.



APPENDIX 3

	Activities	Committees	Student Feedback
Current Manners	<ul style="list-style-type: none"> - What is the Lucid Standard? - What has been done by predecessors? <p>1 ACTIVITIES</p> 	<ul style="list-style-type: none"> - What is the Lucid Standard? - What has been done by predecessors? <p>2 COMMITTEES</p> 	<ul style="list-style-type: none"> - What is the Lucid Standard? - What has been done by predecessors? <p>3 FEEDBACK</p> 
Opportunities	<ul style="list-style-type: none"> - What needs to be improved? - What ambitions are there? - How have these opportunities been addressed before? 	<ul style="list-style-type: none"> - What needs to be improved? - What ambitions are there? - How have these opportunities been addressed before? 	<ul style="list-style-type: none"> - What needs to be improved? - What ambitions are there? - How have these opportunities been addressed before?
Action Plan	<ul style="list-style-type: none"> - What is realistic? - How can opportunities be implemented into the Strategic Policy? - Who is responsible? - How big is the problem / idea? 	<ul style="list-style-type: none"> - What is realistic? - How can opportunities be implemented into the Strategic Policy? - Who is responsible? - How big is the problem / idea? 	<ul style="list-style-type: none"> - What is realistic? - How can opportunities be implemented into the Strategic Policy? - Who is responsible? - How big is the problem / idea?



Appendix C

Policy Workflow Document

Lucid Policy Workflow Document

Version 2021 by the 20th board Present Purple

A policy is “a set of ideas or a plan of what to do in particular situations that has been agreed to officially by a group of people, a business organization, a government, or a political party” [1]. The policy of Lucid is created by it’s board and agreed upon by the GMM.

The Lucid policy stems directly from the Lucid vision. The vision is what Lucid strives to become. The policy is a method to take this vision and translate it to how we do things and what concretely is done with the association. This is visible in all aspects; the activities that Lucid organizes, the internal structure and the money flow of the association. In addition the policy aims to stimulate the growth and development of the association, by steering it towards the vision. This is done by creating step-by-step plans. It is the duty of the board to adhere to the vision and use the policy to improve the way Lucid functions and therefore tilt it to a higher level.

“Study association Lucid¹ acts as a stable platform¹ which provides an easily accessible community² for each ID student³ and staff member within a continuously changing⁴ ID landscape⁵. Lucid supports and challenges the members in education, career and leisure related to ID and student life.”

1 Stable platform / Lucid | Lucid on organisational level should provide a stable base to act as a place to innovate, provide facilities to do what the association wants.

2 Easily accessible community | Low threshold to join the community, easily accessible. Social safety net, open ambiance, home feeling, family, living room environment, brothers and sisters feeling.

3 Each ID student | The target group of the association.

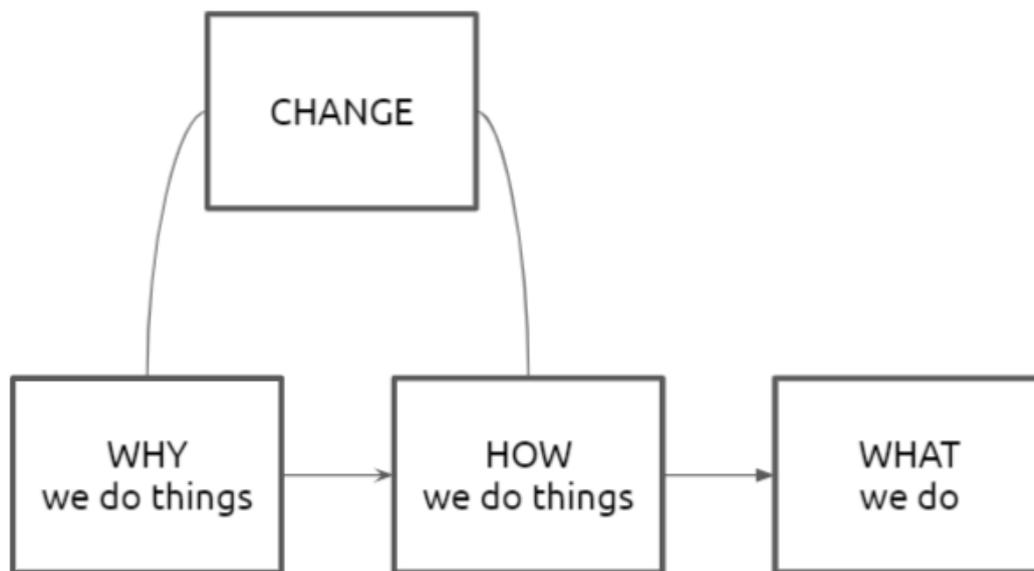
4 Continuously changing | Curriculum, location, mentality.

5 ID landscape | Including companies, departments, career, society, relevant laws and operation management.

[1] Cambridge Dictionary, n.d., Policy, Retrieved from: <https://dictionary.cambridge.org/dictionary/english/policy>

Values

From the vision of Lucid, three core values are drawn. The values are moralities Lucid stands for and what Lucid wants to reflect in what it does. The policy in essence, describes a plan derived from these core values. The policy describes the adjustments that are going to be made in the upcoming period.



The core values of Lucid are:

Stability

Lucid strives to offer its members a stable platform which they can trust on, this to offer the opportunity to innovate and move onward as an association.

Inclusion

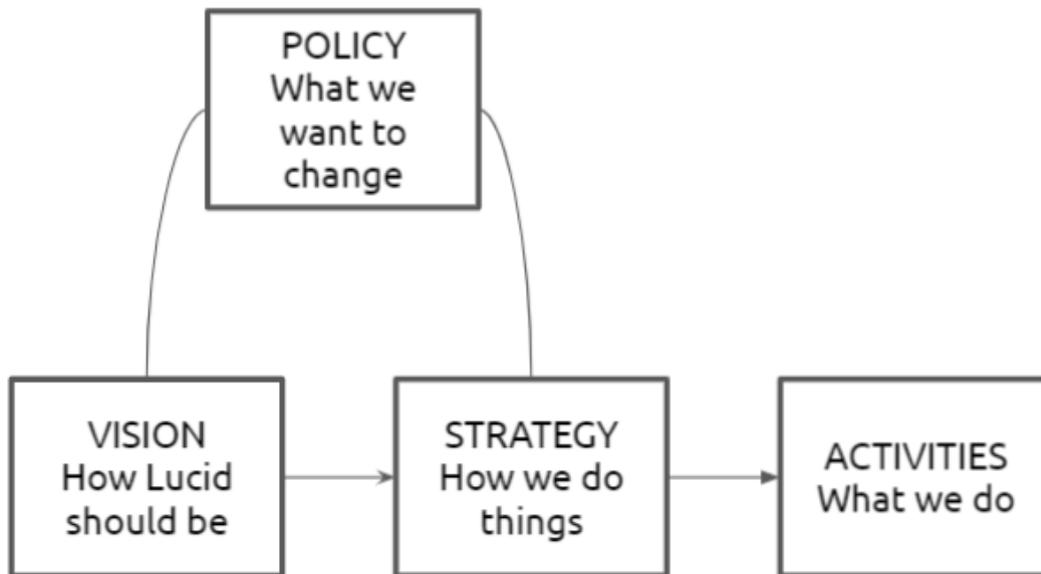
Lucid aims to be an accessible community where its members come together, feel represented and feel welcomed.

Development

Our association is run by members and for members. Lucid strives to support its members in both their personal and professional development.

Framework

As mentioned, the Lucid policy is used to adjust and improve the way we do things as an association. The Lucid policy describes the Lucid Strategy and aims to improve the alignment of the strategy with the vision.



In order to create this strategy the Lucid Strategic Policy follows a certain framework to bring structure to the policy. This framework is based on several building blocks. It starts with the core of Lucid and provides a way to translate the abstract vision into concrete goals a board can work on. The framework will be explained on the next page.



Our Vision

A certain morality Lucid stands for and wants to reflect in everything the association does. Lucid's values are Stability, Inclusion and Development.



A certain area of the association falling under a certain value Lucid wants to enhance. A focus area is a topic within the association which can be improved or needs work to carry out Lucid's value more.



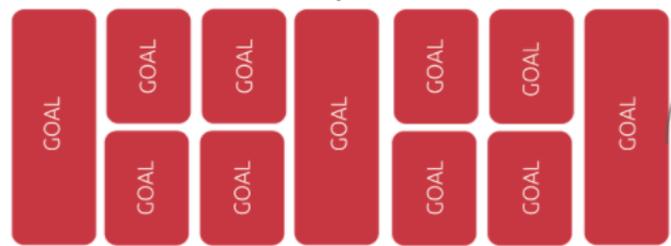
An end goal which should be reached in order for an strategic objective to become truly Lucid's strategy. You could say a target is a measurement for when policy becomes strategy and objectives have become the regular way of how we do things within the association.



A certain objective which is set to improve how we do things within Lucid, thus in the end what we do at Lucid. This objective is set to change the current strategy to something which is more in line with how Lucid should be.



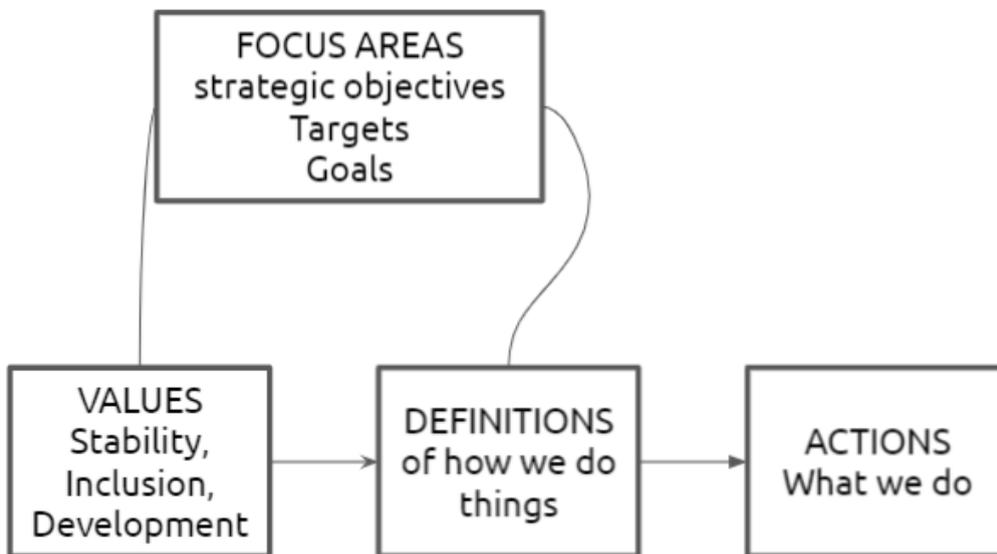
A step which needs to be taken to reach the target and therefore the strategic objective. Goals need to be set in a SMART way in order to have a concrete step by step plan on how to improve the association.



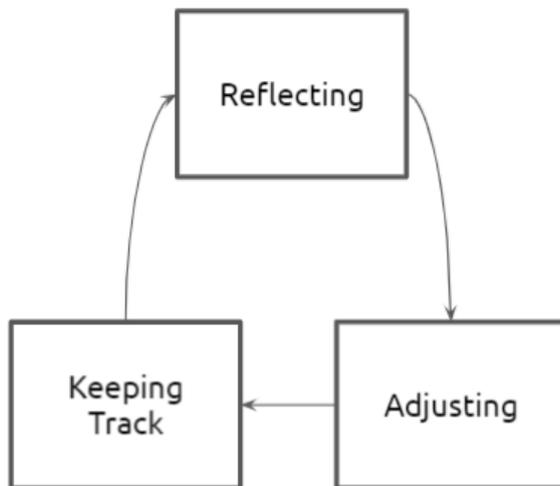
Workflow

The policy is an adaptable document whose contents are evaluated and updated regularly. Thus the policy is the result of the visionary thinking of previous boards and the current board. In order to regulate the way in which the policy is iterated and updated, a workflow was created. Due to the reflective nature of the workflow, different boards will have a different focus based on their specific preferences. However some things need to be done and are present in a more long term manner.

The general workflow of the policy is visualized here:



Practically a board will focus on completing the goals that are described in the policy. However the structure requires boards to create a link between vision, abstract thinking and practical solutions. Throughout the year a board should regularly reflect on the policy. This can be done by having a policy meeting every 6 weeks, here it is important to take the following workflow into account:



Keeping track

By making sure that goals are being completed and updated on, it is important to keep track of the progress of the different policy points.

Reflecting

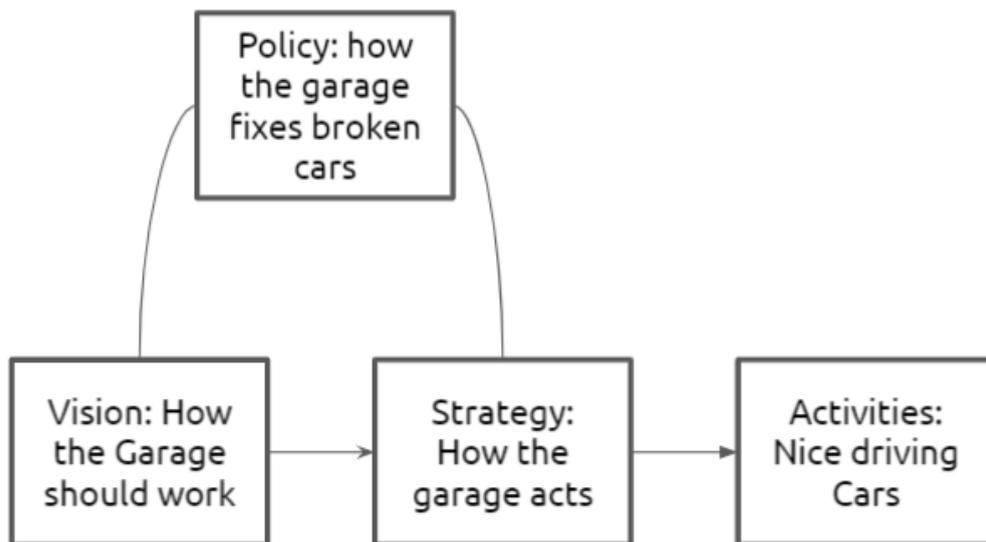
When looking at the policy it is important to consider how the actions have an impact on the association. Are the plans having the expected and intended outcome? Is the strategy still relevant for the current circumstances Lucid is experiencing? What about the long term vision? How are we working towards our future?

Adjusting

Based on the conclusions from reflecting, it is important to adjust the strategy in the policy, so that the association is moving in the right direction.

There are two metaphors that can be used to explain the way a board should approach the policy.

The first metaphor is that Lucid is a (car)garage. In short, as a board you look at all the cars which are driving (activity) and try to pick out the broken ones and fix or pimp them according to the values of your garage. This until the car is ready and fully working again.



The second metaphor is that Lucid is a yacht. The yacht is sailing in the sea, and it takes a lot of effort and careful consideration to change its direction, because the yacht is quite big and heavy. If you go into a certain direction, it is hard to change it back, therefore it is important to think critically about the changes that are made. In addition the yacht sometimes needs to make a stop, because certain parts of it need to be repaired, improved or added. The Board is the captain of this yacht and is responsible for making sure that it sails into the right direction and that the yacht maintenance is done well. Thus removing, repairing, improving and innovating parts of the yacht consistently. In this metaphor the direction of the yacht is the vision for the future of Lucid.

Writing Policy

When writing and adjusting policy, the board is looking for parts in Lucid's strategy which should be added, changed or revised (what cars to repair, or what new cars to build). Here it is important to consider critically how Lucid is now and where there is a need for improvements or what opportunities are there (what direction the yacht can go in). In order to translate these improvements or opportunities into strategy, we follow a certain structure of writing the strategy down. Each Strategic Objective describes a strategy within a certain area. Strategic Objectives are structured by writing down a Why, Targets, How, What and Goals.

Why: Explains why this objective is important for the association and its values, and why the current strategy should be changed with this strategic objective. The why can either describe a problem that is being fixed by having this strategic objective, or it can describe an opportunity.

Target: An end goal which should be reached in order for an strategic objective to become truly Lucid's strategy. You could say a target is a measurement for when policy becomes strategy and objectives have become the regular way of how we do things within the association. Often a why of a strategic objective contains multiple targets.

How: Explains what exactly is going to be changed in terms of strategy and why these changes will improve the way the association runs.

What: Gives a short summary of the concrete goals with deadlines which will be implemented. This actually describes a step-by-step plan of what is going to happen within the strategic objective.

Goals: A step which needs to be taken to reach the target and therefore the strategic objective. Goals need to be set in a SMART way in order to have a concrete step by step plan on how to improve the association. It is not always possible to make a goal SMART but it should be the aim.

1. Specific
 - a. State specifically what will be done & make use of action words
2. Measurable
 - a. Provide a way to evaluate if something has been achieved
3. Achievable
 - a. Within your scope & possible to accomplish
4. Realistic
 - a. Makes sense within the workflow of the board & improves the association in some way
5. Time-bound
 - a. Provide a date or time frame in which the goal should be completed.

Documenting Policy

When going through the workflow of keeping track, reflecting and adjusting, it is important to keep track of what you are doing. Therefore there are some regulations to execute these 3 aspects of working on the policy.

There should be both an internal version and an external version of your Strategic Policy. In the Internal version you will communicate as a board what has been achieved and how the policy point is doing. You can make use of a set legenda for this. It is important to make sure this gets updated regularly, for example once a month. In addition, you can type a short update on the goal either in the document or by making comments.

Internal Legenda:

- In Progress
- Edited
- Incomplete
- Finished
- Removed

The External version of the policy is the one you communicate to the members. Here you can also make use of a set legenda. It is important to make sure that the Strategic Policy document is easily understandable and accessible to the members, thus making sure that irrelevant details are not included in the External version.

External Legenda:

- In Progress
- Incomplete
- Finished
- Removed

The Internal version of the Strategic Policy document, is the one you will continuously be working with and on. This document is what you use to keep track, reflect and adjust. The External version of the Strategic Policy document can be seen as a snap-shot of the policy. This is a version you share with the members when you for example have a GMM. Since it is in the character of the policy to be everchanging, there will be multiple external versions throughout the year. By documenting the External Versions well, it is also possible to “go back in time” and look at what you have done previously. This will also, in the future, allow next boards to have easier access to previous versions of the Strategic Policy.

For every policy point the board will write a short update on the biggest impact it had in their year, this update should not be more than 3 sentences.. For this an appendix is created of which an example can be found on the next page. This will help keep track of what has already

been done and provide context, since ultimately the goal of having a policy point is to achieve its target and be able to remove it from the Strategic Policy.

Example Appendix for keeping track of Policy Progress

Value: Stability

Focus Area 1 | Strategic objective 1 → Communicating the mission & purpose of the committee

To committees, Target 1:

Present Purple 2020-2021 : In our year we focussed on Changes this made for the association are.....

To committees, Target 2:

Present Purple 2020-2021 : No Progress was made.

Focus Area 1 | Strategic objective 1 → External affairs of Committees

Target 1:

Present Purple 2020-2021: Big impact was made on the association by

After a while the appendix will start to look like this, until the policy point can be removed:

Focus Area 1 | Strategic objective 1 → Communicating the mission & purpose of the committee

To committees, Target 1:

Present Purple 2020-2021 : In our year we focussed on Changes this made for the association are

Blue 2021-2022 : In our year we focussed on Changes this made for the association are

Red 2022-2023 : In our year we focussed on Changes this made for the association are

This manner of keeping track is solely to provide context for upcoming boards and should not be included in the External Version of the Strategic Policy. The aim is to help a board strategize based on steps that have been taken in the past and thus be able to make more informed policy.

Lucid House Rules

Version 2021.03.16

As approved by the ...th GMM on the: XX-XX-XXXX

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Index

Chapter 1: Purpose	3
Chapter 2: Membership & donorship	3
Article 1: Memberships	3
2.1.1 General Member	3
2.1.2 Honorary Member	3
2.1.3 Donor	3
Article 2: General Member	3
2.2.1 Registration	3
2.2.2 Contribution	3
2.2.3 Rights	4
2.2.4 Duties	4
2.2.5 Change of status to donorship	4
2.2.6 Termination	4
2.2.7 Suspension	5
Article 3: Honorary members	5
2.3.1 Nomination	5
2.3.2 Contribution	5
2.3.3 Rights	5
2.3.4 Duties	6
2.3.5 Termination	6
Article 4: Donors	6
2.4.1 Registration	6
2.4.2 Contribution	6
2.4.3 Rights	6
2.4.4 Duties	6
2.4.5 Termination	6
2.4.6 Suspension	7
Article 5: Lassie	7
2.5.1 Membership object: Token	7
2.5.2 Inactive Token Balance	7
Chapter 3: Organizational Structure	8
Article 1: General Members Meeting (GMM)	8
3.1.1 Role	8
3.1.2 Requirements	8
3.1.3 Strategic Policy	8

3.1.4 Organization	8
3.1.4 Documentation	9
Article 2: Board	9
3.2.1 Role	9
3.2.2 Membership Criteria	9
3.2.3 Nomination	9
3.2.4 Election	9
3.2.5 Installation	10
3.2.6 Discharge	10
3.2.7 Suspension	10
3.2.8 Dismissal	10
3.2.9 Functions	10
Article 3: Committees	11
3.3.1 Role	11
3.3.2 Membership Criteria	11
3.3.3 Structure	11
3.3.4 Responsibility	12
3.3.5 Registration	12
3.3.6 Installation	12
3.3.7 Discharge	12
Article 4: Advisory Bodies	12
3.4.1 Council of Advice (CoA)	12
3.4.2 Council of Predecessors (CoP)	13
3.4.3 Council of Risk Assessment (CRA)	13
3.4.4 Financial Control Committee (FCC)	13
Chapter 4: Facilities	13
Article 1: Member space	13
Article 2: Boardroom	13
Article 3: Bar	13
Article 4: E-Lucid	14
Article 5: Shop	14
Chapter 5: External Involvement	14
Article 1: Federation of Study Associations Eindhoven (FSE)	14
Article 2: Wervingsdagen	14
Article 3: Stichting CHEOPS Lucid	14
Appendix	15

Chapter 1: Purpose

The House Rules is a complimentary document to the statutes (by-laws). It provides a basis for which the association's established practices are explained and the decisions made at the General Members Meeting are clarified.

Chapter 2: Membership & donorship

The association, as per the statutes, recognizes two types of membership: general members and honorary members. Next to this, one may participate in the association by becoming a donor.

An individual may not hold multiple different types of membership simultaneously.

The next section first explains the criteria general members, honorary members, or donors need to meet. Following this their respective rights and duties are elaborated on.

Article 1: Memberships

2.1.1 General member

To become a member, one is required to be registered at the Department of Industrial Design as a student or staff member. They must have completed their registration as a member and must have paid the membership fee. As defined in statute 4, this further elaborated on in HR § 2.2.

2.1.2 Honorary member

Honorary members are chosen by the General Members Meeting. They do not need to be registered at the Department of Industrial Design. They are also not required to pay the membership fee. As defined in statute 4, this is further elaborated on in HR § 2.3.

2.1.3 Donor

Donors are not registered at the Department of Industrial Design. They are required to make a donation that is greater or equal to the set general membership fee. As defined in statutes 6, this is further elaborated on in HR § 2.4.

Article 2: General member

2.2.1 Registration

If an individual wishes to become a general member, they must submit a written request to the board, statutes 4.2. For this request, the following information must be submitted; full name, address, phone number, date of birth, student number. The registration can only be completed, in person, through means of a signature and receiving the membership object. The board is entitled to charge the member for the aforementioned membership object. The membership object is covered in detail in HR § 2.5.1.

2.2.2 Contribution

General members are obliged to pay a financial contribution per financial year of their membership. This financial contribution is set by the GMM on a yearly basis. Currently, this contribution has a minimum amount of 7 euros and 50 cents (€7,50)

The membership normally starts on the first day of the financial year and ends with a timely cancellation of the membership after the last day of the current financial year, subject to a notice period of four weeks. Members who register later than the first day of the financial year pay the full membership fee for the remaining period of the financial year. Members who cancel their membership during the course of the financial year will not receive the contribution paid for that financial year back.

2.2.3 Rights

General members have the right to register for and participate in activities organized by the association. Besides this, they have priority when registering for these activities over donors, unless the board decides otherwise. Each member will be given a Lassie account with associated rights, which are detailed in HR § 2.5.2. They also have the right to benefit from discount opportunities that belong to the activities organized by the association.

They have the right to attend the GMM, to speak there, to submit proposals and to vote.

In addition, they have the right to take a place in the board and committees, with due observance of the requirements set in HR § 2.4.

2.2.4 Duties

General members are obliged to behave, at all times, in accordance with the statutes, the HR and all decisions made during the GMM. In addition to that, members are also obliged to behave in accordance with the values and standards of the association. It is also the responsibility of said members to keep their contact information of their membership account up to date to receive these financial updates.

Members may never speak on behalf of the association without the permission of the board.

If a member does not fulfill these duties, the board is entitled to suspend or remove the member for an indefinite period of time.

2.2.5 Change of status to donorship

When a general member no longer meets the requirements, as detailed in HR § 2.1.1, then their membership type changes to donor. This donorship will continue till the end of the current financial year. If a member wishes to continue as donor, then they must follow the procedure as detailed in HR § 2.4.1.

When a donor meets the criteria for being a general member, then the type of membership of said donor may change. The board must be made aware of this change, this meaning that the donor transitions to a general member having the rights applied as detailed in HR § 2.2.3.

2.2.6 Termination

A general member is able to unsubscribe from their membership at all times.

This is done by submitting a written request to the board for "termination of membership", at least four weeks before the end of the current financial year. The individual will no longer be a member after the last day of the current financial year, and from that moment on no longer has any right and obligations associated with said membership.

When a member terminates their membership, they will be given the opportunity to donate their remaining token balance to the association or request a reimbursement, as detailed in HR § 2.5.2.

If the person fails to submit a termination request within the notice period, the membership with associated rights and obligations will continue on until the end of the next financial year.

Members will be informed that they still have to contribute the aforementioned membership fee. If the automatic collection fails to collect said membership fee for any reason then the member will be contacted again via the contact information known to the association.

Without a response, said members will be suspended as detailed in HR § 2.2.7. At the end of the financial year in which the member has entered the escapement trajectory, they will receive a final reminder to comply with the membership requirements. If the member fails to do so, the membership may be terminated by the board.

2.2.7 Suspension

When a general member has not complied with the membership requirements, for example by not paying the membership fee, the board is authorized to suspend the membership until the first day of the following month after the requirements have been fulfilled.

A member must be informed, in writing, a month before being suspended for failure to comply with payment of the membership fee to still be able to comply.

When a member has been suspended by the board with regards to not following the obligations associated with membership, he must be informed of this in writing, within 24 hours, stating the reason for suspensions and potential consequences.

The board is also authorized to suspend a member if the member has not fulfilled the payment obligations associated with an activity.

A suspended member is excluded from rights belonging to said membership, but must still fulfill the obligations associated with it.

A suspended member may object to his suspension and submit it to the GMM. He may be present at the relevant GMM and address this subject. However, a suspended member cannot vote or register for any activities.

A suspended member is entitled to terminate his membership with immediate effect without complying with the notice period mentioned in article 8. If the contribution for the current financial year has not yet been paid, it will expire. Any other payment obligations will remain.

Article 3: Honorary members

2.3.1 Nomination

In order to become an honorary member, one has to be nominated by the GMM, statute 4.3.

2.3.2 Contribution

For honorary members, the contribution is zero euros and zero cents (€ 0.00) per financial year that they are recognized as honorary member.

2.3.3 Rights

Honorary members have the same rights as general members, with the exception of the right to vote during the GMM. This voting right ceases to apply as soon as honorary membership is accepted.

2.3.4 Duties

Honorary members are subject to the same duties as general members.

2.3.5 Termination

Here the same procedure applies as detailed in HR § 2.2.6. Honorary membership can be revoked by the board if approved by the GMM.

Article 4: Donors

2.4.1 Registration

If an individual wishes to become a donor, they must submit a written request to the board. For this request, the following information must be submitted; full name, address, phone number, date of birth, student number. If desired, a donor may receive a membership object. The board is entitled to charge cost for the aforementioned membership object. The membership object is covered in detail in HR § 2.5.

2.4.2 Contribution

The GMM sets the minimum required annual financial contribution for donors, taking into account a minimum amount equal to the cost of the membership as detailed in HR § 2.2.3.

2.4.3 Rights

Donors have the right to register for activities organized by the association. When registering, general members and honorary members have priority over donors, unless the board decides otherwise. They have the right to attend and speak, unless an objection is raised by members with voting rights. Donors do not have the right to vote.

Donors have the right to make use of the association's discount opportunities. Members have priority on this, unless the board decides otherwise.

The requirements for donors are determined by the board, taking into account the set minimum monetary contribution.

2.4.4 Duties

Donors are obliged to behave at all times in accordance with the statutes, the HR and all decisions taken by the GMM.

Donors may never speak on behalf of the association without the permission of the board.

If a donor does not comply with their obligations, the board is entitled to deprive this person of the donorship with associated rights and obligations.

2.4.5 Termination

A donor is free to immediately terminate their donorship at any time.

Here the same procedure applies as described in HR § 2.2.6. A donor also loses their rights and

obligations that belong to the donorship by canceling the donorship.

2.4.6 Suspension

Donorship follows the suspension procedure as detailed in HR § 2.2.7.

Article 5: Lassie

Registration of membership at Lucid occurs through the association's administration system; Lassie.. During the registration process the new member creates a personal Lassie account. This account acts as a proof of membership and provides access to various Lucid services and discount opportunities.

2.5.1 Membership object: Token

Members may receive a membership object in the form of an NFC token as part of their membership. This token is registered to their account within the administration and acts as a physical extension of their account.

2.5.2 Token Balance

Members and donors may deposit money on their account, and make use of it to pay for services at Lucid. The money deposited on the account will hereafter be referred to as 'Token Balance'.

After a member or donor has terminated their membership, they will be given the opportunity to donate their remaining token balance to the association or request a reimbursement.

If 5 years after termination of membership the choice for reimbursement or donation still has not been made, the remaining token balance will expire and be automatically donated to the association. A final reminder to make this choice will be sent a month in advance of the automatic donation.

Chapter 3: Organizational Structure

Article 1: General Members Meeting (GMM)

3.1.1 Role

The GMM (known in Dutch as ALV for Algemene Leden Vergadering) is the association's highest decision-making body. During GMM's, members make decisions about the association's operation, policy, and events. It is the responsibility of the board to carry out those decisions. Statutes 11, 12, 13 & 15, provide additional information regarding the location, invitation and process of the GMM (in that order).

3.1.2 Requirements

At least four GMM's must be held per financial year;

- a change of boards GMM.
- an election GMM as detailed in HR § 3.2.4.
- a policy GMM where the board updates the GMM on the progress and plans in regards to the strategic policy as detailed in HR § 3.1.3.
- a GMM where the financial half-year results must be discussed as detailed in HR § 3.1.3.

3.1.3 Policy

The association has a strategic policy, developed and presented to the GMM by the board, in order to guide long-term decision making. The structure of the strategic policy can be found in Appendix [X]

To communicate the association's policy to members, the board regularly gives updates during the GMM. When there is significant progress on a certain strategic objective, the board presents the proposed changes within the association to the GMM in order to update them, receive feedback on the plans/progress and to get approval to implement the changes proposed.

Every year there will be three moments when the entire policy is presented at a GMM; the election GMM, the change of boards GMM and the policy GMM.

3.1.4 Organization

The GMM is convened by written notification to at least those entitled to vote on a term of at least seven days.

The topics to be discussed are stated in the invitation of the meeting, as well as the minutes of the previous GMM and the association's relevant decision list.

Documents to be discussed at the GMM are available for viewing seven days prior to the GMM.

If a member, who is entitled to vote, cannot be present at the GMM, they can authorize another member who is entitled to vote for them. This request must be submitted to the board, in writing, after which the board confirms that said request has been received. A vote can be transferred to a single person, who is named, and will lapse if this person is not present at the GMM.

The chairman determines the method in which a vote is conducted. It is important that the method of voting has no influence on the possible voting result. With regards to voting, this process must be in accordance with the statutes.

Decisions made during the GMM must be added to the "Eternal Decision list" and if of impact on the long-term operation of the association, to the "Relevant Decision List" as well.

3.1.5 Documentation

During the GMM, the board carries the responsibility of documenting the GMM, including the action points and decisions. The secretary of the board is end-responsible for the documentation, however, the board is free to determine how these responsibilities are divided among the board members.

The minutes of the GMM are to be included in the invitation of the subsequent GMM. Decisions and points of action made during a GMM shall be made available for viewing within two weeks after the GMM. The minutes containing financial numbers should be available for viewing seven days before the subsequent GMM. .

Article 2: Board

3.2.1 Role

The board is responsible for the daily management of the association and the representation of the association with regard to external and internal relations. They are also responsible for checking and coordinating committees, the association's finances and delivering a social year report.

The board must at all times be able to account for their actions at the request of the GMM with a maximum delay of two weeks.

3.2.2 Membership Criteria

The board must consist of at least three persons, who have all volunteered for the position of board members.

The board may only consist of members of the association, as defined in HR § 2.2.1.

3.2.3 Nomination

The sitting board nominates at least one candidate board to the GMM. The names of the candidate board, accompanied by a photo in which these individuals are clearly depicted, must be published on at least one communication channel. This will be done at least two weeks before the start of the election GMM.

In addition to the nominated candidate boards, other members may present themselves as candidate boards at the GMM, after which one of these boards can be elected by means of a vote at the election GMM.

3.2.4 Election

The nominated candidate boards, and any other candidate boards, must submit their strategic policy for the coming financial year to the current board no later than two weeks before the election GMM.

This policy will be presented during the GMM prior to the election process.

If the number of board members goes below the set minimum, statute 8.6, then a special election GMM must be organized to fill the open positions.

3.2.5 Installation

The elected board is installed during the first GMM of the financial year, and has from that moment the responsibilities of a sitting board. The board may be installed for a maximum of three years, statute 8.5.

3.2.6 Discharge

When the elected board has been installed, the current board can be discharged. However, they are still obliged to submit a financial and social year report of the past financial year to the new board, and hand over all contacts. If one of the board members has not yet fulfilled their obligation and function-specific duties as defined under X.X, they cannot be relieved of their duties.

The treasurer is responsible for the financial year report for the financial year in which they were elected. This report must be approved by the GMM before they can be discharged.

3.2.7 Suspension

When the GMM wants to suspend a board or board member, statute 8.3 and 8.4 must be followed.

3.2.8 Dismissal

When the GMM wants to dismiss a board or board member, statute 8.3 must be followed.

3.2.9 Functions

1. Primary (Fixed) Functions

A board consists of three main functions, which must be assigned within the board; chairman, secretary and treasurer. No combination of these functions may be simultaneously held by one individual.

2. Secondary Functions

In addition to the main functions, various additional functions are possible, such as Commissioner of Education, Commissioner of Internal Affairs, Commissioner of External Affairs, Commissioner of Professional Relations, Commissioner of Bar and Commissioner of Lustrum.

These functions are mutually compatible in one person and can also be combined with a primary function. There are two exceptions to this rule:

- The vice-chairman, which is mandatory within a board, cannot be reconciled with the position of chairman.
- The treasurer, who is end-responsible for the finances of the association, may not be Commissioner of Bar.

Article 3: Committees

3.3.1 Role

Committees are formed within the association and tasked with the organization of events, execution of support tasks or internal projects. The board determines the specific committees and their purpose on a yearly basis.

So-called "external committees" formed with parties outside of the association (such as committees with members from other study associations) are also required to adhere to the rules as outlined in HR § 3.3.

3.3.2 Membership Criteria

A committee may only consist of members as detailed in HR § 2.1.1, who have voluntarily registered with the board.

If approved by the board and the GMM, an exception may be granted to allow a donor to join as a committee member. This must be explicitly discussed when the committee member wishes to be installed.

The board may determine additional membership criteria per committee.

A member or donor may be installed in a maximum of two committees simultaneously. The GMM may grant exceptions to this. This must be explicitly discussed when the committee member wishes to be installed.

3.3.3 Structure

Each committee is required to appoint a chairman and secretary from amongst its members. If the board deems it necessary, a treasurer may be appointed as well. These functions may not simultaneously be held by one individual committee member.

A board member must be appointed as board responsible for the committee. This board member is responsible for the supervision and guidance of the committee.

If another board member wishes to be installed in the committee, they may not adopt the function of chairman, secretary or treasurer. The GMM may grant an exception to this. This must be explicitly discussed when the board member wishes to be installed in the committee.

3.3.4 Responsibility

A committee must at all times be accountable for their actions and be able to explain these to the board and GMM. A committee must always consult the board before making financial transactions, commitments or agreements.

Until the committee has been installed during a GMM, the board is liable for the actions of the committee. Once the committee has been installed, the board and committee are jointly liable for the actions of the committee.

If a committee member does not adhere to the statutes, the HR or any other legally valid agreement, then they are individually liable for their actions.

3.3.5 Registration

Members and donors who wish to partake in a committee are required to register with the board. The board determines the registration and selection procedure for committees.

3.3.6 Installation

A committee must be nominated during a GMM in order to be installed.

During the GMM in which the committee wishes to be installed, the board must clearly explain the purpose of the committee before it may be installed. The committee must present its members and plans. The committee may only be installed after approval of its members and plans.

If the committee wishes to make expenses, it must present a budget and appoint a treasurer. The committee may then only be installed after approval of its budget. An exception may be made to this rule, if the GMM deems it a necessity, whereby the committee is given permission to spend a specific amount determined by the GMM, while under supervision of the board.

The budget, once approved by the GMM, is at the disposal of the committee with due observance of the proposed distribution. The money remains under the management of the board.

If there are no objections from the GMM to the installation of one or more of the committee members, the committee's plans and (if applicable) budget, all committee members are automatically elected and can immediately be installed.

If there is an objection against one or more of the committee members, the committee's plans or (if applicable) budget, a vote may take place, Statutes 13. After the vote, the committee may be installed, taking into account the results of the vote.

3.3.7 Discharge

At the request of the committee, the board or the GMM, a committee may be relieved of its duties and discharged. A committee that has been relieved of its duties may only make expenses with written approval of the board and not organize activities on behalf of the association.

If the committee presented a budget and was given approval by the GMM, it may only be discharged after a financial report has been presented to, and approved by, the board and GMM.

Article 4: Advisory Bodies

3.4.1 Council of Advice (CoA)

The Council of Advice (known in Dutch as RvA for Raad van Advies) serves to provide the sitting board with advice, especially on association-related matters. In addition, the Council of Advice can advise their candidate board on their policy. The composition of the Council of Advice is determined by the board and announced during the GMM in which the board is installed. The composition does not have to be approved by the GMM. As a board, it is advised to select persons with knowledge of the association or matters important to the association. In particular, former board members of the association are recommended. The call for a meeting of the Council of Advice lies with both the board and the members of the CoA. The meetings are not public, but guests can be invited.

3.4.2 Council of Predecessors (CoP)

The Council of Predecessors (known in Dutch as RvV for Raad van Voorgangers) are a function specific Council of Advice and, similar to the Council of Advice, selected by the board. People who partake in the CoP have association-related knowledge with regard to the specific board position. These CoP's are a personal advisory body and do not need to be disclosed to the GMM.

3.4.3 Council of Risk Assessment (CRA)

The Council of Risk Assessment is an advisory body. This council has 4 fixed meetings every year.

3.4.4 Financial Control Committee (FCC)

The Financial Control Committee (known in Dutch as KasCo for Kas Controle Commissie) examines the financial half-year and annual result, for which they provide a report to the GMM and issues a voting advice. Besides checking the balance, the FCC also checks the entire financial administration. The FCC is free to carry out random financial checks, possibly unannounced. The board must cooperate fully with the inspection of the accounts and, if requested, of any financial piece of information. The FCC must consist of at least three members and must be installed by the GMM. These members may not simultaneously be a member of the treasurer's CoP.

Chapter 4: Facilities

Article 1: Member space

The association maintains a physical member space, currently located in Atlas -1.600. Regulations regarding the use of the space are outlined in the document 'Usage policy Lucid Memberspace' (Appendix [X]). This document also includes the 'General regulations ATL -1.600' and 'Extra regulations Lucid.Bar'. This usage policy has been established by the GMM, and any changes must be approved by the GMM.

Article 2: Boardroom

The association maintains a board room, currently located in Atlas 2.208. The boardroom is meant for private meetings, working space for the board and safeguarding association documents and materials. The board is responsible for access to the board room.

Article 3: Bar

The association maintains a bar, located in Atlas -1.600, and appoints a bar committee tasked with its operation. During the opening hours of the bar, as established by the 'Extra regulations Lucid.Bar', the bar committee is the main responsible. The drafters are appointed by the bar committee, who are required to be in possession of a valid "IVA-verklaring (Instructie Verantwoord Alcohol schenken)" and must have followed a course in 'Small Fire extinguishers'.

For all bar activities, the board must ensure the required number of emergency response officers ("BHV'ers") as determined by the building managers are present. In addition, two persons within the association must have the 'Social Hygiene' certificate and bear ultimate responsibility for the alcohol permit. They are not obliged to be present at bar activities.

The board ensures that a valid catering and alcohol permit is obtained and that a copy of this is

available in the bar area at all times.

All rules and provisions, with regards to the bar, must be followed with regards to the current liquor and catering legislation and the catering and alcohol permit.

Article 4: E-Lucid

E-Lucid is an entity of Lucid that sells electronics to members at a discounted rate. E-lucid is located next to the board room (ATL 2.xxx). It is run by student assistants that are hired by the department.

The finances of E-Lucid, although managed by a student assistant, are the end-responsibility of the board treasurer.

Article 5: Shop

The association maintains a shop in the member space. The intention of the shop is to provide members with drinks, snacks and study materials. The shop is managed by the board. It is up to the discretion of the board to decide when to open the shop. It is the responsibility of the board to keep the members updated as to when the shop will be open.

Chapter 5: External Involvement

Article 1: Federation of Study Associations Eindhoven (FSE)

The association recognizes the FSE as the umbrella organization of study associations in Eindhoven and requires at least one representative from the board to attend the associated meetings.

Article 2: Wervingsdagen

The association recognizes Wervingsdagen as the collaborative initiative of 10 study associations of the Eindhoven University of Technology, and requires one representative from the board to attend the associated meetings.

Article 3: Stichting CHEOPS Lucid

The association recognizes Stichting CHEOPS Lucid as a foundation run by both s.v.i.d Lucid and CHEOPS. Two board members of Lucid are required to be part of the board of the foundation.

Appendices

1. Membership Agreement

By subscribing to s.v.i.d Lucid, you declare to agree with the statutes and house rules concerning the Lucid membership. The yearly contribution as declared by the General Member Meeting is €7,50 (seven euros and fifty cents). The costs for the token amount €2,50 (two euros and fifty cents). This sums up to a total subscription fee for new members of €10,00 (ten euros). The registration is only completed once this fee is paid.

2. Usage policy Lucid Memberspace

1. Purpose of the Lucid Space:

The primary purpose of the Lucid Space is to at all times support the social and educative platform of s.v.i.d. Lucid and the department of Industrial Design at the TU/e. The space can be used for committee meetings, coach meetings, presentations, lunches and drinks. Also activities from externals can be hosted after explicit permission from the board of s.v.i.d. Lucid.

2. Use of the Lucid Space:

The primary purpose of the Lucid Space is to at all times support the social and educative platform of s.v.i.d. Lucid and the department of Industrial Design at the TU/e. The space can be used for committee meetings, coach meetings, presentations, lunches and drinks. Also activities from externals can be hosted after explicit permission from the board of s.v.i.d. Lucid. The Lucid Space can be used by students (members and non-members), employees, the Department of Industrial Design, and external visitors. Frequent users of the Lucid Space include the Lucid.Bar committee, other committees and the Lucid board.

1. Lucid members: Every person that is a member of Lucid and wishes to make use of the Lucid Space.
2. Lucid.Bar committee: All members of the Lucid.Bar committee, who take care of the weekly drink at the Lucid.Bar in the Lucid Space.
3. Other committees: All Lucid members who in their function as committee member wish to make use of the Lucid Space to enable their committee activity to take place
4. The Lucid board: Boardmembers of Lucid who in their function as a board member wish to use the Lucid Space to enable association services and activities.
5. The department of ID: Employees or bodies of the department of ID, who wish to use the Lucid Space outside of activities.
6. Externals: Non Lucid members and people or bodies who do not fall under the department of ID, who wish to use the Lucid Space for other purposes than the activities of Lucid of the department of ID.

All users will from here on be called "one"

3. The Lucid Space

With the Lucid Space, it refers to location Atlas -1.600.

4. Lucid.Bar

With the Lucid.Bar is meant the bar and storage area in the Lucid Space.

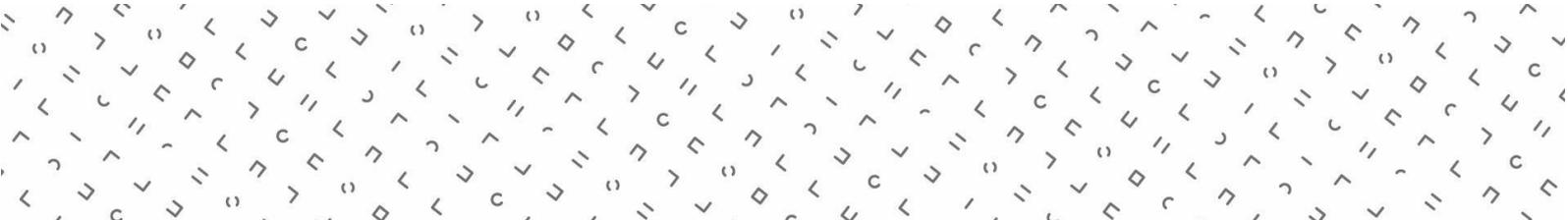
5. Social platform

Lucid strives to shape the social platform by providing a number of facilities:

1. The Lucid.Bar
2. Workplaces and power at the bar
3. Workplaces at the window side of the space (high tables, chairs and bench)
4. Workplaces at the west side of the space (couch, multifunctional blocks)
5. Workplaces at the east side of the space (long table, low chairs)
6. Coffee (professional grade coffee machine, fresh beans, coffee subscription for members)
7. Magazines and books relevant to Industrial Design or Lucid

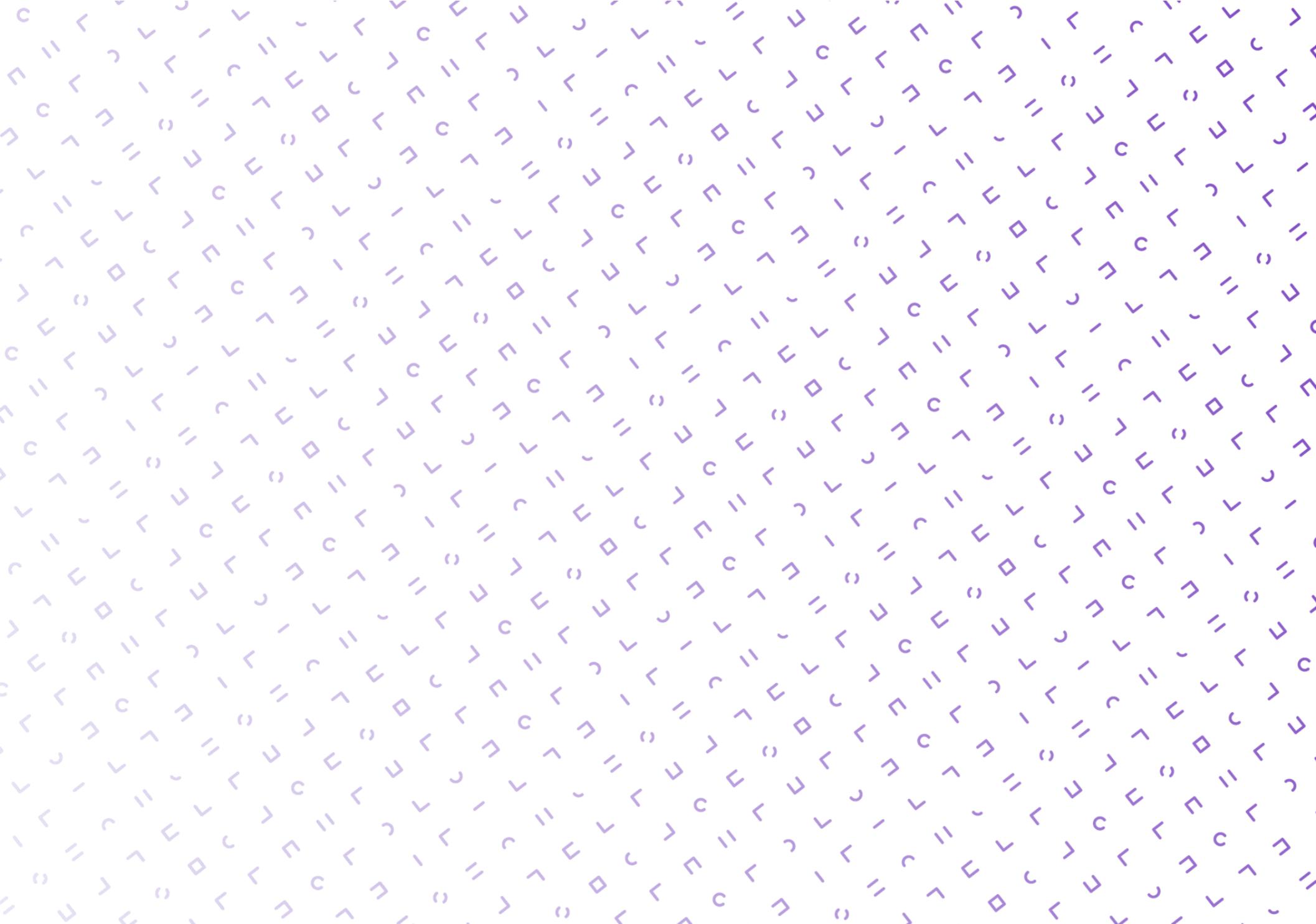
6. General regulations Atlas -1.600

1. One generally has the right to access the Lucid Space daily between 09:00 and 17:00, with the exception of the weekends.
2. Outside of the opening times, the Lucid Space can only be used with permission of the Lucid board or the TU/e security.
3. Entering Lucid Space is at your own risk. S.v.i.d. Lucid is under no circumstances liable for personal and / or material damages, nor for the loss or theft of goods.
4. It is forbidden to take properties of s.v.i.d. Lucid or the TU/e from the Lucid Space. Anybody in the Lucid Space who deliberately causes damage to the property of s.v.i.d. Lucid or the TU/e, is personally liable for this.
5. One can not bring illegal objects into the Lucid Space: no drugs, weapons, or other objects that have been forbidden by either the department of ID, the university or the Dutch law.
6. One must keep escape routes free from obstacles.
 1. Unnecessary use of the emergency escape doors will not be tolerated by the TU/e security.
7. One must treat the Lucid Space, its interior, and guests respectfully.
 1. One keeps the space clean.
 1. One must throw away their trash in the corresponding bins.
 2. The responsibility of cleaning the Lucid Space after a Lucid activity lies with the Lucid board.
 1. The responsibility of cleaning the Lucid Space after a drink lies with the Lucid board, but the Lucid.Bar committee is jointly responsible for this.
 2. One keeps the space intact
 1. The interior must not be damaged or otherwise affected. Drawing on or carving in the furniture is forbidden.
 2. Any costs from damage are to be recovered from the relevant party of the damage.
 3. One takes the fellow users of the Lucid Space and neighboring spaces into account.
 1. Music can only be turned on by a member of the Lucid board. The volume will be set in a way that the Lucid Space stays in a work environment, and neighboring spaces are not bothered by the music.
 1. From 17:00 the volume of the music can be turned up to one fit for a café atmosphere.
 2. Glassware provided by the Lucid.Bar may not be brought outside the Lucid Space.



3. Policy working structure

Refer to the Appendix C in the 2020-2021 Annual Year Report



Appendix E

Cash Cow Framework

Cash Cow Framework

Definition Cash Cow: Focused around organizing a high-profile event, generally known and under the attention of members and external parties, where the habit is that the event brings more sponsoring money in than is needed to make it happen. The remaining benefits go towards the Lucid sponsor goal.

Characteristics:

- High-profile event
- More than €2000 worth of sponsoring
- At least 2 hours of workload per week per committee member
- Around 10 committee members or more
- Multiple external affairs doing acquisition
- More sponsoring brought in for the event than to have to pay for the event

How it works: The working structure of a Cash Cow is not very different from a normal committee but has a greater focus on acquisition. This requires a bigger team with more external affairs. Below you see a recommendation for how to approach this event.

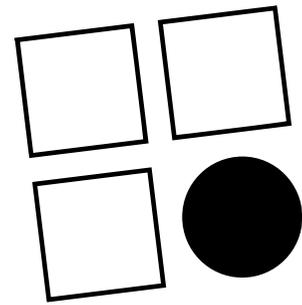
- Acquisition starts as soon as possible using a tender booklet and a big list of companies (think of around 100) to approach. Usually 8 months are needed to set up an edition of the event (where acquisition takes up to 6 months based on experience). However, there are other ways to increase odds of sponsoring, seek for opportunities;
- When the expected sponsor goal is achieved which the committee set for themselves in the beginning, evaluate and determine if additional sponsoring provides added value to the event (not in money terms, but value for the members). Is the event filled in as desired? If not, keep on going until the event is what it needs to be. It could be an opportunity to grow the event.

Set up for new Cash Cows: Existing events can transform into Cash Cows when approached with the guidelines above, or a new event can be set up. Either way, a Cash Cow usually needs to develop over a few editions of the event to get the characteristic profiling, since members and external parties will generally know about the event when there is material from earlier editions to show. This reassures paying companies the value they are getting in return for sponsoring.

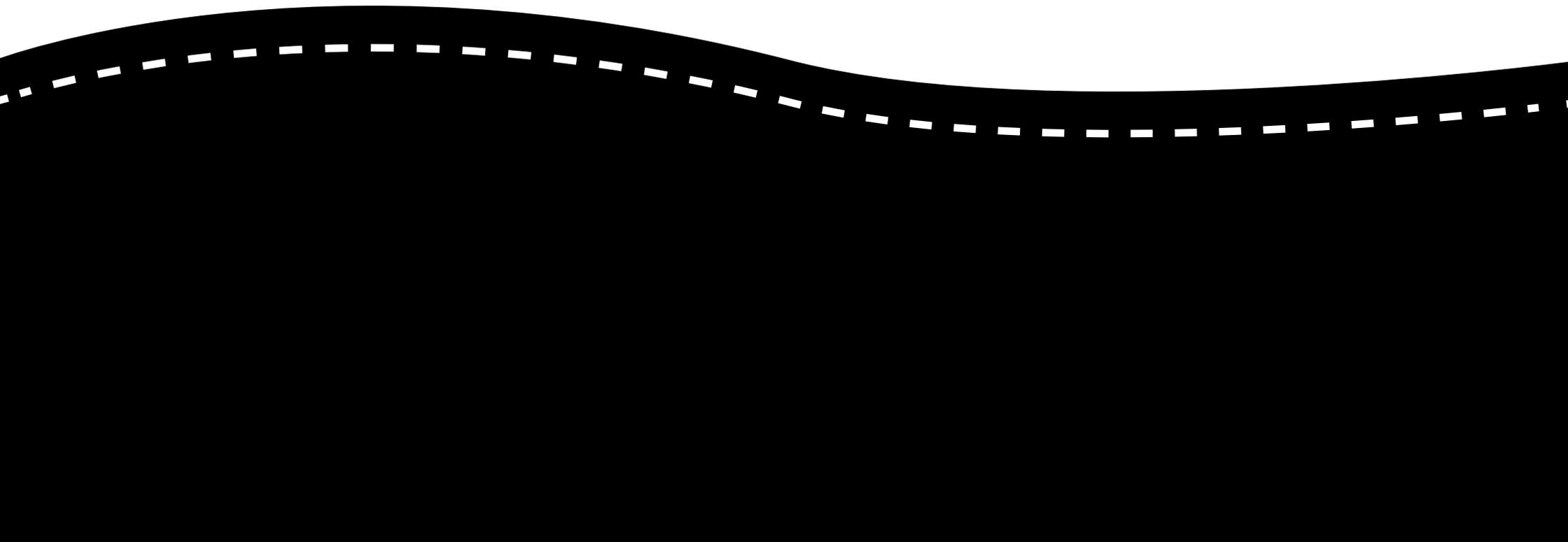
Introducing Cash Calves: A single smaller event that is part committee's planning can be a Cash Calf. This also contributes to a large portion of the projected sponsoring for the committee, usually between €1000 to €2000. The remaining benefits go towards the Lucid sponsor goal. Examples are:

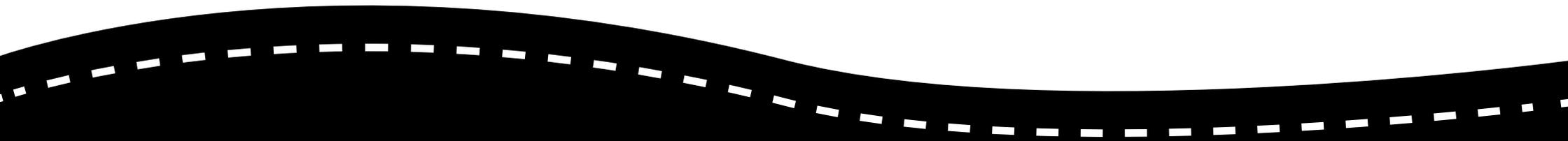
- ID Career - Internship Dinner
- MAC - How to Career event series

The thought that should be in the back of the head: "Lucid's policy should be to never stop gathering sponsor money because the goal has been reached, but keep going until the event has the value it should have."



lucid
study association industrial design





Student Profile

Career

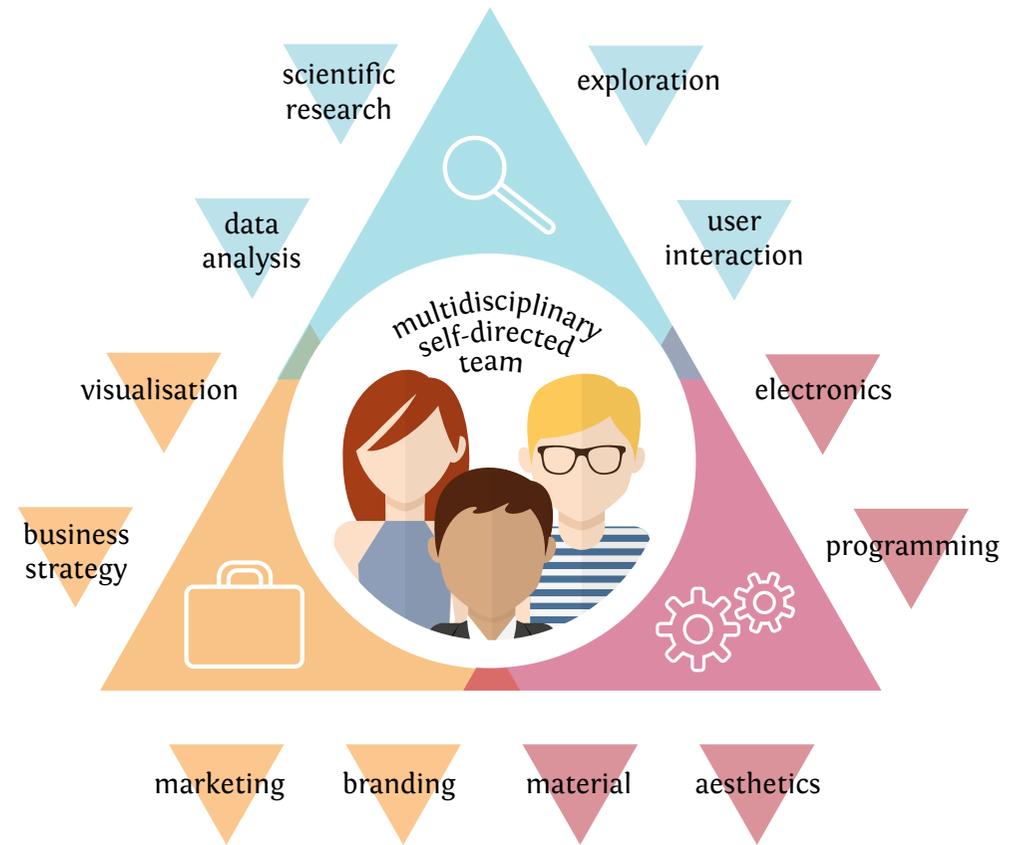
Education

Leisure

Facilities

Industrial Design Student Profile

The goal of the study Industrial Design is to create interactive products, systems and services in a societal context. The study is an umbrella for different disciplines which means the students have a coherent overview of different areas of expertise.



Career

ID Connect
Career Day
Master Symposium
Brainstorms
Company drinks
Speed-dating
And more...



Education

Lunch lectures
Design cases
Workshops
Pre-drink lectures
And more...



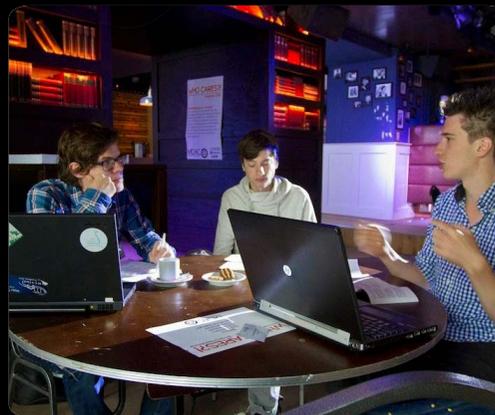
Leisure

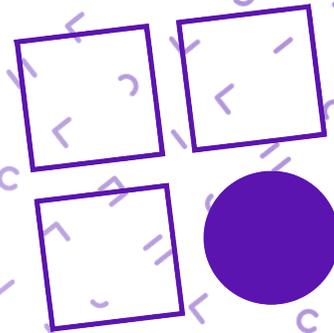
Conduct
Introduction week
Workshops
Company drinks
Faculty parties
And more...



Facilities

UNID
Yearbook
Robowars
And more ...





Annual report
2020-2021

Study Association Industrial Design Lucid