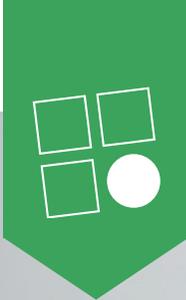


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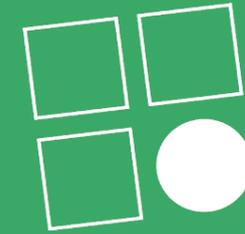


ANNUAL REPORT

19TH BOARD OF S.V.I.D. LUCID GROOVY GREEN

Ruben de Jongh, Lynne de Kluzenaar, Mirthe Visscher, Anne Jenster, Niek van den Berk, Iris Camps

STUDY ASSOCIATION INDUSTRIAL DESIGN LUCID EINDHOVEN UNIVERSITY OF TECHNOLOGY DEPARTMENT INDUSTRIAL DESIGN



ANNUAL REPORT

2019 - 2020

STUDY ASSOCIATION OF INDUSTRIAL DESIGN LUCID



Hi,

we are the Nineteenth Board of Study Association Industrial Design Lucid. This year it was our task, adventure and honour to lead this association. But now it is time to pass on this responsibility to the next board, in which we have every faith they will lead the association as best as they can.

Looking back at our year it was a year that we, the "Groovy Green" board, had the chance to work on a lot of new things in our association. We experienced and documented the workflow of our new strategic policy structure, we finished and implemented our knowledge transfer program, we built a new website.

"I AM INCREDIBLY PROUD OF THE WAY WE AS A GROUP WORKED TOGETHER, TACKLED PROBLEMS, MADE DIFFICULT DECISIONS, SHARED OUR PASSION FOR LUCID"

Nevertheless, our biggest focus was on strengthening connections. Connections with the faculty, with companies, with the new first year students and with the GMM. But not only with people, also with our building. Lucid is becoming more and more alive in the Atlas building and our member space is still a second home for a lot of students.

Of course it is also the year that Covid-19 tore the daily life of our association apart. In this period we experienced more than ever what role Lucid plays in students daily lives. By being flexible and persistent we did everything we could to built Lucid's online community and still provide the members with what they are used to from our association.

As the chairman of the board, I am incredibly proud of the way we as a group worked together, tackled problems, made difficult decisions, shared our passion for Lucid and most importantly became a group of people who values and trusts each other. All of this resulted in what the 19th Board "Groovy Green" achieved for Lucid, and that is what you will read in this year report.

On behalf of the 19th board of s.v.i.d. Lucid,
Ruben de Jongh
Chairman

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CHAPTER 1

THE ASSOCIATION

The students of the department of Industrial Design are united in Study Association Lucid, a student-run association that organises educational, 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 both experts in our department and the alumni of our study. Besides that, we collaborate with a wide range of companies to help students discover career possibilities and build a network.

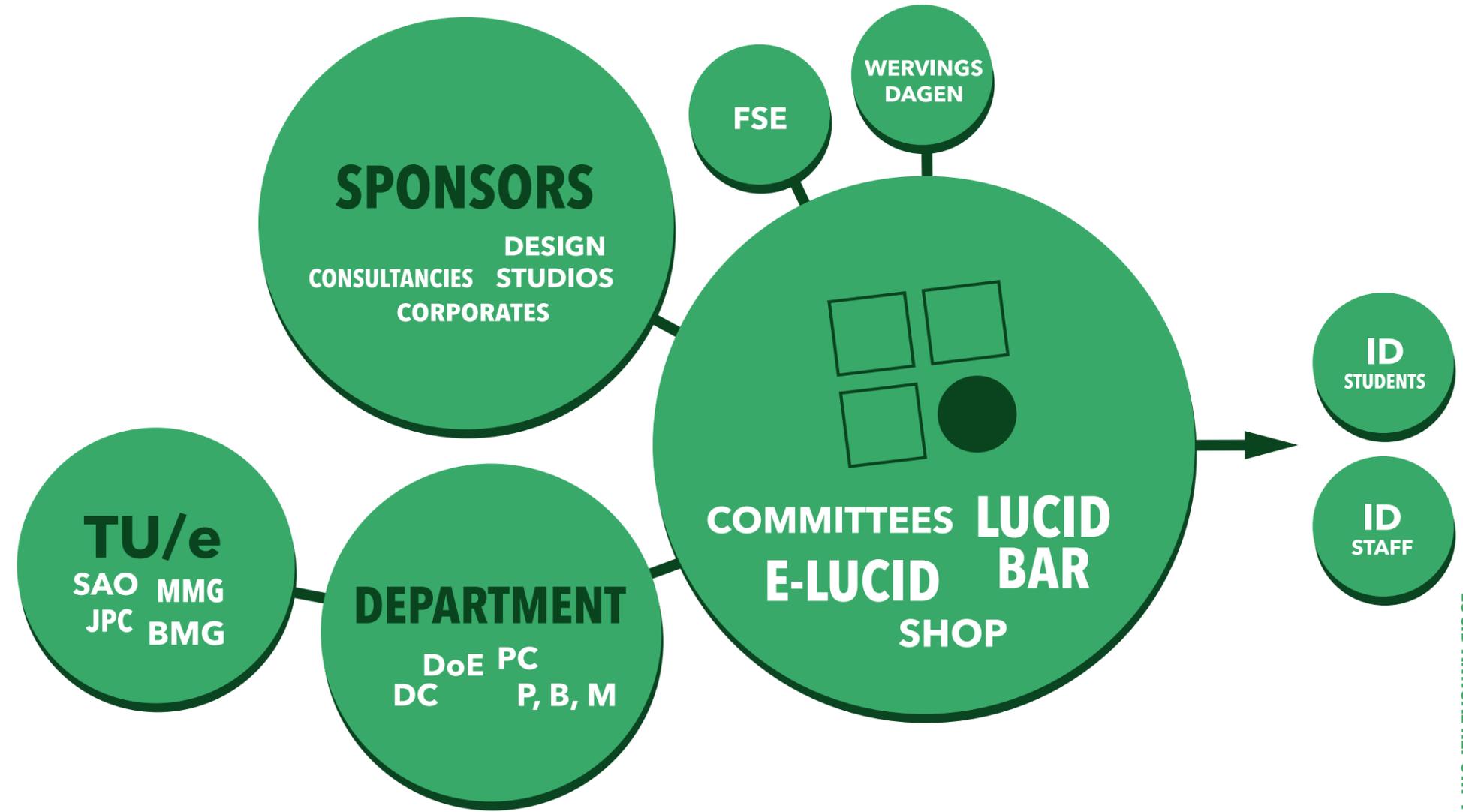
In this chapter, we will explain our mission and vision, and we will give an overview of all the committees who have contributed to Lucid this year and the activities that were organized. Furthermore, we will have a few fun facts that represent our year.

THE MISSION & VISION

Being the study association of Industrial design, Lucid aims to be the connection between Industrial design students and staff members. Lucid is the place they meet, have fun, relax and most importantly, create new connections. Besides that Lucid supports and challenges students in developing their knowledge, skills and network. Lucid aspires to be an addition to the curriculum of Industrial design. Lucid does this by providing its members with education, career and leisure related activities organized with and for students. By participating in these activities Lucid gives their members the opportunity to develop themselves both personally as professionally. Lucid provides a platform where students learn valuable skills they can use in their study and in their future career, while at the same time students can become part of a community, which can play a big role in their social life. What Lucid aspires to be is stated in our vision:

"STUDY ASSOCIATION LUCID ACTS AS A STABLE PLATFORM WHICH PROVIDES AN EASILY ACCESSIBLE COMMUNITY FOR EACH ID STUDENT AND STAFF MEMBER WITHIN A CHANGING ID LANDSCAPE. LUCID SUPPORTS AND CHALLENGES THE MEMBERS IN EDUCATION, CAREER AND LEISURE RELATED TO ID AND STUDENT LIFE."

During our year we worked hard to change aspects of our association to be able to adhere more to this vision than we already do. These changes will be elaborated in Chapter 3.



Program Committee **PC**
 Department Council **DC**
 Director of Education **DoE**
 Councils for P, B and M students **P, B, M**
 Student Advisory Organ **SAO**
 Joint Program Committee **JPC**
 Bachelor Monitor Group **BMG**
 Master Monitor Group **MMG**

COMMITTEES



LUCID.BAR

Leisure • This committee hosted 92 drinks this year: Thursday Drinks, bar events and outside drinks. Their slogan: "*Op een helder moment!*"



LUCID WEEKEND

Leisure • The committee organises a weekend for all members of all years. Unfortunately this year's edition was cancelled.



LUSKI

Leisure • LuSki glided down the mountains of Val Di Sole, Italy. 6 days of snowy mountains, sunny terraces and Après Ski parties.



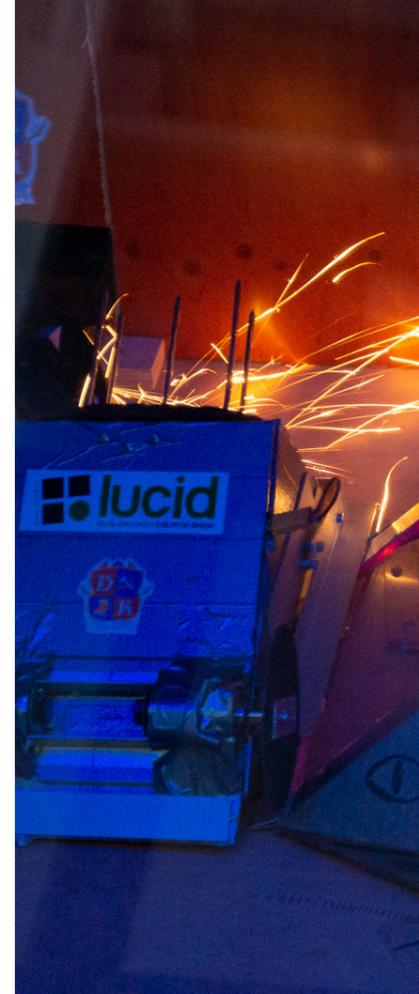
CONDUCT

Leisure • The Conduct festival is Lucid's yearly multidisciplinary electronic festival. This year, it was unfortunately cancelled.



LAPD

Leisure • This committee organized two amazing faculty parties at external locations.



ROBOWARS

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



INTRO

Leisure • Panterprintro was the week where the new students were welcomed to the Eindhoven student life. Groovy Green vlogged everything.



FIRST YEARS WEEKEND

Leisure • To welcome the first years, a weekend full of activities, games, bonfires and partying. This year's theme was; survival of the fittest.



IDCATE

Education • The new IDcate committee organized creative workshops and even a wonderful weekend trip to Brussels.



FIRST YEARS TRIP

Education • The First Years Trip would've travelled to the beautiful Stockholm for one week. This year's trip was cancelled.



INSPIRID

Education • A new committee that hosted 8 inspiring lectures about topics within and outside of the field of design.



END OF THE YEAR TRIP

Education • The committee would've gone road tripping across Europe through Switzerland and Italy. This year's trip was cancelled.



MAC

Career • The MAC hosts career and leisure events to involve the master community with Lucid. Their pubquiz and game nights attract a lot of members!



WERVINGSDAGEN

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



ID CAREER

Career • ID Career connected students and companies through events such as Studio Visit, Pre-drink lecture and internship speedchat.



ID CONNECT

Career • ID Connect 2019 was hosted at Drivers of Change during the DDW. 6 companies and more than 150 students attended.



UNID

Facilities • UNiD released two editions of their magazine and went online with online articles, blogs and podcasts.



YEARBOOK

Facilities • The Yearbook committee created a booklet filled with beautiful memories each year. This years theme Ikea sets our yearbook. apart.



FOCUS

Facilities • FOCUS captured all the great moments of past year and also hosted video/photo related 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.



FCC

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



GLOW

Facilities • The GLOW committee shined at GLOW 2019 with their beautiful interactive structure HYPAR.

ACTIVITY OVERVIEW

In March, the corona crisis happened. Lucid was forced to cancel all her physical events. Thanks to Lucid online, we could still organize plenty interesting online events.

LEGEND

- Physical event
- Cancelled due to the Corona crisis
- Online event

AUGUST

- Introduction Week

SEPTEMBER

- GMM 101 - Change of Boards
- External Constitution
- Internal Constitution
- Committee Market #1
- Soldering workshop
- Bar event: Beers & Buddhas
- Soldering Workshop
- Adobe Workshop - Indesign
- ID-Connect 2019 Kickoff Drink
- Momentum

OCTOBER

- First Years Weekend
- Adobe Workshop 2
- MIEM #1
- How to network lunch lecture
- GMM 102 - Committees
- Design your own socks!
- Adobe Workshop 3
- ID Connect 2019
- Dutch Design Tour
- Bar event: Okotobar.Fest

NOVEMBER

- VrijMiBo
- After Calculus Tostis and Fristis
- Ignite exposition at GLOW
- Studio Visit at Afdeling Buitengewone Zaken
- Elective Market
- LAPD: Lights out!
- Bar event: Liquid Lucid
- Rabobank workshop: achieve more with your money!
- GMM Tutorial
- Own initiative: Don't hate, propagate!
- Robowars

DECEMBER

- GMM 103 - Committees
- Bar event: Game night with live music
- Infolunch Luski
- Sinterklaas Drink
- Graphic design workshop
- Wervingsdagen Skill Sessions
- VrijMiBo
- X(L) MAX drink at the Christmas Market
- Demo Day Drink
- UNID 39 Release

JANUARY

- Lucid Birthday Week:
- Ballpit
- Pimp your mug
- Pubquiz
- Bar event: Disco Drink
- Bday Party at the Thomas
- Brunch
- VrijMiBo
- Friends of the Bar drink
- Kandi info Lunch
- Committee market #2
- Mindfulness workshop
- History of Design lunch lecture
- Pre-drink lecture by 250K
- Yearbook 2018-2019 release
- Lunch GMM 104 - Committees
- Master Intro
- Pysics Dip!

FEBRUARY

- Masters on Monday Pizza Night
- Start candidate trajectory
- Wervingsdagen Career Street
- Bar event: Afro Beats
- LAPD: Fucked up Fairies
- VrijMiBo
- Voyage: How to Gala
- Voyage: Costume Rental
- Bar event: Valentine Drink
- Brussels Trip
- What we do at Lucid

- Own initiative: Jamsession
- Museum Quality Prototype Workshop
- GMM 105 - Policy
- End of the Year Trip info lunch
- End of the Year Trip destination reveal
- Carnaval Kick-off at the Thomas

MARCH

- LuSki
- Blanke mannen zijn de lul lunch lecture
- VrijMibo with pubquiz
- Wervingsdagen Career Expo
- Pre-drink Lecture by ASML
- Voyage: Saloon
- Voyage - The Lucid Gala
- Token Drink
- Focus Workshop
- Bar event: Lucid Cocktail Lounge
- 3D Modelling software workshop by Design8 #1
- Soldering Workshop #2
- Lucid First Dates

APRIL

- Career academy CV helpdesk
- Track Speeddating
- VrijMiBo
- GMM 106 - Half Year Numbers
- Master Symposium

- First Years Trip
- Wervingsdagen interviewwing days
- Studio Tour
- Own initiative: Vogue voor de Leden
- 3D Modelling software workshop by Design8 #2
- VrijMiBo
- Batavierenrace

MAY

- VrijMiBo
- Pre-drink lecture by ASML
- Social Design for Politics lecture
- Game Night
- Internship speedchat
- LAPD 3
- Lucid Weekend
- Borrel XL 2020
- CONDUCT
- Pubquiz
- Talkshow
- Portfolio Lecture by Miquel Bruns
- Lucid.Bierkoerier
- Analog Roulette
- First years career day
- Rabobank lecture: How to buy a Home
- Lucid on the TU/e community radio
- Committee Market #3

JUNE

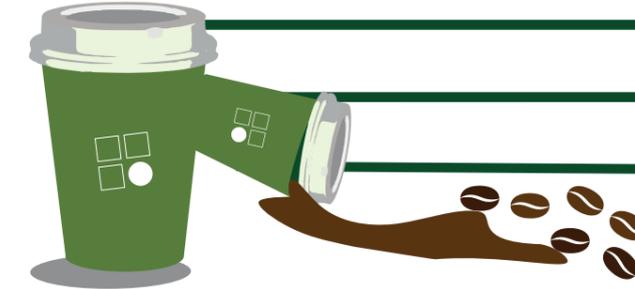
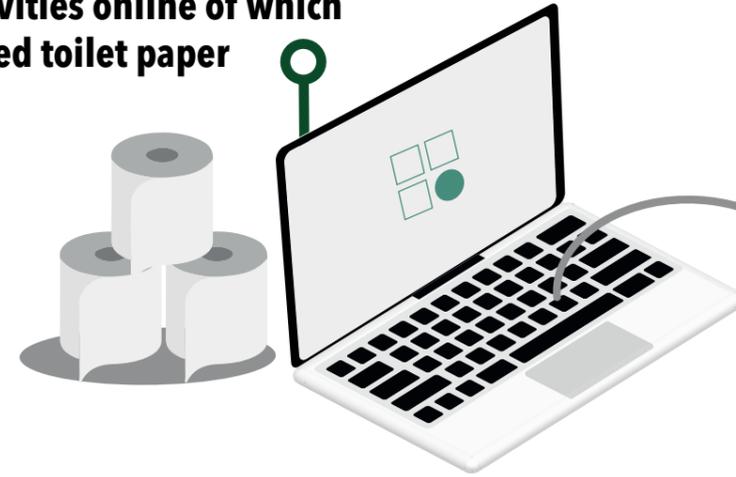
- Oud Besturen Weekend
- Big Outside Drink
- Studio Visit
- UNID 40 release
- Lucid at the Demo Day
- 999 Games, Game Design Lecture
- GMM 107 - Election of the new board
- Behavioral shifts in times of the 'new normal' lecture by Mirabeau
- Outside Thursday drink pilot outside
- LAPD 4

JULY

- Designing for Sex lecture
- VrijMiBo
- End of the Year Trip 2020

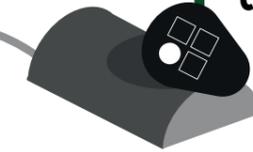
FUN FACTS & NUMBERS OF GROOVY GREEN

30+ activities online of which 2 involved toilet paper



Over 250+ coffee mugs sold
Over 140+ kg of coffee machine refilling bought
0 Board members exited about cleaning the coffee machine

150+ active members in committees



One car bought named **S.T.E.P.H.A.N.**
Speeding To External Places Having Accus Nightmares



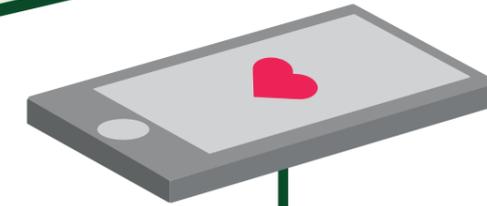
7 days of birthday celebration with a ballpit



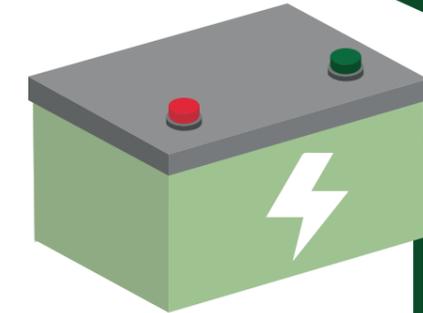
470+ Bueono's sold
This would have been the double



4500+ insta likes
4800+ insta views



One accu renewed



CHAPTER 2

THE BOARD

Being the board of s.v.i.d. Lucid this year, we described ourselves as 'Groovy Green'. Groovy Green expresses the approach we take in helping the association forward and creating connections. By being approachable, creative and most important of all: ourselves, we executed our daily tasks and our strategic policy. We hope we transferred this attitude towards our members and as a team improved the association.

This chapter will describe the biggest tasks of our functions, how we carried this out and how we believe it could be carried out in the future.



RUBEN DE JONGH

CHAIRMAN

The Chairman ensures unity is kept within the board and in addition keeps an eye on the policy. Next to that, the Chairman ensures that the profile of Lucid is being propagated. Besides this controlling task is his motivating task also of great importance. The Chairman should also be up to date on ongoing affairs inside and outside the board whereby he will communicate important matters to the board or the association. The complete association board is responsible to keep the Chairman up to date of 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, he will also speak in public on different activities.

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 himself, which contains doing the bookkeeping and accounting of the Lucid.Bar.

OWN INTERPRETATION

As the Chairman, it was my responsibility to keep the overview and coordinate the board. This means making sure everybody is on the same page and is able to work to their full potential. But also looking after my board members wellbeing and leading the team in the direction we together aimed for this year. This year I spent a lot of time searching for the core of peoples struggles and then, together with them, tackling these issues by critically evaluating situations and making plans on how to respond While doing this I experienced how to take a facilitating role towards others and learned that individually understanding people is the key to collaboration and forming a connection.

One of my big goals and responsibilities this year was creating a stable workflow with the new strategic policy structure. We were the first board to have worked with this new structure throughout a whole board year. This year I put a lot of effort in creating a sustainable workflow for the strategic policy, which will serve as a guiding direction for future boards in how to take the association to a higher level while not losing Lucid's long term vision out of sight. This resulted in a workflow document based on all our experiences explaining the policy structure and how boards work with policy throughout the year. Working with the strategic policy and the process of making this document taught me to always take a step back, reflect on what you are doing, and to never lose the "why" out of sight.

Another responsibility of mine were events and meetings where Lucid presented itself towards

others. This contains our General Member Meetings, Council of Advice and multiple other events. Preparing and leading these meetings gave me the opportunity to learn how to be more confident in presenting myself. This year one of our goals was to give these meetings a more casual and open attitude. By presenting Lucid in an approachable and honest way towards its members, and by exploring ways to involve members more we gave for example the GMM a more collaborative character. By positioning myself as the Chairman in an approachable way, I hope to have contributed to the community feeling of Lucid.

Besides being Chairman I also took on the responsibility of being Commissioner of Bar. Besides doing the bookkeeping this function also allowed me to be more supportive to the treasurer in my role as Chairman. I think it is important the Chairman can relate to all the board members, and this contributed in the collaboration between Chairman and Treasurer.

My greatest challenge this year was leading a board during the Covid-19 situation. During this period we had to "re-invent" the association in an online society. This situation taught me to be flexible to different situations and be a quick thinker. I experienced how it was to make big decisions on the spot and to prioritize what is most important. This situation allowed me to closely work together with other study associations to make sure Lucid can function in this situation and work towards our normal way of functioning again.

FUTURE

Looking at the future I see a Chairman who can play a big role in evaluating everything that Lucid did during the Covid-19 situation. I think this situation has shown a lot of possibilities for the future of Lucid, as society is becoming more and more digital. It will be a challenge for the Chairman to envision what Lucid in terms of policy needs to change to adapt to this situation, and make a long term plan on how the board can work towards this future.

As there is now a workflow the Chairman can adhere to, there is the possibility for the next Chairman to optimize the way a board works with the policy throughout the year. Now there is a solid basis to work with, which can be tweaked by the upcoming board to perfectionate it.

With our knowledge transfer program: Winston finished, it will also be the responsibility of the Chairman to see how to incorporate the changes made by the strategic policy into Winston. In order to have a good overview of the changes within the association and how it contributed to Lucid.



LYNNE DE KLUIZENAAR

SECRETARY

The Secretary keeps the overview within the board and association. This is done by keeping the planning for board as well as all Lucid activities. This way the Secretary works closely together with the chairman and has a supporting role relative to the board members. 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.

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 of Lucid. This also means ensuring all internal and external communication is in line with Lucid's brand identity.

VICE- CHAIRMAN

The vice-chairman has a supporting role towards the chairman. The vice-chairman takes over the tasks of the chairman in a situations the chairman is not able to execute these tasks. Also, the vice-chairman supports and checks the chairman to same way the chairman looks out for all the other board members. Preparing the board evaluations and board meetings are examples where the vice-chairman can be involved.

OWN INTERPRETATION FUTURE

I applied for the secretary function because it aligned best with my learning goals for my professional skills. I wanted to learn to be more structured, organized, communicative and decisive. I was interested in how I would cope in a role where multiple people would need my presence, approval or information all the time. Early on in the candidate trajectory, it became clear that I was the best match for the function of secretary. My function as vice-chairman came very natural to me because of my already existing dynamic with Ruben, our chairman.

The combination of function of secretary and vice-chairman has proved to work good because there is a lot of overlap between the functions. As a secretary, you learn to filter out essential information from people stories. Therefore you learn to listen. Because secretaries write the most documents for the association, they know how the association is doing. Most of these qualities needed for a good secretary are also important for a vice-chairman

Within my functions, communication was a key focus. By being consistent and clear in my communication, I made sure that the board knew where they could find information (for example schedules, minutes and meetings). Because of my

communicative and sensitive qualities, I took the lead in the board evaluations, which helped keep the atmosphere in the group tolerant. By encouraging my board members to give constructive feedback, individuals move past bottlenecks and will be more open for growth.

As a secretary, many responsibilities have tasks which are monotone throughout the year (for example newsletter, minutes, printing). As I got more experienced, these monotone tasks lost their rewarding feeling. I realized that the work I expected that would give me satisfaction, did not satisfy me anymore. I had to change my perspective and interpretation of the function. We decided that I would stay responsible, but would delegate the tasks. Also, I made the monotone tasks efficient. This gave me room to pick up passion projects such as this year report, the new website and the Lucid policy.

What makes the secretary function specifically hard, is that many tasks are monotone throughout the whole year. In the beginning the learning curve is extremely steep, but after a few months, this curve flattens. This makes it hard to stay motivated. Therefore I think that the tasks of the secretary can be simplified, automated and delegated, so the secretary has room for passion projects.

As a first step to make the secretary function more efficient, I developed a tangible planning tool, a weak planning template and changed the minutes structure. The planning tool and planning template can be used together to find the optimal timing to plan events for the right target group. This will save time and minimize errors. I developed a new minutes structure which takes me less time to write them, and easier for others to read them.

Dealing with the promotion from all the committees is a time consuming tasks for a secretary. Therefore the new website has special promotion page which is designed to make it easier for the secretary to download and publish the events.

Due to the Corona pandemic, all the physical events have been cancelled. Therefore the tasks of the secretary changed extremely. Online events need different promotion and a totally different planning. I focused on this by thoughtfully looking at consistent activity planning and organization (p.57), and how the next secretary can implement the planning template and planning tool for the next year.

I made extensive transfer documents to help future secretaries with their responsibilities. I made step by step guides how to the most monotone tasks. I hope that this enables my successor to learn them quickly, so they can move on and focus on their own projects which help the association to flourish!



MIRTHJE VIJSCHER

TREASURER

The Treasurer is responsible for the financial policy of 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 a monthly statement and the Financial Control Committee (hereafter: KasCo) 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 or she is not the

first person who drafts these. The treasurer 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 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

The treasurer of the association is one of the three core functions within a board and I had the honor this year to become part of the treasurer legacy of Lucid. The function has been growing to become less administrative and has become more policy focused. I tried to reflect on improvements of my successor and continue with the growth of policy and vision within the treasurer function.

Moreover, one of my initial goals focused on the communication of the treasurer towards the members. Since the treasurer is an in depth finance function, it can be hard to fully communicate the details and reasoning behind finances. The improvement of budget and result explanation to committee treasurers as well as the structure, done by predecessors, has helped improve this already. I continued to try and improve this by experimenting with several different ways of graphic communication throughout the year. Doing the half year numbers, due to covid, in a video with graphic animations to clarify and to attract the GMM's attention. Overall the graphic communication was received positively and helped to make the ambience of the GMM a little milder and the threshold of asking questions lower.

Hoping not only to improve communication but also the reputation of the Treasurer in being more open and approachable. Making it a low threshold for committee treasurers and members to ask questions by doing one one meetings and keeping the overall ambience more informal and very supportive.

Next to this I focused my attention on improving the level of the finances by training the financial control committee (FCC). The FCC is one of the most important organs for an association as it checks and supports the finances of Lucid. Nonetheless, this organ has not received any training or finished transfer document on how to fulfill such a role. In order to not only improve this year's control and support, but to secure it for the coming years of Lucid, I invested in professional online training and training in Lassie and Conscribo by my predecessor. Hoping to maintain this level by also correctly transferring it to our successors.

I also looked into the debtors list as this is an often forgotten part of the finances. Having a lot of debtors will give a weird construction in your liquidities. The list was long and stacked with debtors from previous financial years. The reason for this occurrence is that the board only looks at the list when rounding up the half year or year numbers. In order to create a predictable and manageable debtors list, I created a policy. To make the list present in the boardroom, to prevent parties from becoming new debtors and to give our succeeding board a clean slate.

Reflecting to my board year with the Covid-19 situation in mind, I believe I reached my personal learning goals and goals within the function and me and my board adapting and keeping a positive attitude under radical situation changes. Being the Treasurer gives the opportunity to explore managerial implications and the financial world. Gaining skills as professionally presenting, communication and managing.

FUTURE

The Treasurer still has a long way to go in policy and vision development. The structural and administrative changes that have been made over the past years still have to be further reflected upon. Their impact together with the impact of newly created policy is still in it's baby steps and it's outcome not complete for the years to come. We have to keep creating and experimenting with the policy in the treasurer function to further develop it and continuously improve the finances and workflow.

Next to this, the openness and communication of the Treasurer and finances should be remained in the future. Financial reports, documents, optimizing and adapting processes and policy is good but should be clearly communicated to members and organs of Lucid. Since the Treasurer is a very in depth function, which can be hard to understand from the non-treasurer perspective, it is vital that the communication and reasoning stays clear and open. Searching for ways to improve this explanatory communication in the future. To not only make it easier to understand but also to make it more inviting to look at for the receivers.



ANNE JENSTER

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 as within the association.

The Commissioner of Education will make every effort to be informed of rules and procedures within the faculty

and the university. The Commissioner of Education additionally will endeavor to be informed of the issues among members on an educational level. 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 faculty and the university. The Commissioner of Education is the bridge between members and the faculty.

OWN INTERPRETATION

At the beginning of the year, my goal as commissioner of Education was to gain balance in the pillars of Lucid. This meant that there needed to be more focus on the educational pillar and quality improvement. This resulted in the focus area 'Improve educational activities' and the strategic objective 'restructure educational activities'. For this point, I, together with the internal affairs, came up with two new committees and made sure one of the two committees (IDcate) worked in a creative and innovative way. I played a big role in making sure that the content of the activities fitted to the student's needs and interests.

Another focus of mine was the relationship between Lucid and the department, which I was most passionate about this year. I made new connections with several people of ID Education and had meetings about what we could mean for each other. Having a good relationship with the faculty was very beneficial for Lucid this year. For example, the faculty started communicating Lucid events on different channels. Because of all these new agreements and bonds, I created a relationship document. This will help upcoming boards in finding out what the faculty can do for Lucid and what to expect from them.

Furthermore, I tried to include my fellow board members more in education-related topics, this way I was not always the only one responsible for the education pillar of Lucid. Overall being open and transparent as Commissioner of Education to both Lucid(members) and the staff was very beneficial. It lowered the threshold to approach me.

This year I also tried to be more visible in the university. It is really hard to let your voice be heard in university-wide meetings as an ID student. This is because ID is an exception for a lot of rules. But, because the university is moving more towards a challenge-based learning structure, just like ID, I was able to create and create more visibility for the ID student. Using the design thinking skills we learned in ID helped a lot with the communication in these meetings. Not thinking in problems but solutions helps to have more influence.

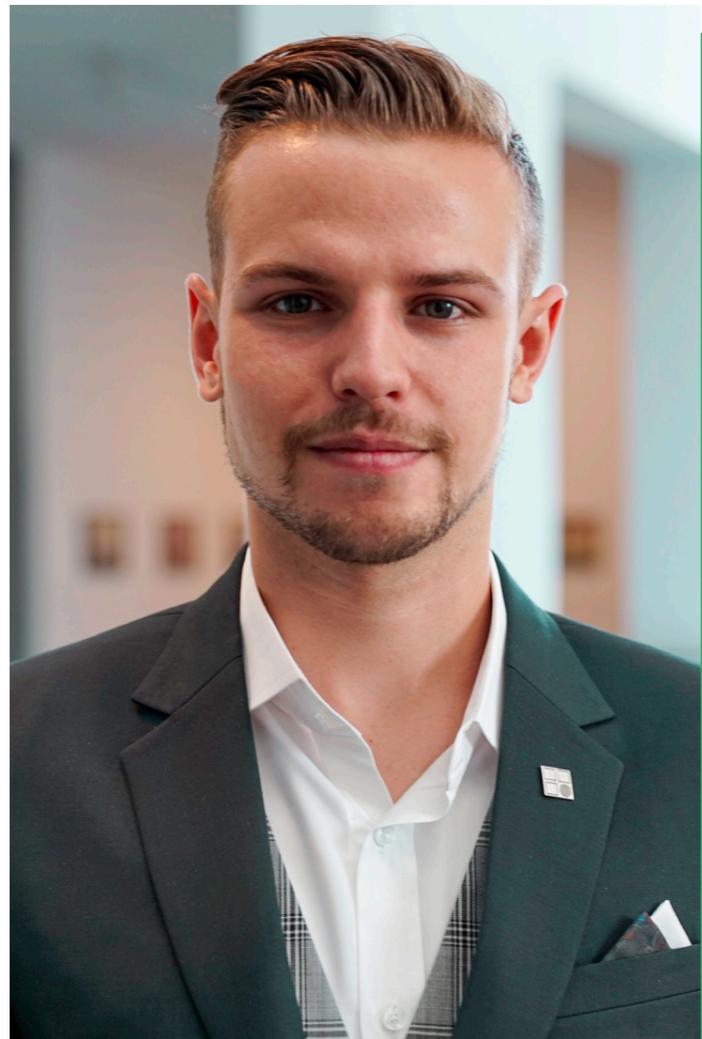
Last year there was a bit of discussion about the position of the commissioner of education in the faculty board. so I took it as a goal to figure out what my goal was there and how I could make a change. I had frequent meetings with Jos hermus about my position in the faculty board. Next to that, I tried to put points on the agenda. For example, I heard from many students they were missing a sustainability-related course within ID, so I arranged to have such a course be set up.

Another big part of my year as commissioner of education was the shift to online education because of corona. Rapid changes were made and the role of the commissioner of education became bigger and bigger, more student input was needed. I was taken into the process of crisis management and had an influence on particularly the communication to the ID students. I was able to incorporate Lucid in this communication and got a lot of support and credits in our online platforms from the faculty. This big of an influence was also partly because we had to cope with the absence of the program director.

FUTURE

In the future, the commissioner of education could elaborate more on the relationship with the faculty. Especially in the relationship with teachers and researchers, the faculty is changing rapidly and not everybody knows what lucid is. This relationship can help towards more in-depth activities and collaborations. For example, the presence of staff members in lucid events can be improved. Next to that, I believe Lucid has to focus more on what its role in education is in 2030. If our education is more interdisciplinary and fluent in the way that is strived for in the Vision 2030, what is the role of the study association that is chained to a specific discipline? I think Lucid can prepare with organizing more interdisciplinary events and can collaborate with other associations and student teams.

There is also a lot of opportunity in incorporating the internal affairs in the quality assurance loop. It could be interesting if the internal affairs and the commissioner of education work together on the year councils and gather feedback on education. This will also result in not putting all the educational responsibilities of lucid on one person.



NIEK VAN DEN BERK

COMMISSIONER OF INTERNAL AFFAIRS

The Commissioner of Internal Affairs is responsible for the smooth running of committees and activities. The Commissioner of Internal Affairs will try and tailor all Lucid's strategy to members needs to increase and enrich member involvement. The Commissioner of Internal Affairs does this by communicating with members, setting up projects, explore opportunities and by doing member research.

Committees are crucial to Lucid. The Commissioner of Internal Affairs is responsible for recruiting members, keeps

COMMISSIONER OF PROFESSIONAL RELATIONS

The Commissioner of Professional Relations creates new contacts and keeps up with existing contacts to support a specific Lucid activity. The Commissioner of Professional Relations does this to have Lucid be more known among companies and to explain companies what Industrial Design Eindhoven students can and do. The Commissioner of Professional Relations supports the Commissioner of External Affairs in finding new companies to collaborate with.

an overview over the board responsible and will be informed by fellow board members about the course of events of all committees. Additionally, the Commissioner of Internal Affairs will make sure all committees are in line with the vision and policy of Lucid. Activities should be divided in a balanced way within the pillars leisure, career and education and should suit the needs of members. The Commissioner of Internal Affairs monitors the member's interest and awareness of upcoming events and acts up when necessary.

OWN INTERPRETATION

This year I had the honor to fulfill a new function combination within Lucid; namely the Commissioner of Internal Affairs & Professional Relations. Last year this function combination was brought up to tailor career focused events better to members needs which was a goal for me throughout the year. Next to this, I wanted to give the Internal Affairs function more focus and prepare my successor better for a year as a Commissioner of internal Affairs.

I feel the function Commissioner of Internal Affairs took on more body because of past years developments. Together with the Chairman I worked on improving the policy and its workflow by visualizing the policy in our boardroom and by adding 'targets' to the policy to make it more long term. I took on projects within the green policy which included the Lucid shop cart, the physical poll system and finishing Winston. Whilst finishing Winston I came up with the idea to create a 'How to committee' drive folder. This folder contains all necessary documents and additional information per committee function. With the introduction of this drive folder and finishing Winston, I tried to create a structured documented overview of the internal structure of Lucid. I implemented the workflow for using and updating these documentations in the newly written Internal Affairs transfer document.

Throughout the year two projects really connected my two functions. Because of my practical eye as an Internal Affairs and external focus as Professional Relations I came up with a plan to improve the quality control of events. We invested more money back into certain events to attract more members and satisfy external parties, like the introduction of the pre-drink lectures where we provided free beer. With the increased sponsor goal we were fortunate to buy foldable chairs and a wireless microphone to make the member space more suited for external events. With the LuciDebate 'What we do?' I focused on different activities organized at Lucid. I began mapping out activities and discovered what kind of activities we should propose to companies to suit members needs. I started providing future external related functions with a better internal understanding of how members feel about certain kinds of events. Next year this project can be worked on further.

Reflecting back on my year with this function combination I felt like I could've gotten more out of it. It was hard to find specific companies for specific members as there are a lot of different interests within ID. I had to learn to combine these functions and often times found it difficult to give both functions enough attention to reach my goals.

FUTURE

I am happy with the result but tailoring external activities better to members is a longer term project with much potential development. Next year there will be a full Commissioner of Internal Affairs function again. The focus is still towards tailoring career and education related activities towards members. A goal is to have the Commissioner of Education work together with the Internal Affairs function more as they both benefit from member research and acquiring data from students.

Together with my successor I made a concrete plan of his year by documenting several questions, problems and projects to be tackled so he could become the 'expert' on the members. Additionally, there will be more time for the single function Internal Affairs to work out projects, do research and be responsible for committees.

Professional Relations will be fulfilled together with the Secretary function. For PR I envision a close working relationship with the Commissioner of Internal Affairs to keep the function focus alive. With the structured approach of the Secretary there will be a larger focus on documentation of companies in Loebas. A more open workflow between committees will hopefully be the result. A last goal is to have a smoother and more member tailored planning of career related activities to have higher attendance at events.



IRIS CAMPS

COMMISSIONER OF EXTERNAL AFFAIRS

Together with the Commissioner of Professional Relations, it is the duty of the Commissioner of External Affairs to stimulate the financial growth of Lucid and expand the professional network.

The Commissioner of External Affairs is among other things responsible for creating collaboration- and sponsoring possibilities with both new and existing

external relations. The focus here lies mainly on realising long term contacts and partners for Lucid. The External Affairs is responsible for making sure the sponsor policy and contracts are followed. In addition, the Commissioner of External Affairs has a controlling and assisting function towards the different committees regarding the contacting of sponsors.

OWN INTERPRETATION

This year I was lucky enough to fulfill the function of Commissioner of External Affairs. This meant I was the bridge between students and all external contact of Lucid. I was responsible for all communication and relationships Lucid has with external parties. Next to that, I was responsible for the income of Lucid regarding the sponsorships together with Niek (our Commissioner of Public Relations). This financial income is each year facilitated by the board, faculty and committees. Our goal this year was to maintain all ongoing collaborations and find some new collaborations that really fit the students ambitions.

At the beginning of the year I set some goals for myself that I wanted to fulfill together with my board. We first of all wanted committees to collaborate more. We saw that there can still be quite a lot of rivalry between committees in finding companies to collaborate with. By creating awareness of each other we wanted to remove this rivalry and let them work together.

Next to that I saw that quite a lot of companies still do not see the potential of having a graduate Industrial Designer as an employee. As Commissioner of External Affairs I thought this would be an area I could really make a change in. We decided to try to reach more technical and corporate companies by

contacting alumni that are working in that field. This resulted in collaborations that will hopefully be picked up again next year, so we can slowly conquer the field. We also created the Lucid Collaboration box, which is in essence a portfolio of Lucid. It hosts all the activities we can do as Lucid in collaborations with companies in the form of cards. This playful effect made a lot of companies excited about Lucid and really shows our creativity.

Another important point for me was to create more steady collaborations, either through partnerships or through recurring collaborations. During the execution of this policy point, we could clearly see the different structures within companies. The amount of creativity and the size of a company really decides whether or not they want the same kind of activities each year.

All in all I think the function Commissioner of External Affairs helps you learn and grow in a way that will benefit your career later in life. During this year I have reached all my learning points and even more. I am also able to profile myself and my study clearly and in a professional manner. I believe I was a very open and approachable External Affairs this year which is a good quality when looking for collaborations. In conclusion, I can definitely say this year has been very successful!

FUTURE

Personally I think a function has always some room to grow. The upcoming year it will become even harder to receive collaborations due to the Covid-19 crisis. However by putting a lot of effort into the existing collaborations at the beginning of the year, you will have the freedom to look for new collaborations during the year itself. The structure of making reservations really helps in this sense, since we are already working on the recurring collaborations for next year at this point of our board year.

Furthermore, I believe we can still make big steps in the business world regarding the reputation our study has. Many believe we are only here to take on the task of product designer in a team, however setting Industrial Designers as Project Manager in your business can really make a difference. Therefore we have to continuously keep making an effort to make a name for ourselves in all sorts of sectors.

Lastly I believe we have to keep aligning activities towards the interests of our students. We can sometimes lose ourselves in the financial aspect of doing acquisition, since we think we need the money. However organizing activities that do not really engage with the students can result in weak collaborations. Therefore we have to always strive to find the right balance between the needs of Lucid members, companies and Lucid itself.

CHAPTER 3

THE STRATEGIC POLICY

Last year the new “strategic policy” structure was introduced. This structure was made because Lucid needed a more dynamic policy structure to make the policy better adjustable and relevant to current situations. This policy structure aims to make sure Lucid’s goals were more aligned with Lucid’s vision.

As this policy was never worked with before we were the first board to have actually worked with the ‘strategic policy’ during an entire year. Working with the structure was experienced to be easy, adaptable and inspiring. It was our task to create a sustainable way of working with the policy for the upcoming years.

In this chapter you will read how we worked with the policy this year, and what we changed in Lucid’s strategy to align more with our vision.

INTRODUCTION TO THE STRATEGIC POLICY STRUCTURE

Last year the new “strategic policy” structure was introduced. This structure was made because Lucid needed a more dynamic policy structure to make the policy better adjustable and relevant to current situations. This policy structure aims to make sure Lucid’s goals were more aligned with Lucid’s vision.

Lucid as an association always follows a core vision. This vision states:

“STUDY AOCIATION LUCID ACTS AS A STABLE PLATFORM WHICH PROVIDES AN EASILY ACCESSIBLE COMMUNITY FOR EACH ID STUDENT AND STAFF MEMBER WITHIN A CHANGING ID LANDSCAPE. LUCID SUPPORTS AND CHALLENGES THE MEMBERS IN EDUCATION, CAREER AND LEISURE RELATED TO ID AND STUDENT LIFE.”

This vision is leading to how we do things at Lucid, and in the end what concrete is done within the association. This regarding both the activities that Lucid organizes, the external presentation of Lucid and the internal structure and money flow of the association.

Three values can be derived from this vision to make Lucid’s vision more concrete These core values 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
Lucid is run by members and for members. Lucid strives to support its members in both their personal and professional development.

Going down The strategic policy framework vision and values are put into focus areas with belonging strategic objectives and goals, which step by step concretize these abstract ideas into areas of Lucid which can be improved by taking certain steps.

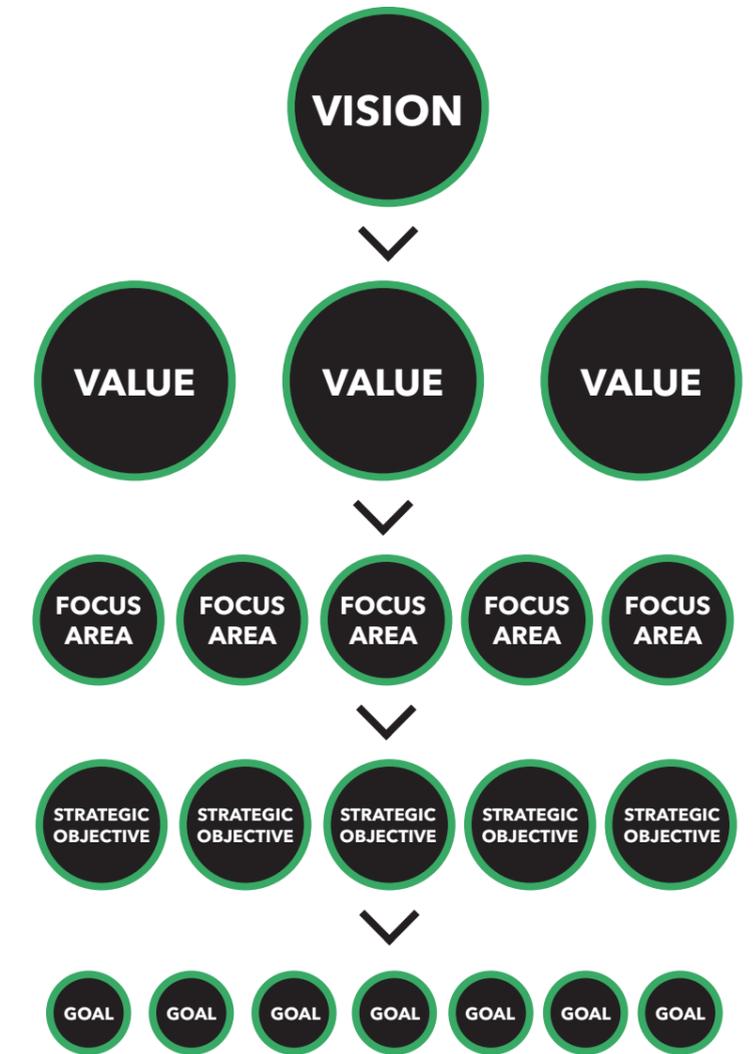
First, there are **focus areas** which are topics within the association falling under one the values, which can be improved or need work to carry out Lucid’s values more.

Focus areas exist of multiple **strategic objectives**. These are certain objectives which are set to improve how we do things within Lucid, thus in the end what we do at Lucid. These objectives are set to change the current strategy to something which is more in line with how Lucid should be.

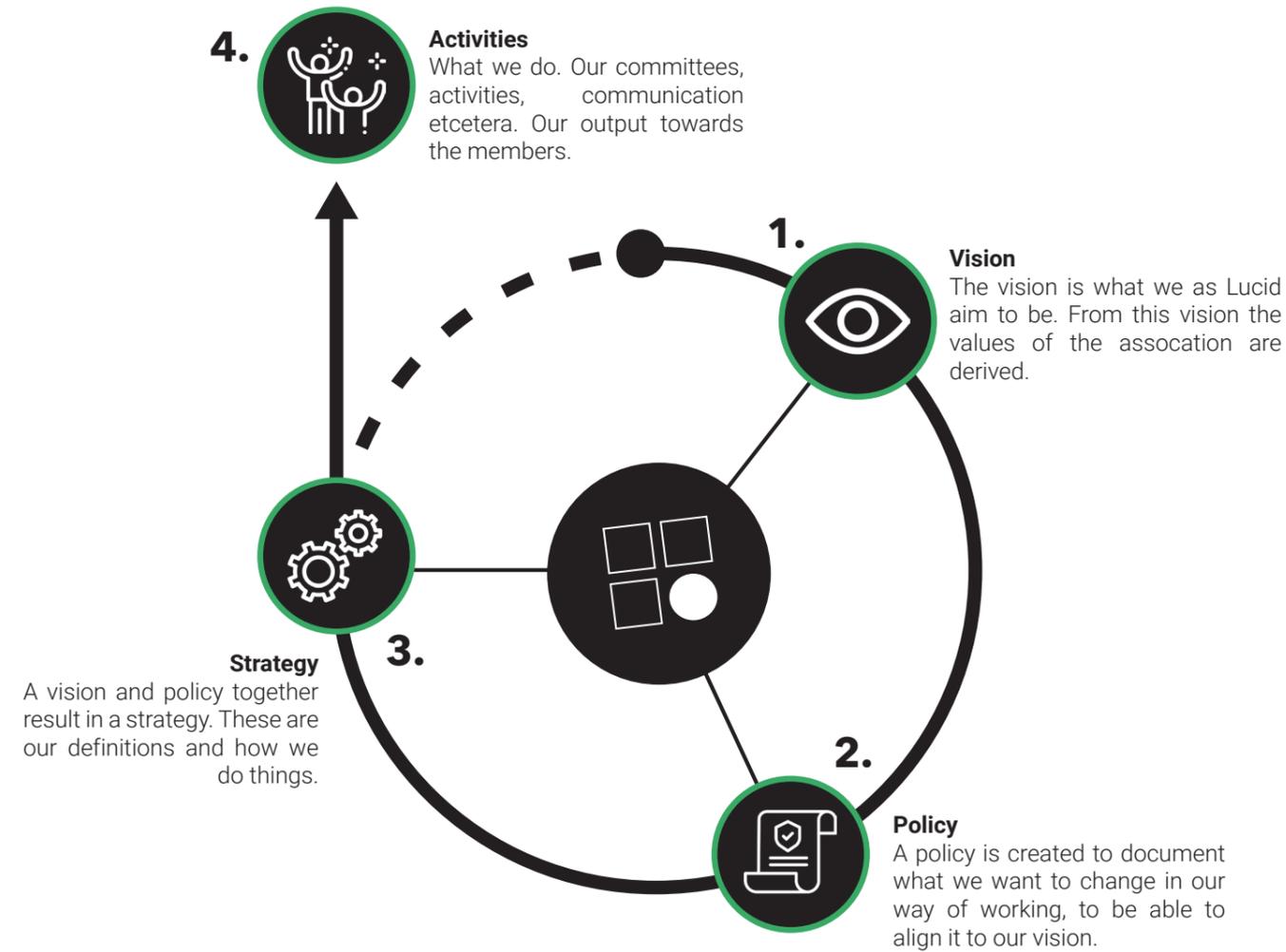
Strategic objectives consist of **Goals** which form a step by step plan on how to work on the **Strategic objective**.

Together they form Lucid’s strategic policy. The policy is the document containing what we want to change in the way Lucid is functioning right now to align it more to our vision. In this way the policy influences the way we do things at Lucid; **the Strategy**.

By going through this cycle each year, each board can assure that their outcome (activities, committees etc.) is in line with what we as an association want to be and how we see the association in the future.



Policy structure



Process schematic.

VISION

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



> ALIGNED AND FUNCTIONAL BODIES

- Finish winston
- Communicating the mission and purpose of committees
- Finish new policy structure
- Collaboration between committee external affairs

> STEADY SPONSORING

- Fixed sponsored events
- Reservations and partnerships

> PREDICTABLE MONEY FLOW

- Debtors policy



> BE MORE ACESIBLE

- Improve GMM involvement
- Atlas goes Lucid
- Website

> STRENGTHEN THE COMMUNITY FEELING

> TAILORED TO STUDENTS AND THE ID LANDSCAPE

- Tailored to the curriculum and department
- Consistent activity plannen & communication



> BROADENING EXTERNAL EFFORTS

- Provide students & companies with more knowledge about the potential of ID

> IMPROVE EDUCATIONAL ACTIVITIES

- Restructure educational activties

The Lucid strategic policy 2019-2020 schematic.

ALLIGNED 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. Throughout the year we

therefore worked on different aspects of Lucid to finalize and communicate Lucid's new policy structure, finish and improve the knowledge transfer program, sufficiently communicate the values of Lucid's committee towards committees and members and to align different committees to better approach external relations.

FINISH WINSTON

To improve the structure of knowledge transfer of all functional organs within Lucid (board & committees) a knowledge transfer system has to be created. This will provide a solid base of knowledge gained by previous committees/boards, which will support them in their work and will result in more stable functioning of the association.

THE DEVELOPMENT OF WINSTON

the knowledge transfer system, has been an ongoing project within Lucid for several years now. The system has had different iterations mainly regarding the structure of the platform. This year we wanted to take a whole different approach since Winston still was not online and used. Instead of iterating on the structure we took the approach of iterating by making the content and experiencing how it was used. In this way, for example committees could already benefit from the platform, while its content was still being created.

THIS YEARS DEVELOPMENTS:

Starting off we had a web platform ready with a structure of what content should be on there. As this was not something the committees and boards could already work with, we decided it was key to get the content on the platform and put it into use as soon as possible. In this way, possible bottlenecks of the system would appear and we could find fitting solutions for these imperfections.

The content of the platform consists of different kinds of documents, aimed at different people.

In the first place it contains the official documents of the association which, once Winston goes fully online, would become available for every Lucid member through this platform. We therefore implemented the vision, strategic policy, statutes and HR of the association on the platform.

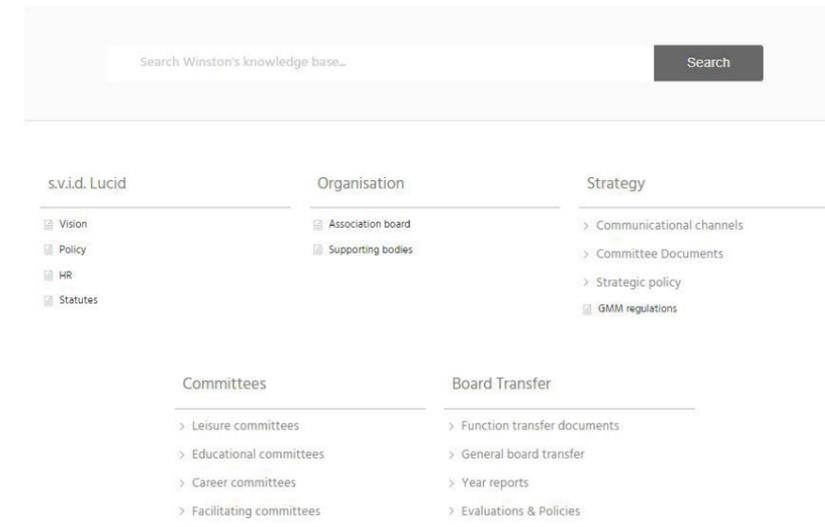
Secondly Winston now contains information about the organisational structure of our association. Explanations of the board, its functions, and all other functional organs Lucid uses were put on the platform for our members to be informed about the way the association is structured.

In addition to this there is a section with documents related to the strategy (how we do things) of Lucid. This part contains documents



This is Winston. Winston knows a lot.

Working Information Needs Systematic Transfer from Old to New



Interface of the Winston platform on the Lucid website

created to inform board and committee members, and focuses on the knowledge they should have. The last section which content was created was the committee section. Per committee Winston contains a page with an explanation of why the committee exists and what they should provide our members. A short summary of the past years and a list of learning points the new committee should take into account are also on the page. These pages were incorporated in the committee documents and therefore already used this year to guide committees in organising activities more in line with what the committee should provide.

With all the content ready and already partly put into practice, Winston will go online together with our new website.

CONCLUSION

Having all this knowledge in one place provides the board with a better overview of all documents related to knowledge transfer. It already helped in aligning committees better with what they should provide. When online it should be further explored on how Winston can be implemented in the daily life of the organization.

COMMUNICATING THE MISSION AND PURPOSE TO COMMITTEES

To ensure both members and committees understand the credibility & purpose of a committee and understand its purpose and usefulness sufficiently by implementing Lucid's policy and selected forms of communication.

TO COMMITTEES

To make sure committees clearly know what the purpose of their activity is and to make it easier for them to reach their goal and prevents them from shifting their focus from the intended goal. Because of this values and goals can be pursued better. This pushes the association in the direction it wants to go and contributes to a better transfer within committees. This will all result in a more stable committee transfer and execution of Lucid activities.

THIS YEARS DEVELOPMENT

The focus of the Orange Board lay on defining the mission & purpose of committees on paper and within the association. We continued with this point by immediately implementing the defined mission & purpose definitions into the committee documents of each committee. This meant we had to change the committee documents accordingly by adding the 'Why' and 'How' of the specific committee, explaining Winston and stating the past learning points of the committee from Winston and adding a part to define goals to the committee document.

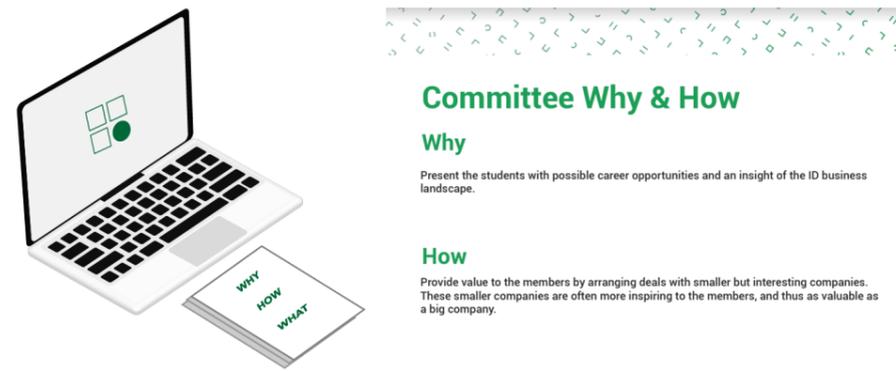
A walkthrough was done with all board members to explain the new structure of the document and to get every board member in line with how to go about explaining the committee during their first meetings. Committees were, as a result, asked to set up both personal and committee related goals after their first meeting. We noticed that, especially for more serious committees (such as ID Career, IDcate and ID Connect), this helped a lot in getting them in line with the

vision of Lucid and actually improve the committee within their year. An example was ID Career, who in the second part of their committee year started gathering data from members to tailor career related activities more to their needs.

Additionally, a new half-year and end of the year committee reflection document was created as well, which implemented a reflection on the vision and goals of the committee. Committees would now be able look back at both their personal and committee goals stated earlier and would improve their strategy where needed. We noticed that for personal goals committee members would actually change functions as a result of this as they felt they could learn more because of this.

CONCLUSION

Implementing the policy structure within committees works. Watch out that committees adhere to their vision and use the working methods provided but keep enough freedom to do their own thing and learn from a committee.



Committees working with a why-how-what approach

COMMUNICATING THE MISSION AND PURPOSE TO MEMBERS

To ensure both members and committees understand the credibility & purpose of a committee and understand its purpose and usefulness sufficiently by implementing Lucid's policy and selected forms of communication.

TO MEMBERS

The way committees are now communicated towards members did not show the full potential of what a committee is. We aimed to make sure that as many members as possible are informed about what a committee can mean for them and what they can learn from it. With an improved way of recruiting members for a committee we hope to fill committees more easily with motivated students. We believe this will contribute to the stability of both committees and Lucid activities.

THIS YEARS DEVELOPMENT

We chose to host 3 committee markets (from which 1 online) throughout the year with a similar setup. For the committee markets old committee members were asked to present their committee with use of a presentation template and objects, videos, clothing and other experiences of past years. Additionally, the duration of the subscription was increased by bringing the market online via an online form that included all presentations of committees.

Within a meeting with the faculty of ID, it was proposed to implement more terminology of the faculty to show more credibility of committees. We were given green light to use some terminology but not all, as the faculty isn't able to check committee work and thus can not guarantee progress within skills. It is a relative easy way of connecting committees more to valuable skills within ID, but we did not saw immediate effect because of this implementation.

In an online format it became ever so important to show the value of committees and explain what they do. We learned that rewarding members by coming to

the event (with, for instance, food) is essential to attract members who would otherwise not be interested.

LEARNING POINTS

There is no immediate effect in terms of numbers within this policy point because of our changes. We still believe it is essential for Lucid to keep investing in and improving on committee recruitment to grow along the increasingly popular student teams. This point is far from finished and more information on committee recruitment should be gathered in the future through surveys and other data.



Example of an information visual created for the committee IDcate

FINISH THE NEW POLICY STRUCTURE

Lucid needs a guiding vision and dynamic policy to lead the association forward. Last year, a new policy structure and vision were created from our five year policy. This structure is a more dynamic version of the five year policy boards worked with before. Lucid's vision and values provide a foundation to the strategic policy, the strategy, the upcoming boards and the members of the association, and guide boards in their decision making.

Last year the new policy structure was created and we used it to write the strategic policy of Lucid for the upcoming years. Now it was our task to create a stable workflow with this new structure and document this for the upcoming boards.

THIS YEARS DEVELOPMENT

As this year was the first year this policy structure was implemented in the workflow of the board, a methodology had to be explored to find a suitable way of working with this new structure and keeping it up to date. To be able to implement the new way of working with policy and use it to its full potential, a workflow has to be created. In this way the policy structure can be optimized and used over a longer period of time.

As during our year every aspect of working with the new structure was explored for the first time, it was important to reflect on the way of working very critically and document the findings. These findings would in the end lead to a document containing the optimal workflow of the strategic policy.

With this in mind, a document was created consisting of:

- A explanation why we have this strategic policy
- A thorough explanation of the structure
- A general workflow on how to reflect, implement and iterate on the policy
- A timeline of working with the policy throughout the year
- A guide on how to write policy

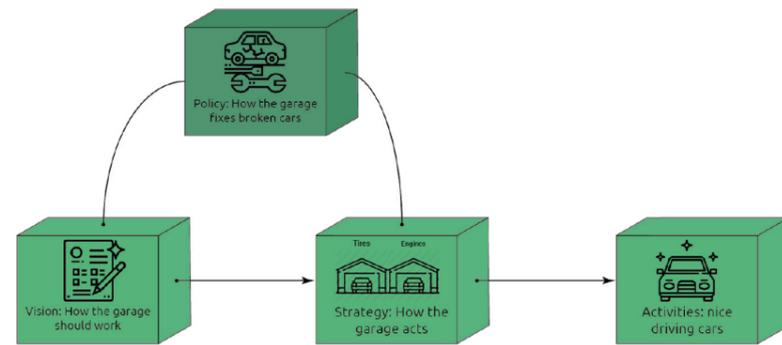
This document was sent to Lucid's Council of Advice to be validated and has already been put into use as a guide for our successors.

CONCLUSION

Having experienced the new policy structure this year it was easy to work with, keep up with, and was easily adaptable. Establishing and documenting the workflow we experienced this year helped in the transfer of the policy to the next board, which now has a solid base to work with.



Visual from the policy workflow document explaining the policy framework



Explaining the policy with a garage metaphor in the workflow document

COLLABORATION BETWEEN COMMITTEE EXTERNAL AFFAIRS

During our year we wanted to create more collaboration between committee external affairs. When separating external goals of different committees, it can create a rivalry between external affairs completely between committees, it can create a rivalry between external goals of different committees. By letting them work together, we can create collaborations with companies that fulfill the sponsor goals of multiple committees. This way committees are more aware of what other committees are doing and can thrive on each other's knowledge and success.

THIS YEARS DEVELOPMENT

We have tried to create these collaborations by setting up an external affairs workgroup. We thought we could motivate the committee members by creating a common goal for the external affairs to collaborate and create package deals for companies to partner with Lucid. This way committees that have a harder time finding company partnerships, gain more chances to still reach their sponsor goal through a package deal. Next to that we experimented with different CRM systems, to see which one would facilitate collaboration the best. In the end we chose Airtable for both committee members and External Affairs and Professional Relations to use. This professional CRM system is keeping track of all external contacts and statuses of the contact. Therefore we chose to be very transparent towards the external affairs which hopefully will inspire more collaboration in the future.

Lastly we created the Lucid collaboration box. This box serves as a portfolio of Lucid. Each committee can place her activity and collaboration option in the box. This results in a portfolio that committee external affairs, Niek and Iris could take with them to companies to show them all that Lucid offers. We evaluated that adding the playfulness and physicality of this collaboration box in a partner meetings really elevates the level of collaborations we received since the box is perceived as an innovative touch that companies like to see.



The collaboration box with cards

CONCLUSION

During the experimentation of CRM systems, we saw Airtable worked well to elevate the level of collaborations between committees. However the workflow can still be improved and experimented with for this program. We also saw that the use of the collaboration box helps companies to keep Lucid in mind, when they want to find a collaboration. We have many boxes left for future boards to keep this succes running.

STEADY SPONSORING

To make sure we can keep Lucid running as a study association, we are striving for a fixed income each year. By having events and partnerships that will generate a stable income for Lucid, we can focus on branching out in new opportunities. Therefore we are looking for ways to create steady

sponsoring. Due to the coronavirus outbreak this point has come under pressure, as many external parties felt too unsure about the future to start or pursue a collaboration at this moment. This shows in this year's development and approach for future years to come.

FIXED SPONSORED EVENTS

It is important to create a steady sponsoring structure within Lucid, to keep running the events that make our associations meaningful to us. By trying to gain sponsor money in a structured way through fixed sponsor events, we hope to create more stability for Lucid's finances.

By creating three big sponsor events that make profit, the sponsor goal could be achieved in an efficient way. This would help in realizing a more stable money structure for Lucid.

THE EVENTS

During the beginning of the year we saw that using a big event like ID Connect, to gain extra sponsor money, really helps to make your year more financially stable. An event like ID Connect already has made a name for itself which helps to receive more collaboration possibilities. Since we saw this would work well, we continued upon this set-up and wanted to include the events Conduct and the Master Symposium to reach our sponsor goal as well. While working on the external collaboration for these events, we realized what turned out to be an important factor to make this system work. What we saw was that companies need to see evidence of the success of an event to be able to invest a lot of money into it. The Master Symposium was going to be a first time event, therefore partners were only willing to invest a small part into the collaboration. This would not be enough to organize it to the high standards we deemed it to be.



The ID Connect committee, during ID Connect 2019

CONCLUSION

We evaluated the structure together with the upcoming board. We believed this structure might work particularly well in a flourishing economy, which is why we decided to put this policy point on hold for the upcoming year. It will however be good to pick this up again after the Covid-19 crisis.

RESERVATIONS & PARTNERSHIPS

During our year we wanted to continue upon the 5 year policy of Lucid by creating fixed reservations for our succeeding board. By creating fixed reservations, we can keep stability in Lucid's finances. This will make sure all of our events can keep running smoothly. In addition by focusing on getting Lucid partners, we can make sure there is a stable base for Lucid's finances.

THIS YEARS DEVELOPMENT

We started working on this policy point already early in the year. Our goal was to have at least one new Lucid partner that would collaborate with us for multiple years. This new partner would be an addition to Rabobank, who was already set to be our partner during orange's year. During the beginning of the year we realized the company Design8 was working with Lucid for multiple years already and would like to see a more structured partnership. Therefore we worked together with them to see what would work as a partnership and to evaluate the difference between a partnership and collaboration.

Our partnership with Design8 and our collaboration with other companies showed us the different working methods of companies. We saw that more creative design studios like to have the freedom to collaborate with Lucid at any given time. While more corporate companies like Rabobank and Design8 like to have a given set of collaboration options that are evaluated at the end of the year and possibly repeated the next year. This showed us that partnerships definitely work well to secure reservations for Lucid, however that it should not be the only way to go about acquisition. Different types of companies like to be treated differently and we should always keep this in mind.

Lastly we worked out ways to secure reservations for collaborations during our successors year. We realized during our own board transfer that a meeting with both the current board and succeeding board sets up the base for a good collaboration with companies for the next year as well. Therefore we have set up meetings with all companies we had a big collaboration with during our year together with our successors, so we can already plan activities for their year.

We do however see a shift in doing acquisition due to the Covid-19 crisis. We believe the focus on partnerships is less relevant right now since companies also do not know what their future plans are. Therefore a focus on short term collaborations is more realistic during this time.

CONCLUSION

We believe setting up a meeting at the end of the year with all of the companies you worked with during your year, improves the bond you have with companies. It also helps the upcoming board to get to know the companies and ease their way into doing acquisition.



Our new partner: Design8

PREDICTABLE MONEY FLOW

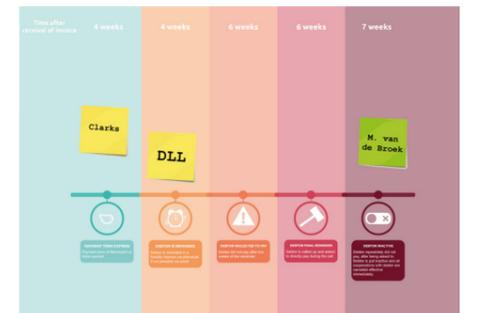
In order to keep the financial part of Lucid stable, a predictable money flow is needed. This can be achieved by keeping a consistent financial policy and limiting the number of debtors, so the association can predict the financial administration as well as the overall money flow.

DEBTORS POLICY

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. Fundamentally the ideal situation is that there are no debtors left. So no parties owe money to Lucid after an activity has been wrapped up.

The goal was to pass on a short to non-existent debtors list to our successors. In order to manage this a new policy on how debtors are dealt with, was created. Along with a physical version of the policy, to remind the board during a regular workflow to act on it. This policy was tested out and adapted in order to optimize it. As an initial goal to make sure every invoice sent out and every debtor is accounted for, before the start of a new financial year. We created a no-pay-no-access rule to be activated next year. To prevent parties, especially internal ones, from having the opportunity to become a debtor. Furthermore, we created a physical version of the policy, to have the debtors list physically present in the boardroom. To serve as a constant reminder of the open debtors but also to serve as a tool for dealing with debtors. We worked to get the debtors list as short as possible and to only have debtors left from our year that can easily be resolved, before the start of the next board. Goals have been set up for the development and incorporation of the policy in moneybird and Lassie in the future.

The created debtors policy



CONCLUSION

We noticed that it takes an enormous effort to collect from debtors, especially old ones because people often have a set of arguments ready or neglect to pay. Therefore it is vital that this policy continues to develop and exist, to prevent Lucid from having a long debtors list ever again.

BE MORE ACCESSIBLE

To include members it is really important to be accessible. By being accessible you keep the association inclusive for a wide variation of people. A big part of being accessible

is that members can give their input in Lucid. This for example by supporting member initiatives, but more importantly throughout the General Members Meeting.

IMPROVE GMM INVOLVEMENT

Lucid is there for its members and therefore they should be guiding in what we do. The General Member Meeting is the platform members can influence the course of the association. Therefore it is vital members want to participate in the GMM.

This year our focus was on making the General Members Meeting a meeting with a more casual image. In this way, it would be a low-threshold meeting where a wide variety of members could have direct input in the association.

The approach we took was in the first place investigating what was already done in the past to make the GMM more interesting for members to join. Therefore a list of methods tried in the past years was created. Based on these past tryouts we set up a plan on what to add to the current GMM structure.

This plan contained several bullet points:



The slide in the GMM to announce a pincho

DIRECT INTERACTIVE INPUT IN THE GMM

We implemented interactive systems like polls and brainstorm tools into the GMM which gave the GMM a more inclusive character. Instead of the board giving updates and the GMM giving feedback, the GMM became closer to a collaboration of members and board. This is a positive step in involving members in the decision making of the association.

FIRST YEARS GMM

Usually active members at a GMM are older students, in order to change that a how to GMM was organized for first year students. This was aimed at explaining the GMM to new students. In this way, we aimed at getting more first year students to the GMM in order to have input from a wider variety of members.

CASUAL ATMOSPHERE

Something we found really important is that the GMM is a place where everybody is valued and is able to give input. To ensure this the character of the meeting is really important. We tried to make the GMM a casual meeting by switching between serious and more fun topics and tried to have an open and honest attitude as a board. Besides that we tried to give the evening a fun twist by example arranging snacks with certain topics. This in the end makes the GMM more fun and low threshold to join.

CONCLUSION

The direct input methods and the general atmosphere of the GMM were experienced very positively and contribute to the General Member Meetings. We therefore encourage all boards to experiment with different ideas to make the GMM more attractive and involve members in a more direct way.



Niek handing out the pinchos during the Policy GMM

ATLAS GOES LUCID

To ensure both members and committees understand the credibility & purpose of a committee and understand its purpose and usefulness sufficiently by implementing Lucid's policy and selected forms of communication.

As the Green board, we are the first board to start in Atlas. A lot had changed with the move to a new building; the location on campus, the location of Lucid, the boardroom and as a result some mannerisms of members within Lucid. Throughout the year we experimented to find ways to shape the Lucid community in the Atlas building and have Atlas go Lucid.

At the start of the year we tried to kickstart the Lucid vlogs. Vlogs about the intro week were made to connect with the new members, but those were the only vlogs published. We did continue much with vlogging throughout the year as it took much time and effort from us as a board. However, during the coronavirus outbreak we created several, well received videos to

We noticed that the presence of Lucid in Atlas could be improved by promoting our events more prominently. We started promoting with our posters in the squad spaces and , together with the faculty, we arranged that the TV screens in the ID spaces would promote educational and career related activities organized by Lucid. A goal in the future could be to post leisure oriented events on the TV screens as well as they are an essential part of our association.

In January, the Lucid shop cart came to life and was rolled around the ID floors in Atlas. It was a perceived to be a great success as it was used a few times in the months following. Members were thankful for Lucid coming by with coffee, hot chocolate and snacks. For the board, it became a nice way to talk to members in the spaces who visited Lucid less often..

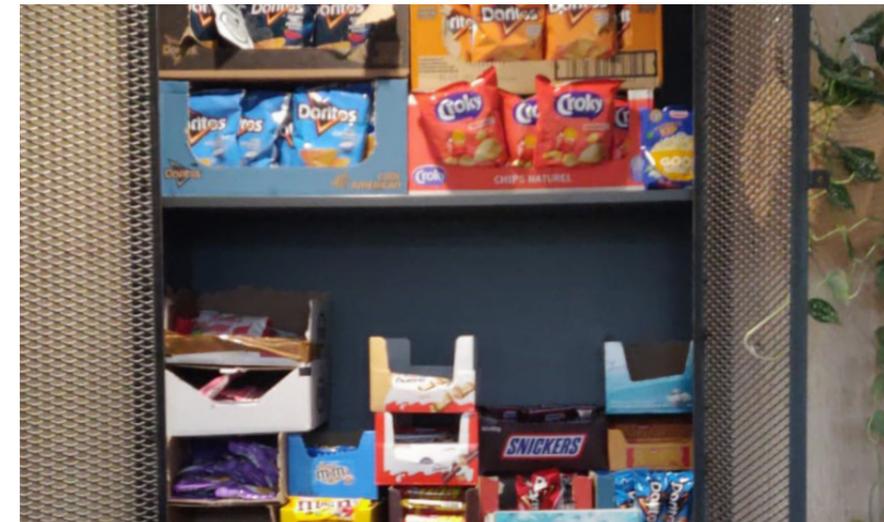
Small and practical improvements were made to the member space to improve its value. Due to COVID-19, we weren't able to implement the physical poll system at the LuciDesk. Other Atlas implications were, unfortunately, not tackled anymore. The biggest of which is member space capacity and first years students' behaviour in Atlas. Lucid was so popular among the First Year students that the memberspace became jam-packed during break times. The unfinished projects will be tackled by the purple board with COVID-19 in mind.

CONCLUSION

The changes made this year helped towards optimizing our stay at Atlas. Promotion and physical presence are key in this. However, as implied above this policy point could be taken a step further as Lucid should still settle down more in Atlas.



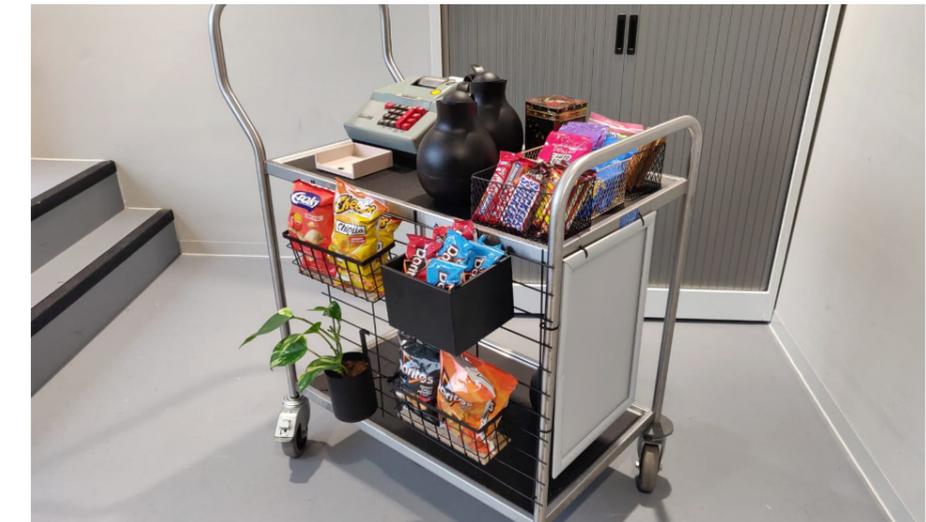
Our present to the association during the Birthday week. A corner lamp to light the member space couch. Coincidentally the lamp is called Winston!



We moved the shop next to the fridge because were visited by some little cheesy friends at one point in the year. It is a good and safe spot!



Posters we hung up at the 'Ballie' table in Atlas. We hung them up in more spots throughout Atlas to let Lucid come forward more in the building.



Our finished shop cart which we got from building management and designed using some Pinterest inspiration. Members loved it riding around the space!

WEBSITE

The Lucid website has the potential to be a place of information for members, a way of expressing Lucid's identity and to be a showcase for external parties wanting to collaborate with us. As we do not think these purposes are fulfilled right now the Lucid website should be revised in order to get more value out of this channel.

Our initial vision for the new website was: The Lucid website is a place to inform Lucid members, but also shows the Lucid identity and is a showcase of what we do at Lucid. Meanwhile it is a sustainable platform which needs little work to be kept-up-to-date.

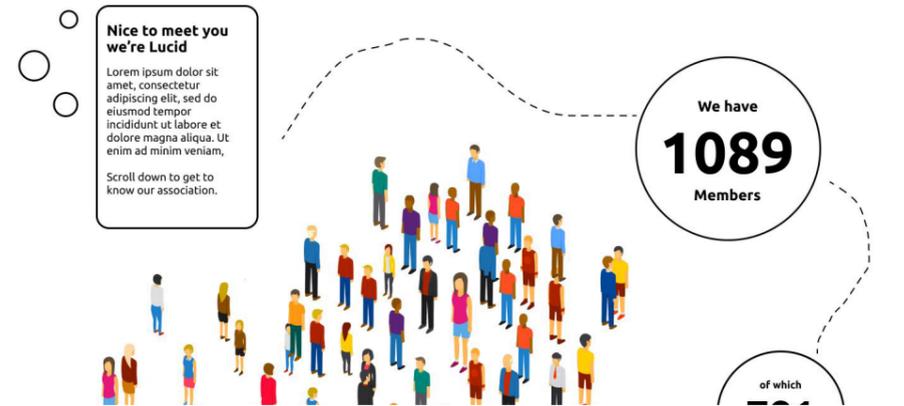
A workgroup together with enthusiastic members was set-up to work on this major project. The approach we took was research based. In the first place we conducted interviews with all the stakeholders. We interviewed partners, companies, old board members, random members from different years and faculty members. After collecting and processing the data of the interviews, we clustered all needs and wishes from all stakeholders and came to a framework of what the content of the website should be.

The website will have multiple focusses. On the one hand it is event focussed. It is a platform for members to be informed about, and subscribe for all events Lucid organizes. Besides that it will be a portfolio for companies to see what Lucid organizes. An online version of our collaboration box will be made to show what Lucid and companies can mean for each other. The layout is aimed to show Lucid's fresh and young identity as much as possible.

The first UI-designs of the website, and explorations of the new brand identity are already created. After exploring and validating these extensively the website will be built during this summer by the work group.

CONCLUSION

Doing research into what all different stakeholders need from the Lucid website gave us a great overview of what a Lucid website needed to contain. We believe this knowledge is implemented in the design of this new website. Next year, the website has to be evaluated to validate if it fulfills it's potential better than before.



Association page of the new Lucid website.

STRENGTHEN THE COMMUNITY FEELING

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 be themselves. To be able to provide this feeling, the community feeling has to be stimulated.

There was no strategic objective bound to this focus area. But how much we valued this community feeling showed

in what kind of activities we organized this year. We actively connected people from different years and different backgrounds during our weekends, trips, parties, workshops, drinks, and so on. Also, our member space again played an important role in facilitating this community feeling. There is nothing more rewarding to see new connections being formed at events you facilitated as a board.



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TAILORED TO THE STUDENTS AND THE ID LANDSCAPE

As the landscape of Industrial design is rapidly changing, it is important to keep up with this change as an association. In this way, we want to ensure that the association

stays relevant. Adapting to the ever changing curriculum is key. By tailoring to the students' lives their needs are met.

TAILORED TO THE CURRICULUM AND DEPARTMENT

At Lucid, we want to provide students with activities that fit their curriculum and student life at Industrial Design, working together with the department on this is essential. The faculty is growing fast and a lot of new staff is coming in. Not all staff, old and new, know what Lucid is or our relationship with the faculty. Therefore, we decided to actively work on improving this connection.

We first addressed this goal by getting more familiar at the faculty. We invited the ID education team to a meeting. Commissioner of education, Stephan, bachelor coordinator Marie-Clair, Master coordinator Meerthe and internship coordinator anna-luisa were invited. (Stephan, Marie-claire, Meerthe, Anna-Luisa). We discussed what we can mean for each other and talked about initiatives to give Lucid a more prominent presence at the study. For example, having Lucid present on education day where made. Throughout the year, more meetings took place with our commissioner of education, Anne, and faculty staff to discuss what Lucid does and potential collaborations.

Connections were made by hosting activities together with staff. We organized more workshops and lectures given by staff and alumni (arranged via Idea). The organization of consistent Vrijmibo's on every first Friday of the month. The normal Thursday drink is generally too busy for staff alumni and masters to join. The VrijMiBos were the ideal setup to connect in a leisurely activity.

To make sure that all the agreements which are made will not get lost with transferring to new staff members and the Lucid board, a relationship policy is made. This document not only exists out of all the agreements which are made (such as places we can put posters and promotion via the ID newsletter) but also consists of why it is so important. Conclusion: We have learned that connecting with the faculty is very rewarding, the faculty is happy with what we do as Lucid and collaborations often work very well (if you look at for example participant rate).

CONSISTENT ACTIVITY PLANNING & COMMUNICATION

We noticed there was a need for a more consistent activity planning and communication. This need came from the members who want to know what activities take place so they can take them into account in their agendas before the activity is even specified. By being more consistent and clear, we aimed for a higher participation count at the events. We aimed to increase their value by making them more relevant for the members.

We tried to achieve this by letting the committees define a vision for the year and specify how many events they want to organize. Every committee had time slots reserved in the Lucid agenda for the full year. This system worked in theory, but in practice, it worked out less neatly. We still had many irregularities in the planning of the association because internal last-minute changes and dependency on other parties such as companies.

To align more with the curriculum, we had a successful meeting with the faculty. We walked through the planning of the association next to the planning of the faculty to see where we could collaborate.

There should be more balance in the spread of the events. To achieve that, a clear event template had to be made. The template takes into account the schedules of the bachelor and master students and the availability of the memberspace. This template was made with time slots when which type of events should be planned.

It should help with planning events more consistently and making sure they are always tailored to the student's curriculum.

We learned that to make a perfectly tailored and balanced planning of the organisation, all the stakeholders should be actively involved. Therefore, at the beginning of the year, the secretary will meet with the faculty to tailor Lucid's activities to the curriculum. The secretary will also meet with the committees to tailor the planning and organisation to their vision.

We noticed that the new generations communicate a lot more using Instagram instead of Facebook. Therefore we increased our instagram activity by posting more than ever before. We also encouraged committee to make instagram accounts. The channels are working very well; in December we reached 1000 followers on instagram (that was an increase of 25% in 4 months).

CONCLUSION
The planning of Lucid should make sure that the life of the students is considered as a main focus. This is done ultimately by involving the faculty and the committee members in the process of creating the planning. Also, preparing a template for expected events is effective to ensure consistency. The communication channels should grow along with the channels the members use.

BROADENING EXTERNAL EFFORTS

The term industrial design can mean very different things depending on the person you ask. Therefore we felt like it is important to look for the right and most recent terminology when explaining what Industrial Designers who study in Eindhoven do.

We thought it is important to explain this in a more recent way to students as well as to companies, which is why we brought in people from both parties when setting up the right explanation

PROVIDE STUDENTS & COMPANIES WITH MORE KNOWLEDGE ABOUT THE POTENTIAL OF INDUSTRIAL DESIGN

For this policy point we looked both at the meaning of Industrial Design to Companies and students.

New companies we want to work with as Lucid, often do not know the potential of Industrial Design students and have a wrongly presented image. Therefore we wanted to make more technical companies and consultancies aware of the qualities of Industrial Design students at TU/e.

THIS YEARS DEVELOPMENT

We planned to do this by contacting new companies that are unaware of the potential of Industrial Designers. We would do this by creating a clear communicative visual that the external affairs and PR could take with them to companies. This ultimately presented itself in the form of our collaboration box. Besides, contacting companies ourselves we also wanted to collaborate more with Wervingsdagen. They contact a lot of companies that do not see the

potential of Industrial Designers yet as they are not placing them on their interest list. We wanted to change this by explaining the board of Wervingsdagen more in depth about what the potential of Industrial Designers is. We would also write a more clear message of our potential that is send to their contacts every year. We can still improve upon this point, since Wervingsdagen works with many big companies that employ a big number of people. We have to change the vision of many employees towards Industrial Design. This will take a lot of time.

Lastly what we realized worked well in spreading the potential of Industrial Designers to companies is contacting an ID alumni that now works at a less typical ID company. We worked together with an alumni at ASML who is slowly spreading the need of having Industrial Designers around to his colleagues. We also contacted alumni who work in the consultancy business. We evaluated our whole process and saw that this worked very well which is why we want to keep spreading our acknowledgment by sharing this tactic with our successors.

We also wanted to help students be able to explain the focus of their studies to others. We felt like it was important to guide students more in the ability to represent themselves. We tried to do this by offering the students events that would help them gain insights in their own potential and self-worth.

We offered the students multiple events to reach our goal, some were however canceled due to the Covid-19 crisis. First of all we had a Networking workshop to prepare students for ID Connect 2019. Here students got the chance to learn how to represent themselves and later put it to practice. A later event were students got the chance to speak to different companies was the Career Expo organized by Wervingsdagen. Lastly we hosted a workshop in collaboration with Career Academy were students learned about writing a proper CV and how they could pitch themselves during for example an interview. Many students find these kinds of activities very valuable. So we should continue giving them in the upcoming years.

CONCLUSION

It is important to give students the confidence to represent themselves and see their self-worth. Therefore it is good to organize events that challenge them in terms of representation. It is also important to keep spreading the word within different channels such as alumni, design studios and large rcompanies stating that Industrial Designers would be a great addition to their team.



Lunch lecture by 250K.

IMPROVE EDUCATIONAL ACTIVITIES

One of the main roles of Lucid is providing members with educational activities that add to what the curriculum of Industrial Design offers. Because the field of industrial design is changing rapidly it is important to keep developing the quality of our educational activities. Especially with the introduction of the numerus fixus we see that there is more need for activities with an educational purpose.



Brussels trip by ID Cate.



Brussels trip by ID Cate.

RESTRUCTURE EDUCATIONAL ACTIVITIES



Brussels trip by ID Cate.

In order to improve educational activities, we saw the need to restructure the way we were organizing these activities. The balance between the three pillars of Lucid needed to be secured, this was done by installing two new committees, named 'IDcate' and 'InspirID'. The main goal of 'IDcate' is providing the members with skills and experiences adding to their curriculum. The goal of 'InspirID' is to inspire the members, through motivational talks. Because the committees organize more activities in a year a new structured way of working was introduced. IDcate now works with working groups, not every person is responsible for every activity. To get the committees started properly the adobe workshops that are always planned at the beginning of the year were organized by the board.

To make sure that the activities that are organized are diverse and valuable to the member of Lucid, data is gathered. This was done by the committees; they have sent out polls about what do the members want to see and to learn. This input is used for the activities that are organized.

Restructuring the educational committees resulted in more freedom and new energy for the committees. This can be seen in the big amount and diversity of educational activities this year. InspirID for example had the opportunity to also organize talks outside the scope of design and IDcate was able to organize a Small trip to Brussel.

CONCLUSION

We have learned that reorganizing committees (making up new ones and stopping old ones) works well to spice up the way you are giving activities, however it does take more energy of board members to set up these committees and let them succeed.

CHAPTER 4

MEMORABLE PROJECTS

In this chapter, some projects will be highlighted that we are proud of as an association, that set the association aside, that puts Lucid on the map. Besides working on the policy we took on other projects which were needed, we did not expect or we found just fun. For us, these projects are a big part of showing our identity as a board.

BOARD INITIATIVES

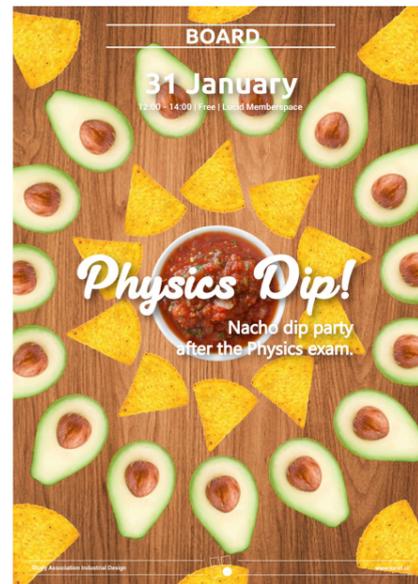
Throughout our year we organized surprisingly many board initiatives in order to let our community flourish, celebrate the existence of Lucid or to reach some of our policy goals. We recognized that our board enjoyed organizing activities on special occasions. We tried to give a positive twist to less exciting moments in our year which paid off in members liking the way we handled certain situations. We think this is a great opportunity for Lucid to look at situations and ask: Why are we doing this? And how can we make it more fun for both board and members?

AFTER CALCULUS & AFTER PHYSICS ACTIVITY

After both the Calculus and Physics exam for Industrial Design students we invited members to join for a small event to celebrate the finishing of the exam. After the Calculus exam we held a tosti & fristi lunch. After the Physics exam we organized the Physics Dip! A party with nachos and dips to cheer members up and to fill their bellies after 3 hours of brain toiling.



Anne with the fristi during the tosti & fristi lunch after the Calculus exam finished



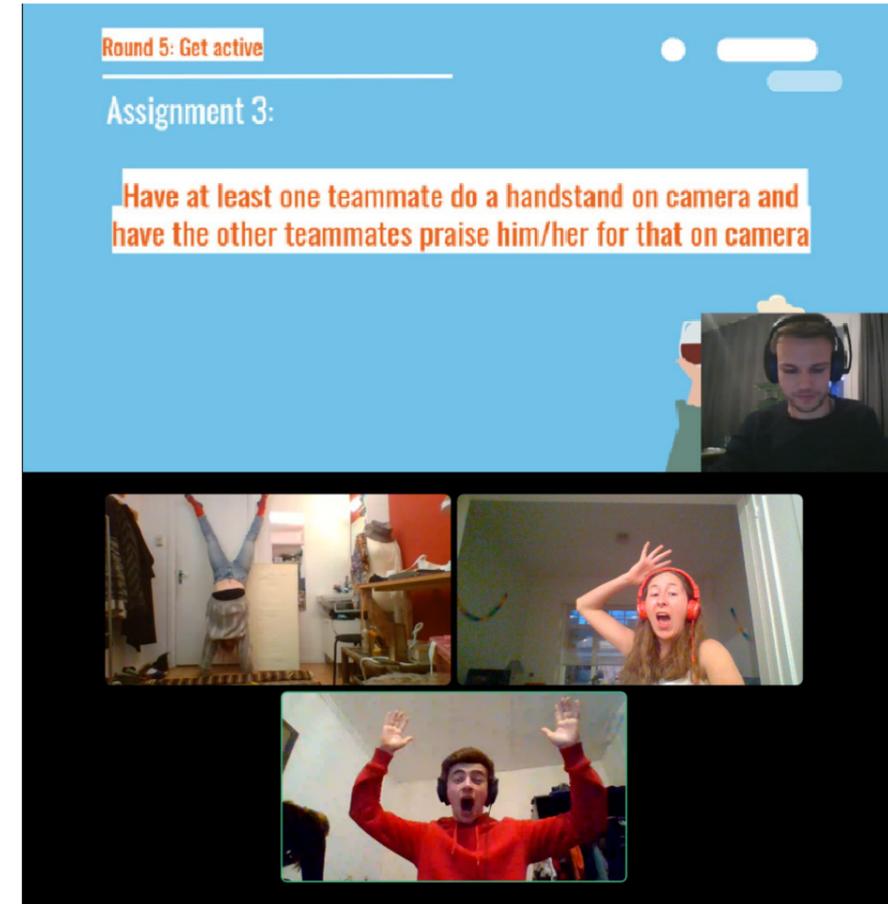
Physics Dip! poster



Dutch Design Tour in the Klokgebouw

DUTCH DESIGN TOUR

On the friday of the DDW we organized a Dutch Design Tour for members. At Drivers of change we got a tour from one of our members and we went to the Klokgebouw and VEEM gebouw. The event was also promoted by PIV for first years students as an assignment was tied to the DDW.



The last round during the Pubquiz Drink, the active round

THE PUBQUIZ DRINK

In the Lucid online era we organized a pub quiz drink on Discord. We created several rounds with different topics and live streamed the quiz to Youtube. 24 groups (Over 100 members) participated in the quiz. Especially the last round, where group members had to collaborate through their webcams created the Lucid feeling a lot of members missed. The winning group received a free Lucid sweater for all team members.



The previous orange board making a perfect heart through their webcams <3

BIRTHDAY WEEK

This year was a historical one. Lucid finally became of the legal age, eighteen. We as a board could not just simply let this moment slide by. That is why Lucid did not get a birth-day but a birth-week. Celebrating its adolescence with its members to the fullest. Beginning with a nostalgic ball pit of the toddler years. Paired with disposable cameras to collect the unique ball pit made of pallets, plastic sails, tyraps and a lot of balls, in the middle of Lucid's memberspace.



History of Design lunch lecture by InspiRD & Maarten Versteegh



The Lucid Exam Pubquiz on the Wednesday of the Birthday Week

On Tuesday the members went down the memory lane of design with Maarten Versteegh and the history of Lucid with Loe Feijs. The next day brought excitement and well known exam stress, when the Lucid exam was held. The exam, of course, was conducted in the form of a pub quiz to keep it light. Thursday was the day this week was all meant for, Lucid's official birthday. At 12 o'clock midnight, all confetti cannons went loose, big plastic beach balls came down and everybody danced like nobody was watching.



The ballpit in Lucid which members could chill in throughout the Birthday Week



The Birthday party on the Thursday in the Thomas, at 12 o'clock we turned 18

Following this legendary celebration, was a morning of recollecting memories and filling our stomachs with a big brunch. Satisfied and exhausted of the week, the members were happy to be part of the now adult association, Lucid.

QUALITY INSURANCE

As a result of both the great work of the Orange board and the ID Connect sponsor goal we as the green board could increase our sponsor goal quite early on the year. As a result, we could spend additional money on necessities we as Lucid wanted to focus on. We decided to focus greatly on the quality insurance of both events and external relations of Lucid. Besides that we wanted to improve Lucid's mobility as an association as well.

EVENTS

Especially for education and career focused events we wanted improve the way in which we could organize events. Tying this to the policy point 'Atlas goes Lucid' we bought a set of foldable chairs to make the Lucid member space more suitable for lectures and GMM's. In this way members would sit lower so more people would be able to see the screen. We also optimized technical aspects by buying a wireless microphone and new wiring.

Additionally we decided to invest more money back into events by, for instance, providing a free keg of beer at the newly organized pre-drink lectures or by offering free lunch provided by the faculty. This helped to attract more members to these events and to improve the relation with external parties.

EXTERNAL RELATIONS

With this budget we also invested in letting our external partners come forward within Lucid. For the upcoming new website we plan to let company logos come forward on our website. Additionally, we planned to make partner logos visible within our member space, due to COVID-19 we could not finish this project anymore within our year. We did, however, announce and celebrate our partner relationships on social media.



The 50 foldable chairs we bought to be used in the member space during events.



The wireless microphone we bought to have better presentations in the member space.



Free lunch from the faculty during InspiriD lunch lecture

MOBILITY OF LUCID

We recognized our mobility as an association wasn't sufficient especially when organizing events this greatly came to light. We therefore bought a car again with Lucid to solve the mobility issue and wrote a committee usage policy for it. The car is called Stephan (Speeding to External Places Having Accu Nightmares) to honor Stephan Wensveen who left as director of education in our year.



The new Lucid car called STEPHAN (Speeding To External Places Having Having Accu Nightmares)

CONCLUSION

Many of these changes helped in the way we would organize activities with a higher quality level and as a result make these activities more attractive for both members and companies. This is again something to focus on for multiple years and keep in mind before, during and after the organization of activities and events.

LUCID.ONLINE

In march the situation of society changed internationally. As a consequence, members, collectives, universities and countries had to adapt to the new restricted way of living. This also includes Lucid. Instead of feeling beaten by something unexpected, we challenged ourselves to make the best of it and to stay positive together. Following various other initiatives, Lucid went digital creating the platform Lucid.Online. Including sub platforms for every member's interest such as Lucid.Music, Lucid.Creative but also Lucid.Skills and Lucid.Career. Lucid expanded it's Thursday drinks to digital drinks on discord. With pub quizzes, Lucid.Radio, origami tutorials, workshops and funny videos in between. Stimulating members to keep themselves entertained, motivated but most of all positive and connected.

Online GMM

Going digital also meant digitizing one of the most important organs in the association, the GMM. Using several online tools in video platforms, we managed to optimize the online GMM as well as possible, concluding in a successful first digital edition.

Foto Lucid Online GMM + Foto logo lucid online geglitched



The Lucid Online logo we used in on our Discord, Facebook and videos



The few examples of the Lucid avatar challenge on Lucid.Creative

CANDIDATE TRAJECTORY & BOARD TRANSFER

As every board, we only can be the board of Lucid for one year. In January we started to find our successors and in April we revealed our candidate successors to our members. From there on we started to transfer our board year to next years purple board.

We as the green board of Lucid, of course, experienced last years candidate trajectory ourselves and could therefore reflect on it together with the orange board to further optimize this trajectory. The same goes for the board transfer, which in our case happened almost fully online.

Started with 15 kandi's
Selection #1 9 kandi's left -> 9 kandi's left in second kandi part (Nobody had to leave the trajectory)
Selection #2 7 kandi's left -> Chose 6 to be in the board



The candidates after their reveal on 1,5m. Valentina was there via video call.

PROJECTS > CANDIDATE TRAJECTORY & BOARD TRANSFER

FOCUS POINTS AND CHANGES

Relieving stress

A reflection pointof last years trajectory was the demanding and stressful nature of it. To relieve stress and demand of the trajectory we removed interview #1 from the trajectory and lessened the amount of homework assignments. Additionally, the trajectory was spaced out over more weeks to give more time to prepare for evenings and work on assignments. COVID-19 happened right in the middle of the trajectory and caused the shift to an online trajectory. We, however, made sure to regularly check with candidate members to check whether the trajectory wasn't too demanding.

Split in focus

To have a clearer focus between the trajectory parts we had the first part focus on being a general board member, the second part would go in depth on the different board functions. As a result we made 2 changes within the trajectory.

Board case

In the first part of the trajectory we added a very well received evening called the board case. Here we let candidate members do a board meeting with several discussion topics and gave them an opinion or responsibility which they had to defend. For both us as a board as for candidate members this night was really useful and gave many new insights.

Honorary dinner at a later stage

To have a more function specific focus in the second part we moved the honorary dinner to a later stage in the trajectory. This was received well and the candidate members would ask better and more specific questions to honorary members.

Board transfer

A structured and well documented transfer Due to COVID-19 our entire board transfer to the purple board happened online. This asked for a well structured transfer with great documentation. As a result we created a board transfer planning on beforehand and provided all information (including presentations, documents, access to folders and programs) and give feedback online. Additionally, due to COVID-19 we as a board received time to create, improve, expand and finish transfer documents. This greatly helped for a sufficient documentation, both for the purple board as for boards in the future.

Making policy together

Because of the dynamic nature of the policy document we found it important to make policy together with the new board and have new policy insights because of COVID-19 transferred to the candidate board. We therefore had quick brainstorms online about new policy points on Miro which worked out great. As a result, the purple board used this brainstorm technique to come up with new policy points themselves as well.

FUNCTION DIVISION

For the purple board we did not propose new functions or function combinations for the purple board. The function combination Secretary + PR is back as for this board we looked at the personality, skills and interests of each board member and fitted functions accordingly. We proposed the Internal Affairs of Lucid to have a more educational focus and meet about career related possibilities with the External Affairs and PR on a regular basis. At the same time we proposed



Suprising Belle with confetti at her home for the candidate reveal

PROJECTS > CANDIDATE TRAJECTORY & BOARD TRANSFER



The policy brainstorm we together had with the Kandi's during the transfer

to the Commissioner of Education to have a more career related focus, which the commissioner of Education next year is interested in. As a result she will be involved more in career related activities and tailoring these to the needs of members on an education level.

CONCLUSION

Overall the candidate trajectory and board transfer was received well by candidate members. Lessening the work and spacing out assignments was a great change for both the board and candidates. In our case it did not become a problem but watch out while removing an interview (and thus external opinion) that you select candidate members with substantiated and objective arguments.

A structured transfer is key and show the dynamic nature of the policy by making it together. Giving feedback is easy but make sure you as a board explain the feedback well to the candidate board. Always let them have the opportunity to ask questions whenever they need to.



The video call after the reveal we had with the candidates



CHAPTER 4

THANK YOU FOR READING

We loved our board year like no other. We will never forget the amazing times we had with each other, with the members and with the association.

Big love, Groovy Green.