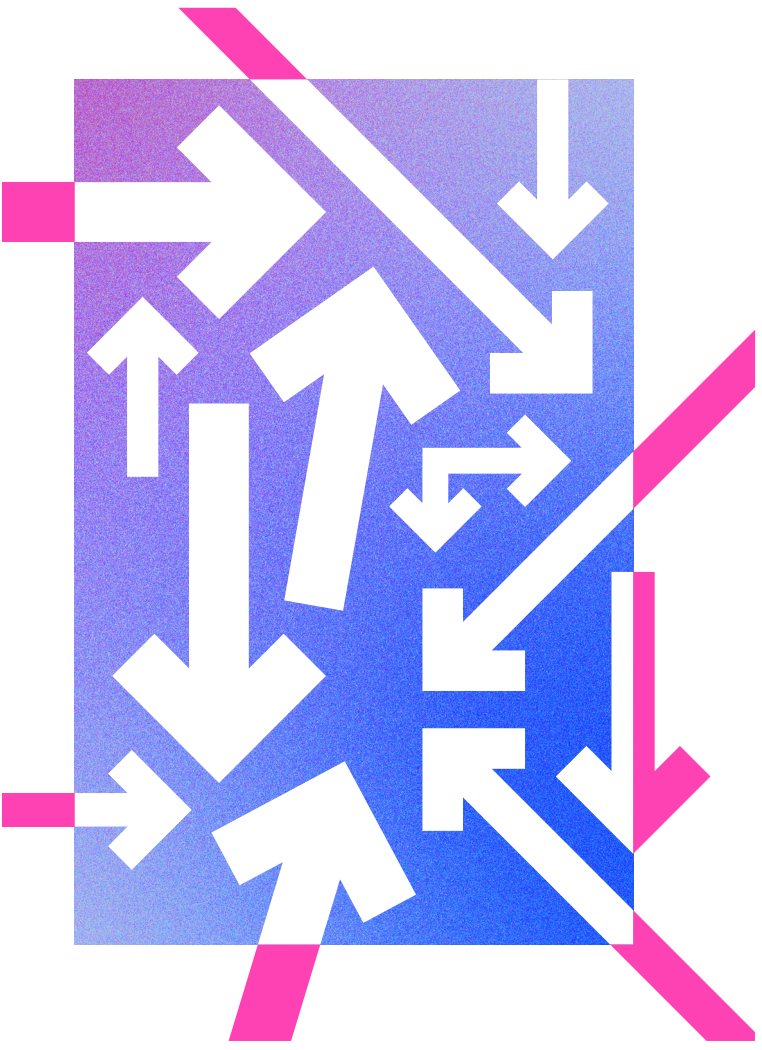




long term policy

2023-2028



long term policy

As a study association, we always try to be aware of our development. Where do we come from, where are we now, and where are we going? These are important points to consider so that we keep up with changing times, our members, and the design field.

To ensure that we, as an association, are all on the same page, we create a long term policy (dutch: lange termijn beleid (LTB)) every five years. This policy serves as guidance for the direction that ID is heading, and as inspiration for the annual plans made by the board, committees, and groups. The LTB is for everyone, which is why we based the entire policy on input we received from ID members and experts in the field through interviews, creative sessions, and other forms of input.

While the LTB describes plans for a five-year period, the short-term policy document (KTB) shows the plans of the current board. This also includes the main objectives, tasks, and collaboration agreements of the association in general.

We have developed the policy as a series of questions that can be asked repeatedly, so it is easy to use in the making of new plans and stays alive in the association. The questions, and with it the long term policy serve as inspiration for more concrete plans. By thinking about the answers to those questions, we ensure that we develop ID consciously and in a united way for the next years. This way we can look back five years from now and see that we have grown in the direction these questions describe.

While reading, you may notice that we speak from a “we” perspective in this policy. In this context, ‘we’ is ID as an association with its members within the context of Industrial Design.

We want to thank everyone who has contributed to this LTB for their efforts.

Drafted by:
Annabel Jonkman
Bart Lanser
Juliëtte van Driel
Martijn Nieuwenhuijse
Paulien ten Hagen



How can we look more outward?

Why are we asking this question?

As individuals and as designers, we are increasingly concerned with our role in society. Moreover, that role is becoming broader. ID is also part of a larger whole. Although we are known as an association for our flexibility, we do not always respond to what is happening outside the walls of the faculty. Our members have a need for an offering that is up-to-date with the design field, more connected to relevant social issues, and aligns with their broad interests.

What is the value of thinking about this?

By seeing ID in a broader sense than we do now, we expand the horizons of the association and our members. First, we can learn from others when we transcend our own domain and look more outward. This way, we can repeatedly discover small pieces of the world. A stronger connection to the design field will also enable the designers of the future to better orient themselves in the system. We'll also create the opportunity for members to connect with a diversity of role models. ID thus gives shape to the personalization of the study period by being a place where students can flexibly broaden themselves and be inspired by the world.

How can we think about this?

- ➔ **How can we let ID members discover more diverse pieces of the world?**
- ➔ **What can we do to stay up-to-date with the design field and social developments?**
- ➔ **How can we encourage ID (members) to reflect on their role in society?**
- ➔ **How can we enable ID members to look beyond their own experience?**
- ➔ **How can we show a greater diversity of role models to our members?**



How can we better utilize each other?

Why are we asking this question?

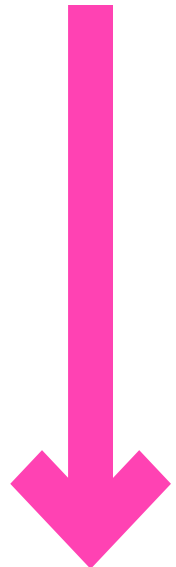
At the Faculty of Industrial Design Engineering, there are many different people with different passions and qualities. We are already doing a good job of bringing this to the attention of people within and outside the faculty, but the different layers still largely live parallel to each other. This means that we are missing out on many opportunities, as we can actually benefit a lot from each other. We can take our collaborations to a higher level by connecting with people outside our own circles.

What is the value of thinking about this?

There is great value in focusing on more vertical integration between different years, teachers, alumni, honorary members, and faculty employees. Lowering the threshold to share knowledge and experiences can be valuable for everyone, not just for students. ID can use its central position to bridge the gap between these groups. Students want to orient themselves towards life after IO and teachers want to know what is going on among students. We can learn from each other's skills and make better use of TU Delft's facilities. Apart from the benefits for the individual, it will also positively influence the atmosphere in the faculty and can contribute to 'looking outward'.

How can we think about this?

- ➔ **How can we connect ID members, alumni and honorary members?**
- ➔ **How can we narrow the gap between students and teachers?**
- ➔ **How can we connect younger and older ID members?**
- ➔ **How can we stimulate involvement between Dutch and international students?**



Offer | healthy environment | finding balance |
capacity | dealing with limits

How can we make more conscious choices?

Why are we asking this question?

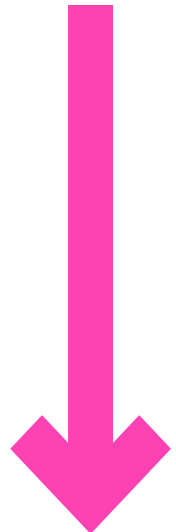
ID and its members have always been very ambitious. We want to remain original and constantly improve ourselves. However, there is a downside to constantly getting bigger and more professional. For example, board and committee members experience high work pressure. To keep it healthy and enjoyable to contribute to the association, it is important to remain aware of why we do things, and what the added value is for the association and its members.

What is the value of thinking about this?

By consciously looking at why we do everything and whether it adds value to the association or its members, we can create a sustainable work environment. We can look more creatively at the offerings of ID, the number of events, and our sometimes ingrained habits. This way, we take into account the limits and can maintain the joy of organizing events. This also benefits the quality of these events.

How can we think about this?

- ➔ **How can we create the freedom to do things a little differently?**
- ➔ **What are we not going to organize this year?**
- ➔ **How can we facilitate a healthy working style for people who contribute to the association?**
- ➔ **What are we going to do to create a fun and relaxed atmosphere within ID?**
- ➔ **How can we make room for mistakes?**





How can we increase our influence on IDE?

Why are we asking this question?

Our relationships with the faculty and its education department are a significant part of why we are so important as a study association. As a bridge to the student body, we work together with the faculty to control and improve education. Our relationship with the faculty has been very strong over the past five years, which also creates more space and opportunities for the association. Extra attention to our relationship with the faculty and education and the influence on them will be an important point for the next five years as well, to provide our members with both good education and a good association life.

What is the value of thinking about this?

Because of the dynamic nature of our association, we often move faster or in a slightly different direction than the faculty and its education. However, our direction is based on our members, who are also students of the faculty. By thinking about this question, we can form a better organized front with the students, the FSC, and the OKIO, which helps the faculty to improve the study climate and better align with the needs of the student. As an ally and critical counterpart, we may also shake the faculty tree at times.

How can we think about this?

- ➔ **How do we, together with the faculty, ensure that the student comes first?**
- ➔ **What do we disagree with, and how do we want to address this?**
- ➔ **How can we ensure that more students know what is happening in education?**
- ➔ **How can we stimulate a more inclusive study climate?**
- ➔ **What are we going to do to maintain our relationship with the faculty?**



How do we create a pleasant place to be and to become?

Why do we ask this question?

ID is a pleasant and open space for many IO students. Everything is possible and allowed and you can broaden and develop yourself in many ways. There is an open atmosphere where social interaction and connection are central. We often hear from members that ID has played a big role in their personal development but, at the same time, we see an increasing pressure on the individual, both related to studies and socially. Therefore, it is important for students that ID is an environment where they have space to relax, connect, and learn about themselves.

What is the value of thinking about this?

It is important to continue paying attention to a safe and inclusive environment where everyone can not only be who they are, but also become who they want to be. By this, we mean, for example, more focus on teaching skills that are not provided by the study or more attention to difficult-to-discuss topics such as mental and physical health. This will help to strengthen the positive atmosphere that we have built as an association even more. Also, focusing on the individual can help students become aware of their qualities as a person and as a designer, and share them with the rest of the world.

How can we think about this?

- ➔ **How can we make more space at ID for members and visitors to be themselves?**
- ➔ **How can we contribute to the mental and physical health of ID members?**
- ➔ **How can we support the personal development of members?**
- ➔ **In what way do we help ID members strengthen their skills?**
- ➔ **How do we make difficult topics discussable?**
- ➔ **How can we make ID more inclusive this year?**

