

Study association i.d is the 40 years old association for all students of the faculty industrial design engineering at the Delft University of technology. The association has an eight member full time student board managing 29 committees in organizing activities for every IDE student. i.d has its own dedicated spot in the IDE building with workspace, meeting rooms, storage and its own pub. In 2011 the association had a total of revenue of €300.000 but since its an non-profit organisation it does not take any benefits.

Before



Fleur van Uffelen: "the official company vision? I think we first need a board meeting to tell you, there is a long winding story where the association should be heading and 5 pillars but not that clear"

Caroline: "you also need to become more professional; playtime is more or less over (about the study)"

Kasper: "you should build on each other's knowledge, to start the learning curve at a higher level."

Group: "the i.d personality would be social, open, conservative, friends with everyone and a bit chubby"

Group: "brand promise entails making friends, evolving yourself next to your studies"

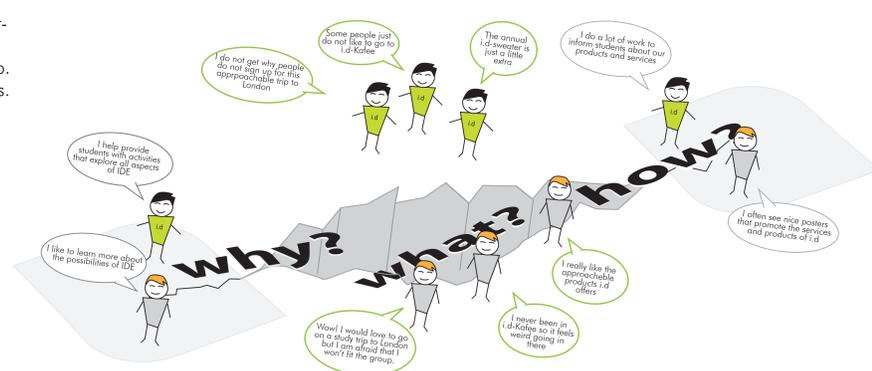
Eline: "PR opportunities are missed, especially with easy to reach, in-depth, information."

Group: "It feels like it is really hard to join i.d if you've missed the boat in the first few weeks, perhaps there is too much focus on freshmen."

Ester: "I have the strong impression that many committees are arranged via cronyism."

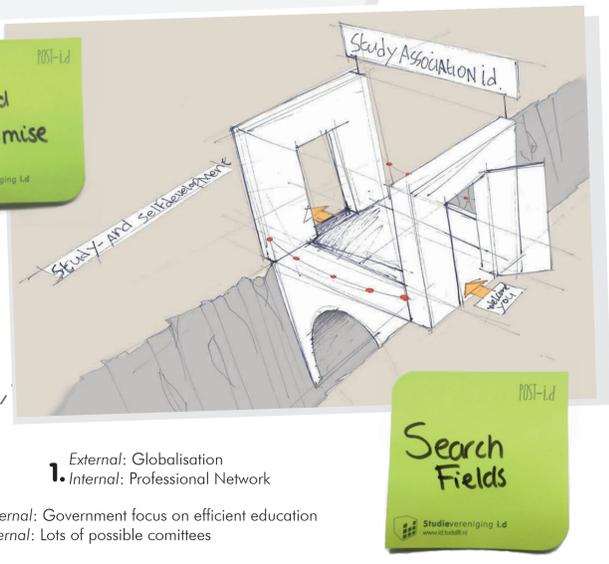
Group: "i.d appears to be a solid front, could be nice to become a part, but HOW?"

Group: "It is easier to trust a friend claiming it is cool to join than to 'officially apply' or something"



Study association i.d should be the shortcut for all IDE students into the world of study- and selfdevelopment. We reach out, do you accept?

	Short term	Long term
External	<ul style="list-style-type: none"> knowing what i.d has to offer and where to find the information guarantee good quality openness and accessibility no use of jargon 	<ul style="list-style-type: none"> Aspirations
Internal	<ul style="list-style-type: none"> carefree activities participant wise dare to take risks and dare to change be proud of the association be a tight group, no fear for pride being creative and fantastical 	<ul style="list-style-type: none"> certainty, steady cashflow, a faculty that believes in the value of i.d and lots of goodwill from the members looking outside Delft (Eindhoven, Twente, international) Acknowledgement from external parties An active internet community A periodical check up for the association consequent evaluation with possibility of innovation



- External: Globalisation
Internal: Professional Network
- External: Government focus on efficient education
Internal: Lots of possible committees
- External: Government focus on efficient education
Internal: Large nr of Members and also a good insight in there needs
- External: Work spaces needed
Internal: Has its own dedicated space
- External: Technical developments in communication
Internal: wants to open up

After

