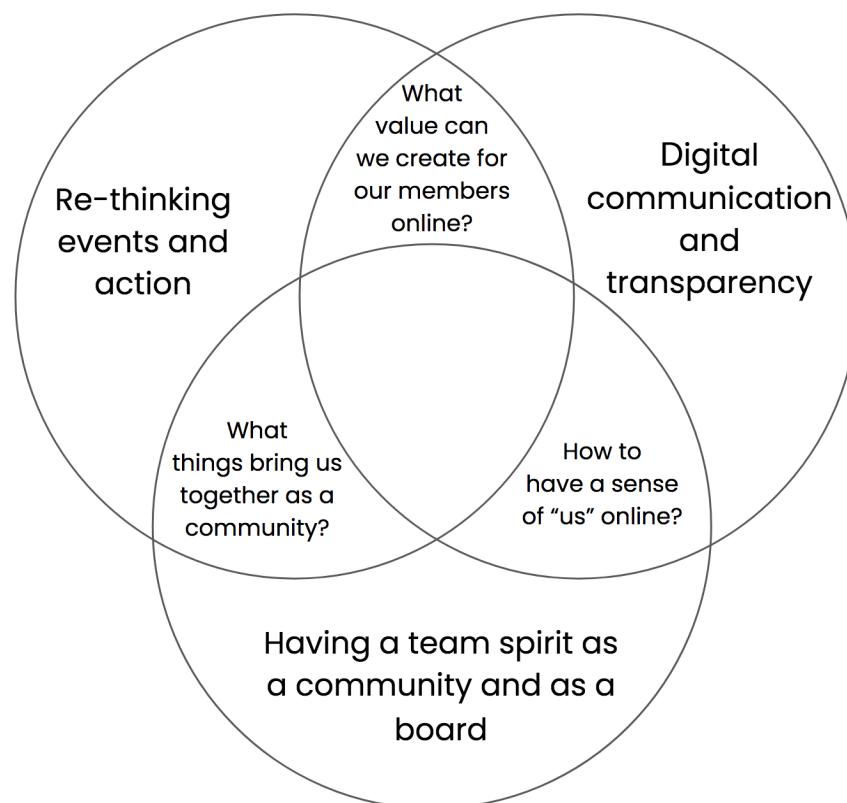


# NuDe's Action Plan 2021

## Introduction

The year 2020 has turned out quite different than anyone expected due to the Covid-19 pandemic. The uncertainty will keep affecting NuDe's action in the year 2021. Therefore, the biggest goal or guideline that the board of 2020 can set for the next year is to keep finding resilience. As designers we should embrace the ability to question and reinvent ourselves. Ofcourse, that is a task that's easier said than done. To give the next board an idea of what are good places to put focus on, this action plan will describe the actions related to each of NuDe's sectors.



The general themes present throughout this action plan can be put under three main categories, re-thinking events, digital communication and transparency, and having a team spirit as a community as well as a board (shown in picture above). These themes overlap with each other and multiple sectors. Re-thinking events in terms of all events including the freshman and

outreach sector are the basis that attract the most people into the orbit of NuDe. Secondly, now that we no longer see each other face to face, the importance of clear and transparent communication has grown. This affects especially the communication and advocacy sector. Lastly, a sense of a community and a team spirit has taken a toll. Working on the two previously mentioned themes will create solutions that support the sense of “us”. Seeing that this happens both on the whole NuDe community level and within the board should be the responsibility of the whole board and particularly the management sector.

## MANAGEMENT ACTION PLAN

NuDe's management sector has experienced some changes in 2020. Firstly a new role of space managing was attached to the secretary position. Secondly, the covid-19 outbreak changed the meeting practices from face to face meetings into online versions. The practical meeting changes have been relatively straight forward, but throughout the year a concern for the effects of distant working on morale has risen.

In 2021 the management sector's key responsibilities will continue to be to arrange and minute weekly NuDe board meetings. The secretary will also continue the process of transitioning into digital archiving of the minutes. The chair will keep participating in monthly Department of Design and Council meetings as well as Deans Lunches. Also the management sector will keep up the discussion of distant working methods and activities that increase a sense of togetherness in the board. An example of a distant working method that has built the team spirit is arranging distant working together slots to the board calendar.

The importance of proper introduction to the board positions has also risen in 2020. Unawareness on how to approach or complete a task makes simple things a lot more stressful than they would need to be for new board members. The remote mode makes the threshold for asking for help even higher. To avoid new board members feeling alone and incapable the transition of boards will be paid extra attention to. For example, the new board will start to attend board meetings already before the year changes, and one old board member should be present in the spring board meetings.

The board of 2020 sees physical presence as the most effective tool we know for building a sense of community. For space management this means a formation of a committee, when space usage hopefully becomes safe in 2021. The committee will figure how to gradually and safely increase the use of NuDe's space, Otaneum. Another purpose of the committee is adding a more

collaborative aspect to ideating the use of Otaneum as the space has a lot of practical significance for all NuDe members.

#### FINANCE MANAGEMENT ACTION PLAN

NuDe's finance sector has achieved a stable place in 2020. The continuity has been excellent with clear routines, which has made the treasurer work easy. The Covid-19 pandemic has and will affect treasury in regards to the unpredictability of income and expenses as events and company collaborations inevitably take new forms.

In 2021 the treasurer's key responsibilities will continue to be keeping track of money according to NuDe's budget plan as well as creating the next year's plan. The book keeping will be held as a regular activity, making it effortless and organised.

#### ADVOCACY ACTION PLAN

In 2020 NuDe's advocacy sector has continued to forward study and well-being related issues within the department of design. The advocacy sector has dealt with questions of space usage, the flexibility of studies as well as guaranteeing a safe working environment for the students. The Covid-19 pandemic brought changes to advocacy functions, both in the content as well as in the way of working.

In 2021, the advocacy sector's main responsibility will be to continue communicating with relevant stakeholders (Design students, heads of the Department of Design, AYY specialists, and the advocates and chairs of FaST and TOKYO) in order to forward the interests of the design department's students. Communicating with decision-makers should happen often and with low threshold, especially with the Department of Design.

Communication towards students should aim to reach the opinions and feelings of a bigger group more often. This goes both ways – getting students' opinions to the department and informing students of the department's decisions and plans.

Also, the advocacy work itself should be defined further with advocates' personal interests in mind, so that the sector will be seen as more attractive, and continuity after 2021 can be ensured.

The advocacy sector also needs to adjust its focus due to the on-going pandemic situation. Important decisions should not wait until the pandemic

is over, while at the same time solutions should not be temporary that only work in the pandemic situation. If and when the pandemic starts to end, efforts should be put into making sure that the good practicalities that formed during the pandemic (like more efficient meetings) can be continued after the pandemic, and also promoting a smooth transition back. At the time of writing, it is unsure whether this will happen in 2021 or later.

## FRESHMEN CAPTAIN'S ACTION PLAN

In 2020 NuDe's freshmen sector has succeeded in inspiring and helping new students despite the cancelation of many freshmen events and the frustrations that the unpredictability has brought. The freshmen captains led tutoring, created a thorough Freshmen Guide and organised NuDe's Jackening, which had more participants than ever before.

During 2021 the freshmen sectors key responsibility will continue to be organising tutoring in collaboration with TOKYO, the Department of Design and the school of ARTS. The long term goal for NuDe's tutoring is to be able to perform orientation independently from the department and school.

In addition during 2021, NuDe's freshmen sector along with the whole board will work on new safe ways of creating experiences that welcome the interested but unaware students as active members of the NuDe community. Not having as a strong connection to the students as before makes it hard for the captains and the whole board to feel validated for their efforts. Therefore the whole board will benefit from interacting more with the freshmen and all members in general. More emphasis will be placed on the experience of international students who undergo a big change as they move through countries and cultures, as NuDe looks to be more inclusive towards the representation of the Department of Design.

## IE/EVENTS SECTOR ACTION PLAN

NuDe's events sector has had the most unexpected year out of all the sectors. Due to the pandemic, the hosts have not been able to perform in their role as they usually would, as physical events are no longer safe to arrange. In 2020 the hosts have started to look into alternative ways of creating events, which will continue in 2021. During 2021 there will be one host instead of the usual two, and the responsibility of creating events will be shared among the whole board. This should be a temporary solution as when physical events are arranged again, there will be a need for two board members dedicated to arranging events.

The hosts and the board of 2020 have discovered that physical presence is crucial for the traditional student event concepts. We have concluded that taking the event concepts and having them on distant platforms, such as Zoom, does not serve the same needs as the original events did. Therefore in 2021 events will be approached from a clean slate by the whole board in order to ideate and arrange events that really create value to our members during the distant times.

Even though NuDes 2021 board is encouraged to re-innovate events freely, there are some valuable traditions to keep. The Stockholm cruise could be arranged as soon as it is reasonable, as the trip will be harder to arrange the more time passes from the previous one. Also, the NuDe Freshmen Sitsi party is an important event as it introduces the sitsi culture to NuDe members and therefore lowers the threshold of taking part in all other Aalto student events. Lastly, active participation in the IE committee will be continued in 2021, as the committee has become a valuable network for keeping in touch with all other associations within Aalto.

## OUTREACH ACTION PLAN

The year 2020 has also turned out differently than expected for the outreach sector. Finding sponsors has been difficult as companies are cutting extra expenses. Nevertheless, the outreach sector has found great ways of creating online career content for NuDe members. The outreach sector has started a mentoring program together with Oranmo, experimented with a virtual excursion and re-shaped NuDe's Career Night concept into a continuous online format.

In 2021 the outreach sectors key responsibilities will continue to be finding funding for the association, as well as providing working life related opportunities and information for design students. Possible projects for the sector include negotiating sponsors for NuDe's Vappu Jackets, and continuing the development of the Ornamo Mentoring program as well as the development of virtual career events.

In addition the long term goal of creating an alumni network will be kept in mind during the next outreach year. Having a NuDe alumni community would enable more connections between the students and the working life, benefiting both sponsorship negotiation as well as providing career content and opportunities for the members.

## COMMUNICATIONS ACTION PLAN

During 2020 the communications sector has kept on developing despite the challenging times. The sector has had a committee for the very first time, the NuDe monthly mail has become a weekly Wednesday Mail and NuDe's social media presence is ever growing.

In 2021 the communication sector will be as important as ever. Therefore there will be two communications manager positions. As mentioned in the events section, this is a temporary arrangement. When physical events are safe to arrange again, there should be two hosts and one communication manager. The aim for 2021 communication managers will be to develop structures and practices that make the position more manageable for one person. NuDe's communication sector will work on creating clearer structures for communication to make the information flow more efficient, both for our members to follow as well as for the communication managers to manage. An example of a structure that supports the development of more efficient communication could be a collaborative way of writing the Wednesday mail. Over all it will be worthwhile in 2021 to invest in better information flow between the board members and the communication managers. The communication managers should not be expected to create the messaging, they should have the time to focus on managing the spreading of the information.

As the amount of word of mouth has decreased dramatically with the pandemic, the importance of digital communication platforms is even greater than before. Another good focus point for the 2021 communication sector is how the members get to interact with one another. For example, showing the works of NuDe members on NuDe's social media platforms would allow for members to gain a better sense of what is happening within the community.

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