

Spring General Meeting - Action plan

Nuoret Designerit ry

28.03.2023

The purpose

The purpose of Nuoret Designerit ry is to bring the design students and other design minded students together and offer them advocacy, activities and a community inside Aalto University.

In the future NuDe aims to create a community and culture of which the current student members as well as the alumni feel at home and want to be part of.

Goals

Create a robust foundation for future boards to work off from

- **Way of working**
- **Customs and routines**

Activate new students

- **Turn them into active members**

Brand renewal

- **Create a visually consistent look for NuDe in order to reduce workload and create more professional identity**

Accumulate funds

- **Bring the accounts back to the pre pandemic levels**

Challenges

Time and human resources

- There are lots of ideas and concepts for us to explore, but limited amount of personnel

Overall mental well-being of both members and the board

- Workload of school work and expectations from teachers
- Lack of safety nets from AYY's side for new student and events sector

Key Focus Points and ways to achieve them

Establishing ways of working

- Exploring and trying different ways of working
- Document what went well and what did not
- Extensive handover documents for the next board

Activating new students

- Prioritizing the events both before and during orientation week
- Create variety of activities which the new students can be engaged
- Focus on reaching the Finnish BA

Mental well being

- Recurring pulse questionnaires to map out pain points and gathering feedback from the members
- The findings will be shared with the Department of Design in order to find ways to counter things causing unnecessary stress

Other internal activities

Management

- Define organizational structure: Clearly outline the roles and responsibilities of board members, committees, and volunteers.
- Conduct regular board meetings: Schedule weekly meetings to discuss progress, address issues, and plan future initiatives.

Other internal activities

Treasurer

- Create a budget: Develop an annual budget that outlines expected income and expenses for the association.
- Establish financial controls: Implement a system for tracking income, expenses, and financial transactions to maintain transparency and accountability.
- Manage membership registry: Implement a more streamlined system to track membership and member payments.

Other internal activities

Outreach

- Develop a sponsorship packages: Create a compelling sponsorship packages that outlines the benefits for potential sponsors and partners.
- Identify potential sponsors: Research and compile a list of potential sponsors, including local businesses, alumni, and industry partners.
- Approach potential sponsors: Establish contact with potential sponsors and pitch the association's sponsorship package.
- Maintain sponsor relationships: Communicate regularly with sponsors, provide updates on activities, and invite them to events.

Other internal activities

Advocacy

- Identify key issues: Determine the most pressing issues and concerns for student members
- Engage with university administration: Establish a relationship with university administration to communicate student concerns and collaborate on solutions.

Other internal activities

New Students

- Organize orientation activities: Plan and execute engaging orientation events to welcome new design students and introduce them to NuDe.
- Create freshman guide: Compile and distribute guides that provide information on academic support, campus resources, and extracurricular opportunities. This should be a base file that can be used every year with alterations for changes.
- Facilitate social connections: Organize events and activities to help new students connect with their peers and build a sense of community.
- Create a better communication/events for MA students specifically.

Other internal activities

Communications

- Maintain an online presence: Regularly update the association's website and social media channels with news, events, and relevant content.
- Share information: Keep members informed about upcoming events, initiatives, and opportunities.

Other internal activities

Events

- Organize social events: Plan social events and activities that promote camaraderie and foster a sense of community among design students.
- Participate in university-wide events: Collaborate with other student associations and university departments to participate in campus-wide events