



SERVICE Policy Plan 2025-2026

Eindhoven, September 9th, 2025

Name

SERVICE Study Association

Master Architecture, Building and Planning

Urban Systems and Real Estate

Department

Built Environment

Address

Technische Universiteit Eindhoven
Faculteit Bouwkunde
T.a.v. Studievereniging SERVICE
Vertigo 08H09
Postbus 513
5600 MB Eindhoven

E-Mail

info@service-studievereniging.nl

Writers on behalf of the board of 2025-2026:

M.J.S.W.S. (Misha) Bloks
K. (Kim) Sanders
Q.P.C. (Quinten) Reuvekamp

1. SERVICE

1.1. STRUCTURE

As presented in figure 1 below, SERVICE exists of two parts: the study association and the foundation SERVICE Magazine (SSM). Study association SERVICE has approximately 1850 members. SSM consists of alumni of the Real Estate Management & Development program at the Eindhoven University of Technology. The foundation was established for an indefinite period to guarantee the progress of the study association and the quality of the magazine.

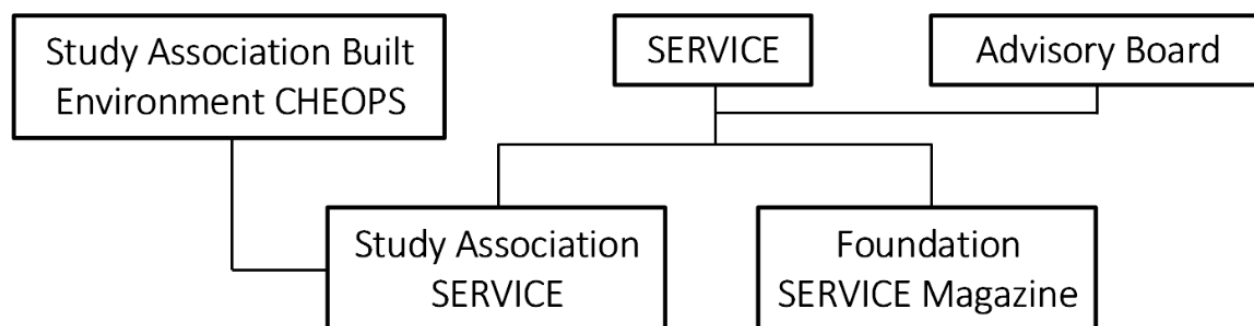


Figure 1: Organizational Structure SERVICE

1.2. ASSOCIATION BOARD

The board of the 2025-2026 academic year will officially hand over the baton to the new board on Tuesday, September 9th, 2025. The board for the academic year 2025-2026 consists of three people: Quinten Reuvekamp (chairman), Misha Bloks (treasurer and education) and Kim Sanders (secretary, company relations and internal relations). Since there are only three people in this year's board, they will also be assisted by the 32nd board, who will take up a few responsibilities, which is mainly the role of chief editor.

1.2.1 Board Function Descriptions

Chairman (Quinten Reuvekamp)

This year, some of the responsibilities of the chairman will be shared with the treasurer, as the treasurer will lead the weekly board meetings and will be the contact person for CHEOPS and the other master-associations. The chairman is responsible for the overview of ongoing activities, regulations, and plans. Furthermore, the chairman ought to keep track of the policy's progress throughout the year. Aside from this, the chairman is responsible as the contact person for the partner associations of BOSS, RECG, FRESH, and Het Vastgoedsymposium.

Secretary (Kim Sanders)

The secretary is responsible for all correspondence and administration of the association, except for financial management (*see function treasurer*). The secretary is responsible for the content of the minutes of meetings. Lastly, the secretary is responsible for keeping track of the membership file and the graduates.

Treasurer (Misha Bloks)

The treasurer will be responsible for the overview of expenses and is the only person on the board who has access to the bank accounts. Next to that, the treasurer will compose the budget and finalize the realization of the same budget. This year, the treasurer will be the board responsible for the Study Trip Committee (*see section 1.3*).

Company Relations (Kim Sanders)

The company relations person is responsible for maintaining contact with companies. In addition, they will be recruiting new companies, drawing up and preserving their contracts. They are also responsible for honoring agreements that are made under these contracts.

Education (Misha Bloks)

The person responsible for education is the contact person for the faculty of the Built Environment and part of the M-council (CHEOPS Committee). They will attend monthly meetings where they deliver input in name of the association.

Chief Editor (Naomi van Bommel)

The chief editor will be responsible for delivering a complete and satisfactory edition of the SERVICE magazine at the end of the academic year. The magazine will be revealed by an official formal event: the annual SERVICE symposium. The chief editor will organize this event. Most of the 32nd board will be with the magazine committee and in their first meeting they will decide who will take up the role of chief editor.

Internal Relations (Kim Sanders)

The internal relations will be mainly done by the board member responsible for company relations. The organization of activities will be outsourced to multiple active members throughout the committees, steered by the person responsible for company relations. The making of promotional material for online promotion will be done by the person responsible for company relations. The function of community manager, as previous years had, will be delegated to all members of the board, as keeping track of the preferences of the members is still important to us.

1.3. ASSOCIATION COMMITTEES

Similarly, to last year and the years before, the following committees will be appointed by the new board:

1. **Magazine Committee;** will be appointed to create a diverse, inclusive and innovative collection of articles, reports and other field- and theme-related chapters.
2. **Activity Committee;** will be appointed as the committee responsible for the organization of the lunch lectures, SERVICE's leisure activities and keeping track of the yearly activity agenda. A part of the activities organized by the activity committee will be organized in collaboration with the other built environment associations: Koers, AnArchi, Mollier, OfCourse and CHEOPS. This committee will help the Company Relations board member with making digital and physical promotion and arranging activities.
3. **Study Trip Committee;** will be appointed to organize and host the annual SERVICE study trip. This trip usually takes place in the national May Holiday and is the longest trip organized within the association.

Next to this, the audit committee will be continued this year, this committee will consist of multiple previous treasurers and the treasurer of CHEOPS. The committees support the association, organize various activities and provide various publications that together provide the content and image of SERVICE.

2. Focus points

As the 33rd board of SERVICE, we are with only two people. This brings a lot of additional challenges, which require us to approach this year differently. We will therefore first talk about how we will be tackling this upcoming year in focus point 2.1. After that, we will continue with the rest of our focus points, which result from a careful review of the policies of the 31st and 32nd boards. Our policy builds further on the previous years and includes what seemed manageable in our year. These focus points are divided into the categories “New Members”, “Company Relations” and “Magazine”.

2.1. Doing a board year with only three people

To ensure that our board year runs as smoothly as possible, communication will be key. A clear and balanced role division and regular meetings will ensure that this year is executed well. Additionally, effective communication with the 32nd board will make sure that any potential issues are resolved swiftly and that they can assist us where necessary.

Our focus this year will be on keeping the association up and running. We will approach this year with a quality over quantity mindset, where we will focus on improving a few things well, rather than trying to do everything, which is simply not attainable. Therefore, we will move less important things forward to the next board. For example, we will not be working much on improving the website this year, but just making sure it stays up to date.

2.2. New Members

In order to foster the association’s growth, we will continue focusing on both master and bachelor students. We will expand on the 32nd board’s policy by continuing our promotion to bachelor students. However, we will not limit our promotion of the association to third-year bachelor students, but rather we will also focus on first-year students. Early involvement in the association can help to create more recognition of the association and help expand it. This promotion could happen in USRE-related courses, such as Systems in the City and the Urban Living Project.

Additionally, we will also continue to actively engage with master students by providing them with activities that can assist them with expanding their knowledge of the field and explore different networking opportunities. With these strategies we hope to not only expand our member base, but also to retain them and create more active engagement. More active members can also help with getting a complete board next year.

2.3. Company relations

Company Relations continues to be an essential pillar of SERVICE, enabling the association to bridge the gap between students and the professional field of Real Estate and Urban Systems. This year, due to a limited board, our plan of action will be guided by a focus on quality over quantity, sustainable partnerships, and maintaining a good balance between informal and formal activities.

2.3.1 Activities

With a reduced board size, our priority lies in organizing fewer but more meaningful activities. We aim to be selective in the organization of company-related activities. This will ensure the activities are both valuable for students and attractive for our partners.

The 33rd board aims to offer a balanced range of activities covering both the Real Estate and Urban Systems tracks. Each month, our goal is to organize 1 - 3 events differing between formal (e.g., in-house days, workshops, guest lectures) and informal (e.g., networking drinks, company games) activities.

To raise awareness of SERVICE and ensure continuity in member involvement, we will also focus on including activities that appeal to bachelor students. By involving them earlier in their studies, we aim to build stronger recognition of the association and encourage future participation, both in activities and potentially in board participation.

Activities will be continued to be actively promoted via various social platforms to ensure maximum visibility and engagement.

2.3.2 Partners and contracts

Our approach to partnerships this year focuses on long-term stability and preserving existing relationships, rather than aggressive acquisition.

Following the initiative introduced in 2022–2023, we will continue to promote two-year contracts to partners. These contracts contribute to the continuity of SERVICE and allow for deeper integration between partners and the academic environment (e.g., course collaboration, long-term student-company engagement).

Maintaining the partnerships established in previous years is a top priority. These partners provide a solid and diverse foundation that aligns with the association's values and student interests. While we remain open to new partnerships, acquisition efforts will be limited. New partners will only be approached if they offer unique value or diversify our existing portfolio. For example, as consultancy firms are already well represented, companies from underrepresented sectors will be prioritized.

In line with our focus and board capacity, the acquisition goal for this year is set at €24,000. As it is considered difficult to get members to activities, prices will not be increased this year. Given the current partners and the slight price adjustments made in recent years, this target is deemed achievable by both the current board and the previous board.

2.4. Magazine

As mentioned before, the 32nd board will take up most responsibilities regarding the magazine. To ensure that we as the board stay up to date on its progress, the chair will be part of the magazine committee and fulfil the role of board representative in the Magazine committee, in this way acting as a bridge between the committee and the board. This will ensure that the magazine will not be affected much by the smaller board, as this is one of the most important pillars of our association.

Because this year's chief editor is not a part of the board, we will give the committee a little bit more freedom to decide how they would like to fill the magazine. However, we still have a few guidelines for them:

1. Readability for international students: We want the magazine to be suitable for all students in our faculty. Therefore, we would like around 50% of the articles to be in English, preferably even slightly more English than Dutch articles. Since most Dutch students can read English perfectly fine, this will not affect the current reader base much, but it will allow the magazine to appeal to a much broader audience.

2. Balance between real estate and urban systems: While real estate should remain the most prominent theme throughout the magazine, we would like to see a selection of articles related to urban systems as well. These articles should complement the real estate articles, highlighting the relationship between urban systems and real estate. This will allow the magazine to appeal to all students within our field.

Lastly, the SERVICE Magazine will once again be officially revealed at the annual SERVICE Symposium. Last year, the symposium was a big success, being held at an external venue and having a high attendance. This year, we would like to replicate that formula and make the symposium just as big an event. The symposium will not only act as a launching pad for this year's magazine, but it will also function as more of an informal networking event, where students will get the chance to have one-on-one conversations with the companies attending the event during a drink.