



SERVICE Policy Plan 2026-2027

Eindhoven, September 8th, 2026

Name

SERVICE Study Association

Master Architecture, Building and Planning

Urban Systems and Real Estate

Department

Built Environment

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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 1940 members, of which 200 involved. 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.

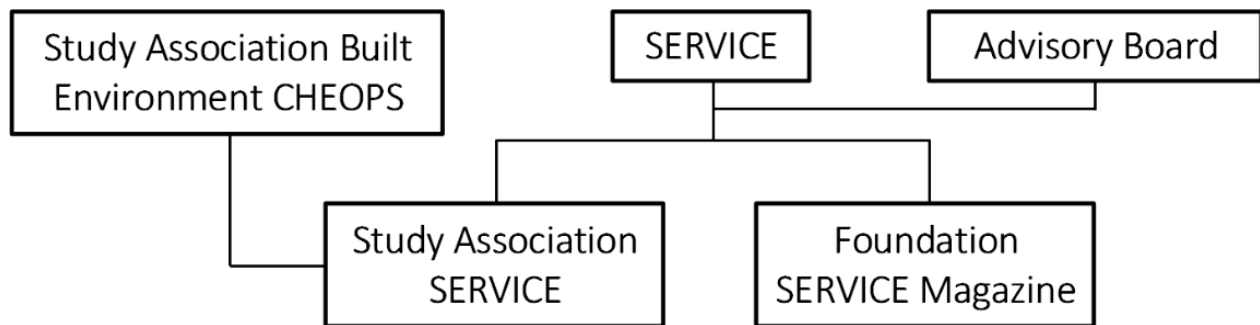


Figure 1: Organizational Structure SERVICE

1.2. ASSOCIATION BOARD

The board of the 2026-2027 academic year will officially hand over the baton to the new board on Tuesday, September 8th, 2026. The board for the academic year 2026-2027 consists of five people: Maurits Berghuis (chairman), Misha Bloks (treasurer), Noa Evers (secretary and education), Guusje van de Laar and Bart Sanderse (company relations and internal relations). The role of chief editor will be filled by a member of the magazine committee.

1.2.1 Board Function Descriptions

Chairman (Maurits Berghuis)

Unlike last year, when several tasks were shared with the treasurer, all chairman responsibilities will return to the chairman this year. 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 (Noa Evers)

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 also be the board responsible for the Lustrum Committee (*see section 1.3*).

Company Relations (Guusje van de Laar and Bart Sanderse)

The company relations persons are 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 (Noa Evers)

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.

Internal Relations (Guusje van de Laar and Bart Sanderse)

The internal relations will be mainly done by the board members responsible for company relations. The organization of activities will be outsourced to multiple active members throughout the committees, steered by the persons responsible for company relations. The making of promotional material for online promotion will be done by the persons 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.

Chief Editor

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.

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 members 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 on the national May Holiday and is the longest trip organized within the association.
4. **Lustrum Committee;** will be appointed to make the necessary preparations, draft plans and connect with parties and partners for the SERVICE Lustrum, which will take place in the 35th board year.

Next to this, the audit committee will be continued this year, this committee will consist of multiple previous treasures 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 34th board of SERVICE, we present our focus points, which result from a careful review of the policies of the 32nd and 33rd 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. 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 33rd board’s policy by continuing our promotion to third-year bachelor students, by informing them about the USRE program as well as companies and jobs that are available after graduation to help them discover their interest in the Real Estate and Urban Systems fields.

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 another complete board next year.

Lastly, we will start collaborating with Fontys Bachelor of Real Estate Studies, and their study association FOREAS, to inform their students of the possibilities and options they have of obtaining the USRE master. In the same vein, we want to incorporate pre-master students more by including them from the start of their program instead of waiting until they are master students.

2.2. 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, our plan of action will be guided by a focus on sustainable partnerships, maintaining a good balance between informal and formal activities.

2.2.1 Activities

Our priority lies in organizing meaningful activities that benefit the future careers of students. We aim to increase participation in company-related activities. This will ensure the activities are both valuable for students and attractive for our partners.

The 34th 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.

2.2.2 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 €26,000. 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.

2.3. Magazine and podcast

Unlike previous years, the SERVICE podcast will return this academic year. To create synergy between our media initiatives, the Podcast Committee will operate as an integral sub-branch of the Magazine Committee. While focusing on its own production, the podcast team will provide advisory support to the magazine on content strategy and cross-media topics. Together, both initiatives aim to keep students and industry partners engaged with real estate and urban systems developments.

2.3.1. Magazine committee

To ensure that we as the board stay up to date on its progress, the chairman will oversee the Magazine Committee from within the Podcast Committee and work closely with the chief editor, fulfilling the role of board representative and acting as a bridge between the committee and the board.

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. 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.

2.3.1. Podcast committee

This year, we plan to relaunch the SERVICE podcast. The aim of this podcast is to discuss key monthly news topics and developments in real estate and urban systems, in collaboration with external parties such as our partners. Because we focus on news within a Dutch context and rely on the local expertise of our partners, the primary language of the podcast will be Dutch. Our target audience consists of students interested in real estate and urban development, as well as current and prospective partners. Reaching these groups can support our broader goals of attracting new members and establishing new partnerships.

As we are restarting the podcast from scratch, its quantitative impact remains to be evaluated. However, to ensure alignment with our strategic policy, the chairman will take part in this committee. While the final format is still being refined, we are targeting 30- to 45-minute episodes, an ideal duration for a daily commute, each focused on a few core industry topics.

2.4. Mentor Program

At the end of last year, the 33rd board and the advisory council came up with the idea of a mentor program. An initial meeting was held, in which some concept plans and ideas were made. The plan was intentionally left broad, so that the next board could design the program how they see fit. The plan of the 34th board is to pick up where they left off and continue setting up the mentor program.

A mentor program could enhance the connection between students, alumni and the field. Students are increasingly oriented towards their studies and professional development and they are more interested in opportunities to orient themselves on the job market. Similar programs are also offered by other student associations, such as FRESH. Within the program, 2-3 students can be assigned to each mentor, who will guide them for a year within the real estate market.

For many students such a program would add a lot of value. Next to this, a mentor program would allow us to use the vast alumni network we have a lot better. There are a few options we could use to start the program:

- Start within the network, to see which alumni are interested;
- Have students give up their interests first, after which we will link them to a mentor;
- Organize a speed dating event, where students can get in contact with the alumni directly.

The 34th board will continue the efforts of the 33rd board and continue setting up this mentor program, together with the advisory council.