

Policy of the board

2nd June 2019

Communication

First of all, a mailing list for technical news was created to which interested people or committees can subscribe. This mailing list must be promoted to the right people. For this, there will be looked at multiple options, of which one is directly mailing all ICT committees. Further promotions via Facebook, our website and posters will be considered as well. We also have some hopes that the ICT meeting with the important parties of the University of Twente will be held somewhere during the next half a year too.

Promotion

Firstly, we want to create more brand awareness in order to attract more active members. Currently, we have the most luck in gathering new members via word of mouth communication. This makes it hard for new (not-connected) people to know about SNT. How this should be resolved is unclear as of now, but there should be looked into options to promote ourselves and our services better. It might be good to ask other associations how they handle this, to create a strategy. One option of promotion might be by organising at least one big open activity per year. Activities such as the ITO tour that was organised during the Lustrum or Jinglepings that will still be organised are examples of these open activities. These can also create the brand awareness that we desire. There will be cooperated with marketing and communications in order to advertise such activities.

Secondly, we want to promote the services we offer, such as Gitlab, VColo and Hornet. The can be done through posters, but also the activities mentioned above.

Structure & documentation

Unfortunately, the previous board did not find the time to look into the strategic plan. We still think it is valuable to do so, therefore it will still be a point of attention for the coming half a year.

We also noticed that SNT has not too many plans for when certain events happen. We would like to create these documents for at least the following: Birth of a child from (former) SNT members, marriage of (former) SNT members and death of a (former) SNT member. This is mainly because during these events there might not always be the right headspace and therefore we might benefit from having such a plan.

Lastly, documenting as many things as possible never stops and therefore this will still be kept in mind for the coming half a year.
