

Policy Plan 2023

MADE IT Study Association

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**Preface**  
Below is the policy plan of the 5th Board of MADE IT. In this document, we present our goals and vision for the upcoming year.

We are honoured to take over this association from Gayathri Angou, Noor Duyts, Kristina Brodnevskaya, Mees Deknatel and Jonas van der Ham. Their work during the fourth year of the association has ensured a stable foundation upon which we can build. We are excited to continue the growth and development of the Study Association MADE IT.

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**Introduction**

Established in September 2017 and officially registered in January 2019, MADE IT is the study association for students of the Metropolitan Analysis, Design and Engineering (MADE) master’s degree, hosted by the Amsterdam Advanced Metropolitan Solutions (AMS) Institute on the Marineterrein establishment. The association has been working to promote the interests of MADE students, as well as improving the education of the program and organising a variety of events.

MADE IT is now focused on further developing its activities and strengthening relationships between students, the AMS Institute and staff, the two universities, and beyond. This is an important time for the association as it looks to build on the successes of the past and create a strong platform for continued growth. The leadership of MADE IT is committed to ensuring that students are provided with exceptional opportunities and support, while fostering a culture of collaboration and innovation.

Attached you will find our plans and vision for the year to come. This policy will serve as a guiding document for this year’s MADE IT board.

**Chapter 1: Function description members**

Carlos Herrera Ventosa President

As President of MADE IT, I aspire to set the path for our organisation goals. With Board 5, I strive to create events and initiatives that will facilitate better interaction between MSc. MADE and our internal and external networks; and significantly increase the visibility of our study association and the MSc. MADE program. To make this possible, I will ensure smooth functioning of our operations between the Board Members and the multiple committees. Further, I will continue new marketing initiatives, while maintaining the student publication and the MADE IT newsletter, to reach our goals. Additionally, I will be the main point of contact for the association for all MADE IT members and will focus on strengthening the ties between MADE IT and both TU Delft and Wageningen University.

Anneke Haverlag Secretary

As the Secretary of MADE IT, I am responsible for efficient and stable communication within board 5. I will facilitate this by keeping notes, making to-do lists and structuring the agenda in a consistent manner, so everyone is always up to date. By doing so I strive to enable a smooth operation. Next to this, I will aim for good communication between the board and the general members.

Oleg Khoroshev           Treasurer

As the treasurer of MADE IT, I will manage the funds of the association and procure external revenue streams, where possible. I will do my best in organising the financial aspects of MADE IT. Moreover, I am responsible for managing connections with TU Delft, Wageningen U&R and AMS Institute and collaborating on all funding-related matters. In 2023, our priority is to optimise spending considering past year’s surplus and acquire additional funds from TU Delft and other sponsors. In this way, students will get more from their participation at MADE IT by having more opportunities to develop their skills and connect with others.

Mark Prins Vice President - Internal Relations

As vice president Internal Relations, I take responsibility for affairs internal to the MSc MADE programme. My focus is on maintaining a high quality of education and improving this where possible. I want to help create a participatory process in which students are able to fully express their opinions and needs regarding the content and quality of the programme. By working together with the education team and committee, I aim to make this process easily accessible for MADE students. Moreover, I would like to further build upon current connections and create new connections both within the institute and outside of the programme, such as with Wageningen University and TU Delft.

Amber Lijzen                   Vice President - External Relations

As vice president External Relations, I am responsible for affairs external to the MSc MADE programme. My aim is to broaden the MADE IT network and connect MADE students with external parties, and in this way contribute to easier access to career opportunities and internships. By engaging and working together with the career committee, I strive to organise fun and insightful events for fellow students to broaden everybody's network and awareness of career paths. I will attempt to do this through enlarging the MADE IT network on four fronts, namely businesses, alumni, other study associations, and other parties at the Marineterrein. To enhance the contact with these different parties, the various MADE IT platforms play an important role.

**Chapter 2: Goals**

## Overall Vision Statement

Board 5 of MADE IT aims to increase the visibility of MSc MADE, improve student well-being and foster professional development. By focusing on these themes, we build further on the policy plan of Board 4.

In order to further increase visibility, we need to focus on three main areas. The first relates to the connection with other universities, the second concerns the revitalisation of the different digital platforms, and finally, we strive for further network building. Specifically, we would like to improve the way we exchange information about events with Delft and Wageningen, so that students from MADE can become more involved in what is happening within the larger university network. This will also increase visibility of the programme and facilitate cooperation on student and professional projects. Regarding digital platforms, we focus on making use of the website, Linkedin and Instagram to reach out and stay connected with (future) students, companies, alumni and other partners or people interested. We also aim to continue building on the existing network of contacts within the AMS Institute and outside of the programme, such as with companies, researchers, universities and other actors on the Marineterrein. We would like to set up a clear list of contacts with names, functions and other details.

We will maintain the wellbeing of the students and focus on improving the special care for international students and their search for housing. We would like to create a more accessible space where students can interact and relax to avoid burnout, reduce stress and generate a sense of community. We aim to improve the connectivity between the first and second years as we think this is an important part of the MADE community. Furthermore, we aim to get a better overview of committees by means of improving communication. Finally, as we are Board 5, we would like to celebrate this lustrum year with our fellow students during the upcoming year.

Finally, we will promote professional development of MADE students by organising workshops, holding career fairs and connecting with companies: inviting representatives to AMS and students to companies. This is naturally related to increasing visibility of MSc MADE by building our network and improving connection with students from other universities.

Above mentioned goals will be achieved through various events, community building activities, feedback and forum sessions, professional panels and other initiatives as designed and hosted by MADE IT Board 5 and the sub-committees.

What follows is some of the details behind these goals for 2023. These are sorted into four categories: Internal Relations, External Relations, Student Facilities and New Members.

## Internal Relations

Within Board 5, relations have been divided into internal and external. Internal relations are mostly focused on education within the programme and relationships between the MADE IT Board, students and other parties such as the AMS Institute, Wageningen University & Research (WUR) and TU Delft. Tasks and activities related to internal relations aim to maintain and improve the quality of education and further increase the visibility and accessibility of opportunities for MADE students within the institute and other above mentioned institutions/parties.

*AMS Institute*

Building further upon the achievements of Board 4, this year’s Board aims to further strengthen connections within the AMS institute, mainly between students, professors and researchers at AMS. Within the programme and institute, various opportunities exist and arise for students to participate in, which are for example the Start-up Booster, Student Challenges and research projects of AMS. Board 5 will focus on clearly communicating and presenting these educational opportunities to the students as well as trying to increase the visibility of MADE students (and their capabilities/skills) within the AMS research community.   
  
We would like to set up a database in which current research projects at AMS are being shown. It will provide a clear overview of what interesting projects there are, who is in charge of these projects and what might be interesting for students to work on. The database will contribute to the pillar of professional development of MADE students.

*Wageningen University & Research (WUR) and TU Delft*

As being closely linked to the universities of Wageningen and Delft, the Board wants to investigate current relationships with these two institutions and wants to improve these where possible. There are many opportunities, facilities and events from WUR and TU Delft for MADE students to participate in and this needs to be further looked into. The aim is to have proper communication of these opportunities and events towards students as well as to focus on having WUR and TU Delft include MADE students more in their activities and events. This collaboration could benefit students from all parties involved, sharing knowledge and project opportunities. Next to this, it would be great to connect with related study associations of these two universities to create and further strengthen connections and explore educational and social opportunities for us as students.

*Internal operations*

The Vice President of Internal Relations will be part of the education committee and will have monthly meetings with the AMS education team, in which the concerns regarding education and the programme can be raised. In case of any concerns this will then also be put forward within the Board to further discuss how this can be handled. Furthermore, the Board will have monthly meetings with Kenneth Heijns, the managing director at AMS. These meetings will be used to run MADE IT policy and budget requests by the Board of the AMS institute.

## External Relations

Board 5 aims to create a list of companies that either already partnered with our study association or might be relevant parties to connect with in the future. For instance, getting more familiar with the companies located at the Marineterrein and also looking into possible relations with other companies that have an interest in urban challenges, solutions and innovations.

Alumni Network  
Regarding alumni, our Board strives to strengthen the connection between the alumni network and students. Last year, many alumni showed up to celebrate MADE lustrum and we think it is valuable to enhance this network. At this point, alumni are connected via a Linkedin page, but students might not be aware of this opportunity to reach out to alumni. By using this page and in collaboration with the alumni Board and the career committee, we hope to organise alumni events as well as career events involving alumni in the coming year. In this way, communication will be more convenient and the visibility of alumni will be better. We think these events will provide opportunities for students as well as alumni of MADE.

Companies  
Our goal is to continue to collaborate and partner with several companies that look at metropolitan issues. By partnering with them, we hope to achieve sponsorship or the possibilities of talks, internships and maybe tie into the career committee. Besides collaboration with companies within the working field, we also foresee possible partners to include other types of parties, such as Pakhuis de Zwijger or businesses on the Marineterrein for partnerships close to home.

Events   
Together with the career committee, we hope to organise inspiring talks and events to broaden the networks of the students of MADE. Anneke and Amber, our Secretary and Vice-President External Relations, will try to take a more active role in this particular committee. Examples of possible events to organise are lunch lectures and a larger career market at AMS.

## Student Facilities

The AMS building has various facilities and services for MADE students to make use of for educational and social purposes. On the first floor of the building, there are different places allocated for students to meet, study and follow classes. Throughout the building, there are many more spots, facilities and services students can make use of when wanting to meet and/or study. As the new Board, we would like to create more visibility for these facilities available in the building. We would like to increase interaction between students and different parties working in the building, such as AMS researchers and makers (such as in the makerspace). Furthermore, we would like to further create accessible ways for students to communicate their ideas and opinions about these facilities and services.

*MADE IT Room*

When talking about improving and making facilities more accessible, the Board Room comes straight to our minds. This room can be seen as a functional workspace in which the previous MADE IT Boards have discussed and worked on their plans. While still reserving enough room for this Board to perform our tasks, we would like to open up this room to our fellow MADE students. It should be a space where students can have a break from studying and socialise with each other and us as the Board. Our aim is to bring in new furniture and change the decoration of the room, so it has less of a functional workspace character. By organising events or making use of white Boards, and eventually changing the name of the room, we would like to invite fellow MADE students to make more use of this room.

## Social Events

General events  
MADE IT's goal is to facilitate an opportunity for MADE students to build relationships. This includes the improvement of connectivity between first and second year students, which presents a considerable challenge. To this end, the organisation of several social activities has been scheduled for the course of the year, such as the Christmas and end-of-year dinners. Moreover, in order to further connect the two year groups, the introduction of a weekly drink in the Boardroom, open to all members, is being considered. As a result, more events are also to be organised. These could include monthly pub quizzes or escape rooms.

Committee Thank You Day  
Every committee receives a small amount of money to do something fun with the members involved in that committee. Also, we would like to do some sort of committee thank you weekend or day at the end of the year. In this way we show the different committee members that we are grateful for their active commitment to the association. Also, we hope to encourage other members of the association (or non active students from the master) to join committees and/or the MADE IT association.

### New members

Introduction programme  
To help new first year students feel at home in the city of Amsterdam and at the AMS Institute, we will plan an introduction programme for the week before classes start. We will work together with the education team of Wageningen University (Annelies Van Rooy and Arjen Zegwaard) to plan activities that would help new students connect with each other and settle in.

MADE Open Days  
The MADE open days are aimed at recruiting and informing new students of Msc. MADE. As a Board we will be present and help organise these events. At the same time we will introduce the prospective students to MADE IT, what we do as an association and what we have to offer. We expect to increase the visibility of the programme by managing our online presence (website, LinkedIn, Instagram) as well as establishing closer connections to other universities where bachelor students can learn about the MADE programme and AMS Institute.

New MADE Students  
Foreseeing the growth in the number of students for the MADE MSc means we will focus on better notifying prospective students about the programme and its dynamics, and about life in the Netherlands, especially for internationals. In order to best manage their expectations, we will organise an online briefing session to inform about practical issues of living in the Netherlands and answer questions. We will also communicate with the new students via whatsapp and email to make sure everyone receives relevant information. We will coordinate closely with WUR’s international students office to create a better interface between MSc. MADE and WUR International students’ administrative wings.

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**Chapter 3: Committees**

The MADE IT Study Association has five committees that are established to help accomplish the goals as listed above. In this section, the activities and goals of each of the committees are described. To make sure operations and communication between the committees and the Board are going well, the Board is being represented in all committees by at least one of us joining the committee. As Board members we will not take upon the role of chair within a committee. This is to create more room for fellow MADE students to do so and to pursue their personal goals/ambitions.

This year’s Board also aims to further improve the connection and communication between the different committees. By doing so, committees can help each other, if needed, with accomplishing goals and for example setting up events. One of the ideas is to make a joint yearly calendar in which the committees are able to see events organised by other committees.

## Study trip committee

In 2023, the Study Trip committee will organise an International Study Visit for students of MSc MADE. This trip will most likely take place in the first week of May and will cover a couple of topics closely related to the programme. The committee is determined to plan an educational, practical and enjoyable trip in collaboration with teachers, businesses and other organisations. The trip will have the purpose of learning from a metropolitan area in the world that is relevant for the ongoing research at the AMS institute and for the students of MSc MADE. Students will have the chance to work together and exchange knowledge, insights and skills with parties involved. Participating in this visit and writing assignments about the experience will also earn the students ECTS in the form of a Capita Selecta.

## Activity committee

The activity committee is focused on bringing MADE students together and increasing connectivity to eventually form long-lasting bonds. Different activities and events of all kinds will be organised to help contribute to this goal. The main events that this committee is responsible for are bi-weekly drinks, dinners and seasonal parties, including Halloween, Christmas, New Years and End-Of-Year parties. Next to the above mentioned events, the committee will also strive to further build a connection between first and second year students within the upcoming year.

## Education committee

The education committee is primarily focused on maintaining a high quality of education within the MSc. MADE programme. The committee consists of students and two members of the Programme Committee (PC). It discusses the quality of the courses, examines concerns raised by students and voices these concerns to the AMS Education Team, either directly or through the Programme Committee.The committee would like to establish a new form of a feedback loop between students and professors in the upcoming year.

## Career committee

The career committee’s main agenda is organising career related events, like the recurring lunch lectures and careerdays, and novel practices like workshops and in-housedays. Furthermore, the aim is to provide fellow students with entrepreneurial opportunities and engage the other students in planning the events through surveys and possible co-creation of events. Hereby, inviting everyone to join in the network-building practice. This year the career day will be used as an opportunity to improve relations with external parties, as well as MADE alumni.

## MET Forum committee

The MET Forum Committee is aimed at creating discussions and platforms around metropolitan issues. The group achieves this through events like documentary screenings, professional panels and debates, guest speaker series and more. The MET forum also takes part in various AMS events like the Scientific Conference. Last year, the committee put a lot of effort into establishing the MET Gazette Magazine. This was a way of expanding into print media to act as another conduit for MSc MADE students and AMS researchers. For this upcoming year the goal is to further set up the MET Gazette and to focus on maintaining a high quality of the content and expanding the network of writers for the Gazette. Furthermore, the committee will also focus on setting up MET Media, in which different forms or media (documentaries, books and other interesting media) will be discussed related to the content of the study programme.

**Chapter 4: Transition to a new Board**

At the beginning of the next academic year, we will start recruiting new Board members. This way, new Board members can become involved and take over in the beginning of January of 2024. The Board will consist of a maximum of 5 people and at least a president, secretary, and treasurer. The transition document will be updated by the time the new Board starts.

**Chapter 5: Communication**

In general, we would like to improve communication within MADE IT and increase visibility, by using our digital platforms more often and also more frequently. Currently our digital channels are the Outreach WhatsApp chat, MADE IT website, LinkedIn and Instagram. We will use these channels to keep our members and externals informed about events and general updates.

*Members*  
To communicate with the MADE IT members, the main means of communication this year will be the Outreach WhatsApp chat. As only a small group of people are able to post in this chat, the outreach chat is a controlled and easy-to-use channel to keep everyone updated. As every student uses WhatsApp, people are likely to read the messages and without much effort older messages can be retrieved. Next to the Outreach chat, the monthly newsletter will be continued. This newsletter can function as a summary of activities related to MADE that have happened or that will happen in the future. All information concerning MADE IT (membership, contact information, etc.) can be found on the MADE IT website:<https://www.made-it.net>. Lastly, we plan on engaging with our members through Instagram and LinkedIn more often.

*AMS institute*  
Building on the establishments of the previous Board, we would like to continue improving the communication between the AMS institute and our members, in order to maintain a strong bond within the AMS community. We are aiming for better communication between AMS staff and the students. This will be done for example by informal meetings, presentations and drinks. There are monthly meetings scheduled with the managing director and the educational program developer, besides the ones regularly held with the program director. Updating the AMS staff on activities going on related to MADE IT will be done by our monthly newsletter and through LinkedIn.

*External parties*  
Relations with our external parties are important to MADE IT, as they are crucial for the growth of our association, in terms of resources as well as opportunities for our members. In general, communication between the Board or committees with external parties is done via email. As the Board, we have a shared email address of the MADE IT Board. This enables us to be responsive and maintain an overview of the incoming emails for all Board members. As we plan to create a clear and structured overview of all parties that we have contacted, this will help with communicating more effectively, as we know whether or not contacts have been made already. In order to increase accessibility and visibility of the MADE IT association to external parties, we will be using our website and LinkedIn. External parties will be able to stay updated on events through the monthly newsletter as well.

Website  
Lastly, we think the MADE IT website has a lot of potential to work as a way of communicating with our members and external parties. We want to increase student engagement with the website and for the website to function as a reliable source of information. The website will provide information about the association and an agenda with upcoming events from MADE IT and the AMS institute. Students are able to create their own account in order to stay up to date and to be able to access all parts of the website.

**Chapter 6: Payment Policy**

The price to sign up for the MADE IT Study Association Membership will remain at €10 per year for both 1st and second year students. The amount is paid by each member either by bank transfer or Tikkie after signing the membership form. The money will be spent on many activities and events that will positively affect the personal and professional development of the MADE IT members.

**Chapter 7: MADE IT Members**

As a Study Association for MSc MADE, we aim to motivate all students to sign up as members. The membership status will offer benefits such as access to all MADE IT events, as well as discounts on certain events, our bi-annual editorial magazine and merchandise. We will strive to be an accessible study association where everyone feels welcome and incentivised to join. All activities initiated by MADE IT will first and foremost support MSc MADE students during their studies. For example, joining our committees will create the opportunity for members to discover their interests, talents and develop a variety of skills whilst working closely with their peers, and external professional and academic networks. The access to our committees is extremely valuable as it offers closely studied content and hand-picked events to which only members can participate.

**Chapter 8: Future Vision**

In the next five years, MADE IT should make considerable progress towards achieving its two primary goals of creating a friendly, professional environment for students to reach their academic and professional goals, and promoting MSc. MADE with AMS, TUD, WUR and other Amsterdam urban design groups. In the coming years, we will continue to increase our events, resources, and feedback for students, as well as utilise our website and student publication to gain more attention and recognition from government and private entities. We also anticipate our committees to grow in size and influence, producing more networking events, forming connections with alumni, and collaborating with WUR and TUD. We aspire to have the MET Forum and the MET Gazette to gain more recognition as a notable organisation of metropolitan issues and the Study Board may need to expand with a growing Masters program. Ultimately, our grand goals include gaining international visibility, and collaborating with similar schools in Europe and around the world. In five years, MADE IT will be playing an important role in connecting AMS and MSc. MADE to new horizons and facilitating these discussions.

We hope to have a strong year ahead and build a strong foundation for the Boards to come, with the intention of achieving the organisation’s objectives and continuing to develop and improve. If you have any feedback or ideas, please don’t hesitate to contact us.