

# InComm

Feel at Home



**TU/e**



## Working on Onboarding!

10m Look at Building an inclusive community

15m Assignment 1: What are the biggest challenges?

10m **Presentation** by Iris Portegijs on how she's trained as a mentor

15m Assignment 2: What are you doing?

10m **Presentation** experiences as Community Manager

15m Assignment 3: What will you do next?



# Building an inclusive Community

# Onboarding of newcomers: It's a two-way street

Janna Behnke, TU/e PhD candidate on the topic of inclusion and diversity in organizations

## Onboarding

Set of practices, policies and procedures, formal or informal, put in place by managers and HR department to **help structure newcomers' early experience**

(Klein & Polin, 2012)

**Done by organization**

## Socialization

The **process by which an individual acquires** the social knowledge and skills necessary to assume and organizational role (Van Maanen & Schein, 1979)

**Happening within the newcomer**

# Inclusion appears when one's feeling of belongingness and authenticity are satisfied (Shore, 2011)

## Inclusion Framework

|                          | Low Belongingness   | High Belongingness  |
|--------------------------|---|---|
| Low Value in Uniqueness  | <p><b>Exclusion</b></p> <p>Individual is not treated as an organizational insider with unique value in the work group but there are other employees or groups who are insiders.</p>                               | <p><b>Assimilation</b></p> <p>Individual is treated as an insider in the work group when they conform to organizational/dominant culture norms and downplay uniqueness.</p> |
| High Value in Uniqueness | <p><b>Differentiation</b></p> <p>Individual is not treated as an organizational insider in the work group but their unique characteristics are seen as valuable and required for group/ organization success.</p> | <p><b>Inclusion</b></p> <p>Individual is treated as an insider and also allowed/encouraged to retain uniqueness within the work group.</p>                                  |



Question: what makes an international community?



Language:  
find a common  
one



# ANGLO-DUTCH TRANSLATION GUIDE



## What the British say...

I hear what you say.

With all due respect ...

Oh, by the way ...

I'll bear it in mind.

Perhaps you could give this some more thought.

Very interesting.

Could you consider some other options?

That is an original point of view.

I am sure it's my fault.

## What the British mean...

## What the Dutch understand...

They accept my point.

They are listening to me.

This isn't very important.

They will use it when appropriate.

It's a good idea. Keep developing it.

They are impressed.

They haven't decided yet.

They like my idea.

It is their fault.



## ANGLO-DUTCH TRANSLATION GUIDE



| What the British say...                        | What the British mean...                        | What the Dutch understand...          |
|--|---|---------------------------------------|
| I hear what you say.                           | I disagree completely.                          | They accept my point.                 |
| With all due respect ...                       | I think you are wrong.                          | They are listening to me.             |
| Oh, by the way ...                             | This is the primary purpose of this discussion. | This isn't very important.            |
| I'll bear it in mind.                          | I won't do anything about it.                   | They will use it when appropriate.    |
| Perhaps you could give this some more thought. | Don't do it, it's a bad idea.                   | It's a good idea. Keep developing it. |
| Very interesting.                              | I don't agree/like it.                          | They are impressed.                   |
| Could you consider some other options?         | Your idea is not a good one.                    | They haven't decided yet.             |
| That is an original point of view.             | Your idea is stupid.                            | They like my idea.                    |
| I am sure it's my fault.                       | It is your fault.                               | It is their fault.                    |

So... what are our common  
rules of engagement?



# Working on Onboarding: What can we do?

# InComm Customer Journey

Feel at Home

Creating an **INCLUSIVE CLIMATE**

CELEBRATE OUR DIFFERENCES!

Attractiveness, Selection & Application



### Central information point

A unique point of entry to find consistent and useful information channels of the university.



### Personalized communication

A personal approach in personalized messages and direct contact with university staff.



### Know the basics

All essential and practical steps to take before and upon arrival.

### Support in finding accommodation

Help offered to the newcomers to find housing before arrival to the university.



### Communication



### One tone of voice

Coherent communication from all university staff towards the newcomer.



### Cultural introduction

Coordinated activities and information aimed on increasing awareness of the local culture and traditions.



Intro



### City tours

Thematic group tours to introduce newcomers to the city.



### Discovering university services

Introduction to available services and supporting staff.



### Find your place in the community

Introduction to the social ecosystem of groups and associations at the university.



### Introduction to the campus

A tour over campus(us) to help newcomers to find their way around.



### Welcome kit

A physical package with the essential information and goodies.



### Get to know each other

A moment to meet and greet each other with introductions, presentations or just a small talk.

### Welcome ceremony

The first, official and live welcome moment or ceremony for all newcomers.



### Front desk

A physical place to ask all questions and get help.

Onboarding



### International classroom/workspace

Enable an inclusive learning environment using internationalization policies and practices.



### Institutional support

University-organized programs that help newcomers with their specific academic program.



### Peer to peer support

Individual and informal activities that help newcomers integrate into the social environment.



### Learn the language

A place to learn the local language or improve other languages' proficiency.



### Social events

Well spread activities during the first 3 months aimed to socialize and meeting the local community.

### Involvement of communities

Getting to know the related stakeholders, associations and informal bodies.

### Career center

Integrating newcomers in existing training programs to support their professional development.



the set of formalities requested upon arrival.



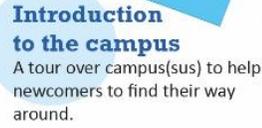
**City tours**  
Thematic group tours to introduce newcomers to the city.



**Discovering university services**  
Introduction to available services and supporting staff.



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Introduction to the social ecosystem of groups and associations at the university.



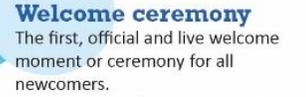
**Introduction to the campus**  
A tour over campus(sus) to help newcomers find their way around.



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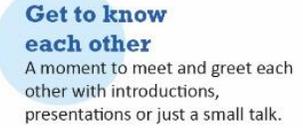
**Get to know each other**  
A moment to meet and greet each other with introductions, presentations or just a small talk.



**Welcome ceremony**  
The first, official and live welcome moment or ceremony for all newcomers.



**Arrival at the same day**  
MANDATORY MASTER KICK-OFF!



**I BELONG AND I CAN BE MYSELF**

Cultural awareness during the welcome days



Ah là là - c'est difficile!  
I'll help you, bro!  
The teacher's english is really bad, too!



**Student's Corner**  
Free Activities



**Front desk**  
A physical place to ask all questions and get help.



**International classroom/workspace**  
Enable an inclusive learning environment using internationalization policies and practices.



**Institutional support**  
University-organized programs that help newcomers with their specific academic program.



FEELING LOST?  
WELL-BEING: don't forget Mental Health issues!



**Learn the language**  
A place to learn the local language or improve other languages' proficiency.



For "Hate this shit"-days: Come on!  
Small-still activities



**Involvement of communities**  
Getting to know the related stakeholders, associations and informal bodies.



**Career center**  
Integrating newcomers in existing training programs to support their professional development.



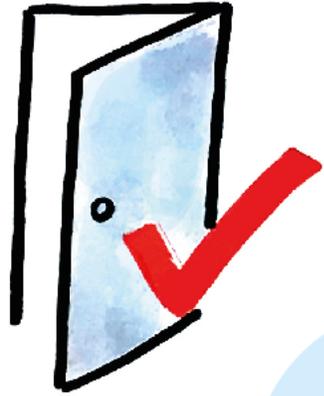
**Ambassador**



**Peer to peer support**  
Individual and informal activities that help newcomers integrate into the social environment.



**Tackle Discrimination**



## Front desk

A physical place to ask all questions and get help.

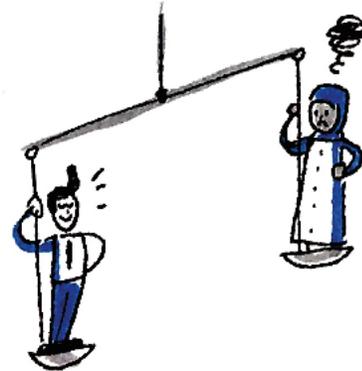


## International classroom/workspace

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**Tackle  
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**FEELING LOST?**



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**Language: find a common one**

**For "Hate this shit"-days:**

**Small-skill activities**

**Come on!**



**Involvement of communities**  
Getting to know the related stakeholders, associations and informal bodies.

**Career center**  
Integrating newcomers in existing training programs to support their professional development.



**Ambassador**

# Working on Onboarding: What are the biggest challenges?

## Assignment 1:

1. Find a group of 5 people

*Try to have at least one student/PhD joining!  
Only one person per university in the group!*

2. Identify the challenges at your universities / institutions

3. Share a shared challenge with the whole group



# Student Mentor Iris Portegies

# Working on Onboarding: What are you doing?

## **Assignment 2:**

1. In your group, discuss what cool practices you have in place at your institution

2. Identify the most inspiring one, share it with the whole group!



# Experiences as a Community Manager @ TU/e

I'm Erik de Jong

- Community manager at TU/e
- **'Make everyone part of our TU/e Community & make internationals feel more welcome'**
- 3 days a week, since 2017



## This is what a community manager does:

1. (involved with) policy development and improving procedures
2. Supporting and organizing community events
3. Connecting people by drinking a lot of coffee!

And... I chair the InComm Project, together with KTH

+ I'll do the onboarding session



“Our TU/e community is an involved community, with a personal atmosphere. Members of the community provide each other with help when it is needed.”

*Steering Group Community 2016*

**Community = students and staff**  
**Community = national and international**  
**Community = formal and informal**

# Strategic Goals Community

**Binding with TU/e** Connect all individual students, staff members and communities with each other and with the TU/e.

**Community Awareness** Make the International Community @TU/e story a core value of the TU/e storyline and our universities DNA.

**Contributing Communities** Make the Community @TU/e contribute to the wellbeing of the people living and working on the Campus, on- and offline.

**Meeting** Enhance the possibilities to meet new people and new communities at the TU/e.

**International Community** Make the international community part of our TU/e Community.

**Sense of Community** To strengthen the sense of belonging to/at the TU/e

**Education** To connect the communities via educational programs

### Strategy Paper Community

Vision At TU/e we have a flourishing community of staff and students from the Netherlands and abroad. Feelings of trust and shared ambitions give us a sense of connection. We value our open, healthy, informal and caring community in which we create an atmosphere that enables us to do our best. And more. We encourage everyone, students and staff, to play an active part and be actively involved in this TU/e community, because we believe that when we are personal, passionate, curious and connected, our community is the place where innovation truly starts. Everybody is welcome, regardless of gender, sexual orientation, religion, age or cultural background.

As an organization, we regard it as important for staff and students to act with integrity in the areas of research, knowledge transfer and education. This is not self-evident, and must be promoted actively. That is why at TU/e we commit ourselves to codes of conduct and regulations that provide guidance for working and studying at our university.

**Mission** Our TU/e community is an involved community, with a personal atmosphere. Members of the community provide each other with help when it is needed.

**Background** Why do we want to be an international university? (taken from Steering Group Internationalization)

- For the international future of our students (multi-nationals)
- To offer high level education and research that has value on international level (2020: Top 5 EU Universities), resources are limited within the Netherlands, in financing, know-how and capacity
- The TU/e is located in the center of Europe and plays a unique role in the regional ecosystem (i.e. by providing the need for diversity within multinationals)

### Enablers

#### Leadership

Commitment of the Executive Board, the departmental deans and deans of BC/GS

#### People

- Commitment of staff and students from the Netherlands and abroad
- Attitude of openness towards all (International Culture)
- Strive to use English as formal language at all levels
- Stimulate to use Dutch as informal language at all levels
- Strategy International Affairs (Steering Group Internationalization)
- CLUSTER Universities for exchange in best practices (CLUSTER Erasmus Strategic Partnership)

#### Leading principles

- We connect services and programs within our lively campus, to help members of our community make choices in their personal development which contribute to their wellbeing.
- Leading business principles are:
  - personal development,
  - entrepreneurial attitude,
  - a healthy work and study climate,
  - vitality,
  - sustainability.
- We focus on the entire community @TU/e, students and employees, national and international
- Whenever possible, we line up our community efforts with the other triple helix partners in the Brainport Area
- An international mindset has to become a core competence of the TU/e engineer
- In 2020, TU/e has 20% International Bachelors, has an influx of 35% International Masters and >50% international scientific staff

#### Members Steering Group Community

Jan Mengelers (Executive Board, chairman)  
Vivonne de Kort (Graduate School)  
Aafje de Kuyper (DPO)  
Patrick Groothuis (ESA)

Wim Koch (Sports Center)  
Hanneke Koepers (CEC)  
Erik de Jong (Community Manager)

| Strategic Goals Community  | Implementation (proposal)  | Responsible  | Support                                       | Results ('score card')   | BA 2017 Project International Affairs - Subtopic Community  | Relations with                                  |
|--|--|--|---|--|---|---|
| <b>1. Binding with TU/e</b><br>Connect all individual students, staff members and communities with each other and with the TU/e.<br><i>Alle individuele studenten, medewerkers en communities onderling verbinden en met de TU/e.</i>  | <b>Binding with TU/e</b> <ul style="list-style-type: none"> <li>• Develop <b>introduction programs</b> for all arriving at the TU/e, where nationals and internationals intermingle, on all levels</li> <li>• Make graduates and PhD's <b>ambassadors</b> of our Community @TU/e by sharing their end presentations with the world.</li> <li>• Use the <b>themes of mutual interest</b> to bind the community, such as Sustainability, Career, Sports, Culture, etc.</li> </ul>  | CIC, STU, DPO, Fac, Stud Ass, GS                                 | FSE, COSMOS, Go Green, SSCCE                  | <b>Binding with TU/e</b> <ul style="list-style-type: none"> <li>• Introduction program at all entry moments</li> <li>• Ambassadors program renewed</li> </ul>  | <ul style="list-style-type: none"> <li>• Integratie Centrale Introductie met Internationale Introductie.</li> <li>• <b>Het versterken van het 'onboarding' proces van werving tot en met de eerste 100 dagen TU/e.</b></li> </ul>                                   | Project Profiel TU/e Strategie2030              |
| <b>2. Community Awareness</b><br>Make the International Community @TU/e story a core value of the TU/e storyline and our universities DNA.<br><i>Het (Internationaal) Community @TU/e verhaal integraal onderdeel maken van de TU/e storyline en het TU/e DNA.</i>                             | <b>Community Awareness</b> <ul style="list-style-type: none"> <li>• Develop a <b>story Community @TU/e</b> that is part of our DNA and used by all (executive) staff members when they present TU/e either within or outside the University.</li> <li>• <b>Monitor and Share</b> the state of our community by doing longitudinally research to the wellbeing of our students and staff.</li> <li>• Contribute to the <b>Brainport pitch</b> that tells the why and how of the international technology hub of Eindhoven.</li> </ul>   | -CM + CEC, JM, JF, LL<br><br>-DPO, JdJ, SSCCE, GS<br>JM, CM, CEC | BC, GS, STU, Gem. Ehv HTC, BP, Expat Cntr     | <b>Community Awareness</b> <ul style="list-style-type: none"> <li>• Community @TU/e story is commonly known and broadly used</li> <li>• A yearly monitor and update on the state of our community Wellbeing and International Student Barometer every two years</li> <li>• Brainport Pitch is commonly known</li> </ul>  | <ul style="list-style-type: none"> <li>• Pilot onderzoek uitvoeren naar wellbeing op de Campus.</li> <li>• <b>In samenwerking met de Diversity Officer de community actief laten bijdragen aan de verschillende diversiteitsvraagstukken.</b></li> </ul>            |   |
| <b>3. Contributing Communities</b><br>Make the Community @TU/e contribute to the wellbeing of the people living and working on the Campus, on- and offline.<br><i>De Community @TU/e, zowel als initiatief als ook als website, laten bijdragen aan het wellbeing van alle campusbewoners.</i> | <b>Contributing Communities</b> <ul style="list-style-type: none"> <li>• <b>Healthy Life</b>, with active sports, etc.</li> <li>• <b>Personal Support</b>, including options for reflection, religion, etc.</li> <li>• <b>Personal Development</b>, including career options</li> <li>• Involve our <b>Student Associations</b> to support the overall wellbeing of our community</li> </ul>   | -SSCE, ESSF<br>-DPO, STU<br>-FSE, ESSF, Compo, etc.              | BC, GS, STU, DPO, SSCCE, FSE, PV, Studs, TINT | <b>Contributing Communities</b> <ul style="list-style-type: none"> <li>• Clearly communicated facilities for healthy life, personal support, personal development</li> <li>• Student associations active for the TU/e Community</li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Studentenverenigingen blijven stimuleren en actief inzetten om bij te dragen aan het algehele wellbeing op de TU/e.</b></li> </ul>  |   |
| <b>4. Meeting</b><br>Enhance the possibilities to meet new people and new communities at the TU/e.<br><i>Hier verwelken van de mogelijkheden om nieuwe mensen en communities op de TU/e te ontmoeten.</i>  | <b>Meeting</b> <ul style="list-style-type: none"> <li>• A tailored <b>portal</b> focusing on Community@TU/e will be added to the website, since it is in our DNA. This portal should include a push driven <b>agenda</b>.</li> <li>• Create an <b>"aorta"</b> at the TU/e campus that stimulates and facilitates community building amongst students and staff</li> <li>• Make <b>Luna</b> into an international (student) cultural center.</li> </ul>   | -SSCE + CEC<br><br>-CM, DH, DIZ, SSCCE<br>-SG, Cosmos, DH, Scala | Stud. Ass., Eurest, BC, GC, SG, TINT, COSMOS  | <b>Meeting</b> <ul style="list-style-type: none"> <li>• A Community@TU/e portal is integrated in TU/e website with the topics healthy life, personal support, contact and personal development</li> <li>• The "aorta" is developed and implemented</li> </ul>  | <ul style="list-style-type: none"> <li>• Een TU/e Community Portal toevoegen aan de TU/e website.</li> <li>• <b>Uitvoering fase 2 'Aorta' project</b></li> <li>• <b>TU/e Community portal integreren in de TU/e Website in samenwerking met het CIO.</b></li> </ul> |   |
| <b>5. International Community</b><br>Make the international community part of our TU/e Community.<br><i>De internationale gemeenschap op natuurlijke wijze deel laten uitmaken van de gehele TU/e gemeenschap.</i>   | <b>International Community</b> <ul style="list-style-type: none"> <li>• <b>Speaking the language.</b> Connect everyone by making English the <i>formal language</i>, stimulate Dutch as the <i>informal language</i>.</li> <li>• <b>Connect the cultures</b> by starting courses on cultural collaboration and international context in our (educational / intro) programs.</li> <li>• Exchange the <b>best practices</b> with (Inter)national partners via an Erasmus+ Strategic Partnership on International Communities.</li> </ul> | -LH, CLIC<br><br>-DPO, STU, BC, GS, fac.<br>-STU, BC, GS         | BC, GS, DPO, DIZ                              | <b>International Community</b> <ul style="list-style-type: none"> <li>• Clear language policy at TU/e</li> <li>• Cultural collaboration workshops at all levels</li> <li>• Start a working group on Internationalization in curriculum</li> <li>• Erasmus+ Strategic Partnership on International Communities</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Het uitwisselen en gebruiken van de best practices met andere Nederlandse en Europese Universiteiten.</b></li> </ul>  | Project International Affairs & Graduate School |
| <b>6. Sense of Community</b><br>To strengthen the sense of belonging to/at the TU/e<br><i>Het gemeenschapsgevoel op de TU/e versterken.</i>  | <b>Sense of Community</b> <ul style="list-style-type: none"> <li>• Organize <b>community events</b> for everyone, and actively push student associations and staff members to do so.</li> <li>• Provide all (supporting) staff and students with an <b>international experience</b> at home, at TU/e and abroad.</li> </ul>  | CM, DPO, STU Studs, staff, SG, TINT, JH, StudStad, etc           |   | <b>Sense of Community</b> <ul style="list-style-type: none"> <li>• New &amp; more Community Events</li> <li>• International experience programs in place</li> </ul>  | <ul style="list-style-type: none"> <li>• Een groot Internationaal Community evenement organiseren.</li> <li>• <b>De formele Academische Jaaragenda aanvullen met een TU/e Community jaaragenda</b></li> </ul>   | Project International Affairs & Graduate School |
| <b>7. Education</b><br>To connect the communities via educational programs<br><i>De communities via onderwijs verbinden.</i>   | <b>Education</b> <ul style="list-style-type: none"> <li>• Make internationalization part of the <b>International Classroom</b>.</li> <li>• Encourage study <b>Buddies &amp; Mentors</b> to support the community.</li> </ul>   | -STU, BC, GS<br>-STU, BC, GS                                     |   | <b>Education</b> <ul style="list-style-type: none"> <li>• Start a working group on Internationalization in curriculum</li> </ul>   | <ul style="list-style-type: none"> <li>• <b>Het stimuleren van de International Classroom, onder andere via Internationaal gemixt groepswork en het taalbeleid.</b></li> </ul>  |   |

## P-P-Party

Aim to get to know each other and have a party

Speeddate 3 course dinner to start  
Bands/PhDJ's at night

3 editions already  
Organized with PhD's and  
PDEng's

Growing event, 180 - 230 - 290

4<sup>th</sup> edition 14 April 2022! (over 200  
tickets sold already)



# Welcome newspaper

Focusing on employers

Important data for your first week at our university

Including a readable map of the Campus

WHAT IS HAPPENING ON CAMPUS? PAGE 02

WE'RE HERE FOR YOU! PAGE 03

FIND YOUR WAY AROUND! PAGE 04

June 2019 | Second edition

# WELCOME TO OUR UNIVERSITY!

**TU/e**  
EINDHOVEN UNIVERSITY OF TECHNOLOGY

At TU/e we have a flourishing and vibrant community of staff and students from the Netherlands and abroad. Feelings of trust and shared ambitions give us a sense of connection. It is an open, robust, informal and caring community in which we create an atmosphere that enables us to excel. Everybody is welcome, regardless of gender, sexual orientation, religion, age or cultural background.

We are at a unique place in the world. The TU/e and Brainport form a physical, and above all a human and cultural, innovation eco-system that other regions envy. We are a real magnet for knowledge, talent and new businesses. Finding your way around may not always be easy. We therefore provide you with an overview of where to find the most important meeting places, tips for activities and - more importantly - the people to contact when help is needed. I believe that together in partnership we can achieve the unimaginable. That is why I encourage you to become an active member of our community. Welcome to the TU/e!

Robert-Jan Smits | Chair of the Executive Board

## WHERE PEOPLE MATTER

Eindhoven University of Technology (TU/e) is a research-driven university of international standing where excellent research and a first-rate education go hand-in-hand. In the areas of engineering science and technology, we focus on a balanced approach to education, research and valorization of knowledge.

Our lively university campus, situated in the heart of the high-tech Brainport region and equipped with high-quality lab facilities, is a hub for tackling scientific and societal issues at home and abroad. We pride ourselves on our tight-knit, small-scale community consisting of more than 80 nationalities, where our goal is to make everyone feel welcome and where the well-being of students and staff are paramount. Our university strives to make connections between students, scientists and entrepreneurs because we believe innovation starts with people, not with technology. In short, we believe that TU/e is the university Where Innovation Starts.

### Working environment

3,321 Total staff

66% Dutch

### Ecosystem & characteristics

- Living labs
- 18 Top research facilities
- 3,379 Scientific publications
- 31 Patents

## STARTED A NEW

**Study** Associations should  
focus on **studying**, they  
should **not serve beer** on  
campus



**TU/e** Eindhoven University of Technology

OUR UNIVERSITY | About the University | Departments | TU/e Campus | Library | Calendar and events | Community | Student teams

HOME / OUR UNIVERSITY / COMMUNITY

## FIND YOUR COMMUNITY

At our university there are many active communities, formal and informal, for students and staff based on study program, interest, hobby, sport, career and much more... Find your community now via this website!

[OVERVIEW OF ALL COMMUNITIES →](#)



### COMMUNITY @TU/E

At TU/e we have many flourishing communities of staff and students from the Netherlands and abroad. We value our open, healthy, informal and caring community in which we create an atmosphere that enables us to do our best. We encourage everyone, students and staff, to play an active part and be actively involved in this TU/e community because we believe that when we are personal, passionate, curious and connected, our community is the place where innovation truly starts. Everybody is welcome, regardless of gender, sexual orientation, religion, age or cultural background.

[READ MORE](#)

### TU/EXTRA

TU/eXTRA wants to show all the students at the TU/e the variety of extra-curricular activities that are present at the Eindhoven University of Technology. Doing something besides your study can greatly help you in developing yourself, both within your study as within your career path.

[READ MORE](#)

### MEET SOME OF OUR COMMUNITIES

[FIND ALL OUR COMMUNITIES →](#)



**Avalanche boarders**



**Cosmos**



**Innovation Space**



**VV Tamar**

### GET YOUR OWN COMMUNITY SITE!

We ask all TU/e communities to create their own page on the TU/e website! From that page, it is possible to directly link to your own (external) website. On the TU/e website, your community page can be found in overview pages (for employers, students, etc.), can be linked to other relevant pages on the website (e.g. sports associations to sports center, study associations to departments) and will link automatically to events organized by the community. Of course we have space for logos and photos!

[Provide your info now!](#)

**TU/e** Eindhoven University of Technology

OUR UNIVERSITY | About the University | Departments | TU/e Campus | Library | Calendar and events | Community | Student teams

HOME / OUR UNIVERSITY / COMMUNITY / OVERVIEW

## OVERVIEW COMMUNITIES

Please tick the right filters and find the community or communities you are looking for!

Target audience:  Community:  Keyword:



**STUDENT ASSOCIATION**  
**o.s.v. SSRE**

SSRE is a student association in Eindhoven. Students of all studies come together to make the best out of their student life!



**SPORTS**  
**Acro Yoga SSC**

Acro yoga is a cocktail of yoga, acrobatics and fun. The practice involves usually 2 or 3 people which explore different balancing...



**CULTURAL ASSOCIATION**  
**AEGEE-Eindhoven**

AEGEE is a network of European students which is present all over Europe and brings people from all different cultures together.



**STUDENT TEAM**  
**Aeroteam Eindhoven**

Developing an autonomous drone network for sustainable transport by zero-emission in air delivery



**SPORTS ASSOCIATION**  
**All Terrain**

All Terrain is a student sports association which mainly focuses on outdoor sports.



**SPORTS ASSOCIATION**  
**Avalanche boarders**

Avalanche Boarders is an approachable association for everyone interested in boardsports.



**STUDENT ASSOCIATION**  
**B&R Beurs Eindhoven**

B&R Beurs Eindhoven is the student's investment



**SPORTS ASSOCIATION**  
**Boreas**

Boreas is a student sailing club in Eindhoven



**EDUCATIONAL AND CAREER ASSOCIATION**  
**Break The Algo (BTA)**

BTA is committed to helping students find their way in the world of work



## TU/e Christmas Market

2 weeks of TU/e tradition, from lunch to dinner

Inviting communities to take over!

Organizing Christmas dinners and drinks for employers

Ice Rink ist immer gut

Special activities like: FSE Borrel XL, Plugged Winter Edition, Childrens Christmas Market, etc...



You bèta be there!

# WINTU/eR VILLAGE





## Our other Community manager: Dean Graduate School

Prof. Dr. Ir. Paul Koenraad

Ensuring the development and implementation of the institutional policy and administrative guidelines in relation to the graduate programs;

Providing quality assurance in relation to the graduate programs; and

Ensuring innovation and strengthening of the graduate program.

## Tips & Tricks (1/2)

- Involve internationals in the organization to make them part of the organization. Do not organize events 'for them', but 'with them'!
- Change internal processes and procedures to create an inclusive environment. I.e. change a general members meeting to English to involve internationals.
- Organize bigger meetings every now and then, and take time to discuss real topics such as loneliness and LGTBIQ+ acceptance with other organizations.
- Employers like to sit, students like to stand. Combine both options in an event and they're both likely to join...

## Tips & Tricks (2/2)

- For the university: reserve (extra!) money to support community driven events and activities.
- Create overviews of things going on in your organization, to see what is in place and what is not.
- Bachelor students are attracted by beer, master students with career options and internationals with food (veeery generally speaking). Stop attracting students with free alcohol.
- Drink a lot of coffee with everyone, anytime, anywhere.
- Make people responsible for their own organization, for their own community.
- Don't just speak about it, do it!

# Working on Onboarding: What will you do next?

# InComm Customer Journey

Feel at Home

Creating an INCLUSIVE CLIMATE

CELEBRATE OUR DIFFERENCES!

Attractiveness, Selection & Application



### Central information point

A unique point of entry to find consistent and useful information channels of the university.



### Personalized communication

A personal approach in personalized messages and direct contact with university staff.



### Know the basics

All essential and practical steps to take before and upon arrival.

### Support in finding accommodation

Help offered to the newcomers to find housing before arrival to the university.



### Communication



### One tone of voice

Coherent communication from all university staff towards the newcomer.



### Cultural introduction

Coordinated activities and information aimed on increasing awareness of the local culture and traditions.



Intro



### City tours

Thematic group tours to introduce newcomers to the city.



### Discovering university services

Introduction to available services and supporting staff.



### Find your place in the community

Introduction to the social ecosystem of groups and associations at the university.



### Introduction to the campus

A tour over campus(us) to help newcomers to find their way around.



### Welcome kit

A physical package with the essential information and goodies.



### Get to know each other

A moment to meet and greet each other with introductions, presentations or just a small talk.

### Welcome ceremony

The first, official and live welcome moment or ceremony for all newcomers.



### Front desk

A physical place to ask all questions and get help.



### International classroom/workspace

Enable an inclusive learning environment using internationalization policies and practices.



### Institutional support

University-organized programs that help newcomers with their specific academic program.



### Learn the language

A place to learn the local language or improve other languages' proficiency.

### Social events

Well spread activities during the first 3 months aimed to socialize and meeting the local community.



### Involvement of communities

Getting to know the related stakeholders, associations and informal bodies.



### Career center

Integrating newcomers in existing training programs to support their professional development.



Onboarding



### Tackle Discrimination

### Peer to peer support

Individual and informal activities that help newcomers integrate into the social environment.



### Ambassador



the set of formalities requested upon arrival.



### City tours

Thematic group tours to introduce newcomers to the city.

### Discovering university services

Introduction to available services and supporting staff.



### Find your place in the community

Introduction to the social ecosystem of groups and associations at the university.



### Introduction to the campus

A tour over campus(sus) to help newcomers to find their way around.



### Welcome kit

A physical package with the essential information and goodies.



### Get to know each other

A moment to meet and greet each other with introductions, presentations or just a small talk.



### Welcome ceremony

The first, official and live welcome moment or ceremony for all newcomers.

Arrival at the same day



### Front desk

A physical place to ask all questions and get help.



### International classroom/workspace

Enable an inclusive learning environment using internationalization policies and practices.



Tackle Discrimination



### Institutional support

University-organized programs that help newcomers with their specific academic program.



### Peer to peer support

Individual and informal activities that help newcomers integrate into the social environment.



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### Career center

Integrating newcomers in existing training programs to support their professional development.



Ambassador



## **Assignment 3:**

1. In your group, discuss which element would make most impact

2. In one element (everyone!) share what you would like to work on, starting on Wednesday



# Thank you!

(please take one of the Welcome Journeys back home!)

[www.incomm-project.eu](http://www.incomm-project.eu)

What will you start working on,  
Wednesday Morning 9 o'clock?