



# SMU STUDENTS' ASSOCIATION

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# ANNUAL REPORT 2014

Prepared By: Noel [Communications Secretary, SMUSA]



## ❖ PRESIDENT'S MESSAGE

Dear Members of SMUSA,

2014 has been an eventful year for the Association, and for all 7000 of us. Despite the challenges faced and humbling lessons learnt along the way during our journey, the year was marked with many new initiatives, events and activities.

Since the beginning of our term, the 10th Council was determined to work hard together as one entity and as one Association towards a stronger spirit of togetherness; and a greater sense of the SMU identity; as we looked to build upon what the previous council and batches before them have achieved during their terms in office.

This year, the 10th Council remained responsive and relevant by implementing changes in policies and practices to adapt and improve based on the feedback you have given to us and through our active engagements with our stakeholders, as we seek to continue to provide you with new opportunities for you to pursue your interest and passions. Some new initiatives include the Inaugural Senior Year Experience, Quarterly Reports to increase our accountability to you as well as the revamping of the SMUSA website and weekly updates.

The 10th Council worked very closely with various offices, faculty and students on several projects including the SMUSA Accounting Information System (AIS), a Lean Six Sigma Project: To decrease the lead time for claims reimbursement and a new Assets Loaning System. Furthermore, other improvements made include a new Halal Vendor on Campus, the 24 by 7 Learning Commons in the library, SMU-X at the Vanguard Building (SMU Labs), Hand-take Over Forms for all clubs and societies and the further refinement and standardisation of standing orders and guidelines across the different Constituent Bodies (CBds).

This journey has been nothing short of amazing, despite the obstacles and roadblocks along the way, and it has been my greatest honour to have been able to serve and represent you. We could not have accomplished what we have if not for your unwavering support, understanding, patience, guidance and encouragement over the past year. As we usher in 2015, let us look back on the major milestones and achievements this year. In the following pages of the annual report, you will find the many works of the SMU students who have stepped up to serve and contribute to the student body, with and alongside us.

On behalf of the 10th Council, thank you for everything in 2014. I have utmost faith that the incoming Council will continue to strive for your rights and interests in the year ahead. It has been a pleasuring serving you.

Yours Sincerely,

*Lim Ser Kiat*

President

14th SMU Students' Association Executive Committee

10th SMU Students' Association Council



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## ABOUT SMU STUDENTS' ASSOCIATION



The SMU Students' Association (SMUSA) comprises of all full-time matriculated SMU students (that means YOU) and membership is free! All students are members of SMUSA, providing you with special benefits that only you get to enjoy. Plus, SMUSA takes care of your welfare and every aspect of student life in SMU.

We work together with the different offices in SMU from ensuring that the air-con in the seminar room is operating to providing vital academic feedback. Everything that SMUSA does starts with our students. The Association is run entirely by students, serving only the students. Students-first may sound cliché, but that really is our philosophy.

Of course, we do organise events (such as Back To School Week and Valentine's) and exam welfare drives to chase away the stress of mugging in the library. Join us in our events; they are lots of fun, I promise you.

### **Vision:**

To be the heart of the student body by empowering students and enhancing the synergy between the Council and the student population, thereby fulfilling their best interests.

## ABOUT SMU STUDENTS' ASSOCIATION COUNCIL



The 10th SMU Students' Association Council or SMUSA Council in short, is the policy-making arm of the Students' Association (SA) and provides strategic direction to its executive arm, the SMU Students' Association Executive Committee Departments. As a student government body, it is the highest office of student leadership in SMU.

The Presidents of these CBs and members of the SMU Students' Association Executive Committee Departments make up the SMUSA Council. The President of the Students' Association is also the concurrent President of the SMUSA Council.

### **The 10th SMU Students' Association Council's Mission:**

To actively engage our stakeholders and pursue operational excellence

To facilitate greater involvement in student life activities

To forge a stronger spirit of togetherness; and a greater sense of shared identity



# SMU STUDENTS' ASSOCIATION EXECUTIVE COMMITTEE DEPARTMENT REPORT



## :: PRESIDENT

Report By: Lim Ser Kiat [President, SMUSA]

### About

The President of SMU Students' Association leads the Students Association Council and manages the Executive Committee of the Association. The President provides the strategic direction for the Association and ensures that SMUSA's aims and objectives are being met. The President represents the Undergraduate students to stakeholders, including the senior management of the University and 15 over school offices, to improve all aspects of student life and student related issues. Additionally, the President is the official spokesperson of SMUSA and sits on several University Committees to ensure that student-oriented decisions and policies are made.

### Highlights

#### 1. COUNCIL WORKING COMMITTEES

The 10th Council began the year determined to actively engage every stakeholder and maximising the resources for all students. The idea of working committees was adapted from the previous councils and four committees were set up - Assets, Finance, Strategy and Succession.

Each working committee will focus on specific issues that require in depth analysis before the issues and policies are brought up to council for further debate. To ensure that all perspectives are taken into consideration, each working committee consists of at least one representative from the SMUSA Exco, School CBd Cluster and CCA CBd Cluster.

A more detailed report and explanation of the initiatives and work done by the four committees can be found in the 'Working Committees' Report' segment of this AGM Report.

#### 1) Assets Committee

The Assets Committee was chaired by the SMUSA Assets Secretary and was tasked to focus on developing strategies for efficient allocation of resources and utilisation of spaces.

The Assets Committee successfully worked on several key initiatives including a Resource Pooling Database for Summer 2014 to facilitate borrowing of assets across CBds, clubs and organising committees and an Assets Database to facilitate future budgeting decisions based on the maximisation of assets utilisation, assets audit and succession in clubs. Furthermore, the Committee also worked very closely with Gan Hup from the Office of the President on the overall layout and design of SMU-X at the Vanguard Building (SMU Labs) as well as collecting information on spaces and furniture for that purpose during the Council Study Trip to Melbourne.

#### 2) Finance Committee

The Finance Committee was chaired by the SMUSA Honorary Finance Secretary and was tasked to focus on improving financial claims processes and budgeting procedures.

The Finance Committee successfully worked on a budgeting cap to prevent further build-up of reserves in clubs' current accounts through consultations with clubs and CBds' Finance Directors, detailed data collection and analysis of clubs' and CBds' spending patterns over the past 6 budgeting cycles.

#### 3) Strategy Committee

The Strategy Committee was chaired by the SMUSA Vice President and was tasked to focus on developing contingency plans, reviewing of constitutions and the planning of council study trip.

The Strategy Committee successfully worked on a Crisis Communication Plan for the Council, a Strategy Plan for the Association over the next 5 years (SMUSA 2020) and the successful planning and execution of the Council Study Trip.

#### 4) Succession Committee

The Succession Committee was chaired by the SMUSA Honorary General Secretary and was tasked to focus on reviewing elections policies, planning of retreats and the development of council members' per-

sonal growth.

The Succession Committee successfully worked on the reviewing of the SMUSA Elections Standing Order, streamlining Elections Fever 2014 across all CBds, and the planning and executing of both the Students' Association Council Induction Programme (SACLIP) in October and Council Handover Retreat in December.

## 2. INCREASE IN TRANSPARENCY AND ACCOUNTABILITY

Following the practices of the previous Council, the Secretariat Department continues to publish our monthly Council meeting minutes on our website. Furthermore, the 10th Council hopes to increase our transparency and accountability to you and other key stakeholders in the University and it was achieved through the introduction of the SMUSA Quarterly Reports. Through these reports, the 10th Council reports and illustrates the key happenings, initiatives and meetings that happened across all CBds in each quarter. I hope that you have enjoyed reading those reports as much as the 10th Council have enjoyed preparing them.

In addition to the Council Reports, the 10th Council also continued our Weekly Updates to the Association. This year, the Communications Department revamped and redesigned our Weekly Updates Emailer, with the intention to bring key updates and information concisely to you; and highlighting important events and initiatives taking place and follow up on feedback provided by students. The Communications Department also revamped our SMUSA website, making the website easier for users to navigate and find the information that they require easily.

## 3. STUDENT REPRESENTATION AND MEETINGS WITH OFFICES

SMUSA continues to be the important bridge between the University's administration and the student body. The collaboration between the Council and the University offices have proved to be very useful. Through these collaborations, they help to ensure better ownership and communication between the University

management and students, as well as guarantee students' inputs in all decision making.

SMUSA Secretaries continue to meet with the Offices related to their portfolio and sit on various committees such as the Leasing Committee which the SMUSA Corporate Relations Secretary sits on. Furthermore, the Associate Dean of Students Dr Bervyn Lee has worked to reinstate the University Student Life Committee in 2015.

The SMUSA President and Vice-President continues to meet with President Arnold De Meyer, Provost, Vice-Provost and the Dean of Students bi-annual. Important feedback and findings obtained from our various feedback channels including our Survey for Welfare and SMUSA Students Survey 2014 are presented at these meetings, including recommendations from the Council and the student body. At this juncture, I would like to sincerely thank SMU President, Arnoud De Meyer, for his dedication and continuous support in ensuring students' concerns are represented adequately across all levels of the University management.

## 4. CONTRIBUTIONS TO SMU-X AT VANGUARD BUILDING (SMU LABS)

This year, the 10th Council worked very closely with Gan Hup from the Office of the President as well as other staff members from Office of Strategic Planning (OSP), contributing to the concept, layout and overall design of SMU-X. The 10th Council participated in a fortnight-long photo diary to collect information for OSP with regard to spaces and areas used and visited by SMU Students. The 10th Council also participated in several focus groups discussions to share and give insights and feedback about the spacial needs of students in SMU.

Moreover, during our Council Study Trip to Melbourne, the Resource Committee of the Council, went around studying the campuses of RMIT, University of Melbourne and Monash University, collecting information with regard to spaces, layouts and furniture designs, and sharing the important findings with Gan Hup and OSP.

## 5. SIX SIGMA PROJECT: REDUCING LEAD TIME FOR CLAIMS REIMBURSEMENT

This year, one of the key areas where the 10th Council wanted to focus on was to improve on the lead time of claims reimbursement. As further illustrated by Bala in his Vice President report, we decided to take a two prong approach to tackle this problem. Bala focused on working with the Office of Student Life and SMU School of Information Systems to build an Accounting Information System (AIS) - automating the claims, budgeting and bookkeeping process across the Association.

During the first half of the year, Bala and myself managed to gain support from the Office of Finance and the Office of Business Improvement to put up 'The Improvement of the Claims Reimbursement Process' as a Six Sigma Project with the course Managing Process Improvements (MGMT 317). With Bala focusing on the other project, I took up the course and worked on the Six Sigma Project, under the guidance of Professor Adel and Professor Lieven.

My group successfully worked on the project where we identified several areas for improvements. The recommendations from the project include training workshops for Finance Secretaries by Office of Finance, Claims User Guide and encouraging more students submit their bank details and opt for the GIRO method of reimbursement. The findings and recommendations have been shared with the incoming Council and Finance Committee, and with the successful implementation of these recommendations, we will likely see a 17.5%, approximately 7 days, improvement in the time taken for the claims to be reimbursed.

## 6. IMPROVEMENTS TO SUMMER TERM

At this year's Provost Annual Academic Briefing, Provost announced the SMU Summer Institute with the University hoping to attract more local and international students to enrol in both Terms 3A and 3B in the near future.

SMUSA worked very closely with the Provost, staff from the Office of the Provost and Registrar's Office

in obtaining key feedback from the student body through SMUSA's Student Survey in September. With the feedback gather, the University was able to better understand students' concerns and reservations about the summer and re-look at its curriculum. More information about the SMU Summer Institute will be released by the University sometime in 2015.

## 7. CONTRIBUTIONS TO THE LIBRARY REVAMP (24/7 LEARNING COMMONS)

The SMUSA Welfare Secretary continues to sit on the Library Revamp Committee to provide a voice for the students. The library successfully underwent its revamp where we saw the installation of the 24/7 space (Learning Commons), the consolidation of the staff spaces and the Financial Centre.

SMUSA continued to work very closely with the Library where the Library constantly updates the SMUSA Welfare Secretary regarding the pace of the construction. With this information, SMUSA and her CBds were able to help facilitate the space crunch in the library during that period.

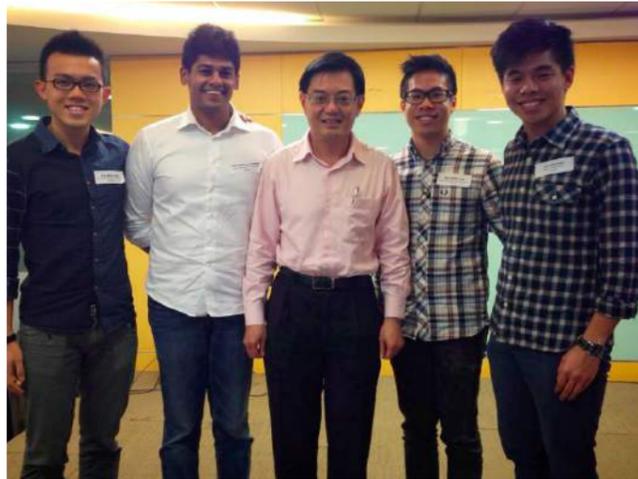
## 8. REPRESENTING THE UNIVERSITY & THE ASSOCIATION IN KEY NATIONAL EVENTS AND DIALOGUES

SMUSA continues send representatives to represent the University and the Association to participate in key forums, dialogues, lectures and seminars including the following:

### •3rd Education Minister's Dialogue: Students' Unions & Nation Building

SMUSA was invited to the 3rd Education Minister's Dialogue organized by NUSSU where student unions leaders met with Education Minister Heng Swee Keat to discuss about the role of students' unions in nation building.

The SMUSA International Secretary, SMUSA Oikos President and SMUSA The Bar President and myself represented the association at the event where they gave a short presentation, shared their perspectives and engaged in a dialogue session with the Minister.



• **NUSS 60th Anniversary Lecture by the Prime Minister**

I was invited to the NUS's 60th Anniversary Lecture where Prime Minister Lee Hsien Loong lectured on the theme "Singapore in Transition - the Next Phase". He shared that Singapore is now at an inflexion point where the gears and pace are changing.

Singapore, not only has to adapt and navigate the currents from moment to moment, but we have to keep in mind some basic principles which will help us to maintain our sense of direction, our momentum and purpose in the future. I was lucky to have been given the opportunity to meet with the Prime Minister at the end of the event to share my perspectives and views on his lecture.



## 9. ACKNOWLEDGEMENTS

I would like to thank:

**You**, Members of SMUSA, for electing us into office, believing in us and your unwavering support and understanding over the past year. It has been our greatest honour to have been given the mandate to lead and serve you.

**The Student Leaders**, across all CBds, clubs and societies, organising committees and event helpers for stepping up and serving alongside us over the past year. Your contributions made it possible for events and initiatives to take place smoothly and successfully, injecting vibrancy to the student life here in SMU.

**My 14th Executive Committee and Associates**, for working so tirelessly behind the scenes, most of the time, coming up with so many new initiatives, events and activities for the student body. Thank you for your passion, understanding, commitment and most of all, for coming along on this journey with me. I hope you had a blast and a year that you'll never forget.

**My Council (the 10th SAC)**, for your dedication, sacrifice and hardwork throughout the year. Despite having to manage your own Management Committees, Excocs and Departments, you still continue to give your 101% to Council and at your respective working committees. Thank you for being my support, encouragement, teacher, friend and family over the past year and for helping me grow and improve into the leader I am today. I'll never forget the memories we forged together during this journey - over intense work plan discussions in Melaka, the fun and joy exploring Melbourne during our study trip to Australia and the laughter we shared at NACLI. I am proud of everything that we have achieved as a Council this year. Thank you for everything.

**SMU President Professor Arnoud De Meyer**. Thank you for always opening your door to us for us to share our feedback and give suggestions to improve the SMU experience for SMU students. Thank you for always supporting and having faith in the Students' Association.

**Provost and Vice Provost**. Thank you for engaging us and always being so receptive to our feedback and suggestions.

**Dean of Students Professor Ong Siow Heng**. Thank you for working very closely with me this year in ensuring that students' voices are heard by the school management and offices. Thank you for taking the time out your busy schedule to meet with me and offer me advice and encouragement over the past year.

**Associate Dean of Students Dr Bervyn Lee**. Thank you for the fortnightly meetings where you're always there to hear us out, offer us advice and guide us through the challenges and obstacles along the way. Thank you for your mentorship in helping me grow and develop into a better leader over the course of the year.

**Director Francis Lim & Associate Director Christopher Tan from the Office of Business Improvement**. Thank you for always being there for Bala and myself as we embarked on the most challenging projects SMUSA has undertaken this year. Thank you so much for your help and advice in managing our various stakeholders and contribution to our success with the SMUSA AIS and Six Sigma Project. I have truly learnt so much from the both of you over the course of the year.

**Yew Tong and Shu Xian from the Office of Student Life**. Thank you for the support, resources and opportunities you have given to the SMUSA Council over the past year. We truly appreciate the advice you have given us to help us grow and perform as better leaders to benefit all members of the Association.

**Director Poon Keen Teng & Deputy Director Shirley Gwee from the Office of Finance**. Thank you for dedicating the extra time out to work closely with us, for the advice you have given us to help SMUSA improve on our Financial System and your approvals for the AIS and Six Sigma projects.

**OSL, RO, Provost Office, CTE, IITS, LBU, Library, OAA, DKHMCC, OFM, OGL, OUA, OSP, C4SR, Legal Office & School Administrative Offices**. Thank you for unwavering support for the 2014 batch of stu-

dent leaders. Thank you for believing in us, meeting us regularly and collaborating closely with us to improve on policies in the interest of SMU students. It has been a pleasure working with you and I sincerely thank you for everything you have put in for us and the students of SMU.

**12th SMUSA President Ada Chua & 13th SMUSA President Cherie Neo**. Thank you for the advice and encouragement you have given me over the past year. Thank you for sharing your experience and knowledge with me in dealing with various situations and for always being only a text message away throughout my term in office.

**Vice President of SMU Students' Association Balakrishnan S/o Jagadesh**. Thank you for always being there for me throughout this entire journey. Never before have I had the opportunity to work with, let alone lead, such an outstanding and dedicated individual who is always so committed and dedicated to the cause. Thank you for always supporting me, guiding me and offering me advice 24/7 and encouraging me throughout the challenges and obstacles we faced over the past year. Words can never fully express my gratitude towards you, my friend and brother. Thank you.

**Chloe Lew**. Thank you for the support and encouragement you have given me since the day I expressed my desire to run for office. Thank you for always believing in me, encouraging me, being my listening ear, accommodating to my ever busy schedule and for being my pillar of strength when things getting challenging and difficult. Thank you and I promise to spend more time with you in 2015! (:



## VICE PRESIDENT

Report By: Balakrishnan [Vice President, SMUSA]

Vice President

### About

The Vice President of SMU Students' Association is principally the head of the executive committee and oversees the day to day operations of SMUSA. Additionally, the Vice President is responsible for overseeing the executing of tasks that executive committee is tasked with by the Students' Association Council and assists the President with strategic planning by heading the Strategy Committee and representing student concerns in SMU offices.

### Highlights

#### 1. WORK PLAN

The SMUSA executive committee (exco) and the Student's Association Council (SAC) chartered the work plan for 2014 after three days of council retreat in Malacca and two days of exco retreat. The work plan charts out the key milestones for each department and working committee to achieve and council will collectively be responsible for executing the work plan. A midterm progress review was conducted in May during the council study trip to assess the performance and progress of the council. I am glad to announce that we have achieved most of our revised targets set for the year 2014.

#### 2. KNOWLEDGE MANAGEMENT

Knowledge Management for SMUSA has been an issue ever since our inception. In view of this, the SMUSA Honorary General Secretary was tasked to collect information from the past and document them down digitally. Additionally, the exco was required to submit a bi monthly reflection form to document the decisions made, problems faced and solutions implemented for future reference.

A key challenge in knowledge management is the imparting of knowledge. We attempted to impart knowledge over the course of last term but there exists room for improvement which I hope the next council will look into.

#### 3. TALKS WITH OFFICES AND STUDENT CLAIMS PROCESS

In 2014, we successfully gained support from the Office of Finance and the Office of Business Improvement to improve the speed of the lengthy claims process. A two prong approach was taken, first to look into the overall process which included processes from the Office of Finance (which was performed by Ser Kiat by employing the Lean Six Sigma methodology in MGMT317) and the second being to improve internal process of SMUSA.

In view of supporting student's claims and the possible initiative, we tasked the Finance Committee to document all claims made and the duration the claim was processed. In the interim period, an online spreadsheet was set up to facilitate this data collection, which was eventually used for Ser Kiat's MGMT317 project. Future claims data can be easily accessed using the new SMUSA Accounting Information System.

#### 4. COUNCIL STUDY TRIP

The 10th SAC embarked on a trip to Melbourne, Australia from 26 April to 2 May. The council study trip was a project intended to achieve the following objectives:

1. To review SMUSA structure, adopt good practices and understand student union governance from foreign student unions.
2. To bond and strengthen the friendship and working relationship among council members.
3. To perform a midterm assessment on the performance of the council.
4. To discuss the state of SMUSA in the near future.

We visited the student unions of RMIT, Monash and University of Melbourne. The objectives of the trip were achieved and have translated some of our learnings into actions. This include the checklist system for

SMUSA Executive committee, SMUSA 2020 strategic planning and most importantly, we contributed our findings on infrastructure to the Office of Strategic Planning. Several concepts in SMU-X at the vanguard building were a result of our findings in Australia.



#### 5. TERMS OF REFERENCE (TOR) AND CHECKLIST

To further bolster our efforts towards continuity, we

developed terms of references for each and every portfolio holder. We found the responsibilities defined in the constitution be lacking as the roles of each portfolio holder have expanded over the years. The TORs include a checklist of tasks (adopted from RMIT) to be done over the course of the year. These TORs were used during succession planning and hiring of associates and deputies.

#### 6. SUCCESSION PLANNING

A key aspect of managing the executive committee is to ensure proper succession. This was identified at the start of the year to be an issue that needs to be tackled from the start rather than towards the elections period. The events team and the honorary general secretary engaged the various organising committees we had to identify talent for the next generation of student leaders. This included them being a part of the organising committees and bonding with them. We are glad to announce that several of our SMUSA Executive Committee members this year have once again been from the summer events organising committees.

Apart from attracting talent, another area of improvement was to ensure continuity in the organisation. This included a shift away from the mentality that each batch of student leaders have to form their own identity and plans towards a mentality the plans have to be continued, improved, and built upon from past batches.

We carried forward sharing sessions, elections info sessions and our usual retreats. At the exco retreat, the 15th Exco drew up their work plan for 2015. Additionally, we instituted an on job training programme that saw the new elected SMUSA executive committee members performing tasks related to their portfolio and planning for 2015. These series of events were bolstered by our first effort at knowledge management (led by the Secretariat Department) which included case studies of incidents, work flow diagrams, standard operating procedures, reflections, after activity reviews and other documents.

It is my wish to see succession planning further sharpened in 2015.

## 7. SMUSA ACCOUNTING INFORMATION SYSTEM (AIS)

The SMUSA Accounting Information System (AIS), is an online system for clubs and CBds to manage finances and perform all financial transactions with the university. Prior to the implementation of the system, transactions were paper based, highly error prone and slow. SMUSA realised that finance would be a perfect area for improvement in 2014. After an initial study, automation was identified as the way forward to push the slow internal financial processes.

The SMUSA AIS was a feat in diplomacy and change management. Similar projects had been attempted twice in the past with no success. The AIS was proposed as an IS480 Final Year Project for SIS students for an unprecedented third time! The course coordinator, Professor Benjamin Gan initially rejected this project. After nearly a month of discussion, then Director of OSL, Dr Bervyn Lee agreed to be the sponsor for this project and guaranteed for the follow through of the project to Professor Gan. I would like to express my gratitude for this gesture to Dr Lee and Professor Gan.

The next step involved identifying the business processes and rules to be mapped for the AIS, after which we held several discussions with OSL, OFIN and IITS on the application and its future. After addressing most of the concerns, I am glad to announce that we have started using the system for budgeting and accounting. The claims function, as of writing, is pending a final User Acceptance Test by OSL before we receive the approval for deployment.

Prior to the deployment, the team that developed the AIS worked with SMUSA to provide training for the incoming Finance Secretaries. Change is often resisted by people who have been familiar and comfortable with the status quo. The trick we employed to transition to the AIS was to introduce this to the incoming batch, who have almost no or little background knowledge on the existing financial processes. This saved time we otherwise had to spend to convince users to take up the AIS. Additionally, we gave an AIS and finance briefing at the student leaders' symposium to educate our student leaders.

As with any IT project, a major concern is post development technical support. The team that developed the AIS have agreed to provide freelance support for the AIS and we have signed a technical support contract. The common complaints with IT systems include user interface and bugs. This is why we will be paying for support. To the incoming and future batches of SMUSA, please do not dismantle the AIS; there was much effort put to successfully build and implement this. Failing to heed this advice would possibly crumble the faith our internal stakeholders have in the organisation.

## 8. ACKNOWLEDGEMENTS

### Lim Ser Kiat (President, SMU Students' Association)

For being the friend who encouraged me to run for SMUSA at a time I lacked confidence and supported me throughout elections. We stayed up late nights, had really intense discussions but at end of each discussion we came out with greater clarity. Thank you, for having the most faith in me among all of us and supporting my ideas and plans. Thank you, for being my brother from another mother over the course of the two years since we started out in fantastically in LTB, excelled in FTB and eventually leaving our legacy in SMUSA.

### 14th SMUSA Executive Committee and Associates

For tolerating my demanding standards, frank opinions and aggressive personality throughout the year. Though not all of you could get accustomed to it, it is my view that several of you have met those standards and I wish all of you the very best in your bright futures ahead. Thank you.

### 10th SAC

For having to deal with my aggressive criticisms of ideas and proposals during council meetings. If it was not apparent by now, I do so with the intention of sharpening ideas and getting things done right the first time. The really amazing thing I love about us is that our work related arguments tend not so spill over after working hours. I hope you cherish the memories we had in Australia and I am proud of our collective achievements in 2014. Thank you.

### Adrian Tan Han Xiang (President, Accounting Society)

For opening up to me on life in council and managing his own executive committee and sharing with me lessons you have learnt and practices you adopt in leading teams. I will never forget the endless discussions we had on a variety of topics, the time we carried that canoe during SACLIP and for your encouragement to run for the position of Vice-President. Thank you.

### Muhammed Ismail Bin K O Noordin (President, SMU Law Society)

For being the single most difference maker in the council through your invaluable contributions in advising us on matters relating to finance, crisis communication, constitutional issues, elections issues, strategic planning and general management. Etched in my memory will be the countless hours we spent in SMUSA room drawing up SMUSA 2020 plans and being the intellectual powerhouse you are, the punny conversations we had that no one else understood. Thank you, for being there for us.

### Poon Keen Teng and Shirley Gwee (Director/Deputy Director, Office of Finance)

For taking the time off office hours to meet us at the period we were struggling financially and for the advice and your seals of approval for the Six Sigma and AIS projects. Thank you.

### Elvin Wong (Associate Director, Office of Finance)

For agreeing to and kick starting the claims improvement process. Though you may have left SMU, it was the seed you planted that eventually led to the AIS and Six Sigma Improvement Project. Thank you.

### Dr Bervyn Lee (Former Director, Office of Student Life)

For having the guts to put out OSL's name out there for SMUSA, the AIS system and having the faith in me. Thank you.

### Wong Yew Tong, Lee Sok Yuen and Ghee Keong (Student Leadership Cluster, Office of Student Life)

For performing an important advisory and administrative role, especially during the council study trip and AIS implementation. Thank you.

### Francis Lim and Christopher Tan (Office of Business Improvement)

For without doubt, being the single most impactful people for improvement, progress and change management for SMUSA and students. I cannot thank you two enough, be it driving all the way to our internship offices to have a chat with Ser Kiat and I while we were on internship or the various short meetings we had that greatly aided our ability to politically manoeuvre though the challenges we faced over the course of the year. Thank you.

### Mervin Beng (Office of Business Improvement)

For your invaluable technical advice and direction you gave us over the course of the year for the AIS. Your advice in January was what set me out to eventually propose the AIS as a FYP project. Thank you.

### Professor Benjamin Gan (School of Information Systems)

For giving SMUSA the chance to put up yet another FYP project after two failed attempts. Thank you.

### Terence Chu (School of Information Systems)

For agreeing to take on the AIS as your FYP and agreeing to support the system after the project. Thank you.

### Nicole Dominique Kee

For your encouragement to run for SMUSA, putting up with my insanely busy schedule and supporting me throughout the busiest period of my life. Thank you.



Report By: Andrea [Honorary General Secretary, SMUSA]

## About



The SMUSA Secretariat Department strives to safeguard students' rights and interests of all SMUSA members by ensuring that all guidelines, standing orders and constitutions are adhered to. Furthermore, we aim to streamline processes to make all procedures more efficient.

## Highlights

### 1. OPERATIONAL INITIATIVES

#### • Handover Documents

The handover form has been newly implemented this year, for the purpose of keeping track of all clubs in SMU as well as ensuring that all clubs abide by the SMUSA guidelines, standing orders and constitutions. All handover forms from CBds and clubs have been collected and sorted out (less SICS clubs; which forms will be handed in this summer due to handover timings).

Now, the Secretariat department will log all the details of the club into an online database which will facilitate in the handover process of the SMUSA Honorary General Secretary, CBd Honorary General Secretary and clubs in the future. Details including acknowledgement of all guidelines, standing orders and constitutions, records of probationary status, assets listing status etc. will be documented to ensure proper compliance with guidelines, standing orders and constitutions.

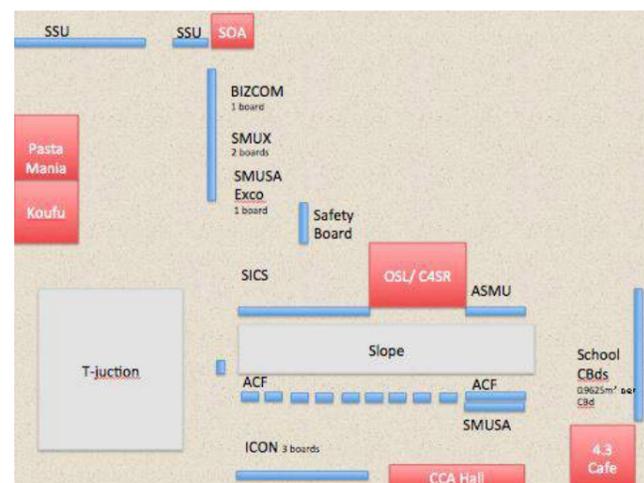
#### • Noticeboard Reallocation

The SMUSA Secretariat Department has reallocated noticeboards along the concourse to ensure fairness

and equitable distribution to all clubs and societies. The finalized locations have been confirmed after consulting Constituent Body (CBd) Presidents. Some issues amongst many that were raised, that led to a shift of board allocations:

- 1) ICON's 12 clubs were not represented along the concourse
- 2) Inequitable space allocations for each club

Hence the new layout is as follows:



#### • Poster Stamping

The requesting process of posters to be placed in the concourse areas via SMUSA has been changed as of 13th May 2014. The old process used to involve a student emailing the SMUSA Honorary General Secretary and personally requesting a time to get the posters chopped. To increase efficiency, all posters that need to be chopped within the week to be dropped off in a black letter box (outside the SMUSA room in the CCA Hall) by Wednesday 12pm of every week and to be picked up the same week from the same box on Friday after 3pm (name, club name, contact number to be attached to the posters to be stamped).

For any enquiries regarding this process, please email: [secretary@sa.smu.edu.sg](mailto:secretary@sa.smu.edu.sg)



#### • Email Monitoring

The purpose of email monitoring is to limit the amount of emails that students receive. Moreover, it restricts the sending of unnecessary sending of emails in the form of spam. That said, while it is imperative that the policies engendered protect the interests of students, this must be delicately balanced against the promotion of student life in SMU and the welfare of clubs and societies. Achieving this balance has proven to be an onerous challenge for the Secretariat Department, especially in light of the Personal Data Protection Act (PDPA) enacted by the Singapore government in 2012 and the Spam Control Act.

As such, the Secretariat Department believed that the outdated Email Guidelines and accompanying Standing Orders had to be amended so that it bore some semblance to Singapore's prevailing laws and regulations. Among the changes proposed were limits on the type of emails permitted to be sent out by clubs and societies. Under the new proposal, clubs and societies would be encouraged to consolidate their own mailing lists, for instance, during Vivace and only emails promoting school-wide events would be allowed (e.g. SMU PAW Animal Day). The proposed restrictions took into account the lack of an IT infrastructure that enabled students to subscribe or unsubscribe from a particular club's or society's mailing list and thus, were intended to be a temporary solution until such an IT infrastructure was developed.

Upon the collection of data and statistics throughout the year, a discussion was raised during the September Council meeting and a motion was subsequently

called during the November Council meeting. Only 11 Council members were in favour of the proposed changes. Some of the concerns alluded to the stifling of the presence of student life in SMU and the inconvenience placed on clubs and societies with a large membership base.

Moving forward, the Secretariat Department hopes to work with IITS to develop a suitable infrastructure that allows students to subscribe or unsubscribe from emails that they do not wish to receive. In the meantime, students may consider filtering their emails.

On another note, the number of clubs and societies that have breached the Email Guidelines and Standing Orders over the year are presented below:

Semester	Email Suspension	Email Termination	Total
AY13/14 T2	58	4	62
AY14/15 T1	70	6	76

The Secretariat Department would like to thank students who gave valuable feedback and most importantly, clubs and societies whose understanding and cooperation made the enforcing of Email Guidelines and Standing Orders easier, albeit it being an unpleasant task.

### 2. MEETINGS OF THE ASSOCIATION

#### • Annual General Meeting 2014

SMUSA Secretariat department organized the Annual General Meeting 2014 which was held on the 29th January 2014 at the Ngee Ann Kongsi Auditorium in SMU. There was a turn out of more than 200 people as well as our Guest-of-Honour (Provost Rajendra K Sri-



vastava) who gathered to listen to reports of the previous council; what they have achieved over the year as well as to observe the investiture of the new council.



**• Extraordinary General Meeting 2014**

SMUSA Council Extraordinary General Meeting (EGM) was called on the 12th September 2014. We were graced with the presence of 200 students to make these changes to the constitution:

Amended article 9.5.1.1 a) to: The elected President of the Business Committee who shall automatically be appointed the Corporate Relations Secretary. Amended article 6.1.3 to: The elected President of the Business Committee shall be appointed the Corporate Relations Secretary.

Added article 14.10: Elections of International Students' Secretary and Corporate Relations Secretary to the Executive Committee

Added article 14.10.1: The International Students' Secretary of the Executive Committee shall be elected in accordance with the elections conducted by the International Connections Committee.

Added article 14.10.2: The Corporate Relations Secretary of the Executive Committee shall be elected in accordance with the elections conducted by the Business Committee.

The constitutional amendments were supported by at least 75% of the members in attendance.

**3. DOCUMENTATION OF ASSOCIA-**

**TION'S ONGOINGS**

The Secretariat department has taken the step to document all Constitutions, Executive Committee and Council meeting minutes and motions, AARs, Terms of Reference, Case studies and more.

Earlier this year, we noticed a lack of documentation in the association. Hence, we took the step to save in both soft copy and hard copy the documents from 2 years ago so that future batches will have a reference point to decisions made in prior batches. All documents of the association (from 2012) has been documented and dated and passed onto the next council. A log has been made to document all changes of the SMUSA Constitution. Guidelines have been created to ensure the continuity of this process.

**4. ELECTIONS FEVER**

SMUSA Wide Elections took place from the middle of August to September. All the School and CCA constituent bodies, ICON, Bizcom and SMUSA adhered to the SMUSA Elections Timeline (with the exception of ACF due to a shortage of candidates running for office).

August – 12 September 2014: Nominations Period  
 15-19th September 2014: Campaigning Period  
 22nd – 26th September 2014: Voting Period  
 By 29th September 2014: Release of General Elections results  
 By 8th October 2014: Respective Internal Elections

**5. SMUSA GENERAL ELECTIONS**

The Secretariat department has taken steps to make the Elections more transparent and fair in 2014. This began with hiring neutral parties to sit in for the Elections Committee Interviews. The neutral parties consisted of students who were not in the SMUSA Council. Secondly, the General Elections vote counting process was improved - instead of all the power being put on the Honorary General Secretary to count and release all the votes (as per previous years), the Secretariat department came up with a vote counting day. This vote counting day involved all Honorary General Secretaries from all constituent bodies (CBd HGS) to come down, neutral parties included the Elections Committee and the Office of Student Life. The CBd

HGSs witnessed the SMUSA HGS downloading the results from the elections portal, then the CBd HGSs proceeded to count the votes of another CBd (e.g. CBd A) and this was verified by another verification round of counting (a different CBd counting the votes of CBd A again). The Elections Committee verified that the votes tallied, then the results were finalised and acknowledged by the respective CBd HGSs.

The Elections Committee also took effort to make the SMUSA Elections more accessible by putting all information of all SMUSA-wide elections on a common portal. Furthermore, they hyped up SMUSA Exco elections by posing the candidates with questions and posting these responses on the website and physically on blue noticeboards. They also held rallies outside Koufu for the candidates to showcase themselves.

**6. SMUSA INTERNAL ELECTIONS**

The SMUSA Internal Elections took place on the 19th October 2014, in the presence of the 10th and 11th Council, SMUSA Elections Committee and the Office of Student Life.

The elections took place following the rules and regulations of the SMUSA Constitution and the Internal



Elections Standing Order.

**7. SMUSA EXCO RETREAT 2014**

SMUSA Exco retreat 2014 took place on the 5th – 6th December 2014. The main aim of this retreat was to present the 14th Exco's achievements and failures to the 15th SMUSA Exco as well as to give the 15th Exco time to chart out their work plan for 2015. A dinner and stay over was incorporated to bond the 15th Exco.

**8. ACKNOWLEDGEMENT**

**SMUSA Elections Committee 2014: Zephan, Ada, Alson Tan, Na, Akanksha,**

Thank you 5 for taking on the challenge of planning an Elections Fever for the whole school. I know that it was a tough road, especially working around all the policies set in place. Thank you for keeping an open communications channel and always doing the best thing for the elections. I appreciate all your efforts in planning the pitches and Q&A questions and everything else! Thank you once again and all the best for your future endeavours!

**SMUSA Succession Committee: Loh Jia Jie, Benjamin Lam, Tay Weng Yew, Kim Sang Hee, Lim Ke Hao & Lim Ser Kiat**

Dearest Succession Committee, thank you so much for the past one year. You all have worked so hard; especially our daily day and night meetings while on our Australia Council Study Trip! Oh the memories... Leading you all was a great experience! I couldn't have asked for a better team to work with this year. All of you are such driven individuals who never fail to put in your best and support each other! I will dearly miss each and every one of you! Keep in touch!

**SMUSA Deputy Honorary General Secretary: Dasaki Anwar bin Abdul Aziz,**

Thank you for all the support you have given me over the past year. Thank you for accommodating my late requests and being ever so efficient in your tasks. You have been the best deputy anyone could have ever asked for. Thank you for also being such a great friend and someone that anyone could depend on. Have fun in Paris! Take care and see you real soon!



## About



The SMUSA Finance Department looks after the finances of the Association. It provides claims services and ensures all spending are within budget.

## Highlights

### 1. BUDGETING (AY13/14 SEMESTER 2)

The Honorary Finance Secretary had vetted through the budgets of all the clubs and societies of each constituent body in SMU and ensured that all the budgets are in accordance with the Finance Budgeting Guidelines.

The Budget Endorsement meeting with the 10th Finance Committee was held on 4th January 2014 10am. The budget was then endorsed by the Finance Committee and approved by the council in the Budget Approval meeting on 5th January 2014 at 12pm.

The total amount for this budget period for all clubs and societies AY 2013/2014 Term 2 was \$365,370.13 with \$51,999.60 from undisbursed Student Activity Fee AY 2013/2014 and the remaining amount will be from SA reserves together with injection from President's budget.

### 2. CLAIMS AND DEPOSITS CHECKLIST

SMUSA Finance Department had created claims and deposits checklists that need to be attached for every batch of claims submitted to the Honorary Finance Secretary by the finance directors/secretaries of each constituent body. This helped ensured proper input of data on the claims vouchers and deposit forms and reduced operational inefficiency due to rejected claims.

### 3. SUMMER EVENTS FINANCE BRIEFING

A summer events finance briefing has been conducted on 4th April for all personnels handling finances for these events. The aim is to ensure compliance with the finance guidelines and timely clearance of claims post-event.

### 4. BUDGETING (AY14/15 SEMESTER 1)

The Honorary Finance Secretary had vetted through the budgets of all clubs and societies of each constituent body in SMU and ensured that all the budgets are in accordance with the Finance Budgeting Guidelines. The Budget Endorsement meeting for the August – December 2014 budget with the 10th Finance Committee was held on 27th July 2014. The budget was endorsed by the Finance Committee, and approved by the council in the Budget Approval Meeting on 28th July 2014.

The total amount for the budget period (AY 2014/2015 Term 1) was S\$370,999.97 which was fully funded by the AY 2014/2015 Student Activity Fee.

### 5. CHANGES IN SMUSA FINANCIAL GUIDELINE

Together with the 10th Finance Committee, the Honorary Finance Secretary reviewed the SMUSA Financial Guideline in order to ensure that the guideline used by the finance secretaries and directors is still relevant, and brought up to date. Specifically on the Budgeting Guideline, there are following changes proposed by the Finance Committee, which were subsequently approved by the council. The changes made are as following:

1. Catering allowance for Constituent Bodies' Annual General Meetings to be increased from the previously \$4/pax to \$8/pax.
2. General clubs catering allowance to be increased from the previously:
  - a. Small Event - \$5/pax to \$8/pax
  - b. Medium Event - \$5/pax to \$8/pax
  - c. Large Event - \$7/pax to \$10/pax

- b. Medium Event - \$5/pax to \$8/pax
- c. Large Event - \$7/pax to \$10/pax

The initiative to revise the catering budget was proposed in order to reflect the market rate offered by various catering companies that are way above the old allowance per pax. Hence the revision is done to reflect the rising costs of food due to inflation and many other various reasons.

3. Introduce the new Tshirt subsidy guideline with the purpose to limit SMUSA's subsidy on clubs' Tshirts for events to only up to \$8 per shirt. (Excess costs will be borne by the club)

### 6. FINANCE HANDOVER MEETING

In mid November, the Honorary Finance Secretary conducted the finance handover meeting for the 11th Finance Committee in order to prepare the new batch before they start their duties in the upcoming year. In the handover meeting, the Honorary Finance Secretary presented on the financial operations that are crucial for the daily finance activities as well as the structure of SMUSA Finance, budgeting method, and various finance terminologies used.

All the best for the 11th Finance Committee for the year 2015!

### 7. ACKNOWLEDGEMENT

**Rosemarie Carbayar, Lee Xiao Shan, Wee Seow Kin, and Lee Chui Mei (Office of Finance)**

Thank you for your unwavering support that all of you have given to me throughout my term in office. There are times when I have urgent requests for students' claims and a lot of other students' finance matters, but all of you never fail to attend to the requests timely and assist as much as you can. Thank you for the opportunity to work alongside with you for the year 2014 and on behalf of the 10th Finance Committee, I would like to extend my deepest gratitude for your hard work and dedication for the students.

**Poon Keen Teng and Shirly Gwee (Director/Deputy Director, Office of Finance)**

Thank you for always be there when I needed advice on certain issues, be it from budgeting, operational is-

ues to improvement on our current finance system. Thank you for always listening to students' feedback and constantly seek improvement in students' billings and claims matters.

### 14th SMUSA Executive Committee

Thank you for all the invaluable experience working with all of you and for all the helps and advice that you guys have sincerely given to me. It has been a pleasure working along side with people who share the same interest and passion with me to contribute to the student body.

### 10th Students' Association Council

Thank you for the ideas, encouragements, supports you guys have incessantly provided me during the term. It has been a great year with you guys!! The monthly council meetings, work discussions, Australia trip, and random meet-ups will always be part of my fond memories of the 10th council. Thank you for making this journey much bearable. It has been a great ride with all of you and I wish each and everyone of you the very best for your next chapters after council.

### Bernard Teo Sheng Hui, Deputy Finance Secretary

Thank you for signing up as my deputy finance secretary and your willingness to dedicate your time and energy to serve the students alongside with me. I will never forget the countless late meetings that we have gone through together, and I am very glad that we pulled through. Thank you for everything and I really cherish the assistance and supports that you always readily give me.

### 10th Finance Committee

Thank you for being one of the best committees I could ever asked for. It has been a super hectic year for all of us and I am very proud that each and everyone of us has given our best and lived up to the expectation of the finance secretary/director. Thank you for accommodating to my endless requests, showing up for (long) meetings despite your busy schedule, contributing your ideas and feedback, and most importantly for doing a great job for the finance portfolio. It has been a great journey!



## About



The SMUSA Assets Department manages the logistics of the Students' Association. They provide assets loan services as well as conducting assets audit.

## Highlights

### 1. MEETING WITH OFFICE OF FACILITIES MANAGEMENT

The SMUSA President, SMUSA Vice President and SMUSA Assets Secretary had a sharing session with both the Director and Associate Director from Office of Facilities Management on 24th January 2014. The topics of discussion during the meeting includes feedbacks from students such as the escalator operating timings, review of spaces for more effective usage, quarterly meeting with student leaders, BOSS bidding survey questionnaire, expediting of card access granting to restricted areas in SMU as well as exploration of more study facilities within SMU for all students' usage. A separate meeting session with OFM will be scheduled again after the end of term to further explore ways to better support students' needs in school.

### 2. EXAM STUDY SRS

The SMUSA Assets Secretary has booked out several seminar rooms for all SMU undergraduate revision purposes on week 13 and 14. The SR booking list will be release at a later date by the SMUSA Assets Secretary via email to all SMU undergraduate students. Special mention and thanks to Mr Kyaw Thura from Office of Facilities Management (OFM) and Ms Li Shuxian from Office of Student Life (OSL) for their kind assistance on this matter.

### 3. RECRUITMENT OF WORK STUDY GRANT STUDENT HELPERS

The SMUSA Assets Department, with the support from Office of Student Life (OSL) and Office of Dean of Students (DOS) have recruited and trained WSG student helpers (during early January 2014) to support the daily assets loans to all students, clubs, constituent bodies and school offices. This operational arm of SMUSA Assets Department is now functional.

### 4. ASSETS LOAN GUIDELINES

All SMU Undergraduates were notified of the revised SMUSA Assets Loan Guidelines via SMUSA Weekly Update (on Week 10 of AY 2013-14, Term 2). The revised SMUSA Assets Loan Guidelines can now be found on [www.smusa.sg](http://www.smusa.sg) and shall take immediate effects upon its publication of the SMUSA webpage.

### 5. SPEARHEADING OF CCA HALL AND FTB STORE STANDING ORDERS

The SMUSA Assets Secretary has spearheaded two facilities usage Standing Orders which have been passed during Students' Association Council (SAC) General Meeting on March 29th 2014. All SMU Undergraduates were informed of the introduction of the CCA Hall Standing Orders and the FTB Store Standing Orders via the SMUSA Weekly Updates on Week 14 of AY2013-14, Term 2. The two Standing Orders can now be access via [www.smusa.sg](http://www.smusa.sg).

### 6. 1ST QUARTERLY MEETING WITH OFFICE OF FACILITIES MANAGEMENT

The SMUSA President, SMUSA Assets Secretary, Deputy SMUSA Assets Secretary, SMUSA Events Secretary and SMUSA Students Welfare Secretary had the first quarterly meeting with the Director and Associate Director from Office of Facilities Management (OFM) on 21st March 2014. The topics of discussion and updates includes the mosquito situation on campus ground, the consolidation of Seminar Rooms to be released to the school constituents bodies, the updates of the status of FTB Store and CCA Hall Standing Orders, students' feedback on air-condition operating

hours, assets purchase and the discussion of summer bathing facilities within the school compounds. A second meeting will be held during the summer break to provide feedbacks and updates to Office of Facilities Management (OFM) to better serve the needs of all SMU Undergraduates.

### 7. CCA HALL LOCKER ALLOCATION

The SMUSA Assets Secretary has informed all clubs and societies through email to apply for the CCA Hall lockers by end June 2014. The allocation of the CCA Hall lockers has been completed. All applicants were duly informed of the application outcome through email.

### 8. SUMMER ASSETS POOLED LIST

The SAC Resource Committee (Assets) has proposed to the SAC during the SAC Australia study trip of the SAC Assets pooling plan. The launch of this plan aims to provide all summer events and camps with alternative avenues to loan assets and hope to reduce budget inefficiency from the purchase of assets, which could be loan from the CBds. The SAC Assets Pooled List has been released to all clubs & societies by the SMUSA Assets Secretary.

### 9. SUMMER ASSETS DE-CONFLICTING

The SMUSA Assets Department has put forth a set of operations plan for summer SMUSA Assets loans de-conflicting. This operations plan has been communicated to each CBd Presidents during May SMUSA council meeting. At the request of the SMUSA Assets Secretary, each CBds President would be disseminating this information to the clubs and committee under their respective jurisdiction.

All summer SMUSA Assets Loan requests were carefully considered by the SMUSA Assets Department before approval were given for each loan.

### 10. NEW SMUSA ASSETS LOAN WEBSITE INTERFACE

The new SMUSA assets loan website interface is slated for official launch during January 2015. The new interface would provide a user-friendly outlook and would be in compliance with the Personal Data Protection Act (PDPA).

### 11. ACKNOWLEDGEMENT

**Mr Goh Thiang Hock, Mr Ben Goh, Ms Sally Goh, Ms Cristel Lim, Mr Thura**

**Office of Facilities Management (OFM):**

Thank you both Mr Gohs for your unwavering support for the many policies, events and future strategic plans we have in line to enhance student life in SMU.

Thank you Ms Sally Goh, Ms Cristel Lim and Mr Thura for your supportiveness during my term of office in all facilities-related issues.

It has been a pleasure to work alongside with Office of Facilities Management (OFM), to serve the needs of the SMU community. On behalf of the 14th SMUSA Executive Committee, I would like to extend my gratitude to each of you! Thank you.

**Shuxian, Rina & staffs from Office of Student Life (OSL):**

Dear Shuxian, Rina and staffs from OSL, thank you for being such a supportive brunch during my term of office in 2014. Thank you for being there to support the Assets Department. It was wonderful to be able to work alongside with each of you to enhance student life in SMU. Thank you so much for everything.

**10th SMUSA Council & 14th SMUSA Executive Committee:**

Thank you guys for your words of encouragement, support, understanding and advice during our term of service. It has certainly been heartening to be able to work alongside with a highly dedicated team in serving the needs of the SMU students' community. I wish you guys all the best in your future endeavors!

**SAC (Assets) Resource Committee:**

Dear Adrian, Kehao & Shermaine, thank you so much for your time and dedication in putting together the different key initiatives including the SAC Assets Audit Policy, the proposal of The Hangout, design and layout of the Vanguard building (SMU Labs) for the students. It has been a pleasure working with each one of you. Take care and all the best!



# BUSINESS DEVELOPMENT DEPARTMENT (BIZCOM)

Report By: Shermaine [Corporate Relations Secretary, SMUSA]

### 14th Deputy SMUSA Assets Secretary, Chelsea Ho:

To my dearest deputy Chelsea, thank you for stepping up for being one of my strongest pillars of support. Thank you for making SMUSA Assets portfolio as your main priority in school, thank you for the many ideas and feedback on improving our operations, thank you for assisting me in the recruitment to the management of the SMUSA Assets WSG duty staffs, thank you for the many countless hours which you have put in to help me build up this portfolio.

Warm & serious, you are truly the best asset to the SMUSA Executive Committee. I wish you all the best in the next chapter of your life

### 14th SMUSA Assets Department Associates, Siddharth & Kevin:

You guys made the best team I could ever ask for. Thank you for pulling through everything with me, for supporting Chelsea and the WSG team in enhancing student life. I shall remember the jokes we shared for a long time to come. Thank you guys! All the best in your future endeavors



(14th SMUSA Assets Department – Starting from left: Kevin, Chelsea, Siddharth & Kheh Yang)

### SMUSA Assets WSG Team:

Thank you guys for being such a wonderful and supportive brunch. Our operations would not be possible without the dedication and support from each of you. Once again, thank you so much!!

## About



Bizcom is the business development arm of the Students' Association and your one stop lifestyle hub for discounts, privileges and post exam parties.

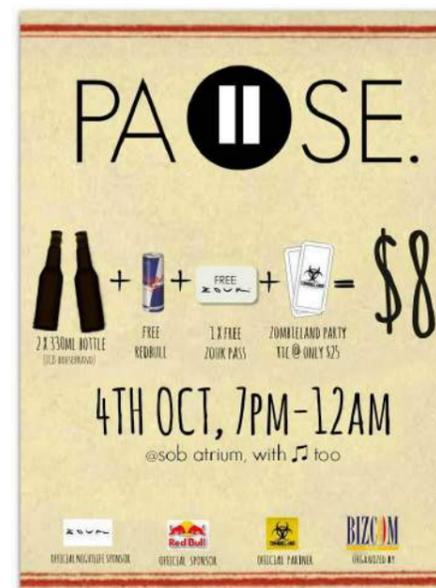
## Highlights

### 1. TAKE A BREAK - PAUSE

Organized with the purpose of allowing our students to enjoy a mid-term break, the 14th Bizcom Events team initiated a new event - 'PAUSE'.

It was held at Lee Kong Chian School of Business Atrium on the 4th Oct 2013 with free flow beer to all SMU Students who have purchased our tickets.

Due to the positive response and feedback, we are considering including it into Bizcom's events landscape in the future.



### 2. IT'S TIME TO PLAY

Tying in with our mid-semester event PAUSE, our bi-annual Post-Exam Party (PEP) was called PLAY with a colour-block theme.

Held at Phuture, Zouk on 5th December 2013, there was turnout of about 300 students.

As part of our marketing for the event, we also had a mini welfare drive where we gave out bubble tea and candies to all SMU students.

Bizcom would like to thank everyone who have made this event possible – our Executives who helped out with the event, sponsors and most importantly, every individual who attended our event.



### 3. SMUSA-BIZCOM STUDENT LIFE AWARD 2013

As part of Bizcom objective to encourage student life, we have the SMUSA-Bizcom Student Life Award which is open to all SMU Students. This award encourages students to be active outside of academic curriculum through community service and student life activities.

On this note, Bizcom would like to congratulate our recipients for this year for their active involvement in student life on top of their academic endeavours.

We would like to encourage more SMU students to

sign up for this award during the next application and our scholarship, SMUSA-Bizcom Scholarship 2014.

#### 4. BIZCOM WELFARE DRIVE

With the positive response from our previous welfare drive held in conjunction to promote our bi-annual Post Exam Party, we decided to continue this initiative for all students. This time around, we provided pastries from Chantilly and Red Bull.

We hope all of you enjoyed the welfare from us and stay tuned to what we have in store for you next semester! ;)

#### 5. POST EXAM PARTY – NEON BLACK-OUT

Neon Blackout was held at Zouk on 24th April to celebrate the end of finals and welcome Summer break. With the UV paint provided by us, we had ‘blackout’ periods during the party to allow all our party-goers to enjoy the full experience of having a neon blackout. As part of Bizcom’s tradition, this post-exam party is organized by our executives as a form of Junior Initiative (JI).

On behalf of Bizcom, we would like to thank everyone who came down for our event and hope all of you had as much fun as we did!

We would also like to show our appreciation to the executives involved in this JI and their effort in helping to make the party a memorable experience for our participants.



#### 6. BIZCOM NEWEST INITIATIVE – SHUFFLE

Shuffle is Bizcom’s newest initiative by our 14th Executive Committee with the rationale of providing more than just parties for our students to mark the end of an academic year. Shuffle features discounts ranging from cafes, beauty and wellness, recreational activities and entertainment to bars and nightlife activities.

With various discounts spanning through the week of 25th April to 3rd May, Shuffle wants you to hit the streets with us and have different attractive discounts waiting for you both in the day and at night.

We hope you have enjoyed these discounts as much as we did and we will be evaluating the response to determine if this will be part of our events landscape in the future.

Once again, we would like to thank everyone for their support and wish all of you an enjoyable Summer!



#### 7. FRESHMEN BASH

To conclude this year’s round of summer activities, Bizcom organized our annual Freshmen Bash – Elysium. Held at Zouk on 21st August, the next batch of Mr and Ms SMU was crowned at this event.

We will also like to extend our congratulations to the new Mr SMU Stephen and Ms SMU Nicole for the batch of 2014.

Bizcom would like to thank everyone who came down



to support our contestants and attending our event. We hope you guys had fun and we will see you next year!



#### 8. BACK TO SCHOOL BAZAAR

Along with Freshmen Bash, Bizcom also organized our biannual back to school bazaar – Spectra. With the various merchants brought down to school, we hope to kick away the back to school blues as students are experiencing especially with the long summer break.

We would also like to show our appreciation to the executives involved in this JI and their effort in helping to make the party a memorable experience for our participants.



#### 9. BIZCOM LIFESTYLE BLOG – SMUDGE

Another new initiative rolled out by Bizcom this year is the introduction of our lifestyle blog – SMUDGE (<http://www.bizcom.sg/smudge/>).

The website features food and product reviews and exclusive deals for SMU students. We will also love to hear what discounts you would like to have so feel free to drop us a message!



EXCLUSIVE PRIVILEGES FOR SMU STUDENTS

#### 10. INCREASING HALAL OPTIONS ON CAMPUS

As the SMUSA Council has received feedback from several students regarding halal food options on campus, we presented these concerns to the office of Leasing Business Unit (LBU) for their consideration. With the data collected from the SMUSA Welfare Secretary from the SMUSA Survey to support the concerns, LBU introduced 1983 Nanyang Café when the rental for Pick & Bite has ended. 1983 Nanyang Café offers similar food options as the previous Pick & Bite, but is halal certified.

We hope that with this new café, the Muslim community within SMU will have more food choices especially during the hectic school hours. We will also continue to champion any concerns students have with regard to food options to LBU and will appreciate your honest answers during the surveys when we send them out.

#### 11. FTB WELFARE PACKS

This year, as part of showing our appreciation towards the FTB Organizing Committee and Facilitators for taking the time out of their Summer holidays to deliver a successful FTB for the incoming freshmen, the SMUSA ExCo decided to provide welfare packs for them. With the kind sponsorship from Li & Fung, we were able to include essential items in these welfare packs such as biscuits, drinks and toiletries.



# COMMUNICATIONS DEPARTMENT

Report By: Noel [Communications Secretary, SMUSA]

## Business Development Department (BIZCOM)

This initiative was well received by the Organizing Committee and Facilitators and we hope to be able to provide welfare for more summer camps in the near future through the active sourcing of sponsorship.

### 12. ACKNOWLEDGMENTS

I would like to thank:

**You, SMU Students,** for your unwavering support in the various events and initiatives that BIZCOM organizes. We hope to see more of you in the new initiatives that the 15th BIZCOM Executive Committee organize and would love to hear your feedback and suggestions.

**Leasing Business Unit,** for always being open whenever we raise concerns from the students and striving to improve the businesses within SMU for the various members of the SMU Community. In addition, valuing the feedback that we provide regarding parking issues faced by SMU Students. It has been a wonderful experience working with all of you and thank you very much for this past year.

**10th SMUSA Council,** for being the most wonderful council that I could ever ask for. Thank you for always supporting the events that BIZCOM organizes and ensuring compliance with regard to the sponsorship guidelines. On a more personal note, for all the fun and laughter we shared during this one-year journey together. It has indeed made my council term more memorable especially when the going gets tough.

**14th Bizcom Executive Committee,** you guys are the best team that I could ever have. Thank you for being willing to push out new initiatives and doing it with 101% effort. I never had to worry about any of you because I am confident that you will be able to deliver. It has been a wild ride together and I am proud of what we have achieved together as a team, no matter what anyone say. Thank you and love you guys!!

**Sub-Committees for BIZCOM Events,** for taking out the time and effort to be part of the events that Bizcom organizes.

**To Dionis and 15th BIZCOM ExCo,** thank you for stepping up to be part of the ExCo. My ExCo and I will always be here for you guys and just a text message away, so feel free to holler. We wish you all the best for your term and look forward to what your team brings to the table for 2015. Jiayou!

## About



The SMUSA Communications Department promotes and safeguards the image of the Association. It is responsible for ensuring all news from the Council and Executive Committee reaches students timely and effectively. Under the SMUSA Communications Department are SMU STUFF, the merchandising arm of the Association and The Blue and Gold, the official publications.

## Highlights

### 1. COMMUNICATION CHANNELS ENHANCEMENT

#### • Weekly Update

The weekly update initiative adopted by the 13th ExCo was continued for 2014. Throughout the semester, the format of the Weekly Update was constantly revised with the feedback from our students. The latest

version now puts important updates with attention grabbing header and html format for additional interaction with call-to-actions.

#### • SMUSA.SG Refresh

Over the Summer, the SMUSA website underwent another update to refresh our content and to optimize process flow. Visitors will now be able to find important links quicker and more intuitively.



#### • SMUSA Information Corner

The SMUSA Information Corner was set-up to provide students with more information about the roles that SMUSA and her Council members plays in the school.

The A1 boards highlights the different Constituent Bodies and the role that the respective presidents play in the Council.

The Information Corner can be found outside Uni-Max, where the current SMUSA TV is.

### 2. COUNCIL QUARTERLY REPORT

The Council quarterly report was an idea refined from the 13th Communications Department. It aims to provide students with updates from the Students' Association and her Constituent Bodies. 4 editions were published in 2014 and they can be downloaded from [www.smusa.sg](http://www.smusa.sg)



### 3. MESSAGE CLASSIFICATION

A new internal message classification system was developed to highlight the differences and importance of any messages sent out by the Students' Association.

A new standard template was created as well to further enhance the branding of the Association. The classifications are as follows:

- 1) Association Announcements  
Association Announcements are messages that directly impact students and/or announcements from any SMUSA Departments.
- 2) Public Service Announcements  
These messages are reserved for information from Offices or clubs that require the assistance of the Students' Association to help disseminate.
- 3) Weekly Updates  
Weekly Updates are sent out to students every week; these contain any upcoming events or initiatives by the Executive Committee.
- 4) Event Emailer  
Event emailers are sent out as and when required and only when there is an event organised by the Students' Association

### 4. BRANDING STRATEGIES

#### • Standardized Emailer Template

In the later half of 2014, emailers from the Students' Association now follow a standardized template for greater branding consistency. Some of these emailers may be found at the Design Repository section.

#### • Department Logo

Department Logos are mainly utilized for Students' Association's emailers to differentiate the initiatives



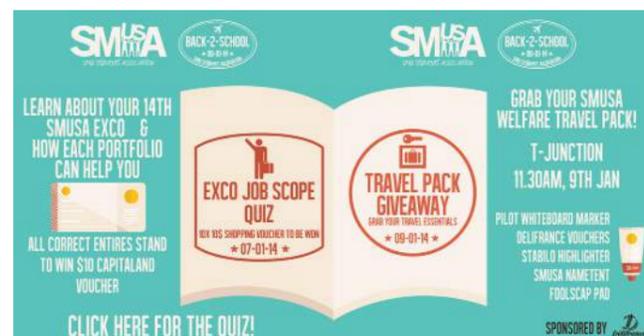
by the various departments.

### 5. EVENTS INITIATIVES

#### • Back-To-School

Back-To-School is an initiative spearheaded by the Communications Department with the aim of reaching out to our students through welfare drives and other activities.

The first Back-2-School, in February 2014, comprised of a Know Your ExCo quiz to make identifying the members of the Students' Association ExCo more interesting.



The second Back-To-School, held in August, is a week long event filled with activities for both the new freshmen and current students alike. New branding collaterals, the SMUSA Matric Card Sticker and Laptop Decal were given away together with the Welcome Welfare.

#### • Patron's Day

In collaboration with this year's Patron's Day theme – Made In Singapore, the Students' Association and her 10 constituent bodies come together to create a "My SMU Years" zone. Featuring polaroid photobooths,



games and activities, students get to collect the unique memorabilia that act as a photo frame for their polaroid.

#### • Open House 2014

The Students' Association took part in the SMU Open House on 1st March. The SMUSA Executive Committee was on the ground to provide more information on the Association and the roles that we play.



### 6. FRESHMEN EXPERIENCE 2014

The Communications Department spearheaded the marketing initiatives for Freshmen Experience 2014, with the cosmic theme of Space.

As part of FE2014's branding strategy, all Signature Events now carries the logo on the shirt, further ingraining the theme across all events.

The FE2014 website has been integrated into the official SMUSA homepage, with improvements made to the access of camp information.



### 7. FRESHMEN GUIDE

The Freshmen Guide 2014 is a new initiative implemented this year. The guide carries useful information for freshmen including BOSS bidding tips and common acronyms used in SMU.



### 8. MERCHANDISING & PUBLICATIONS

Sales of SMUSA merchandise by the STUFF team continues to be strong, with the Classic Tee sold out on Patron's Day.

We celebrated Valentine's with a special SMUACKS-edition shirt, which was quickly snapped up by our students.

The Blue & Gold, a student publications by the Students' Association, revamped their online portal and now bring you regular articles on student life and ops.

### 9. ACKNOWLEDGEMENT

**10th Council.** To the 10th Council, thank you for being such a crazy bunch of people to work with. We may have our arguments but our heart are truly in the right place - to serve the student population with the best of our abilities, within the limitations of precious resources. Thank you for making my 2nd year so very fun.

**14th ExCo.** To the 14th ExCo, you guys are really a blast. Thank you for all your support, feedback and criticisms. They helped me constantly evaluate myself and be a better person.

**Bob.** To Bob, my deputy, thank you for helping me with STUFF and Blue & Gold finances. It's great to have you as a sounding board for my crazy ideas and keep me grounded.

**Andrea & Alab.** To the "Powerpuff", thanks for sticking with me throughout the 2 years. Your support and advice are invaluable, no amount of thank you would suffice.

**#bikingarmy.** To my insane biking family, thank you for riding with me for the past few months. Special shoutout to tankaide, Benjijoy, Debs, Eeeevon, samyong, Jeff, pusheen/bennomnomnom, kow-jumpsoverthemoon: My weekends are more exciting because of you guys.

**10. DESIGN REPOSITORY**

Some of the past collaterals designed by the Communications Department.



Dear members of SMUSA,

The Library will be opened on **Sunday, 5th October 2014** and **Monday, 6th October 2014** at its **usual opening hours** to provide more study spaces for our students during the holiday.

Do remember to keep these spaces clean for your fellow peers!

If you have any queries about the Library, please email: [library@smu.edu.sg](mailto:library@smu.edu.sg)



Hey there freshmen!

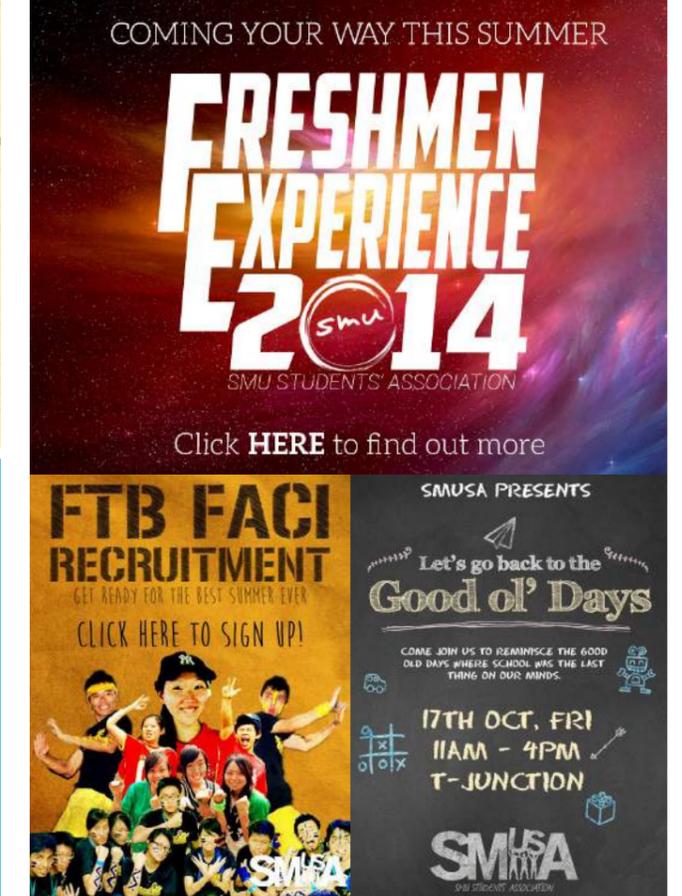
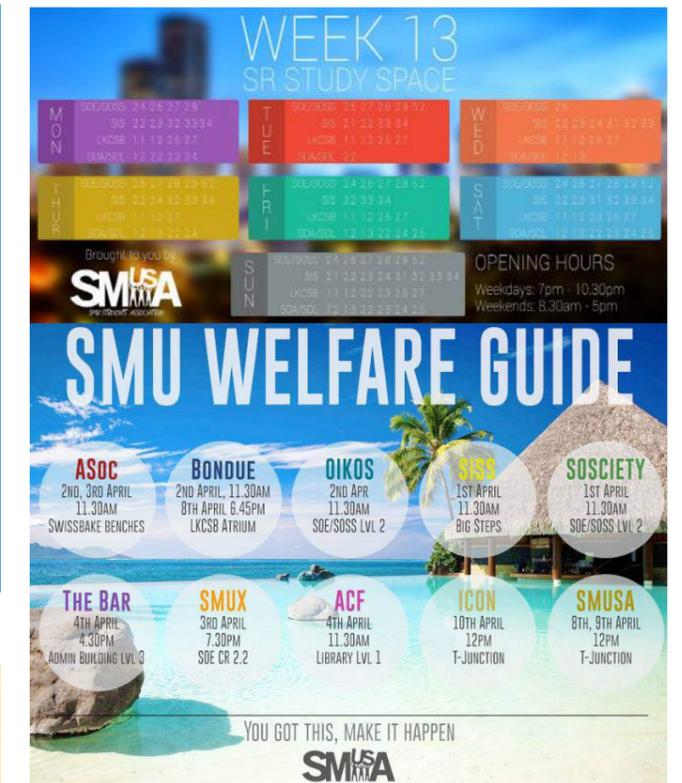
Stepping into a new environment can be a scary thing! Your faces may have already shared some tips with you on how to survive in SMU and making the most of your 4 years here. But you may not be able to remember them all - there's just too much information to handle!

That's why the SMU Students' Association has crafted this Freshmen Guide 2014 especially for you. In it you'll find useful information regarding the school and some of the student life activities going on.

We hope that you will enjoy reading this guidebook and do share the love around with your friends! Just click on the button below to access the Freshmen Guide 2014.

P.s. Save it to your mobile phone for easy access

FRESHMEN GUIDE 2014





## About



The SMUSA Events Department looks over the events landscape of SMU, and is in charge of the Freshmen Experience for each incoming batch of freshmen. Besides managing the four committees of annual events on SMUSA's calendar (Convocation, FTB, Grad Night, and Vivace) and organising SMUSA events each semester, the Events Secretary also works with the events directors of all the 6 school, 4 CCA, ICON and BIZCOM for the entire SMUSA calendar.

## Highlights

### 1. EAT. MUG. LOVE: FRIENDSHIP DAY 2014

In collaboration with ICON and SMUBE, we celebrated Friendship Day 2014 on 13th February at the T-junction! Radio DJs from SMUBE kept the crowd entertained throughout the event. Treats from SMUSA such as Krispy Kreme Doughnuts, Domremy sparkling juice, and Momolato gelato were also given out for free to keep everyone's stomach filled.

Besides henna, hair painting, photobooth and other booths, a confessions corner was set up by SMUSA and ICON to allow students to write notes to their friends and loved ones! These notes were accompanied with complimentary Ferrero Rocher chocolates and red roses, courtesy of ICON.

The photos taken at the photobooth have been uploaded to the SMUSA FB Page. Do check them out and tag yourself!

We would like to thank everyone for your support for

the event! We hope you all had fun!



### 2. GOOD OL' DAYS

The SMUSA Events Department organized Good Ol' Days to give a break to SMU students amidst the hectic schedules of Week 9. Activities aimed to remind students of their childhood, with activities such as Beyblade Spinnin', Fallin' Jenga, Country Erasers War, Yo-yo Swingin', and Playstation 3 Battle Royale, as well as screening of cartoon movies, childhood snacks and cartoon mascot characters. We would like to thank all students who participated in the event, and wish everyone the best for the rest of the semester.

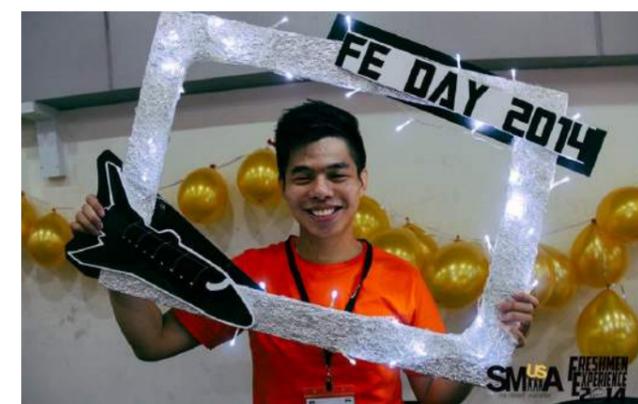


### 3. FRESHMEN EXPERIENCE SIGNATURE EVENTS

The welcome for the incoming batch of freshmen (2014) took place over the summer, with various events and camps in store for them.

- **FE Day**  
FE Day took place on 22 June 2014 to kick start FE as

freshmen came down to SMU to sign up for the many different types of school and co-curricular camps planned for them throughout June - August to welcome them into the university.



- **Freshmen Teambuilding Camp (FTB)**  
Hunger games themed FTB 2014 was the largest freshmen camp with the entire freshmen batch as participants. The three runs of the 3D2N camp (15 - 17 July, 25 - 27 July, & 10 - 12 August 2014) introduced SMU and its CIRCLE values (Commitment, Integrity, Responsibility, Collegiality, Leadership, Excellence) to the freshmen to begin the journey of LifeLessons to all SMU students. We would like to thank the FTB 2014 Organizing Committee and Office of Student Life (Leadership) who have worked with us to welcome SMU freshmen.



- **Convocation (Pre-formal)**  
Convocation 2014 took place in Suntec Convention Center on 13 August 2014 and was had Hunger Games themed emcees to initiate the freshmen batch of 2014 into SMU. Amidst VIP speakers, aesthetic performances by SMU co-curricular groups, and the Student Leaders' Procession, students, guests, and parents were present to witness the occasion. We would like to thank the Convocation 2014 (pre-formal) Organizing Committee and Office of Student Life (Arts) who have worked with us to welcome SMU freshmen.





• **Vivace**

Vivace 2014 took place on 22 August 2014 to introduce the diverse student life and the variety of co-curricular activities from SMU Arts and Cultural Fraternity, Special Interest and Community Service Sodality, SMU Sports Union, SMU Xtremists, as well as many other clubs. Freshmen had a day to experience the vibrant culture of SMU and sign up for new interests. We would like to thank the Vivace 2014 Organizing Committee and Office of Student Life (Leadership) who have worked with us to welcome SMU freshmen.



joyed themselves, and wish graduates all the best for their future endeavours!

• **Graduates' Night**

Grad Night 2014 (One Last Chance) took place on 19 July 2014 at Marina Bay Sands to show appreciation and bid farewell to the graduating batch of students from SMU. We would like to thank the Grad Night 2014 Organizing Committee and Office of Advancement and Alumni who have worked with us to appreciate SMU seniors.



4. SENIOR YEAR EXPERIENCE

• **SENIOR DIS'ORIENTATION**

A chill-out session for seniors was held on 7 March at University Lounge, an event planned in conjunction with SMU Office of Advancement and Alumni. Free food and drinks were given out alongside a walk down memory lane with pictures from FTB 2010 hung around the lounge for seniors to reminisce about their journey in SMU. It was a fun night with games and many attractive prizes as well. We hope all seniors en-

## About



The International Student's department of SMUSA is also known as SMU International Connections (ICON). SMU ICON ensures the well being of all international students and promotes integration between local and international students in SMU.

## Highlights

1. BUDDY GATHERING @ RIVER SAFARI

Together with the Office of Global Learning, SMU ICON organized an outing for the buddies and mentors of the Buddy Programme to the River Safari Singapore on 26th January this year. We had an overwhelming response from the participants of the Buddy Programme and the 90 tickets we had were taken up in a matter of hours.

At the start of the event, the students played icebreakers in their respective groups and interacted each other. Thereafter, we made our way to the River Safari where we took in the sights and sounds of nature and enjoyed each other's company.

With the help of members from the 10th SMU ICON Executive Committee, we managed to facilitate interaction between the students and set the conditions for everyone involved to have a day of fun at the River Safari. All in all, it was an extremely successful event and we are looking forward to organizing the next Buddy Gathering!

2. LUNAR NEW YEAR CELEBRATIONS 2014

This year's Lunar New Year Celebration was held at SMU's T-Junction on the 29th of January. To celebrate the festivities, four of SMU International Connections' constituent clubs (SMU Chao Vietnam, SMU Connect China, SMU Roots, and SMU Woori Sayi) worked together with the Office of Global Learning to organize this year's Lunar New Year Celebration.

Each cultural club (Singaporean, Chinese, Vietnamese, and Korean) showcased the unique delicacies of their countries at their beautifully designed booths. In addition, the clubs also gave students an opportunity to play some games that are unique to their culture and stand a chance to win prizes if they won those games.

The Lunar New Year Celebration also had a performance segment that featured a series of exciting performances by the clubs and their members. Parents, members of staff from the Office of Global Learning, and other students were in attendance to witness an array of dance numbers, singing performances, and even an unique calligraphy-writing performance.

To round up the celebrations, the students along with the Dean of Students, Professor Ong Siow Heng, took part in the traditional prosperity toss (also known as "Yu Sheng"). All the clubs and participating students enjoyed the event and truly felt the festive spirit in this year's Lunar New Year Celebration.



### 3. FRIENDSHIP DAY

On 13th February, SMU ICON collaborated with SMUSA and SMU BE to organize Friendship Day 2014. At the event, participants were immersed in the festive atmosphere with live radio, photo booths, ice cream, henna, confession corner and other activities. We conducted one of the largest online confession delivery initiatives with over 350 subscriptions and 260 roses delivered, helping more than 400 students in SMU send heart-warming messages of love and care to their friends, CCA-mates and loved ones. The messages also went across international borders as we received confessions from SMU students who are on exchange, family and friends of exchange students and full-time international students. Through this event, SMU ICON has truly served its purpose of connecting people from Singapore to every other corner of the globe.

SMU ICON also showcased its cultural diversity by involving their clubs in this event. While Japanese Cultural Club offered students an oriental touch of love through origami folding, SMU Roots presented a wide variety of goodies that illustrate the Singaporean style of celebrating Valentine's. Yim Siam also made their presence felt by giving out hundreds of cards with blessings and wishes written in Thai. These initiatives helped to promote the various cultural groups and also strengthen the bonds amongst the clubs in the SMU ICON family.

### 4. WATER FESTIVAL 2014

On 13 March 2014, SMU ICON celebrated Water Festival 2014, an annual event that aims to celebrate the New Year in Thailand, Cambodia and Myanmar's cultures. This year, we did so by letting participants enjoy an international cuisine with Pad Thai from Thailand and Chain Daw from Myanmar. The act of splashing water in the traditional festival as a sign of good wishes was also kept during the event while the 70 odd participants were enjoying numerous water games.

This year, we also had the dunking-for-charity initiative that involved raising donations for Red Cross Singapore. For every dollar any member of the SMU community donated, they were given a vote that they could use to dunk members of the 10th SMUSA Stu-

dents' Association Council and the 2nd ICON Management Committee. The donations from the SMU community helped us to raise \$538 for Red Cross Singapore through this initiative. All in all, the event was a great success as we promoted Thailand, Myanmar and Cambodia's culture and managed to raise donations for Red Cross Singapore.



### 5. WELFARE DRIVE

Spanning the infamous Week 14, better known as Study Week, SMU ICON's Exam Welfare Drive and our newly implemented "While You Were Studying" campaign became a part of our efforts to motivate ICON members during this study period.

At the Exam Welfare Drive, we provided 200 SMU students with sumptuous lunch packs. These lunch packs included signature local cuisines such as chicken rice, nasi lemak and vegetarian briyani rice as well as Milo packet drinks. In addition, handwritten motivational messages were included in the lunch packs to encourage all the people who collected food at our welfare drive.

This semester's welfare drive was unique compared to previous welfare drives as we encouraged integration through this event.

In order to collect these lunch packs, ICON members needed to collect these packs with a friend of a different nationality. It was a refreshing sight to see SMU students of different nationalities come together to have lunch together.

Besides giving out lunch packs at our welfare drive, we also gave our members a pleasant surprise with our "While You Were Studying" campaign. We prepared

welfare packs, which included Kit-Kat, Milo and a motivational card, and distributed them out in the SRs/CRs booked by ICON and its constituent clubs every night from Monday to Friday during the study week. We gave these welfare packs out to approximately 200 people and gave them our best wishes for their final exams.

Through this welfare drive, we reached out to approximately 400 students and facilitated integration by nurturing a more friendly, welcoming and caring environment in SMU.



### 6. ICON CAMP

SMU ICON CAMP 2014 is ICON's signature event initiated and organized to help promote integration among the SMU community. ICON camp is the first ICON event for freshmen which aims to foster friendships and integration between international and local freshmen. Owing to last year's success, this year's ICON Camp was an irreplaceable part of the SMU Freshmen Experience.

This year, our team came out with many original programmes like escape game, running game, around SMU and Night Safari visit to ensure that participants receive an unique camp experience and most importantly, forge lasting friendships with students from other countries. Our theme this year, SUPERHEROES, also sought to empower international students. ICON camp is compulsory for international students and open to all local freshmen during FE day. This year, we increased the local freshmen intake to 80, ensuring a better mix of students and to achieve our ultimate objective of promoting integration.

ICON CAMP 2014 was nothing short of spectacular and it served as the first step in generating awareness about SMU ICON. Many people who took part in it, came back and contributed back to ICON.



### 7. PEACE DAY 2014

Every year on International Day of Peace, students from all over the world come together to commemorate the spirit of peace among nations and reinforce the message that peace should not be taken for granted. With the support of the Office of Global Learning, SMU ICON organized the university-wide event Peace Day 2014 with the theme "I Choose Peace".

In the weeks leading up to the event, we organized a photo taking competition titled #StartsWithMeAndU. SMU students joined in this campaign and completed a series of tasks such as "take a photo of an unsung hero" and "take a photo with your favourite professor". These photos were then printed and showcased as part of Peace Exhibition that promoted the ideas of peace, appreciation and acceptance to the SMU Community.

Other than the exhibition, we also had a Peace Day Ceremony where President Arnoud De Meyer was our guest-of-honour. This ceremony comprised of traditional dance performances from countries such as Malaysia and Indonesia, as well as a formal Peace procession that saw representatives from more than 25 countries stand proud with their country's flags in hand. It was a beautiful sight to see all the representatives step forward and take a united stand for peace together, regardless of their nationality.

To top it all off, the entire SMU community joined us in a final declaration of peace that started with a moment of silence, and ended with everyone singing and waving their flags to the beat of "Wave your flag". It was a wonderful sight to behold and it was encouraging to see everyone choosing peace. SMU ICON would like to thank everyone for choosing peace, celebrating diversity and making Peace Day 2014 a tremendous success.



### 8. FOOD FESTIVAL

In collaboration with Peace Day 2014, SMU ICON organized its first-ever Food Festival with the objective to promote diversity and inclusiveness through food. The event was held after the conclusion of Peace Day 2014. A product of SMU ICON's 2nd Management Committee, the event was a great success. It is considered as one of SMU ICON's most successful events of the year. A total of 12 clubs (Woori Sayi, SMU Barkada, SMU Truly Malaysia, Al Khaleej, Connect China, SMU Roots, Yim Siam, Japanese Cultural Club, Myanmar Community, Chao Vietnam, SMU Komunitas Indonesia, and Indian Cultural Community) provided delicacies from the countries they represented.

To formally open Food Festival 2014, President Arnaud De Meyer visited and sampled a unique dish from each booth, each representing a different cultural group in SMU. An open mic was also held at the T-Junction to entertain participants while they consumed their food. Apart from the food booths, participants also enjoyed a free photo booth that provided printed copies of all photos taken as well as a photo exhibition that featured different examples of peace and unity.

Overall, Food Festival 2014 was a major success. Over 200 students, staff, and even non-SMU persons crowded the T-Junction to simply participate and join in the celebration of culture. Not only did it successfully align with SMU ICON's mission to integrate different cultures together but it also reflected well on the entire SMU community as a whole for the openness and acceptance of different cultures. Despite each food booth rationing for 100 pax each, the number of participants were overwhelming and ran out of supply in an hour.

Witnessing its success, not only on the SMU ICON level, Food Festival will definitely be a continuing key event of SMU ICON in the future. Food Festival 2014 was not only a successful event but also a successful way in promoting SMU ICON's mission of integration.

### 9. 3RD ICON MANAGEMENT COMMITTEE RETREAT & INTERNAL ELECTIONS

During week 8, the current SMU ICON Executive



committee organized a 4D3N retreat that included the 10th ICON Executive Committee members, the 11th ICON Executive Committee Elects as well as the 12 Incoming Club Presidents of the 3rd Management Committee.

The aims of the retreat were:

- To help the elects of the ICON Internal Elections and the 12 incoming club presidents to understand their colleagues better and hence know which roles they are best suited for
- To help the 3rd MC members have a better understanding of ICON introduce attendees to the workings of ICON and facilitate their transformation to become leaders of the community
- To facilitate bonding among all the members of the ICON 3rd MC



During the retreat, there were various bonding activities that facilitated the interactions among the attendees. Along with this, there were many briefing sessions where the 10th ICON Executive Committee members were given the chance to share about their roles & responsibilities and the challenges they face so that the 3rd MC could have a better understanding of ICON. In addition, 3rd MC members were given the chance to go through the planning process for ICON events so that they could get used to ICON working style.

At the end of the retreat, the 10 Executive committee elects were suitably elected to their positions and as per the feedback by the attendees, the 3 objectives set out were successfully met.



### 10. BECAUSE WE CARE: FINAL EXAM WELFARE DRIVE

Spanning Week 14, better known as Study Week, we initiated SMU ICON's Exam Welfare Drive as part of our efforts to motivate ICON members during this study period.

At the Exam Welfare Drive, we provided 250 SMU students with sumptuous lunch packs. These lunch packs included famous international dishes such as pork chop rice from Vietnam, ayam bakar from Indonesia, burger steak & fried chicken with rice from the Philippines and vegetarian briyani from India. We also included apple pie for dessert as well Milo and coffee cans for refreshments. In addition to those, we handwrote 250 cards with motivational messages to encourage all the students who collected our welfare packs.

As a continuous effort to promote integration, ICON members needed to collect these packs with a friend of a different nationality. It was a refreshing sight to see SMU students of different nationalities come together to have lunch at the T-Junction steps.

Through this welfare drive, we reached out to approximately 250 students and facilitated integration by nurturing a friendlier, more welcoming and caring environment in SMU.



### 11. SMUNSTER 2014: DRACULA'S CASTLE

On October 30th, dozens of students comprising different nationalities gathered together to "cheerfully" creep each other out at ICON's annual SMUnster Halloween Party.

The Basement Cafe was resurrected for one night as Dracula's Castle. Fully revamped for the Halloween theme, the Basement Cafe kitchen was transformed



into a Scare Zone where students inched through step by step while doing their best to put up a brave front and conquer their fears of the unknown. Students came dressed up in a colourful myriad of costumes. From samurais to Greek philosophers, it was a bright display of diversity reflective of the varied cultures present at the venue.

Concomitant with the sumptuous buffet, students were entertained with excellent live performances from local SMU bands, and riveted by stage games that promised cash vouchers. The engaging activities and joyous student laughter perpetuated the high level of energy throughout the party. As the night drew to a close, students drifted out of the cafe with smiles all around and deeply satisfied appetites.



Report By: Jonathan [Welfare Secretary, SMUSA]

### About



The SMUSA Welfare Department provides both welfare and academic feedback for students. The Department work with several school offices to ensure that the students' needs are taken care of.

### Highlights

#### 1. SMUSA NAME CARD DRIVE

This semester, the SMUSA Name card Drive took place on Week 3. SMUSA has managed to source for the cheapest vendor, bringing you the best quality name cards at low cost. This year, we received a total of 350 sign ups across the entire school.

#### 2. SMUSA SURVEY - 4- WELFARE

SMUSA handed out polar puffs and ice cream to students who completed a survey. Thank you for participating in our surveys and looking forward to more exciting surveys and incentives happening in 2015.

#### 3. POLICY CHANGES FOR TERM 3 BIDDING

SMUSA worked together with BPIU and RO to finalize the details of the policy changes for Term 3 Boss bidding. The rationale for the change is due to the perceived unfairness of the previous fixed e\$ allocation system. Taking into account the feedback given to SMUSA, Office of the Registrar agreed to implement this change. The changes will take immediate effect from Term 3A/3B AY2013-AY2014. The emailer has been communicated to members of SMUSA earlier in week 7.

#### 4. SMUSA WELFARE DRIVES

•AY13/14 SMUSA Back to School Welfare Drive  
SMUSA "Back-2-School" Welfare Drive was the main highlight that summed up the weeklong of activities after the semester started. A total of 500 travel packs, each containing items such as whiteboard markers, foolscap pads, highlighters, name tents and Delifrance vouchers were snapped up by SMU students within a short span of 30 minutes upon the start of distribution. Thank you for always making our Welfare Drives a huge success. Stay tuned for our drives happening in 2015.



•AY13/14 Exam Welfare Drive  
SMUSA Exam Day Welfare Drive was the main highlight of the second half of the semester. SMUSA Welfare prides itself on providing a scrumptious meal to SMU students, efficiently. Spanning a course of 2 days, a total of 1000 set meals, each containing items such

Cheesy Coney Chicken Hotdogs, Aglio Olio Pasta, Nescafe Coffee, Delifrance Mini Pastries and Chicken Burgers were snapped up by SMU students within a short span of 30 minutes upon the start of distribution.

To all who came down to show us your support for our SMUSA Exam Day Welfare Drive, a huge thank you to each and every one of you for making the event a success! For those who did not get the amazing food this time around, fret not. Join us at our upcoming Back-2-School Welfare Drive, happening on the first week of school next semester, for more amazing treats.



• **AY13/14 Exam Night Welfare**

SMUSA's night welfare drive spanned 2 days during week 14 where members of the SMUSA Exco and departments gave out Delifrance Mini Croissants, Sandwiches and Fruit Tree Fresh bottled juices to students studying hard in Li Ka Shing Library and the various studying spaces around school. To those who have supported our SMUSA events, we hope you that you have all enjoyed our welfare drives held this semester. Stay excited and look forward to better and more creative drives in the upcoming semester ahead.



• **New initiative for AY 2014/2015 Semester 1**

SMUSA took up a new direction to give out welfare consistently throughout the semester, separating our usual 2 day SMUSA Exam Day Welfare drives into a total of 4 drives throughout the semester. Food items and exam essentials were handed out as little perks to encourage students to study hard during key periods of the semester.

SMUSA held its first ever outdoor welfare drive with Live Grilling at Campus Green where items such as juicy FATBOYS burgers, Starbucks bottled coffee, Veganburg burgers and customized foolscap pads.

**5. SMUSA STUDENTS' SURVEY (E\$5 SURVEY)**

SMUSA Students' Survey 2014 was a huge success garnering a total of 5874 unique responses where we collected useful information pertaining to all aspects of student and academic life in SMU. Thank you for participating in our survey, which would not have been a success without all you. Look out for our survey happening this year.

**6. CONVERSATIONS WITH SMUSA**

Conversations with SMUSA happened during September where students were given an opportunity to meet office directors of key SMU offices and get their questions answered directly. The session presented a good opportunity for 2 way communication between SMU Students and SMU offices where the results and analysis of SMUSA Students' Survey was shared.

**7. LIBRARY 24/7 COLLABORATIVE STUDY AREA**

After months of planning and restructuring, the library 24/7 collaborate study area and Link Bridge is now open for usage. Do maximize the space and remember to be considerate for all your fellow SMU peers by not bringing food into the library and hogging seats.



Report By: Nigel [President, ACF]



# CCA CONSTITUENT BODY REPORT

## About



We're SMU's artistic vibrancy. We're SMU's cultural heartbeat. We are the Arts and Cultural Fraternity. Feel it. Live it. Love it.

## Highlights

### 1. PATRON'S DAY 2014

ACF participated in SMU's Patron's Day 2014 and held a booth in commemoration of SMU's 14th birthday. In line with the carnival spirit of celebration, ACF focused our efforts on doing up something useful for students and can be used on a daily basis.

We came up with the idea to DIY our very own Phone Cases. Some samples of this can be seen below.

President Tony Tan also graced our event and made his very own DIY Phone Case. We received positive feedback and long queues of students waiting to join in the part of this hype.



### 2. AURORA: ARTS WEEK

ACF conducted its inaugural AURORA: Arts Week from the 22nd to 24th of January 2014. The purpose of Arts Week is to expose the general school population to the different art forms available in SMU and to spread our love for our own art forms.

For the first ever rendition of Arts Week, we kick-started the event with an Audio Mob, which managed to achieve more than 300 sign ups.

Throughout the entire duration of Arts Week, there were Flash Mobs occurring across the school campus in a feat to raise awareness of the various art forms present in SMU.

The main bulk of Arts Week came in the form of workshops held by our very own ACF clubs as well as external instructors. We had a total of 25 workshops held across 3 days and participants were able to attend as many of these workshops in a bid to introduce and hopefully build interest in them of the various art forms.

Overall, our inaugural Arts Week was a success by all measures and you can look forward to the second rendition of it coming up next year!



### 3. ACF SUMMIT 2014

Held on the 24th of February, ACF Summit is the one-stop occasion where the top 4 portfolio holders from each of our Arts & Cultural clubs gather together for a full day of discussion and guidelines presentations

to update them about changes in certain procedures. This year's theme is "Vogue" and the 10th MC created a fashion runway from scratch at the entrance of the Li Ka Shing Library, Level 5 Quiet Area. The entire Quiet Area was converted into a high-fashion themed seminar style presentation area.

After which, participants were split into their various portfolios and Focus Group Discussions were conducted. The main aim was to receive feedback about some of the prevalent issues faced by the clubs and what ACF can help to resolve them.

Overall, the event went smoothly and the discussion / feedback was constructive. ACF will now work together with OSL on this matter to resolve the issues faced by ACF clubs.



**4. OPEN HOUSE 2014**

The Arts & Cultural Fraternity, along with some of her clubs, were involved in Open House 2014.

ACF operated an informative booth to actively promote and inform potential freshmen about the vibrancy of student life initiatives operated by ACF and her clubs.

Representatives from ACF, Symphonia, SoundFoundry & MLCC were present to clarify and introduce the various different Art Forms available in SMU.

Throughout the entire event, there was a constant flow of enthusiasts interested in finding out more about the various ACF Clubs available in SMU.

ACF would like to take this opportunity to thank one and all involved in Open House 2014 for your contin-

uous support in promoting student life in SMU.



**5. ACF EXAM WELFARE 2014**

ACF conducted its ACF Exam Welfare Giveaway on the 4th of April. The giveaway is to appreciate our ACF Club members for their contribution to the vibrancy of student life in SMU.

This year, we gave away "DIY Magnum" to our con-



stituents. This is essentially a customized Magnum Ice Cream with various different toppings to choose from, ranging from golden sprinkles to chocolate and raspberry syrup.

The reception we received was exceptionally positive, both in terms of the response and the feedback we got from our ACF Club members.

ACF would like to thank our members for being constantly supportive of all our events. Do stay tuned for ACF's Arts Camp and EVE Awards Night next semester!

**6. U+ARTS SEASON: MADE IN SINGAPORE**

This year's U+Arts Season is themed "Made in Singapore" in commemoration of Singapore's 49th birthday. Our clubs worked around this theme to come up with interesting and enticing productions that draws its inspiration from our collective cultural history – from familiar faces and places, to the everyday quirks and characteristics that make us 'so Singaporean'. Thank you for your constant support! Do look forward to more exciting performances and showcases by our various Arts & Cultural clubs during Summer and next semester!

**7. ARTS CAMP 2014: STARSTRUCK**

Arts Camp 2014 saw the largest attendance of 144 Freshmen who had a chance to experience the different art forms available for them in SMU. The 3D2N Camp happened from 28 – 30 June and saw freshmen participating in workshops held by our very own Arts & Cultural Clubs. The freshmen had a chance to ex-



perience different art forms ranging from Music, Drama, Culture, Dance and Movement and Media.

Many clubs also had various opportunities to showcase their art forms to the freshmen in the form of performances put up to pique the interest of the freshmen. Despite being the first camp scheduled and happening less than 1 week away from FE Day, we have received raving reviews from participants of Arts Camp 2014 and will like to take this opportunity to thank the organizing committee for their hard work and dedication in making Arts Camp 2014 a success!

**8. EVE 2014: A BLINK AFFAIR**

EVE: Arts Awards Night is an event to celebrate the success and contribution of the 25 Arts & Cultural Clubs towards to Local and International Arts Scene. This year, the theme revolved around the storyline of Hairspray and was held in the vintage venue of Raffles Hotel: Jubilee Hall. We saw a full house turn out of 372 members of the SMU Arts Scene, with stunning performances from the likes of SoundFoundry, Voix, ICS, Eurhythmix and Samba Masala.

This year, ACF and OSL gave out a total of 16 awards to deserving clubs and individuals who have contributed greatly to SMU's vibrant Arts Scene for the past year.

The SMU Arts & Cultural Fraternity will like to congratulate all the winners of EVE 2014 and thank you for your contribution to the Arts Scene in SMU.



### 9. ACF VARSITY JACKET: ONE FRATERNITY, ONE IDENTITY

The ACF Marketing Department has spearheaded the new initiative to portray a united identity for the Fraternity. This came in the form of consistent merchandise which bore the ACF emblem. We will like to thank the support of all our ACF members who have purchased the Varsity Jacket.



### 10. ACF 11TH MANAGEMENT COMMITTEE

The Arts & Cultural Fraternity has concluded the formation of the 11th ACF Management Committee who are listed below:

President: Rachel Tan Cheng Yee  
 Vice President: Joy Aw Lexuan  
 Honorary General Secretary: Magdalena Sun  
 Honorary Finance Secretary: Khoo Shi Hui, Seph  
 Deputy Finance Secretary: Al-Emporio Teh Rui Ling  
 Events Director: Goh Kang Ming  
 Deputy Events Director: Nicole Pua Hui Yi  
 Marketing Director: Ian Long Shi Yi  
 Marketing Deputy Director: Chew Zhi Yang, Jillian  
 Public Relations Director: Sharvi Dubey  
 Assets Director: Muhammad Farid Bin Mokhtar

The 10th ACF Management Committee will like to thank each and everyone of its members for your support in the previous year and will like to seek your support for the 11th Management Committee in the year ahead.

### 11. ACF EXAM WELFARE GIVEAWAY

On 30th October, ACF held its Exam Welfare Giveaway at Li Ka Shing Library Level 1, where members of the Fraternity were given a jar cake each as an added motivation for the exams.

ACF will like to thank each and every one of its members for their continuous support for every event and will continue to protect the interests of our Fraternity. The welfare giveaway saw a total of more than 150 members of the Fraternity walking away with a jar cake each.



## SPECIAL INTEREST AND COMMUNITY SERVICE SODALITY (SICS)

Report By: Jie Qi [President, SICS]

### About



The Special Interest & Community Service Sodality (SICS) is a student-run constituent body that manages 26 Special Interest & Community Service co-curricular clubs in Singapore Management University (SMU). These clubs are classified into five clusters, namely Lifestyle, Social Causes, Social Games, Personal Development and Community Service. Each cluster represents a unique aspect and collectively, they bring diversity to SICS.

### Highlights

#### 1. SICS ANNUAL GENERAL MEETING 2014

This year, SICS Annual General Meeting (AGM) was held on 10th January 2014. The purpose of this AGM was to allow the 6th SICS MC to wrap up what they had contributed to SICS and its' constituent clubs. This also served as a platform to formally introduce the 7th SICS MC to its' constituent clubs.

#### 2. SICS APPRECIATION NIGHT 2014

This year, SICS Appreciation Night was also held on 10th January 2014. It is to express appreciation to all stakeholders of SICS.

#### 3. SICS PRESIDENTIAL SUMMIT 2014

SICS Presidential Summit is an event held on 24th January 2014. It is for the SICS' constituent clubs to understand school processes and guidelines better.

#### 4. PRESIDENTIAL REVIEW

SICS Presidential Summit is an event held on 9th May 2014. It is an event for SICS' constituent clubs and

SICS to review on the processes and new initiatives.

#### 5. SICS CAMP

Special Interest & Community Service Sodality (SICS) freshmen camp is a platform to allow freshmen to discover their niche with the vibrancy and diversity in the exceptional 26 co-curricular clubs in SICS. These clubs are classified into five unique clusters; Lifestyle, Social Causes, Social Games, Personal Development and Community Service.



#### 6. SMU CHALLENGE 2014

SMU CHALLENGE is a SMU Community Service Project organised by the SMU Special Interest & Community Service Sodality (SICS). It is an SMU social outreach project that raises community support and promotes the well-being of the senior citizen. SMU CHALLENGE also serve as a platform to bring SMU

students, faculty, staff and alumni together to contribute back to the society. SMU Challenge comprises of 3 meaningful activities: Fundraising, Beneficiary interactions and Walkathon 1) SMU Challenge raise funds and necessities for the senior citizen, 2) SMU Challenge volunteers will go down to LBSA Mei Ling Street Seniors Activity Centre (SAC) to interaction with the senior citizen, 3) SMU Challenge will bring the whole SMU community for a 8 km walkathon from SMU to Lions befrienders at Mei ling street to personally deliver the collected necessities to the senior citizen.



### 7. SICS DAY

Special Interest and Community Service Sodality (SICS) Day is a day to appreciate all SICS 26 co-curriculum clubs and members. This year, SICS Day was held in September this year. Carnival party themed SICS welfare packs were given out to all SICS members to thank them for their contributions.



Report By: Ke Hao [President, SSU]

### About



SMU Sports Union is the constituent body that comprises all sports clubs in Singapore Management University.

### Highlights

#### 1. WAIKIKI 2014

SSU conducted its inaugural signature event, Waikiki on the 23rd of February 2014. The purpose of Waikiki is to expose the general school population to the different Sports available in SMU and a platform for them to come together to play at the middle of the school term.

For this year's Waikiki, it revolves around the team of Caribbean, which managed to reach out to a total of 728 people.

Throughout the entire event, there were series of performances by both sports clubs and friends from ACF. The event also witnessed the crowning of Mr and Ms Waikiki 2014. The main bulk of Waikiki came in the form of the 10 competitive games hosted by the sports clubs in SSU as well as fringe games catered to the rest of the student population. Overall, our signature event Waikiki was a success by all measures and you can look forward to an even bigger and better beach



event next year!

#### 2. SPORTS LEADERS SUMMIT

Held over a series of two days from the 26th -27th of February, the sports leader summit was where SSU clubs gather together for a discussion and bonding session.

During the summit, clubs had discussion and feedback on how the union can improve as a whole. Amidst all the discussion, time was also allocated for clubs to interact and bond through playing sports.

The summit not only provided a platform for the leaders of the respective clubs to voice out their suggestions, it also allowed the clubs to better understand more about the other sports under SSU and learn from experiences faced by other peers.

Overall, the event went smoothly and the discussion/feedback was constructive. SSU will be working together with OSL sports on the issues raised and seek to resolve them.

#### 3. SLASHED: SMU SPORTS CAMP 2014

The annual sports camp 2014, was held from the 18th -21st July with a strength of 350 participants. As always this is one of the most anticipated camps of the entire summer, famed for its non-stop activities over the four exciting days.



Over the four days, campers got to experience the wide range of sports that SMU has to offer, ranging from the water all the way to the fields. Throughout the camp, participants travelled around to locations such as Sentosa, Kallang, Trampoline Park and Marina Bay to experience the variety of activities. Apart from the traditional sports being played, this year there were some addition and changes in that of our latest addition Tchouckball as well as having activities like Bossaball and NerfGun. These new addition definitely increased the excitement level of the entire sports camp.

Another difference in this year's camp is that of having the performance night as a finale to the camp. It was a night of splendid performances put up by both the facilitators as well as the campers, leading to the closure of the SLASHED on a high.

With all success stories, comes a fantastic group of people, and that is none other than the organizing committee. Without their countless hours of commitment, sports camp would not have been such a success. Therefore on behalf of SSU, thank you and look out for SPORTS CAMP 2015!



**4. SSU 10TH ANNIVERSARY**

Having first started at the Bukit Timah campus, SSU has since been founded for a decade. This being a significant part of SSU achievement thus far, a day was set aside to celebrate with all her constituents as well as alumni who have contributed to her success.

It was an evening, set aside for all the sportsmen/women to get together and interact with the alumni

that took time off to come back. On top of that this year's Sports award night was incorporated together with this event. Top clubs as well as athletes were being celebrated on this occasion together with special awards given out to alumni who have contributed significantly.

Apart from this, there were games such as Xbox, 10 course meals, photo booth, yogurt and many more activities for the crowd. The ever-spontaneous candidates for the fun awards also brought much fun and laughter to the event itself.

For SSU to come this far, the alumnus and all the sports clubs definitely played a significant role. Hence overall the event was a success, as many were able to catch up with the alumni and share valuable experiences, which will be crucial in bringing the clubs and SSU forward for the coming years.

Once again a big thank you to all who have contributed to SSU over the years one way or another and like



our motto Might of One, Strength from All (Together we will never fall).

**5. PATRON'S DAY 2014**

SSU participated in SMU's Patron's Day 2014 and held a booth in commemoration of SMU's 14th birthday. In line with the carnival spirit of the celebration, SSU focuses our efforts on recognising the achievements of fellow sports athletes in the school.

We came up with a photo booth for student to bring back memories of them in the different sports in SMU. President Tony Tan also graced our event and had the opportunity to speak with our very own SEA Games athletes.



**6. OPEN HOUSE 2014**

SSU along with some of her clubs participated in Open House 2014, which happened over the weekend of Week 8.

This annual event provides the union the platform and opportunity, to showcase her clubs as well as spreading the sporting culture to the potential freshmen of SMU.

Representatives from various sports clubs as well as SSU committee set up booths to actively promote and clarify queries of the enthusiastic crowd throughout the two-day event. Our martial clubs also put up series of showcases for the crowd.

Throughout the event, the booths were often flooded with enthusiastic groups who were interested to find out more about the sports offered in our University. This crowd ranged from athletes with many years of

experience to those who simply want to be trying out new sports.

To the sports clubs and fellow athletes let's look forward to an exciting semester after the summer break, with all these new bloods coming into our sporting community.

**7. CLUB ACHIEVEMENTS**

The second half of the semester is often the crunch time for students in SMU, and for our athletes this is even more straining. They have to juggle between academic and strenuous preparation for their competitions.

Despite this, our clubs still managed to achieve remarkable results during this demanding period, and we would like to take this opportunity to congratulate and recognise their contributions.

Below are the clubs that represented SMU in the second semester.

1. SMU Rugby (Champions)
2. SMU Ultimate Frisbee (Champions)
3. SMU Windsurfing (1st in 3 Categories)
4. SMU Judo (1st)
5. SMU Aquathlon (1st and 2nd)
6. SMU Basketball (Men 1st, Women 2nd)
7. SMU Climb Team (2nd)
8. SMU Fencing (2nd)
9. SMU Bowling (2nd and 3rd)
10. SMU Archery (3rd)

Once again congratulations to our sports clubs who achieved tremendous result and wishing a happy summer to all sportsmen.

**8. SUNIGS 2014**

It's been another exciting season of SUNIGS 2014 for the Sports clubs in SMU.

The countless hours of trainings put in by our athletes to perfect their skills and condition were put to test against respectable opponents during the season. Throughout the games, many of our athletes put up splendid performances and many of which ended up nerve wrecking and a joy to watch for spectators. It is without any doubt that our athletes gained valuable experiences to prepare themselves for future competi-



tions, as well as forging new friendships along the way. On this note, SSU would like to thank all the athletes that represented SMU, as well as to congratulate the following teams for their achievement in this year's SUNIGS.

1. Floorball



2. Handball



3. Rugby



## About



SMUXtremists consists of 6 teams, and forms the outdoor and adventure arm of SMU. The SMUXtremists community was established in the year 2000 and it has since grown steadily over the last 14 years. SMUXtremists has made significant improvements to SMU's student life by offering a vibrant and enriching outdoor adventure experience. Through outdoor education and adventure learning, SMUXtremists has been helping to broaden students' perspectives and realise their full potential.

## Highlights

### 1. SIGNATURE EVENTS

•SMU AdRace (14th – 15th June 2014)

An annual adventure race organized by SMUX in conjunction with the SMU Office of Student Life, SMUX in 2014 presented the fifth edition of AdRace, which once again featured an overnight race across various disciplines. SMU AdRace 2014 proved again to be a favourite with outdoor and adventure enthusiasts from all over Singapore.

SMU AdRace 2014 led the gutsy participants 45km along the central and eastern areas of Singapore starting in the CBD region around SMU after midnight and ending with aplomb as they raced back to the endpoint at SMU Campus Green in glorious sunrise.

SMU AdRace 2014 saw a total of 144 participants from 55 different teams pitting their wits, skills and determination against one another throughout the night. This year, a new Youth category was introduced to allow budding adventure racers from JCs and Polys

to compete with their peers and also to allow these youths a taste of what both SMU and SMUX have to offer. The other categories were the Open categories and Inter-Varsity. All categories ran the same route at different time intervals, allowing all participants to experience the various disciplines usually associated with SMUX and adventure; biking, diving, navigating, rock-climbing, and skating.

This year, SMU AdRace 2014 offered participants a more challenging experience with larger emphasis placed on endurance as participants had to race over long distances from checkpoint to checkpoint. However, those who endured were rewarded in the latter leg of the race as they were treated to a beautiful sunrise along the Kallang / Nicoll Highway stretch for their last sprint towards the last checkpoints in SMU.

Overall, SMU AdRace 2014 was a success given its outreach. Its objective of involving the youth was also achieved as not only were there a total of 15 teams (45 participants) that registered for the Youth category, there were also over 50 external volunteers coming from JCs.



•SMUX Camp (4th – 6th July 2014)

SMUX Camp is one of the 3 annual signature events held during summer to introduce the activities that the 6 SMUX teams do to the freshmen. The camp aims to promote the SMUX's family spirit, as well as to let the participants step out from their boundaries and experience outdoor adventure.

For the first day of camp, wockey was held concurrently with a Discover Scuba Diving session at Toa Payoh Swimming Complex. Participants also trek at the Tree-top trail at MacRitchie, and had an outdoor cooking and tent sleeping experience at East Coast Park.

The second day started with biking and kayaking conducted concurrently. As compared to previous SMUX Camps, biking was held in the day this time around instead of the night. Participants cycled from East Coast Park to Kallang Water Venture for lunch and kayaking. There is a great view over at Kallang Water Venture with the Singapore Flyer and participants had a great time there. The day ended with a new activity called Project X, by the Xseed Team, which resembles a fright night combined with zombies battling with Nerfs Guns.

On the last day of the camp, participants were taught basic skating skills by proficient skaters, while Xseed organized a session of bloopball, held in the Sports hall. The camp ended on a high note with a finale night at the sports hall whereby games were played and videos of SMUX camp was shown. There were booths set up by various SMUX teams to showcase their events and also to let participants have a greater understanding of SMUX.



**•SMU NiteBike (29th – 30th August 2014)**

Nitebike has always been one of the signature events that SMUX organizes for the entire student population of SMU, and this year was no exception. However, constraints for this year were heightened, given the cut in funding as well as questions on the relevance of Nitebike in the SMU Calendar of Events meant that Nitebike this year had to innovate to have its place secured in the future.

Participant sign-ups were promising and sold out within a week, with a booth set up at Lee Kong Chian School of Business as well as another booth during Vivace 2014 to sell out the event.

Thanks to the marketing and business development arms of the organizing committee, participant goody bags were filled with many premium items, as well as a competition run by ShopLaVotre where participants with the most Instagram likes stood to win exclusive Nitebike designed watches.

The overall execution of Nitebike was successful, as the participants had a good time seeing the night views of Singapore as well as getting to know the supper locations better. Nitebike has always been one of the largest scale signature events on the SMU calendar, and with such continued popularity over the years, the future for Nitebike is promising for 2015, where it can not only attract participants within SMU, but from other universities as well, if not the general public.



**2. NEW INITIATIVES**

**•SMUX Logo Enhancement**

We are proud to have successfully launched the long-awaited enhanced SMUXtremists CBd logo as part of the ongoing evolution of our organisation's brand. We believe changing the logo would bring about a stronger brand identity for SMUXies, future, current and past. This logo was proposed to enable us to establish a more comprehensible and impressionable identity that allows students to better associate SMUX as an outdoor adventure club.

We are extremely proud of our rich history and the inheritance left behind by the previous batches - the

enhanced logo was built upon the core elements of our past logo. It was a difficult process enhancing the past logo and keeping the core elements that symbolise SMUXtremists.

We had consulted previous batches of seniors for a deeper understanding of the SMUX identity, since a logo is the brand's visual keystone – the most concise expression of its personality. Furthermore, we worked together with a branding and design professional consultant. Not forgetting to hear from the rest of our members, a Logo Feedback Session was also specially held in conjunction with one of SMUX's welfare sessions that included on-the-spot editing of the proposed logo design.

After many rounds of idea generation and editing of designs with much caution and forethought, we finally managed to come up with a fresh new design to symbolise SMUX values and incorporate current marketing trends to make the new logo sustainable and relevant for long-term use.

**•SMUX Integrated HR Portal**

The SMUX Human Resource (HR) Portal was set up in 2010, and streamlining and improvements made to the portal have made the IT platform even more applicable to SMUX.

This year, together with Honorary General Secretary and the SMUX IT Solutions Team, a sub-committee of the Crew, a new SMUX HR portal is created in replacement of the existing HR portal.

Apart from having the current function of the existing HR portal, which includes SMUX membership sign-up form and a simple events portal to keep track of the number of participants attending welfare events, the new HR portal is expected to be able to keep track of the events each SMUX members attends, streamline the process of registering for SMUX events and each individual SMUX member will have an account of their own which only the individual person can access with their own password and view what events they have sign up for.

The new HR portal is also expected to be able to help

all relevant HR ICs of SMUX events in efficiently keeping track of the events each SMUX member attended, without compromising on the confidential information of other SMUX members not involved in the event.

The new HR portal aims to cut down the reliance on Google Docs to gather member's information for SMUX events but rather these information can be gather directly from the HR portal based on the information the SMUX member keys when they first sign-up. Also, this helps to hasten the process of events sign-up, as members need not repeatedly key in their information over and over again for each event that they sign-up. Currently, the new HR portal is in the process of completion and is intended to be roll out in the following year.

The HR Portal has played an essential role in helping the HR team with the management of SLIMS CCA System that is in place.

**•Asset Purchases and Procurement**

To increase our engagement in activities of adventurous nature, SMUX had acquired the following to facilitate the conduct of events and more importantly, the safety of our participants:

- \* Dive gear
- \* More bicycles and biking gear
- \* Larger first aid kits with additional first aid items
- \* Trolleys
- \* Yamaha sound system

**•SMUX Exco-Crew Symposium 2014**

The Exco-Crew Cohesion was an initiative carried out by the 12th Crew to promote inter-team bonding between the various SMUX teams, as well as bonding between the different Crew members with the Team Exco members.

On the 21st June 2014, the 13th Crew hosted the Exco-Crew Symposium of which the focus was for Team Exco and Crew members to interact and share knowledge and experiences. During this event, the participants were divided into groups, of which each group includes Team Exco members from each of the six teams, as well as Crew members.

Through the sharing of opinions and knowledge, the Excos and Crew were better able to understand each other's problems and come up with potential solutions to consider for the improvement of SMUX in the future.

#### • Furthering UWA-SMU Collaborations Efforts

In 2014, we continue to assist Office of Student Life (OSL) in strengthening the collaboration between Singapore Management University (SMU) and University of Western Australia (UWA). This year, we had 2 leadership week exchanges and a group of UWA students came over to participate in SMUX camp as well.

UWA's leadership week is a biannual, week-long orientation programme for UWA students to learn valuable leadership skills while immersing in outdoor recreation, sports and fitness experiences.

8 crew and 3 Exco members represented SMUX at the February's and August's leadership weeks respectively, to engage in close interactions with UWA students and their experienced outdoor instructors, over many activities such as biking, trekking, sailing and kayaking. Such mutual engagement brought forth heightened awareness of one's capabilities and potential, while being inspired by the instructors to strive for greatness.

#### • February 2014 UWA Leadership Week

On the other side of the collaboration, SMUX assisted in hosting a group of 1 UWA staff and 4 UWA students over the period of SMUX camp. The UWA students enjoyed their time in SMUX camp as camp participants, making new friends with SMU students and experiencing outdoor recreation activities in Singapore's landscape.

While it is regrettable that we could not participate in or jointly organize any expedition with UWA this



year, due to UWA manpower shuffling; we are confident that the collaborative efforts will continue and increase in 2015 to both universities having more representation and involvement at each other's outdoor recreational events and expeditions!



#### • Pursuit of More Adventure and New Areas of Development – Our 6 Teams

The 6 SMUX teams have organised a whole range of activities and expeditions, where they explored boundaries like never before. New activities, compared to last year, were introduced, such as canoe polo for the Kayaking Team; and mountain biking for the Biking Team. The Xseed Team had Escape Room and trampoline for their local events, and introduced numerous new adrenaline-pumping activities (such as canyoning, sand boarding, jetskiing, jetpacking and caving) for their 2 overseas expeditions to Bali and Australia.

Apart from local events, our teams left global footprints in 8 other countries – Nepal, Maldives, Australia, Malaysia, Philippines, Indonesia, China and Taiwan. These SMUX events and expeditions were memorable experiences for the participants and allowed them to break off from their comfort zones and reach for their limits.

In addition to introducing novelty in our events, the teams also committed to ensuring safety as a priority. To ensure that all our events have at least 1 certified first aider, most of our EXCOs are Standard First Aid certified by Red Cross Singapore. This is a significant improvement since last year.

While new boundaries were explored, more inter-Team collaborations were also created to increase synergy across all six Teams. On top of continuing many past combined events such as Splash and Splat and HotWheels, we have also encourage every SMUXies to explore other Team's activities other than their primary Team. We observed more members of varied primary Teams at the different Teams' weekly activities, and also, an increase in the number of SMUXies trained in more than one Team's sports. This gives rise to more combined welfare and marketing initiatives this year and some Teams have also introduced other Teams' elements in their own events, such as Kayaking's Ride and Glide, Xseed's Volcano trek and snorkeling in Bali.

Teams have also established more external collaborations, such as Biking's collaboration with OCBC and Hertz; and Diving's collaborations with RWS and Sound Foundry. Some of these collaborations secured better offers for our members, while some translate to enhance members' experiences during our events. Skating and Kayaking have also reached out to the other tertiary educational institutions and have organized a few combined events with their counterparts.

Many teams also introduced Corporate Social Responsibility (CSR) elements in their activities to explore the possibility of tapping on CSR to enhance adventure learning. There is huge potential in this area and more alignment to SMU's Life Lesson framework can be explored further.

Streamlining and Improving Operations and Processes – Our 6 Administrative Departments  
The administrative directors have worked diligently over and started many new initiatives to increase the effectiveness and efficiency of SMUXtremists operations.

Just to name a few, welfares are restructured to be more interactive such as collaborations with Minds Café as well as having a cocktail making workshop at Mars Bar. More elaborated recruitment drives and more accessible platforms for membership sign-ups, leading to increase in memberships this year. Reconsolidation of logistics, cleaning and improving the lay-

out of stores, as well as a revised loan system, keeps our logistics up to date and more efficiently stored.

SMUX's social platforms are also expanded and enhanced, while increasing the linkages between the platforms also contributed to the higher visibility statistics this year. Restructuring of the business development department as well as better sponsors engagement and appreciation, led to better sponsorship figures in 2014.

For more detailed elaborations and statistics, do refer to our SMUXtremists AGM report 2014.

### 3. ACKNOWLEDGMENTS

The 13th Crew of SMUXtremists would like to thank and acknowledge the following groups of people:

#### Office of Student Life

For their commitment towards seeing through SMUX's progress all these year. Our gratitude go to Ms. Jinella Chua, our manager from OSL Sports & Adventure, for her guidance and unwavering support throughout the year; Connel Loh, our liaison from OSL Safety Centre who works really closely with us to ensure the highest safety standards in our events and expeditions; and the team from OSL Student Leadership who gave us advice along the way and organize courses that increase our management competencies.

#### Administrative Deputies, Team Executive Committees and Organizing Committees of our events

For their hard work and dedication throughout the year to bring the best out in SMUX and for SMUX. Their passionate engagement of SMUX members also contributed to building a vibrant community that we are today.

#### Facilitators, Helpers, Alumni and SMUX members

For being with us at every step of the way and strengthening our resolve to serve and to lead. Your support and encouragement kept our morale and motivation high for the entire year of service and it is our pride to have served alongside all of you!



## SCHOOL CONSTITUENT BODY REPORT

### About



We seek to improve the efficiency and effectiveness of the Management Committee.

We aim to design and outreach activities to the ASoc community so as to garner interest and generate hype for upcoming ASoc initiatives, which will value-add to our stakeholders' needs. By establishing more marketing channels to promote the ASoc committee and "brand", we hope to increase the interaction between the Management Committee, the School of Accountancy and our students.

Integral to this is our duty to assimilate and integrate both local and international students into one ASoc fraternity and bridge the gap between the school and its corporate partners in order to preserve and maintain relations between our alumni and our students.

### Highlights

#### 1. ASOC CHINESE NEW YEAR DINNER

The first event of year, ASoc Chinese New Year Dinner 2014, was well-received by the students and faculties. The purpose of this event was to reunite all students



and faculty to usher in the lunar new year together. This year, it was of a larger scale as it catered to more students. With traditional elements of 'lou hei', stage games and performances, the participants were constantly involved in the interactive activities, which spread the festive spirit of Chinese New Year.

#### 2. ASOC MINI WELFARE DRIVE 1

The concept of our lunch on-the-go was mainly to increase the overall level of welfare beyond the level attained by the main welfare drive held every semester. This initiative was necessary to show our students our support for their midterms examinations.



#### 3. CFO OF DHL'S VISIT TO SMU SCHOOL OF ACCOUNTANCY

The CFO of DHL shared his life experiences with the students from the school of Accountancy. The topic ranges from the reason for his decision to join accounting programme to some tips when applying for jobs.

#### 4. ALUMNIGHT 2014

ASoc Alumnight was held on the 20th of February 2014. During this event, about 30 SOA alumni members came to share their working experiences with the students in the areas such as management programme, banking, consulting, tax and Audit. This occurred in the format of an informal networking session where students will be able to know where their accounting degree can take them to.



**5. ASOC MAIN WELFARE DRIVE 1**

The first main welfare drive of the year was really well received. The queue started as early as an hour before the official start. Students in the School of Accountancy enjoyed a sumptuous spread of food, ranging from Botak Jones main courses, Pokka coffee, personalized



ASoc red velvet cupcakes, and a big of goodies.

**6. MUGGING SEMINAR ROOMS**

We booked seminar rooms for the students to mug during the exam period. In addition, we have also included a snack table in one of the seminar room. Members of ASoc get to enjoy snacks, candies, drinks, and even chocolate while mugging through the day.



**7. PROJECT MOOLAH 2014**

ASoc's very own local community service project, entitled Project Moolah. 2014 was the 3rd year running and we were pleased to extend our service to Spectra School for the very first time. Students from both Northlight School and Spectra School benefitted by gaining better understanding of financial literacy.



**8. ASOC SENIORS' NIGHT**

With plentiful pictures for everyone, abundance of alcohol and delectable dishes, it was a wonderful night spent to commemorate the memorable journey our

graduating seniors in SMU had. With the knowledge received and friendships forged in SMU, ASoc wishes you our graduated seniors the best in all their future endeavours.



**9. ASOCCER SESSIONS**

ASoc organised its very first ASoccer Sessions and everyone had an amazing time! In response to the feedback that we received, we decided to organize a total of 3 rounds of our ASoccer Session. We know our students love soccer as much as accounting!



**10. ASOC CAMP 2014**

"Awakening" is the Freshmen Orientation Camp of SMU's School of Accountancy. Our freshmen immersed themselves in a fun-filled, action-packed 3 days of adventure. They experienced many entertaining performances and enthralling games such as laser-tag and SMU wide obstacle course. ASoc Camp 2014 also aimed to provide an opportunity for our freshmen to bond with friends from Accounting, understand university life as well as to discover the wonderful places around school!



### 11. INTERNATIONAL STUDENTS SUPPORT NETWORK (ISSN)

On 14th August, our annual International Students Support Network outing was carried out yet again! For this year's rendition, we get to savour local dishes at Old Airport Road Food Centre and explore the beautiful domes at Gardens by the Bay. We ended the day with a river cruise expedition around Singapore River to understand more about the history of Singapore. From the tired yet happy faces of everyone, we are sure that everyone had an enjoyable and educational day!



### 12. ASOC REVAMPS YOUR NAME TENTS

As part of our efforts to increase SMU ASOC school spirit, we have launched a new name tent. Now, everyone owns an ASoc Name Tent – from our professors, to staff, and to our students! Our new design is kept clean and elegantly understated, and for the first time ever we introduce the two-fold name tent – where the names are printed on both back and front to ensure

that both the Profs AND the TAs know you well. Also introducing ASoc's new insignia for a fresher look!



### 13. ASOC DAY 2014: REDIOACTIVE

ASoc Day is one of the most highly anticipated signature events organised by ASoc, held yearly in September to commemorate the founding of ASoc. This year's ASoc Day was held on 11th September 2014, where students, professors, faculty members and alumni of the School of Accountancy gathered as one big family to celebrate ASoc's birthday.

What made this year's ASoc Day extra special was the appreciation ceremony specially incorporated to celebrate Dean Pang's attendance, as this was the last time that she would be attending ASoc Day as the Dean of SOA. Dean Pang will be stepping down in July 2015, after a respectable 14 years of service to the School of Accountancy.



Aside from that, we were also pleased to have with us Alvin, Sara and Bani from 53A – a resident band at Timbre – who completely won the crowd over with their acoustic covers of popular hits throughout the night. Attendees of ASoc Day 2014 were all set for an awesome night of good music and good food, completed with free-flow Magners Pear Cider.



### 14. ASOC SUPER DAY 2014

The elected members of the 11th MC went through a full day of team building exercises and vision-setting activities as they prepared themselves for the internal elections. The aim of Super Day was to help the candidates learn more about each other as well as the roles in the committee.



### 15. ACKNOWLEDGEMENTS

**Prof Pang Yang Hoong** – Your support towards student life is admirable. Despite your busy schedule, you have never failed to grace our events and we are truly appreciative of it. My committee and I thank you for believing in us.

**Prof Gary Pan** – Thank you for having so much faith in us. It is with your support that we manage to thrive in the management committee. Your valuable feedback and constant affirmations on Facebook came as a very valuable motivation for us throughout the year.

**Prof Seow Poh Sun** – It is undeniable that you are one of students' favourite professors and we totally know why. Your dedication towards our management committee is exceptional and we know that it is you whom we can turn to in times of need.

**Staff of SoA (Luck Pia, Poh Lian, Yuan Yi, Lydia)** – Thank you for constantly looking for the best methods to settle our administrative issues. Having knocked on your doors on countless occasions, we also wish to thank you for your kind understanding throughout the year.

**10th Management Committee of ASoc** – On a personal note, I wish to thank you for all your time and efforts into bringing ASoc to greater heights. It is you who have taught me so much more than I could ever imagine. It has been a great pleasure serving alongside the 12 of you.

**Organising Committees of ASoc Events** – I wish also thank you for your dedication towards putting up events for our students and professors. I dare say that we have raised the bar for all our events and that could never be achieved without each and everyone of you.

**10th Students' Association Council** – On behalf of ASoc Management Committee, I wish to thank you for playing a vital role in the success of our initiatives. Your support in terms of logistics and knowledge have been much appreciated by the 13 of us.

On a personal note, the one-year journey with the 19 of you has made my life at SMU so much more enjoyable. You have stood by me in the darkest times and contributed to my happiest moments. This strong friendship that we have forged, I am certain, is going to last for decades.



## About



Bondue's Mission: To unify SMU business students, while serving their welfare, social, academic and professional interests.

## Highlights

### 1. KNOW THY MAJOR

This semester, Bondue adopted a new direction for the Know Thy Major talks, with the intention to not only educate students about the majors but also to empower students in making informed decisions in their future career paths. On top of the usual info session conducted by professors, a networking session was facilitated after the talks where students got the opportunity to interact with professors, career counselors and relevant student clubs to find out more about the different job opportunities that each major entails.

### 2. BONDUE'S ANNIVERSARY

In celebration of Bondue's 10th anniversary, we decided to get students thinking, "What does being a Bonduer mean to me?" Noting the growing popularity of Instagram among our students, we organized an Instagram competition where we got students to upload a picture/video onto their Instagram account, titled "A Bonduer is \_\_\_\_". It was indeed heart-warming to witness the many creative posts coming in, with the winning caption being "A Bonduer has got dreams bigger than anyone else" Continue to dream big Bonduers!

To spur our students on amidst their busy schedule, Bondue organised two welfare sessions throughout the week, enabling students to take some time away from the books as they got to mingle with their friends

over a wide spread of food and drinks.

In addition, treasure hunt session was held in LKCSB to provide a little entertainment to our Bonduers! All the prizes were redeemed by dozens of lucky students. What is a celebration without a party? We invited all SMU students to join us for our finale event, Bondue's Big Bad 10th party. It was an awesome night as students got to enjoy great food, drinks, games, awesome performances from live bands, and the company of their friends. That was definitely a night to remember and many thanks to all organising members who made Bondue's birthday celebration an overarching success!



### 3. FUNDRAISING FOR THE LKCSB STUDENTS' FUND

Valentine's day eve marked the launch of Bondue's fundraising efforts for the underprivileged students of LKCSB. We managed to raise \$1218 for the LKCSB Students' Fund during LKCSB Alumni Reunion Night, held at the University Lounge. This was indeed a good start to Bondue's new initiative to better serve the financial needs our students, and we hope to further increase the awareness and support for this cause. We would like to thank the LKCSB alumni on behalf of our students for the generous contribution to the fund!



### 4. LEADERSHIP DEVELOPMENT SERIES

Bondue has launched a new initiative- Leadership Development Series (LDS), a program designed to provide passionate Business students, with the opportunity to develop their leadership skills and build their capacity to create a positive impact on Bondue school community. The pool of selected students under LDS will have the opportunity to lead departments and im-

prove their operational planning and team building skills. They will also get the chance to be more closely involved with the key decision making process in the planning of student activities.

\*LDS is supported by Office of Student Life and LKCSB undergraduate office.



### 5. PROJECT ROOKIE

Project Rookie is Bondue's first ever Local Community Service Project which aims to give Business students



a platform to contribute back to the society by utilizing the skills and knowledge that they have gained in school and an opportunity for Bonduers to meet and interact with other Bonduers. Do check out <https://www.facebook.com/projectrookie> to find out more!

### 6. EXAM WELFARE- BEN & JERRY FREE CONE DAY

Knowing that students were facing a lot of stress during the exam period, Bondue decided to give students the energy boost by bringing the well-known annual Ben & Jerry's Free Cone Day to them! Bondue would also like to thank the students for taking time off to join our exam welfare and we hope that our little gesture has managed to keep their spirits high while mugging.



### 7. SUTD-SMU DUAL DEGREE ORIENTATION PROGRAMME

The SUTD-SMU Dual Degree Programme in Technology and Management (SUTD-SMU DDP) is an unprecedented and prestigious programme that gives both SMU and SUTD students the option to pursue degrees in both engineering and management concurrently. The Bondue 10th Exco showed our new friends around and shared many stories about SMU campus life with them during their SMU orientation programme on the first day of school.



### 8. SLIGHTLY SCARLET 2014

In collaboration with Action for Aids Singapore (AFA), Slightly Scarlet 2014 is a fashion show event targeted at young adults to raise the awareness of HIV/ AIDS infection. Held on 5th September, 36 students from the Lee Kong Chian School of Business took to the catwalk as models at Joyden Hall, Bugis+ sporting the freshest Spring/ Summerlooks from brands like Lacoste L've, Headline Seoul, Levi' and Espirit for a good cause. There was a turnout of over 500 people and Bondue would like to thank those who took time off to come down for the show and kudos to the organising committee and models of Slightly Scarlet 2014 for putting up a superb show!



### 9. BONDUE BUSINESS FORUM

Bondue Business Forum is Lee Kong Chian School of Business's largest and most prestigious networking event that aims to keep students abreast of industry perspectives and trends, hoping to expose students to the reality of what lies outside the confines of school life. This year, the theme is "Jumpstart your Career". As university is a crucial transition period between the education journey to the workplace, students are

both curious and eager to explore the different potential career paths that can be taken. The panelists include Mr. Edmund Lin (Partner and Director at Bain & Company), Mr. Michele Ferrario (Managing Director of Zalora), Mr. Dipankar Chatterji (Deputy Treasurer, Asia Pacific at Bank Of America, Merrill Lynch), Mr. Rajiv Ramanathan (Head of Asia Pacific, Business Operations at Visa Inc.) and Mdm. Tjin Lee (Managing Director of Mercury Marketing & Communications Pte. Ltd). Tickets were sold out and Bondue would like to thank the organising committee for their marvelous work!



### 10. ALUMNI NETWORKING NIGHT

Recognising that there is demand for networking sessions, Bondue organised an Alumni Networking Session on 16th October 2014 for the current business undergraduates to get their queries answered in a comfortable manner, considering that the invited accomplished professionals are SMU Alumni. During the insightful event at SMU university lounge, students managed to obtain first-hand information from



conversing with the professionals from Deutsche Bank, McKinsey&Company, Temasek Holdings and many other companies.

### 11. BONDUE WELFARE BUFFET

Organised by the 10th and 11th Executive Committee of Bondue, Bondue Welfare Buffet came back with a bang this year! This year, Bondue sought to make the Bondue welfare more meaningful by redefining it with live performances and mini games during this Welfare Buffet! Not forgetting the wide spread of delicious and renowned food, Bondue hopes that students would receive the recharge which they needed to carry on fighting on during the project weeks!





## About



The SMU Economics society, more affectionately known as Oikos which means family in Greek aims to further the interests and welfare of our 900 economics student by listening and acting on their concerns. We place great emphasis on empowering our students with information and resources on academic and professional development so that students can find their passion and truly enjoy the learning process. Apart from providing practical help, we organise student life events for students to have meaningful interactions with one another and take away strong and lasting relationships from their time in SMU.

## Highlights

### 1. WELFARE INITIATIVES 2014

To summarize what has been done over the past one year under the welfare department, the Oikos Society had a total of 5 welfare drives entitled “Oikos HITS” which is an acronym for Hang-in-There that targeted more than 1500 students in total. From the giving out of yummy snacks and stationaries to sumptuous set meals in the past two semesters, the success of these welfare drives came along with the support and participation of all students. In all, welfare drives were conducted with the purpose of motivating students during their first week of school as well as during the examination period.

The School of Economics has also participated in 11 inter-faculty games organized by the various sport union clubs and once again; we would like to thank all players for representing Oikos and fighting for Oikos pride. We are proud to announce that this year, the School of Economics emerged as 2nd place with the

School of Accountancy out of the 6 schools represented in the games.

With the introduction of a new initiative, Oikos’ very own first sports club named Team Oikos was also launched this year. The purpose of Team Oikos is to create platform for sporting individuals to bond over sport activities conducted such as bi-weekly runs, establishing a tight community of active sports individuals who takes pride in being part of the Oikos Community. Aside from these sporting activities, Team Oikos is responsible for organizing training sessions prior to inter-faculty games whereby students actively participate in the games to gain glory for Oikos.

In the aspect of Oikos merchandises, Oikos had the sale of the Oikos Classic T-Shirt as well as pre-ordered nametents and the giving out of free Oikos decorative stickers. In addition, a new launch that we had was the Oikos Hoodie, which was greatly welcomed by the students. Oikos merchandises will now be handled by Communications from this year onwards.

### 2. ACADEMIC INITIATIVES 2014

At the very start of both of the new semesters this year, I’m glad to say that Book Sale has garnered the support from students once again. This is something that is exclusive to the Economics School. Nonetheless, Oikos Book Sale caters to both the economics and non-economics students. Not forgetting our very own helpers/ subcommittee, they ensured the smooth operation of the book sale. To go a step further, this year’s book sale had the “real-time” dimension. With the use of the Google document, students can easily monitor the books availability at their ease which enhances their convenience, ultimately.

The Academic team seeks to better meet the academic needs of students; sourcing for second majors contents will be easier. To enhance usability, we decided to make it an interactive one on the web. This allows students to choose their modules, see what can be double counted and see how many modules they have cleared. This allows for better planning for students

when charting their modules for the various business second majors.

Information on the details on double degree has been furnished online. It will better meet the needs of the double degree students, whose primary degree is that of Bsc(Economics).

Students can now use the interactive Excel Sheet for exchange module planning for their economic modules. An instruction sheet will aid students in using the excel sheet for exchange planning. We covered a range of indices like that of (i) Cost of Living Index (current) Local PPI, (ii) Crime Index Rate, (iii) Healthcare Index Rate, (iv) Quality of Life Index Rate, (v) World Ranking. These data are furnished from sites like [www.numbeo.com](http://www.numbeo.com) and [www.topuniversities.com](http://www.topuniversities.com). Granted that not all students are homogeneous, with these 5 indicators, it aims to better represent and target the heterogeneous needs of the student population. Hence, based on one’s personality and preferences, one can then chart your very own personalised trip for your much-anticipated exchange.

Prior to the start of BOSS, an informative BOSS Emailer has been prepared for Oikos students. The BOSS Emailer is essentially a one –stop service for students to navigate around the ins -and outs of the whole Boss Bidding process. Students can find information such as: Bidding dates, Examinations dates, Resources for planning, BOSS materials and useful shortcuts (BOSS Results, BOSS Planner etc). This aims to ease the woes of the economics student during this stressful Boss Bidding period. After round 1 of 1A, surveys are also sent to consolidate the sentiments from the students. These findings are furnished to the school office for consideration.

The Academic team seeks to enhance and sustain the academic needs of the fellow Oikos students. Wishing you the best for your future academic endeavours!

### 3. EVENTS INITIATIVES 2014

For the start of 2014, Oikos had organized Oikos Reunion 2014, our signature event where we celebrated Chinese New Year over a weeklong event in the first week of February. Despite of the busy schedules, many

of our Oikos members supported our event by participating in many of the mini-events and games. Many of our friends also took time off to join us in the reunion dinner that was held at level 5 of Li Ka Shing library. We would like to extend our heartfelt appreciation to all our Oikos family and friends who had make participated and contributed to the event.

As we concluded the first semester and ushered the much awaited summer holidays, our newly recruited Oikos Camp and Bash organizing committee members spring into action and started their preparation and planning. Throughout the few months leading to August, the committees had committed time and effort in planning for the freshmen orientation events. They recruited several sub-committee members and facilitations to assist in the execution and management of the event. On 6 August 2014, we welcomed our new patch of Economics freshmen into the Oikos family. The 3d2N Oikos Camp 2014 allow the students to meet their fellow Oikos members and seniors and kick-started their university life with fun and excitement. Shortly after the camp, the freshmen and seniors gathered again for a night of party and enjoyment as we hosted the Oikos Bash 2014 in The Butter Factory. Oikos Bash allowed the freshmen to forge closer bonds with their friends from camp.

Apart from the freshmen event, we organized Oikos Care, our very own local community service project. In partnership with SMU Centre for Social Responsibility, Oikos Care aim to provide opportunities for our Oikos students to giveback to the community. During the event, our participants visited the residents and elderlies in Sunlove Home. Many of the participants reflected that the event was meaningful and enriching and it allowed the students to forge closer bonds with their fellow Oikos friends. After the freshmen events and Oikos Care had been concluded, we organized Oikos Day 2014, our very own birthday party to celebrate the establishment of the economics society. Members of the Oikos family and friends gathered at the University lounge for an evening of wonderful food, exciting activities and heartwarming catch-ups. Oikos Day was also a grand finale to the series of Oikos events in the second semester.

We would like to take this opportunity to thank all the

events committee members, event facilitators, helpers and all our family and friends who had supported and participants in our events. Without your commitment, effort and love for Oikos, these events would have been possible. On behalf of the management committee, we thank you and we hope that you can continue to extend your support to the new management committee as well as all the exciting Oikos events coming up in 2015. Once again, Thank you!

**4. CAREER INITIATIVES 2014**

**•Oikos Connections**

Oikos Connection is an event where we bring together our finest alumnus that are equipped with the necessary career-related knowledge and advice. In traditional networking events, students often battle with feelings of inferiority, and face intimidating difficulties trying to connect with professionals. Here in Oikos Connection, we wish to break down the barrier and allow students to comfortably seek advice. We seek to provide a platform for casual conversations to take place and to give students an early kick-start to defining their career goals.

**•Oikos Homecoming: Management Alumni Summit**

The Management Alumni Summit was created with the purpose of forming a network of like-minded individuals who share a similar passion for the welfare of students in the economics community. The committee saw that a strong Alumni network was ultimately essential in supporting the society’s mission and objectives. This year, the event saw the gathering of the Society and 10 batches of management in a time of fun, networking and reminiscing. It was truly a heart-warming event.

**•GE-Oikos Summer Internship Collaboration**

Having experienced Great Eastern Internship Program in 2013, I thought there were very valuable takeaways in my time spent with Great Eastern. After discussion within the Management Committee, we started discussions with Great Eastern as to better reach out to SMU students and explore sponsorship opportunities for SMU Economics Society. We enjoyed building a strong corporate partnership with them and certainly look forward to their involvement

in Oikos student life next year!

**•Career eNewsletters: CareerThink**

The Career eNewsletters was started with the intention of first, bridging information gap and general awareness of available resources and second, equipping students with relevant industry knowledge. Disseminated through email blasts monthly, CareerThink seeks to cover job description, industry scope, and relevant details within popular career choices so as to allow students to make a more well-informed career decision-making.

**•Oikos Corporate Insights**

The inaugural Oikos Career Insights is an initiative by the Career Development team, and will feature top companies from various sectors – both the public and private sector. The event will include networking sessions, firm-wide presentations and other exciting career opportunities exclusively for economics students. Through this, we seek to uncover the complexities within large corporations and present this opportunity for students to understand more about how different departments function together.

**5. OIKOS ELECTIONS 2014**

In the second semester, one of the biggest events that caught everyone’s attention is the elections for Oikos 12th Management Committee. This year a total of 11 nominations were received and after a week’s long of campaigning, our top 9 candidates were successfully elected as part of the 12th Management Committee.

**•Internal Elections**

The elected candidates then undergo an internal election. This whole process lasted for about 6 hours of which includes an intensive question and answer session and internal voting. The internal election results were later announced to the entire school.

**•Co-opt**

The final stage of the Oikos Elections 2014 was to co-opt for the positions left open which in this case includes an Academic Director and a Career Development Director. Through interviews, it was unanimously by the elected 12th Management Committee that Chow Jie Min Jeanette and David Chong Jian Wei

will take up the position as Academic Director and Career Development Director respectively.

**PRESENTING YOUR**  
 ★★ ★★ **12TH OIKOS** ★★ ★★  
**MANAGEMENT COMMITTEE**

**PRESIDENT:** TEO BING XING  
**VICE - PRESIDENT:** SHAUN YEO SUNG EN  
**GENERAL SECRETARY:** SARAH NG EE YING  
**FINANCE DIRECTOR:** SHANA LIM  
**ACADEMIC DIRECTOR:** CHOW JIE MIN JEANETTE  
**CAREER DEVELOPMENT DIRECTOR:** DAVID CHONG JIAN WEI  
**CORPORATE COMMUNICATIONS DIRECTOR:** POO MEN SHUEN (AMBER)  
**EVENTS DIRECTOR:** MUHAMMAD SYAFIQ  
**MARKETING DIRECTOR:** OLIVIA OU YU XIN  
**SPORTS & WELFARE DIRECTOR:** HONG WEN HUI

Left to Right : David Chong Jian Wei, Hong Wen Hui, Poo Men Shuen (Amber), Sarah Ng Ee Ying, Shaun Yeo Sung En, Teo Bing Xing, Shana Lim, Muhammad Syafiq, Olivia Ou Yu Xin, Chow Jie Min Jeanette

**Be Part of the 12th Manangement Committee!**  
**DEPUTY RECRUITMENT**

MARKETING	CORPORATE COMMUNICATIONS	CAREER DEVELOPMENT
EVENTS	SPORTS & WELFARE	ACADEMICS

**SIGN UP NOW!**

**oikos**  
 @ECONOMICSOCIETY



# SMU INFORMATION SYSTEMS SOCIETY (SISS)

Report By: Kai Wen [President, SISS]

## About



### Our Mission

- To actively promote the SIS Family Spirit
- To be the students' channel of communication with the offices
- To be a platform for students to reach out to the corporate world

## Highlights

### 1. SISS AGM REPORT FOR ANNUAL YEAR 2014

2014 was a year of excitement as the 10th SISS Management Committee set out to organize activities with the aim of enriching student life and strengthening the bond of the SIS undergraduate community. We introduce a new working structure and made an unprecedented move of involving more members of our committee in our SISS executive initiative.

### 2. WELFARE DRIVES

Keeping up with our tradition of welfare drives, the management committee manage to deliver a total of 4 major welfare drives over the past year. The welfare department is led by Jeanne Sim, who has been actively working towards student welfare by seeking out sponsors and thinking of welfare initiatives. Kick starting the welfare initiatives was the back to school welfare drive where students were given necessities they needed for class such as lecture pad, pens and even a laptop fan for those hot weekends where a lack of air conditioning is a concern. Of course, not to forget, the all-important name tent designed by our marketing

department led by Ong Zhi Min and Yo Wee King. Our mid-term welfare was an opportunity for us to collect feedback from the undergraduates and we gave out over 150 wireless mouse to those who took part in our survey. Our newly design shirt and hoodie were also introduced with many purchasing them.



The next two major welfare initiative, SIS Food Fiesta and SIS.Chomp held in April and November respectively are our flagship welfare event where our team worked hard to bring several gourmet food items to ensure that our undergraduates get the motivation they need before the exams. These welfare events serve not only as a giveaway but also a platform for students to take some time off their busy mugging and project to relax and mingle with fellow undergraduates.



### 3. SISS EVENTS

5 events over 2 semesters. That is what one would call "happening"! Our events department led by Jason Koh and Sebastien Sim worked hard at thinking up

event ideas that would be of interest to the SIS undergraduates. First up would be the 2 celebratory event, SIS Chinese New Year event and SIS Valentine's Day event. I am sure many would remember our Honorary General Secretary Rohith Misir dressing up as the God of fortune to give away red packets during our CNY event as well as the lovely cupcakes and photo booth during our Valentine's Day event.



Next, an event for our gamers in SIS. The Cyber Gaming Competition was organised to address the student's interest in gaming. More than 12 teams signed up and preliminaries were held to narrow down to the



best 4 teams during our grand finals. Our PR department led by Seol Hye Ri and Peh Zu Cheng managed to get sponsored products from Logitech to give away as prizes to the top few teams.

Last but not least we had 2 events to end off our term and they are the SIS Giveaway and SIS Day 2014. During the giveaway, we gave away a total of 600 items over 6 days and undergraduates had to guess what was given out each day as they only had 1 chance to collect the item. Those who attended also received an additional lucky draw opportunity during SIS Day 2014.

SIS Day 2014 is the biggest event for SISS and we come together to enjoy an evening of laughter brought about by our MC Martin Chew and our IT Director Lim Yi Sheng. One of the highlights for the evening would be the coding competition which is a mark of being part of SIS. Undergraduates fought it out on stage to be crowned the coding 'god' of SIS.



Credits to CaptureFusePhotography for this photo <http://www.capturefusephotography.com/>

Finally, Peng Ho (Vice President) and I would like to thank everyone for their efforts in making 2014 a memorable one for myself. We would like to thank our other directors who have been supporting us from the back such as Terence Long our Academic Director and Alan Wan Tat Loong, our Finance secretary. Not forgetting our executives who had provided strong support for our events and initiatives. Thank you for making 2014 a success. All the best to Joshua Chan, President of the 11th Management Committee and his directors for 2015. I am sure many good things and surprises will be in stored for us!



# SMU SOCIAL SCIENCES SOCIETY (SOSCIETY)

Report By: Tracy [President, SOSCIETY]

## About



The Social Sciences Society, SOSCIETY, represents all 800 undergraduates of the School of Social Sciences. Our main role is to ensure and protect the interests of all Social Sciences students, moving towards our vision to strive for excellence and pursue opportunities as a cohesive community.

Website: <http://www.society.org/>  
Facebook: <http://www.facebook.com/SOSCIETY>

## Highlights

In 2014, SOSCIETY saw a momentous transformation as we worked towards providing opportunities for the integration among students and enhancing the Social Sciences identity. This year, we placed emphasis on reaching out to students, preserving and strengthening the 'green pride' element in each of us through enhancing signature events and strong marketing efforts. Along with that, we moved beyond just being organizers for events but also a 'one help desk' where students could seek assistance through the various platforms we have created for them to connect.

### 1. INTERFACULTY GAMES

SOSCIETY ensured that we fought for Team SOSS's glory by sending representatives for the Inter Faculty Games. It was indeed spectacular to see how our green warriors have given their best in every game. We are ever thankful for our athletes who stepped up to represent and our spontaneous supporters for being there to cheer for the team during the games.

SOSCIETY have designed a new Team SOSS Jersey for all our representatives. Besides, we have gathered

necessary information from the freshmen to ensure that we would continuously have a list of warriors ready to compete and bring pride to the school.

### 2. THE SECRET SOSCIETY CAMP

The Secret SOSCIETY, a 4D3N camp, was held to introduce the 11th intake of freshmen into our close-knit community. It was heartwarming to see how complete strangers create lasting friendships beyond our camp. This was made possible with the dedicated organizing team who worked really hard, the enthusiastic facilitators and helpers that have displayed that sense of camaraderie that we are so proud to have.

This year, SOSCIETY played a major role during camp by introducing the role of the Camp Advisor, our Event Director as part of the organizing committee. To ensure consistency in our marketing efforts, our Marketing Directors have also become the Camp Marketing Directors. Besides, we are proud to have the participation of our faculty, where professors get to meet the freshmen and introduce them to the School of Social Sciences.



### 3. SOSS COHESION NIGHT

As part of tradition, we held the Social Sciences Cohesion Night biannually, where students of all cohorts and faculty members could get together for a night of fun and to catch up with their Soul(sci) mates. Aligning to our efforts to reach out and know the ground, SOSCIETY have decided to organize both cohesion nights instead of outsourcing to organizing commit-

tee. We karaoke all night and had unrivalled fun at our Inaugural SOSS Foosball Showdown. We also heard many talented SOSS students perform live. The night was also filled with yummy food, drinks, popcorn, candy floss, and best of all, instant photo booth. It was indeed an awesome time spent with the SOSS family and we truly enjoyed organizing it for you.



### 4. ACADEMICS

#### • Major Decisions Talk

The Major Decisions Talks introduces the six different majors offered by the School of Social Sciences to the undergraduates of SMU. The talks targeted mainly the Year 1 and 2 undergraduates who have yet to decide on their majors. We have invited Professors to share their vast knowledge and DKHMCC who have provided career advices for the undergraduates. Alumni and current students also came to share their experiences. During the second semester, we combined both primary and secondary majors. For the first time, we saw about almost 100 attendees at the talk. It was definitely an insightful and informative session. Buffet Dinner was also provided, where SOSCIETY took the



opportunity to speak to students about school life and help them along with any concerns they may have.

### 5. STUDENT WELFARE

#### • Welfare Drives

We offered two main welfare drives during the year. The first was held on the 1st April 2014, where we played 'salty oreos' pranks, as part of April Fools' Day to lighten the mood of Week 13 stress. Additionally, we gave full lunch packs which included Nasi Lemak, Starbucks muffins, drinks and stationeries. During the second welfare, we celebrated the 10th year of serving SOSS. The 10th SOSCIETY EXCO catered a 10 course meal on the 10 of November at 10 past 11 (10th pass to 11th), just for the students. Besides our buffet style welfare, we gave away our impressively self-designed foolscap pads, laptop stickers, highlighters and pens for students' study break. We have also extended welfare to Professors and staff of our school.



#### • Exams Welfare: Study rooms + Snacks

SOSCIETY expanded the bookings of the study rooms and provided snacks to motivate students during the daunting exams period.

#### • Giveaway – Universal Studios Singapore

During the term, we held giveaway for students. With courtesy of Resort World Sentosa and in the mood for

Halloween, SOSCIETY gave away two pairs of tickets to Universal Studios Singapore's Halloween Horror Nights 4.

•Others

We heard feedback about the mosquito problem in school. Some students have also written to us about the issue on shaky tables. To provide a more comfortable study environment, we have made arrangement for study rooms and distributed mosquito patches and cream, as well as ensured that all shaky tables were fixed within a week.

6. CONTRIBUTION TO JOANNE CHAN MEMORIAL FUND

As we had managed to compress the cost of the T-shirt, we gave students the opportunity to pledge \$2 donation out of their Classic SocSc Tee cost to Joanne Chan Memorial Fund. This fund is exclusive for Social Sciences students who require financial assistance to overseas programs of the school. We raised a total of \$378, and had an anonymous donor who matched the fund.

7. COMMUNICATIONS EFFORTS

•New Logo

To strengthen SOSCIETY's image as a whole, earlier in 2014, we redesigned SOSCIETY's logo to fit the industry standards. Our new logo reflects modernity, inclusivity and professionalism, a sharp departure from the visually stump and chunky design principle used for the previous branding. More information on our logo could be found in greater details on: <http://bit.ly/new-society>



•Website

We bought a new domain and launched a new website on the 3rd October. This was in conjunction with the launch of our Social Sciences student publication-CHILLI, now online. The webpage is filled with entertaining articles about student life, focusing mainly on internship and exchange programs. Besides, it gives a platform for students to get in touch with our EXCO.



•Social Media Presence (Askfm & Instagram)

With more efforts to connect to the ground, we have also launched our new Instagram page. We had our first ever Instagram contest during the Social Sciences Cohesion Night. We have also moved open hours online on Askfm, where students could raise any possible concerns they may have, anonymously.

8. STRATEGIC EFFORTS

•Ensuring continuity

In order to ease the transition between our EXCO and

the 11th EXCO, we organized a day retreat for them where we shared what our EXCO have achieved and led them through our decision making process. We have also designed possible case scenarios for them to work on and provided guidance on the different perspectives of the cases. Additionally, we created a folder and kept our work in archive to prevent lost information while transiting to future batches.

•Alumni Engagement

Started in July, we created a Facebook Page for all SMU SOSS Alumni to reconnect. By the creation of a strong base of alums, we saw the many potential this page could possibly bring to current students. Future batches may want to consider using that platform to invite alums back to speak during events or even engage them to be potential sponsors.

9. ACKNOWLEDGEMENT

It was indeed an eventful year, and all the above would not have been possible without the support of various people. On the behalf of the 10th EXCO, I would like to extend our gratitude to the following:

**Deanery**, for their undying support for the works of SOSCIETY



**Associate Dean Professor John Donaldson**, for your love for the students that inspired us to want to push ourselves more and being the mentor we could rely on

**SOSS Administrative Staff**, particularly, Joyee and Kieren, for their assistance across a wide range of matters. You are our heroes!

**SOSS Faculty**, for their encouragement and support across events

**University Offices**, for being considerate of the needs

of SocSc students

**YOU**, fellow Social Sciences students for giving us the privilege to serve you and supporting us through our initiatives.

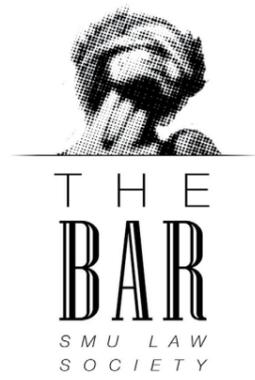
**To the most deserving, the 10th SOSCIETY EXCO**, I've already said what I wanted to. I just thought the world should know, you are the best team, anyone could ever ask for. Thank you for such a fantastic year. Thank you for your hard work and dedication to the school. Love you and #greenpride always.





Report By: Ismail [President, The Bar]

## About



The SMU Law Society, affectionately referred to as The Bar, represents and serves the interests of the law students in SMU. The Bar's initiatives, activities and events aim to assist the building of a vibrant and cohesive student body within the SMU School of Law and the university at large. The Bar is also heavily involved in the maintenance of the excellence of the law school within the legal fraternity.

## Highlights

### 1. OVERVIEW OF 2014

In 2014, The Bar set out to build on the strong foundation which our predecessors had painstakingly put together. Instead of simply adding onto things, however, the 7th MC set out to improve processes to make sure that the organisation was run more efficiently and effectively

As part of this overarching goal of progress, we revamped the knowledge management of The Bar. This led to the writing of new standard operating procedures, terms of references, and other documents for internal process management. This enabled easier workflow management and limited misunderstandings within teams.

Building on this improvement, we sought to empower our subsidiary clubs to organise a larger number of events that could cater to a greater number of interest groups within the SMU Law family. This was done by

increasing opportunities for joint events, and facilitating building of relationships with organisations outside of the SMU School of Law.

The 7th MC also focused on optimising our financial processes. In this regard, we moved to a needs-based funding model which enabled greater flexibility and scalability.

### 2. HIGHLIGHTS

Various quarterly reports were put out under the SMUSA Council Quarterly Report system to provide students updates on The Bar's activities and initiatives. More details were provided to the SMU Law family through weekly updates from The Bar, and various EDMs from The Bar and our subsidiary clubs.

This short summary cannot do justice to the immense efforts taken by the SMU Law family over the course of 2014. The Bar's AGM Report seeks to provide a more complete summary and overview of these events and initiatives in 2014; interested readers can refer to that for more information. Nevertheless, a brief summary of some of the events, initiatives, and milestones of 2014 are provided here.

### 3. PROCESS AND KNOWLEDGE MANAGEMENT

In line with our goal of increasing student involvement, The Bar made several internal process improvements. The various documents which came out of this project have been implemented, and have proven to be greatly beneficial in enabling uninitiated members to organise events and initiatives with greater ease.

Rather than leave knowledge to be passed on an informal basis, this system maximised the quantity and quality of information being handed down. This meant that organising committees, sub-committees, and Executive Committees of our subsidiary clubs could refer to documentation rather than rely on word-of-mouth or undocumented convention. As a result, all those involved in the organisation's process-

es stayed on the same page, and were quicker to identify discrepancies with processes.

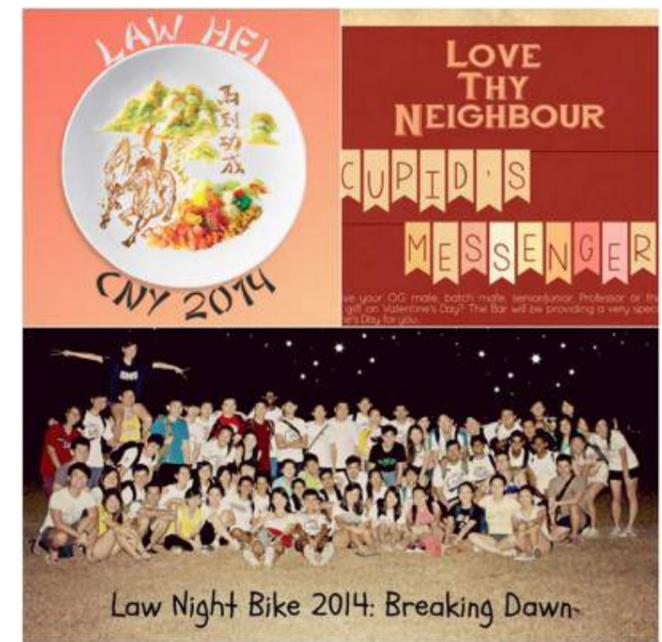
Rather than increase bureaucracy, the project was aimed at increasing opportunities for joint events, within The Bar, within SMU, and with external organisations. The process optimisation and documentation also gave the Directors greater autonomy, since they had in consultation with the President and Vice-President, set out the scope of their duties and discretion. Ultimately, the project paid off in the form of increased collaborative initiatives, smoother internal communications, and a greater number of activities for law students.

### 4. EVENTS

The Bar sought to increase the number of events organised for law students this year. This was made possible by not only increasing the quantity of events organised by The Bar, but increasing opportunities for our subsidiary clubs to organise events as well.

The 7th MC welcomed students back to school with a roaring celebration of Chinese New Year through a Lo Hei event, attended by alumni, faculty, and students. This was topped off with distribution of Chinese New Year goodies to our beloved professors.

To add to the celebrations, the SMU School of Law building's ground breaking ceremony also happened



in January. Another noteworthy milestone in January was the second-placing of the School of Law in the IFG for 2013.

The Love they Neighbour brought a little of the spark of Valentine's Day to the School of Law, with our talented students showing their skills at Cupid's Messenger, and couples sharing their photos in Candid.

As mid-term approached, we organised two events to provide Law students a chance to leave their books aside and venture out of the library: our mid-term Food Bazaar, and Law Night Bike 2014.

Our summer event calendar was packed as usual, with summer starting off with a bang for the incoming freshmen at Sub Rosa: Law Camp 2014. The organising committee worked with The Bar's Events team to organise a unified camp which not only enabled bonding among freshmen, but also between freshmen and seniors.



Not to leave out the graduating students, The Bar organised Legally Bound, the graduation night for SMU Law School. With performances from students and professors, a huge buffet spread, drinks, and not to forget, a photobooth, the graduates celebrated their commencement.



Freshmen had another opportunity to come together shortly after in the Rajah & Tann Law Beach Games. The Bar and SMULA worked with the NUS Law Club to put together a series of beach sports that saw freshmen, seniors, and even alumni coming down to spend some time in the sun at Sentosa. The Rajah & Tann Law Beach Games was only a bonding activity for freshmen, but a chance for members of both local law schools to come together through sports.



To celebrate a wonderful summer, we returned to Sentosa, where The Bar organised a beach party at the Wave House. Attended by freshmen and seniors, Effervescent: SMU Law Night 2014 saw performances by talents from the SMU Law family, as well as a pageant for our SMU Law freshmen.



As the new year started, The Bar had the privilege of supporting the Justice for All event. This is a new flagship event, which drew over 2000 lawyers to the SMU Campus. The Just Run component was conceptualised by the 7th MC, and was executed with the support of the Law Society of Singapore and PBSO. The overall initiative managed to raise over \$2 million, and The Bar is very proud to have been a part of this initiative.

### 5. SUBSIDIARY CLUBS

As part of our push to increase participation from the ground-up, The Bar allocated more resources to our subsidiary clubs this year. We also provided our subsidiary clubs with greater administrative support and training. To unify our brand, The Bar also assisted our subsidiary clubs to design EDM templates which would be more consistent.

Using the resources made available to them, under the care of more than capable Executive Committees our subsidiary clubs did more than we had hoped for over the course of 2014.

Several events were organised by our subsidiary clubs over and above their usual stead of events and initiatives. These include: the enriching SMU-NUS In-Session Dialogue co-organised by The SMU Law Outreach Club; Legal Research and Writing Talk for our freshmen to get them initiated with mooted organised by The Moot Court Club; the revival of the Lawlympics event by SMULA; the SMUNSTER Halloween party co-organised by The SMU Law International Relations Club; and the Criminal Justice Conference co-organised by The SMU Criminal Law Club.

An especially noteworthy achievement this year was The SMU Law Outreach Club in April 2014 being granted control of the SMU Legal Clinic. This unprecedented development was possible owing in no small part to the efforts of the SMU Law Outreach Club's dedicated Executive Committee.

With SMULA's support, our athletes have been putting in extensive time for training. This led to the success of the SMU Law handball team and the SMU Law frisbee team at their respective IFG events. This year also saw the formation of core teams for various sports, as well as the formation of teams for new sports such as softball and rock climbing. Our athletes from our various other sporting teams have been putting in many hours of training, and we look forward to the upcoming IFG and LFG where our athletes are sure to shine!



The Criminal Law Club has completed its mandatory probation period under the SMU system, and has achieved club status. The events organised over the year include the Criminal Justice Conference, which attracted over 120 student participants. The outgoing Executive Committee has also been working on a visit to the prisons for SMU Law students, which is set to happen in 2015.

The connections which were formed in 2014 extended beyond SMU Law School, beyond our borders as well as to other CBds. An example of this was the SMUNSTER Party organised by ICON in collaboration with

the SMU Law International Relations Club.

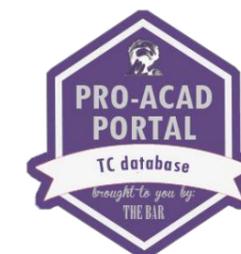


The SMU Moot Court Club continues to organise multiple moots, and supports competitions organised by their NUS counterparts. This has led to the thriving mooting culture at SMU, which has resulted in mooting being recognised as a traditional stong suit of SMU Law.

### 6. PROFESSIONAL AND ACADEMIC DEVELOPMENT

As the job market for law graduates continued to evolve, The Bar stepped up its efforts to increase professional development opportunities for law students. To enhance the 6th MC's efforts, we also sought to build on the existing academic development resources, and make them more accessible for law students.

In line with our aim of equipping students with the best tools to achieve their goals, The Bar launched two new interactive portals for Law students: the Internship Database and the Training Contracts Database, both currently available to SMU Law students. These are part of the revamped Pro-Acad Portal under The Bar, which is continuing development under the 8th MC.



To enable students to make the most of their internships, The Bar's Professional and Academic Development team organised Internal Affairs at the start of the internship period. Alumni from the SMU Law School came down to give our students useful advice and insights into having a fruitful internship, and students were given tips that could potentially land them a training contract at a firm of their choice.



As the semester pressed on, The Bar organised more professional development-oriented events for Law students. The first was the Rajah & Tann Dialogue Session, which gave students a chance to interact with associates and partners from various practice areas of one of the largest law firms in Singapore.

This was followed up with the heavily over-subscribed Insights Networking Session, conceptualised by the 7th MC and organised with the support of DKHMCC. The event was an opportunity for law students to have a real conversation with lawyers from various niche areas of practice in a speak-networking format.

As the time came for training contract applications, The Bar organised our Training Contracts Seminar. This year, the event was arranged in a more interactive manner, with a panel discussion involving recruitment partners from some of the top firms in Singapore, chaired by Prof Tang Hang Wu.

Our book-sale initiative Le Law Lelong continued, with students able to deposit their books with The Bar for resale.

### 7. WELFARE

The 7th MC sought to transform welfare drives from food and goodie collection to engagement events which could facilitate bonding among law students. To that end, the concept of "Student Chefs" was introduced, and we showcased more talent from within law school at our welfare drives. This also allowed more "live" cooking, which was later implemented to our other welfare drives by getting our caterers to provide dynamic cooking stations. To the same end, we also collaborated with SMULA to allow law students to engage in sports (or spectate) while enjoying treats from The Bar.



A particular highlight was our new two-part welfare drive which we ended off the year with. The first was organised in collaboration with SMULA once again under Lawlympics: The Second Coming. The second was an Ammunition Pack given out during the study break to keep Law students' spirits high as they

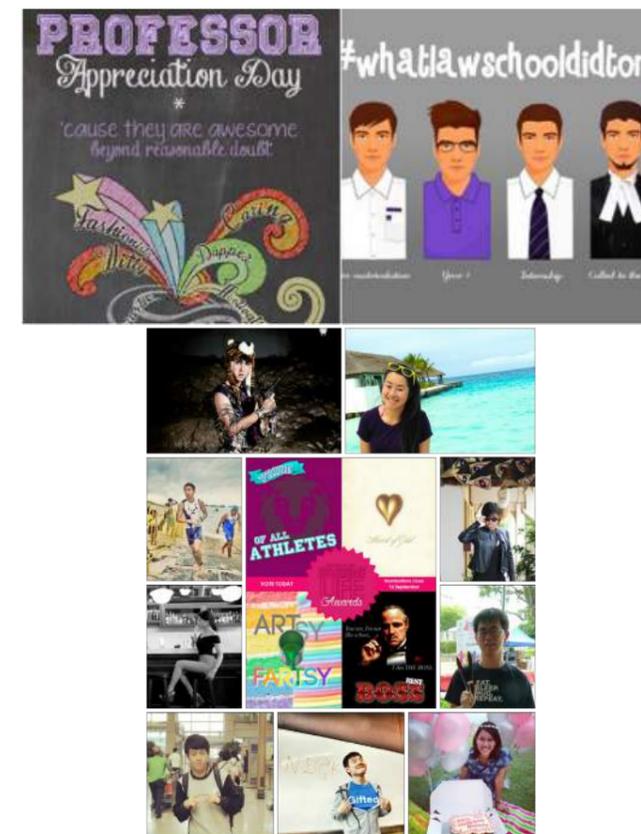


strapped in for the last week of revision before the examinations began.

To facilitate revision, we also booked seminar rooms for law students during study breaks to allow students to revise in a comfortable and quiet environment.

As part of our recognition that the SMU Law family extends beyond students, we made sure not to forget to show our gratitude and appreciation to our professors who have been there for us and nurtured us into who we are today on Professor Appreciation Day.

We also thanked students who gave up time for the SMU Law family through student appreciation awards. We also celebrated quirks which law school has come to give us in the #whatlawschooldidto competition.



Not forgetting the wider community, our very own Law OCSP to Sikkim, India entered its second round as Project Diya V. Members of the team contributed to the development of schools in Sikkim, reminding us that law students' care extends beyond Singapore's shores.

### 8. ENGAGEMENT

To assist prospective students in making the right choice for them, The Bar launched the Faces of SMU Law, bringing the lives of law students from year 1 through 4 to social media. This peek into SMU Law was over and above The Bar's support of the SMU Law School Open House, and Special Admissions events organised by SMU.

In light of the hours spent in school, and the interest for SMU Law branded apparel, The Bar launched new SMU apparel and name-tents. Of special note is the SMU Law Cardigans, designed by the 6th MC's marketing team. We also arranged for reprints of our new t-shirt design due to overwhelming demand.



The Bar also launched our new website, and a new Instagram page. Having reached more than 1,000 likes on our Facebook page, we pushed out timely updates when required using the Facebook platform. This allowed for more efficient communication with students, especially in relation to queries which were

time-sensitive and of interest to a wider audience within SMU Law. This was in line with our aim of providing students with the support they needed, when they needed it.

### 9. REPRESENTING STUDENT INTERESTS

Apart from supporting student initiatives, The Bar also sought to build up its position as the bridge between the university's administration and the SMU Law students.

To prevent students from having to grapple with bidding woes, The Bar pre-empted the possible clashes between FNCE 103, ACCT101, and other core law modules. By working with the SMU School of Law office and the SMU School of Law Deanery, this problem was prevented before it occurred, side-stepping an issue which arose in the past year.

Another example was the non-informing of graduating law students of their priority bidding. Following emails and queries on Facebook, The Bar met with the SMU School of Law office about this matter, which led to the miscommunication being rectified. SMU Law students who were graduating were granted their priority bidding, and additional information about use of e\$ for balloting for commencement tickets was also released to students.

Our position as the bridge between students and the university's administration was especially relevant when the SMU School of Law changed its bidding policy for law students, revamping the bidding structure which has thus far been used. To soften the impact that this change could have for law students across the years, The Bar negotiated with the SMU School of Law Deanery to change the implementation of the revamped bidding system.

This series of negotiations led to several improvements, including: retaining priority bidding for graduating students for AY 2014/15; availability of a larger range of core modules spread out over more semesters; removal of restrictions on bidding which would have potentially prejudiced double-degree law students; and waiver of fees for LAW 001 for summer term for

law students who were inadvertently rendered unable to take this core module. The Bar also worked closely with the SMU School of Law office and the Registrar's Office to compile an information sheet with a step-by-step flowchart to facilitate students' understanding of the revamped bidding system. In an unprecedented move, the SMU School of Law and the Registrar's Office also agreed to have a discussion with students who were adversely affected by the revamped bidding scheme.

We also represented various other interests to offices within SMU, and we thank all students who believed in us to raise their concerns through us.

### 10. ACKNOWLEDGEMENTS

On behalf of the 7th MC, I would like to take this opportunity to once again extend our heartfelt gratitude to all those who have supported us throughout our term:

- the SMU SOL Deanery,
- the SOL office,
- our subsidiary clubs,
- all who stepped up to take on positions in organising committees,
- student helpers at various events that we have organised,
- our predecessors for leaving a strong foundation which we have sought to build upon, and
- especially all of you who participated in our events.

Without your undying support, the 7th MC's ideas would never have taken flight and we would not have been able to achieve even a fraction of what we set out to do.

I would also like to thank the SMUSA Council for being supportive of The Bar's initiatives. The support of the SMUSA Executive Committee is invaluable, and I greatly appreciate all the assistance they rendered The Bar over the year. I would especially like to thank the SMUSA President, Ser Kiat for his support with communication with offices; and the SMUSA Vice-President, Balakrishnan for assisting with conveying ideas which we came up with to various stakeholders in

SMU's administrative structure.

Several CBds have supported The Bar's more ambitious initiatives, and we thank them for it. Of special note are: SMU Xtremists, SMU Sports Union, and ICON.

The School Cbd presidents have also assisted me greatly over the year. Their support of some of my more outlandish ideas, and willingness to put their necks out for each other showed me that student leadership is more than a mere label.

It goes without saying that Hiren, the Vice-President of The Bar, and I are very grateful to all Directors of the 7th MC of The Bar. Thank you for never being afraid to speak your mind, and for always helping to look after the interests of law students.

I would also like to take the time to thank anyone who took time out of their schedule to support The Bar in any way.

On behalf of the 7th MC, I would like to thank members of The Bar for letting us have the honour and a privilege of serving and representing your interests. It is with great optimism that we hand over the baton to the 8th MC, led by the incoming President, Mohamed Fadhil. I am confident of their capabilities, and trust that they will continue to look after the interests of members of The Bar, and build on our growth to raise us to new heights.



# WORKING COMMITTEE REPORT



## RESOURCE COMMITTEE (ASSETS)

Report By: Kheh Yang, Assets Secretary

### About

The Resource Committee (Assets) looks at key strategies to maximise usage of limited resources as well as proposing new policies for assets management.

### Highlights

#### 1. THE HANGOUT, SMU STUDENT LOUNGE PROPOSAL

The Director of Office of Student Life Dr Bervyn Lee would like SAC to make good use of the previous Basement Cafe for students and student activities with the intent of benefitting students from the use of these spaces and is also open to ideas on how we can better utilize the two spaces.

The SAC Resource Committee has finalized and put forth a proposal to Office of Student Life (OSL) Director, Dr Bervyn Lee on setting up a student lounge (“The Hangout”) on the previous Café space. The committee awaits approval of this proposal from Dr Bervyn Lee.

#### 2. SUMMER ASSETS POOLING

The SAC Resource Committee has established a summer assets pooling guideline for all CBds to share the list of their assets with all clubs and societies.

The objective of this guidelines hope to achieve:

1. A higher level of efficiency of budget efficiency
2. Promote a “sharing-is-caring” attitude environment

The pooled assets list has been released by the SMUSA Assets Secretary to all clubs and societies to aid their events planning.

#### 3. SAC RESOURCE COMMITTEE AUSTRALIA STUDY TRIP

The SAC Resource Committee has brought back their learning from University of Melbourne, RMIT & Monash University for sharing with offices including,

Office of Strategic Planning (OSP) and Office of Facilities Management (OFM) to provide recommendations toward the SMU X campus development future plans.

The key takeaways shared with the University Offices included the following:

1. Usage of Technology to support student life
2. Places for student to hang out after classes
3. Variety of spaces around campus to cater to varying needs

#### 4. SAC ASSETS TAGGING & AUDIT STANDING ORDERS

The head of the SAC Resource Committee, the SMU-SA Assets Secretary has proposed this policy to the 10th SAC during Early November SAC meeting. The purpose of this standing order is to allow greater clubs’





accountability for their assets and to combat against any budget inefficiency. The 10th SAC Resource Committee has reviewed this policy based on the recommendations of the 10th SAC.

The incoming SMUSA Assets Secretary has been tasked to call for a discussion with the 11th SAC during the December SAC Retreat to gather more feedback before passing this standing orders as a motion during 2015.

### 5. SUMMER SEMINAR ROOMS & CLASS-ROOMS SPACES DE-CONFLICTING

To simplify the summer camps sleeping spaces bookings and reduce the paperworks involved, Office of Facilities Management (OFM) have authorise SMUSA the liberty to allocate sleeping spaces for summer camps. From 2015 onwards, the SMUSA Assets Secretary shall chair the summer events de-conflicting of sleeping spaces during summer to better support student life in SMU.

### 6. FACILITES BOOKING GUIDELINES FOR SMUSA COUNCIL FBS ACCOUNT

In order to provide an alternative avenue for clubs to make advance bookings of facilities (apart from their respective managers from Office of Student Life), the SAC Resource Committee has managed to secure a one year advance access of facilities booking on the SMUSA Council working account during the 3rd quarterly SMUSA – OFM Meeting (End October 2014). SMUSA will be working Office of Facilities Management (OFM) on when the booking horizon access could be granted to the SMUSA Council working account.

In December 2014, a SAC Facilities Booking Guidelines has been drafted by the SAC Resource Committee to govern any request(s) for facilities bookings made under the SMUSA Council working account. This set of guidelines shall be reviewed by the incoming SAC members before the next SMUSA-OFM quarterly meeting in 2015.

## About

The Resource Committee (Finance) analyses the financial data of the Students' Associations and craft policies to best utilize the association's financials.

## Highlights

The resource finance committee which consists of the SMUSA Honorary Finance Secretary, Bondue President, Sosciety President, and ACF President, has been working on the issue that the resource committee of the previous 9th council handed down to us.

The issue was the lack of fair implementation of the contribution rate system by the clubs, which resulted in the inefficiency in budgeting. In order to tackle this problem, the resource finance committee has proposed a few solutions throughout the year with the feedback from the council as well as the 10th Finance Committee.

One of the suggestions on the system improvement that was deemed to be the most feasible is the implementation of cap in each club's current account. The cap is counted by averaging the expenses of each of the club and society for the past 6 terms.

The implementation of the cap in each of the club's current account will hopefully, ensure the equitable distribution between the clubs' current accounts and reserves accounts, as the monies received by clubs such as income and any form of sponsorship/donation will be properly kept in the reserves accounts, which will be eventually contributed by 10% to the clubs' budgets at each budgeting cycle.

Overall, this system is hoped to create more efficient allocation of resources among the clubs and to be continued and improved by the next batches of council and finance committees.



## STRATEGY COMMITTEE

Report By: Balakrishnan [Vice President, SMUSA]

### About

The strategy committee was formed to succeed the review committee that existed in past councils. The 10th Council felt that there was no need to 'review' things every year. The focus was shifted to formulation of strategies for long term growth of the Students' Association Council ("the SAC") and the Singapore Management University Students' Association ("SMUSA").

### Highlights

At the start of the year, the strategy committee was tasked with four key items, namely improving processes of the council, reviewing the 2013 student survey, developing a communications plan, and reviewing the constitution.

After a midterm review in May during the council study trip, the strategy committee realised the lack of a proper focus on strategy and redefined our goals for 2014. Having completed the communications plan, the committee decided to focus on developing a strategic plan for SMUSA titled SMUSA2020.

Key areas for improvement which the Strategy Committee set out to look into include, among other things: (i) lack of continuity, especially for long-term projects; (ii) lack of proper representation of the interests of certain groups within SMU on the SAC; (iii) inefficiencies in passage of motions and other initiatives owing to structural limitations; (iv) lack of engagement of volunteers for SMUSA initiatives; and (v) lack of ability to effect real change and provide real support for students in disputes and/or misunderstandings with the University administration.

### 1. COMMUNICATIONS PLAN

The council in the past depended on the communications secretary for crisis communication management. The council understands that not all secretaries may be well versed in the area and decided to draw up a standard operating procedure for incident management. The committee adopted best practices in cri-

sis communications plans from the corporate world, developing a communication 'threatcon' level, crisis communications life cycle and a checklist for determining the 'threatcon' level.

### 2. SMUSA 2020

After the plans for SMUSA 2020 were formulated, the committee went about conducting research to look into the operations of other equivalent bodies. The findings of the committee were then contextualised to the SMU environment. A new organisational structure is proposed in the plan, with professionals taking charge of specialist bodies. OSL will work closer with SMUSA to have a non-transient group of advisers who can assist newly elected office bearers. Overall, SMUSA will be better integrated into the SMU structure, while being better placed to serve the interests of SMUSA members.

The committee ran out of political time to finish the paper and garner stakeholder support. The SMUSA 2020 paper is being improved on by the current SAC to include milestones to be achieved by each Council. This will allow each Council the flexibility to achieve the milestone, while keeping a consistent long-term goal.



## SUCCESSION COMMITTEE

Report By: Andrea [Honorary General Secretary]

### About

The SMUSA Succession Committee strives to ensure fair and equitable succession practices within the association by creating and maintaining platforms, guidelines and standing orders. Furthermore, the committee aims to provide assistance as well as programmes for the incoming SMUSA Council to prepare the next batch for their term ahead.

### Highlights

#### 1. POLICIES ESTABLISHED & IMPLEMENTED

##### • SMUSA Elections Fever Standing Order

The SMUSA Succession Committee proposed the following changes to the SMUSA Council. These changes were then passed and implemented on a SMUSA-wide level:

1. All down payments must be submitted to SMUSA EC along with all nomination documents. SMUSA EC reserves the right to reject any nomination if the down payment or all necessary nomination documents are not submitted in full. Only candidates who successfully submitted their nominations to SMUSA EC will be allowed to be placed on SMUSA electronic voting platform. Upon completion of entire elections fever process, the SMUSA EC will proceed to reimburse candidates of their deposit through their respective CBd ECs.

2. For avoidance of doubt, CBds who do not perform their elections via SMUSA electronic voting platform are still required to collect a S\$20 down payment per candidate upon registration. This is to be submitted to SMUSA EC prior to the day of their voting.

3. All CBds and SMUSA Exco are bounded by this set of standing order. Any violation of this standing order by any CBd will result in a monetary penalty of S\$200. All appeals made by CBds will be raised to the Student Association Council (SAC). SAC's deci-

sion will be final.

Finally, the SMUSA Elections Guidelines was converted into the SMUSA Elections Fever standing order.

##### • SMUSA-wide Elections Timeline

The SMUSA Succession Committee proposed the following timeline to the SMUSA Council for the Elections Fever 2014. The timeline was then passed and implemented on a SMUSA-wide level (for all CBds & SMUSA Exco who were using the central electronic platform).

##### • SMUSA Internal Elections Standing Order

The SMUSA Succession Committee proposed the following changes to the SMUSA Council. These changes were then passed and implemented on a SMUSA-wide level:

##### Motion:

The succession committee proposes the following timeline which is to be abided by all CBds using the central electronic platform as utilised by the SMUSA Executive Committee.

Date (Week)	Event	Remarks
13/9/14, Sat (Week 4)	Submission of Nominations*	CBds with constitutional restrictions** on the allowed days from nomination closure to the commencement of voting need to close their nominations no earlier than 12/9/14, Friday, 12:01am.
15/9/14, Mon (Week 5)	Start of Campaigning Period	
21/9/14, Sun (Week 6)	End of Campaigning Period	
22/9/14, Mon (Week 6)	Start of Voting Period	
26/9/14, Fri (Week 6)	End of Voting Period	
27/9/14, Sat (Week 6)	Consolidation and release of votes to CBds.	May require attendance of general secretaries of each CBds.
28/9/14, Mon (Week 7)	Official release of general election results	

\*In an event where a CBd fails to obtain the minimum number of nominees required, an extension will be granted to the 15/9/14, Monday, 12:01am. For any other reasons, the president of the CBd may call for an EGM with an agenda to extend its nomination period. Should the council decides against its extension, voting through the central electronic platform will be conducted without the involved CBd.

\*\*Constitutions which require voting to commence no later than 10 days after nominations closed include (ACF, The Bar, SISS & Bondue)

##### Update (Work Plan):

Date	Event
19th May - 14th June	Marketing period for Elections Committee recruitment
21st, 28th, 29th June	Interview and selection of Elections Committee
5th/6th July	1st Meeting - Elections Committee
4th - 9th August	Fever Marketing

##### Update (Other Important Dates):

Date	Event
8th October	Submission of IE results
9th October	SACLIP Briefing
10th - 12th October	SACLIP
18th October	SMUSA Exco IE
19th October	SMUSA Exco IE results

## Succession Committee

1. In the event of a tie in an election between two or more candidates in any position for any given election and there is no clear winner, a second election shall be held immediately after the announcement of the tie, with the elimination of candidates who are below the first tied position for any given election. (Clause 21.2 of the SMUSA Internal Elections Standing Order)

2. No member of the Incoming or Outgoing Council is allowed to leave the room when the elections have started; with the exception of toilet breaks, subject to the outgoing Honorary General Secretary. SMUSA Elections Committee Returning Officer (RO). (Clause 10 of the SMUSA Internal Elections Standing Order).

### • Release of SMUSA Executive Committee General Elections Vote Counts

During the July 2014 Council Meeting, the SMUSA Council passed the policy that from 2014 onwards, SMUSA Executive Committee will be releasing the candidates' vote count results of the SMUSA General Elections.

Furthermore, these changes were made to reflect better representativeness and legitimacy for the SMUSA-wide General Elections:

The top 8 of the candidates who also garner at least 5% of the votes cast, or at least 5% of the votes of all members, whichever is higher, will form the executive committee.

### 2. SAC LEADERS INDUCTION PROGRAMME

On the 10th to 12th October 2014, the 11th SMUSA Council gathered for the SAC Leadership Induction Programme (SACLIP). This retreat was planned by 10th SMUSA Council Succession Committee together with the Office of Student Life. The aim of this retreat was to allow the incoming office bearers to get to know one another before the SMUSA Internal Elections so as to allow them to better fit the appropriate people to the different posts of SMUSA Executive Committee. Furthermore, this also allowed them to have the first opportunity of bonding as a council.

The programmes included physical outdoor activities such as kayaking and mental activities such as round table discussions (situations the 10th council faced).

The outcome of this retreat was a well-bonded, better educated 11th Council.

### 3. SMUSA COUNCIL RETREAT

SMUSA Council Retreat took place from the 11-13th December 2014. This was a work retreat planned by the SMUSA Succession Committee that aimed to impart the knowledge of the 10th Council to the 11th Council as well as to present the 10th Council's achievements for the year. The retreat also had an element of situational case studies for the 11th Council to work on so as to prepare them for the year ahead.



## APPENDIX

Amendments	Original Clause	Amended Clause
1.	9.5.1.1 a) The Business Secretary who shall automatically be appointed Chairman of the Committee	9.5.1.1 a) The elected President of the Business Committee who shall automatically be appointed the Corporate Relations Secretary.
2.	6.1.3 The elected Director of the Business Committee shall be appointed the Business Secretary.	6.1.3 The elected President of the Business Committee shall be appointed the Corporate Relations Secretary.
3.	No prior existing clause	14.10 Elections of International Students' Secretary and Corporate Relations Secretary to the Executive Committee
4.	No prior existing clause	14.10.1 The International Students' Secretary of the Executive Committee shall be elected in accordance with the elections conducted by the International Connections Committee.
5.	No prior existing clause	14.10.2 The Corporate Relations Secretary of the Executive Committee shall be elected in accordance with the elections conducted by the Business Committee.
6.	14.6.7 The top 8 of the candidates who also garner at least 5% of votes will form the Executive Committee. Otherwise, the top 4 candidates will make up the top 4 positions of the executive committee.	14.6.7 The top 8 of the candidates who also garner votes equivalent to at least 5% of votes cast, or at least 5% of the total number of Members, whichever is higher, will form the executive committee

## Year Ended 31 December 2014

	Note	2014	2013
		\$	\$
<b>Income</b>	3.2		
Student Activities Fees	3.2.1	370,999.97	391,959.40
Office of Student Life	3.2.2	177,000.00	200,000.00
Students' Association Council	3.2.3	188,748.31	125,679.25
Club Reserves Utilisation		224,910.68	193,753.74
<b>Other Income</b>			
Club Collections/Incidental Profits		476,982.75	424,364.13
Donations/Sponsorships		89,273.53	64,759.03
OSL/School Admin Additional Funding	3.2.4	84,693.62	80,238.16
<b>Total Income</b>		<b>1,612,608.86</b>	<b>1,480,843.71</b>
<b>Expenditure</b>			
For participation in SMU events	4.1	(129,370.25)	(104,988.14)
For external non-competitive activities	4.2	(51,890.38)	(46,110.72)
For external competitive activities	4.3	(194,521.33)	(107,107.96)
Club organised activities:	4.4		
<i>members only participation</i>		(684,318.93)	(521,353.69)
<i>SMU-wide participation</i>		(249,408.73)	(192,407.52)
<i>open to public</i>		(153,298.24)	(108,651.10)
Total Club organized activities		(1,087,025.90)	(822,412.31)
Administrative Operations	4.5	(86,972.41)	(51,740.11)
<b>Total Expenditure</b>		<b>(1,549,780.27)</b>	<b>(1,132,359.24)</b>
<b>Total Surplus</b>		<b>62,828.59</b>	<b>348,484.47</b>

## Change in Reserves

	Note	SAC Reserves	Club Reserves	Total	Bizcom Current Account
<b>At 1 January 2014</b>		281,547.11	259,967.94	541,515.05	23,956.15
<b>Withdrawal for Budgets</b>	6.1				
<i>Jan-Jul 2014</i>		(188,748.31)	(61,813.25)	(250,561.56)	-
<i>Aug-Dec 2014</i>		0.00	(67,871.60)	(67,871.60)	-
<b>Relocation of Bizcom Funds</b>	6.2	3,956.15	0.00	3,956.15	(3,956.15)
<b>Surplus from Bizcom</b>					10,967.12
<b>Deposits for Pullbacks</b>	6.3				
<i>Aug-Dec 2013</i>		50,181.76	109,654.27	159,836.03	-
<i>Jan-Jul 2014</i>		48,318.62	43,921.85	92,240.47	-
<b>At 31 December 2014</b>		<b>195,255.33</b>	<b>283,859.21</b>	<b>479,114.54</b>	<b>30,967.12</b>

## Notes to Statement of Income and Expenditure

**(1) Domicile and Activities**

The Singapore Management University Students' Association (the Association) was formed in the Republic of Singapore in 2000 by the pioneer batch of students of the Singapore Management University. The Association has its office at No. 80 Stamford Road, Basement 1 – SMUSA Student CCA Offices, School of Information Systems, Singapore 178902.

The principal objectives of the Association are to promote and safeguard the interests of the members of the Association; to uphold and respect the dignity and equality of every member of the Association without regard to religion, race, or politics; and to promote welfare, social, cultural educational, and sporting activities to the members of the Association.

The principal activity of the Association is to provide support to the various member Constituent Bodies (CBd) and member Co-Curricular Activities Groups (CCA), encouraging their endeavors in enhancing student life and participation in co-curricular activities in enhancing student life and participation in cocurricular activities.

**(2) Basis of preparation**

These notes form an integral part and should be read in conjunction with the accompanying Statement of Income and Expenditure.

The unaudited Statement of Income and Expenditure was prepared by the 14th SMUSA Executive Committee's Honorary Finance Secretary, Ms Ellora, and Deputy Finance Secretary, Mr Teo Sheng Hui Bernard with guidance from Office of Finance on the use of the SAP system.

The Statement of Income and Expenditure for the year ended 31st December 2014 is prepared based on information extracted from the University's SAP accounting system records. Due to the nature and origin of this information, the Statement is prepared on a cost basis and using the historical cost convention. Our Statement is not prepared in accordance with the Singapore Financial Reporting Standards (FRS) as it is not necessary for the Association to comply with FRS regulations. The association is unable to prepare an accompanying Balance Sheet and Statement of Changes in Equity. This is because the Association's accounts has to reconcile with Office of Finance's accounts, which treats all disbursements from the Association as an expenditure.

The SMUSA Executive Committee is satisfied that the SAP records reflect a true and fair representation of the state of accounts for the Association.

**(3) Significant Accounting Policies**

## 3.1 Basis of Consolidation

Clubs & societies are entities managed by the Association. The financial statements of clubs & societies are included in the consolidated financial statements from the date that control commences until the date that control ceases.

### 3.2 Revenue

#### 3.2.1 Student Activity Fee

On behalf of the Association, SMU Office of Finance helps to collect the Student Activity Fee from each student at the start of the academic year. The fees are recognized when the University makes a transfer to the Association. The amount will then be used to fund student life activities primarily for August to December of the financial year.

#### 3.2.2 OSL Injection

OSL will also inject a sum of money to help fund student life activities primarily for January to July of the financial year. The amount is recognized when the transfer is made from OSL to the Association.

#### 3.2.3 SAC & club reserves

The Students' Association Council increased the support of the total budget issued throughout the year by tapping into the Association's reserves. This was done in recognition of the increase in club membership size as well as numbers of activities introduced by the various CBDs to the Association.

The creation of the club reserves was done to encourage the entrepreneurial spirit of the clubs, as well as allowing them to provide for their long term plans. Some of these include international competition participation and fixed asset purchases. Clubs which are able to accumulate more reserves are also encouraged to utilize them for their own budgets to enable other less endowed clubs to have more fund through the budget distribution.

The amount is recognized when the reserves are transferred into the expenditure account for club's usage.

#### 3.2.4 OSL/School admin additional funding

OSL/ School admin additional funding includes additional funding to clubs by Office of Student Life as well as the 6 school general offices under the various outreach programs such as Sports/Arts Excellence Programmes and/or in support of selected club organized initiatives.

### 3.3 Expenditure

Expenditure is recognized at cost after GST deduction of 7% on deductible item.

Expenditure types listed below have been broken further into the following categories of expenses, consistent with the guidelines issued by the Honorary Finance Secretary of the Association:

#### 1) Assets Maintenance and Repair

2) Assets purchases <= \$500

3) Assets purchases > \$500

4) Attire

5) Coaching Fees

6) Facilities Booking/Payment to External Organisations

7) Gifts/Prizes/Awards

8) Publicity

9) Stationery

10) Food and Beverages

11) Transport

12) General Expenses

For the detailed breakdown for each Expenditure Type, please refer to the note (4).

#### (4) Expenditure by Category

The following data tables display the expenses of the Association according to the categories of expenditure.

##### 4.1 Participation in SMU Events

	2014	2013
	\$	\$
<b>Assets Maintenance and Repair</b>	1,289.72	55.98
<b>Assets purchases &lt;= \$500</b>	3,789.10	1,823.47
<b>Assets purchases &gt; \$500</b>	4,971.27	-
<b>Attire</b>	5,367.92	4,784.98
<b>Coaching Fees</b>	-	-
<b>Facilities Booking/Payment to External Organisations</b>	11,008.77	6,198.57
<b>Gifts/Prizes/Awards</b>	4,983.40	3,446.05
<b>Publicity</b>	5,551.74	7,437.31
<b>Stationery</b>	3,245.81	3,318.23
<b>Food &amp; Beverages</b>	67,448.29	43,298.42
<b>Transport</b>	3,292.68	2,634.69
<b>General Expenses</b>	18,421.55	31,990.44
<b>Total Expenditure</b>	<b>129,370.25</b>	<b>104,988.14</b>

Statement of Income and Expenditure

4.2 External Non-competitive Activities

	2014	2013
	\$	\$
Assets Maintenance and Repair	3,489.36	-
Assets purchases <= \$500	1,297.03	-
Assets purchases > \$500	-	-
Attire	16,810.32	14,311.40
Coaching Fees	1,052.00	320.00
Facilities Booking/Payment to External Organisations	8,905.30	12,295.60
Gifts/Prizes/Awards	1,020.55	-
Publicity	5,892.14	10,440.50
Stationery	450.05	44.40
Food & Beverages	4,920.81	779.70
Transport	3,923.75	1,520.00
General Expenses	4,129.07	6,399.12
<b>Total Expenditure</b>	<b>51,890.38</b>	<b>46,110.72</b>

4.3 External Competitive Activities

	2014	2013
	\$	\$
Assets Maintenance and Repair	3,781.56	-
Assets purchases <= \$500	18,749.96	586.00
Assets purchases > \$500	2,449.53	-
Attire	48,934.71	31,929.25
Coaching Fees	4,537.43	50.00
Facilities Booking/Payment to External Organisations	70,891.57	36,318.89
Gifts/Prizes/Awards	10,483.10	81.00
Publicity	3,679.28	217.00
Stationery	1,225.72	361.86
Food & Beverages	10,459.84	1,889.12
Transport	5,937.76	698.96
General Expenses	13,390.87	34,975.88
<b>Total Expenditure</b>	<b>194,521.33</b>	<b>107,107.96</b>

Statement of Income and Expenditure

4.4 Total Club Organized

	2014	2013
	\$	\$
Assets Maintenance and Repair	25,126.92	13,987.66
Assets purchases <= \$500	56,761.70	17,942.70
Assets purchases > \$500	39,009.26	27,250.29
Attire	32,967.31	28,160.08
Coaching Fees	250,917.29	158,157.62
Facilities Booking/Payment to External Organisations	232,865.78	183,559.58
Gifts/Prizes/Awards	30,790.04	20,948.54
Publicity	31,282.47	32,397.81
Stationery	19,903.76	22,360.73
Food & Beverages	287,233.61	225,058.73
Transport	26,180.15	19,304.17
General Expenses	53,987.61	73,284.40
<b>Total Expenditure</b>	<b>1,087,025.90</b>	<b>822,412.31</b>

4.5 Administrative Operations

	2014	2013
	\$	\$
Assets Maintenance and Repair	14,926.38	-
Assets purchases <= \$500	17,390.29	7,854.21
Assets purchases > \$500	8,963.67	6,461.65
Attire	-	-
Coaching Fees	-	-
Facilities Booking/Payment to External Organisations	4,983.27	345.61
Gifts/Prizes/Awards	2,553.74	722.28
Publicity	15,893.61	10,527.48
Stationery	8,241.91	2,840.59
Food & Beverages	5,883.92	2,999.18
Transport	-	-
General Expenses	8,135.62	16,414.08
<b>Total Expenditure</b>	<b>86,972.41</b>	<b>51,740.11</b>

**(5) Expenditure by Constituent Bodies**

The following data tables display the expenses of the Association according to the categories of constituent bodies.

<b>Arts &amp; Cultural Fraternity ( ACF )</b>	<b>\$</b>
Participation in SMU events	37,681.45
External non-competitive activities	10,462.15
External competitive activities	25,873.62
Club organized activities	289,011.33
Administrative Operations	17,542.38
<b>Total</b>	<b>380,570.93</b>
<b>Special Interest and Community Service Sodality ( SICS )</b>	
Participation in SMU events	24,976.32
External non-competitive activities	13,573.14
External competitive activities	29,953.14
Club organized activities	103,362.06
Administrative Operations	14,423.71
<b>Total</b>	<b>186,288.37</b>
<b>SMU Sports Union ( SSU )</b>	
Participation in SMU events	50,218.38
External non-competitive activities	20,925.78
External competitive activities	138,694.60
Club organized activities	336,927.27
Administrative Operations	28,910.30
<b>Total</b>	<b>575,676.31</b>
<b>SMUXtremists ( SMUX )</b>	
Participation in SMU events	13,893.49
External non-competitive activities	-
External competitive activities	-
Club organized activities	36,894.27
Administrative Operations	6,046.01
<b>Total</b>	<b>57,278.86</b>
<b>SMUSA Executive Committee + School Constituent Bodies</b>	
Participation in SMU events	2,600.65
External non-competitive activities	6,929.31
External competitive activities	-
Club organized activities	320,830.93
Administrative Operations	20,050.01
<b>Total</b>	<b>350,410.90</b>
<b>Total Expenditure for the year 2014</b>	<b>1,549,780.27</b>

**(6) Changes in Reserves****6.1 Withdrawal for Budgets**

Every financial term, reserves is used as part of the clubs and societies' budgets to fund the Association's activities. For term January – July , the funds that is withdrawn from the Students' Association Council Reserves, in addition to the yearly OSL injection, is disbursed as the budgets to the clubs and societies' current accounts. For term August – December, the clubs and societies' budgets is fully funded by the yearly Student Activity Fee. For both financial terms, the clubs and societies are encouraged to fund their activities and support their own budgets using the clubs reserves that is accumulated through clubs profits, donations and sponsorships for the clubs.

**6.2 Relocation of Bizcom Funds**

As of 1 January 2012, the financial accounts of SMU Students' Association Business Committee ( Bizcom ) have been revised. In line with Bizcom's fundamental mission of being the financial arm of SMUSA, a portion of Bizcom's funds has been transferred to the collective pool of Students' Association Council reserves. Every new Bizcom's executive committee will receive a \$20,000 injection as working capital for their term of office. Any surplus of more than \$20,000 as of 31<sup>st</sup> December of each year, will be transferred to the Students' Association Council Reserves and to be used collectively to fund the Association's activity for the upcoming year. For the year ending 31<sup>st</sup> December 2014, Bizcom has earned a surplus of \$10,967.12 on top of the \$20,000 working capital given to them at the start of the year. The surplus of \$10,967.12 earned will be transferred to the Students' Association Council Reserves and will be reflected in the following SAP Report supplemented from SMU Office of Finance.

**6.3 Deposits for Pullbacks**

At the end of every financial term, the Honorary Finance Secretary calculates the pullbacks for every club and society. Pullback to Students' Association Council Reserves from club is done if there is any unspent budget or leftover from the budget that is disbursed to the club at the start of the financial term. Pullback to Clubs Reserves is done if there is any leftover from the funds from the clubs reserves that is transferred to the club at the start of the financial term and/or leftover from the clubs profits, donations and sponsorships received by the clubs throughout the financial term.

# 11th SMU STUDENTS' ASSOCIATION COUNCIL



**Top row from left:** Thiam Pei Shan (*Events Secretary*), Liaw Ying Ling, Dionis (*Corporate Relations Secretary*), Teo Bing Xing (*President, Oikos*), Chan Jing Wen (*President, Special Interest & Community Service Sodality*), Tan Cheng Yee Rachel (*President, Arts and Cultural Fraternity*)

**Middle row from left:** Tan Chin Rong (*President, SMU Sports Union*), Joshua Chan Qing Huan (*President, School of Information Systems Society*), Chua Jia Chern (*Academic and Welfare Secretary*), Mohamed Fadhil Bin Abdul Aziz (*President, The Bar*), Mooris Tjioe Jun Xian (*President, SMUXtremists*), Seah Hong Wee Elgin (*President, SOSCIETY*), Lee Xuan De (*President, ASoc*), Ng Sixiu, Hubert (*President, Bondue*)

**Bottom row from left:** Aishwarya Kumar (*Communications Secretary*), Young Bean Oak (*International Students' Secretary*), Ma Hou Ning (*Honorary General Secretary*), Lim Jiayu Adeline (*President*), Yu Eu Chek Gabriel (*Vice-President*), Ong Wei Jin (*Honorary Finance Secretary*), Poh Hui-Ying Hannah (*Assets Secretary*)

## Errata for SMUSA Annual Report 2014

This note serves as the correction for the 4.5 Administrative Operations table on the page 107 of the SMUSA Annual Report 2014. The correction made is the input of the Assets Maintenance and Repair 2013 expenditure figure in the missing Assets Maintenance and Repair 2013 expenditure column figure.

### 4.5 Administrative Operations

	2014	2013
	\$	\$
<b>Assets Maintenance and Repair</b>	14,926.38	3,575.03
<b>Assets purchases &lt;= \$500</b>	17,390.29	7,854.21
<b>Assets purchases &gt; \$500</b>	8,963.67	6,461.65
<b>Attire</b>	-	-
<b>Coaching Fees</b>	-	-
<b>Facilities Booking/Payment to External Organisations</b>	4,983.27	345.61
<b>Gifts/Prizes/Awards</b>	2,553.74	722.28
<b>Publicity</b>	15,893.61	10,527.48
<b>Stationery</b>	8,241.91	2,840.59
<b>Food &amp; Beverages</b>	5,883.92	2,999.18
<b>Transport</b>	-	-
<b>General Expenses</b>	8,135.62	16,414.08
<b>Total Expenditure</b>	<b>86,972.41</b>	<b>51,740.11</b>