

## ABC 30<sup>TH</sup> COUNCIL RALLY

NTU LT24  
5<sup>TH</sup> SEPTEMBER 2019  
1900 HRS

### Union Representatives:

#### **1. Ng Kailin Calista:**

##### Rally Speech:

- Extroverted, agreeable and conscientious
- Able to work well with individuals
- Responsible
- In student's council in jc (represented performing arts & clubs and societies)
- Learned how to be attentive to people's needs
- Was in NTUSU corporate liaison office in year 1
- Events director for NAAT-ICAEW case challenge 2019
- Wants to be the voice of NBS in NTUSU
- Aspires to be the bridge between ABC & NTUSU
- Facilitates sharing of ideas etc
- Be the go-to-person for club's concerns
- Have a suggestion : hold a forum to share concerns of NBS students

##### Questions and Answers:

1. What are some of the things the previous union rep did for ABC and what can you do better?
  - nothing much has been done previously
  - Wants to be the change and do more
  - Feels that there is a need for more discussion and more improvement
2. What are some of the main concerns you think needs to be addressed (as NBS students)
  - currently there are changes in the curriculum (year 1s have to do PA instead of doing it in year2)
  - feels that year 1s need to do PA + cope with transitioning to uni life -> stress
  - ICON : provide students with opportunities to network and learn interpersonal skills
3. Being An NBS union rep requires close communication and relationships with ABC- what are the steps you can take?
  - Be there for meetings
  - Have personal relationship with the members
  - Listen for any concerns/ideas they might have
4. Do you think a union rep makes a difference (is it important to have at all)?
  - needs someone to represent NBS
  - cannot be marginalized; concerns of NBS students cannot be ignored etc
5. Provide concrete steps to value add to ABC
  - wish to be there for meetings physically
  - holding a discussion forum with associate teams and ABC

- participating in NBS events held by ABC (eg. IHG)

## 2. Ng Li Xuan:

### Rally Speech:

- Driven and responsible individual
- Tries his best for everything
- Was CGL in UOC'19
- Acted as a bridge between the exco and his clan members
- Involved in brainstorming, solving problems and looking at things from different perspectives
- Believe that he can be the bridge between NBS and NTUSU
- Ensure that interests of NBS students will be represented
- Will try to be there and support events

### Questions and Answers:

1. Why is there a need for union rep when ABC president is in the council?
  - there to support areas the president might not focus on as his main concern might be ABC
2. Mentioned that you want to safeguard ABC's interest – how do you think you can play the role?
  - Although ABC has good relationships with UPO etc,
  - Some policies are made on the NTUSU level
  - So by being the voice I can safeguard ABC/NBS's interests
  - Nothing much done by previous union rep
  - Can try to do what the previous union rep didn't manage to do
3. Being An NBS union rep requires close communication and relationships with ABC- what are the steps you can take?
  - Try to be there for meetings
  - Build personal relationships
  - If got conflicts settle amicably
4. If there is both SU exco and ABS meeting happening at the same time – which one will you attend?
  - by constitution should go for SU exco meeting but will let ABC know
5. If ABC and SU exco got conflicts (eg.different stands) – who will you support?
  - Try to understand perspective of both sides
  - And act as a bridge to help them find common ground to resolve the issue
6. What do you think of NBS orientations?
  - Still generally viewed in a positive light
  - But it's still changing and moving towards a better future (?)

7. Orientations as a whole – how to improve?
  - no real need to make changes as currently its doing well
  
8. What are some issues you think can raise to SU (regarding NBS)
  - Some business students might not be sure about specialization
  - Can have events to educate them

## **Executive Members**

### **President**

**Lee Wei Jun Javier:**

#### **Rally speech:**

- Thanked the previous excos
- thanked his current batch who have been through thick and thin with him
- thanked the current main committee batch for making the effort to rally etc
- was previously CLD and oversaw the entire batch of diff portfolios working together
- introduce a mentoring system for exco to mentor main comms to better juggle between studies and cca
- voice, values and vibrancy
- introduce new platforms (networking sessions with employers on ad hoc basis)

#### **Questions and Answers:**

1. What can u improve on for something that you feel the previous president didn't do so well?
  - For their batch, there was a "china wall" between main comms and excos
  - Believes that by having the mentoring system for main comms to work together with excos hand in hand to make sure everyone don't overwork themselves.
  - Wants everyone to enjoy every processes along the way and don't want any main comms to hate ABC.
  - Wants to let maincomms to grow and come back as exco one day.

### **Vice-President (Events)**

**Shiori Ishiwata:**

#### **Rally Speech:**

- Was overwhelmed when she was in year 1 ; wanted to quit ; but was persuaded to eventually continue her journey
- Changed her perspective of ABC – thought of it as a bonding activity rather than a chore
- Wants the 30<sup>th</sup> council to feel like family
- Will be more than willing to help and give guidance
- Will have tough times but the fun times will always prevail

#### **Questions and Answers:**

1. What are your expectations from Events Directors
  - Not much guidelines when she was in year 1
  - Will ensure that there are certain guidelines and standards for the future directors to follow

- And she will always be there to help

### **Vice-President (Marketing)**

**Myat Yamin Nwe :**

Rally Speech:

- Thankful for her fellow batch mates that guided her along the way in year 1
- Might be challenging at times but it is worth it especially towards the end
- MDs are mainly in charge of creative directions of events – wants to focus more on costumes this year
- Hope to be able to guide her MDs along the way just like how her senior guided her

Questions and Answers:

1. You mentioned that previously the bonding efforts came in too late – Suggest some ideas to better bond the club earlier?
  - Small weekly bonding sessions after Wednesday meetings
  - Or have something like ABC retreat but much earlier

### **Vice-President (Corporate Liaison)**

**Emily Ng:**

Rally Speech:

- Apple represents relationship between ABC and sponsors.
- Fun: F – friendship (forge good friendship with everyone in the club; spent a lot of time during weekly meetings and every other events; joy and frustrations after every event); U – Unity (ABC has many events; teamwork and unity are essential; doing proposal and procurement should be conducted in unison.
- Stepping out of comfort zone (carrying herself professionally in front of sponsors)
- Experience that can never be encountered in classes
- Would u want to look back at your 3 (maybe 4) years in NBS for making meaningful contributions or would u rather not doing anything?

Questions and Answers:

1. What is one characteristic that you have that will help you to be a good CL Vice-president?
  - Good communication and interpersonal skills
  - To liaise and maintain good relations with sponsors require u to know what to say at the right time and right place.
  - People oriented person and enjoy building rapport with friends and understanding their concerns and any issues from their sides.
  - Starting from family pov, I am doing very well.
  - So I believe that this skill and characteristic would better allow me to guide the directors

### **Vice-President (Financial Controller)**

#### **Ong Jing Yee**

##### Rally Speech:

- Good and bad times – but memorable
- Willing to learn along the way even though she does not have prior experiences as a fin con
- Meticulous person ; believes fincon should possess this trait
- As they need to be careful with keeping track of receipts etc
- ABC gave her revenues to gain both soft and hard skills as an individual ; wants to continue learning
- Being exco got different responsibilities ; wants to try out more new things

##### Questions and Answers:

1. Any areas to improve on that you feel the previous fincon didn't do?
  - Previous fincon took quite long to process claims and get back to the different stakeholders
  - Wishes to improve the system
  - Coordinate with other fin cons to consolidate and submit at a stipulated time to minimize waiting time
  - Previous fin con was abit messy ; wishes to be more detailed and organized

### **Honorary General Secretary**

#### **Chan Li Xuan Athena**

##### Rally Speech:

- Her batch mates are the reason why she's rerunning
- As a previous ED it was quite tough to do proposals, amendments all the time, talking to SAO etc
- Would like to re-run to give maincomm the same support she got from her seniors last year
- Experience from ED on how events flow, administrative stuff etc
- Willing to learn even though she don't have much experience as a secretary

##### Questions and Answers:

1. What are the issues do you think that will arise when you work with your deputies and the President?
  - Having conflicts are not a new thing ; learnt how to work with each other and resolve misunderstandings after last year
  - It is easy to spot problems and be candid about solving it since they are all familiar with each other already

### **Main Committee Members**

#### **Corporate Liaison Director**

##### **1. Sun Yan Ting**

##### Rally Speech:

- Passion and drive to serve the NBS family
- Want to give back and be part of this support system
- Be the linking bridge between sponsors & NBS (maintain good relationships etc)
- Hope that she can learn different skills to liaise with sponsors and bring better deals to NBS students

- Enhance the vibrancy of NBS students' lives
- Someone that never gives up; provides alternative solutions to solve the problem
- Relatively cool-headed person

Questions and Answers:

1. You mentioned about being cool-headed – What if right before your event the sponsors are unable to come down (3days before) as they are unhappy with you - How will you make up for this? (eg. If they are sponsoring foolscaps for your welfare bag etc)
  - Try to figure out why are they unhappy
  - Will rectify if it's our fault
  - If have enough grants – will try to purchase the stuff needed (worst case scenario)

**2. Lee Wei Jun Eugene**

Rally Speech

**\*\*prepared a welfare bag \*\***

- Worked as bank branch assistant in UOB before university
- Revolved around assisting customers
- Learnt transferrable skills (eg. How to deal with angry customers)
- Wants to challenge himself as he is quite a reserved person
- With the interest of NBS students in mind – determined to provide the best welfare for everyone

Questions and Answers:

1. Give an example (besides emailing) of how you will go out of you way to get sponsors?
  - Will leverage on his network from his previous experience in UOB
  - Use social media to spread awareness efficiently
2. One week away from your major event – but one of your sponsors suddenly pull out – how?
  - Stay calm
  - Gather his group to discuss how to work with the remaining sponsors
  - Last resort leverage on personal connections
3. What sets you apart from the other contestants?
  - he's quite a committed person
  - Will plan his schedule well to be able to commit fully
  - Only has ABC as his commitment

**3. Goh Jun Hao Cavan**

Rally Speech

- Hope to get as much experience and exposure as possible
- SRJC leadership role (jc social welfare club) ; planning IC (elderly, children and special needs sector)
- Tutored kids math
- Draft proposals for school activities; help students to relieve stress
- Went for overseas program in jc ; planned activities for the local kids there
- Encountered hiccups but managed to resolve it
- Cultivated resilience and patience through all these experience

- Better able to relate & empathize with people
- Appreciates good teamwork

Questions and Answers:

1. What differentiates you from the other CL candidates?
  - He is an avid learner; eager to learn
2. An example of you adapting to changes
  - He encountered issues while during his important event; managed to resolve it by publicizing on IG stories as opposed to the original plan of giving flyers
3. If you got an event coming up but you lack food sponsosr (eg. 2 weeks before the event)
  - Go around to his favorite food places (Eg. Old chang kee) to ask if they can increase their stocks to accommodate for the event
  - Singapore Food Industries (knew this through his NS days) ; liaised with them before during his NS days as they proved to be efficient in handling urgent orders

**4. Cheah Shao Jie**

Rally Speech:

- Worked as UOB customer service officer
- AIA financial service consultant
- C: CAPABILITY; being a capable person that other's recognize ; feels like he has experience dealing with people – can deal with them efficiently
- L: Lively; extroverted and outgoing person ; can connect well with people due to his varied experiences
- D: Daring ; have to be daring as a CL – put yourself out there to get sponsors etc., feels like he can do this
- Hopes he can make an impact in NBS & ABC

Questions and Answers:

1. Convince the HR of Liho to sponsor NBS/ABC
  - feel like a lot of ntu students enjoy liho (always got queue at the HSS outlet)
  - Feels that by being a sponsor – liho can increase their reach among students and spread the word
2. Lets say Magnolia wants to sponsor \$1000 worth of ice-cream for our event; but magnum contacts 2 days later to say they are willing to sponsor \$2000 worth (magnum more expensive & premium) – who will you choose as our sponsor?
  - Continue with Magnolia
  - Because they offered first ; give their vote of confidence first
  - Gives out the message of how we deal with out sponsors (maintain good relationships)
  - Casting a longer net for future relationships

**5. Lim Chin Hong**

Rally Speech:

- No past experience as CL
- Audit intern at PWC ; financial advisor in Great eastern
- Business director in his poly days
- Wants to serve NBS community and cater to needs of students
- Wants to try to bring in international banks to sponsor ABC
- Gain friendships in NBS and ABC

Questions and Answers:

1. What do you think you have that is superior to the other candidates?
  - The ability to approach without backing down (doesn't fear objections)
2. An example of you approaching someone before they approach you
  - Asked his family members on a professional basis (as a financial advisor)
3. Family, friends and status – rank them accordingly
  - Family first (close knitted family)
  - Friends
  - Status (not as important without friends and family)
4. How many sponsors does ABC currently have?
  - Only knows the 2 main sponsors (ISCA & ICAEW)
5. You mentioned that you want to try bringing in International banks - How will you go about bringing those banks?
  - Look at past work on Maybank to see how to bring in the other banks

**Marketing Director**

**1. Chiong Hao Zu Jordan**

Rally Speech:

- Worked on project to market POSB home loan – designed stuff with adobe illustrator etc
- Volunteered in student body – managed events for them
- Intern in Bank of America, Merrill lynch
- Planned CSR in old folks home
- Not much marketing experience – but willing to step out of comfort zone to try something he never try before
- Wants to be part of the change instead of just volunteering

Questions and Answer:

1. What happens if there is a rats infestation?
  - Have to source for location to store our stuff first
  - Then contact the relevant pest exterminators etc
  - If not a lot of things can store in member's room/rent storage space (but need analyze cost)
  - If no money we can try to clear the rats ourselves
2. Currently we got a few sites to advertise for our events – can you think of other ways?
  - Maybe monthly/weekly eps of NBS life on Youtube



3. If you handling NBS t-shirt sales and some foreign exchange student (not from nbs) wants to buy – but technically they can't buy cause not NBS students– so cannot sell him – what would you do?
  - Put him on waiting list
  - Could try to see if can sell to him after we accommodate to most of the nbs students

## 2. Chen Jun Hua

### Rally Speech

- Leadership: exco in self-interest group in JC ; changed the dynamics of the club – from 30 members to 150 members (now the biggest self-interest group in nyjc)
- Empathy: been in many service learning group ; relevant to marketing as he'll put himself in target audience's shoes and work upwards from there
- Got a lot of crazy ideas and he is daring enough to carry out his ideas ; likes to be different and challenge things
- Passion: no prior marketing knowledge ; but self-enrolled in courses and learnt marketing skills on his own
- Wants to turn his passion into something tangible
- Current ideas:
  1. Awareness of ABC's social platform: feels that currently doesn't have much pull factors – (ideas eg. Allowing students to have benefits when they share the events)
  2. Must listen to the voice of consumers – eg. Limited edition NBS tee - instead of just diff colors each year - allow students to customize eg. Put clan logo etc.
  3. Use pageantees to promote our NBS shirts (from all 5 camps)

### Questions and Answer:

1. Last minute event requested by one sponsor and they want to see our outreach (eg. Ceo of a startup)
  - current followers of abc not enough to spread awareness
  - put posters also no use because notice board too saturated
  - use word of mouth –eg. cgl to inform their freshies and batchmates
2. I understand that you are a cgl - how will you use your position to support abc?
  - Integrate og lunch with abc events (eg. Og lunch on Wednesdays can be used to rally support for ABC events which usually happen on Wednesdays too)
3. Do you have any other ideas than physical posters?
  - Give out freebies
  - give small info on what to expect from the event
4. Have you seen the other shirts of other schools?
  - Believe that school. shirts are generic now
  - Feel that can give students a chance to personalize etc to make it more memorable for them etc
5. What do you think about the current NBS shirt?
  - Its fine now but if got better ideas can try to adapt also

## 3. Goh Pearl Lyn

### Rally Speech

- \*\*prepared a rap (didn't manage to record it down in the minutes)\*\*
- Social media marketing internship
- Hopes to spend more time meaningfully in NBS???
- Will work hard to spread awareness for ABC

### Questions and Answers

1. What makes you stand out from other candidates?
  - I was Ms popular for NBS bash ;If you need to reach out to more NBS students can always look for me to spread awareness
2. If no one goes for sponsor's booth during events?
  - can give incentives eg. More freebies for people readily available there
  - leverage on personal connections
3. Best marketing channel that you feel ABC should use?
  - Telegram channel
  - Instagram
4. Why will people want to join the telegram channels?
  - know more about what's happening in school
  - Will know if there are freebies
5. Do you think ABC is currently using outdated marketing tools?
  - too much emails currently

### Events Director

#### **1. Patricia Ter Chye Wei**

### Rally Speech

- Want to challenge herself out of her comfort zone
- Secondary school student council and ogl
- Will give her very best as long as she is in it
- ABC as a platform to serve the students ; wants to be a part of it
- Has experience planning camps and drafting proposals
- There will always be hiccups ; but must be able to think fast and adapt
- Time management
- A place she can grow and learn with like-minded individuals ; form friendships within first to be able to work together

### Questions and Answers

1. Supposed you and your team already decided on the theme for an event – but SAO reject your proposal – but you all are still going to go ahead – However on the event day SAO come down to give red light – what you do?
  - Will talk to SAO ; admit that it's our fault since it was not approved but we went ahead with it
  - Will make sure that such things don't happen again
  - Bu main concern is to not affect the flow of event (focus more on the backend communication)
2. Suppose you are chairing for exam welfare pack event – if the other 2 chairs not doing their job – what will you do?
  - Will talk to them ; say it's a collective effort
  - Convince them to share the burden

3. One of ABC's values - Voice: how to incorporate this value in your event?
  - Ask the students what they like In events
  - Can organize events based on feedback to better suit their needs

## 2. Tham Wen Xian Kimberly

### Rally Speech

- Unity and selflessness
- See ourselves as one student body in the pursuit of excellence
- Wants to be part of bonding the students together and help them build deeper friendships
- Create a stronger NBS identity
- Enable students to feel a sense of belonging and to be proud to be a NBS student
- Hope to organize events to make NBS life more vibrant and dynamic
- Feels that ABC can make a handbook for nbs freshies – to help them navigate year 1 life
- Not much leadership experience ; but likes to plan stuff for others, make sure events are well planned and executed
- But need to be practical too (Eg. Our constraints)
- NBS students should be the heart of what we do ( be empathetic and listen to their needs)
- Hope to make NBS life more fulfilling for students (make a difference)

### Questions and Answers


1. Suppose you have an event happening in 1 week time – but you did not submit a form needed for equipment's rental (need to do 3 weeks in advance) – what would you do?
  - No equipment doesn't mean cannot get ; ask various halls, other sources of equipment
  - If really cannot – change the plans and work around not having the equipment
  - If possible – use funding that ABC have to get eg.tables etc (cause ABC will still need it in future so maybe can invest in having our own equipment's and tables etc)
2. Are you aware of the events in ABC?
  - NBS day
  - back to school events
3. For back to school events: how do you think you can reformat it – achieve the same goals but make it more fun etc?
  - can make it a competition ; give it a thrill factor
  - Eg. A talent show; with prizes (more competitive but in a fun way)
4. Are there any events you personally want to chair?
  - Feels that students are always rushing for lessons
  - On Wednesdays can give out free ice-creams (different week different ice cream flavor ; surprise flavor so they must come down to see, and take a break?)
  - Giving out ice cream to cheer them up and motivate them to get thru the rest of the week



Meeting Adjourned at 21 45 hrs.

Recorded by: Ng Yoke Leng Geraldine

  
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Signature of RO

  
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Signature of EO1

  
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Signature of EO2