



MALAYSIAN NATURE SOCIETY

Membership Unit

MANAGEMENT REPORT

October 2017

Goal 5.4: To grow and to effectively and efficiently mobilize membership resources towards achieving the Society's mission and goals

Content Summary

Part A:

1. Membership
2. KPA
3. KPA Youth

Part B:

1. Membership Unit- Issues and Matters Arising
2. Appendices

Part C:

1. Urban Environmental Hub
2. Appendices

Part D:

1. E-Media and IT

Part E:

1. MNS Publication

Strategy & Strategy Objectives	Target for June 2017 – May 2018	Progress for October 2017 (Activity/Item/Program)	Progress for October 2017 (Status)								
<p>5.4.1: Engage, maintain and expand membership of the Society through targeted membership drives and public campaigns.</p>	<p>RECRUIT Increase recruitment of new members by 25% year-on-year beginning in 2016 (with a baseline of 700) with emphasis on youths (below 35) and proportionate state representation.</p> <p>RETAIN Reduction in lapsed members by 25% in 2016/2017</p> <p>REBRAND Improved efficiency and effectiveness of membership services, increased appreciation of MNS among members and the general public and motivated members who act as ambassadors for MNS.</p>	<p>MNS Membership Officer: Mrs Leong Wee Chin</p> <p>1. ROS e-submission</p> <p>2.ROS submission for AGM 2017</p> <p>3. Membership Drive and Events</p>	<p><i>All branches have done the ROS submission, except for Pahang, Melaka/N Sembilan, and Penang. Those branch have been reminded to submit their e-filing ASAP as the deadline is over (60 days after the AGM). Please refer to Appendix for detailed description on submission schedules.</i></p> <p>Started working on the ROS e-filing as we need to submit before 23 Nov 2017 (60 days after the AGM).</p> <p>1) Festival of Wings</p> <table border="1" data-bbox="1119 735 1965 914"> <thead> <tr> <th>Date</th> <th>Events</th> <th>New</th> <th>Renewal</th> </tr> </thead> <tbody> <tr> <td>13/10/2017</td> <td>FOW2017</td> <td></td> <td>4</td> </tr> </tbody> </table> <p>2) <u>Training – Photography Workshop</u></p> <p>Date : 26/10/2017 (THU) Time : 10am – 4pm Venue : MNS Auditorium Conduct by : George Ng (from Photo Group)</p> <p>3) <u>KLPF 2017</u></p> <p>Date : 24th – 26th Nov 2017 (FRI to SUN) Time : 11am – 9pm Venue : MAP @ Publika, Kuala Lumpur</p> <p>Membership Unit is invited to participate in the membership drive and merchandize sales. There will be 2 shifts per day (1st shift: 10am-4pm, 2nd shift: 3pm-9pm).</p>	Date	Events	New	Renewal	13/10/2017	FOW2017		4
Date	Events	New	Renewal								
13/10/2017	FOW2017		4								

4. Member Refer Friends Campaign

Member refer friends campaign

As on 31/10/2017, there are 197 new members have been recruited under Member Refer Friends Campaign.

Member Refer Friends

Branch	93
SIG	32
Member	<u>72</u>
	<u>197</u>

Based on the statistic, the following are entitled for the free membership.

Langkawi has the highest number (19 new members) among all, follow by SIG Photo Group (18 new members) and Kedah Branch (17 new members).

However, in Oct month, Kedah Branch manage to recruit two (2) new members compared to all

Please refer to the appendix for detailed breakdown.

5.Membership Database Revamping and Restructuring

It has been collectively agreed by the management to terminate the current database system (IMIS) due to the extremely high cost and inefficient support system as they are based in Australia. Green Matrix is being engaged to centralize the accounting, sales and membership system. Please refer to section (Issues and Development) for more info.

We are also engaging with Data Solutions , for a comprehensive membership system that will include member engagement facilities through membership portal, database and etc. All our requirement has been forwarded to him, and now pending for response from their side.

5.E-mail Blast

12/10 /2017	Invitation to EPSM's Sustainable Living in Malaysia (SLiM) 2017 Conference - October 27-28 at the University of Malaya
13/10 /2017	MNS: Deepavali Greetings
30/10 /2017	MNS: We're Hiring: Part Time Sales Associate
31/10 /2017	MNS: Pencinta Alam Newsletter November 2017

Strategy & Strategy Objectives	Target for June 2017 – May 2018	Progress for Oct 2017 (Activity/Item/Program)	Progress for October 2017 (Status)
<p>5.2.2 Promote the establishment of Kelab Pencinta Alam in schools and link these to the network of MNS EECs, and promote Environmental Education to teachers and the Ministry of Education.</p> <p>Kelab Pencinta Alam (KPA) Officers: 1.Ms Nurul Adha Ujang</p>	<ol style="list-style-type: none"> 1. Recognition of Kelab Pencinta Alam (KPA) nationally and globally as a priority. 2. Increase KPA interaction with EECs. 3. Encourage school leavers to continue to become MNS members through KPA for Youth 	<p>1.TM Earth Camp 2017</p> <p>2.Publication Tapir Buletin</p> <p>3.Teacher Coordinator Workshop/Meeting</p>	<p>The final report is completed and has been reviewed. The hard copy was printed and will be sent to funder (TM)</p> <p>The issue of 2/2017 were printed and delivered to respective schools.</p> <p>Issue 3/2017 related to Water Vision 2017 were drafted, designed and printed. This last edition used a new designer service, Lim as to opt for a low cost production. Due to ensure the Tapir Bulletin to be delivered within the first week of November, we choose different printer services, which is Yogant Enterprise.</p> <p>The date for Coordinator meeting was confirmed after a discussion with the coordinators and availability of venue. Information as follows:</p> <p>Date: 11 – 13 December 2017 Venue: Kuala Selangor Nature Park</p> <p>A discussion with EE team and Membership Unit on the content of Coordinator Meeting was conducted. It was decided some of the content will include:</p> <ul style="list-style-type: none"> • Introduction on the new KPA system.

		<p>iii) Mitrajaya Run Date: 8/10/2017 Venue: Padang Semarak Wetland Putrajaya</p>	<p>Marketing and Partnership unit requested a membership drive to be conducted during the Mitrajaya Run 2017. Officer from Membership Unit, Adha and Atiqah, representatives from MNS promoted MNS role and activities to participants. MNS had received an amount of RM15,000 donations from the run</p>
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		4.New Database Management System	<p>Stewardship (YES)” We are currently in the midst of reviewing the agreement and etc.</p> <p>It has been decided by the management that we will not be renewing the iMIS licence but will be merging to another new centralised data management system that included Membership, Retail and accounts. All membership data will be exported to excel files to enable the migration process.</p>
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Part B: Membership Unit- Issues and Matter Arising

1) Membership Database Restructuring and Revamping

Communication flow with Green Matrix

Date	Task
16/10/2017	Introduction session with Green Matrix
25/10/2017	Training session by Eda & Green Matrix Consultant
26/10/2017	1 st round testing on membership processing
30/10/2017	<p>Email Jeffrey on the membership requirement</p> <ol style="list-style-type: none"> 1. Member Lifecycle 2. Membership Process Flow 3. User Requirements 4. Reports <ul style="list-style-type: none"> - Print Official Report (pre-printed format) - Print Membership Cards (pre-printed format) - Print Welcome Letter (for new member only) - Print Membership Payments Received by Batch (for account, by batch – cash, bank: CIMB/MBB, credit card, on-line credit card) - Reminder Letter (2 pages) - printing of letter will be based on currency (MYR/SGD/USD) - Print MNS Labels (pre-printed format) 5. Month End Reports <ul style="list-style-type: none"> - iMIS Name Pivot Table (for Prepayment use) - iMIS Payment Pivot Table - Membership Paid up summary 6. Selection Criteria for reports <p>The same requirement has been sent to Mr Vinot, the developer of membership system, who will help us to develop a new membership system which is able to integrate to the Green Matrix system</p>

2.) KPA and KPA Youth

Sub Unit	Issue/Matter Arising	Status / Actions Taken
KPA	KPA Merchandise	Schools has been responding in buying t-shirts along with their renewal
	Others (KPAY). Membership decline is a concern as youths hesitate to renew expired membership.	Membership recruitment through activities is one way to boost membership.

APPENDIX A

Based on the statistic, the following are entitled for the free membership.

(A) Branches

	Number of New Members	No. of year for Free Membership	Remarks
Langkawi	19	3	2 Vouchers given
Kedah	17	3	2 Vouchers given
Kuching	15	3	2 Vouchers given
Kelantan	8	1	
Johor	8	1	1 Voucher given
Perak	7	1	1 Voucher given
Miri	6	1	
Pahang	6	1	
Melaka/Sembilan	5	1	

(B) Selangor Special Interest Group

	Number of New Members	No. of year for Free Membership	Remarks
Photo Group	18	2	2 Vouchers given
Nature Guide	8	1	1 Voucher given

(C) Individual

	Number of New Members	No. of year for Free Membership	Remarks
Vuthy Taign & Teng Tze Yien	6	1	1 Voucher given
Eric	5	1	1 Voucher given

Appendix B
ROS e-submission

All branches have done the ROS submission, except for Pahang, Melaka/N Sembilan, and Penang. Those branch have been reminded to submit their e-filing ASAP as the deadline is over (60 days after the AGM).

Branch	ROS Docs	E-filing	Checking by Honorary Secretary	Submit to ROS
Johor	Received	Done	Done	21/8/2017
Terengganu	Received	Done	Done	29/8/2017
Miri	Received	Done	Done	19/9/2017
Kuching	Received	Done	Done	19/9/2017
Sandakan	Received	Done	Done	6/10/2017
Sabah	Received	Done	Done	6/10/2017
Langkawi	Received	Done	Done	13/10/2017
Perak	Received	Done	Done	19/10/2017
Kedah	Received	Done	Done	24/10/2017
Selangor	Received	Done	Done	31/10/2017
Kelantan	Received	Done	Pending	

Appendix C: Status of Membership

No	Membership Types	Status / Membership Progress
1	KPA	<ul style="list-style-type: none">• KPA Membership: 389• KPA Renewal : 1• New Membership : 1
2	KPA Youth	<ul style="list-style-type: none">• Total Membership : 643• Current No. of active membership: 62 members• New Members: 3
3	MNS Membership	<ul style="list-style-type: none">• Active Members: 2425 Members• Renewal : 12 Members• New : 44 Members

Monthly Report October 2017 (Emedia and IT)

Website Update

No	Project/Task	Status	Deadline												
1.	Website Content	<p>1) The website updated done constantly according to latest event, news, branch, conservation, Park & Centre, education, project and CSR. All the content is from the old website and needs to be updated. 50% of the content has been transfer to new website. By end of November all the content will be uploaded in the website.</p> <p>2) The template for website content has been draft for the branch, conservation, education, project, Park & Centre and CSR. They have to update the template with the latest information. Refer to Appendix for the template.</p>	End of November												
2.	Online form	<p>Online Form.</p> <ul style="list-style-type: none"> - A few amendments for the price rate (RM, SGD, USD) and add service charge rate for each transaction in the form. <p>Payment Gateway (Ipay88) – New Package rate for MNS:</p> <table border="1"> <thead> <tr> <th></th> <th>Membership</th> <th>Donation</th> </tr> </thead> <tbody> <tr> <td>Online Banking</td> <td>Rate: 2.5 % Set Up Fee – RM 488 Annually – RM 500</td> <td>Rate : 2.5% Set Up Fee – RM 488 Annually – RM 500</td> </tr> <tr> <td>Credit Card</td> <td>Public Bank Rate : 2.5 % Setup Fee – waived</td> <td>Alliance Bank Rate : 2.5% Setup Fee – RM 900</td> </tr> <tr> <td>Recurring /Yearly</td> <td>Public Bank Rate : 2.5% Set Up fee – RM 2500 Annually – RM 500</td> <td>-</td> </tr> </tbody> </table> <p>Submit the documentation for Membership and Donation subscription to Ipay88.</p>		Membership	Donation	Online Banking	Rate: 2.5 % Set Up Fee – RM 488 Annually – RM 500	Rate : 2.5% Set Up Fee – RM 488 Annually – RM 500	Credit Card	Public Bank Rate : 2.5 % Setup Fee – waived	Alliance Bank Rate : 2.5% Setup Fee – RM 900	Recurring /Yearly	Public Bank Rate : 2.5% Set Up fee – RM 2500 Annually – RM 500	-	<p>End of November</p> <p>End of November.</p>
	Membership	Donation													
Online Banking	Rate: 2.5 % Set Up Fee – RM 488 Annually – RM 500	Rate : 2.5% Set Up Fee – RM 488 Annually – RM 500													
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MNS Website Traffic October 2017.


 Malaysian Nature Society
All Web Site Data
[GO TO REPORT](#)

Audience Overview Oct 1, 2017 - Oct 31, 2017

 **All Users**
100.00% Sessions

 **Search Traffic**
56.77% Sessions

Overview



Sessions All Users: 1,957 Search Traffic: 1,111	Users All Users: 1,505 Search Traffic: 892	Pageviews All Users: 5,029 Search Traffic: 3,215
Pages / Session All Users: 2.57 Search Traffic: 2.89	Avg. Session Duration All Users: 00:02:55 Search Traffic: 00:03:36	Bounce Rate All Users: 53.30% Search Traffic: 46.53%
% New Sessions All Users: 77.01% Search Traffic: 77.95%		



Country	Sessions	% Sessions
1. Malaysia		
All Users	1,673	85.49%
Search Traffic	990	89.11%
2. United States		
All Users	47	2.40%
Search Traffic	9	0.81%
3. Singapore		
All Users	38	1.94%
Search Traffic	25	2.25%
4. United Kingdom		

All Users	22	1.12%
Search Traffic	8	0.72%
5. Australia		
All Users	21	1.07%
Search Traffic	8	0.72%
6. Japan		
All Users	19	0.97%
Search Traffic	11	0.99%
7. South Korea		
All Users	15	0.77%
Search Traffic	9	0.81%
8. Indonesia		
All Users	13	0.66%
Search Traffic	9	0.81%
9. Hong Kong		
All Users	11	0.56%
Search Traffic	5	0.45%
10. China		
All Users	10	0.51%
Search Traffic	3	0.27%

Social Media Platforms.

Facebook

Facebook updates done constantly, according to the flow of public responses. Total Facebook page likes as of October 2017 is at 17,854. Slightly increase compared with September 2017. Average reach on each posting is about 2000 views.

Twitter

Twitter updates are linked to Facebook to ease monitoring purposes. A current numbers follower in October 2017 is 1,788.

Instagram.

Current number of followers in October 2017 is 621. Compared to September 2017 the number is slightly increased.

MONTH	Facebook (Likes)	Instagram (Followers)	Twitter (Followers)
2017			
JANUARY	14,970	323	1,627
FEBRUARY	16,357	367	1,644
MARCH	16,487	379	1,653
APRIL	16,774	440	1,661
MAY	16,917	462	1,690
JUNE	17,143	501	1,708
JULY	17,275	531	1,728
AUGUST	17,309	582	1,744
SEPTEMBER	17,566	606	1,768

OCTOBER	17,854	621	1,788
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Social media content draft.

Facebook / Google +

Morning – News from Meltwater – news related to MNS

Evening – Fancy post (event, center, promotion, news, environment video, Naturalist article, etc)

Instagram (draft send every Monday)

Promotion, past event, fun fact, did you know, nature awareness, MNS picture, and celebration.

Promote MNS Membership and Donation (every two weeks once)

Newsletter

Extract the program and share it on Facebook – 2-3 weeks before Program

Poster and write up

Post 2- 3 weeks before the program

Publicity and Media

Media Report

For the month of October 2017 below are published article and press releases on MNS in major/online daily:

MEDIA MENTIONS			
No	Publication	Title	Date
1	Wild Singapore	Malaysia: Budget 2018 fails to address core environmental issues, say NGOs	28/10
		Malaysia: MNS questions Penang's seriousness in imposing stricter conditions on projects	24/10
		Malaysia: Johor Annual allocation a must to care for the environs - NGOs	11/10
		Malaysia: Guideline on shark species needed	10/10
		Malaysia: Beached whale in Cherating rescued by members of the public	10/10
		Malaysia: Tapirs to be reintroduced to Sabah	5/10
		Malaysia: Kinta Nature Park gazetted as a nature reserve	4/10
2	The Star Online	Handle wildlife carefully when rescuing - Letters	28/10
		NGOs: Annual allocation a must to care for the environs - Metro News	10/10
		MNS: Logging activities increase risk of flood - Nation	5/10
		Tapir to be reintroduced in Sabah - Nation	5/10
		Tapirs to be reintroduced to Sabah - Nation	4/10
		Kinta Nature Park gazetted as a nature reserve -	2/10

		Metro News	
3	New Straits Times	Tapir's death: Saving wildlife from roadkill	29/10
		GO: Big-hearted Venturers	26/10
		MNS questions Penang's seriousness in imposing stricter conditions on projects	22/10
		Curbing smoking will cut drug addiction too	2/10
4	The Borneo Post Online	Illegal trade of sun bears in Malaysia – how to save them from extinction	16/10
		'Guidelines on endangered species already in place'	11/10
		Guideline on shark species needed	10/10
		Blue Tears – a concern to nature watchers	1/10
5	Utusan online	Bukankah kita sahabat alam?	27/10
		Sayangi Sungai Sepang	20/10
		Lotong cenekeh hampir pupusperatus	3/10
6	365 News	MNS questions Penang's seriousness in imposing stricter conditions on projects	22/10
		Award for cyclist marshal who teaches mosquito bike teenagers to ride safely	20/10
		Beached whale in Cherating rescued by members of the public	9/10
7	Harian Metro	'Penghulu' Gua Damai	25/10
		Mercu tanda Taman Rimba	7/10
8	Brazil Business Today (EIN News)	Tapir to be reintroduced in Sabah	4/10
		MNS: Logging activities increase risk of flood	4/10

Media Mentions (According to Meltwater for 2016 & 2017)

MONTH	NO OF MENTIONS	
	MNS NEWS	MNS SOCIAL
2016		
JANUARY	32	51
FEBRUARY	33	20
MARCH	28	46
APRIL	43	71
MAY	34	32
JUNE	23	32
JULY	29	30
AUGUST	30	38
SEPTEMBER	46	44
OCTOBER	40	36
NOVEMBER	20	32
DECEMBER	18	22
TOTAL	376	454
2017		
JANUARY	29	30
FEBRUARY	25	36
MARCH	16	36
APRIL	19	29
MAY	18	47
JUNE	47	39
JULY	26	17
AUGUST	54	30
SEPTEMBER	45	25
OCTOBER	53	43

Media Value Mentions (According to Meltwater for 2016 & 2017)

MONTH	VALUE (RM)
2016	
JANUARY	405,857.00
FEBRUARY	758,334.00
MARCH	150,080.00
APRIL	228,357.00
MAY	210,738.00
JUNE	104,039.00
JULY	113,335.00
AUGUST	185,310.00
SEPTEMBER	912,077.00
OCTOBER	291,259.00
NOVEMBER	354,179.00
DECEMBER	56,106.00
TOTAL	3,769,671.00
2017	
JANUARY	133 456.00
FEBRUARY	162 497.00
MARCH	75 071.00
APRIL	153 692.00
MAY	115 138.00
JUNE	379 441.00
JULY	157,025.00
AUGUST	137,860.00
SEPTEMBER	181,709.00
OCTOBER	148,046.00

**Online media value may increase as per figure stated as online users may read the online news on a later date*

Publication

Malayan Nature Journal.

Technical

- 1) Sort out submission fee and publication fee for MNJ Vol 69 Vol 3.
 - Payment Proof from authors
 - Payment Receipt (send to authors)
 - Issues invoice.
- 2) Maintenance: deleted the spam account in MNJ Website

Administration

No	Task	Progress
1.	MNJ 69(3)	Published on 2 October 2017.
2.	Payment Received	New journal submission with payment – 1 MNJ 69(3) Submission and Publication fee – 1
3.	MNJ 69(3) Online subscriber	No of MNJ online subscribers - 158
4.	Library	- Scopus - EBSCO (research collections) The latest issues had been sent to Scopus and EBSCO to be stored in their host.
5.	Email	Email for MNJ 69(3) journal acceptance had been sent to authors. They have to make payment for submission and publication fee before the journal publish in October. The hard copy of MNJ 69(3) has been mailed to all author.

Appendix

Conservation

	Website Content	Information	Deadline
1	<p>Conservation</p> <ul style="list-style-type: none"> - Species - Habitat & sites - People - Policy 	<p>Species</p> <ol style="list-style-type: none"> 1) Introduction 2) Type of species and facts <ul style="list-style-type: none"> - Tapir - Harimau / Malayan Tiger - Hornbills - Firefly - Sunbear and etc. 3) Project <ul style="list-style-type: none"> - Sahabat beruang madu - community project and etc 4) What MNS effort to protect those animal from extinction <p>Habitat & Sites</p> <ol style="list-style-type: none"> 1) Introduction 2) Sites <ul style="list-style-type: none"> - Belum - Temengor - IBA sites - Bird site - Kapar - Kuala Gula - Klang island 3) Forest <ul style="list-style-type: none"> - My Forest Watch - what we protect - project 4) Wetland <ul style="list-style-type: none"> - programme - project - Website 5) Island / Marine <p>Past project & Ongoing</p> <ul style="list-style-type: none"> - Johor Island - Terengganu Island - Langkawi <p>People</p> <ol style="list-style-type: none"> 1) Introduction 2) Project <ul style="list-style-type: none"> - Water For Life 3) Community <ul style="list-style-type: none"> - Raja Rimba - Bakau - Alami Kawa - Orang Asli Temengor - Endau Rompin (Kg Peta) - EcoCare - etc. 	End November

		Policy 1) Introduction 2) Policy - Biodiversity - Climate Change - Flyway - Forest -Ramsar - etc.	
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Branches.

No	Title	Deadline
1.	Introduction - Background - Branch History - How many years	End of November
2.	Branch SIG - Type of SIG - Activity - Social media link	
3.	Branch Social Media - Facebook - Instagram - Website	
4.	Activity - Past, Present , Future *with picture	
5.	Contact Person - Branch Community	

CSR

No	Title	Deadline
1.	Introduction - Background	End of November
2.	MNS partners	
3	MNS supporters	
3	CSR Project - Background - Company Involve - Event or Activity - Output	
4	How to become MNS partners.	

Kelab Pencinta Alam (KPA)

No	Title	Deadline
1.	Introduction <ul style="list-style-type: none"> - Background - Objective 	End of November
2.	Special Programme <ul style="list-style-type: none"> -National Teachers Workshop - KPA camp and workshop - KPA Award - Conserve Our Wetlands Project - School River Basin & Water Quality Monitoring - Peat Swamp Study - Research & Adoption Programme 	
3.	Annual Camp TM Earth Camp <ul style="list-style-type: none"> - Description - Picture for TM Earth Camp 2017 *with picture	
4	Information for school <ul style="list-style-type: none"> - How to register - Registration form 	
5	KPA Manual / Model	
6	Tapir Bulletin	

KPA for Youth

No	Title	Deadline
1.	Introduction <ul style="list-style-type: none"> - Background - Objective 	End of November
2.	Young Research Grant <ul style="list-style-type: none"> - Background - Objective - How to apply 	
3	Information <ul style="list-style-type: none"> - How to register Manual <ul style="list-style-type: none"> - Registration form 	
4	Project Previous workshop	

MNS Centre

No	Title	Deadline
1.	Introduction <ul style="list-style-type: none"> - Background - History - Founder / Sponsor / partner - How many years 	End Of November
2.	Centre Services	

	<ul style="list-style-type: none">- Accommodation- Trip- Trails- Monthly Activity- Camp- School Trip- Attraction	
3.	Facilities Picture <ul style="list-style-type: none">- Dorm- Chalet- Hall- Office- Etc.	
4.	Social Media <ul style="list-style-type: none">- Facebook- Instagram- Website	
5.	Activity / Programme <ul style="list-style-type: none">- Past, Present , Future- Annual Event *with picture	
6.	Contact Person	

