



MALAYSIAN NATURE SOCIETY

Membership Unit

MANAGEMENT REPORT

December 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:

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2. KPA
3. KPA Youth

Part B:

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

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1. Urban Environmental Hub
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1. E-Media and IT

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1. MNS Publication

Strategy & Strategy Objectives	Target for June 2017 – May 2018	Progress for November 2017 (Activity/Item/Program)	Progress for December 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. AGM 2018</p> <p>3. Membership Drive and Events</p> <p>4. Member Refer Friends Campaign</p>	<p><i>All branches have done the ROS submission, except for Pahang 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>We will start planning on this year AGM as soon as the Council has approved on the hosting branch and AGM date on the next Council Meeting (Jan 2018).</p> <p><u>Membership Drive</u></p> <p>MICE-ULU MUDA Campaign (on-going project)</p> <p>Date : 16/12/2017 Venue : Pavilion</p> <p>We managed to recruit 3 members during the event.</p> <p>The campaign period has come to an end and an email blast on the end of campaign has been sent on 14/11/2017</p> <p>With this campaign, we managed to recruit 204 new members (Branches: 99, SIG: 32, and Members: 73)</p> <p>Even though the campaign is over, we still have members help to recruit new members.</p>

		<p>5.Membership Database Revamping and Restructuring</p> <p>5.E-mail Blast</p> <p>6. Christmas Gift Promotion</p>	<p>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.</p> <p>We are also engaging with Data Solutions , for a comprehensive membership system that will include member engagement facilities through membership portal, database and etc. Follow up e-mails has been sent to Data Solutions for the membership portal development. But we haven't received a quotation from them yet.</p> <table border="1" data-bbox="1161 527 2032 862"> <tr> <td>5/12/2017</td> <td>MNS: Pencinta Alam Newsletter December 2017</td> </tr> <tr> <td>21/12/2017</td> <td>MNS: Season's Greetings</td> </tr> <tr> <td>21/12/2017</td> <td>MNS: Year End 2017 Special! MNJ Special Edition 2017 (Hardcover Limited Edition)</td> </tr> <tr> <td>26/12/2017</td> <td>MNS: Happy New Year 2018 Gift basket</td> </tr> <tr> <td>27/12/2017</td> <td>MNS: NEC Program with Anak Rimba Books - Discover the Rainforest with Timo the Tapir on 13 January 2018</td> </tr> <tr> <td>29/12/2017</td> <td>[Malaysian Nature Society]: E-copy of the Malaysian Naturalist Vol 71 Part 1 (Sept - Nov 2017)</td> </tr> </table> <p>We have promoted the Christmas Gift via email blast, MNS website and MNS Facebook. However, the response is not as expected. We managed to receive one donation with RM100.</p>	5/12/2017	MNS: Pencinta Alam Newsletter December 2017	21/12/2017	MNS: Season's Greetings	21/12/2017	MNS: Year End 2017 Special! MNJ Special Edition 2017 (Hardcover Limited Edition)	26/12/2017	MNS: Happy New Year 2018 Gift basket	27/12/2017	MNS: NEC Program with Anak Rimba Books - Discover the Rainforest with Timo the Tapir on 13 January 2018	29/12/2017	[Malaysian Nature Society]: E-copy of the Malaysian Naturalist Vol 71 Part 1 (Sept - Nov 2017)
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Strategy & Strategy Objectives	Target for June 2017 – May 2018	Progress for November 2017 (Activity/Item/Program)	Progress for November 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>A post-mortem meeting with TM was held on 28th December 2017. Attendee: Mr Shan, Mr Zaid, Shiyamala, Adha(MNS) En Izad, Syifa, Noraini, and Azizul (TM)</p> <p>Content includes the summary of the program throughout the year and also post-TMEC 2017 implementation. As overall, TM are quite satisfied with the post-TMEC2017 implementation idea as to see the benefit of TMEC in the long run.</p> <p>TM requested the permission for the photos in the post-TMEC report by school to highlight in their sustainability report.</p> <p>TM may not be interested in doing camps anymore but they are considering on focused activities such as Waste Management or other thematic activities as it is easier to monitor the effectiveness. A concept paper/proposal was delivered by hand to TM about the new concept of camps for their consideration.</p> <p>Tapir Bulletin for March Issue (1/2018) is in drafting process. After a discussion with Ms Eda, it was decided Lim will be the designer for the upcoming bulletin and Nanda (Yogant Enterprise) will be the vendor for the printing of the bulletin (due to much cheaper price and fast printing)</p> <p>The meeting was use as platform to introduce a more systematic version of KPA especially in highlighting the membership renewal and reporting system to the coordinators.</p> <p>4Naturelah project were reintroduced to the coordinators and the branch members. They helped in drafting activities that can be conducted at schools based on the badges.</p>

		<p>4.Meeting at KPM Date: 7 December 2017 Venue: Pejabat KPM</p> <p>5.KPA updates and section on MNS Website</p> <p>6.Activities and Events</p>	<p>Aside of planning the activities, the participants also helped out in reviewing the KPA Manual and made some corrections. The manual will further be drafted for designing and printing</p> <p>Other activities includes visit to Sungai Buloh Sasaran for birdwatching and appreciation ceremony for Coordinators that has served KPA for the past few years.</p> <p>MNS was invited to attend a meeting with KPM for briefing and yearly planning purposes. KPM announced the new procedure in applying permission and acknowledgement for any activities/program involving school students.</p> <p>As usual, to apply permission for new programs for 2018, annual report, concept paper, sponsorship and permission to use coat of arms must be included.</p> <p>All the documents detailing planner for 2018 will be prepared in January to be send to KPM</p> <p>Details of KPA project were sent to Atiqah (but it still not completed). The content will be updated from time to time.</p> <p>Tree ID Training – 11 – 13 December 2017 conducted at FRIM</p>
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<p>5.2.4 Promote KPA for Youth to youth and IPTA/IPTS students; Establish network between MNS and youth for educational program and activities; Inculcate youth and community about value of nature</p> <p>KPA for Youth Officer /Membership Unit Manager :Ms Shiyamala Sivakumar</p>	<ol style="list-style-type: none"> 1. To increase the number of membership all over Malaysia. 2. To promote KPA Youth at Higher Learning Institutes. 3. To organize budget efficient events (i.e environmental talks, tree planting programs and workshops) in universities. 	<p>1. HSBC – Young Environmental Research Grant.</p> <p>2.Proposal to Yayasan Hasanah</p> <p>3 Collaboration with UM students to form a pool of volunteers</p>	<p>We have received a total of 40 applications and they are being reviewed and processed internally. Second phase of processing will involve internal division.</p> <p>E-mails or second progressive report has been sent out to all YERG 2016 grant recipients. The deadline to submit the reports are to be submitted (hard and softcopy) by 20th November 2017. We have received all the reports by participants.</p> <p>We received a positive feedback for the proposal submitted. Yayasan Hasanah has given us an official letter making us one of their partner as well as grant recipient. The project is called “Young Environmental Stewardship (YES)” Discussion has been conducted with both EcoCare team and KSNP on the program and they have agreed to conduct the workshop and all the subsequent activities.</p> <p>2 UM law students approached MNS for an interview session and further discussion was carried out to establish a youth wing in local universities. A discussion was held with EE officer , Miss Amirah to expand the potential. To kick start, the UM students agreed to post up and online form for volunteer recruitment. The forms will be analysed and a program will be conducted for the volunteers.</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>
17/11/2017	Received reply from Jeffrey. However, the reply don't really give us a clear idea on how to proceed with the new system. Write to Jeffrey again on our requirement, especially on the timeline of data conversion and show case via team viewer.
21/11/2017	Called Jeffrey and resend email.

27/11/2017	The support team send the user manual.
30/11/2017	Called the support team and managed to get them to show us how the system work via team viewer. According to the support, some of the fields we required cannot be included in their system. Also, their system doesn't allow to download the database in excel file due to security reason. This issue is highlighted to Jeffrey and the support team that we are unable to print our reports without this feature. Live data has been sent to the support team for upload purpose.
4/12/2017	Green Matrix is working on the data conversion.
26/12/2017	Live data has been uploaded into the system. However, the update of customer maintenance is incomplete. Error report has been sent to the support team to solve the problem.
28/12/2017	Tested the live data and it works fine.
29/12/2017	Started with the entry of December data. Green Matrix system will go live on 1 Jan 2018 with the parallel run of iMIS system until the new system become stable.

2.) KPA and KPA Youth

Sub Unit	Issue/Matter Arising	Status / Actions Taken
KPA	KPA Merchandise	The selling of KPA T-shirt will be promoted along with KPA Renewal letter reminder
	KPA State Level Coordinators	Issues such as teacher's limitation to conduct activities are among the main issue raise during the coordinator workshop. Most coordinators face problems financially to conduct programs as letter from KPM stated that organizers must sponsored all expenses for any programs. This is not an issue for program endorsed by KPA HQ turns out to be a difficulty for KPA state level. Some coordinators also face problems by some JPN which did not acknowledge the coordinators as MNS representatives. A letter will be sent to all JPN regarding the new nomination for the coordinators.

		<p>Following from the meeting, these are the new appointment coordinators for 2018-2020 sessions:</p> <ul style="list-style-type: none">• Perlis: En Kabilan a/l Rajasekaran• Pulau Pinang: Cik Rahimah & Pn Muniza (replacing Cik Wong and Pn Halimatun)• Selangor: En Sazali Ab Salam & En Thiagaraj Sivanandam• Melaka: Pn Tan Chwee Peng• Johor: Pn Yong Siew Hsin• Pahang: Pn Sharifah Mahmutha & En Jamil Isa• Terengganu: En Nor Azizi & En Hashimi Ismail• Kelantan: Pn Rubiah Ibrahim• Sabah: En Sanih Ngasri (Replacing En Jamil Hassan)• Sarawak: Pn Juraidah Aden <p>For Kedah, WP Putrajaya and Negeri Sembilan, a nomination will be opened to select new coordinators.</p> <p>For Perak, there is a slight issue, arise by Perak Branch on the lack of communication between Coordinators and the KPA teachers (within Perak). Ms Lee (Perak Branch) suggest to appoint a new coordinator for Perak.</p>
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APPENDIX A

ROS e-submission

All branches have done the ROS submission, except for Pahang 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	Done	3/11/2017
Melaka/N Sembilan	Received	Done	Done	6/12/2017
Penang	Received	Pending		

Appendix C: Status of Membership

No	Membership Types	Status / Membership Progress
1	KPA	<ul style="list-style-type: none">• KPA Membership: 394• KPA Renewal : 26• New Membership : 3
2	MNS Membership	<ul style="list-style-type: none">• Active Members: 2441 Members• Renewal : 27 Members• New : 45 Members

*KPAY membership is being merged into MNS members system.

Monthly Report December 2017 (Emedia and IT)

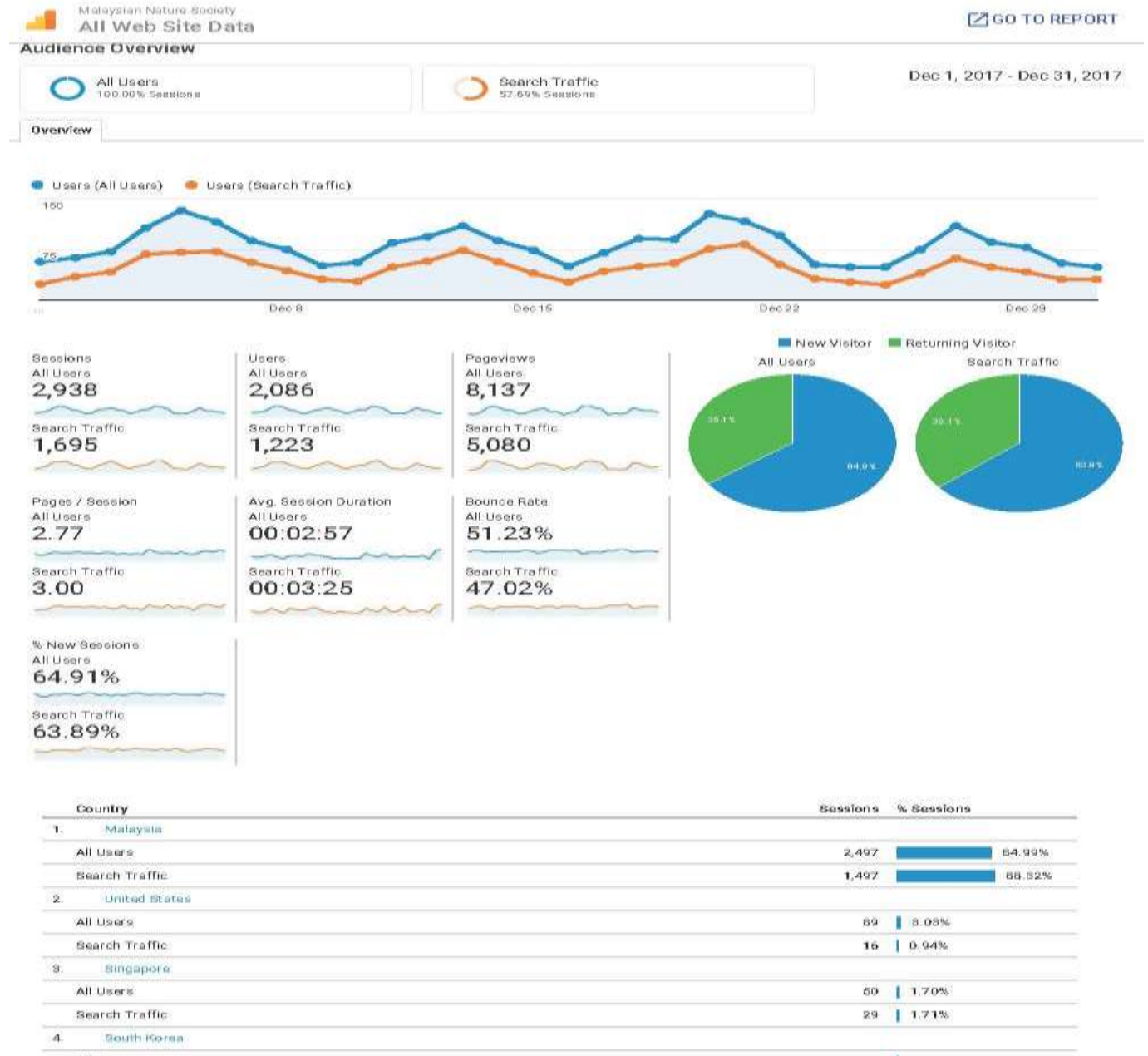
MNS Website website Update				
Item/Issue	Status	Action to be taken	Due Date	Remarks /Issue
A) Online Membership Renewal and Subscription				
Item/Issue	Status	Action to be taken	Due Date	Remarks /Issue
Payment Gateway - Online Banking	Testing phase - Successfully integrate with ipay88 payment page but there is a few backend error that we have to solve first before Ipay88 can Activate our Account.	Regularly meeting with developer.	12-Jan-18	
Payment Gateway - Credit Card	Ipay88 Update - The online banking have to go live before Ipay88 can process for credit card	It will take time for credit card application to approved by Bank. We plan to set up Ipay88 PayPal account for temporary.		
Recurring Payment	Submitted - Bank Approval			
B) Website Content				
Item/Issue	Status	Action to be taken	Due Date	Remarks /Issue

Education	KPA – Received KPA Youth – No Water Vision – Received	Reminder email will be send to each center.		
Centers	NEC – Received EcoCare – Received	Reminder email will be send to each center.		
Conservation Project	Pending - Details , project list, Policy , Strategic plan	Reminder email will be send to them.		
Membership	In Progress	Get membership details for KPA, Ordinary, Family and etc from Wee Chin		
Branches	In Progress	In midst of updating the website		
Member Log In	Management Report will be added starting 2018	Request past Management Report from Ms. Intan and will be uploaded in the website		
E-MN	MN (September) already blast to all MNS member			
Latest Events/Activiti es	Constantly Update			
Domains	one domain renew - mns.my (18/1/2019)			
Micro-Sites	All MNS Microsite will be link to MNS website	In midst of updating the website and also the microsite		
Management Report	Management Report will be uploaded starting 2018	Request past Management Report from Ms. Intan and will be uploaded in the website		
C) MNS Social Media				
Item/Issue	Status	Action to be taken	Due Date	Remarks /Issue
MNS Facebook	Morning – News from Meltwater – news related to MNS			

MNS Twitter	Evening – Fancy post (event, center, promotion, news, environment video, Naturalist article, etc)			
MNS Instagram	Last Update : December 2017	Submit new content	12-Jan-18	
Meltwater	Constantly updates the news in MNS Facebook. Every week email blast will be send to all members.			

MNS Website Traffic December 2017.

- 1) MNS website updated done constantly, according to the activity, event, and information that need to be published.
- 2) Total number of website hits for December 2017 amounted to 2,938 user.



All Users	40		1.36%
Search Traffic	35		2.06%
5. United Kingdom			
All Users	39		1.33%
Search Traffic	15		0.88%
6. Germany			
All Users	31		1.06%
Search Traffic	6		0.35%
7. Japan			
All Users	28		0.95%
Search Traffic	16		0.94%
8. China			
All Users	23		0.78%
Search Traffic	11		0.65%
9. Australia			
All Users	15		0.51%
Search Traffic	7		0.41%
10. India			
All Users	13		0.44%
Search Traffic	9		0.53%

© 2018 Google

Social Media Platforms.

Facebook

Facebook updates done constantly, according to the flow of public responses. Total Facebook page likes as of December 2017 is at 18,253. Slightly increase compared with November 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 December 2017 is 1,815.

Instagram.

Current number of followers in December 2017 is 681. Compared to November 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
NOVEMBER	18,044	655	1,799
DECEMBER	18,253	681	1,815

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 December 2017 below are published article and press releases on MNS in major/online daily:

MEDIA MENTIONS			
No	Publication	Title	Date
1	The Star Online	Stop wildlife roadkills now - Letters The Star Online	27/12
		Everyone's job to protect our jungles - Metro News The Star Online	20/12
		Forest reserve trail opens up to cyclists - Metro News The Star Online	14/12
		Deep cut hits raw nerve - Metro News The Star Online	13/12
		Saving Merapoh forest – one step at a time - The Star Says The Star Online	6/12
2	New Straits Times	Use our transport plan, not the PTMP, Penang govt told	28/21
		Authorities must work with the public to prevent roadkill	27/12
		Refurbished Salleh Trail in Kota Damansara Community Forest now open	11/12
		[EXCLUSIVE] Lojing highlands vegetable farms told to stop work	11/12
3	Yahoo! Singapore News	Use our transport plan, not the PTMP, Penang govt told	28/12
		Conservationists urge more viaducts, tunnels to safeguard wildlife	27/12
		Refurbished Salleh Trail in Kota Damansara Community Forest now open	11/12
		[EXCLUSIVE] Lojing highlands vegetable farms told to stop work	10/12
4	365 News	Use our transport plan, not the PTMP, Penang govt told	28/12
		Petosains Increases Youth Awareness In Wildlife Conservation Efforts	23/12
		Refurbished Salleh Trail in Kota Damansara Community Forest now open	11/12
		Climate change is disrupting the Malaysian ecology: MNS	10/12
5	Bernama	Petosains Tingkat Kesedaran Belia Dalam Pemuliharaan Hidupan Liar	22/12
		Petosains Increases Youth Awareness In Wildlife Conservation Efforts	22/12
		Conservation Better Than Restoration	13/12
6	Utusan Online	Hidup tuntung tidak untung	15/12
		Usah usik Hutan Ulu Muda!	8/12

		Tapir luka, mati, pupus	1/12
7	Astro Awani	Kemuka aduan jika harga barangan sekolah tidak berpatutan	29/12
		Kemalangan melibatkan haiwan liar meningkat	26/12
		Kongsikan hasil siasatan terhadap pembunuhan spesis terancam - MNS	26/12
8	The Borneo Post Online	Complain to KPDNKK over hike in prices of school supplies	29/12
		MNS organises talk on mammals of Borneo, Bornean clouded leopard	2/12
9	The Malaysian Insight	Buat aduan jika harga barang sekolah melampau	29/12
		Hidupan liar terlibat kemalangan kerana rakyat kurang kesedaran, kata MNS	26/12

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
NOVEMBER	43	35
DECEMBER	34	63

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
NOVEMBER	1,755 943.00
DECEMBER	185,302.00

**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 4.
 - 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(4)	Published on 29 December 2017.
2.	Payment Received	New journal submission with payment – 0 MNJ 69(4) Submission and Publication fee – 1
3.	MNJ 69(4) Online subscriber	No of MNJ online subscribers - 147
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(4) journal acceptance had been sent to authors. They have to make payment for submission and publication fee before the journal publish in December. Only 3 out of 12 authors that has made payment.

Malayan Nature Journal Special Edition

No	Task	Progress
1.	Launch date	28 Dec 2017
2.	Price details	RM 90 per pc Postage : SM – RM 9 , SS – RM 13 International : cost based on country
3.	Payment Received / Order	Total online order until 31 Dec 2017 is 9

URBAN ENVIRONMENTAL EDUCATION HUB (UEEH)

PART A

Goal 5.2: To empower current and future generations of Malaysians to act for the protection of our natural heritage

Strategies	Progress in 2008-2012	Plans for June 2014 – May 2015	Highlights December 2017
	<p>Urban Environmental Education Hub (UEEH)</p> <p>MNS will establish a new centre inside the Mid Valley Megamall. Urban Environmental Education Hub (UEEH) will operate from 10am-10pm, Monday - Sunday. The hub is located at SP01-07, South Court Mid Valley. The centre will have an exhibition that is open 24 hours for visitors. The exhibition will comprise of images/poster of latest MNS project, information about MNS, type of endangered animal/plant species, current environmental issues and many more.</p> <p>The hub also includes an administration office which is open from 10am until 10pm daily.</p>	<p>To promote public awareness and participation of urban communities in all areas of environmental protection.</p> <p>To promote and encourage participation of urban communities in Malaysian Nature Society’s effort of conserving Malaysian Natural Heritage.</p> <p>To raise funds from the public to support activities of Malaysian Nature Society.</p>	<p>Urban Environmental Education Hub (UEEH)</p> <p>Total sales: RM 3828.67 Online sales: RM 0 Number of walk ins: 443 customers</p>

APPENDIX

Urban Environmental Education Hub

List of UEEH Activities for December 2017

Year	Month	No	Program Type	Program Name	Promotion method/exercise conducted	No. of Participants	Income (RM)
2017	November	1	Educational workshop	Paper quilling	Facebook, Instagram Promotion. Email and whatsapp blast to members, Mid Valley promotion Venue : UEEH Date: 10/12/2017 Time: 2.30 - 4 pm Activities conducted: <ul style="list-style-type: none"> • Cultural aspect of nature short talk by Janice • Craft session, lead by Janice 	2	N/A
		2	Educational workshop	Water Coloring Class	Facebook, Instagram Promotion. Email and whatsapp blast to members. Mid Valley promotion Venue : UEEH Date: 17/12/2017 Time: 2.30 – 4 pm Activities conducted: <ul style="list-style-type: none"> • Art and Craft in nature short talk by Janice, UEEH intern • Water colouring session, lead by Janice 	2	N/A
		3	Thematic exhibition	Urban Farming	Facebook, Instagram Promotion. Email and whatsapp blast to members Venue: UEEH Date : 16,23 & 24/12 2017	25	N/A

				Time : 11.30 am, 2.30 pm and 5.30pm Activities conducted : <ul style="list-style-type: none"> • Tea talk on overview of urban farming and its benefits • Demonstration to cultivate and sow easy to grow vegetables 			
					TOTAL	29	0.00

Sales Promotion Exercise

This exercise aims to keep a note on the center's effort to boost sales and promote MNS activities and efforts to Mid Valley visitors

Promotion Name	Promotion method / exercise conducted	Result	Action to be taken
1) Terrarium	Volunteers from Body Shop made the terrarium to be sold at UEEH as gifts	Customers were interested in these terrariums and wondering about possible workshop on how to make one.	Promote them online.
2) UEEH Online	Advertise merchandises in Instagram and Facebook	Most of customers said that they came after seeing posts on Facebook and Instagram.	Strategize social media posting
3) Workshops	Advertise the workshops on social medias, emails and whatsapp blasts. Advertise the workshops by writing on the advertisement blackboard and place it outside of the shop from time to time.	2 workshops for January 2018 have been confirmed.	Get confirmation for workshops on 2 nd half of January and February 2018.

4) National Inception meeting	MNS merchandises and books are displayed at the receptionist area of MNS HQ	More than 5 corporate tshirts have been sold.	Display few items permanently at HQ.
5) Outpost kiosk	MNS calendars, tapir pin and tote bag are displayed among Outpost back-to-school merchandises.	3 tapir pins are sold.	Participate other consignments' activities. Invite them to conduct activities at UEEH.

List of UEEH Upcoming Activities

Year	Month	No	Activity	Date
2017	January	1	DIY notebook	7/1/2018
		2	DIY terrarium	28/1/2018
		3	Totebag coloring	2 nd and 3 rd weekends

Income - November 2017

Year	Month	No	Sales item	Income (RM)
2017	November	1	MNS Merchandise sales	1,181.50
		2	MNS Book sales	15.00
		3	Membership & Publication subscription	130.00
		4	Walk in activity / poster sales / offers/ project income	-
		5	EE Workshop	-
		6	Donation	15.00
		7	Consignments	2487.17
			Total	3828.67

Maintenance:

- Sweeping
- Moping
- Stock arrangement/ changing of layout in hub (stocks relocation at HQ)

Matters arising

No	Issue	Current Update	Suggestion / Actions Taken
1.	Internet connection	Upgraded Digi Internet Plan	
2.	Fixing the Exhibition lights	The ceiling lamps are installed by Mr. Sasoo. The spotlights are still not fixed.	Will be done soon.
3.	Card Credit Terminal for ease donations and sales	Pending approval from bank on the request which was submitted in October 2017	
4.	Staff issue	Part timers : Audrey. Manemit, Rasyidah, Puteri	To finalize the part timers' tasks
5	POS system	Still not finalized properly.	Record the data in grey book AND POS system.

