



MALAYSIAN NATURE SOCIETY

Membership Unit

MANAGEMENT REPORT

March 2018

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:

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2. Appendices

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2. Appendices

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1. E-Media and IT

Part E:

1. MNS Publication

Strategy & Strategy Objectives	Target for June 2017 – May 2018	Progress for November 2017 (Activity/Item/Program)	Progress for November 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>Pahang Branch has done the ROS submission on 22 March 2018 which mean that all branches have done their submission for financial year of 2016/2017</p> <p>The announcement of AGM 2018 has been sent to the editor to be included in the April newsletter.</p> <p>Eco Earth Month - 23 March to 6 April 2018 at Publika</p> <p>Date : 23 March to 6 April 2018</p> <p>Time : 10am to 5pm (maybe weekends we will extend to 7.00pm, to be confirmed later)</p> <p>Venue : Publika</p> <table border="1" data-bbox="1157 894 2032 1166"> <thead> <tr> <th>23/3 (Fri)</th> <th>24/3 (Sat)</th> <th>25/3 (Sun)</th> <th>26/3 (Mon)</th> <th>27/3 (Tue)</th> <th>28/3 (Wed)</th> <th>29/3 (Thu)</th> <th>30/3 (Fri)</th> </tr> </thead> <tbody> <tr> <td>Wee Chin</td> <td>Wee Chin</td> <td>Wee Chin</td> <td>Wee Chin</td> <td>Amirah</td> <td>Wee Chin</td> <td>Atiqah</td> <td>Wee Chin</td> </tr> <tr> <th>31/3 (Sat)</th> <th>1/4 (Sun)</th> <th>2/4 (Mon)</th> <th>3/4 (Tue)</th> <th>4/4 (Wed)</th> <th>5/4 (Thu)</th> <th>6/4 (Fri)</th> <td></td> </tr> <tr> <td>Nisha</td> <td>Nisha</td> <td>Nisha</td> <td>Sham</td> <td>Atiqah</td> <td>Wee Chin</td> <td>Wee Chin</td> <td></td> </tr> </tbody> </table> <p>During the event, we managed to recruit 9 members with merchandize sales of RM791.9. We also collected donation of RM93.</p>	23/3 (Fri)	24/3 (Sat)	25/3 (Sun)	26/3 (Mon)	27/3 (Tue)	28/3 (Wed)	29/3 (Thu)	30/3 (Fri)	Wee Chin	Wee Chin	Wee Chin	Wee Chin	Amirah	Wee Chin	Atiqah	Wee Chin	31/3 (Sat)	1/4 (Sun)	2/4 (Mon)	3/4 (Tue)	4/4 (Wed)	5/4 (Thu)	6/4 (Fri)		Nisha	Nisha	Nisha	Sham	Atiqah	Wee Chin	Wee Chin	
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Date	New	Renewal
23/3/2018 (FRI)	2	
24/3/2018 (SAT)		1
25/3/2018 (SUN)	1	
26/3/2018 (MON)	2	
31/3/2018 (SAT)	2	
3/4/2018 (TUE)	1	
5/4/2018 (THU)	1	
	9	1

Note: 3 new members go for 3 years payment.

4.Membership Database Revamping and Restructuring

The missing data has been uploaded into Green Matrix. Currently, we are still having parallel run on both Green Matrix and iMIS system. This procedure will be continued until the iMIS system is terminated.

Stephanie, Atiqah and I have a discussion on the shortage of using the Green Matrix as membership system. I have highlighted the problem on the membership reports that are not able to generate by Green Matrix. Stephanie has suggested to compare the export data between iMIS and Green Matrix, in order to find out what fields are missing. Also, she has shown us how we can generate simple report by using the excel.

Below are the missing fields in export file after the comparison.

- Member Type
- Status
- Join Date
- Expiry Date (Paid Through)

I will email the support team to include the missing fields, so we can do further testing on using the excel for the membership reports.

I have mentioned to Stephanie that I have tried to made use of the current fields in BBS system to be the additional fields needed without changing the description.

		<p>5 iMIS system</p> <p>6.E-mail Blast</p> <p>7. Nada Rimba Calendar</p>	<table border="1" data-bbox="1157 228 2032 423"> <tr> <td>BBS</td> <td>iMIS</td> <td></td> </tr> <tr> <td>Person InCharge</td> <td>Company</td> <td></td> </tr> <tr> <td>Business Reg No.</td> <td>Status</td> <td>As above</td> </tr> <tr> <td>GST Registration</td> <td>Journal Format</td> <td>Post/E-Copy/BOTH</td> </tr> <tr> <td>Website</td> <td>Naturalist Format</td> <td>Post/E-Copy/BOTH</td> </tr> </table> <p data-bbox="1157 492 1997 691">iMIS is chasing for the payment for 2 Named Users iMIS 20-300 Subscription Fees for one year term, October 2017 thru. This is the 3rd time they have chased for the paymnet. I have forwarded their email to Stephanie, waiting for her advice as she said she will deal with it. We need to settle this soonest if we do not want to make full payment, especially on the 2nd user that we don't really use it.</p> <table border="1" data-bbox="1157 740 2032 1122"> <tr> <td>1/3/2018</td> <td>MNS: Pencinta Alam Newsletter March 2018</td> </tr> <tr> <td>9/3/2018</td> <td>MNS: Junior Rainforest Detectives with Timo the Tapir (31 March 2018)</td> </tr> <tr> <td>14/3/2018</td> <td>MNS: Youth Nature Camp 2018</td> </tr> <tr> <td>16/3/2018</td> <td>E-copy of the Malaysian Naturalist Vol 71.2 (Dec 2017-Feb 2018) and 71.3 (Mar-May 2018)</td> </tr> <tr> <td>22/3/2018</td> <td>MNS:: NEC Camp - Young Zoologist (13 - 15 April 2018, Friday to Sunday)</td> </tr> <tr> <td>27/3/2018</td> <td>MNS: Malaysian Nature Society News (1 March 2018 - 12 March 2018)</td> </tr> <tr> <td>28/3/2018</td> <td>MNS: Pencinta Alam Newsletter April 2018</td> </tr> </table> <p data-bbox="1157 1224 1856 1255">Below is the details on the calendar distribution to branches</p> <table border="1" data-bbox="1157 1255 2032 1432"> <thead> <tr> <th>Branch</th> <th>Distributed copies</th> <th>To whom</th> <th>Copies Sold</th> <th>Payment</th> </tr> </thead> <tbody> <tr> <td>Langkawi</td> <td>20</td> <td>Borhan Hamid</td> <td>To be followed up</td> <td></td> </tr> <tr> <td>NS/Melaka</td> <td>20</td> <td>Dr Zorina</td> <td>20</td> <td>Paid to HQ</td> </tr> <tr> <td>Johor Branch</td> <td>20</td> <td>Abbott Chong</td> <td>To be followed</td> <td></td> </tr> <tr> <td>Selangor Branch</td> <td>30</td> <td>Grace Chin</td> <td>15</td> <td>Paid to HQ.</td> </tr> </tbody> </table>	BBS	iMIS		Person InCharge	Company		Business Reg No.	Status	As above	GST Registration	Journal Format	Post/E-Copy/BOTH	Website	Naturalist Format	Post/E-Copy/BOTH	1/3/2018	MNS: Pencinta Alam Newsletter March 2018	9/3/2018	MNS: Junior Rainforest Detectives with Timo the Tapir (31 March 2018)	14/3/2018	MNS: Youth Nature Camp 2018	16/3/2018	E-copy of the Malaysian Naturalist Vol 71.2 (Dec 2017-Feb 2018) and 71.3 (Mar-May 2018)	22/3/2018	MNS:: NEC Camp - Young Zoologist (13 - 15 April 2018, Friday to Sunday)	27/3/2018	MNS: Malaysian Nature Society News (1 March 2018 - 12 March 2018)	28/3/2018	MNS: Pencinta Alam Newsletter April 2018	Branch	Distributed copies	To whom	Copies Sold	Payment	Langkawi	20	Borhan Hamid	To be followed up		NS/Melaka	20	Dr Zorina	20	Paid to HQ	Johor Branch	20	Abbott Chong	To be followed		Selangor Branch	30	Grace Chin	15	Paid to HQ.
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8. On-line membership registration and renewal

Summary of On-line Membership Registration for March 2018

New	28
Renewal	16
Total	44

Please refer to the attached report for transaction details.

Strategy & Strategy Objectives		Progress for March 2018 (Activity/Item/Program)	Progress for March 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>A proposal was sent to TM about Junior Environmental Leader Series program.</p> <p>The draft has been sent to designer. However, amendment need to be done as the design was not that interesting. Expected to print and release on third week of April in conjunction with Tapir Month</p> <p>A meeting was held with Yayasan Hasanah rep over the phone regarding the issue faced in carrying the project.</p> <p>Some of the school declined the offer and has commitment issue (for Kertih area). A letter has been drafted and sent to JPN and PK KoTerengganu and the offer has been opened to all the secondary schools of Kemaman and Dungun (instead of listing only 5 school as this will create difficulties to have all agree with it). The first 5 schools, which are interested with the offer, will be selected to attend the workshop at Kertih. The workshop will be as follow:</p> <p>Venue: EcoCare Kertih Date: 23 April 2018 Time: 8.00 – 6.15 p.m</p> <p>For Kuala Selangor area, a letter was sent to PPD Kuala Selangor for calling out schools selected for the workshop. Currently, in the midst of convincing the teachers to participate in the project. The workshop will be as follow: Venue: KSNP Date: 11 April 2018 Time: 8.00 – 6.15 p.m</p>

Venue: Tanjung Tuan, Melaka

Date: 10 – 11 March 2018

Raptor Watch was successfully conducted and received almost 1200 participants consisting of students and teachers. Some of the activities for the KPA members was:

- Nature Guide
- Marine Walk
- Talk and game about raptor
- Nature Bingo

This program has turned into national event for the schools as KPA members from Pulau Pinang, Pahang, Selangor and Johor also participated in the program

A meeting/reccee was made at Khazanah Ilmu bungalow for MENGO Earth Day celebration. Mr Shan decided to make the event as a platform for teacher to gather and discuss on how to move forward with KPA at state level. It also can serve as a networking platform among the teachers and other NGOs. This event will have sharing session by Khazanah Nasional Berhad on Taman Tugu project, which can provide ideas to teachers on EE activities that can be done, or link with the project.

A letter was drafted, and sent to both JPN and Pusat Ko of Selangor and KL for the event.

			<ul style="list-style-type: none"> I. Tree Salvaging Program – 8th March 2018 II. WV2017 Pulau Ketam Recce – 14th March 2018 III. Tree Salvaging Program – 24th March 2018 IV. WV2017 Winner Camp – 30 March – 1 April 2018
<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.Youth Nature Camp 2018 –Recce and Camp</p>	<p>All the applications were screened and documented with codes for evaluation purposes. We received a total of 50 applications this year and the applications will be screened and evaluated by MNS conservation division. As of 15/4 ,the applications are currently being evaluated by HOD CV.</p> <p>An announcement of grant winners will be made during the MENGO Earth Day Celebration on 21st April 2018. The event will also be used as a platform to promote the recipients of last year.</p> <p>A reccee was conducted from 6th to 8th March by MNS team led by Mr Zaid from EE. As suggested by the marine park director, we will be including eco-tourism / socio economic survey session to be conducted by students around all the resorts in Pulau Tinggi and Pulau Sibü. We dropped by the selected resorts and notified the managers about the survey.</p> <p>An announcement about the camp on MNS communication channels. However, the sign up rate was very low as many universities did not have a mid-semester break this time. Students wrote in to us suggesting to postpone the camp. Thus the camp will be postponed to the month of July.</p>

		3.Talk at Segi Damansara University	Ms Anna , a lecturer from the education faculty of Segi University approached us for a talk in their campus on 28 th March 2018. Mr Balu from conservation presented a talk with the tittle “2018 the Year of a Clean and Healthy Planet”. Students were also given information on MNS and ways for them to be involved. A mini fundraising drive was conducted for MNS and they presented us with a mock cheque that day.
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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.
18/1/2018	The support team is working on the GL for the entry of bank transaction.
25/1/2018	We realized that there are some missing data in membership database. Support team was working on the upload of missing data.
28/2/2018	Checking with the support team on the upload of missing data and found out that the person in charge (ISSAAC) has resigned and new person has been assigned to in charge of this task.

2.) KPA and KPA Youth

Sub Unit	Issue/Matter Arising	Status / Actions Taken
KPA	Coordinators	Some of the coordinators has emailed their state level report.
	KPA School Report	A google docs/form will be created to collect monthly report from the school teachers. This information will be blast to emails, group whatsapp and Facebook.

APPENDIX A

ROS e-submission

Branch	ROS Docs	E-filling	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	Done	Done	14/2/2017

Appendix C: Status of Membership

No	Membership Types	Status / Membership Progress
1	KPA	<ul style="list-style-type: none">• KPA Membership: 407• KPA Renewal : 194• New Membership : 23
2	MNS Membership	<ul style="list-style-type: none">• Active Members: 2428Members• Renewal : 37Members• New : 54 Members <p>Note: 16 members opted for 3 years payment and 13 members for 5 years payment.</p>

Monthly Report March 2018 (Emedia and IT)

MNS Website

Website Update

No	Project/Task	Status	Deadline
1.	Website Content	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. 95% of the content has been transfer to new website.	June 2018
2.	Online form	1) Membership Online Form <ul style="list-style-type: none"> - Done integrated with Credit Card Service. Now members can make payment via Online Banking and Credit Card option. Issues Faced <ul style="list-style-type: none"> - Problem with receiving the email notification for new subscription. This problem happened when subscribers do not complete the transaction process. We only received the payment receipt but not the subscriber's detail. Solution <ul style="list-style-type: none"> - We have to create database system where all the subscribers' detail will be stored. This process can prevent for any data lost and more secure compared to our current system. 	3 May 2018
		2) Donation form The online form has been lived on 19/3/2018 Completed <ul style="list-style-type: none"> - Integration with Online Banking - Email notification for new payment - Database system for payment details backup Pending <ul style="list-style-type: none"> - Integration with Credit Card - Alliance Bank Approval (the process will take two month for bank approval) 	
		3) Recurring Payment <ul style="list-style-type: none"> - In midst of integrating into Website - Integration with payment gateway – Credit Card 	3 May 2018

3.	MNS E-Shop	<p>Completed.</p> <ol style="list-style-type: none"> 1) Done Purchased 2) Website Design. Meeting was set up with Nisha from UEEH to discuss regarding the website design, product listing and etc <p>Pending.</p> <ol style="list-style-type: none"> 1) Upload the product <ul style="list-style-type: none"> - Outpost, Badge and Greeting Card product (30% done). - Preparing the guidelines to upload the product and other setting (Shipping, Taxes, Currencies) - E-Shop Training for UEEH officer 2) Payment Gateway <ul style="list-style-type: none"> - In the midst of preparing the document that need to be submitted to Ipay88. <p><i>Ipay88 fee structure for Eshop.</i></p> <table border="1" data-bbox="674 873 1463 1127"> <tr> <td></td> <td></td> </tr> <tr> <td>Online Banking</td> <td>3.2% Set Up Fee - Free</td> </tr> <tr> <td>Credit Card</td> <td>3.2% PayPal Credit Card Set Up Fee - Free</td> </tr> </table>			Online Banking	3.2% Set Up Fee - Free	Credit Card	3.2% PayPal Credit Card Set Up Fee - Free	30 May 2018
Online Banking	3.2% Set Up Fee - Free								
Credit Card	3.2% PayPal Credit Card Set Up Fee - Free								

Item/Issue	Status	Action to be taken	Due Date	Remarks /Issue
A) Website Content				
Item/Issue	Status	Action to be taken	Due Date	Remarks

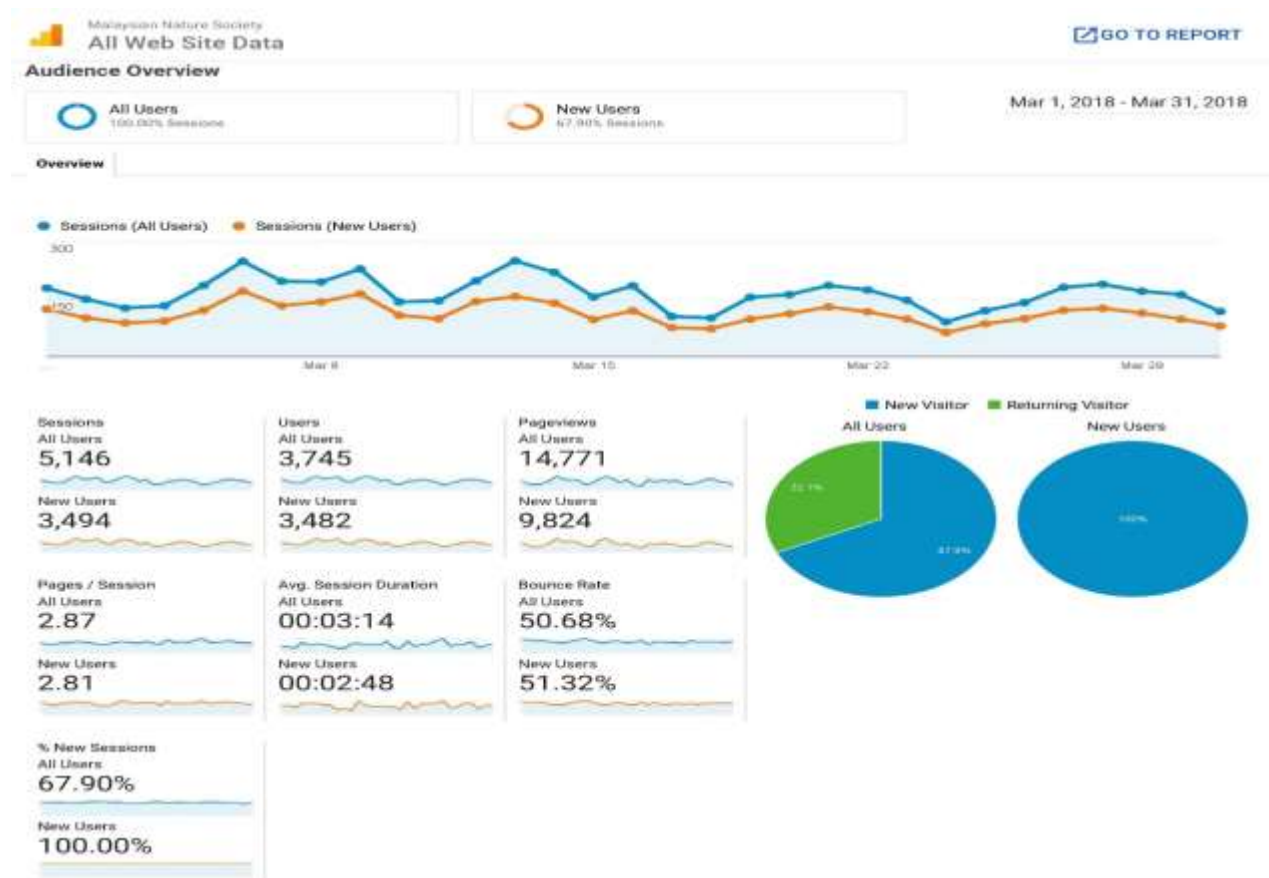
				/Issue
Education	KPA – Received KPA Youth – No Water Vision – Received	Reminder email will be send to each center.		
Centers	NEC – Received EcoCare – Received EIC – Received	Reminder email will be send to each center.		
Conservation Project	Pending - Details , project list, Policy , Strategic plan	Reminder 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 has been added into Members portal.			
E-MN				
Latest Events/Activities	Constantly Update			
Micro-Sites	All MNS Microsite will be link to MNS website	In midst of updating the website and also the microsite		
B) 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	On-going			

Meltwater	Constantly updates the news in MNS Facebook. Every week email blast will be send to all members.			
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MNS Website Traffic March 2018.

- 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 March 2018 amounted to **5,146** user.

Month	Website Traffic (User)S
2018	
JANUARY	3,666
FEBRUARY	3,626
MARCH	5,146



Country	Sessions	% Sessions
1. Malaysia		
All Users	4,506	87.56%
New Users	2,974	85.12%
2. Singapore		
All Users	98	1.90%
New Users	71	2.03%
3. United States		
All Users	88	1.71%
New Users	79	2.26%
4. United Kingdom		

	All Users	69	1.34%
	New Users	55	1.57%
5.	South Korea		
	All Users	34	0.66%
	New Users	29	0.83%
6.	Australia		
	All Users	28	0.54%
	New Users	21	0.60%
7.	Hong Kong		
	All Users	28	0.54%
	New Users	21	0.60%
8.	India		
	All Users	26	0.51%
	New Users	25	0.72%
9.	China		
	All Users	25	0.49%
	New Users	19	0.54%
10.	Peru		
	All Users	21	0.41%
	New Users	21	0.60%

© 2018 Google

Social Media Platforms.

Facebook

Facebook updates done constantly, according to the flow of public responses. Total Facebook page likes as of March 2018 is at 18,661. Slightly increase compared with February 2018. Average reach every week is about 2000 views.

Twitter

Twitter updates are linked to Facebook to ease monitoring purposes. A current numbers follower in March 2018 is 1,884.

Instagram.

Current number of followers in March 2018 is 737. Compared to February 2018 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
2018			
JANUARY	18,313	702	1,850
FEBRUARY	18,557	737	1,875
MARCH	18,661	762	1,884

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)

Newsletter

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

Publicity and Media

Media Report

For the month of March 2018 below are published article and press releases on MNS in major/online daily:

MEDIA MENTIONS			
No	Publication	Title	Date
1	The Star Online	Instilling love for nature in kids - Metro News The Star Online	31/3
		Doing more to promote Raptor Watch - Letters The Star Online	29/3
		MNS: Road project to affect Sepang mangroves - Metro News The Star Online	23/3
		Mangrove forest to make way for road upgrade - Metro News The Star Online	17/3
		Dim future for KL oasis - On Your Side The Star Online	9/3

2	Utusan Online	Audit pantai, taman alam, tapak Ramsar	16/3
		Seronoknya memerhati burung	9/3
		Niaga hidupan liar guna Internet	2/3
3	Star2.com	New research discovers Temiar language's unique ability to identify birds	30/3
		Can logging be eco-friendly?	14/3
		See the greatest migration in Malaysia	6/3
4	New Straits Times	International bird-watchers congregating at Kenyir	23/3
		Picks: Best birdshots	8/3
5	Wild Singapore	Malaysia: International bird-watchers congregating at Kenyir	24/3
		See the greatest migration in Malaysia	7/3
6	Sinar Harian	2,444 kes kemalangan hidupan liar dicatat sejak 2012	5/3
		'Rimba ilmu kinderwalk' bawa kanak-kanak terokai hutan hujan	3/3
7	Malaysian Digest	2,444 Kes Kemalangan Hidupan Liar Sepanjang 2012-2017	5/3
		'Rimba Ilmu Kinderwalk' Bawa Kanak-Kanak Terokai Hutan Hujan	3/3
8	The Borneo Post Online	Interesting encounters at Piasau Utara Fish Market	11/3

Media Mentions (According to Meltwater for 2016 – 2018)

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
TOTAL	409	430
2018		
JANUARY	95	71
FEBRUARY	20	80
MARCH	22	82

Media Value Mentions (According to Meltwater for 2016 - 2018)

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
TOTAL	3,585,180.00
2018	
JANUARY	255,692.00
FEBRUARY	82,263.00
MARCH	126,841.00

**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. (March 2018)

Technical

- 1) Sort out submission fee and publication fee for MNJ Vol 70 Vol 1.
 - 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 New Submission	2
2.	Payment Received for March	New journal submission with payment – 2

	2018	MNJ 70(1) Submission and Publication fee – 4
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Others

1) Raptor Watch 2018

Date: 10 – 11 March 2018

Venue: Tanjung Tuan, Melaka

Assist at Education booth and giving talk about Raptors to school student.

2) Progress Meeting with Website Developer

Date	Agenda
2/3/2018	Final testing for Membership Form
7/3/2018	Design and development process for Donation Form
14/3/2018	Final testing for Donation Form

Leave Tracking

Annual Leave

Month	Leave Applied	Current AL (Days)	AL Applied (Date, Days)	Total AL Balance
March 2018	1 ½	22 ½	12/3/2018, ½ 28/3/2018, ½ 30/3/2018, ½	21

Replacement Leave

Program	Program Date	Duration	Replacement Date	Duration (1 Days or ½ days)	Total RL Balance
				Total	

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 March 2018
	<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 10624.55 Online sales: RM 0 Number of walk ins: 517 customers</p> <p>RW sales: RM 7316.60</p>

APPENDIX

Urban Environmental Education Hub

List of UEEH Activities for March 2018

Year	Month	No	Program Type	Program Name	Promotion method/exercise conducted	No. of Participants	Income (RM)
2018	March	1	Weekend activity	Art with Nature	Facebook, Instagram Promotion. Email and whatsapp blast to members, Puteri Pakma Academy students Venue : Premiera Hotel Date: 1/3/2018-31/3/2018 (every weekend) Time: 2.30 - 4 pm Activities conducted: <ul style="list-style-type: none"> • Introduction to MNS • Art class by Abby, assisted by Nisha 	16	N/A
		2	MNS Annual Event	Raptor Watch	Facebook, Instagram Promotion. Email and whatsapp blast to members, UEEH customers Venue : Tanjung Tuan Date: 10/3/2018-11/3/2018 Time: 9.30 - 5 pm Activities conducted: <ul style="list-style-type: none"> • MNS membership drives • MNS merchandises sales 	450	7316.60
		3	Outreach activity	Jungle Walk with NEC	Facebook, Instagram Promotion. Email and whatsapp blast to members, UEEH customers, Anak Rimba customers Venue : NEC, FRIM Date: 31/3/2018 Time: 9.30 - 2 pm	25	340.50

				Activities conducted: <ul style="list-style-type: none"> • Guided nature walk by Nisha • MNS merchandises sales 		
TOTAL					466	7657.10

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) Art exhibition at Premiera Hotel	Nisha sold MNS merchandises at Premiera Hotel, everyday when she has evening shift at hub	People are more aware of MNS, MNS merchandises are sold to people during the art class, especially totebags and kids' books	Planning to conduct more outreach activities
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 (based on Mid Valley's events)
3) Workshops	Advertise the workshops on social medias, emails and whatsapp blasts. Advertise the workshops by printing the poster and place it outside of the shop for one day before and during the day of the workshop.	Workshops for May have been confirmed with Mid Valley.	Stabilize Mid Valley's Hobby Class and UEEH workshop (at least one each per month)

List of UEEH Upcoming Activities

Year	Month	No	Activity	Date
2018	April	1	Earth Day at Publika (Merchandises sales)	1-2/4/2018
		2	Orienteering 101	28/4/2018
		3	Totebag coloring	4 th weekend of April

Income - March 2018

Year	Month	No	Sales item	Income (RM)
2018	March	1	MNS Merchandise sales	6,618.05
		2	MNS Book sales	681.00
		3	Membership & Publication subscription	0.00
		4	Walk in activity / poster sales / offers/ project income	340.50
		5	EE Workshop	0.00
		6	Donation	35.80
		7	Consignments	2949.20
			Total	10624.55

Maintenance:

- Sweeping
- Moping
- Regular changing of layout in hub (twice a month)

Matters arising

No	Issue	Current Update	Suggestion / Actions Taken
1.	Internet connection	Upgraded Digi Internet Plan, used 3G phone for 4G simcard. Hence, not using internet optimally	Looking for better internet plan (specifically for POS system)
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	Mai reenters the team on 2/4/2018.	Preparing for Raya Celebration. Advertising for part timers.