

**NANYANG TECHNOLOGICAL UNIVERSITY**  
**28<sup>th</sup> Communication and Information Club**  
**AY 21/22 CIC 29<sup>th</sup> Management Committee Elections Rally**

Date: 14 September 2021

Time Started: 1600

Venue: Online

| <b>Election Committee</b>  | <b>Position</b>   |
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| <b>Tan Weile Warrick</b><br><b>Ethan Chan Wei</b><br><b>Ong Chong Li Philip</b>  | Returning Officer<br>Election Officer<br>Election Officer   |
| <b>Nominees for AY21/22 Management Committee</b>   | <b>Position (Nominated For)</b>   |
| 1. Eng Sui Ling<br>2. Seth Low   | Marketing Communications Secretary<br>Vice-President  |
| <b>Nominees for AY21/22 Union Executive Committee Representative</b>   | <b>Position (Nominated For)</b>   |
| 1. NIL   | NIL   |
| <b>Outgoing Management Committee Members</b>   | <b>Position Held</b>  |
| 1. Justin Teo ZhongHeng<br>2. Wee Khee Xin Charmaine<br>3. Tan Weile Warrick<br>4. Leow Choo Ching<br>5. Athena Tan Jiaxin<br>6. Seth Low<br>7. Regine Seow Regina<br>8. Tang Bi Feng<br>9. Chloe Kai-Xin Wong<br>10. Vanessa Soh Khim<br>11. Ethan Chan Wei<br>12. Ong Chong Li Philip<br>13. Felix Kenneth Galistan<br>14. Chiong Chon Kit, Ryan<br>15. Rachael Lim Yan Yi | President<br>Vice-President<br>Honorary General Secretary<br>Financial Controller<br>Business Manager<br>Business Manager<br>Social Secretary<br>Social Secretary<br>Marketing Communications Secretary<br>Marketing Communications Secretary<br>Sports Secretary<br>Sports Secretary<br>Performing Arts Director<br>Internal Liaison Officer<br>Special Projects Officer |

## Meeting Agenda

1. **Regulations Governing the Rally**
2. **Eng Sui Ling for Marketing Communications Secretary**
3. **Seth Low for Vice-President**

|    | <b>Agenda</b>  |
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| 1. | <p><u>Regulations Governing the Rally</u></p> <ul style="list-style-type: none"> <li>- All Candidates shall be entitled to 5 minutes for rally speech and 15 minutes of Question and Answer session.</li> <li>- Only the President, Vice-President(s), Honorary General Secretary and Honorary Financial Secretary (or equivalent) shall be entitled to 10 minutes for rally speech and 30 minutes of Question and Answer.</li> <li>- A proposer and seconder is required to pass the motion for a 5 minute time extension for Question and Answer.</li> <li>- All questions should be posted on the link provided by your Election Officers.</li> <li>- The Returning Officer shall have the right to reject a proposed question or time extension. All decisions made shall be binding and final.</li> <li>- The minutes and recording of the rally should be adopted by the candidates and vetted by the Election Committee before submission. Submission of materials should be done within twenty-four (24) hours after the end of the Rally.</li> <li>- The election officers have the right to declare the election of any candidate of its Constituent Body's Management Committee due to procedural irregularities according to the Election Regulations.</li> </ul>  |
| 2. | <p><u>Nominee for Marketing Communications Secretary</u><br/> Candidate Name: Eng Sui Ling<br/> Proposer: Lim Wayne Tien Loong<br/> Secunder: Alisa Brigid Yeo</p> <p><u>Speech</u><br/> LAI LAI LAI, welcome to SUI'S MIXED VEG RICE store! Feel free to choose ingredients that cater to your taste, there's a range to choose from ~ in fact, let me take you through the menu I've prepared !</p> <p>Good evening, everyone! I am Sui Ling, running for the position, Marketing Communications Secretary. In case you were wondering, yes. I am the caifan girl. And yes, I did design the stickers you may or may not have received last week.</p> <p>Before I begin, I would like to thank everyone for taking the time to tune in to this live rally. Now, today's menu is rather special. Let's walk through why I chose the idea of becoming a caifan girl during this campaign.</p> <p>As we all know, caifan, also known as economical rice, is a well-loved Singaporean meal. With different "liao" (ingredients) to choose from, this dish can cater to many with different preferences and tastes. Adding one extra meat or one extra vegetable dish won't charge one a fortune, making it an affordable and accessible meal to all. Likewise, my goal for Marcomms would be to have a platform where we create and design content that can cater to the wide variety of personalities and interests of WKWSCI. Something that is easily relatable, humorous, but also a good platform to disseminate information clearly and efficiently.</p> <p>Don't feel like eating rice today? Ask for less! Feel like adding more spice? Throw in that chilli! The beauty of caifan is that you can have it however you want. Likewise, our social media channels and decorations can be catered to reflect the unique personalities and tastes of our school. I often take inspiration for my ideas from the people around me. During my campaign, I was inspired by my friends who supported me, giving birth to my little caifan</p> |

characters. If you have seen the “Don’t Settle For Less” rice bowl, it was inspired by my friends who gave me the courage to run for the Marketing Communication Secretary role, even when I felt very insecure about my own abilities. “Don’t Settle For Less” is a representation of their strong support, and that I should aim for higher heights and give it my best shot. If I were to be given the opportunity to run as Marketing Communications Secretary, my content and ideas will be inspired by you, the student body.

Of course, there’s just so many types of ingredients to choose from, daily! You can always look forward to exciting updates and things to scroll through, because each one will be FRESH out of the wok, seasoned with love... and salt. Not sweat. But it would be made from hard work and good ideas. I love to explore new and fresh ideas. So if you ever want to see more of something, call in and I’ll make that special order!

Like my friends who supported me throughout this campaign, as your potential future Marketing Communications Secretary, I would like to say I got your BOK... choy.

#### Question and Answer

Q: What editing software are you familiar with using?

A: I use quite a few editing software, I’m more proficient in Procreate and Photoshop, but I’m also able to use Illustrator, the basics. Editing software include Sony Vegas

Q: Can you share more about your art style and how you envision WKW’s social media platforms to look like?

A: I think my art style varies with what I would like to create. For example for this campaign, I wanted to go for something simple and adorable, like the stickers I made for the campaign were just in two solid colours, and I made it cute and perhaps relatable to the student population. I envision the current social media platforms to have a clean design, like filling up the feed with more photos compared to text and font. The current one is nice, but it would be good to switch up the styles.

Q: Are there any ideas you would want to bring to the table as WKWSCI’s Marketing Communications secretary

A: There are ideas I want to explore, but I wouldn’t say I can do them by myself. I would bring them up to the committee first before executing it. I do have a few ideas, one of them is to create a mascot to represent our school, and it can uphold our school vision and plans at the same time. This idea came to me when I was campaigning due to the overwhelming support from my peers, I realised that a lot of people actually like such an idea. My other ideas would tap more into the other social media platforms. I am aware we have a TikTok account, but we are currently not tapping into the true potential of it, so I want to look into that as well.

Q: With regards to event publicity in a Covid semester, do you have any idea on how to amp it up?

A: If I’m being honest, event publicity is not something I can do on my own, but with the help of the CI committee, I believe we can utilise online platforms to publish ideas that are representative of our diverse community. Even with the current covid situation, I feel that the current marcomms team is doing an amazing job at the school publicity and I’ll be very excited to keep that up. But if you’re asking for new ideas, then as mentioned earlier, I would tap into new avenues to promote our school. Apart from the mascot ideas, maybe we can do more Instagram filters and telegram sticker packs.

Q: How would you uphold the WKWSCI brand image?

A: As mentioned in my speech, I draw inspiration from the people around me, WKWSCI is the place for creative endeavours, and a safe space for discussions. That’s why my creativity comes from the people who inspire me, and in the short time that I’ve spent in

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|    | <p>this school so far, I can safely say that every friend I've made in WKWSCI is a special individual that is creative in their own way. Creating a place for such creative endeavours can come in the form of online student participation on our social media channels. An example would be like what our current CI Club is doing with theme week, in a sense it encourages forms of creative endeavours, so I would like to explore more of that, and show the world of how creative and diverse WKWSCI is, because our community and it's culture is that strong. It's just amazing, so that is something I would tap into to uphold the WKWSCI brand image, of being a creative place, and a safe space for discussion, and overall a very eye-opening place!</p>  |
| 3. | <p><u>Nominee for Vice-President</u><br/>Candidate Name: Seth Low<br/>Proposer: Feline Yeo<br/>Seconder: Tanisha Moghe</p> <p><u>Speech</u><br/>Wow it's 6pm! Thank you everyone for taking the time to tune in, it's the second round of rallies, and I know it's been a long day — I've seen people running around all day, coming out of creative strategies, some of y'all had IMC, and I know many people were camping last night to edit footage too, so it really means a lot to have you guys here!</p> <p>I'm Seth, and I'm running for Vice President of the 29th CI. Now you might have seen me using the phrase "Every day is Homecoming" for the past few days... That statement doesn't belong to me, but rather, to all of us here on this call, and even those hustling right now. So on the topic of homecoming, I'd like to take a moment to ask:</p> <p>What comes to your mind when you think of the word home?</p> <p>Scandinavian minimalism, perhaps cosy sheets to snuggle into on rainy days, or the aroma of your moms cooking wafting from the kitchen? Whatever came to your mind, I'm sure it wasn't a concrete building adorned with blue glass panels. But now that I've mentioned it, let's take a moment to think: does Wee Kim Wee feel like home?</p> <p>Now hold that thought. Like many of you do, I find myself facing the weekly Monday blues, feeling like you don't want the weekend to end because you just aren't ready for another gruelling week of assignments, 3 hour lectures and endless meetings. But then something happens on Monday when you set foot on campus and you realise — is that Elijah doing Safe Entry? Or Gladys, or Cassandra — my point is, it's as if the overwhelming blue clouds start to clear and you can feel warm sunlight peeking through, sunlight that shines brighter as you encounter more of your friends... You start to smile with a spring in your step and let some of the noise in, maybe it's laughter, maybe it's someone complimenting your fit, but suddenly Mondays don't seem that bad anymore.</p> <p>My theory is that Monday blues don't go away, but the colours that radiate from the people in school do fairly well in drowning them out. And this is what makes homecoming an everyday affair.</p> <p>Homecoming means many things to different people. If you were from CI in your year 1 like myself, Homecoming perhaps was a frantic scramble to piece together decorative items, and pull together elements one Sunday before the semester commences. Maybe your memory of homecoming was a huge back to school Fiesta, a party in Kallang, or posing for pictures in front of a rustic floral tepee. The one thing that ties our experiences together — people. Be it work, or photo ops, or projects, we never do it alone. Even our FYPs, unlike other faculties, allow us to collaborate to create meaningful experiences.</p> |

And so, if my Bizmag experience has taught me a thing or two about pitching, here's mine to you. The Wee Kim Wee School of Communications and Information is an exceptional school. Beyond being Number 7 in the world for Communication Studies, and having assignments that sometimes confound us, the profile of students here are extremely diverse. We are home to creators and trailblazers who are early adopters in the fields of lifestyle, food, fashion, and anything else that floats your boat. The students here are passionate, driven, and full of zest. But what truly defines us? Their heart for others, our drive to go above and beyond, and our undeniable love for conversation. So for those of you who are still invested in this pitch, I'd be honoured to be given the opportunity to get involved in your everyday lives, to hear you out when you need a listening ear, and to speak up when we need to be heard. And when things are going great, I want to be a friend that hypes you up, and encourages you to start work on that side hustle you've been dreaming up since year 1. Or we could hang out, just have a good time goofing around at the benches, safely distanced of course. These are all goals that will guide the initiatives that I hope to implement together with the 29th CI, to better your experience in school and make sure that the school is an inclusive and empowering space for everyone.

Beyond my pitch, or my position as bizmag, I'm coming to you as a fellow student.

I've been given a lot during my time here — people making sure Athena and I were okay while we were busy giving out yoghurt, friends checking in to make sure I've had my meals and slept, acts of kindness that frankly preserved my mental state throughout much of year 1. And so circling back to the question I asked at the start, yes, Wee Kim Wee feels like home to me. Because of the people I know I can count on, and an environment that makes me feel that I mattered.

I know I don't speak for everyone — our experiences are all unique. But it would mean a lot to me for your trust, to give me an opportunity to do my part to create a community that uplifts and supports each WeeKid, to make sure that every day is homecoming, for everyone.

#### Question and Answer

**Q:** What are the values of WKW school culture that you treasure and how do you advocate them?

**A:** Open Communication. I mean our school has the word communication inside, and what I really appreciate about this school is the candid nature about demanding change. I think everyone is very ready to voice out, and this is something I hope to embody when it comes to leading the school. Because this is a school where the people matter and opinions matter. When we speak out, we see change! Beyond administrative forms like teaching feedback surveys, I think the WKW experience is not the same for everybody, and I would also like to know if someone feels like "the event was not so good", or "how CI could do better because I don't want other people to feel like how I did", and I empathise because everyone has been through moments in life where we don't feel like we fit in, and I think that's the great thing about our school because everyone is so unique, and I really want this to be a safe space where open communication is valued for all of us. Another characteristic would be Vibrancy. As mentioned earlier, everyone here is so creative and driven. I want to give everyone options to funnel that creativity to meaningful causes. I think it's an amazing thing that we have so many entrepreneurs and students who branch out to outside of school, but I think that it does not need to be separate from the school. I want the school to be a body that can empower students to do these things, in a way that you don't need to see school and your side-hustle as separate, and that's something I think the school can do a better job at—to uplift and empower the students to do things outside of school. Kindness is another thing, I think what really won me over here is that everyone really genuinely looking out for one another, because people used to say that our school must be very snake-y, but this is honestly not the experience I've had so far—people are



very willing to share answers, and share experiences with one another, and I think that kind nature is something that I hope to nurture as part of CI and really build these really meaningful human connections to branch out in the future together. Diversity is my last one. I think our community has a huge range of different shades of uniqueness, I think that it is by embracing these different approaches and ideas that we can create a special experience for all of us. This is even more important since WKWSCI's 30<sup>th</sup> anniversary is coming up, and what better way to celebrate, than to celebrate and each every person's unique and diverse experience here at WKWSCI.

Q: How would you use your leadership to sustain the WKWSCI spirit alive, what do you hope to implement or improve?

A: This question, as much as it is a leadership thing, and pushing for a more administrative response. But I feel that a student myself, not speaking as a person running for IC, you can do a lot for the school spirit as a student alone, by bringing that energy yourself—it's important for me to listen to ground sentiment. I don't want to have to come onboard and say "Let's have a focus group discussion to make things better" that's something that I want to avoid as I see CI as an organisation that is deeply ingrained in the school culture. As much as we are in certain positions, we are students first. And I think that this identity of being a Weekid and a student is something that I will not lose as it's at the core of what I do. I will ensure that the culture stays alive by being a friend and being a student, by just going around the benches and getting sentiments from the ground. I'm already involved in certain conversations as a year 2 myself, and through these genuine interactions empower more people with their smaller initiatives. Having gone through things like WeeProvide as Business Manager during my first run in CI, I feel like there are ways to bring the lessons that I've learnt to help and give advice to those who want to start their own initiatives, to really develop that sense of vibrancy. Lastly, making them feel like they are valued and so we can really come together and achieve our collective goals.

Q: What was the most memorable moment in your time here at WKWSCI so far?

A: I have to say a few instances because I really cannot pick! Definitely being a part of PAPARAZZI was a huge defining moment for me, because before I was in CI, I was in PAPARAZZI. For context we only had a very short runway to produce a movie with several endings, and while faced with such an impossible task—we were able to come together and everyone played their part. It was not just work, everyone was there for one another, even juniors like Feline were so impacted that they decided to give their seniors frozen yoghurt. The community that was cultivated from that experience was just so strong that it felt like family, and it really helped me to integrate into the WKW community and helped me to understand the dynamics of how students here interacted with another. So that was really one of the defining moments for me. Another moment that was really defining for me, to generalise it would be the CI run. People see the end product—and that's great because that's what keeps us going to stay up late to produce content and decorations—but the process behind it can be a lot as well, especially when we have our own commitments and our own hell weeks, so what ultimately what really keeps us grounded is the people in CI, and the sense that we are all in this together—as cringey as it sounds. I've really learnt so much from everyone in their different portfolios. I think there were so many instances where the obvious option would have been to throw in the towel and say "Well that's too bad, that's all that we could have done." But this is not the committee that I was in. So I'm very glad to have been a part of that and I've learnt so much in terms of how to be a friend, how to be person. Beyond event planning, the culture that was set and the community that we had, despite what anyone might say, I have to say it was a really worthwhile experience, and I hope that if I do get elected, the next CI can do the same.


Q: As VP, a big part of your job scope includes overseeing the adhoc in school. How do you envision yourself assisting the adhoc during your term

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|    | <p>A: Adhocs and CI do clash but I don't see it as a bad thing, I see it as groups of people who invested in what they do and have strong beliefs, and it's a hallmark of the students of the school. To assist them, I think being aligned in our vision is very important. The first thing I would want to do is really connect with the leaders of the adhocs and get to understand why they are doing what they're doing and where they see it going. So once I have a broad overview of what their plans are and what they plan to do, I think that will allow me to address issues on the ground and see things from their perspective—it's a 2 way thing. Beyond an advisor, I want to be someone they can confide in regarding their struggles, it's never going to be just "This is what it is, you got no choice but to follow" but really breaking it down and explaining my perspective and the considerations knowing that we both want what is best for the school and the students. Tying everything together, it really is about one WKWSCI, as we work collectively towards a single vision. This is a skill that I definitely have to work on—in terms of tying everything together, and just be willing to listen and understand where they are coming from. Ultimately it's not about just getting the job done, but wanting the same thing and being there to support each other.</p> <p>Q: As VP, there are instances in your tenure where you will disagree with your President. In the event of a disagreement, how would you handle that? If your President is adamant in going in a way that you disagree, what would do?</p> <p>A: I would say that sharing the belief of open communication with the President is extremely important. I think that it definitely helps that we both started out working together before we became friends. When we work together disagreements do happen, but what matters is not that you disagreed, but that you are willing to talk it out and see things from each other's point of views. I think that is great because Athena and I complement each other in various ways, and try different ways in which we handle situations. I have certain blind spots that are covered by Athena and vice versa, and I think that rather than being defensive when issues are brought up, there is a lot of value in admitting that you missed out on something and not being afraid of having these difficult conversations. I think that it also helps that we are both relatively mature, we both reached a stage where we value productive differences. In fact, I feel like that's what make somethings better, when we go through that whole storming stage where we hash out what's good and what's bad, and we both know that at the end of the day we know that we are there for each other as friends before colleagues, and also ensuring that we don't let disagreements at work spill over. Ultimately it's about talking things out and acknowledging that we are not perfect and we do not have all the answers, and being open to working together to create something that is meaningful and better for everyone overall.</p> |
| 4. | <p>Tan Weile Warrick proposed the end of the meeting. Ethan Chan Wei seconded the motion. The meeting was called to an end at 1645Hr, 14th September 2021</p>   |

Minutes prepared by:

Minutes vetted by:

  
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Ethan Chan Wei  
CIC Election Officer

  
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Tan Weile Warrick  
CIC Returning Officer