

KMG 32nd Presidency

The Year of Product Refinement and Skills Cultivation

A. Background

BNEC envisions itself as a world-class student organization that becomes the exemplar to other learning organizations through empowering and nurturing the English community in Asia. This aspiration entails BNEC serving as a model for learning organizations, collaborating through coaching, benchmarking, and tutoring while delivering benefits to its internal and external parties.

Mission

To achieve this, BNEC has outlined four fundamental missions that uphold its overarching vision:

1. Facilitates and encourages entities of BNEC to develop and grow by maximizing their potential to become talents in the real world.
2. Provide high quality of programs, events, classes, and communities to further empower and nurture the English Community.
3. To continue to improve upon the level of learning and standard excellence of organization.
4. Maintain and further extend lasting relationship among BNEC entities as one big family and partners as professional relations

However, there are a few major problems are currently obstructing the fulfillment of vision and missions of the 32nd Presidency, of which we are trying to solve:

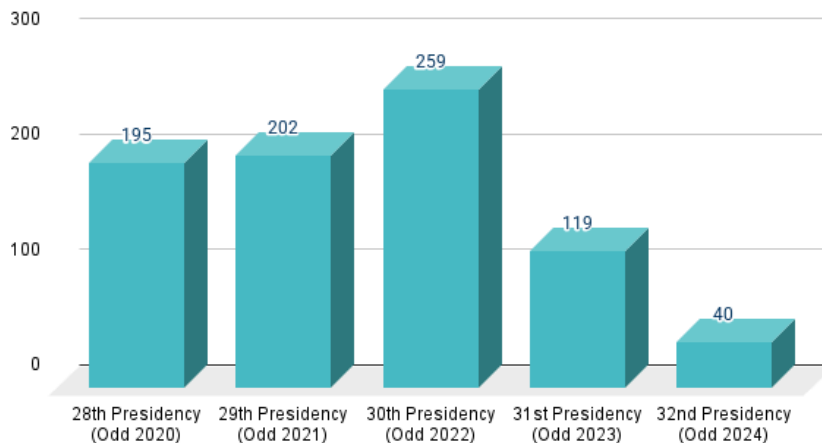


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1. Member Regeneration

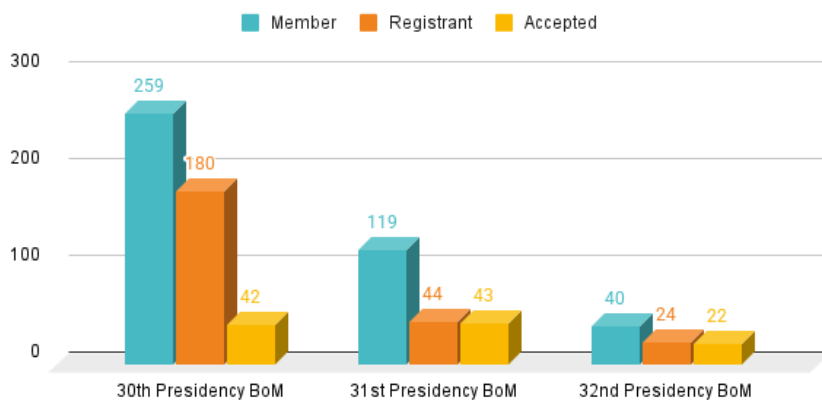
Member Registrant in NMR Odd



The current data on member registration across presidencies reveals a steep decline this year, with only **40** individuals signing up. This drastic drop compared to previous years poses a serious risk to our organization's growth and stability. It also significantly limits our ability to move closer to our goal of becoming a leading organization, and risk our mission to provide high quality of programs, events, and classes due to low individuals to improve the programs.

2. BoM Regeneration

Member, Registrant, dan Accepted



Number of BoMs (Activist generated from NMR Odd) and Registrant-Accepted Comparison

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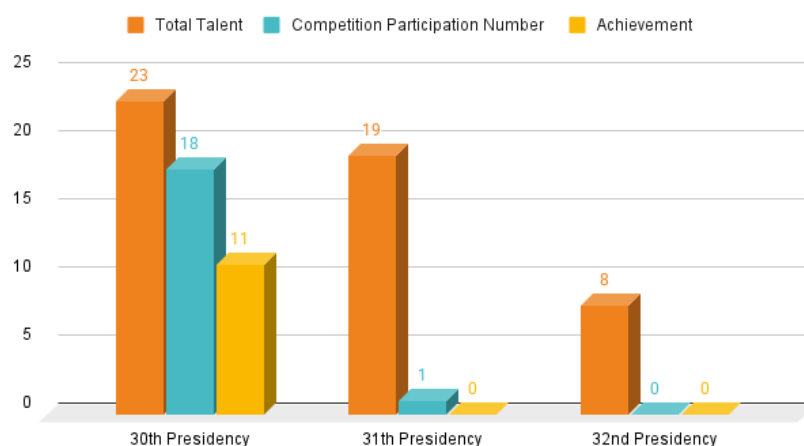
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Based on the recent data comparing the number of members, registrants, and accepted BoMs across the last three presidencies, in the 32nd Presidency, only 40 members registered, compared to 119 in the 31st and 259 in the 30th. The number of people who signed up and were accepted also went down. This decline can affect BNEC's ability to grow and move forward. With fewer members, it becomes harder for BNEC to carry out its programs and reach its goal of becoming a world-class student organization. It also limits BNEC's efforts to support the English community and be a good example for other student organizations.

3. Lacking Talent Achievements and Regeneration

Number of Talent and Their Achievement



One of the major challenges BNEC is currently facing is the lack of talent achievements. Compared to the 30th Presidency, where many talents joined competitions and earned awards, there has been a clear drop in both participation and results. In that period, 18 talents competed and 11 brought home achievements. By the 31st Presidency, only one talent took part, and no achievements were recorded. This year, in the 32nd Presidency, there has been no participation or achievement at all. This situation might be linked to a decreasing interest in competitions and fewer skilled talents available. The decline not only affects BNEC's image but also takes away important opportunities for members to grow and gain recognition.



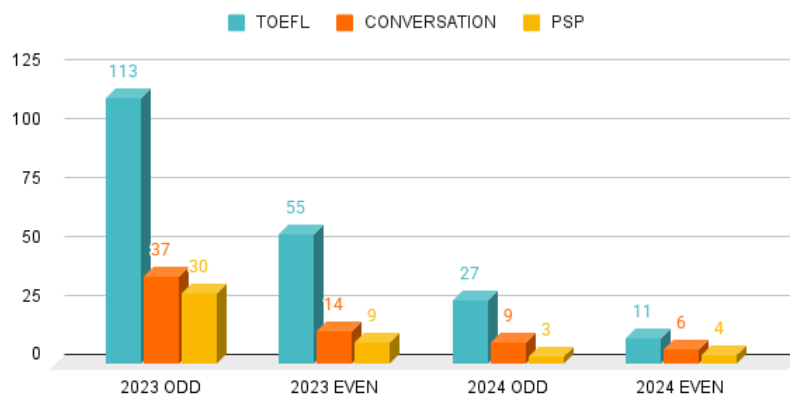
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4. Number of Tutees and Their Retention in BNEC Class

TOEFL , PSP, dan CONVO Class Tutees

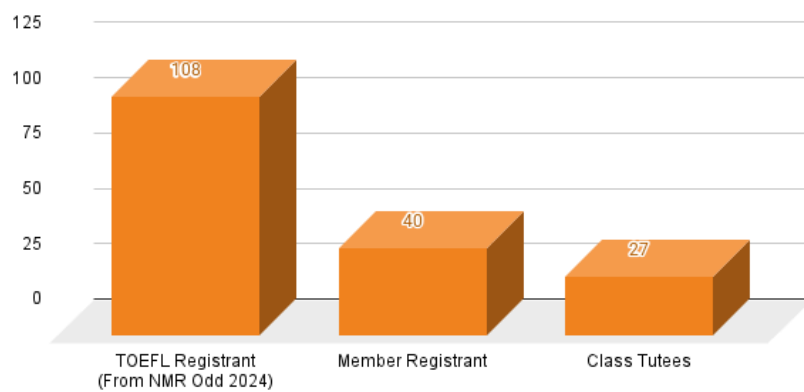
Comparison of class tutess from year to year



Over the past four periods, there has been a steady decline in the number of students attending BNEC classes such as TOEFL, Conversation, and PSP. The number experiencing constant sharp drop in the following periods. By 2024 Even, only 11 students joined the TOEFL class, with Conversation and PSP having just 6 and 4 tutees respectively. This trend shows a major drop in interest or retention, which could weaken the impact of BNEC's educational programs. If not addressed, it may also reduce the club's ability to support its vision of developing English learning communities.

5. Below-Expected TOEFL Class Registrant Compared with Total Member and their Retention

TOEFL Test Registrant vs Class Tutees

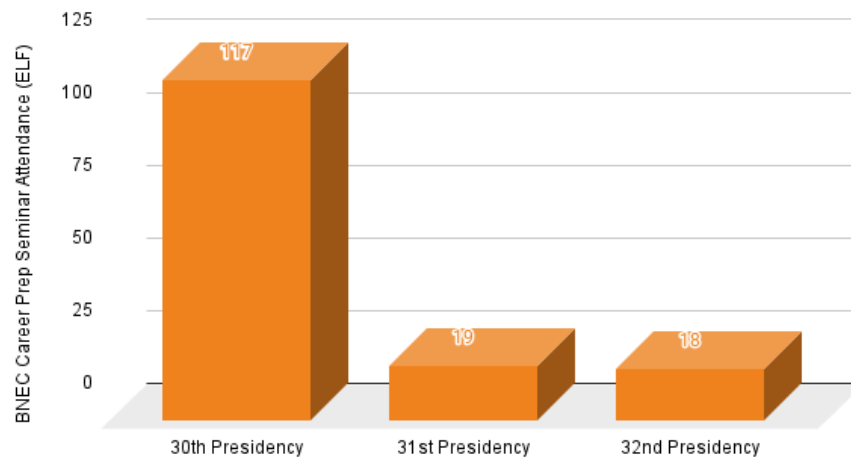


TOEFL Test Registrant VS Class Tutees

Despite a high number of TOEFL test registrants recorded from NMR Odd 2024 (108 individuals), the actual conversion to BNEC members and class tutees is significantly low. Only 40 of them proceeded to register as members, and just 27 continued as active tutees in the class program. This sharp decline highlights a retention issue and reflects a disconnect between initial interest and sustained engagement. The low transition rate suggests that either the class offerings did not meet expectations or that there was insufficient follow-up and engagement strategy after initial registration. This could hinder our mission to facilitating BNEC entities to develop themselves, as well as hindering our goal to achieve Skill Cultivation in this presidency.

6. Decline in Event Program Attendance

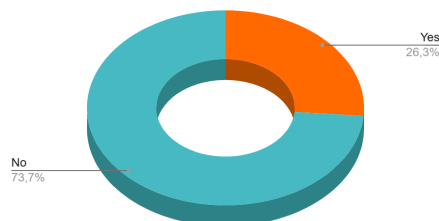
BNEC Event Program Attendance



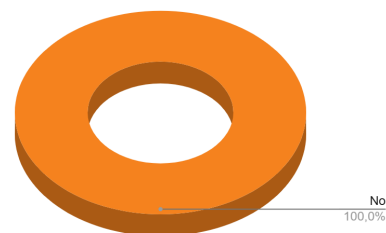
A constant drop in attendance numbers for BNEC program participation, measured specifically from the executed workplan by the Member Focus division (English Learning Forum Seminar) in this presidency, has highlighted a growing challenge in maintaining member interest. The number has drastically declined over the past two presidencies, from 117 participants to just 18. This consistently low participation levels not only reduce the impact of our development efforts but also diminish member engagement and the perceived value of BNEC's programs, hence risking our journey in achieving our Skill Cultivation goal.

7. BNEC Card and Merchant Awareness

Awareness of BNEC Card
Do you have a BNEC Card?

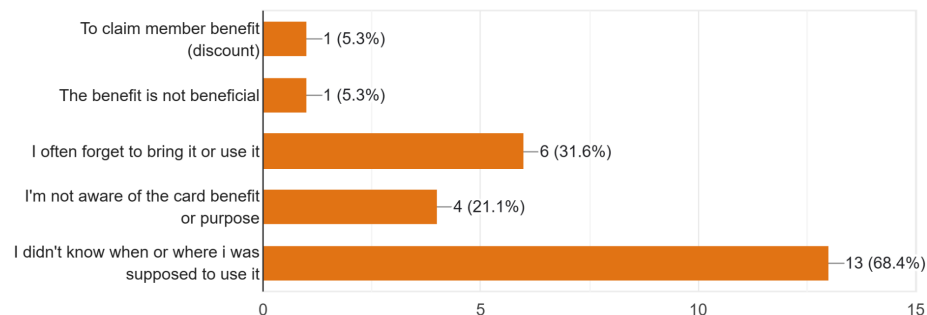


Usage of BNEC Card
Have you ever used your BNEC card?



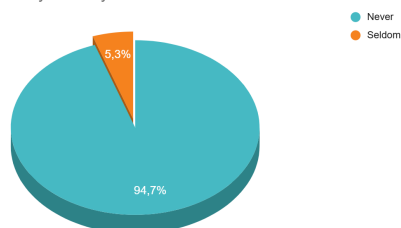
What is the reason you use your BNEC card as frequent as stated before?

19 responses

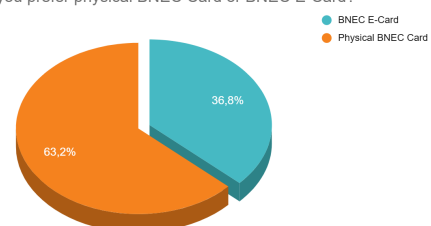


BNEC entities are predominantly unaware of the existence and purpose of the BNEC Card. As reflected in the data, only 26.3% of respondents possess a BNEC Card, and none have used it, with 94.7% stating they never use it and only 5.3% using it seldomly. The most common reasons for infrequent card usage include a lack of knowledge on when or where to use it (68.4%), forgetting to bring or use the card (31.6%), and being unaware of its benefits (21.1%). This underutilization and lack of visibility demonstrate that the BNEC Card, one of our key member-oriented products, has not been refined to serve its intended purpose, ultimately limiting its potential as a value-adding membership benefit.

How often do you use your BNEC card?



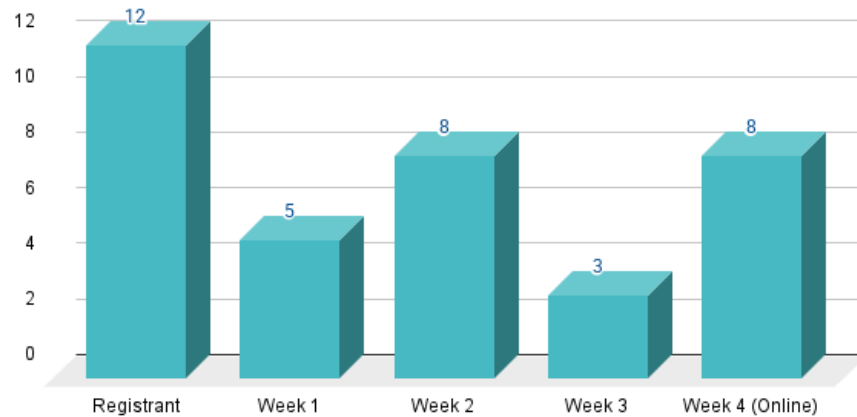
Do you prefer physical BNEC Card or BNEC E-Card?



As stated, many respondents expressed a preference for having a physical form of the BNEC Card, with most reasons centered around how its physical existence could increase awareness of its existence.

8. IELTS Workshop Attendance Trend for Product Research

IELTS Workshop Registrant VS Attendance



IELTS Workshop Registrant and Attendance Comparison

This year, to fulfill the Product Refinement goal, BNEC conducted IELTS Research with a workshop as part of market validation for the IELTS product. However, participant turnout for the workshop did not meet expectations, as attendance was low and inconsistent across sessions. While only 12 members initially registered, actual attendance dropped significantly, with only 3 participants showing up in Week 3. Although attendance slightly increased during the final online session, the overall fluctuation indicates limited member engagement. This presents a challenge in validating the product's relevance and effectiveness, ultimately hindering our efforts to achieve the Product Refinement to refine our product and Skill Cultivation in facilitating BNEC Members to gain new skill as the objective of this presidency.

B. Focus

This year's goal focuses on "**Product Refinement and Skill Cultivation**", symbolizing two primary areas of significance:

1. Product Refinement

- a. **Product** refers to any output developed by BNEC, whether it is a service, event or classes aimed at meeting the needs of its members, participants, or the general public.
- b. **Refinement** implies the process of improving, polishing, and optimizing the quality of these outputs, ensuring they align with the standards of excellence and competitiveness in comparison to other organizations.

The goal of Product Refinement is to enhance the effectiveness, reliability, and resilience of all BNEC outputs. This involves not only creating a better branding image but also ensuring that these products deliver value to all members.

2. Skill Cultivation

- a. **Skill** refers to the soft and technical skills that BoMs need to develop, including leadership, teamwork, creativity, decision-making, and critical thinking.
- b. **Cultivation** represents the process of fostering, nurturing, and enhancing these abilities to ensure every BoM member reaches their fullest potential.

The goal of Skill Cultivation is to provide opportunities exclusively for BoMs to grow and learn. By strengthening the skills of BoMs, we ensure they are better equipped to lead, innovate, and contribute to the development of more effective and impactful products.

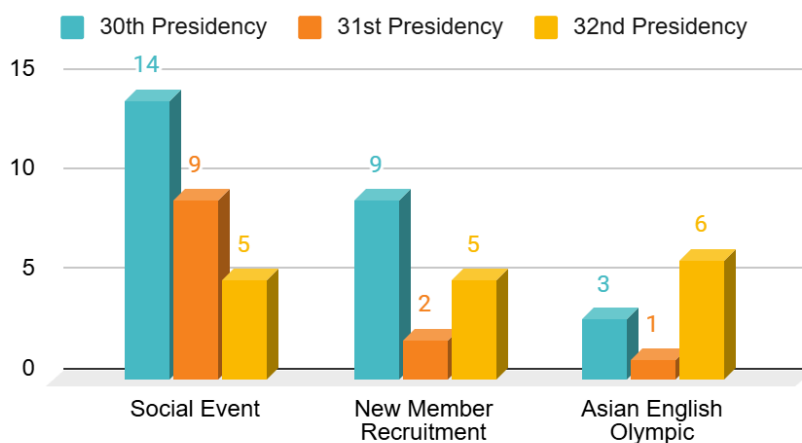
C. Innovation and Changes

a. General

➤ Bidding Period Restructuring and Re-system

To address the decline in bidding registrants during the previous presidency, this year we implemented a new approach by gauging members' interest in each Big Event through an interest survey, then distributing bidders evenly based on their expressed interest and potential. Additionally, the bidding timeline was adjusted: previously, SE ran from April to June, NMR from May to July, and AEO from August to October. This year, all bidding periods were moved earlier to March–May. This timeline shift was designed to resolve past issues, such as limited preparation time that led to event cancellations and poor adaptation among committee members leading to event execution that passed its deadline. As a result, we successfully increased the number of bidders for each Big Event, extended their adaptation period, and reduced burnout by allowing a longer, more manageable bidding process.

Bidding Participation Rate



➤ **Cross Region Collaboration for IELTS 1.0 Development**

In fulfilling the goal of Product Refinement, and in collaboration with BNEC Alam Sutera, this year we have initiated the development of the IELTS product curriculum within BNEC. Under the Product and Achievement Department from both regions, this effort marks a significant step toward expanding our academic offerings and addressing members' growing interest in international certification. Through this development, we aim not only to enhance the quality of our educational programs but also to strengthen BNEC's positioning as the hub for English excellence.

➤ **Advancing Cross-Regional Alliances in Targeted Competitive Fields**

Building upon the system of the 31st Presidency, this year we expanded the scope of cross-regional collaboration within the Talent Development Division by assigning each region a focused talent field. BNEC Alam Sutera and Senayan now concentrate on Debate, Kemanggisan specializes in Speech and Scrabble, while Bekasi focuses on Storytelling. This strategic division of focus areas not only strengthens inter-regional synergy but also enhances our efforts in nurturing and developing Talents more effectively, expecting achievement comes from specific regions instead thus lowering the work for the other region within this presidency condition

b. Product and Achievement Department

➤ **Event Satisfaction Index Report by PRND Division**

In previous years, satisfaction forms which were also used as exit tickets at the end of events, were often treated merely as administrative requirements for SAT and LPJ reporting, with little attention given to the actual survey results. This year, the PRND Division succeeded in transforming these satisfaction surveys into meaningful reports. The results are now presented in a more readable and digestible format, allowing SC Event teams to better

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understand participant feedback and use it to improve future event planning.

➤ **New Class Research by PRND Division**

In addressing the declining number of tutees in BNEC Classes and responding to the need for better alignment with industry demands, the PRND Division has begun developing a new curriculum titled **“English for Business and Academic.”** This program aims to equip students with essential professional communication skills that are highly valuable for various purposes, ranging from job and scholarship interviews to essay writing and the use of formal language. Through this initiative, the curriculum is expected to attract more tutees by offering practical, real world relevances.

➤ **Optimization of English Learning Forum Event Formats**

In alignment with the Skill Cultivation goal of this presidency, we transformed the English Learning Forum which are categorized into Career Preparation Workshop, which was previously led solely by the LM Division, is now co-executed with the MF Division and changed it's type into Career Preparation Seminar. This initiative not only enhances members' event-handling skills but also strengthens cross-divisional cooperation, improves program quality, and supports efforts to address the declining number of active BoM.

➤ **Cross Collaboration between Division for Work Plan**

As an organization relies on its human resources to run programs effectively, this year we aligned our initiatives with the **Skill Cultivation** goal of the presidency by broadening opportunities for members across divisions to gain hands-on experience in event handling. To achieve this, several work plans were executed through inter-divisional collaboration. For instance, the **Career Preparation Seminar**, also known as the **English Learning Forum**,

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which was traditionally handled solely by the LM Division, was this year organized in collaboration with the MF Division. This approach not only optimizes member potential but also fosters a more integrated and cooperative working culture across divisions, enhancing both skill development and program quality, and addresses the declining number of BoM for this presidency.

c. Marketing and Communication Department

➤ **Blasting Schedule Booking for Official LINE Group Chat by PR Division**

Previously, message blasting bookings in the group chat were handled informally through private messages with the PR Manager. This year, to improve scheduling efficiency, enhance convenience for both requesters and the PR Manager, and ensure transparent access to blasting slot availability, we introduced an innovative system. The new process utilizes a Google Form integrated with a Google Sheet, supported by Google Apps Script, allowing for a more structured, automated, and accessible booking system for presidency group communications.

➤ **Targeted Content Calendar by PR Division**

Enhancing the previous system, this year the PR Division has revamped the content calendar by introducing more structured monthly and yearly targets for content creation and posting on BNEC's official Instagram and article website. Additionally, specific months such as those designated for Birthday Party and NMR are intentionally skipped to allow more focused planning. This adjustment is expected to result in more targeted, purposeful content aligned with this presidency's goals.



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➤ **Switching from Adobe to Canva as the Primary Design Platform by BM Division**

To improve flexibility and accessibility, the BM Division has transitioned from using Adobe Illustrator as the primary design platform to Canva. While Adobe Illustrator is still used for creating original elements from scratch, Canva now serves as the main platform for layouting and finalizing designs. This shift addresses several challenges: not all team members have access to Adobe due to its cost or software restrictions, and could hinder the design process especially in urgent situations. Canva allows for easier collaboration, faster quality checks, and real-time revisions without needing to transfer large files or rely on one person's laptop. With Canva's co-working features, multiple members can access, revise, and review designs more efficiently, making the design process more dynamic and team-friendly.

➤ **Snapgram Filter Frame for Insta Story Post by BM x PR Division**

This year, to enhance the appeal of BNEC Instagram content for @lifeatbnec, the BM and PR Divisions introduced a Snapgram filter frame for Instagram Stories, officially launched through our 1st Bonding Event. This innovation was developed alongside the Event Spotlight feature to provide both internal members and external audiences with a more engaging and interactive way to experience BNEC events in real time. By using the filter, viewers can instantly recognize ongoing BNEC activities, while members can proudly share their participation through a unified visual identity. This initiative not only boosts visibility and branding but also encourages more organic promotion of our events through personal stories.

➤ **Physicalization of BNEC Card by CR Division**

A purely digital solution can sometimes get overlooked among the many apps and tools students use every day. Without a physical

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card, the benefits may feel unclear or less noticeable, as members often value something they can hold and use directly. The introduction of a physical BNEC card helps strengthen the connection between members and their benefits. It makes the perks feel more real and easier to access while also serving as a symbol of identity that members can confidently use to claim discounts. Additionally, having a visible, physical card can support this year's NMR promotion by attracting more new members. Currently, the CR Division is refining the process of tracking card usage and helping members stay informed. A QR code on the back of the card will lead to a Linktree containing the usage tracking form, merchant list, and guidelines, all aimed at improving ease of use and member awareness.

d. Information and Development Department

➤ Innovative HRD Bonding Activity

While bonding activities organized by HRD in previous years were often limited in concept and location, this year's approach shifts the focus more toward building genuine connections rather than centering on elaborate event concepts. By adopting a casual hangout-style format, HRD has found it easier to prepare for the activities while also improving the overall bonding experience. This approach not only lightens the preparation workload but also creates a more relaxed and engaging environment, allowing members to connect more naturally and meaningfully.

➤ Counseling Survey by HRD Division

In addition to the HRD workplan on Divisional Sharing, HRD developed a survey to identify which members and divisions are most in need of counseling support. Through this approach, HRD can prioritize and tailor their guidance efforts more effectively, ensuring that support is given where it's needed most and strengthening the overall well-being and performance of members.

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D. Success/Measurement Goals

Based on this year's goal, "Product Refinement and Skill Cultivation," we are dedicated to optimizing the quality, relevance, and effectiveness of our products to better serve the needs of our members and target audience. Alongside product improvement, we are committed to cultivating essential skills within our entities, ensuring continuous growth in leadership, communication, and English proficiency. Through strategic initiatives, innovative programs, and program continuous development, we aim to enhance our club's value, create impactful experiences, and reinforce BNEC's position as a nurturing environment for both personal and organizational development.

E. Deleted Workplans

1. Fast Track TOEFL from LM Division Work Plan

Due to its declining relevance and low participant interest, the FTT program has been removed from this year's workplan. This decision also considers the need to streamline the workload of the LM Division, taking into account the current presidency's timeline, available human resources, and the need to focus on programs with higher impact and engagement. By removing FTT, the division can allocate more time and energy toward initiatives that better align with member needs and the organization's current direction.

2. Debate Class

Due to consistently low interest and tutor registration in recent years, along with the drive to develop more relevant and impactful classes, we have decided to remove the Debate Class from our class program. This decision also considers the existence of the Debate field under the Talent Development Division and the limited achievements seen in that area. Instead of maintaining a redundant program, we are redirecting members who are still interested in learning debate to join the coaching class. Through this approach, we aim to provide more focused and better guidance from

experienced coach, enabling members to improve and hone their skills more effectively and implement them in real competitions. Ultimately, this is expected to strengthen BNEC's overall talent pool and support our Skill Cultivation goal into the right direction.

3. Talk Show from MF Division Work Plan

To address the low number of Board of Management (BoM) members this presidency, along with the shortened term duration and tight timeline set by BINUS, we made the decision to remove one work plan from the Member Focus (MF) Division. The Talk Show was selected for removal, as several other existing work plans already offer similar benefits such as speaker sessions that provide knowledge in a more interactive format. Considering the previously shown low interest in our events, we chose to concentrate our efforts on work plans that are more relevant and appealing to members and BINUSIANS. This strategic refinement allows us to continue pursuing the Skill Cultivation goal while also supporting the Product Refinement objective through more focused and efficient program execution.

F. Major Problems

1. Insufficient of Activist

Decreasing number of members and BoM registrants has always become a problem for the last presidency. However, this year marks a critical low point, with only 22 BoMs successfully recruited which is the lowest number recorded in recent years. This decline significantly impacts our ability to execute programs, distribute responsibilities effectively, and maintain organizational momentum. With fewer human resources available, the workload becomes heavily concentrated among a limited number of activists, increasing the risk of burnout and lowering overall productivity.



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2. Constant Decrease in Entities Regeneration

Although declines in regeneration have occurred in past presidencies, this year marks the most alarming record with the lowest number of registrants across all entity fields, ranging from talents, tutees, and members, ultimately affecting the number of BoMs. This consistent downward trend is very concerning, as it poses a serious threat to the achievement of our goals and the realization of BNEC's vision and mission. Without sufficient regeneration, the organization's sustainability, innovation, and continuity are at risk.

3. Absence of Talent Accomplishments in the Last Two Presidencies

For the past two presidencies, BNEC has faced a significant lack of talent accomplishments across competitive fields. This absence not only impacts the visibility and prestige of BNEC in external arenas but also reflects stagnation in talent development and support. Without consistent achievements, it becomes increasingly difficult to attract new talents, keeping BNEC prestige and prestigious organization, and keeping up with the expected KPI.

4. Unfilled Managerial Roles in Several Divisions

The lack of BoM regeneration in the previous presidency has directly impacted the current structure, resulting in several managerial roles remaining unfilled across divisions, such as IT, and other divisions that almost continue without manager. With only a limited number of BoM carried over, the current presidency faces a shortage of qualified individuals to take on leadership responsibilities. This shortage not only puts more pressure on existing managers but also limits the growth potential and execution capability of each division.

5. Inability to Perform and Failure to Fulfill Responsibilities Led to the Removal of a Steering Committee Member

This year, the Steering Committee faced a critical challenge when one of its members, consistently failed to fulfill assigned responsibilities and showed a lack of initiative in performing core duties. Despite multiple reminders and internal support efforts, the member's lack of accountability hindered the team's overall performance and disrupted workflow within the committee. After thorough consideration and discussion with related parties, a decision was made to formally remove the individual from the Steering Committee to maintain the integrity, effectiveness, and professionalism of the leadership structure. However, this has affected the presidency system and flow, particularly in terms of workload distribution and morale within the team. The sudden absence of a Steering Committee member created a gap in coordination, slowed decision-making processes, and placed additional pressure on the remaining members to compensate for the missing role. It also served as a wake-up call regarding the importance of early intervention, clear accountability systems, and stronger candidate evaluation during recruitment.

6. Issue with the official website

The BNEC Website has experienced significant problem in the current presidency, as the website is constantly hacked and suspended. These disruptions have severely hindered various divisional operations. For example, the LM Division relies on the Member Website to manage, execute, and maintain its classes, while the PRND Division uses the BoM Website for proofreading tasks. Additionally, the Treasurer Division depends on the reimbursement tracker and submission forms hosted on the

website. A major contributing factor to this prolonged issue is the absence of an IT Manager in the current presidency. Without a dedicated person to monitor, troubleshoot, and maintain BNEC's digital infrastructure, the organization lacks both preventive measures and swift recovery capabilities, which making it more vulnerable to recurring technical failures. Beyond operational setbacks, these issues have negatively impacted BNEC's branding and promotional efforts and could pose further risks to the execution of future events and presidency.

7. Unexpected Change of SIC and BINUS Regulations

This year SIC has been constantly changing many of the regulations. affecting several aspects of BNEC's operations. These unexpected shifts have caused confusion and forced divisions to repeatedly adjust their workplans, timelines, and procedures. The lack of consistent guidance has also disrupted coordination with BINUS stakeholders, increased administrative workload, and challenged our ability to maintain stability in program execution. As a result, strategic planning and long-term initiatives have been harder to sustain, putting additional pressure on both BoMs and event committees.