

PRESIDENTIAL BLUEPRINT
BNEC Kemanggisan 32nd Presidency
“The Year of Product Refinement and Skill Cultivation”



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BINUS ENGLISH CLUB KEMANGGISAN
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BNEC Kemanggisian 32nd Presidency

“The Year of Product Refinement and Skill Reinforcement”

A. Year Goal

a. BNEC Overview

BINUS English Club, or BNEC, is a student organization in BINUS University mainly focusing on English Language Improvement. Deriving from a passion for English Language and the realization that English is a critical language for everyone. Established in June 11, 1992, BINUS English club has a 32 year history of empowering its member English skills by providing classes, toefl, debate, and public speaking & performance.

b. BNEC Kemanggisian Overview

For 32 years, BNEC Kemanggisian has stood as the pioneering region and heart of the broader BNEC network, serving as its central hub. Under the leadership of 31 Presidents and 12 Regional Presidents, BNEC Kemanggisian has evolved into a thriving English community. With now having 3 departments and 9 divisions, the region actively fosters English language development through its diverse range of classes, engaging events, and a vibrant talent community.

c. BNEC Vision

“A world-class student organization that become an exemplar to other learning organizations through empowering and nurturing english community in Asia”

d. BNEC Mission

1. Facilitates and encourage entities of BNEC to develop and grow by maximizing their potentials to become talents in the real world
2. Provide high quality of programs, events, classes, and communities to further empower and nurture 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

e. SWOT Analysis of BNEC KMG

Strengths	Weaknesses
<ol style="list-style-type: none"> Awarded Best Student Organization 9 out of 11 times as its prestigious reputation The only student organizations that offer english classes Oldest BNEC region with extensive experience Gained international recognitions and achievements Wide range of class options available such as TOEFL, Debate, PSP, and Conversation Dedicated secretariat building to support meetings and classes Proven track record in organizing events from regional to international levels Large organizational structure with many members and clear division of roles, promote accountability and efficiency of working and human resource utilization Established partnerships with various corporations and merchants, including sponsorship funding Strong community bond fosters sense of belonging Diverse member background from many major in university as BINUS KMG offer more major Dedicated alumni networking to become coach for BNEC talent regeneration 	<ol style="list-style-type: none"> Decreasing rate of member regeneration Drop to zero in talent participation and achievements Decline in class participation and enthusiasm Lack of motivation among human resources Underutilization of social media platforms Poor condition of the secretariat building Insufficient human resources relative to the number of work plans Vague main reason for many event existence Insufficient feedback mechanism Insufficient marketing strategies that hinder BNEC visibility
Opportunities	Threats
<ol style="list-style-type: none"> Possibilities to enhance 	<ol style="list-style-type: none"> Competition from other

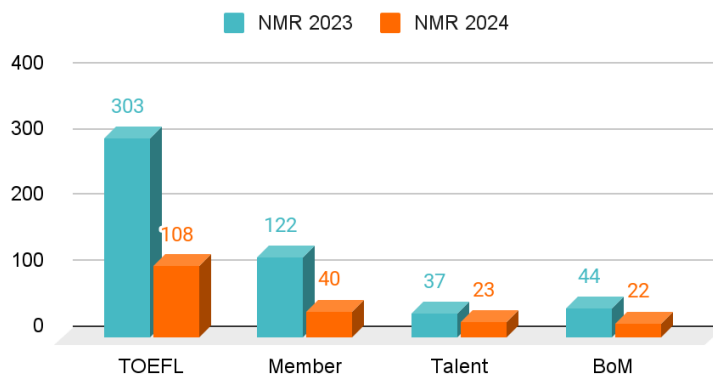
<p>classes system</p> <ol style="list-style-type: none"> Expand merchant, corporation, and educational institution partnerships Leveraging social media strategy in content and concept Increasing demand of English proficiency in industry Online learning platform to offer online session of event and classes Utilizing technology development for engagement such as existence of mobile apps 	<p>student organization that offer more enthusiastic product for freshmen</p> <ol style="list-style-type: none"> Prevalence of English as a critical skill as now it's widely recognized essential skill for nowadays Burnouts of member that might decrease internal engagement Negative perceptions of organization for ever stamped as scammer for not being transparent in its expo Dynamic changes of SSO policy
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f. Problems of BNEC

a) Main Problem

1. Low Registrant Number in NMR 2024

New Entities Registration Rate



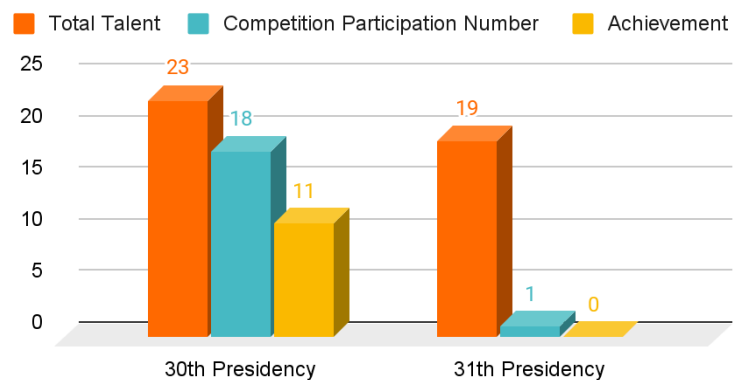
This year's NMR has experienced a significant decline compared to last year, with the TOEFL participation rate falling to less than half of the previous year's numbers. Similarly, member registrations have decreased, leading to fewer applicants for the BoM. This decline can be attributed to weaker promotional efforts and heightened competition from other organizations, which points to challenges in **branding** and **product** management. As a result, BNEC is facing reduced visibility and appeal, impacting its ability to attract new members and

participants, and its chance to gain reputation as the Best Student Organization award once again.

This issue affects BNEC's mission to empower its community and nurture talents through high-quality programs and events. A shrinking talent pool reduces opportunities for skill development, while fewer BoM applicants **weaken leadership potential and lower the option in potential BoMs**. In the long term, this trend could hinder BNEC's ability to sustain its high standards in event quality and its organizational excellence. Addressing this decline through stronger branding efforts and product refinement will not only boost recruitment but also ensure a steady influx of talent and leadership, allowing BNEC to thrive and fulfill its mission.

2. Declining Number of Talent Achievement

Talent Achievements

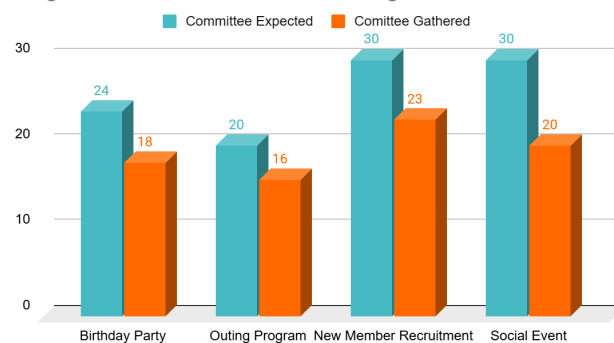


Extreme decline in talent competition and achievements has occurred in this presidency. This issue may be caused by gaps in skills, preparation, and ambition among our talents. Low enthusiasm of joined talent might also be the issue. This decrease in achievement poses a threat to our brand, as our reputation relies on showcasing the capabilities of our talents and members. Low enthusiasm in participating talent stems from low self esteem and confidence and the feeling that being BNEC talent will not bring any good for them beside college, thus leading them in choosing to focus on college fully and leaving the responsibility as BNEC talent. If this is not addressed well,

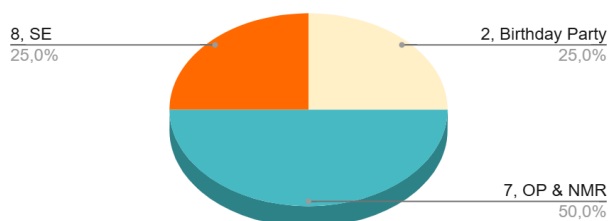
BNEC can suffer from a huge declining number in achievement participation for BINUS and thus dropping us from the tier of Best Student Organization like how we used to be known as. To ensure that doesn't happen, addressing this problem well is very important to help BNEC gain its previous recognition in achievements and prestige, supporting our branding as an English Organization, and align with BNEC's 1st until 3rd mission.

3. *Low Human Resource for Committee*

Integrated Event Committee Gathering Rate



From scale 1 - 10, how hard is it to gather committee for your event?

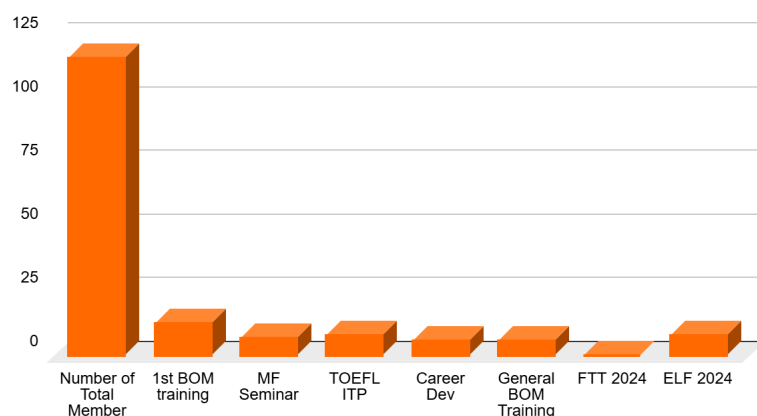


A recent survey highlights a significant challenge in recruiting willing and suitable committee members, with rates for committee met often falling below 70%, and Social Events seeing only 67%. Factors such as BoM fatigue, lack of confidence, competing commitments such as being preoccupied with other events or organizations or even college, and inefficiencies in the recruitment process such as long way in sharing sessions contribute to this issue, which hinders the effectiveness of committee operations and affects the quality of BNEC's events and programs.

This might stem from skill and branding and issues, such as inefficiencies in committee mapping due to self judgement which might be inaccurate for some people, and branding name of certain BNEC event which lower the excitement of BoM to participate as committee could hindering the ability to deliver high-quality events and develop committee members. If left unresolved, BNEC will **struggle to maintain an effective program, limiting growth and organizational success**. By addressing these human resource challenges, BNEC can **enhance its committee's capabilities, improve event quality, and strengthen its mission of fostering talent and empowering the English community**.

4. Low Participation Rate on Events

BNEC Event Participation Rate Compared to Its Member



A significant gap exists between the total number of members and their participation in events, particularly among Kemanggisan members, where participation rates are consistently below 10%. This limited involvement **restricts members' opportunities for skill development**, as many events are designed to provide valuable personal and professional growth experiences. The lack of participation can be attributed to **insufficient event branding**; without effective promotion, events fail to generate excitement and anticipation, leaving members disengaged and unmotivated.

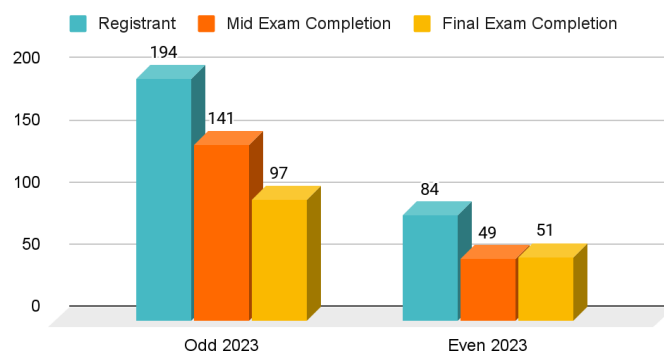
This issue directly impacts BNEC's mission to provide high-quality programs and empower members to maximize their potential. The source of this problem lies in **branding and product** challenges. Poor **branding** reduces the appeal of events,

while declining quality in external products like Fast Track TOEFL and ELF—key tools for attracting external audiences—further **weakens the organization's reputation**. These issues are compounded by skill gaps within the teams responsible for event execution and promotion.

If unresolved, this trend could **diminish BNEC's ability to foster member engagement and skill development**, weakening its internal community and external market reputation. Addressing these challenges through improved product quality, targeted promotional strategies, and skill reinforcement within responsible teams will rejuvenate event participation. In turn, this will not only enhance member development but also **strengthen BNEC's branding, ensuring its continued growth and organizational excellence**.

5. *Decreasing Number of Class Enthusiast*

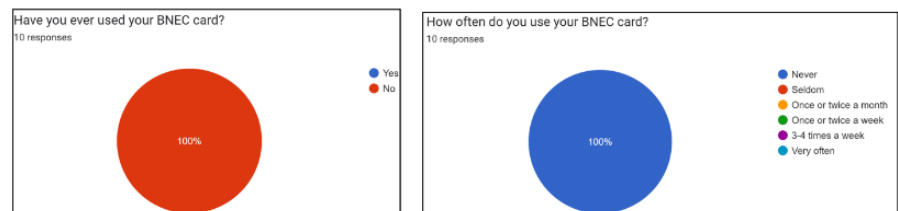
Class Completion Rate



The constant occurrence of enthusiasm loss in BNEC Class in Odd and Even semester is also shown by this diagram, where the difference in participation for the odd semester almost reaches 100 people, and more than 30 people in the even semester. Not all of them even got the certificate of completion due to lack of attendance. This occurrence may be affected by **lack of engaging content in the classes, which fails to keep members interested and committed**. This directly **impacts BNEC Human Resource**, causing a declinement in quality and a weakened sense of responsibility among members. If this continues, it could reduce the ability of members to grow their skills and further compromise the organization's mission to

nurture talents and empower the English community. If addressed, we can create more dynamic and engaging classes that sustain member enthusiasm throughout the semesters. This will not only improve attendance and completion rates but also enhance members' skills, sense of responsibility, and commitment. In turn, this **contributes to BNEC's mission of nurturing talents and delivering high-quality programs while strengthening the organization's internal growth and long-term sustainability.**

6. *BNEC Card Unawareness*

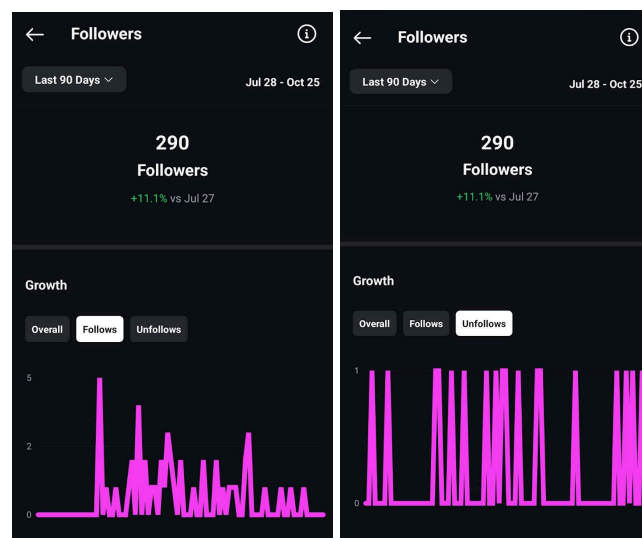


Most BNEC members are unaware of the benefits of their e-card due to **insufficient socialization and an inefficient system** that makes it inconvenient to use. The current process, requiring form submissions and manual verification, discourages quick transactions and limits member engagement. Poor promotion of the card has left many members unaware of its existence, while others prefer physical cards for their tangible appeal and ease of use. These issues reduce the card's utility and impact, **weakening BNEC's branding** in the process. This could eventually erode trust with external partners and limit opportunities for future collaborations, as the card fails to deliver on its promise as a key membership feature. If addressed, we can revamp the system to make the card more accessible and user-friendly while improving promotion to highlight its benefits. This would **increase member engagement, enhance BNEC's reputation, and strengthen partnerships**, creating a more appealing membership experience and ensuring alignment with **BNEC's mission to empower and nurture its community.**

7. *Underutilization of Social Media*

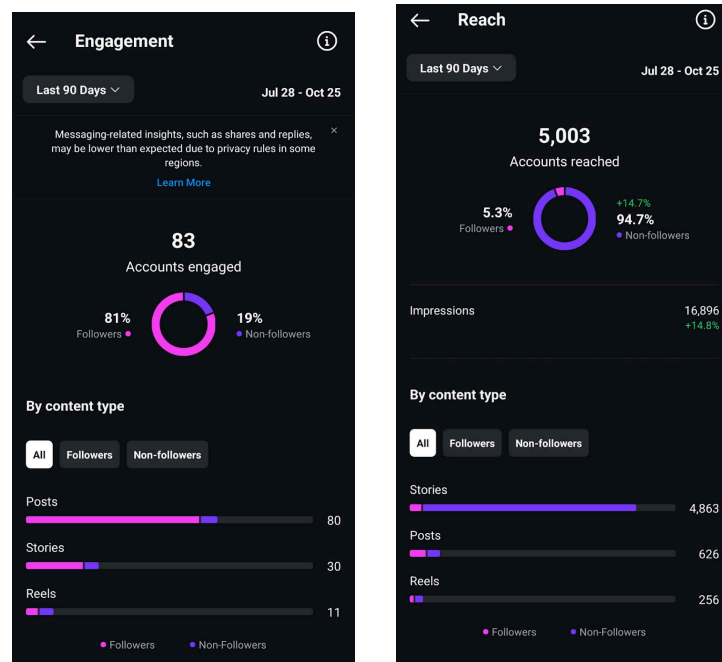


The historical engagement data for BINUS English Club's Instagram reveals a concerning trend for this past year, as despite having a New Member Recruitment event, our engagement trend at the end of August didn't seem to get many visits from the Freshmen. The data also showed an inconsistent rate of reach and visits, as some moment it may be so high but then the rest will be so low. This inconsistent engagement stems from the Public Relations Division's lack of skill in maintaining content consistency. Consequently, the low engagement rates hinder the organization's **branding** efforts, making it increasingly challenging to promote BNEC to external parties and establish meaningful connections that could enhance its reputation and visibility in the community.



lifeatbneec also facing several engagement problem, such as for the last 90 days, where NMR should've give greater follower for **lifeatbneec** as the main selling point of that account is to show BNEC member life and promote our sense of family, but other than no said content appear in the account other than the program's documentation, it couldn't impact much to the

followers with max additional followers only reached 5. Instead, it is facing unfollowing which is constantly experienced in the last 90 days. Underutilization of **lifeatbnec** proven when the reach of this account reached 5k accounts with 94,7% of it are non-follower, but failed to add them into follower. Shown by only 83 accounts engaged with **lifeatbnec** with non-follower only 19%.



These issues directly impact **BNEC's mission to nurture and empower its community by reducing its ability to build its brand and foster a sense of family.** If addressed, improvements in content quality and consistency would not only **increase engagement but also strengthen the bond among members and enhance BNEC's visibility to external audiences.** This would attract more opportunities for collaboration and enable **BNEC to fulfill its mission of providing high-quality programs and building meaningful professional connections.**

b) Side Problem

1. *Ineffective Internal Communication*

Weak internal communication might lead to misalignment among members and divisions, resulting in unclear task delegation, delayed decisions, and missed deadlines. The

absence of transparency regarding long-term plans can also impact member motivation, as individuals are less likely to participate or take on roles if they are unclear about future opportunities. Furthermore, unclear planning hinders early committee mapping, making it difficult to allocate roles effectively, and might affect the trust into the organization. This can lead to uneven opportunities for members and judgments about their abilities based on limited interactions, reducing overall efficiency and engagement within the organization.

2. *Fragmented Cross-Region Collaboration Culture*

Different regions may operate in silos, leading to a fragmented collaboration culture that hinders project execution. Variations in regional work ethics and cultural practices can further complicate integration, making it difficult to align efforts across campuses or units. Lack of cross-region interaction might also be the cause as it limits the opportunity to adapt between individuals. In addition to limited cross-region interaction, the shortage of skilled human resources within BNEC Kemanggisan adds another layer of difficulty, as other regions may struggle to compensate for the gaps. This fragmentation not only disrupts knowledge-sharing and creative problem-solving but also weakens the cohesion and impact of BNEC's events and branding, diminishing the organization's overall effectiveness. Although BNECs region might have their own culture in working, enhancing BNEC's integration between regions can lead to a more unified and cohesive organization, fostering collaboration and improving overall performance, especially when there's interregion event. A more integrated BNEC will benefit from streamlined communication, efficient project execution, and enhanced creativity driven by diverse perspectives.

3. *Inefficient Marketing of Programs*

Marketing campaigns for internal and external programs may lack strategic planning or fail to resonate with the target audience. Ineffective promotion results in low event turnout, reduced member participation, and lost opportunities for external partnerships. Poorly communicated value propositions leave both members and potential participants unaware of the

benefits BNEC programs offer, further diminishing the organization's visibility and relevance.

4. *Underutilization of Digital Tools and Platform*

Although BNEC Kemanggisan has access to various digital tools and platforms, many of these resources remain underutilized. Lack of awareness from its human resource may lead to unavailability to leverage those tools effectively to boost our product and brand, resulting in inefficiencies in managing projects, promoting events, or engaging members into news and information, therefore also lead to poor promotion value to be offered for our merchants. This underutilization reduces productivity and inhibits the organization's ability to keep pace with modern trends, limiting its competitive edge.

g. **Conclusion**

Through careful observation and analysis, it is evident that BNEC Kemanggisan's 31st presidency faces 9 primary challenges alongside 2 secondary issues that hinder its overall effectiveness and reputation. The primary concerns stem from low human resources within the committee, a lack of ambition among members, insufficient participation in events, declining talent achievements, ineffective marketing of programs, and the overall quality of BNEC's product offerings. In further effect of our organization, it could hinder our mission fulfillment as a student organization. It becomes apparent that the root causes largely stem from two critical areas: the **product** offered by the organization and the **skills** of its Board of Members (BoMs).

The product, which serves as the core offering of BNEC, has lost its appeal and relevance to the student body, making it less engaging and diminishing its perceived value. This disconnect not only affects participation in events but also weakens the organization's branding within BINUS University and beyond. Without a compelling product that resonates with students, BNEC risks losing its competitive edge and influence, leading to decreased member registrations and participation in activities.

Simultaneously, the skills of the BoMs play a pivotal role in addressing these challenges. Many newly registered BoMs, which already lack in number, lack the necessary skills and experience to effectively promote and enhance the organization's product. Skills development is crucial, as it empowers members to innovate and adapt the product to meet the evolving needs of the student community. High motivation, combined with opportunities for experiential learning, is essential to cultivate a skilled leadership team capable of revitalizing the product and overcoming the existing challenges.

B. Focus Of The Presidency

a. The Year Goal

This year, Kemanggisian's goal revolves on "**Product Refinement & Skill Reinforcement**," highlighting two key areas of importance.

1. Product Refinement

Every word conveys its own specific significance,

1. **Product:** can refer to any item or service developed to be sold or offered to meet the needs of consumers or solve a problem, something that arises as a result of a process or effort. In BNEC, this encompasses events, programs, and other deliverables aimed at enhancing the member experience and attracting external engagement.
2. **Refinement:** refer to the process of improving, polishing, or optimizing something to reach a higher standard of quality, effectiveness, and appeal.

When combined, "**Product Refinement**" refers to the deliberate process of enhancing the quality, relevance, and impact of BNEC's offerings. This includes improving the design, execution, and delivery of events, programs, and external products to ensure they align with the organization's mission and create meaningful value for members and stakeholders.

2. Skill Reinforcement

Similarly, every word conveys its own specific significance,

3. **Skill:** can refer to learned ability or proficiency to perform a task or activity effectively and competently, encompasses a wide range of abilities and competencies that contribute to an individual's effectiveness in various tasks and activities. In the context of BNEC, this includes leadership, event management, communication, and technical skills that drive the organization Pl ppl aaq0forward.

4. **Reinforcement:** The act of strengthening or fortifying something to make it more effective, reliable, or resilient. Poo a1

When combined, “**Skill Reinforcement**” refers to the focused effort to enhance and build the capabilities of BNEC’s members. This involves targeted training, mentoring, and opportunities for practical application to ensure members are equipped with the skills necessary to thrive in their roles and contribute meaningfully to the organization’s mission.

Combining **Product Refinement & Skill Reinforcement**, setting Product Refinement as the first phrase suggests a focus on enhancing quality and perfection, which feels like a natural starting point for improvement initiatives, while the Skill Reinforcement emphasizes fortifying and strengthening capabilities after refining the outputs, showing a logical progression of development. This order conveys a dual commitment to external outcomes (products) and internal growth (skills), making it versatile for this year’s presidency. By **Product Refinement** and **Skill Reinforcement**, BNEC aims to create a holistic approach that not only enhances the quality and impact of our offerings but also strengthens the capabilities of our members. **Product Refinement & Skill Reinforcement** create a sustainable cycle of growth where high-quality products are developed and delivered by skilled, confident, and capable members. This synergy ensures that BNEC’s goals of maximizing potential, fostering growth, and building a lasting, professional community are effectively realized.

C. Milestone and Strategies

a. Fostering BNEC as a Second Home

“A home is where the heart is,” a beautiful phrase that suggests that home is not just a physical place, but rather a feeling of comfort, safety, and belonging. It emphasizes the emotional connection we have to our loved ones, memories, and experiences, suggesting that wherever we feel love and warmth, that is truly our home. Creating a strong sense of belonging within BNEC is vital for developing an environment where **members feel valued and connected**. The idea of a second home emphasizes nurturing relationships that extend beyond collaboration, **fostering a family-like atmosphere filled with appreciation, open communication, transparency, and mutual support**. While past efforts only bring temporary connection, such as in an event environment, enhancing

approaches to promote meaningful interactions and create inclusive space where every member feels welcome by **utilizing appreciation and communication may strengthen our foundations of family**. Our focus will be on enhancing the strategies that promote meaningful interactions, encourage open dialogue, and create an inclusive space where every member feels welcome and appreciated, this may come by:

1. Enhancing self awareness

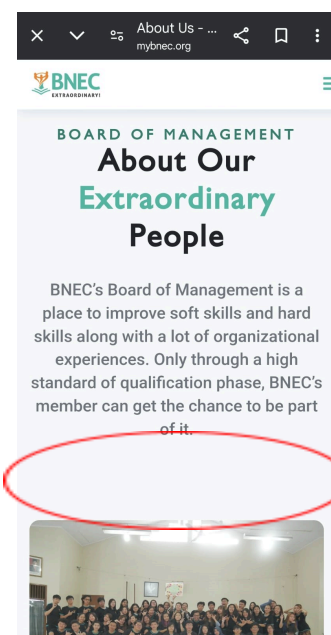
Confidence and motivation come from self awareness. Self awareness can help individuals understand more about their potential and thus lead them to the right way of their development. To help BNEC individuals to assess their personal strength and weakness, a task of creating their own Resume as the task in the beginning of presidency as the final task of Cadre Forming can help BoMs in knowing themselves better. This assignment will complement the existing SMART analysis, **enabling Board of Members (BoMs) to gain deeper insights into themselves**. Socializing that the Resume may be updated in their period of contribution in BNEC, everytime they become committee or MC at some event, they may update the Resume and see keep seeing their Long Terms Dream – Short Terms Goal will **keep them motivated and having flashback on why are they here from the very beginning**.

2. Divisional and Departmental Open Forum Bonding

An open forum is a gathering or **meeting where individuals can express their thoughts, ideas, and concerns openly**. In the context of a team or organization, it provides a platform for members to discuss topics relevant to their work, share feedback, and engage in dialogue without formal constraints. Combining bonding with the concept of open forum can **strengthen relationships among team members** and promote collaboration. This event can be the time where they hang out someplace and have fun, while talking about their joy and hardship in BNEC, **this event could also be the place to gather opinion, raise issues encountered, or suggestions they deem important**. This could also serve as a way for leadership to receive direct feedback from members, helping to **address concerns and improve organizational practices**. These thing then can be gathered not only to **construct and renovate BNEC Kemanggisian**, but also **creating an opportunity for each member to know each other better, and thus creating deep friendship tie** that will

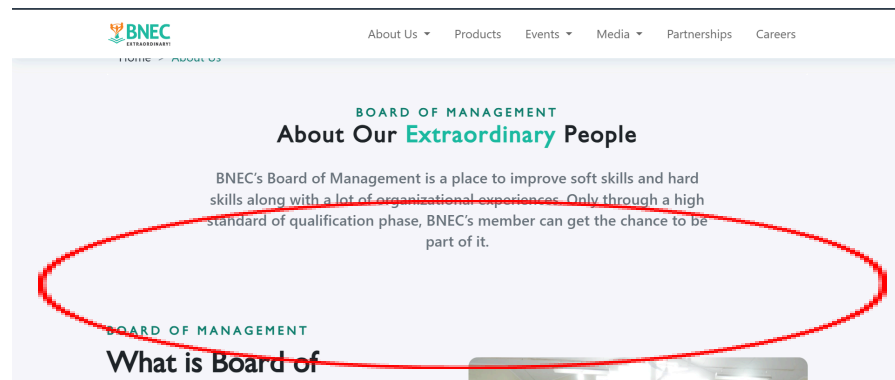
make them feel belonged, enhancing their motivation to contribute, their trust to BNEC and their community, and their sense of responsibility.

3. Hall of Fame



As we know the hall of fame is a place where we can fame our achievements and experience to be proud of them. This strategy might need to be collaborated with the IT Division, for this hall of fame will renovate our main website mybnec.org, in about us -> BoM, to create one part where we can award our members with their own experiences in BNEC. This not only could become a way to appreciate our members, but also to keep track of who contributes to what in this year. We can put the Hall of Fame namely **"Extraordinary Excellencies"** emphasizes both the outstanding nature of the contributions and the high standard of excellence achieved by individuals or groups

being recognized. Add it below the Organizational Structure and make sure it is visible by adding a references button to immediately go to a certain part.



This part should be like giving a title such as Our Project Manager, and fame the picture of the PM, this might motivate the member to become

more ambitious in the bidding. Along with Project Officer in hope to leverage the sense of responsibility and confidence to execute their events to the maximal quality. Then, fame the rest of BoM picture titled “Other Excellence” with “Click their picture to see their achievements” and once their picture clicked, their experience such as “Coordinator of DnD 33rd BNEC Birthday Party” or “Staff of Publication and Registration 2025 Outing Program” and other experience will pop up. This way of appreciation can **give the new BoM motivation to fill that experience so they can achieve their best.**

b. Strategic Human Resource Optimization

As we navigate the evolving landscape of BNEC Kemanggisan, the need for effective management of our human resources has never been more critical. Strategic Human Resource Optimization is essential for addressing the potential challenges posed by a limited workforce in the future. By focusing on maximizing the skills and capabilities of our existing members, as well as maximizing the timeline of presidency we had in the very beginning, we can ensure that BNEC remains a vibrant community, poised to meet its objectives while adapting to changing circumstances. key points to be improved are:

1. Pushing Forward AM Recruitment

To **address the issue of low member regeneration during the odd semester recruitment**, fast forwarding the even semester member recruitment might be the viable solution. This approach would increase the number of new members and BoMs before the start of the presidency and divisional operations. Additionally, streamlining Cadre 2.0 within a tighter timeline ensures alignment with SSO regulations, while preparing and inaugurating all BoMs and AMs within a close time frame **fosters better coordination among members, ensuring that everyone is on the same page** regarding their roles and responsibilities from the onset of the new term. Initiating recruitment earlier helps create a sense of community and camaraderie among new members and BoMs. When all members are on board simultaneously, it encourages relationship-building and teamwork, which are essential for a successful operational environment. This early engagement also allows new members to integrate into existing teams more smoothly, setting a positive tone for collaboration throughout the presidency,

ensuring no AM feels left out and incapable just because they're "late" to the party.

2. Reinstating Member Committee

In addressing the challenges of ensuring that all members have **equal opportunities to excel**, as well as overcoming the lack of ambition and determination among Board of Management (BoM) members to actively participate in event preparation, it is essential to consider the reintroduction of the Member Committee Program. This initiative aims to **expand the pool of support available for organizing events**, thereby facilitating more comprehensive engagement from all members while alleviating the workload on BoMs and preventing human resource exhaustion. Although they might not be able to showcase their experience in the Hall of Fame, this approach is also great to ensure inclusivity benefit promotion of BoM, and might increase the promotional value for next year NMR.

3. Pushing Forward Bidding Timeline

Advancing the bidding process for SE and NMR events to the start of the presidency helps **sustain BoMs' motivation and ensures smoother preparation**. Early bidding **capitalizes on the initial enthusiasm of BoMs**, encouraging **higher participation** and leadership involvement. This approach **prevents burnout from overlapping events and tight deadlines later in the term**, ensuring that BoMs remain engaged throughout. Appointing Project Managers earlier provides them with more time to plan committees, build event blueprints, and meet SSO proposal deadlines without rushing. This not only **improves event quality** but also strengthens coordination and leadership development within the organization, **fostering better outcomes** and more meaningful engagement from all members. Yet if the bidding has 0 participant until the time we need to have Project Manager, we will immediately assign the role to BoM we already discussed with another steering committee, **ensuring the event timeline accuracy with the SPPA timeline**.

4. Maximization of Talent

Implementing a classified talent system based on individual abilities can streamline the delegation process for the Talent Development division, **ensuring that each talent is assigned to competitions that align with their strengths**. This system can be

developed through monthly internal assessments tailored to specific competition fields, helping identify the appropriate level and challenge for each talent. By introducing this level-based system, talents are not only **placed in suitable competitions** but are also **motivated to improve and reach higher levels**, aiming for more prestigious opportunities. This approach **addresses the issue of low participation and lack of achievements** within the current presidency, as it encourages continuous engagement and development. Ultimately, it can foster a culture of growth and ambition, leading to **increased participation and higher chances of achieving notable results for BNEC Kemanggisan**.

Assigning specific field to be focused by TD Kemanggisan might also **lead to more focused talent development**, where Debate has already been focused by Alam Sutra, **BNEC Kemanggisan can be more focused on their Speech Talent** as Storytelling and Scrabble do not possess great number of talent. Thus **integrating the TD Focus with Bekasi** and delegate Storytelling and Scrabble to be more focused by Bekasi can also better BNEC integration system and maximize our BoM Human Resource which might be concerning in number for the next presidency. But this might be **discussed further with BNEC Bekasi** for their TD Staff number, ensuring well Human Resource management.

5. Implementation of Knowledge Management Transfer

Many events in BNEC have lost the essence of why they were created in the first place. To ensure that **every committee fully understands the event they are about to execute and upholds its primary purpose**, it is crucial to implement Knowledge Management Transfer for every BNEC event, whether it's a major event like Social Event or Asian English Olympic or a smaller program like Outing Program and English Learning Forum. This practice ensures that all events and programs, as our products, are **executed properly and stay true to their original purpose**.

Event KMT also helps **preserve and pass down all essential information and learnings from previous years**, enabling committees to further develop and improve their events in the future. While inductions are conducted, they do not always guarantee that the information provided is sufficient for committee members to grasp the full essence of the event. By addressing this gap, we can **prevent misunderstandings** and ensure that every BNEC event remains impactful and aligned with its foundational goals.

c. Utilization of Digital Tool as Technology Integration

In today's fast-paced, digitally-driven world, the effective integration of technology is crucial for the growth and success of any organization. The Utilization of Digital Tools as Technology Integration focuses on enhancing BNEC's operational efficiency and member engagement through the strategic adoption of innovative digital solutions. This milestone emphasizes the importance of leveraging technology to streamline processes, facilitate communication, and foster collaboration among members, by:

1. Website Enhancement

BNEC website has become our main activity platform for our engagement between internal to external such as promotion, class, and internal to internal such as BoMs job request for each division. But the usage of that website is still unmaximized, meaning there's many opportunities for BNEC to enhance its website, such improvement as:

- *Promotion Request and Promotion Calendar for bom.mybnec.org*

Introducing a Promotion Request and Promotion Calendar feature on the bom.mybnec.org website can enhance the efficiency of promotional activities by ensuring better coordination and preventing overlaps. The addition of a scheduling section will allow divisions to plan and manage their promotion timelines, making sure that no two promotions collide by providing visibility through a centralized blasting schedule calendar. This feature can also include a **promotion request system**, where divisions submit requests for specific time slots to promote their events. With clear scheduling and approval workflows, the platform ensures fair distribution of promotion windows and helps maintain consistent messaging across campaigns. This structured approach will not only prevent conflicts but also optimize promotional impact, keeping all activities aligned with the overall organizational timeline.

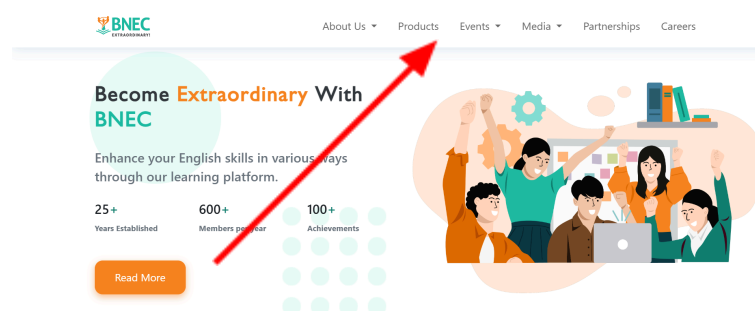
This idea could be adapted from the Laboratory Request Form by SLC. Not only for Line group blasting, but also for requesting a promotion for the LINE OA strategies so that there will be additional daily promotion from the LINE OA for Open

Registration notice and daily from a certain day before close registration until the last day of registration. But this should be followed by a **consistency** of platform, so there will be no usage of google form anymore but total from the website. so PR division can check the website like QC will check for Proofread request and BM and BPA for design request

- *Event Calendar for bom.mybnec.org*

Existence of an **event calendar** may help with streamline event management by providing a centralized platform for tracking all upcoming activities such as events and board meetings. This calendar will allow divisions to schedule events transparently, ensuring better coordination and preventing scheduling conflicts. With real-time updates, BoMs can stay informed about key dates, deadlines, and overlapping events. This visibility will foster smoother preparation, **improve attendance**, and help **align divisional activities with the overall organizational timeline**. Additionally, it will serve as a reference for planning future events more effectively. Adding event calendars into our BoM website can also be a solution to retain our human resource, as the anticipation is open and makes BNEC feel like a team due to **open communication of workplan between divisions**. This enhanced system ensures a **centralized and transparent workflow**, empowering divisions to plan, communicate, and execute more efficiently.

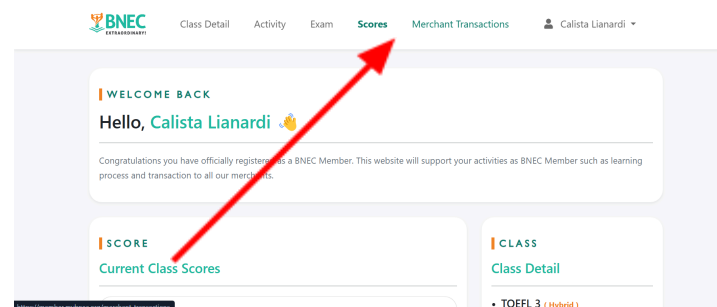
- *Achievement section for mybnec.org*



Appreciation should extend beyond BoMs to recognize the efforts of all talents, including BNEC Talents as part of our entities. Introducing an **Achievement Section** on the website

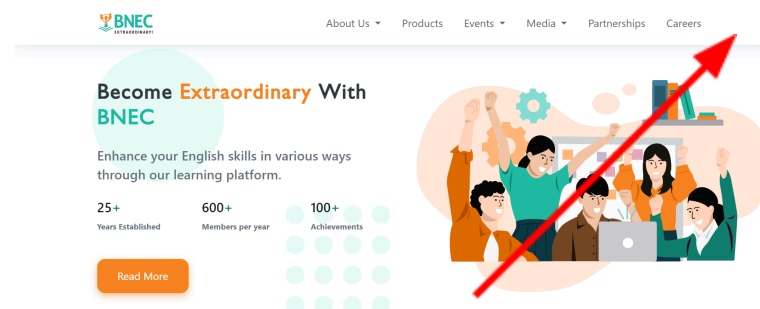
would showcase significant milestones and accolades, enhancing the visibility of BNEC's success stories. This feature can also act as a motivational tool for our talents, inspiring them to contribute actively and strive for excellence. Additionally, having these achievements displayed on the website will strengthen BNEC's brand, especially when used for external promotions. Prospective members, partners, or sponsors visiting the site will see BNEC's consistent performance, not just through NMR (New Member Recruitment) promotion but as an ongoing celebration of success throughout the year, further boosting our credibility and public engagement.

- *Leaderboard section for member.mybnec.org*



To support our strategies for classes, adding a leaderboard section to showcase badges of attendance and performance and see the leaderboard for each class. This section will contain the Badges Showcase and Leaderboard with switches button to see leaderboard between classes and thus **creating a competitive environment for the tutees to do better.**

- *Linked website visibility*



Finding another BNEC website has been so difficult as we need to get out from the current website and retype it in the

searching bar. Although recruitment websites could be accessed by scrolling down, the member and bom website are harder to seek. The lack of access to key BNEC-related sites causes **missed opportunities and poor coordination**. Integrating a linked website section on the main platform **ensures easy navigation** to event portals, registration pages, and project sites. This improves information flow, boosts participation, and enhances engagement across internal and external audiences. So adding “Community” section to access the bom.mybnec, member.mybnec, and recruitment.mybnec could enhance our website possibility.

2. Social Media and Tools Maximization

BNEC’s social media posts are facing low engagement from external nor internal audiences. from this presidency the PR Division also not producing much content due to how hard it is to create a single content. This low engagement might also relate to low content production as Instagram algorithm will bring active accounts into the homepage more frequently instead of accounts that are considered not too active and only post for once in a while. This thing might also be caused by lack of visible content planning. thus, improving our social media by utilization of tools, such as:

- *Maximization of binusenglishclub*

Bringing back English-related content to the main Instagram feeds can make the account more active and visible in Instagram’s algorithm. Posting content like “Word of the Day,” idioms, grammar tips, and TOEFL practice questions, as well as fun content about movies, music, and games, can attract engagement from students. These posts will position @binusenglishclub as both **educational and entertaining, driving more interactions**.

- *Maximization of lifeatbnec*

The @lifeatbnec account can showcase behind-the-scenes moments such as event preparations, class recaps, after-parties, and “Tutor and Tutee of the Month.” This **humanizes BNEC**, highlighting its family-like atmosphere, which appeals to freshmen and new members. Instead of rigid posting

schedules, @lifeatbnec can capture spontaneous moments to stay engaging and vibrant. Collaborative efforts across regions, like birthday or appreciation posts, will also foster cross-region integration.

- *Usage of Meta Business Suite and Monthly Exposure Report*

The Meta Business Suite can **streamline content scheduling** across platforms, helping the PR division maintain posting consistency. It **allows tracking engagement metrics** to identify trends and optimize future promotions. With monthly exposure reports, the team can evaluate performance, ensuring continuous improvement and better alignment with audience interests.

3. BNEC Card Effectuating

The BNEC Card has lost relevance primarily due to a lack of socialization regarding its usage, difficulties in accessing its benefits, and the absence of a physical card. These might be the solution in BNEC Card visibility and usage enhancement such as:

- *Card Physicalization*

A purely digital solution may **get lost among other digital** tools or apps. Not having a physical card can make the benefits feel intangible, as students often associate value with something they can physically carry. By doing physicalization of the card can create stronger association between members and their benefits. A physical card makes the **benefits feel more real and accessible**. It serves as an **identity symbol for members** to claim their discounts, enhancing the card's relevance. Physical card existence can also be a **great promotional point** for next year NMR as putting the physical card into visibility can gain more members

d. Curriculum Enrichment & Class Enhancement

The goal of Curriculum Enrichment & Class Enhancement is to revitalize our educational offerings and ensure they remain relevant in today's rapidly changing market. By integrating innovative teaching methods and up-to-date

content, we aim to elevate the learning experience for our members. We aim to address this by incorporating several elements, including:

1. Class Restructuration

BNEC Class might not be relevant anymore for nowadays youngsters. Students usually seek professional related benefit as their mindset in joining an organization is to prepare their experience for the industry. Thus things that can be improved are our class look as our product for future branding, such as:

- Class revolutionary

To better align with industry needs, BNEC classes should be revolutionized. For example, renaming the class "Conversation" to "English for Business and Interview" would equip students with essential professional communication skills instead of just basic conversational abilities. This change ensures that students acquire **knowledge relevant to current job market** expectations. Additionally, updating the TOEFL class names to "TOEFL: Beginner," "TOEFL: Intermediate," and "TOEFL: Advanced" would **provide clarity** regarding their levels, making them **more appealing** to students looking for structured learning paths

- Open Syllabus

Implementing an open syllabus approach is crucial to providing **clear and detailed information** about class content, objectives, learning outcomes, and practical applications. Rather than relying on vague descriptions, the syllabus should highlight specific benefits, helping prospective **students understand what they can gain from each class**. To support this initiative, the Learning Management division can create a **class booklet** to serve as promotional material during New Member Recruitment (NMR). This booklet, along with the syllabus, should be accessible on the BNEC website to enhance visibility and make information readily available to the public.

2. Class Gamification System

The implementation of a gamification system in BNEC classes could provide an engaging solution to **enhance student motivation and participation**. Envisioning the system of **badge collecting and**

leaderboard to promote competitiveness, BNEC Classes will work in collaboration with the IT Division. Tutees can collect digital badges on the member.mybnec.org platform based on their class attendance and performance. Daily individual or group assignments can further incentivize participation, with assessments resembling TOEFL quizzes or simple Google Forms that are auto-graded for instant feedback. This approach not only recognizes high achievers but also creates a **more dynamic and interactive learning environment**, motivating students to engage actively in their educational journey. This leaderboard then can be compiled each month and with collaboration with PR, can be created “Tutees of the month” for public exposure as appreciation point.

D. Measurement of Success

a. Rate of Event Committee Gathering Succession

	Overall Succession Rate	Overall Difficulties
Current Presidency	74,75%	6
Expected on 32nd Presidency	90%	2

The current presidency's 74.75% event committee recruitment succession rate, with a difficulty level of 6, sets the stage for our ambitious 32nd presidency target of a 90% succession rate and a difficulty scale of 2. This target is achievable through innovations like **Surveillance & Open Recruitment for Event Staff, which streamlines committee recruitment using the Event Interest Survey (EIS)**. By aligning members' interests with event needs and implementing targeted staff recruitment, we minimize mismatches, reduce burnout, and enhance committee motivation, addressing current challenges directly.

b. Number of Bidding Participant

	Social Event	New Member Recruitment	Asian English Olympic	Regional President	General President
Current Presidency	9	2	1	1	2

Expected on 32nd Presidency	12	5	3	3	5
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To achieve the expected increase in bidding participants for various events and positions in the 32nd Presidency, it's crucial to align our strategies with the goals outlined in the presidency's innovations and milestones. The increase in bidding participation, as projected, is linked to the success of initiatives like the **Event Interest Survey (EIS)** and **supported with open communication for big events available in BNEC** which ensures a more targeted and efficient staff allocation for events. **Advancing the bidding process** for SE and NMR events to the start of the presidency helps sustain BoMs' motivation and other than ensures smoother preparation, it could ensure that the BoMs' motivation are still high and ambitious and lead to prosperous bidding participant numbers. Early bidding capitalizes on the initial enthusiasm of BoMs, encouraging higher participation and leadership involvement. To ensure these targets are met, close attention will be given to member engagement through personalized outreach and strategic event promotion, aligning with the Strategic Human Resource Optimization goal. By maximizing the talent pool and enhancing recruitment efforts, we can significantly improve participation in bidding, ensuring a strong future for BNEC's leadership and event management teams.

c. Number of Internal Event Participant

	Overall Rate Compared to Total Member
Current Presidency	6,80%
Expected on 32nd Presidency	30%

To achieve the expected increase in internal event participation, from 6.8% to 30%, **key initiatives like BNEC's Merchant Expo**, which integrates both educational **seminars and interactive showcases**, are designed to attract more members by offering them value through exposure to real-world industry insights and networking opportunities. By **maximizing digital tools** such as the **LINE Official Account** and enhancing social media presence, we can increase event visibility and accessibility, reaching a wider audience and encouraging participation. Furthermore, the **Strategic Human Resource Optimization** milestone **ensures the right people are in place** to design and execute events that resonate with the membership base, ensuring smooth operations and fostering a sense of ownership and community. Through the combination of personalized outreach, targeted event recruitment, and the utilization of

engaging platforms, BNEC can enhance member participation and achieve the ambitious goal of 30% participation in internal events during the 32nd Presidency.

d. Number of Talent Participation and Achievement

	Number of Talents
NMR 2023	19
NMR 2024	23
Expected for NMR 2025	40

	Participation	Achievement
Current Presidency	1	0
32nd Presidency (NMR 2024)	20	15

To achieve the ambitious target of increasing talent participation and achievements, the implementation of the **Maximization of Talent** initiative will play a pivotal role. By introducing a **classified talent system** based on monthly internal assessments, we can strategically delegate members to competitions that align with their strengths. This system not only ensures that each individual is challenged at their appropriate level but also fosters a culture of growth, ambition, and continuous improvement. The level-based structure motivates members to progress toward more prestigious opportunities, directly addressing the participation and achievement gaps seen in the current presidency.

Furthermore, focusing on specific fields for Talent Development (TD) enhances resource allocation and ensures specialization. With BNEC Alam Sutera already prioritizing Debate, Kemanggisan can direct its efforts toward Speech talents like Storytelling, while delegating Scrabble and Storytelling development to Bekasi, provided their TD resources are sufficient. This integration fosters synergy among campuses, optimizes the use of BoM human resources, and addresses concerns of limited workforce availability in future presidencies. By aligning talent strategies with these structured systems, BNEC can confidently achieve its targets for participation and recognition in NMR 2024 and beyond.

Also by making sure that BNEC's talent are more seen and appreciated by putting them onto the website, not only could add branding point to BNEC but also giving credits and appreciated to our previous talents and achievement.

By this as a selling point, new members will see that BNEC and BINUS appreciate their talent, and BNEC humanize their talent by appreciating them, and hope to improve more participation in talent registration.

e. Rate of Class Enthusiast and Tutees Retention

	Registrant	Mid Exam	Final Exam	Certificate
ODD 2023	194	141	84	95
Expected for ODD 2024	100	70	60	60
EVEN 2023	84	49	51	49
Expected for EVEN 2024	80	65	50	50

Achieving a higher success rate for registrants completing mid and final exams, as well as obtaining certificates, requires a targeted strategy to enhance member retention and engagement throughout the semester. To address this, integrating the Curriculum Enrichment & Class Enhancement milestone becomes essential. By restructuring classes, introducing an open syllabus, and incorporating a gamified learning system, participants will find the learning experience more engaging and rewarding. These improvements can motivate members to maintain active participation and increase their likelihood of completing the exams and earning certificates.

f. Met TOEFL Score Expectation

	TOEFL Beginner	TOEFL Intermediate	TOEFL Advance
ODD 2023	38,8	55,3	58,8
Expected for ODD 2024	50	70	70
EVEN 2023	63,9	73,9	73,4
Expected for EVEN 2024	75	75	80

By incorporating class restructuring in **Curriculum Enrichment & Class Enhancement**, an open syllabus, and gamified learning systems, BNEC can ensure that each proficiency level receives personalized attention and engaging content. These innovations make learning dynamic and enjoyable, encouraging members to invest time and effort into their language development.

g. Registrant Number in NMR 2025

	TOEFL	Member	Talent	BoM
NMR 2023	303	122	23	44
NMR 2024	108	40	19	13
Expected in NMR 2025	200	150	40	80

Achieving the projected growth in TOEFL participants across members, talents, and BoM by NMR 2025 requires strategic alignment with Curriculum Enrichment & Class Enhancement and tackling the challenge of walking-around branding. Enhanced class structures, gamification, and personalized preparation systems will ensure members feel better equipped for assessments like TOEFL, fostering engagement and long-term commitment. Additionally, promoting an upgraded version of the **BNEC Card** can address branding challenges by offering tangible benefits. This dual focus on enriched education and effective branding will drive participation growth, bridge the gap between current numbers and NMR 2025 targets, and enhance BNEC's reputation as a leader in talent and skill development.

h. Number of Merchant

	Number of Merchant
Current Presidency	10
Expected on 32nd Presidency	20

To double the number of merchants from 10 to 20 by the 32nd presidency, Card Physicalization, the BNEC Merchant Expo Event, and LINE Official Account and Creator Market play pivotal roles in enhancing BNEC's branding and merchant collaboration strategies.

A **physical BNEC Card** creates a tangible connection between members and their benefits, making merchant promotions more accessible and relevant. It serves as a symbolic identity for members, reinforcing loyalty and encouraging merchant participation by showcasing the card at NMR and other events.

The **BNEC Merchant Expo Event** further amplifies this strategy by providing merchants with the visibility they seek. A seminar-expo hybrid allows partners to showcase their offerings and expertise to a younger audience, aligning with educational themes. Merchants can engage students directly

through booths and presentations, creating a dynamic platform for interaction and collaboration.

Finally, the **LINE Official Account and Creator Market** ensures consistent promotion of merchant benefits. Broadcasting daily updates, running "Merchant of the Day" campaigns, and leveraging Instagram and the BNEC website will boost awareness and utilization. These innovations together create a comprehensive ecosystem, strengthening merchant relationships and increasing merchant participation to meet the 32nd presidency target.

Combining all this, we're positive that in the future presidency, BNEC Kemanggisian not only could retain the number of merchants we have currently, but also double the number with continuously surveying, seeking for new merchant possibilities, and refine our offerings to our merchant candidates, we could expecting more prestigious merchant and partnership like: Wall Street English for IELTS support, Catto for more variation for not only personal needs but also expanding market by partnering with cat food platform and offer them more exposure, more beauty merchant like nearby salon, spa, or mani-pedicure, and barbershop for men hygiene like nearby captain, or even more.

i. Usage of BNEC Card

	Usage Rate	Awareness
Current Presidency	0%	40%
Expected on 32nd Presidency	60%	90%

To achieve a 60% usage rate and 90% awareness of the BNEC Card by the 32nd presidency, several strategic innovations will be leveraged, including **Card Physicalization**, the **LINE Official Account** and Creator Market, and initiatives to enhance member engagement.

The physicalization of the **BNEC Card** transforms the card from a purely digital entity to a tangible asset. This approach enhances member awareness and usage by associating the card with real-world benefits, such as exclusive discounts and event access. The physical card becomes not only a functional tool but also an identity symbol, fostering a stronger connection between members and BNEC's offerings.

Supporting this, the **LINE Official Account** and Creator Market will act as a primary communication channel to promote card benefits. Daily updates on merchant promos, event highlights, and the "**Merchant of the Day Spotlight**" campaign will ensure members are consistently informed and encouraged to utilize the card. Together, these initiatives aim to bridge the gap between

awareness and action, cultivating a culture where the BNEC Card is actively used and valued by members.

j. Social Media Engagement and Utilization

	LifeAtBNEC			BinusEnglishClub		
	Reach	Visit	Followers	Reach	Visit	Followers
Current Presidency	5003	83	289	10,2k	15,5k	6015
Expected on 32nd Presidency	8k	200	350	15k	17k	7000

To achieve the expected growth in reach, visits, and followers for both @lifeatbnec and @binusenglishclub by the 32nd presidency, a multifaceted approach integrating Social Media and Tools Maximization and the LINE Official Account will be implemented.

The maximization of @binusenglishclub will focus on reviving English-related content to position the account as both educational and entertaining. Regular posts such as “Word of the Day,” grammar tips, and TOEFL practice questions, alongside lighthearted content about pop culture, will attract a diverse audience. On the other hand, @lifeatbnec will highlight BNEC’s vibrant and welcoming culture through behind-the-scenes content, class recaps, and spontaneous moments that showcase the club’s family-like atmosphere, appealing especially to freshmen. Collaborative posts across regions will also foster integration and unity.

To maintain consistency and boost visibility, **Meta Business Suite** will be utilized to streamline content scheduling and track engagement metrics. Combined with monthly exposure reports, the PR team can adapt strategies based on performance trends. Additionally, the LINE Official Account will complement these efforts by providing an interactive platform for promoting content and events. Features like daily updates and real-time communication will drive audience engagement across platforms, ensuring steady growth in both reach and followers.

E. Innovations

a. Surveillance & Open Recruitment for Event Staff

To enhance event management and optimize resource allocation within BNEC, the implementation of an Event Interest Survey (EIS) is proposed as a foundational step in the HRD’s first work plan for the presidency. This initiative aims to collect valuable data on member preferences, allowing BNEC to identify events that members are genuinely interested in supporting. By understanding

these interests, the organization can effectively map potential Project Managers (PMs), Project Officers (POs), and Coordinators based on their strengths and preferences. This proactive approach ensures a more efficient allocation of human resources, minimizing instances of double job assignments and reducing the risk of burnout among members. Additionally, the EIS enables PMs, POs, and Coordinators to identify suitable team members for their events, significantly decreasing the time spent guessing who might be available to lend support, which does not avoid the fact that false acquisition might happen to individuals capability. By distributing roles according to members' availability and interests, the workload is balanced, which keeps members motivated and engaged. Consequently, BNEC can maintain a continuous manpower supply for its activities without overwhelming its members.

Another effective solution is to open staff recruitment specifically for events, which would provide deeper insights into staff interests regarding particular events. This targeted recruitment approach allows for more effective committee mapping and human resource utilization. By understanding the genuine preferences of staff members, BNEC can avoid making erroneous judgments based solely on self observation, ensuring that human resources are adequately matched to event needs. This method reduces reliance on guesswork in recruiting staff and helps avoid the pitfalls of inadequate staffing, ultimately enhancing the quality of events organized by BNEC. This strategic recruitment not only streamlines the process but also fosters a sense of ownership among members, as they are placed in roles that align with their interests and expertise.

b. BNEC Merchant Expo Event

Many BNEC partners do not feel expected exposure in return for the partnership due to lack of information and socialization of the merchants. Things that BNEC may yet to try are offering companies visibility through branding opportunities at events. By integrating company branding into various aspects of BNEC's events, businesses can effectively reach a younger audience, thereby increasing brand awareness and recognition among potential future customers.

One promising initiative is to create a joint Seminar and Expo event that combines educational sessions with interactive showcases of partner offerings. This event could feature seminars led by industry experts, focusing on relevant topics that appeal to BNEC's membership base. Such sessions would not only provide valuable insights and skills but also serve as a platform for partners to demonstrate their expertise and engage directly with attendees.

Additionally, the expo portion of the event would allow partners to set up booths to showcase their latest offerings and products. By doing so, partners can showcase their products and services directly to the student body, facilitating engagement and interaction with potential customers. This creates a dynamic platform for partners to demonstrate their commitment to supporting student development while enhancing their visibility within the community. Furthermore, this public display of collaboration will highlight the fact that all participants are BNEC merchants, which can serve as branding for BNEC itself by showcasing the diversity and quality of its merchant partnerships.

c. LINE Official Account and Creator Market

For the lack of information about the available merchants which could also elevate our branding especially in Kemanggisian, are the usage of LINE OA. By having Line OA, regular updates about merchant promos can be sent directly to members' smartphones. Use features like broadcast messages and rich menus to engage members and keep them informed about current offers. LINE is widely used among students and offers a direct and interactive communication channel. By using LINE OA, BNEC can ensure that promo information reaches members in real-time, increasing the likelihood of engagement and utilization. Implement it like how Starbucks uses Line OA to promote their promos, each day everyday send the merchants promos. To support this, use Merchant of the Day Spotlight. Highlight a different merchant each day on LINE OA, as well as on Instagram and the BNEC website. Providing detailed descriptions of the merchant's offers, and also mentioning "other promos by BNEC" in the poster with small logos will also work to promote the merchant promos. Not only for merchant promos, but also to promote new social media posts to increase engagement and link click, and promote new events in BNEC. This also might better the promotion of BNEC events to increase participation of members in the event.

Other than that, Line Creator Market can also be proposed this year as the way to publish BNEC into public consumption. By creating Bleu-themed stickers designed by the BM Division, we can leverage the popularity of LINE stickers to generate additional funds for BNEC's treasury while simultaneously enhancing our organization's visibility in the digital space. Stickers featuring BNEC branding, logos, and distinctive themes can serve as a fun and engaging way to promote our organization. When members and users share these stickers in their conversations, they help spread the word about BNEC, effectively acting as ambassadors for our brand. Selling these stickers in the Line

Creator Market provides an opportunity to create a new revenue stream for BNEC. The funds generated can be reinvested into future programs, events, or initiatives, ultimately benefiting our members. Recognizing that Gen-Z loves memes and relatable content, we can design stickers that incorporate humorous elements, popular cultural references, and meme-worthy imagery. This approach not only aligns with their preferences but also increases the likelihood that they will share the stickers with their friends, further enhancing our reach.

d. IELTS for BNEC new class and Fast Track program

In response to increasing demand and market interest, BNEC introduces IELTS preparation classes as part of its new class offerings and Fast Track program. During direct marketing efforts for New Member Recruitment, we noticed significant inquiries about whether BNEC provides IELTS preparation, highlighting a growing need within the community. With more students aiming to study abroad or enhance their professional qualifications, the demand for high-quality IELTS preparation has never been higher.

This innovation aims to capture the attention of this expanding market while aligning with BNEC's mission to empower members with opportunities for skill development and growth. By incorporating IELTS classes into our lineup, we not only address the community's needs but also strengthen BNEC's position as a premier organization for English learning and professional readiness. This initiative ensures that BNEC remains relevant, competitive, and capable of supporting its members' aspirations in the real world.

On the organizational side, this initiative will address several strategic objectives. Firstly, it enhances BNEC's branding by catering to a high-demand market, making it more attractive to both members and external stakeholders. Secondly, it strengthens BNEC's product quality by delivering a valuable program with measurable outcomes. Lastly, this innovation is expected to increase member participation and engagement by directly addressing a widely recognized need, fostering a sense of relevance and value within the organization.

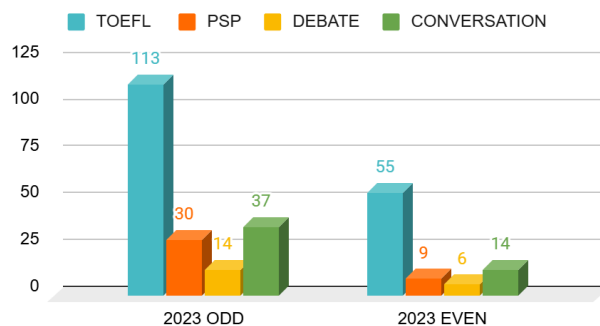
Through the IELTS preparation classes, BNEC not only supports the individual growth of its members but also reinforces its role as a dynamic and responsive organization that prioritizes meaningful, impactful programs. This innovation underscores BNEC's commitment to refinement and growth, ensuring that it continues to thrive as a leading English community.

But this innovation still needs to be added into further research on the product to ensure it's availability in aligning them with BNEC's registration fee and making sure that it could be implemented well in BNEC.

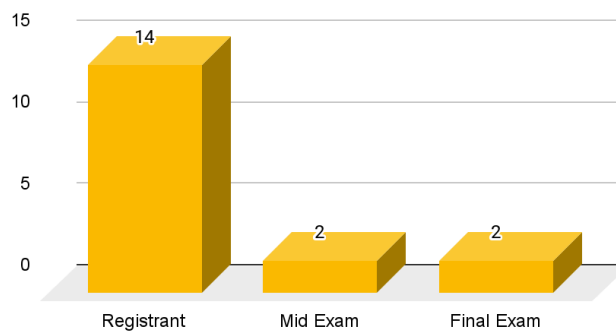
F. Deleted Work Plan

a. Debate Class

2023 ODD dan 2023 EVEN



Completion Rate Of Odd Class Debate Tutees

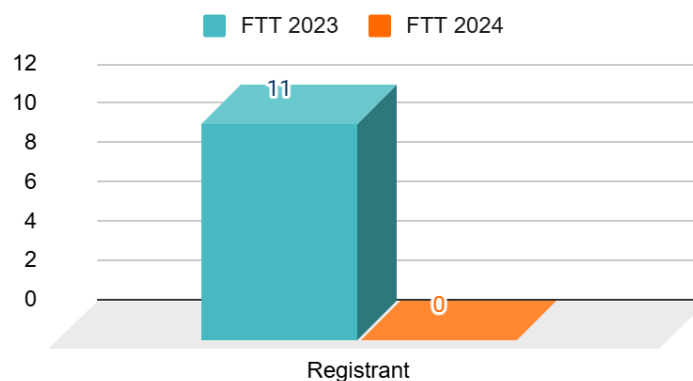


The Debate Class has consistently faced challenges with low registration numbers, significantly trailing behind other offerings within BNEC. In the most recent odd semester, the class recorded a troubling succession rate of only 14%, equating to just 2 out of 14 participants. This raises concerns about the effectiveness and relevance of the class in its current form. By temporarily suspending the Debate Class, we can strategically redirect our efforts toward identifying and nurturing individuals who have a genuine passion for debate and send them to talent to add their number, rather than maintaining a program that may not be meeting the needs or interests of our members. This pause not only allows us to cultivate talent within the debate community but also serves as a proactive measure to reduce redundancy in our program. Furthermore, streamlining our class offerings could help address the issue of low human

resources for future presidencies. Given the uncertainty surrounding tutor registrations, as this year is also decreased from last year, consolidating classes will ensure that we can effectively allocate our available human resources to the programs that generate the most interest and participation, fostering a more engaged and motivated member base.

b. Fast Track Toefl

Fast Track TOEFL Registrant




Suspending the Fast Track TOEFL class is a necessary decision due to its diminishing relevance in today's market. Initially created for BINUS students nearing graduation, the Fast Track TOEFL was designed to meet the requirement of having a TOEFL certificate for graduation. However, with the introduction of Beelingua by BINUS, students are now more inclined to take advantage of the free benefits it offers. Last year, the Fast Track TOEFL class saw only 11 registrants which is also not easy as the project officer should do extra work in its promotion, and this year, there were no sign-ups, despite the class being scheduled to start on October 12. This decline not only highlights the lack of interest but also indicates that resources could be better allocated elsewhere. By removing this class and streamlining our work plans, we can ensure that our human resources are focused on more relevant events that align with current market demands. This strategic shift will ultimately enhance our ability to engage students in activities that hold greater significance and appeal, fostering a more dynamic BNEC community while addressing our current human resource challenges for future presidencies.

G. Timeline


No	Work plan (for	Month (Target)	Month (SPPA ALS)
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	SPPA)		
1	1st BoM Kickstart Gathering	April 2025	
2	English Language Day (Social Media Content)	April 2025	-
3	The 2025 BNEC Career Preparation Seminar	May 2025	May 2025
4	BoM Training	May 2025	-
5	The 2025 BNEC KMG New Member Recruitment	August 2025	September 2025
6	The 2025 BNEC Outing Program	September 2025	September 2025
7	The 2025 BNEC KMG Social Event	September 2025	October 2025
8	The 2025 BNEC Merchant Expo	October 2025	December 2025
9	The 2025 BNEC Workshop	October 2025	December 2025
10	The 2025 BNEC KMG Company Visit	November 2025	November 2025
11	The 2025 BNEC Asian English Olympic	January 2026	March 2026
12	BoM Gathering	End of Every month	-

BNEC KMG Proposed Timeline Chart:

 4.1 Proposed Presidency Calendar - BNEC KMG 32nd Presidency

H. Board Committee

 2.1 Chief Officer Mapping - BNEC KMG 32nd Presidency