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25TH SMU STUDENTS'
ASSOCIATION EXCO

JOBSCOPE BOOKLET

SMUSA
SMU STUDENTS' ASSOCIATION

01

NOMINATIONS

19 Aug 2024, 1200h - 9 Sept 2024, 2359h

Nominations period marks the application to participate as a candidate in SMUSA Elections. A candidate briefing will be held on 11 Sept, 8pm if successfully nominated.

02

GENERAL ELECTIONS CAMPAIGN WEEK

16 Sept 2024, 0000h - 21 Sept 2024, 2359h

03

GENERAL ELECTIONS VOTING WEEK

23 Sept 2024, 1200h - 27 Sept 2024, 2359h

04

GENERAL ELECTION RESULTS

2 Oct 2024

Successful candidates shall be elected into the incoming SMUSA ExCo.

05

LEADERSHIP INDUCTION (SACLIP)

9 Oct 2024, 0000h - 11 Oct 2024, 2359h

06

INTERNAL ELECTIONS

19 Oct 2024 - 20 Oct 2024

Incumbents will go through Internal Elections to determine their positions within the ExCo.

07

NEW TERM OF OFFICE

1 Jan 2025 - 31 Dec 2025



SMUSA
SMU STUDENTS' ASSOCIATION



smusa.sg/elections



smusa@sa.smu.edu.sg

SMUSA PRESIDENT & VICE-PRESIDENT



ROLES & RESPONSIBILITIES

People Management and Strategic Oversight

1. Establish the overall strategic direction for the SMUSA Council and SMUSA Executive Committee ("ExCo").
2. Ensure the overall well-being of the SMUSA Council and SMUSA ExCo members.
3. Maintain oversight and coordination across all portfolios to ensure alignment with strategic goals.
4. Collaborate on charting the learning and development pathways for the SMUSA ExCo.
5. Participate in performance evaluation conversations with the SMUSA ExCo.
6. Chair meetings with the SMUSA Council and SMUSA ExCo.
7. Plan and organise SMUSA Council and SMUSA ExCo retreats.
8. Leads the SMUSA ExCo in the absence of the SMUSA President *[Vice-President]*.

Enhance Student Representation

1. Engage in conversations with the Office of Provost, Office of Dean of Students (ODOS), Office of Student Life (OSL), and other SMU offices in understanding undergraduates' sentiments.
2. Attend to the Guests-of-Honor (GOH) / Very Important Person (VIPs) at university-wide events.
3. Represent the student body during any internal and external events.
4. Represent SMUSA at university-wide events (e.g. Patron's Day).
5. Represent the SMUSA ExCo at Budget Endorsement Meetings (BEM) *[Vice-President]*.

Partnerships with Institutes of Higher Learning

1. Acts as the Inter-University Network (IUN) Coordinator *[President]* and Representative *[Vice-President]*.
2. Collaborate within IUN and overseas University's Student Associations/Unions, for knowledge-sharing and relationship-building.
3. Participate in two-way engagement and partnership between university students and the Government, advocating for youth voices and concerns to be heard in Government programmes and policies.

SMUSA

HONORARY GENERAL SECRETARY



ROLES & RESPONSIBILITIES

Policy Making and Governance Management

1. Safeguard and champion students' rights by proposing and monitoring guidelines, through the alignment of the Standing Orders ("SO"), Guidelines, and Constitutions of the Constituent Bodies' ("CBd") and SMUSA.
2. Proposes and updates procedural amendments to the SMUSA Constitution, Standing Orders and Guidelines.
3. Leads the SMUSA Executive Committee ("ExCo") in the absence of the SMUSA President and SMUSA Vice-President.
4. Convenes the SMUSA Annual General Meeting with upkeep of the Association's Constitution.

Regulatory and Rule Enforcement

1. Enforces the standing orders on all clubs and societies.
2. Manages guidelines and penalty enforcement for clubs and societies.

Elections and Succession Planning

1. Regulates and advises election guidelines and processes for CBds and Clubs
2. Manages and aligns Clubs, CBds and SMUSA's elections:
 - a. Overseeing CBds' Elections Committees;
 - b. Chairperson of the Elections Fever Committee
3. Undertakes projects in the interest of advancing student life and continuity of leadership such as:
 - a. Elections Fever ("EF");
 - b. SMUSA Council succession

SMU Clubs Record Keeping

1. Approves and provides students with advisory for club formations, merger, and closure.
2. Upkeeps the database of clubs and societies.
3. Updating SMUSA Records.

SMUSA

HONORARY FINANCE SECRETARY



ROLES & RESPONSIBILITIES

Allocation of Finances and Finance Committee

1. Serves as the Chairperson of the SMUSA Council Finance Committee.
2. Conducts the Budget Endorsement Meeting (BEM) bi-annually. Working within the finance committee to ensure that the Student Activity Fund is allocated in a prudent and equitable manner.

Financial Regulatory Enforcement

1. Enforces and reviews financial procedures to enhance the efficacy and ensure relevance of SMUSA's financial policies within the school
2. Disseminates Sale and Purchase reports, club balance reports and AR Aging reports monthly.

Finance Secretarial Duties

1. Acts as SMUSA's financial controller to maintain SMUSA's club account
2. Signs and submits all of SMUSA and CBd's expenses to the Office of Finance for payment
3. Presents the audited financial statement for the previous year at the Annual General Meeting on behalf of the SAC Finance Committee.
4. Conducts SMUSA Audit on CBds.
5. Brings up finance-related matters to the Office of the Dean of Students and Office of Finance on behalf of the SMUSA Council Finance Committee.

SMUSA

ACADEMIC AND WELFARE SECRETARY



ROLES & RESPONSIBILITIES

Professional Development and Guidance Planning

1. Coordinates with the relevant SMUSA departments about the overall direction and branding of SMUSA events for the year.
2. Plans and executes initiatives relating to Academic and Professional Development and student welfare:
 - a. SMUSA Student Survey (SSS)
 - i. Liaises with all Offices and the Council to conduct the SSS;
 - ii. Analyses the survey results and disseminates the information to participating stakeholders;
 - iii. Resolve any queries raised by the student population regarding the SSS.
 - b. SMUSA Pigeonhole
 - I. Collects students' feedback on proposed improvement(s) through SSS;
 - II. Liaises with relevant Offices in implementing these improvements.
 - c. SMUSA Guidebook
 - i. Ensures the guidebook are updated when changes are made to the systems;
 - ii. Liaises with relevant Offices and SMUSA Departments in updating the guidebooks.

Event Management and Planning

1. Plans and executes events relating to Academic and Professional Development and student welfare:
 - a. SMUSA Welfare Drive
 - i. Oversees the planning and conduct of Welfare Drives/welfare initiatives.
 - b. SAC Study Week
 - i. Liases with all Offices and the Council to conduct the SAC Study Week.

Stakeholder Liaison and Management

1. Serves as the bridge between the student population and the Offices for matters relating to undergraduate academic issues and professional development.
2. Acts as the main SMUSA/student representative at events such as:
 - a. the Faculty Teaching Forum (FTF);
 - b. the quarterly meetings with the Library Advisory Committee (LibRAC).

SMUSA COMMUNICATIONS SECRETARY



ROLES & RESPONSIBILITIES

Content Ideation and Creation

1. Plans the SMUSA's Marketing Calendar
2. Designs marketing collaterals to publicise SMUSA through our events and initiatives, as well as generates content to engage the student body of SMU, including, but is not limited to, Electronic Direct Mailers (EDMs), posters, banners and other digital and print materials.
3. Ensures SMUSA's overall branding is always in line with its mission, vision and tagline.
4. Ensures all SMUSA's marketing plans and materials are in line with the overall marketing strategy and direction of SMUSA.
5. Safeguards the novelty of the SMUSA brand and logo by ensuring their proper use set on the style guide.

Social Media Management

1. Maintains and updates SMUSA's website and social media channels (Facebook, Instagram, LinkedIn and Telegram).
2. Responds to queries received from the SMUSA's website and social media channels.

External Publication Management

1. Acts as the touchpoint for all CBds' Marketing and Communications Directors.
2. Oversees the publication arm of SMUSA, The Blue and Gold.

SMUSA EVENTS SECRETARY



ROLES & RESPONSIBILITIES

Coordination of SMU Orientation Events Calendar

1. Serve as the Chairperson of the Events Committee, comprising the Events Directors of all CBds.
2. Ensure effective communication of event plans across all CBds.
3. Plan and organise the annual Summer Events Calendar.
4. Lead the deconflicting meeting for the Summer Events Calendar with the Events Committee, covering:
 - a. Summer Camps
 - b. Pageant Events
 - c. Any other summer events

Events Management

1. Oversee all SMUSA signature events
 - a. SMU Freshmen Orientation
 - b. SMU Vivace
 - c. SMUSAfiesta
2. Oversee the recruitment of Organising Committees for all SMUSA signature events.
3. Ensure the well-being of the Organising Committees and resolve any issues that arise.
4. Oversee and support the curation of the Summer Events Pamphlet and the SMUSA Welcome Booklet.
5. Safeguard SMUSA's branding guidelines and ensure that all signature events align with SMUSA's direction for the year.

Stakeholder Liaison & Management

1. Liaise closely with the Office of Student Life (OSL), SMUSA Events Deputies, the Organising Committees, and the Events Committee
2. Oversee the Chairpersons (SMUSA Events Deputies) to ensure smooth execution of all SMUSA signature events.

SMUSA OPERATIONS SECRETARY



JIN RONG PANG
OPERATIONS SECRETARY
operations@sa.smu.edu.sg

ROLES & RESPONSIBILITIES

Strategic Asset Oversight, and Operational Efficiency:

1. Provide logistical support for university-wide or student-led events
2. Formulate and revise SMUSA Operations Department Standing Orders for user guidelines and fair usage
3. Streamline operational processes to enhance efficiency
4. Allocate funds for essential club assets to optimise school resource utilisation.
5. Manage 3 storerooms efficiently to support operational needs:
 - a. SMUSA Store
 - b. SMUSA Cage
 - c. SMUSA Hub Store

Balancing Internal and External Operations:

1. Coordinate internal administrative tasks including email correspondence, asset scheduling, and vendor liaison
2. Execute external operations such as on-site asset management for the SMUSA Asset Loan process.
3. Collaborate closely with offices and stakeholders on campus facilities management

Internal Operations Audit and Asset Endorsement:

1. Internal Operations Audit on CCA CBds:
 - a. Conducted biennially
 - b. Reviews transactions from August 1st of the previous year to July 31st of the current year
2. Safety Asset Endorsement Meeting (SAEM) & Asset Endorsement Meeting (AEM):
 - a. Chairs SAEM & AEM, where CCA CBd OAL Directors & deputies convene to approve asset purchases for CCA CBd MCs, clubs, and CCAs
 - b. Ensures endorsement of assets essential to club/CCA operations, focusing on safety and functionality.

SMUSA CORPORATE RELATIONS SECRETARY (BIZCOM President)



JOVIAL LOONG
CORPORATE RELATIONS SECRETARY
biz@sa.smu.edu.sg

ROLES & RESPONSIBILITIES

Sponsorship Management and Enforcement

1. Enforces the SMUSA-BIZCOM sponsorship standing orders on all clubs and societies
2. Manages guidelines and penalty enforcement for clubs and societies

Secretarial Duties

1. Coordinates all major sponsorship agreements with SMUSA
2. Represents SMUSA in meetings with major sponsorship stakeholders
3. Generates profit to supplement student activities and scholarships

Presidential Duties

1. Sits on the BIZCOM ExCo as the President
2. Create the overall strategy for BIZCOM for the year
3. Oversee 5 departments – Business Development, Events, Finance, Marketing, Secretariat
4. Strengthen working relationships with other SMU Offices, such as OCIS-LB, OCIS-FMS, OSS, OA and maintain transparency of BIZCOM's operations

Presidential Duties

1. Reviews the finances of the club and recalibrate the strategies to maximise profits
2. Ensures that all partnership procurement is aligned with the SMUSA direction



Elections Procedure

Elections for SMUSA's Corporate Relations Secretary shall be organized and helmed by BIZCOM. Successful candidates shall move on into BIZCOM's internal elections.

SMUSA INTERNATIONAL STUDENTS' SECRETARY (ICON President)



ROLES & RESPONSIBILITIES

Representation of International Students

1. Represents ICON in any external events and in the SMUSA Council
2. Understands and represents the voices of international students and champion integration within the SMU community
3. Represents the voices of minority students including the physically disadvantaged

Presidential Duties

1. Sits as the President of ICON
2. Oversees the ICON Management Committee (MC) and Organising Committees and looks after their well-being
3. Sets ICON's strategic direction and vision
4. Chairing every meeting for the ICON Management Committee



Elections Procedure

Elections for SMUSA's International Students Secretary shall be organized and helmed by ICON. Successful candidates shall move on to participate in ICON's general and internal elections.

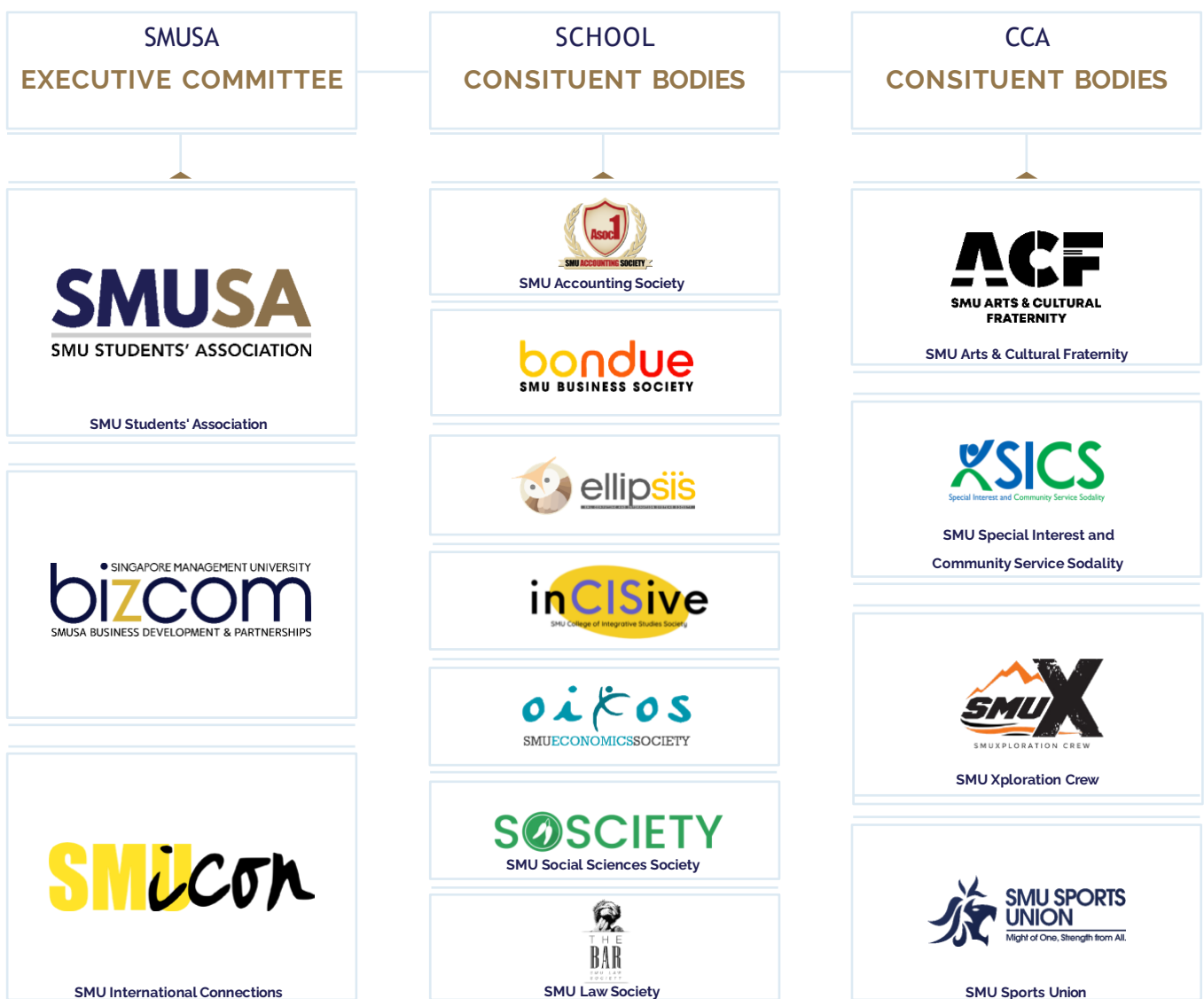
SMU STUDENTS' ASSOCIATION COUNCIL

SAC



The SMUSA Council (SAC) is the policy-making arm of the association and provides strategic direction to its executive arm, the SMUSA Executive Committee (ExCo).

STRUCTURE



The President, Vice-President and Secretaries of the 8 departments in the SMUSA ExCo and the Presidents of the 7 School and 4 CCA Constituent Bodies (CBs) sit on the SMUSA Council.

These CBs are led by the respective Presidents and their individual Managing Committees (MCs). They ensure that the needs of their respective bodies are met.