

NUGS- CHINA





Media & Publicity Committee

End of Term
Committee Report

NUGS - CHINA GOES ELECTRONIC



ROBERT N.K APPIAH

▷▷▷ CHAIRMAN
MEDIA & PUBLICITY





OKWAMPAH BERNARD

▷▷▷ VICE CHAIRMAN
NUGS-SHENYANG
COMPUTER SCIENCE - BSc



ABIGAIL ARLOO

▷▷▷ SECRETARY
NO CHAPTER
CLINICAL MEDICINE AND SURGERY



INTRODUCTION

The Media and Publicity Committee is a committee of NUGS-China chaired by the Vice President, Hon. Robert N.K Appiah. As the name suggests, the committee is responsible for the promotion of and education about NUGS-China through various media sources. The committee also takes on any public relations work of the union.



In order to function effectively and maximize the potentials of its members, the committee is sub-divided into three (3) teams.

TECHNICAL TEAM

EDITORIAL BOARD

**PUBLIC RELATIONS
TEAM**



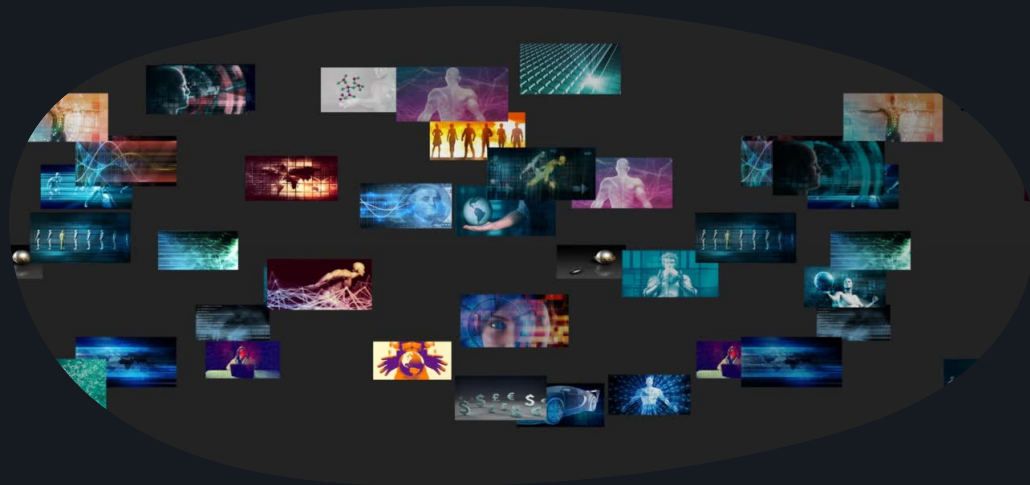
THE TECHNICAL TEAM

The team consists of members with excellent working knowledge of IT and all applications relating to communications. We pride ourselves in team work, commitment, strong organizational skills and reliability to effectively deliver the needed tasks to move the union forward.

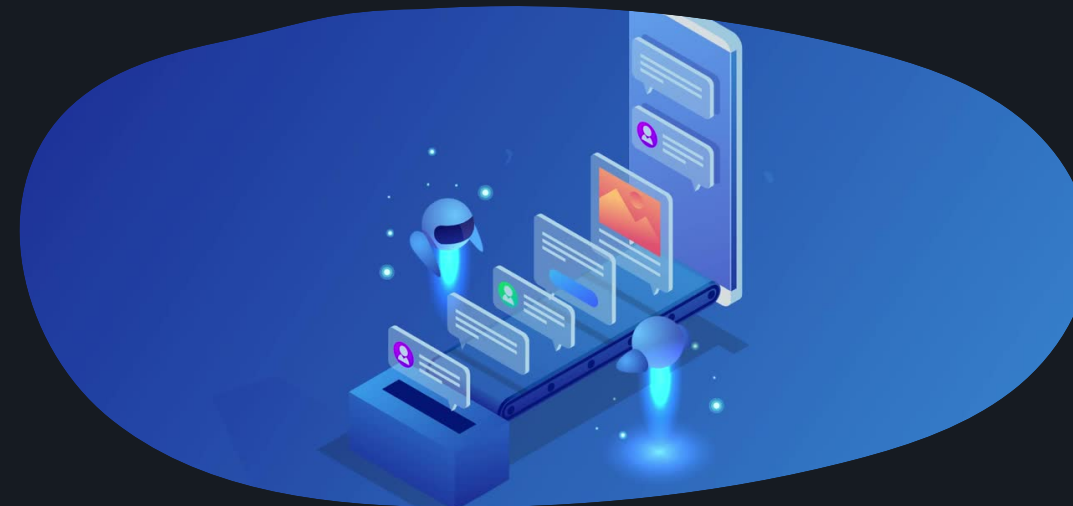


The Technical Team

We are responsible for the following



Creation of artworks, designs, multimedia contents to publicize the activities of the union.



Developing and maintaining the union's Information Management System (NUGS-China Portal).



Investigating and identifying potential technological opportunities to promote the union.



The Technical Team

We are responsible for the following



Ensuring that members are regularly updated via newsletters, group notices, info flyers etc.



Promoting media coverage and ensuring constant presence of the union on the internet.



THE TECHNICAL TEAM

MEMBERS



COLLINS SEY
SOFTWARE ENGINEERING(PhD)
NUGS-CHENGDU
HEAD OF TECHNICAL TEAM



OKWAMPAH BERNARD
COMPUTER SCIENCE (BSc)
NUGS-SHENYANG



BAFFOUR ADU ASARE
SOFTWARE ENGINEERING(PhD)
NUGS-CHENGDU



FRANK ADDO MANTE
COMPUTER SCIENCE & TECH(PhD)
NUGS-NANJING

THE TECHNICAL TEAM

MEMBERS



COLLINS SEY

SOFTWARE ENGINEERING(PhD)

NUGS-CHENGDU

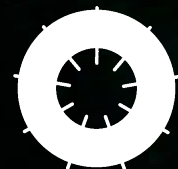
HEAD OF TECHNICAL TEAM



RICHARD SAM DICKSON

MANAGEMENT SCIENCE & ENG(MSc)

NUGS-ANHUI



ADOBOE PRINCE ELI

PETROLEUM ENGINEERING(BSc)

NUGS-CHENGDU



EMMANUEL MINTAH BONKU

CHEMICAL ENGINEERING & TECH(MSc)

NUGS-WUHAN

EDITORIAL BOARD



THE EDITORIAL BOARD

The Editorial board under the auspices of the Media and Publicity Committee comprises of 8 members of the Union, endowed with variant writing, proof-reading and editorial skills.

Commitment, resilience and teamwork has been our hallmark. We are committed to gracing the good image of the Union with exceptional write ups with the minutest errors as possible.



THE EDITORIAL BOARD

MEMBERS



BEKOE BERNARD BOAMAH

BUSINESS ADMIN(PhD)

NUGS-NANJING

HEAD OF EDITORIAL BOARD



GLORIA SELORM AKPABLA

CLINICAL MEDICINE & SURGERY(MBBS)

NUGS-TIANJIN



ABIGAIL ARLOO

CLINICAL MEDICINE & SURGERY(MBBS)

NO CHAPTER

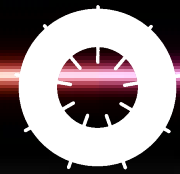


SOLOMON OBIRI YEBOAH

3S INTEGRATION & METEOROLOGICAL
APPLICATIONS (PHD)

NUGS-NANJING

THE EDITORIAL BOARD



MEMBERS



BEKOE BERNARD BOAMAH

BUSINESS ADMIN(PHD)

NUGS-NANJING

HEAD OF EDITORIAL BOARD



ISAAC SARFO

METEOROLOGICAL SCI & TECH(PHD)

NUGS-NANJING



ADU-GYAMFI GIBSON

MBA

NUGS-NANJING



PUBLIC RELATIONS TEAM

Publicity committee is encompassed with the vision to create awareness of any new development within the union. The team is comprised of members with excellent oral and written communication skills. Members of the committee are also well versed in the use social media platforms.



MAIN OBJECTIVES

The publicity committee is appointed to publicize and maintain the professional image of the union.

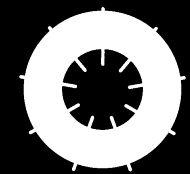
To advertise the conference and inform people of important updates.

Ensure the proper announcement of the activities by means of publicity materials through bulletins

Develop PR strategies to build positive relationships with executives, students and media committee.

We also help build trust and credibility within the union by disseminating messages and taking feedback from students to other executive bodies.

PUBLIC RELATIONS TEAM



MEMBERS



SETOR KWAMI FUDJOE

CROP CULTIVATION & FARMING (PhD)

HEAD OF PUBLIC RELATIONS



CRISSVEN YAYRA AFENYO

CLINICAL MEDICINE

NUGS-SHENYANG



KYEREMATENG KINGSFORD JOHN

ELECTROMECHANICAL ENGINEERING

NUGS-HAINAN

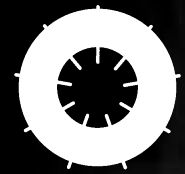


HAWAWU SULEMANA

MASTERS OF NEW MEDIA

NUGS-BEIJING

PUBLIC RELATIONS TEAM



MEMBERS



SETOR KWAMI FUDJOE

CROP CULTIVATION & FARMING (PhD)

HEAD OF PUBLIC RELATIONS



SAMUEL OFOSU DONYINA

ADVANCED EDUCATIONAL TECH (PhD)

NUGS-BEIJING



EDMUND NANA KWAME NKROMAH

MBA

NUGS-ZHENJIANG



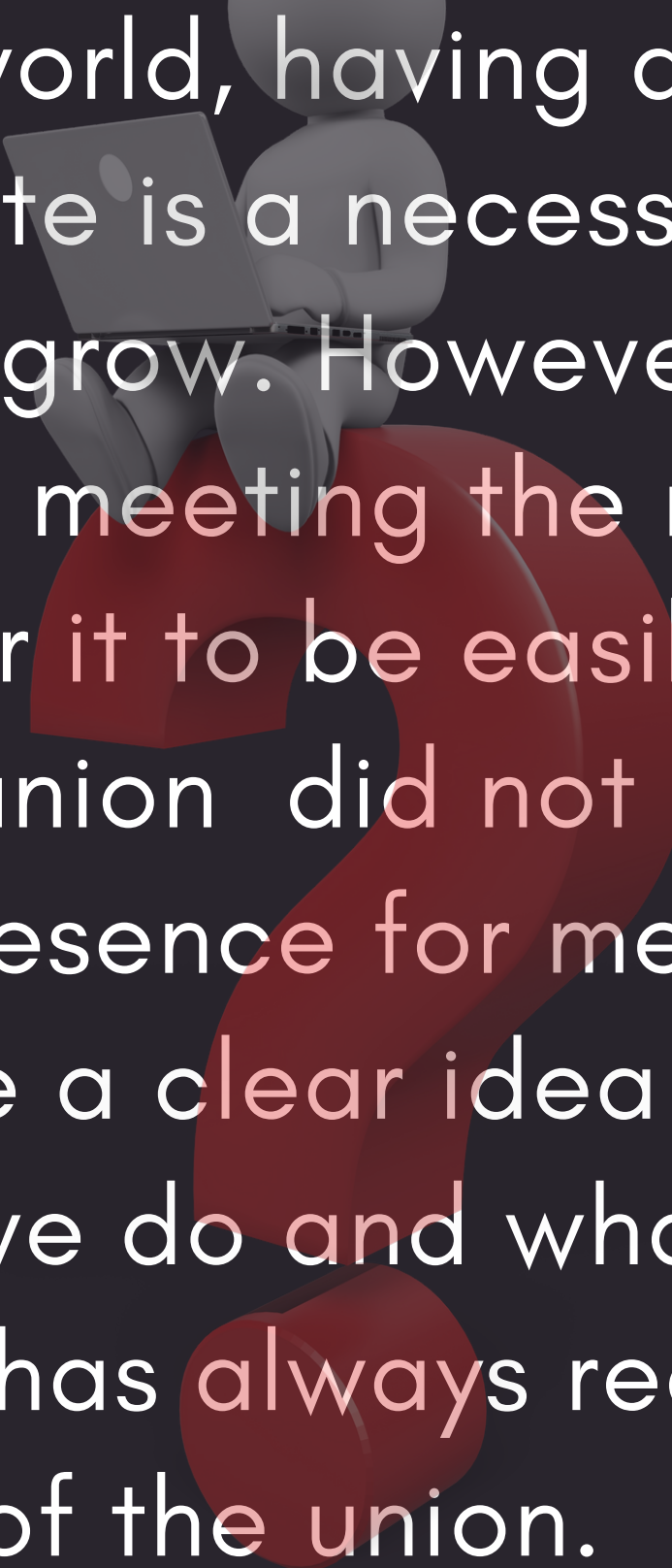
SOLOMON OBIRI YEBOAH

MBBS

NUGS-ANHUI

PROBLEM


STATEMENT




In this digital world, having a well updated website is a necessity to help the union grow. However, our website wasn't meeting the needed requirement for it to be easily updated. The union did not have a good online presence for members or anyone to have a clear idea of who we are, what we do and what we stand for. This has always reduced the credibility of the union.

PROBLEM

STATEMENT



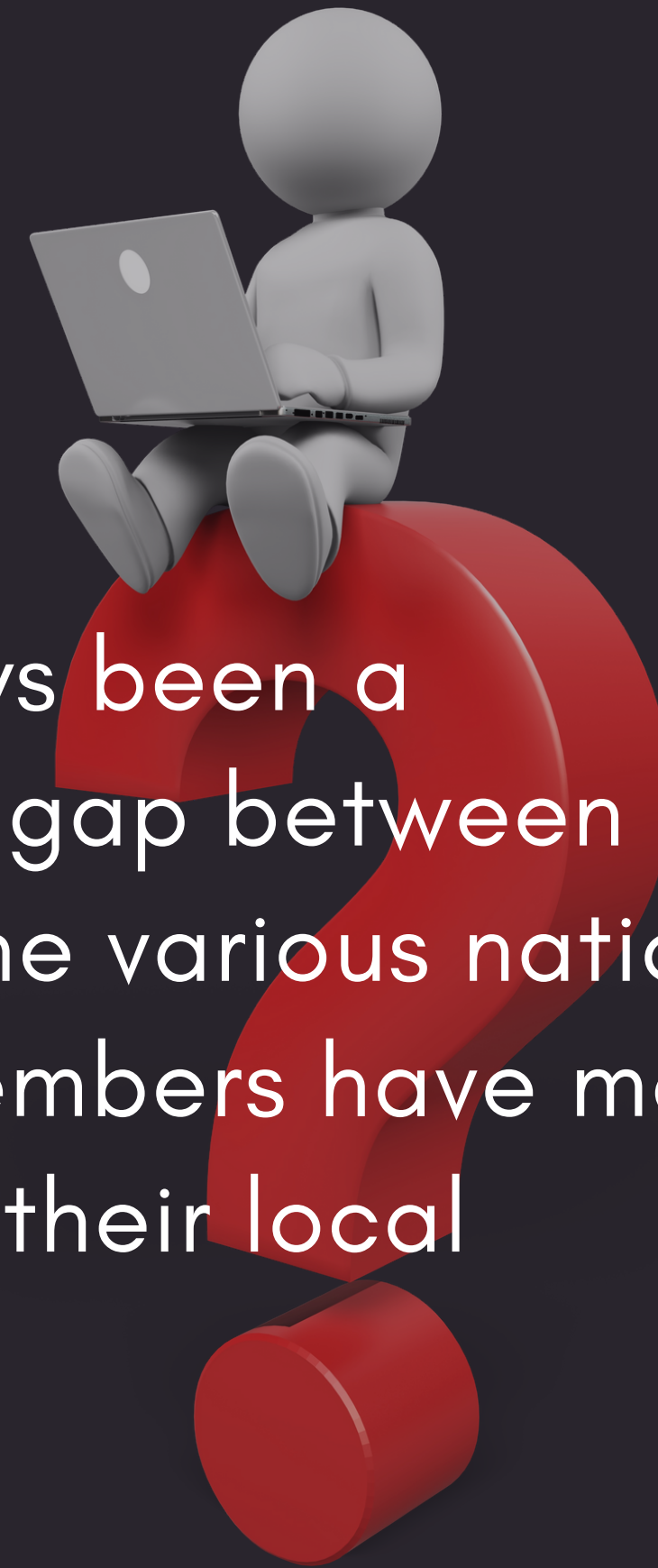
The union has faced a long term problem of unavailability of student data for effective decision making and planning. Collection of data every now and then has always been the situation.



Multimedia works that enhance attractiveness of notices, events, announcements etc were not effectively exploited.

PROBLEM

STATEMENT



There has always been a communication gap between members and the various national committees. Members have mostly been limited to their local committees.



SOLUTIONS

Website
Modernization



Improved
Multimedia Works



Managed Database



Managed
Information Report
Center



Accomplishments



YouTube Channel

Website
Development



Graphic Designs

Managed Database



Facebook Page

New Online Portal



Citation Designs

Academic Portal



PROGRAM DAY FOUR

WOMEN FORUM (W F)

Men You Should MARRY

BERRY ACKON

JUNE 2020 | 6:00PM EST

ZOOM

for Women

Profile

STEPHEN YEBDAH
Digital Communication Consult
Africa Development Bank

(Ghana, NUGS China and Chi

Stephen Yebdah is a PhD Candidate at the Swiss Graduate School of Public Administration (ENSAP), University of Lausanne, Switzerland and Digital Development Communications Consultant at the African Development Bank, Abidjan, Cote d'Ivoire. He is also the co-founder of Commodity Monitor, a tech-driven business that uses data analytics to generate exchange of information on sustainable production, supply and consumption of commodities in Africa. He has more than eight-year experience in research and policy analysis in Africa's commodity, energy and climate, and finance sectors. He was a Research Fellow at the Africa Progress Panel (APP), a non-profit chaired by former UN Secretary General Kofi Annan. He has published more than 100 articles, blogs and papers on energy and climate, finance, commodities and sustainable development in Africa.

Citation

The National Union of Ghana Students in China (NUGS-China) on this day, **29/11/2019** presents this citation to **Hon. Desmond Antwi Arthur** in appreciation of his **in-depth knowledge** and availability to share during the **Freshmen Opening Forum** organized for NUGS-China. We hope this **attestation** will encourage your **commitment** to the academic growth and **welfare** of the members of our noble association.

Boniface Kwasi Osei
(National Organizer)

Felix Gyawu Addo
(President - NUGS)

Ghana Mission-Beijing
In Collaboration with
NUGS-China
presents

A DIALOGUE WITH

Dr. Patrick Gyimah Awuah Jr
(Founder of Ashesi University)

ON: Educating a new generation of Africa leaders; turning challenges to opportunities

DATE: MAY 31, 2020 TIME (CHINA): 8PM-10PM VENUE: ZOOM MEETING

NUGS-CHINA

ONLINE SHIPPING APPLICATION LAUNCH

The online shipping application allows good traveling members to easily apply for NUGS-China duty free shipping service. This will also allow the shipping committee to efficiently connect with members and the shipping process to effectively improve the shipping service NUGS-China gives to members.

FEATURES

- Easy access to shipping form and shipping tag.
- Swift application process.
- Prompt Notification on goods arrival at the warehouse.
- Receive email notification on the status of your goods received.
- Receive prompt update on your shipping application.
- Be in the complete loop of the shipping process.
- Good coordination on goods arrival in Ghana.

Academic
Conference 2020

Zoom Meeting
Management



E-Voting System

New Online Portal



Portal know how
videos

Training of Users on
the portal



Magazine
Production

Passport Renewal
Shipping Application
Document Legalization
National Committee



Achievements



We designed a good website well suited for the union's purposes.

1st well managed Database System for the union and 1st virtual ID cards for all registered members (NUGS-ID).

1st online shipping application system for the union.

1st generic e-voting system that meets all electoral purposes of the union.

1st online nomination filing process for the union.

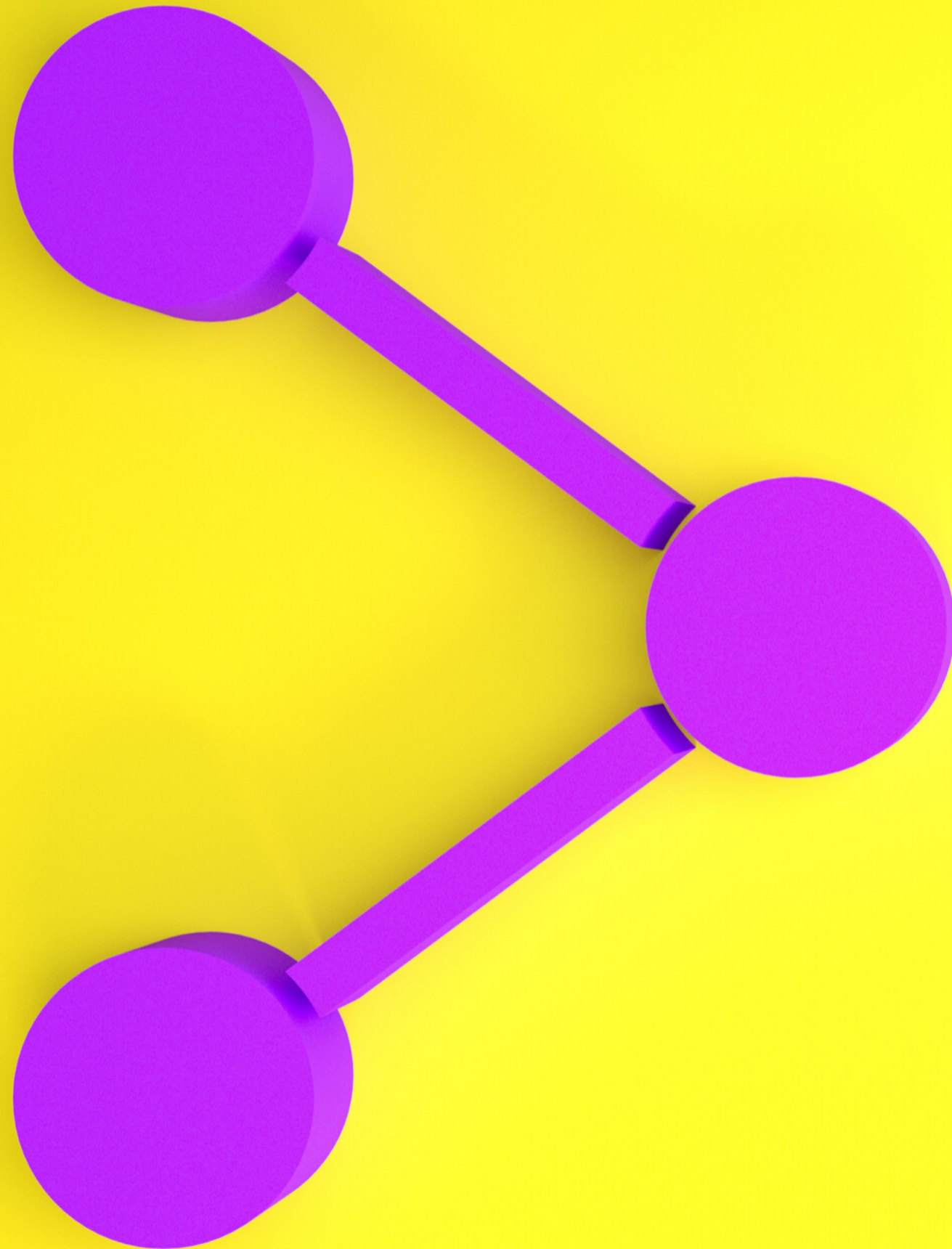
1st online dues records for members and executives.

1st academic portal that allows publications uploads, views, search, comment and download.

Automated birthday notification email system that sends good will messages to members on their birthdays.

Improved multimedia artworks that increased the attractiveness of the union.

Automated passport renewal reminder notification system that reminds members in advance to make provision for renewal.



www.nugschina.org



info@nugschina.org



[@ChinaNugs](https://twitter.com/ChinaNugs)



[@nugschina](https://www.facebook.com/nugschina)



[@nugschina2018](https://www.instagram.com/nugschina2018)



[NUGS-CHINA](https://www.youtube.com/NUGS-CHINA)



MEDIA AND PUBLICITY

2019/2020



GOD BLESS OUR HOMELAND GHANA



MANTIS

2020