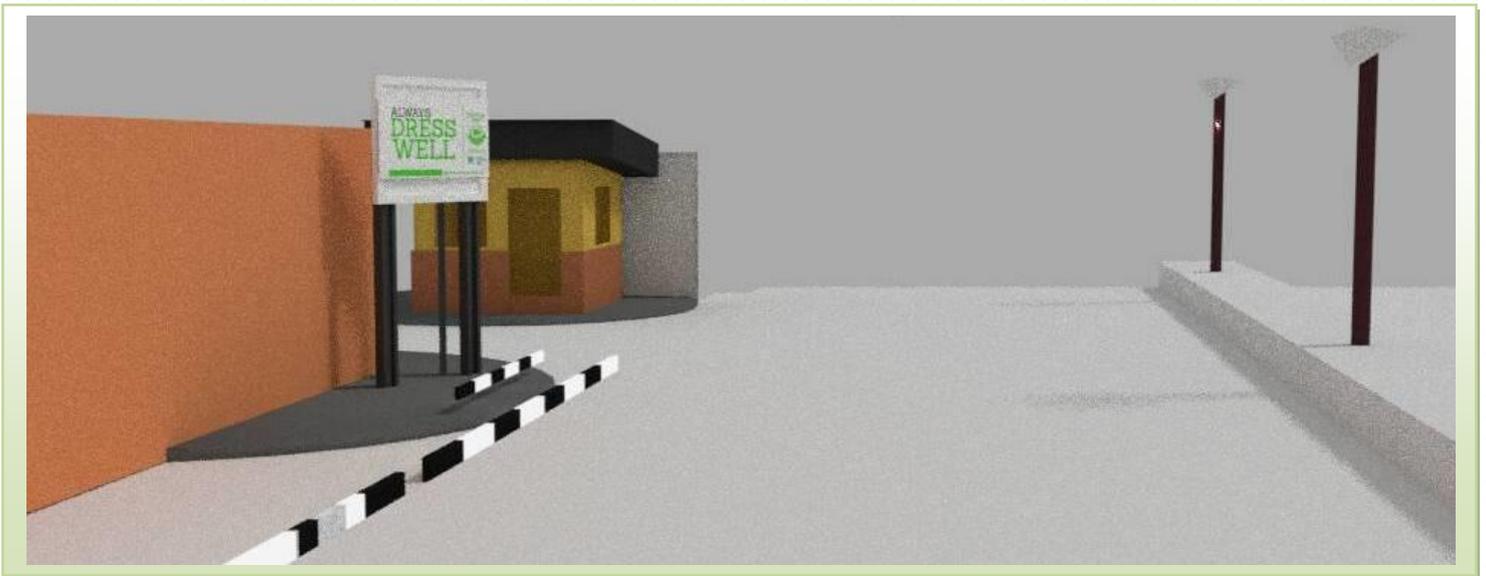




# University of Lagos Students Assembly U.S.A

2017/18 Academic Session



## PROJECT ACTIVITY REPORT

University of Lagos. Students. Assembly  
University of Lagos. Students. Assembly  
University of Lagos. Students. Assembly  
University of Lagos. Students. Assembly



The Telepse Company; pioneer project consultant for the Students Assembly (U.S.A)

### OUR SERVICES

#### TALENT MANAGEMENT

We offer a list of talent management and bookings services especially for independent musicians and models.

#### SOCIAL MEDIA & ADVERTISING

Contact us for your social media strategy and management.

Telepse Company can help design ideas for advertising agents and business owners.

#### CONSULTING

We consult for organizations like UNILAG Students' Assembly (U.S.A) through project assistance and training.

[www.telepse.com](http://www.telepse.com)

**Message from the Founder**



I have always told myself that the Being who devised this earth has to be a superior Being that deserves all the respect. I am certain, in order to protect my own interest in this universe that we know very little about, that all glory must be given to this Being who has knowledge of tomorrow. Doing good might not always be the right thing, but doing the right thing is always good.

Engaging in societal projects is not only a good thing but the right thing. With great ideas, the students' society can be promoted; their tomorrow can be better secured while making these activities also profitable. Membership with the University of Lagos Students' Assembly (U.S.A) is targeted at students who are interested in enabling a network of project minded persons on campus. Members must be ready and committed to the delivery of Assembly Projects and bring new ideas.

The Assembly Mentors (Alumni) can be said to be developing as a body. Their intervention already brought about Telepse Company ([www.telepse.com](http://www.telepse.com)) consulting for U.S.A to develop money making strategies and train members. This is meant to deliver U.S.A to an independent stage.

On behalf of the Students' Assembly and Mentors, I thank you for your interest in U.S.A.

.....  
Oladeji Taiwo O. (MAR. 2019)  
[taiwo2t@gmail.com](mailto:taiwo2t@gmail.com)  
[www.linkedin/in/taiwo2ttee](http://www.linkedin/in/taiwo2ttee)





### ASSEMBLY MENTORS

Assembly Mentors is the body of UNILAG **Students' Assembly** (U.S.A) comprising of the alumni (members who have graduated from the institution or from their executive role). Former executive members who are yet to graduate are regarded as 'student mentors'. Valuable individuals and youth personalities with outstanding profile can also be invited to join the mentors' circle.

**The role of the Assembly Mentors as a body is simply to discuss projects that matter to the Nigerian youth society with good concern about U.S.A Projects.** We also ensure the continuity of Students' Assembly (U.S.A); solicit on their behalf and advice members through the head of students' mentors.

Matters arising in the youth society can be discussed on the mentors' WhatsApp group. We here by notify the public to inform or tweet at us **@assembly\_ng** on societal matters affecting them so it can be equally discussed on the group for possible solution. Our ideas are openly decided and posted to an helpful audience

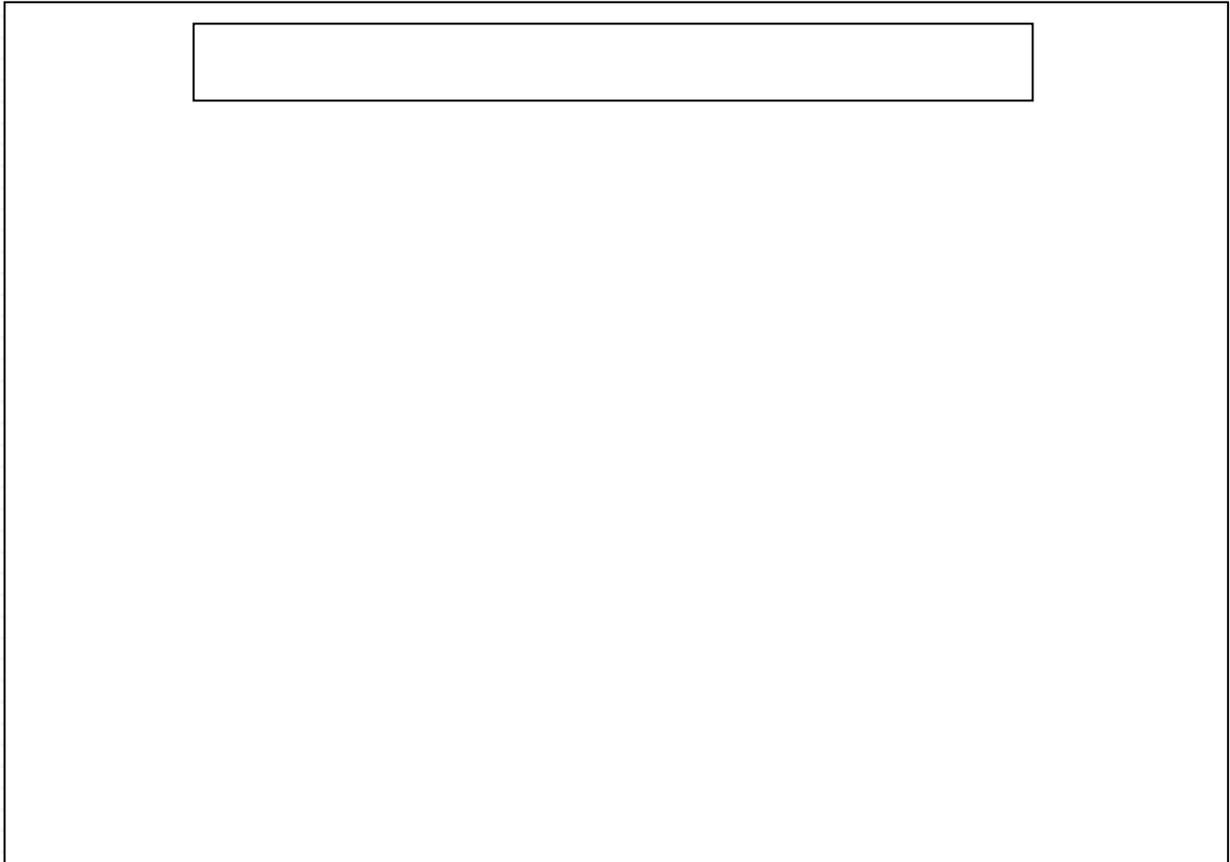
Written by Oladeji Taiwo (Mentors' Representative) 11/03/19



assembly\_ng



07039102542



**CONNECT WITH U.S.A**



**Studentsassembly**



**Studentsassembly**



**Unilagstudentsassembly**



**StudentsassemblyTV**



[www.studentsassembly.com](http://www.studentsassembly.com)



[unilagstudentsassembly@gmail.com](mailto:unilagstudentsassembly@gmail.com)

## Table of Contents

	Pages
<b>Executive Summary.....</b>	<b>7</b>
<b>Introduction .....</b>	<b>8</b>
<b>Update on U.S.A Career Census Project .....</b>	<b>9</b>
<b>2017/18 Project Calendar Activities.....</b>	<b>10</b>
Calendar Review	
Registration Renewal	
Always Dress Well Campaign Project	
All Class Governors’ Forum	
Career Census Rerun	
Hero Badge Awards	
Trainings	
<b>Other Activities and New Achievements.....</b>	<b>13</b>
Update on Money Making Strategies for the Club	
Telepse Company Consulting Activities for the Club	
Review of U.S.A Continuity Plan	
<b>U.S.A Collaborations.....</b>	<b>15</b>
Invitation to Nigerian Stock Exchange Event	
Attendance at National Career Fair Event	
Team COBY Invitation	
<b>General Report on 2017/18 Activities &amp; Support.....</b>	<b>16</b>
<b>Conclusion.....</b>	<b>17</b>
<b>Account Page.....</b>	<b>18</b>
<b>2017/2018 Proposed Calendar Project.....</b>	<b>19</b>

### IMAGES (Img.)

1. Registration renewal letter
2. Sample form used to career census project
3. U.S.A Project Calendar – 2017/18 Session.
4. Event Flier – U.S.A All Class Governors’ Forum
5. Campaign Artwork – U.S.A Hero Badge Awards
6. Moments from the National Career Fair Event, Bells University
7. Letter of invitation for partnership with U.S.A
8. University of Lagos - Entrance

## Executive Summary

University of Lagos Students’ Assembly (U.S.A) activities can be followed up based on reports made on the 2017/18 project calendar at the end of the session. Renewal of registration with the school was not achieved this session. However, the club received requests for collaboration.

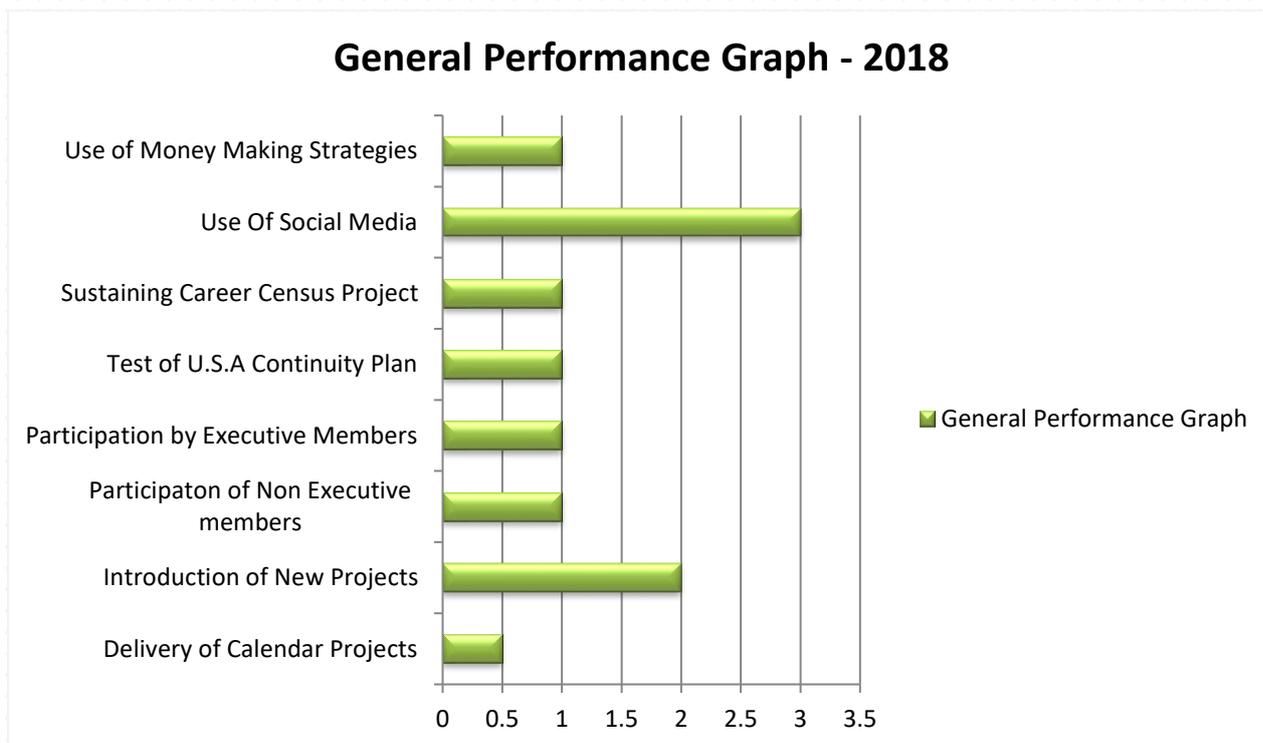
Major challenges faced this session have to do with paucity of funds, members’ training and periodic meeting of executive members. No doubt, U.S.A will progress to the next level– an independent stage as it overcomes the challenges.

As a result of the intervention of Assembly Mentors (alumni), the Telepse Company ([www.telepse.com](http://www.telepse.com)) currently consults for U.S.A to develop money making strategies and train members. These strategies were updated this session and listed as: Foundational sources, Ambassadorship Offer, Advertising, Whatsapp Training and Internship Placement (in-view).

U.S.A continuity plan was also examined to encourage the holding of periodic meetings of executive members by the constitution.

Notable impacts were made in the use of social media and introduction of new strategies to make money for the club.

The graph below represents the level of performance this session based on observations and reports received by the Mentors.



Performance graded by Assembly Mentors (Alumni)

## Introduction

University of Lagos Students' Assembly (U.S.A) is the students' club operating on campus since 2013/14 academic session. We embark on societal projects that empower students' potentials and promote the learning environment. Notable among our projects are; Students Career Census, All Class Governors' Forum/Network and Always Dress Well Campaign. Other activities, new ideas and collaborations are pursued every session with a detailed report on progress made.

The 2017/18 academic session marks our fifth year anniversary since 2013/14, operating as a students' club. This session, renewal of club registration with the school was not achieved but renewal document for the previous sessions can be made available for relevant uses.

At the end of every session, projects for the next session are proposed and detailed in the U.S.A Calendar to guide new members on activities to engage in. Achievements made on the 2017/18 U.S.A projects based on the Calendar with new ideas and collaborations are hereby being reported.

Based on previous reports, U.S.A can be said to have passed through different stages over the years. The 2013/14 session marked the establishment stage. The club progressed to the sustainability stage by sustaining the club and carrying out calendar projects during the 2014/15 session. Our continuity plan of appointing new members was constitutionally approved the next session which marked the continuity stage.

The club can be said to still be in a transition stage since 2016/17 session, faced with the challenges of generating funds, training members and commitment to periodic meetings. We are positive about progress to the next level- an independent stage; with the intervention of Assembly Mentors (Alumni) and services of Telepse Company, our consultant.



Img 1: Registration renewal letter

## Update on Career Census Project

SEX	NAME / EMAIL	SKILL / CAREER AMBITION	PHONE	CAREER WILLING Y/N/W
M	JTBEE/TOMTOM	MUSICIAN	080*****	WILLING
F	SULPZ@YAHOO.COM	COOK/ENTREPRENEUR	080*****	Y
F	BITE.002@UNILAG.COM	FASHION DESIGNER	070*****	WILLING

Img 2: Sample form used to carry out career census project

Career census is the survey of all students' actual career ambition or skills they wish to be trained on, so they can be quantified, publicized and applied for empowerment. The project is endorsed by the school. The census was first carried out during the 2013/14 academic session and enrolled over 3000 students. The census results was compiled and submitted to the school, government, event organizers and private bodies like Bank of Industry.

Efforts are made every session to respond to career census results through career guides and tips, trainings, referral to mentors and notifications on career opportunities. The goal is to help transform students' interests and potentials into profession. Moves are equally made to re-run the career census enrollment for new students, so as to acquire data and extend the benefits.

Over the years till date, some of our achievements in response to the first career census are;

- Dissemination of career guides and tips via U.S.A Blackberry Channel
- Random notification of career opportunities via text
- Launching of U.S.A website to present the career census results
- Submission of census results to the organizers of National Career Fair and others
- U.S.A held a major career training event in the top 10 major career fields chosen by students who enrolled in career census. A general training was also held for all attendees in Digital Marketing, Agric Business and Entrepreneurship Skills
- Some other students with exceptional career interests were referred to mentors, while efforts were made for career excursions
- The 3 processes namely; Career Census, Response to Census Results and Career Census Re-run for new students was tagged as **U.S.A Future Model for Students' Career Development**, approved by the school and endorsed by organizations
- Activation of an official social media account for career census @careercensus

## 2017/18 Project Calendar Activities

### Calendar Review



Img 3: U.S.A Project Calendar – 2017/18 Academic Session

### Registration Renewal (1<sup>st</sup> Semester)

Every session, the Students’ Assembly renews its registration with the school. This renewal was not achieved this session due to the small number of members appointed. However, U.S.A registration for the previous session can hereby be referenced for 2017/18 activities.

### Always Dress Well Campaign Project (1<sup>st</sup> Semester)

This project was introduced and executed by U.S.A during the 2014/15 session. It’s a campaign project endorsed by the Unilag Counseling Unit. We are promoting a learning environment at the faculty level, free from appearance related distractions.

The campaign is usually carried out via social media, prints and random interactions on campus. This session, campaign activity was initiated on social media platforms.

## All Class Governors' Forum (2<sup>nd</sup> Semester)



Img 4: Event Flier – U.S.A All Class Governors' Forum

The project involves maintaining the Whatsapp contacts of all class leaders or governors, then organizing a training forum for them to develop their class leading skills. This session, U.S.A did not embark on this project neither were the Whatsapp contacts of class governors updated.

This can be attributed to the small number of executive members as there was no Head of class governor executives appointed among U.S.A members to manage the project.

## Career Census Rerun (2<sup>nd</sup> Semester)

Career census is the U.S.A survey project carried out to acquire data on the actual career ambitions or skills students are interested in; so they can be empowered via response platforms, planned based on the results. The project was not carried out this session for new students as efforts are still been made to respond to the previous census results.

## Hero Badge Awards (1<sup>st</sup> and 2<sup>nd</sup> Semester)



Img 5: Campaign Artwork – U.S.A Hero Badge Awards

The award was introduced during the 2016/17 session to celebrate students and graduates of Nigerian universities. The hero award is given through digital badges to recipients who have a proven profile of problem solving engagements for the society.

A digital badge is designed and awarded to recipients suggested by people via email or social media. Announcement was made at the beginning of this session for people to send entries for the awards.

## Trainings (1<sup>st</sup> and 2<sup>nd</sup> Semester)

Orientation was carried out on whatsapp for all members by the U.S.A Mentors' Representative; at the beginning of the session. However, periodic trainings for the semester are usually carried out by U.S.A consultant – The Telepse Company. It did not hold this session as efforts to renew the club's registration with the school was ongoing.

## Other Activities and New Achievements

### Update on Money Making Strategies for the Club

University of Lagos Students' Assembly (U.S.A) employs strategies to raise funds needed to finance club activities. In the previous sessions, foundational sources (members and project support) account for the bulk of money raised to run the club. A good amount of was also raised from brand exhibition slots at U.S.A events. Details on revenue and expenses are reported on the U.S.A account page.

This session, new ideas were introduced to produce an updated list of U.S.A money making strategies. These strategies are achievable with the participation of members, intervention/advice of mentors (alumni) and project assistance from the Telepse Company.

The updated list of U.S.A money making strategies can be highlighted as:

- **Foundational Sources:** The foundational sources have long been our major money making strategy from the beginning of U.S.A. It represents the strength and resilience of the club.  
These sources are the following:
  - a. Members: Voluntary contribution from members.
  - b. Project Sponsorship: We request for sponsorship for upcoming or ongoing projects citing out the benefits to the sponsor. Our projects are usually in the form of events, campaigns, facilities, trip, training and others.
  - c. Exhibition at our Events: Brands pay us to exhibit their product or service at our events on campus. We make adequate efforts to reach out and propose to them on available exhibition spaces.
  - d. Mentors (Alumni): U.S.A members who have graduated are not left out when sourcing for funds to support activities. Former executive members who are yet to graduate can also be reached out to for voluntary financial support.
- **Ambassadorship Package:** This package is proposed and sent to private organizations or brands who are likely interested in having students' representatives on campus. This strategy is approved by our governing body (Students' Affairs). The package comes with advertising benefits and ideas to activate or increase presence on campus.
- **Advertising:**
  - a. Social Media: Brands interested in running sponsored adverts or posts on our social platforms can do so at a good cost. This is targeted at student entrepreneurs and event organizers on campus.
  - b. U.S.A Handbook: Vacant pages for adverts are included on the U.S.A handbook distributed every semester to students on campus.
  - c. Email Newsletter: Advert sections with specific dimensions are included in email blasts or periodic newsletters sent out to U.S.A database. We currently have about 3000 email contact of recent graduates. Efforts are made to update the mailing list database every session.

- **Whatsapp Training:** This is made possible via partnership with a consulting firm with developed materials to train students on a list of courses. Training occurs on Whatsapp and are targeted or revolved around challenges average students face to excel.
- **Social Media Campaigns:** Sales strategies like Unilag Tour Project and Calendar sales.
- **Internship Placement for Students:** We hope to activate this strategy in the nearest future in partnership with the right body.

### **Telepse Company Consulting Activities for the Club**

The Telepse Company ([www.telepse.com](http://www.telepse.com)) currently consults for U.S.A to assist on the workability of U.S.A money making strategies and train members. This move was made possible by the intervention of U.S.A mentors (alumni). It's meant to deliver the Students' Assembly club from Transition stage to an Independent stage.

During the session, U.S.A website was developed and updated by the Telepse Company. The company also co-manages the official U.S.A social media accounts on which campaign activities were carried out this session. These campaigns include; scholarship and internship posts and **#MeetUSA** hash tag posts.

### **Review of U.S.A Continuity Plan**

The U.S.A constitutional continuity plan is approved by the school to guide the club on ways of appointing new members and executives. Level of Performance of members as observed by the mentors (alumni) this session, calls for a review of the plan to ensure that members meet periodically and keep activity reports. This should reflect in the continuity plan, to bring about discipline and better participation of members for project delivery.

## U.S.A Collaborations

### Invitation to Nigerian Stock Exchange Event

University of Lagos Students' Assembly (U.S.A) was invited to the annual youth workshop by N.S.E this session via email.

### Attendance at National Career Fair Event



**Img 6: Moments from the National Career Fair Event, Bells University**

National Career Fair event was extended to Bells University this session and in attendance were Oladeji Taiwo (U.S.A founder) and Taofeek (U.S.A member).

### Team COBY Invitation

The Students' Assembly club received an invitation for partnership from Team COBY via E-mail. Details of the letter tell about their interest in working with the U.S.A to achieve similar goals.



**Img 7: Letter of invitation for partnership with U.S.A**

## **General Report on 2017/18 Activities & Support**

The 2017/18 session marks our fifth year of operating as a students' club. No doubt, Students Assembly has progressed on project delivery and continuity since 2013/14 but really had challenges with raising funds and training members this session. As a result of this, one can observe the level performance in the delivery of 2017/18 U.S.A Calendar Projects by its members.

The use of social media helped carry out two of the calendar projects on social media platforms. These were Always Dress Well Campaign and Hero Badge Awards. Other achievements were made in the area of collaborations and introducing new ideas for money making strategies. The intervention of U.S.A mentors (Alumni) helped bring about our project consultant (Telepse Company) supporting U.S.A on its money making strategies and members training.

Level of performance and project delivery observed this session called for a possible review of the U.S.A constitutional continuity plan for active participation of members through compulsory meetings and periodic report to encourage project delivery by members. U.S.A money making strategies were updated with new ideas to help deliver the club from financial challenges.

### **Support**

Our activities this session reveal that U.S.A is still progressing as a students' club. The Assembly is ever thankful to all supporters, members, the school and private organizations. Our continuity as a students' body that is functional and operating on campus can be better ensured with more support

We hereby call for support and appreciate your interest in University of Lagos Students' Assembly (U.S.A). Connect with U.S.A to make any financial support or other enquiries. We look forward to your support. Thank you

## Conclusion

Outstanding performance can be achieved with better participation of members and workability of U.S.A Money Making Strategies. The continuity of our essence as a societal club remains secured by the constitutional continuity plan and commitment of appointed executives. Use of social media platforms to promote project delivery can be further implemented. More intervention of the Mentors (Alumni) will evidently support U.S.A with its challenges as a students' club.

In conclusion, here is a SWOT analysis:

### SWOT

**S – Strength** – Use of social media, Existing reputation, Money making strategies, Intervention of Mentors (Alumni), Consultancy and project assistance

**W – Weakness** – Finance, Members participation

**O – Opportunities** – Participation and exhibition at events, Members' Trainings and Human resource development.

**T – Threats** – workability of continuity plan workability of money making strategies



Img 8: University of Lagos Entrance

.....  
 Staff Adviser (**Dr Mogbademu**)  
**08030827141**

.....  
 Vice President (**Badejo Adeshina**)  
**08185482256**

.....  
 Ass. Secretary (**Maduekwe Ebuka**)  
**08053125792**

## Account Page

Total deficit from 2013/14= 365,000 (1\$=198 naira)  
 Total deficit from 2014/15= 219,000 (1\$=218 naira)  
 Total deficit from 2015/16= 232,000 (1\$=350 naira)  
 Total deficit from 2016/17 = 3,000 (1\$ = 390)  
 Total Deficit = 819,000

### 2017/18 Academic Session Account Analysis (1\$=367 naira)

#### Expenses (naira)

1st Semester - nil

2nd Semester - nil

2016/17 Total Expenses = nil

#### Revenue (naira)

1st Semester - nil

2nd Semester --nil

Total 1st and 2nd Semester Revenue= nil

**2017/18 U.S.A account balance (Revenue – Expense) = 0 - 0 = 0**

**Total Current Deficit (naira) =819,000 + 0 = 819,000.**

(Please note that total deficit cost is attributed to funds gotten from members and meant to be set aside for paying back as soon as the Assembly is capable)

.....  
**President –Badejo Adeshina**

.....  
**Secretary – Kehinde Adebimpe**

## **Proposed 2017/2018 Calendar Projects**

**Registration Renewal** – 1<sup>st</sup> Semester

**Dress well Campaign:** 1st Semester

**U.S.A All Class Governors' Network / Forum:** 2nd Semester

**2nd Career Census Project:** 2nd Semester

### **Calendar Projects In view**

Hero Badge Awards: 1st Semester and 2<sup>nd</sup> Semester

Training for all members (Project Advisers and Executives) - 1st Semester and 2<sup>nd</sup> Semester

Training for executive members - 1st Semester and 2<sup>nd</sup> Semester

Unilag Tour Project

Paid Trainings for non-members