



第二十屆澳門大學研究生會領導機關選舉候選組別

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前 言

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"滄浪之水清兮，可以濯我纓"——《孟子·離婁》

採“滄浪之水清兮，可以濯我纓”後半句中的“濯”與“纓”二字，願敝閣如滄浪之水，在保持清澈見底的本色的同時，將頭上纓冠之污濁沖洗乾淨。

清流自勉，潔身自好，持守高潔之志。如滄浪清水滌纓，願以澄明之心服務學子，不隨波逐流，不趨炎附勢，始終保持獨立清醒之精神。

守清流、持正道、秉公心、行遠志。秉持“清則濯纓”之信念，堅守服務之本真，不計個人得失，但求為學生謀福祉，為校園添清氣。

立足澳門大學，堅守學生立場；以清澈初心，服務研究生群體；以水之品性，潤物無聲。願承“濯纓”之志，揚清流之風：

立身澳大，護學子權益。

溝通有無，傳真實聲音。

澄明如鏡，照公平正道。

潤澤無聲，育校園清風。

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會員大會主席團參選政綱

政綱摘要

1. 維護《章程》、明確細化責任，建立高標準化研會
2. 緊跟時代、完善《章程》，全面提升組織透明度、公信力、影響力
3. 增強研會內部信息互通能力，整合各機關優勢，提升各機關協作能力
4. 完善現有制度，優化復盤程序，增強各機關間凝聚力
5. 維護現有資源、開拓新資源，優化品牌活動，創新高價值活動，擴大研會影響力

一、維護《章程》、明確細化責任，建立高標準化研會

(一) 充分理解《章程》，嚴格遵循《章程》，恪守《章程》中各項制度，明確細化《章程》規定的責任

章程作為社團組織與成員行為的基本准則，全面規定了社團的屬性、職權及管理條例，對社團的成立及運營具有指導性和建設性的作用和意義。社團應以章程為綱開展日常工作，並以章程為依據，為社團開發新的可能性。

澳門大學研究生會（以下簡稱研會）將嚴格按照《澳門大學研究生會章程》（以下簡稱《章程》）的各項規定，保持客觀公正立場，做到嚴謹、透明、公平決策。研會在享有章程賦予的權利的同時，認真履行為全體研究生服務的責任，並加大向全體會員普及《章程》的力度，盡力做到確保全體會員認同《章程》，自覺遵從《章程》內容，知行合一，嚴格按照《章程》辦事。

同時，研會各領導機關及其轄下各成員、附屬組織等應仔細研讀《章程》，明確《章程》規定各機關、組織的責任和義務。各機關、組織應以規定的責任和義務為基礎，細化各自工作細節，優化內部工作流程，依章高效開展各項工作。

(二) 定期舉辦會議，認真履行研會義務

會員作為研究生會的服務對象與重要組成部分，會員對研會工作的滿意度是衡量研會是否認真履職的標準之一。會員大會主席團作為與會員間的聯繫樞紐，在未來應當繼續深化同各會員之間的溝通、交

流與互信協作。通過會員大會主席團原本負責的專業代表聯絡機制，建立常態化意見反饋及建議收集機制，切實傾聽會員關於學業與生活方面的聲音，努力解決研究生遇到的各項學習與生活難題，從而加強會員、研會與學校三方間的聯繫，更好推動研究生各項事務的有序開展，提升所有會員在校幸福感。

同時，研會將在固有品牌活動（如“專業代表座談會”）基礎上，擴展新的可能性。例如，第十九屆已成功聯合澳門及珠海地區多間高校，開展了高校代表聯校交流機制，可在此成果上繼續探索，聽取各高校研究生生活與學習情況、各校研究生會運營情況等，進而加強各高校及大灣區研究生群體間的聯繫，提高我校研會影響力。



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二、緊跟時代、完善《章程》，全面提升組織透明度、公信力、影響力

（一）與時俱進，完善《章程》，建立標準化研會工作考核制度

《澳門大學研究生會章程》制定時間已久，隨著澳門大學的蓬勃發展與當今時代特色，作為學校的官方學生組織，研會也應該緊跟實際，調整、完善和優化現有章程，提升研會整體服務效能。敝閣將結合本政綱第一條中提及的“常態化意見反饋及建議收集機制”，認真調研全體研究生的情況與需求，並在必要時進行優化與完善以確保研究生群體的利益。

此外，為提升研會在我校研究生群體中的公信力及服務效能，常務委員會將通過召開工作改進會議，推動研會各機關、組織建立多維度的工作考核制度，切實考核自身工作情況並定期在各機關、組織內部公開考核結果，以便成員進行自檢。同時，從研會整體服務質量角度考慮，敝閣將嘗試開設補招機制或針對特定品牌活動，擴大工作人員招聘範圍至全體研究生。

（二）多平台信息公開，提高研會信息透明度，接受會員監督

敝閣將檢視所有現存信息發布新媒體平台，進行平台維護並保持日常維護。作為研會官方信息發布的重要平台，應當重新搭建起研究生會官網，並保持重要信息更新與網站的日常維護，進一步提升研會信息透明度。

《澳門大學研究生會章程》及其他研究生會會員大會制定的章程、

條例等信息如有更新，將通過研究生會官網及其他新媒體平台，及時向全部會員進行公開並推廣，有利於向全體研究生會會員普及《章程》，讓會員及時瞭解到最新規章條例，更好的加入研會活動中去。

同時，敝閣將接受廣大會員監督，通過會員的反饋不斷推進公共政策制定的科學化和民主化，確保相關工作進程高度透明，真正實現客觀公正。此外，研會還接受一切正當、合法的外界監督，促進全體同學對研會工作情況與工作進展的瞭解。



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三、增強研會內部信息互通能力，整合各機關優勢，提升各機關協作能力

（一）加強與各機關間合作，定期舉行各機關或組織間會談，並舉行針對研會品牌活動的專題聯合會議

在嚴格完成本職工作的同時，定期召開會員大會主席團、理事會、監事會三個機關間的交流會議，制定研會全年工作目標及活動計畫，保持信息互通，整合各機關優勢，建立優勢合作來達到活動效益最大化；通過定期會議細緻分析各時期各機關工作情況，及時作出工作調整。此外，針對研會特定品牌活動，如濠鏡研究生論壇，召開專題聯合策劃會議，吸納不同創意和活動建議，為提升品牌活動價值及影響力貢獻力量。

加強同理事會合作。作為負責研會各項活動的運作與實施機關，會員大會主席團與理事會緊密關聯且工作互有交集，因此會員大會主席團在未來工作上應與理事會進行及時溝通交流，增進人員流動與成員協作，以促進研會整體工作的順利進行。

加強同監事會合作。作為監察各組織運作情況、監察各組織及其屬是否存在違章行為的監事會，深入了解各組織運作。因此，會員大會主席團在嚴格遵守各項規定的同時，應適當與監事會進行溝通交流，從中瞭解各附屬組織的運作情況，及時為各附屬組織提供協助和建議。

（二）加強與國際生群體聯繫，構建多元包容的校園共同體

敝閣將嘗試設以專業代表機制為依託，由專門的專業代表負責定

期與國際生代表對接，建立常態化溝通機制，系統收集國際生在學術、生活及文化適應中的需求，並及時協調理事會、監事會等機關制定解決方案，確保國際生權益得到充分保障。

同時，敝閣將優化多語言服務與信息透明化。在研會官網、社交媒體及活動宣傳資料中全面推行多語種發布，針對重大活動（如學術論壇、就業指導）提供相應參會文件的譯文版本；定期編譯《研究生權益手冊》，涵蓋簽證指南、校園資源導覽等實用資訊，降低國際生信息獲取門檻。

會員大會主席團計畫將聯合理事會活動拓展部、各學院院生會及學校主辦文化活動的部門，打造「全球文化月」品牌項目，聯合舉辦國際美食節、語言交換工作坊、傳統節日慶典等活動；推動本地生與國際生組建「跨文化學習小組」，促進學術合作與日常互動，營造開放包容的校園氛圍。

創建國際生專屬微信/WhatsApp 社群，即時推送校園動態、活動資訊及政策更新；開發「UMPA 國際生服務」小程序，整合學術資源預約、活動報名、問題反饋等功能，打造一站式服務平台，提升溝通效率與參與便利性。

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四、完善現有制度，優化復盤程序，增強各機關間凝聚力

（一）完善工作流程，建立復盤流程，實現工作流程閉環

為不斷提升研會的組織效能，敝閣將推動研會實現工作流程閉環。在每次工作結束後，應及時組織工作復盤會議，回顧工作全貌，發現問題，分析問題，提出改進措施，並進行復盤會議紀錄，以供後續活動指導之用。

敝閣還將考慮使用甘特圖等工作進度管理工具推進工作；明確各階段工作對接責任人，出現工作問題時，可做到點對點高效解決。

建立活動應急預案，根據過往活動中出現的問題，總結活動可能存在的潛在風險，並編寫相應的應急預案，以備即時處理，保證活動流程順利推進。

（二）開展內部培訓，增加研會成員獲得感，加強團隊凝聚力

研會的宗旨是踐行澳門大學校訓“仁、義、禮、知、信”，推動良好校園學術文化氛圍，維護澳門大學研究生之權益，促進全體研究生之全面發展，推動澳門大學學生間交流、建立並加強與各界聯繫。為了更好達成研究生會的宗旨，需要努力提升研會及屬會組織成員的能力、規範各項工作，因此我們會在學期內不定期組織開展各項工作技能培訓，邀請有相關經驗的往屆成員或校內相關部門與新成員提供培訓，以便研會更好地進行新一年的工作。

同時，為加強研會各部門及屬會成員之間的互信及瞭解，我們將

定期舉辦內部團建活動，加強各成員的聯繫，以便後續合作，推進相互協作。

(三) 加強與屬會間聯繫，定期收集意見

研會轄下有多個附屬組織，為加強研會與各附屬組織之間的聯繫，敝閣將通過研會官方信息發佈平台，發佈附屬組織介紹，向全體研究生會會員普及屬會信息及推廣其活動，並鼓勵會員積極參與屬會活動。

同時，為更好地瞭解附屬組織會務及學生需求，敝閣將建立多平台建議收集渠道，以月為時間單位集中處理所收集的問題，並隨時保持與附屬組織的良好溝通。以此充分瞭解問題及需求，協調與幫助各附屬組織並凝聚各附屬組織力量。

敝閣將從以下方面開展未來工作。

(1) 建立分層溝通機制，確保信息互通無礙：設立「屬會聯絡專員」崗位，由研會成員擔任，專責對接各屬會負責人，定期召開雙月例會，通報研會最新動態並收集屬會需求。推行「屬會負責人聯席會議」，每學期初與學期末召開，共商年度合作計劃與資源整合方案，強化戰略協同。

(2) 設立「屬會提案通道」，鼓勵屬會通過線上表單提交活動合作建議或資源需求，研會於 10 個工作日內給予書面回應並協調落實。

(3) 優化資源共享平台，賦能屬會自主發展

搭建「屬會資源庫」，整合場地預約指南、活動物資清單、贊助商聯絡資訊等實用工具，開放屬會成員隨時查閱與申請使用。

推出「屬會孵化計劃」，針對新成立或小型屬會，提供活動策劃培訓、經費補貼及宣傳支援，助其快速成長並擴大影響力。

(4) 深化數字化意見收集，實現需求精準對接

開發「屬會服務小程序」，內置即時問卷模塊、問題追蹤系統及線上諮詢窗口，實現建議提交、進度查詢與結果反饋的全流程透明化。

每季度發布《屬會需求白皮書》，分析共性問題與趨勢，並制定針對性解決方案（如跨屬會聯合活動、專項培訓工作坊）。

(5) 推動聯合品牌活動，彰顯協同效應

每年遴選 3-5 個屬會特色項目，納入研會「品牌活動協作計劃」，由研會提供資金、宣傳及跨校資源對接支持，共同打造標杆性活動。

設立「屬會成果展示月」，通過研會全平台矩陣宣傳屬會年度亮點，並舉辦線下成果展與經驗分享會，提升屬會校內外能見度。

(6) 建立長效評估機制，確保服務實效

每學年對屬會滿意度進行量化評測，指標涵蓋溝通效率、資源支持度及問題解決率，評測結果納入研會年度報告並向全體會員公開。

對連續兩年評測未達標的服務環節，啟動「服務改進專案組」，邀請屬會代表參與優化方案制定，形成動態改進閉環。

五、維護現有資源、開拓新資源，優化品牌活動，創新高價值活動，擴大研會影響力

（一）結合高校代表聯校交流活動經驗，進一步優化專代制度

專業代表制度作為學校與研究生會和廣大研究生群體溝通反饋的重要橋樑，結合去年高校代表聯校交流活動的經驗，以及會員大會主席團原有兩大專業代表活動的歷年基礎、活動形式以及澳大的影響力展望，敝閣計劃將活動進行升級優化：

1. 延伸高校代表聯校交流活動的觸及範圍，以粵港澳大灣區為基點，促進大灣區高校交流聯繫：

敝閣計畫將演講嘉賓定位為國內外傑出研究生和博士生同輩，邀請大灣區更多知名高校的優秀代表參與，實現專業代表在加強學生與學校聯繫的同時，也將真正代表澳大的學術形象，與同僚們展開友好交流，提高研究生群體具身感，擴大澳門大學與研會的影響力。

2. 豐富校內專業代表聯繫形式，學期內視情況定期舉辦專業代表非正式交流會：

結合專業代表的本質與專業代表制度特點，以提升學校、研會、研究生溝通效率為目的，應在專業代表座談會的基礎上，增設日常非正式交流機制，開展主題討論或問題解決討論等。

（二）以優質服務為導向，升級畢業生委員會相關工作

畢業生委員會作為研會重要傳統工作之一，在經過多年經驗的基礎上，應以更優、更具創新性、更具紀念意義、更具參與感為目標進

行工作升級。

畢業，作為標誌研究生生涯的結束，對廣大研究生而言是十分重要的人生時刻。研究生們會邀請親朋好友共聚澳大，記錄下慢慢消逝校園時光和風采。結合往屆畢業生委員會工作開展情況，敝閣計畫在明年的畢業生委員會工作中做出以下方面的提升。

1. 創新性：選取特定時間段作為畢業周，以“畢業季”為名，結合研究生實際情況，開設畢業活動，如時光留聲機、迷你畢業旅行等；在畢業照拍攝現場增設特色且有參與感的環節例如，鋪設紅毯或花路，並在沿途設置相應簽到點，優化拍照秩序；拍照背板提供。製作以澳大建築或校園風光或學院設施為主題的背景板及其他拍照用道具，供畢業生使用，留下美好記憶；充分規劃與佈局空間，創設“最佳拍檔畢業照角”合理調配工作人員，為畢業生提供訂製專屬畢業照一張

2. 服務性：通過研會官方媒體矩陣發佈宣傳信息，確保活動知情的覆蓋率。且除郵箱外，應開設 1-2 個畢業生委員會小助手社交媒體帳號，增加與畢業生聯繫渠道，與畢業生建立高效、有效的溝通；結合過往經驗，總結畢業生常見的資詢問題，建立常見問題庫，保持每年更新，在此基礎上編寫相應的回覆模板，盡力做到針對性的即時回覆；開發簡易畢業生委員會小程序或 H5 表單，整合畢業袍購買或租賃預約、畢業袍發放通道、畢業紀念品定製、畢業照預約等功能，打造一站式畢業服務平臺，提升畢業生整體體驗感；建議開展研究生滿意度調查，收集寶貴數據用於研會日後工作改進只需。

3. 銜接性：畢業與升學、就業緊密相連，敝閣計畫在發放電子

畢業照並進行滿意度調查時，同時開展畢業生畢業去向調查，收集畢業生需求與去向數據用於研會工作改進，並將數據存檔建立畢業生委員會專項工作指導意見，為後續研會成員們開展工作提供幫助；積極宣傳於學校內部開展的招聘會等就業活動，或依託澳門大學優秀校友資源及琴澳地區就業資源，適時為畢業生開展畢業於就業或升學的實用性活動。

(三) 開拓新資源，助力研會破壁，豐富校園生活

1. 資源合理利用

基於當前研究生會工作情況與未來展望，及對研究生群體實時需求的了解，敝閣計畫依託澳門文化與體育產業的優勢，在未來工作中將著力於擴展研究生群體文娛、體育等活動；同時，依託澳大本科生完善的書院制度，與澳門大學學生會及其各類特色屬會、各書院院生會，在不影響其正常活動的前提下，尋求雙向合作。研會開展的系列通識性活動中，亦可開放部分本科生名額。促進研究生與本科生群體交流，開拓本科生師弟師妹的學術與職業視野，助力澳門大學學生的和集體諧共處和歸屬感提升。

2. 開拓新資源

隨著澳門大學國際影響力日益提升，我校逐漸與越來越多國際知名高校建立良好合作關係，研會應實時與更廣闊地區的高校建立聯繫，並邀請其以線上或線下方式參與部分研會品牌活動，為研會活動帶來更多國際聲音與智慧。

會員大會主席團應與理事會加強協作，統籌澳門、橫琴粵澳深度合作區等產業優勢、文化特色、就業政策、人才引進政策等信息，邀請校內相關老師、專家及校外專業人士，為研究生群體舉行具有實用性、生涯指導性且豐富生活的各類活動，提升研會在服務研究生的實際作用。

(四) 突出核心需求，解決研究生核心問題

敝閣發現，我校內地生群體存在求職不便等核心需求，加之我校現有的研究生宿位有限，部分內地學生在研究生第二年會前往橫琴或珠海其他區域租房，此等需求不容忽視。因此，敝閣計畫加強與橫琴粵澳深度合作區政府及珠海市政府的聯繫，切實為我校就讀內地學生在實習以及住宿等方面提供協助。

鑒於部分研究生項目學制較短，研究生在短期內對於澳門特色文化及特色粵文化的了解、感受、參與較淺較少。為改善或解決我校研究生群體的這一問題，敝閣將努力尋求多方協助，努力打造沉浸式、文化性強、互動性高的特色活動。同時尋求與粵港澳地區政府相關負責部門的支持與幫助，為我校學生提供更多機會參訪澳門特色文娛場所、社會組織等。

理事會參選政綱

政綱摘要:

1. 優化組織管理，建立彈性運作模式
2. 深化權益保障，構建全維服務體系
3. 創新品牌战略，塑造国际研會形象
4. 构建信息矩阵，扩大全球声量影响
5. 强化湾区联动，打造遇見未來計劃

一、優化組織管理，建立彈性運作模式

作為研究生會架構中的重要組成部分，各部門及其結構與功能呈現出高度的多元化及包容性特徵。各職能部門依據自身的專業分工與職能定位，分別承擔著明確且關鍵的責任，推動研究生會工作朝著更加專業化、規範化、特色化的方向持續發展。

（一）增強理事會各部門的責任意識，完善組織架構

敝閣理事會精准明晰各職能部門的職責與任務。定期舉行線上及線下例會，組織各部門部長開展工作彙報，組織與會人員工作複盤與反思，共同研討階段工作中存在的問題。增強各部門的溝通交流，適當開展活力外張。在特殊活動需求下，以籌備部門為主體，相關部門為輔助的機制，並根據人員需求招募 helper，為積極參與者給予一定福利，給予一定活動和項目的優先信息獲取權，將研會力量注入學校發展力量，進一步助力全人發展。同樣，可聯結屬會增進部門間的溝通聯繫與成員情誼，提升職能部門成員對研究生會的參與度，賦予研究生會成員強烈的歸屬感。

敝閣理事會將積極主動與學校溝通協調，從活動場地、物資支持、宣傳推廣等多角度出發，為各部門舉辦活動創造便利條件。全力爭取更多活動資源，拓寬研究生會活動主題的覆蓋領域，提升活動品質，吸引更多研究生同學踴躍參與，推動研究生會工作邁向新高度。

在組織效能革新層面，敝閣力求實現架構優化及精准賦能，制定《部門協作清單》施行部門滾動製，明確跨部門權責清單。人員招募和選拔時，敝閣將突出部門特色，如新媒體中心具備媒體矩陣專業人才，避免職能重疊。在考核機制上，開發 UMPA 成員貢獻考核數據，將活動參與度、創意提案等資料納入評優體系，使績效可視化。部門

績效考核實行雙軌製，包含具體出席和工作完成度的數量記錄和同級進行的組內互評，綜合考量機制，整體運行發展。

(二) 細化理事會各部門工作流程，嚴格監督機制

在日常工作中，敝閣理事會將定期進行自我評估，各部門進行定期工作匯報。擬邀請研究生會歷屆成員進行過往活動經驗分享，力求從中汲取經驗、發現現今存在的問題並提出當前階段活動應對方案。在活動籌備階段，項目負責人籌備成員提前總結活動注意事項，列出活動應急方案，同時帶動成員工作積極性，努力做到讓每一位研會成員有所收穫。

聯合監事會，建立完善的部門監督制度，加強研究生會成員的責任意識、服務意識和廉潔意識，促進研究生會文化建設。總結研究生會在工作流程、管理規範、制度執行等方面存在的問題，及時修訂和完善相關制度。如發現財務報銷流程不暢，對財務制度進行優化；發現工作任務分配機制不合理，對任務分配制度進行調整等，以確保研究生會各項工作有章可循、規範運行。

各部門負責人在接到研究生會整體工作任務後，需制定詳細的部門任務分解計畫，明確每個成員的具體職責與工作目標。同時設立監督考核機制，將監督結果納入部門成員個人學期考核體系，作為評優評先的重要依據。在工作任務執行監督中表現優秀、工作品質高的成員，頒發優秀證書；反之，對任務執行不力、多次整改仍不到位的成員，幫助其制定個人發展計畫，明確改進方向。監督小組定期對各部門工作進行綜合評估，對於長期工作效率低下、內部矛盾突出、監督問題頻發的部門，建議會員大會主席團對該部門進行組織架構調整或人員優化。

二、深化權益保障，構建全維服務體系

澳門大學研究生會是依照《澳門大學研究生會章程》設立之非牟利自治性組織，致力於在新生入學、校園生活、求職就業等方面為在校研究生提供便利。因此，在方便生活的基礎上，敝閣將密切關注研究生群體需求，構建全週期權益保障體系。與此同時，敝閣將積極提供服務，健全反饋機製作為目標，力求幫助廣大研究生群體更安心、更順利、更舒適地融入到澳門大學的學習及生活中。敝閣的宗旨是：關注學生各個階段的校園融入狀況，推進學生校園融入進程。

（一）聚焦心理動態，釋放助力潛能，鑄就學生心理健康堡壘

為有效提升本校研究生群體對自身心理健康的重視程度，助力廣大研究生實現對自我的深度認知與積極接納，敝閣將協同澳門大學心理輔導中心，充分發揮生活服務部在資源整合與服務執行方面的專業優勢，依託現有的校內心理輔導體系，精心策劃並全力推進一系列融合創新性與實效性的心理健康促進活動。

在具體實踐中，計畫組織新生入學適應系列活動，涵蓋生活指南解讀、學習方法指導等內容，推動新生快速融入校園生活；如舉辦中秋月餅派發、螢光夜跑等特色文體活動，以促進學生身心放鬆與社交互動；及時、精準地轉發澳門大學心理健康月相關專業資訊，提升研究生對心理健康知識的關注度與獲取效率，全方位提升學生參與度。同時，圍繞心理健康主題，開展朋輩支持計劃，邀請朋輩導師及 SAO 專業教授，形成心理疏導的專業人群。創設“學術夜話”心理沙龍，通過主題分享、團體輔導等形式，搭建常態化心理支持平台。定期舉辦壓力管理講座、科研挫折應對工作坊，建立“問題收集-專業介入-跟蹤反饋”服務鏈條，幫助研究生構建積極心理素質。

（二）推動權益保障，強化資源整合，構築學術生活雙維服務體系

敝閣始終將維護廣大研究生的切身利益作為工作的重要出發點，建立研究生權益保障常態機制。在學術層面，敝會依托圖書館和校內各學院聯動國際知名院校，定期邀國內外頂尖學者開展學術講座，並搭建線上學術資源分享平臺，積極整合、推廣各院系學術諮詢拓展會員學術視野。同時，組織學術交流小組，促進會員間研究經驗與心得的分享，營造濃鬱學術氛圍。生活領域，研究生常受住宿、飲食及心理健康等問題困擾。在住宿層面，生活服務部和 Hostel Tutors 團隊增強合作，收集研會會員生活需求，為研究生營造輕鬆愉悅的環境。另外，建立常態化餐飲溝通協調機制，一方面完善收集研究生群體對於當前已有菜品的意見反饋，另一方面積極與學校食堂協調，豐富菜品、提升餐飲品質，在期末周推出研究生專屬優惠套餐。

濯纓閣

Zok Jing Gok

三、创新品牌战略，塑造国际研會形象

以品牌建設為核心，持續深化《思緒飛揚》內容體系，通過系統記錄社團精品活動成果，多維度展現 UMPA 品牌價值，進一步夯實社團影響力；同步推進 IP 視覺形象活化工程，開發系列主題紀念品及活動周邊，以具象化載體增強會員對品牌的情感聯結，切實提升 UMPA 會員的歸屬感與品牌認同感。

（一）推行“一月一品”活動矩陣

即每月發起一個品牌活動，品牌活動由理事會內閣共下設六大職能部門：學術學務部、輔助就業部、公共關係部、活動拓展部、生活服務部及新媒體中心分別打造。每月的品牌活動可以聯合 UMPA 屬會一同打造。另外設立跨部門合作活動，豐富研究生活動內容，提升研究生會活動價值。通過線上預熱互動、線下沉浸體驗相結合，激發研究生參與熱情，形成“月月有亮點、人人能參與”的活動生態。另外，重點打造 2026 年澳門大學研究生會 20 周年系列活動，提升澳門大學研究生會在研究生群體內聲譽。

（二）推動“濠鏡論壇”品牌升級工程

1. 建立標準化活動流程體系

制定全流程操作手冊，涵蓋策劃籌備、執行落地、總結評估三個階段，細化任務分工、時間節點與質量標準；推進建立電子化財務歸檔系統，設立專項活動預算範本，實現報銷流程透明化；建立“經驗傳承庫”，收錄歷屆活動檔案、交接備忘錄及改進建議，確保優秀經驗持續積累。

2. 打造立體化傳播矩陣

第一，打造分階段傳播策略。活動前期前導期通過發布倒計時海報、懸念視頻預熱等方式，製造話題關注；活動舉辦期間，通過實時

直播嘉賓精華觀點、現場互動花絮，強化活動綫上關注度；活動結束後，及時推出活動精華回顧特輯、學術成果彙編，擴大後續影響。

第二，推動多平台聯動傳播。通過公眾號深度報導、短視頻平台發表高光剪輯及《今日澳大》專題報道等形式，構建立體傳播體系。

3. 強化灣區高校協作網絡

構建分級對接機制，建立“重點院校專人對接、潛力院校定向邀約、新興院校開放報名”的分層合作模式，擴大學術交流“朋友圈”。搭建長效聯絡平台，創建跨校學術領袖社群，定期舉行線上論壇與專題研討會，促進灣區高校研究生在學術研究、活動組織等領域的經驗共享。推進實質性交流活動，舉辦灣區學術互訪計劃，組織實驗室參觀、導師座談、課程旁聽等活動，推動校際資源互通與深度合作。

4. 提升濠鏡籌委會工作人員專業水準

建立濠鏡論壇三級選拔體系。即：履歷初選→全真面試→重點篩選”，制定精準到分鐘的流程手冊，涵蓋發言時長控制、突發狀況預案等細節，確保活動流程嚴謹有序、品質精良。

（三）強化灣區高校協作網絡

回顧歷年研究生會與各高校之間的交流活動，總結對外交流經驗。敝閣認為，延續歷年對外交流優勢，構建“資訊互通、活動互動、資源互享”的灣區高校合作網絡，通力合作拓寬澳門大學研會與粵港澳大灣區各高校研會間的發展前景。

1. 建立動態化信息管理機制

由公共關係部積極推進高校聯絡。通過各高校官方認證平台，獲取最新聯絡窗口信息。與各校研究生會建立“信息核對雙簽制”，開發校際聯絡共享文檔，每季度更新通訊錄並交叉驗證，確保聯絡渠道暢通無阻。

2. 構建分級信息溝通體系

構建多方位的交流機制。常規設立灣區研會主席聯席會議。建立重大活動預通報制度，實現校際活動日程協調。開展灣區學術互訪活動，瞭解對方的教學和科研情況，組織實驗室參訪、導師座談、課程旁聽等實質性交流。

3. 推動人文關懷類活動合作

為豐富研究生的文娛生活，擴大本澳高校研究生之間的溝通交流。敝閣計劃聯合本澳高校開展文娛交流活動，在營造良好的學術互動氛圍基礎之上，通過“學術高桌”、“聖誕晚宴”以及“體育競賽”等形式，在研究生緊張的學習生活氛圍中打造更加舒適豐富的人文關懷體系，幫助研究生拓展交際圈，積極展現本澳高校研究生的精神風貌，提升廣大研究生的在校幸福感與歸屬感，擴大屬於澳大研會的品牌影響力，輻射粵港澳高校，呈現新時代特色的交友風尚。



Zok Jing Gok

四、构建信息矩阵，扩大全球声量影响

（一）畅通交流管道，筑牢纽带桥梁，实施学生权益增值计划

研究生會作為連接澳門大學與本校研究生的橋樑，在促進校方與研究生交流、鞏固校方、教師及研究生群體聯繫等方面，肩負著重要使命。敝閣將著力搭建多元化溝通管道，切實保障學生與學校實現有效溝通。敝閣將始終如一地強化研究生會作為校方與學生群體之間關鍵橋樑與緊密紐帶的核心作用，深度挖掘、充分激發學生群體所蘊含的多元潛能與獨特優勢。通過創新探索線上線下有機融合的社群互動模式，全面推動社群活力與創造力，切實、高效地解決學生在生活與學術方面面臨的各類實際問題。為營造更加優質、和諧、充滿創新活力的校園生活環境與濃厚活躍的學術研究氛圍，持續貢獻堅實力量與智慧方案。

敝閣致力於構建全媒體溝通平台，暢通權益反饋渠道。夯實媒體矩陣建設。整合多元媒體資源，構建全面系統的媒體傳播體系，重點依託主流公眾平台（微信公眾號、微博、視頻平台等），打造校方與學生群體間穩固高效的溝通樞紐。嚴格執行內容審核機制，科學規劃發布流程，定期推送策劃嚴謹、製作精良的圖文及視頻內容，確保與澳門大學官方資訊同頻共振、協同發布。同時，完善線上反饋機制。在各平台設置標準化留言、評論模塊，便於學生有序反饋日常生活及學術研究中遇到的具體問題。結合理事會新媒體中心專業優勢，充分發揮流媒體傳播廣、時效強的特點，建立“收集 — 梳理 — 分析 — 處置 — 反饋”全流程工作規範，確保學生訴求及時響應、精準辦理。同步推進線上反饋小程序建設，為學生提供針對性、实操性解決方案，切實回應真實需求。

(二) 借助媒體矩陣，發出澳大研會聲音，構建高效傳播平台

通過對比各平台數據發現，敝閣發現澳門大學研究生會在多個媒體平台雖設置賬號進行宣傳。鑑此，敝閣主張以系統化重構澳門大學研究生會新媒體聲量矩陣為戰略基點，著力打造具有研會特色的立體化傳播體系。一方面聚焦資訊傳播效能升級，依託多層次內容生態與多維度傳播渠道，形成覆蓋學術服務、校園文化、權益保障的融媒體傳播格局，拓寬活動受眾群體並提高吸引力；另一方面立足研究生群體的信息訴求，通過精準投放與互動傳播雙輪驅動，構建需求導向的內容生產機制與數據賦能的品牌運營模式，一切從實際出發，充分發揮輿論宣傳的導向作用，從而全面強化研會活動的傳播穿透力，持續拓展研究生會品牌的輻射半徑。整合並精細化現有線上線下媒體資源，設立專題欄目。針對研究生群體關注的學術前沿分享、就業指導與宣講會、校園生活與活動三大核心領域，構建研學視界”“職通未來”“校園派對”三大主題專欄，開展周期性內容策劃與持續性更新，培養同學關注習慣，提高閱讀完成率與宣傳實效。

Zok Jing Gok

五、強化灣區聯動，打造遇見未來計劃

澳門大學研究生會立足粵港澳大灣區發展機遇，以“導師引領、資源整合”為核心策略，構建立體化服務體系，助力研究生築牢發展根基、開拓灣區視野。

（一）構建「導師－學生」雙向互動平台

邀請澳大教授、傑出校友以及學長學姐組建“導師智庫”，構建結構化交流機制，設置兩大核心板塊實現精準導航。

1. 學術能力提升板塊

活化學術學務部工作，由學術學務部主辦，活動拓展部協辦系列工作坊，聯合圖書館重點開展學術論文撰寫規範，幫助新入學研究生突破學術寫作瓶頸，強化學術寫作能力。

2. 職業發展支持板塊

發掘輔助就業部的活動潛力，通過“職業規劃沙龍”的品牌活動，充分發揮輔助就業部效能，設置產業趨勢解析、職業路徑規劃、求職技能強化等實戰環節。積極邀請優秀校友擔任“朋輩導師”，分享行業經驗與職場心得，聯動澳大生涯發展中心，開展一對一的生涯諮詢、簡歷診療、模擬面試等定製化服務，助力研究生提升就業競爭力。

（二）充分發揮澳門地域優勢，提升研會活動價值

澳門地域優勢主要體現在其地理位置優越、多元文化背景、經濟文化環境開放包容、旅遊業和金融產業優勢獨特等幾個方面，這些優勢為企業與人才提供了廣闊的發展空間與合作機遇。橫琴粵澳深度合作區作為推動澳門經濟適度多元發展的新平台，“四新”產業的蓬勃發展為澳門經濟可持續提供了新的動力與可能性。在此背景下，敝閣將致力於發揮以上所提到的澳門地域優勢並結合琴澳資源，採取“引進

來”與“走出去”並行的策略，充分發揮澳門曆史文化、旅遊資源、葡文地區交流等特色優勢，將澳門傳統與現代發展要素融入研會活動，加強與澳門本土餐飲、文創、現代金融以及中醫藥等企業的聯絡，尋求其對研會所舉辦的特色活動進行贊助 與深度合作，通過推廣旅遊文化考察、歷史文化講座、名企探訪等活動，讓研究生群體深挖澳門文化，理解其內涵並發揮其價值，瞭解澳門產業的發展現狀和未來趨勢，推動研會活動走出去，走出澳大，走出澳門，走進大灣區與海外地區，提升澳門在國際視野中的認知度與影響力。

(三) 整合大灣區資源，擴大就業平台

針對當前招聘資訊不對稱、校企溝通機制待完善等問題，敝閣將強化資源整合能力，

1. 搭建雙向對接平台

設立“職通未來”專欄通過研究生會公眾號、會員微信群等渠道，建立企業招聘需求與學生求職意向的雙向收集機制，實施就業資訊分級分類管理，確保資訊傳遞及時準確。同時，強化校企精準對接。輔助就業部定期聯絡大灣區企業，開展用人需求調研與崗位信息核對，促進學用結合、供需匹配。

2. 深化政校企三方協作

加強與橫琴粵澳深度合作區及珠海市各級政府部門、科研機構、重點企業的常態化聯絡，建立政策信息互通、創新平台共享、企業需求對接的長效機制。重點“四新”產業，動態跟蹤市場需求與行業動向，推動政策紅利轉化為學生發展機遇。構建實習就業聯動機制，重點開發金融、科技、文旅等灣區重點產業的實習崗位。通過聯絡大型機構、企業，整合校友資源，瞭解各企業的用人需求和招聘計劃，舉辦校園宣講、企業參觀或社會實踐活動。同時，通過媒體矩陣，發布區域就

業政策、企業動態及實習崗位信息，助力學生在粵港澳大灣區建設中
找準發展定位，實現高質量就業創業。

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Zok Jing Gok

The 20th University of Macau Postgraduate Association
Leadership Election Candidate Group

ZOK JING GOK
Election Platform

April 2025

Zok Jing Gok

Foreword

ZOK JING GOK

"The water of the Canglang is clear, it can wash my tassel" -- Mencius, Li Lou
Taking the characters "Zok" (wash) and "Jing" (tassel) from the latter half of the phrase "The water of the Canglang is clear, it can wash my tassel," we wish that our cabinet, like the clear waters of Canglang, while maintaining its transparent nature, can wash away the impurities from the tassel of the crown.

Self-disciplined in purity, self-respecting in integrity, upholding noble aspirations. Like the clear waters of Canglang washing the tassel, we wish to serve students with a clear mind, neither following the trend nor currying favor, always maintaining an independent and clear spirit.

Maintain pure flow, uphold the right path, hold a fair heart, pursue far-reaching aspirations. Adhering to the belief of "clarity washes the tassel," firmly upholding the true essence of service, not considering personal gains and losses, but seeking welfare for students and bringing fresh air to the campus.

Based in the University of Macau, firmly upholding the student's position; with a pure heart, serving the postgraduate community; with the character of water, moistening silently. Willing to inherit the aspiration of "washing the tassel," promoting the spirit of clear flow:

Standing in UM, protecting students' rights and interests.

Communicating needs, conveying authentic voices.

Clear as a mirror, reflecting the fair and righteous path.

Silently nurturing, fostering a fresh atmosphere on campus.

General Assembly Presidium Election Platform

Policy Summary

1. Uphold the Charter, clarify responsibilities, establish a high-standard Postgraduate Association
2. Keep pace with the times, improve the Charter, comprehensively enhance organizational transparency, credibility, and influence
3. Strengthen internal information exchange capabilities, integrate advantages of various organs, and enhance collaboration
4. Improve existing systems, optimize review procedures, enhance cohesion between organs
5. Maintain existing resources, develop new resources, optimize brand activities, innovate high-value activities, expand the influence of the Postgraduate Association

I. Uphold the Charter, clarify responsibilities, establish a high-standard Postgraduate Association

(1) Fully understand the Charter, strictly follow the Charter, adhere to the systems stipulated in the Charter, clarify and refine the responsibilities specified in the Charter

The Charter comprehensively stipulates the Association's attributes, powers, and management regulations as the basic guideline for the behavior of our organizations and members. It has an instructive and constructive role and significance for the establishment and operation of the Association. The Association should conduct daily work according to the Charter and, based on the Charter, develop new possibilities for the Association.

The University of Macau Postgraduate Association (hereinafter referred to as the Association) will strictly follow the provisions of the University of Macau Postgraduate Association Charter (hereinafter referred to as the "Charter"), maintain an objective and fair position, and make rigorous, transparent, and fair decisions. While enjoying the rights conferred by the Charter, the Association will conscientiously fulfill its responsibility to serve all postgraduate students and increase efforts to popularize the Charter among all members, striving to ensure that all members recognize the Charter, consciously comply with the content of

the Charter, integrating knowledge and action, and strictly handle affairs according to the Charter.

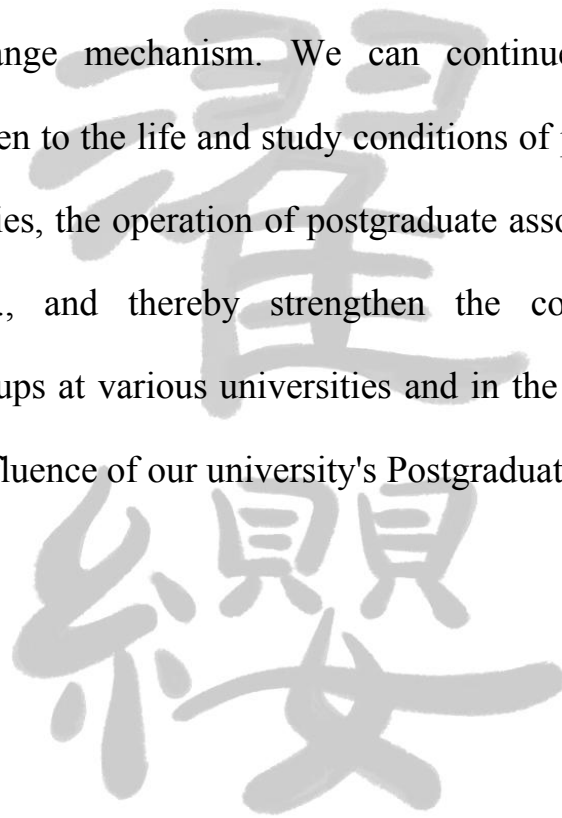
At the same time, all leading organs of the Association and their subordinate members, affiliated organizations, etc., should carefully study the Charter and clarify the responsibilities and obligations of various organs and organizations stipulated in the Charter. According to the Charter, various organs and organizations should refine their work details, optimize internal work processes, and efficiently carry out various tasks based on the stipulated responsibilities and obligations.

(2) Regularly hold meetings and seriously fulfill the obligations of the Postgraduate Association

As the service objects and important components of the Postgraduate Association, members are one of the standards to measure whether it is conscientiously performing its duties. As the liaison hub between the General Assembly Presidium and members, it should continue to deepen communication, exchange, and mutual trust cooperation with all members in the future. Establish a regularized feedback mechanism and suggestion collection mechanism, truly listen to members' voices regarding academic and life aspects, and strive to solve various learning and living difficulties encountered by postgraduates, thereby strengthening the connection between members, the Association, and the school, better promoting the

orderly development of various postgraduate affairs, and enhancing the happiness of all members on campus.

At the same time, the Association will expand new possibilities based on established brand activities (such as "Professional Representative Seminars"). For example, the 19th edition successfully united with universities in Macau and Zhuhai to establish a joint university exchange mechanism. We can continue to explore this achievement, listen to the life and study conditions of postgraduates from various universities, the operation of postgraduate associations at various universities, etc., and thereby strengthen the connection between postgraduate groups at various universities and in the Greater Bay Area, enhancing the influence of our university's Postgraduate Association.



Zok Jing Gok

II. Keep pace with the times, improve the Charter, comprehensively enhance organizational transparency, credibility, and influence

(1) Keep pace with the times, improve the Charter, establish a standardized work assessment system for the Postgraduate Association

The "University of Macau Postgraduate Association Charter" was established long ago. With the vigorous development of the University of Macau and the characteristics of the current era, as an official student organization of the school, the Association should also keep up with reality, adjust, improve, and optimize the existing Charter to enhance the overall service efficiency of the Association. Our cabinet will combine the "regularized feedback mechanism and suggestion collection mechanism" mentioned in the first article of this platform, carefully investigate the situation and needs of all postgraduates, and optimize and improve it when necessary to ensure the interests of the postgraduate community.

In addition, to enhance the credibility and service efficiency of the Association among the postgraduate community of our university, the Standing Committee will promote the establishment of a multi-dimensional work assessment system for various organs and organizations of the Association through holding work improvement

meetings, effectively assess their work situation and regularly disclose assessment results within various organs and organizations for members' self-inspection. At the same time, from the perspective of the overall service quality of the Association, our cabinet will set up a supplementary recruitment mechanism or expand the recruitment range of staff to all postgraduates for specific brand activities.

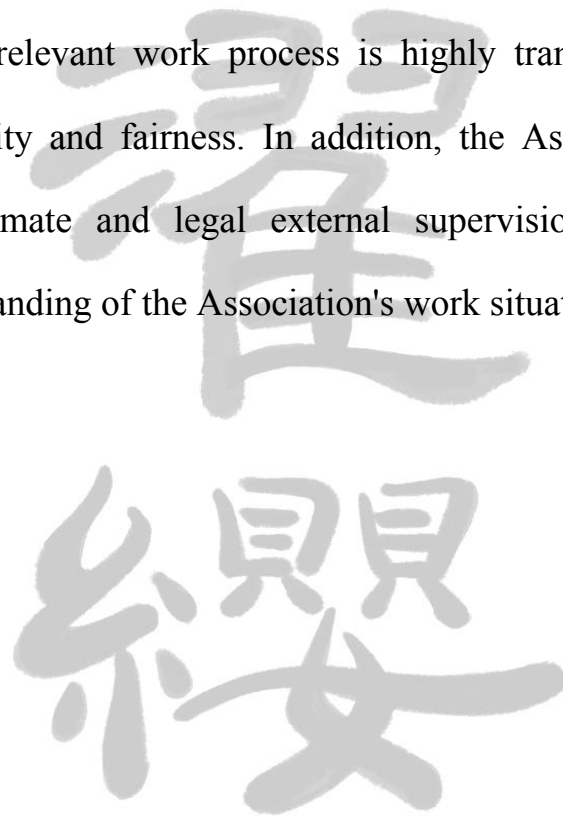
(2) Multi-platform information disclosure, increase the transparency of the Association's information, accept member supervision

Our cabinet will review all existing information, publish new media platforms, maintain the platforms, and maintain the website daily. The Postgraduate Association's official website should be rebuilt as an important platform for the Association's official information release, and important information updates and daily website maintenance should be maintained to further enhance the transparency of the Association's information.

Suppose there are updates to the "University of Macau Postgraduate Association Charter" and other charters and regulations formulated by the General Assembly Presidium of the Postgraduate Association. In that case, they will be promptly disclosed and promoted to all members through the Postgraduate Association's official website and other new media platforms. This will help popularize the Charter among all

members of the Postgraduate Association, allow members to learn about the latest regulations promptly, and better participate in the Association's activities.

At the same time, our cabinet will accept supervision from the majority of members, continuously promote the scientification and democratization of public policy formulation through member feedback, ensure that the relevant work process is highly transparent, and truly achieve objectivity and fairness. In addition, the Association will also accept all legitimate and legal external supervision to promote all students' understanding of the Association's work situation and progress.



Zok Jing Gok

III. Strengthen internal information exchange capabilities, integrate advantages of various organs, and enhance collaboration

(1) Strengthen cooperation with various organs, regularly hold talks between various organs or organizations, and hold special joint meetings for brand activities of the Association

While strictly completing the primary duties, regularly convene exchange meetings between the three organs of the General Assembly Presidium, the Executive Council, and the Supervisory Board, formulate the Association's annual work goals and activity plans, maintain information communication, integrate the advantages of various organs, and establish advantageous cooperation to maximize activity benefits; through regular meetings, analyze in detail the work situation of various organs in each period, and make timely work adjustments. In addition, for specific brand activities of the Association, such as the Hao Jing Postgraduate Forum, convene special joint planning meetings, absorb different creativity and activity suggestions, and contribute to enhancing the value and influence of brand activities.

Strengthen cooperation with the Executive Council. As the organ responsible for the operation and implementation of various activities of the Association, the General Assembly Presidium and the Executive Council are closely related and have overlapping work. Therefore, the General Assembly Presidium should communicate and exchange with the

Executive Council promptly in future work and enhance personnel flow and member collaboration to promote the smooth progress of the overall work of the Association.

Strengthen cooperation with the Supervisory Board. As the Supervisory Board monitors the operation of various organizations and checks whether there are violations by various organizations and their subsidiaries, it profoundly understands the operation of various organizations. Therefore, while strictly complying with various regulations, the General Assembly Presidium should appropriately communicate and exchange with the Supervisory Board to understand the operation of various affiliated organizations and provide timely assistance and suggestions to various affiliated organizations.

(2) Strengthen ties with the international student community and build a diverse and inclusive campus community

Our cabinet will attempt to set up a mechanism based on the professional representative system, with dedicated professional representatives responsible for regular communication with international student representatives, establishing a regular communication mechanism, systematically collecting international students' needs in academics, life, and cultural adaptation, and promptly coordinating the Executive Council, Supervisory Board, and other organs to formulate solutions, ensuring that international students' rights and interests are fully protected.

At the same time, our cabinet will optimize multilingual services and information transparency. Fully implement multilingual publishing on the Association's official website, social media, and activity promotional materials, and provide translated versions of relevant conference documents for major activities (such as academic forums and career guidance); regularly compile and translate the "Postgraduate Rights Handbook," covering practical information such as visa guides and campus resource guides, lowering the threshold for international students to obtain information.

The General Assembly Presidium plans to join with the Activity Expansion Department of the Executive Council, college student associations, and departments that host cultural activities at the school to create the "Global Culture Month" brand project, jointly holding international food festivals, language exchange workshops, traditional festival celebrations, and other activities; promote local students and international students to form "cross-cultural learning groups" to promote academic cooperation and daily interaction, creating an open and inclusive campus atmosphere.

Create dedicated WeChat/WhatsApp communities for international students, instantly pushing campus dynamics, activity information, and policy updates; develop the "UMPA International Student Service" mini-program, integrating functions such as academic resource

reservation, activity registration, and problem feedback, creating a one-stop service platform, enhancing communication efficiency and participation convenience.



Zok Jing Gok

IV. Improve existing systems, optimize review procedures, and enhance cohesion between organs

(1) Improve work processes, establish review processes, and achieve work process closure

To continuously enhance the organizational effectiveness of the Association, our cabinet will promote the Association to achieve work process closure. After each work is completed, work review meetings should be organized promptly to review the overall work, identify problems, analyze problems, propose improvement measures, and conduct review meeting records for subsequent activity guidance.

Our cabinet will also consider using work progress management tools such as Gantt charts to advance work and clarify the persons responsible for each stage of work connection so that when work problems occur, they can be efficiently solved point-to-point.

Establish activity emergency plans, summarize potential risks that may exist in activities based on problems in past activities, and write corresponding emergency plans for immediate handling to ensure the smooth progress of activity processes.

(2) Conduct internal training, increase the sense of achievement of Association members, strengthen team cohesion

The purpose of the Association is to practice the University of Macau's motto, "benevolence, righteousness, courtesy, wisdom, trust,"

promote a good campus academic and cultural atmosphere, maintain the rights and interests of University of Macau postgraduates, promote the comprehensive development of all postgraduates, promote exchanges between University of Macau students, and establish and strengthen connections with various sectors. In order to better achieve the purpose of the Postgraduate Association, it is necessary to strive to enhance the capabilities of the Association and affiliated organization members and standardize various work. Therefore, we will irregularly organize work skill training during the semester and invite former members or relevant departments within the school with relevant experience to train new members so that the Association can better carry out work in the new year.

At the same time, to strengthen mutual trust and understanding between members of various departments and affiliated organizations of the Association, we will regularly hold internal team-building activities to strengthen the connection between various members for subsequent cooperation, promoting mutual collaboration.

(3) Strengthen connection with affiliated organizations, regularly collect opinions

The Association has multiple affiliated organizations. To strengthen the connection between the Association and various affiliated organizations, our cabinet will publish introductions of affiliated

organizations through the Association's official information publishing platforms, popularize information about affiliated organizations and promote their activities to all members of the Postgraduate Association, and encourage members to participate in activities of affiliated organizations actively.

At the same time, to better understand affiliated organizations' affairs and student needs, our cabinet will establish multi-platform suggestion collection channels, process collected problems every month, and always maintain good communication with affiliated organizations. This will help us fully understand problems and needs, coordinate and help various affiliated organizations, and unite the strength of various affiliated organizations.

Our cabinet will develop work in the following aspects:

(1) Establish a layered communication mechanism to ensure unobstructed information communication: Establish an "Affiliated Association Liaison Officer" position staffed by Association members responsible for connecting with various affiliated association leaders. Regularly convene bi-monthly meetings, report the latest dynamics of the Association, and collect affiliated Association needs. Implement "Affiliated Association Leader Joint Meetings," convened at the beginning and end of each semester, to jointly discuss annual cooperation plans and resource integration solutions, strengthening strategic synergy.

(2) Establish an "Affiliated Association Proposal Channel," encouraging affiliated associations to submit activity cooperation suggestions or resource needs through online forms. The Association will provide written responses and coordinate implementation within 10 working days.

(3) Optimize resource-sharing platforms, empowering affiliated associations for independent development

Build an "Affiliated Association Resource Bank," integrating practical tools such as venue reservation guides, activity material lists, sponsor contact information, etc., open for affiliated association members to consult and apply for use anytime.

Launch an "Affiliated Association Incubation Program," providing activity planning training, funding subsidies, and publicity support for newly established or small affiliated associations, helping them grow rapidly and expand their influence.

(4) Deepen digital opinion collection, achieve precise need docking

Develop an "Affiliated Association Service Mini-program," with built-in real-time questionnaire modules, problem tracking systems, and online consultation windows, achieving transparency of the entire process of suggestion submission, progress inquiry, and result feedback.

Publish the "Affiliated Association Needs White Paper" quarterly. This paper analyzes common problems and trends and formulates

targeted solutions (such as cross-affiliated association joint activities and special training workshops).

(5) Promote joint brand activities, highlight synergy effects

Select 3-5 characteristic projects from affiliated associations each year and incorporate them into the Association's "Brand Activity Collaboration Program," with the Association providing funding, publicity, and cross-school resource docking support, jointly creating benchmark activities.

Establish an "Affiliated Association Achievement Display Month," promoting affiliated associations' annual highlights through the Association's full platform matrix and holding offline achievement exhibitions and experience-sharing sessions. This will enhance affiliated associations' visibility both inside and outside the school.

(6) Establish a long-term evaluation mechanism to ensure service effectiveness

Conduct quantitative evaluations of affiliated association satisfaction each academic year, with indicators covering communication efficiency, resource support level, and problem resolution rate. Incorporate evaluation results into the Association's annual report and disclose them to all members.

For service links that fail to meet standards for two consecutive years of evaluation, launch a "Service Improvement Project Team,"

inviting affiliated association representatives to participate in optimization plan formulation, forming a dynamic improvement closed loop.



Zok Jing Gok

V. Maintain existing resources, develop new resources, optimize brand activities, innovate high-value activities, expand the influence of the Association

(1) Combine the experience of joint-university exchange activities, further optimize the professional representative system

The professional representative system, as an important bridge for communication and feedback between the school, the Postgraduate Association, and the broader postgraduate community, combines the experience of last year's joint-university exchange activities and the historical foundation, activity forms and influences the prospect of the General Assembly Presidium's original two major professional representative activities, our cabinet plans to upgrade and optimize the activities:

Extend the reach of joint-university exchange activities, with the Guangdong-Hong Kong-Macao Greater Bay Area as the base point, promote exchange and connection between universities in the Greater Bay Area:

Our cabinet plans to position the speaking guests as outstanding domestic and international postgraduates and doctoral peers, invite more representatives from well-known universities in the Greater Bay Area to participate, achieve that professional representatives while strengthening the connection between students and the school will genuinely represent

the academic image of UM, engage in friendly exchanges with colleagues, enhance the embodiment of the postgraduate community, and expand the influence of the University of Macau and the Association.

Enrich the forms of on-campus professional representative connections, regularly hold informal exchanges of professional representatives during the semester as appropriate:

To enhance the communication efficiency between the school, the Association, and postgraduates by combining the essence of professional representatives and the characteristics of the professional representative system, informal exchange mechanisms should be added based on professional representative seminars, conducting thematic discussions or problem-solving discussions, etc.

(2) With quality service as the orientation, upgrade the work of the Graduates Committee

As one of the important traditional works of the Association, the Graduates Committee, based on many years of experience, should aim for better, more innovative, more commemorative, and more participatory work upgrades.

Graduation, as a marker of the end of a postgraduate career, is a critical life moment for the broad postgraduate community. Postgraduates will invite relatives and friends to gather at UM, recording the slowly fading campus time and style. Combining the work development situation

of previous Graduates Committees, our cabinet plans to improve the following aspects of the Graduates Committee's work next year.

Innovation: Select a specific period as the graduation week, named "graduation season," combine the actual situation of postgraduates, set up graduation activities, such as time voice recorder, mini graduation trip, etc.; add special and participatory elements at the graduation photo shooting site, for example, lay a red carpet or flower path, and set up corresponding sign-in points along the way, optimize the photo order; provide photo backdrops. Create backdrop boards and other props for photos with UM buildings campus scenery or college facilities as themes for graduates to use, leaving beautiful memories; thoroughly plan and layout the space, create "best partner graduation photo corner," and reasonably allocate staff to provide a customized exclusive graduation photo for graduates.

Service: Publish promotional information through the Association's official media matrix to ensure coverage of activity information. In addition to email, 1-2 Graduates Committee assistant social media accounts should be set up to increase contact channels with graduates and establish efficient and effective communication with graduates; combine past experiences, summarize common inquiry questions from graduates, establish a common question database, keep it updated every year, write corresponding reply templates based on this, and strive to provide

targeted real-time replies; develop a simple Graduates Committee mini-program or H5 form, integrating functions such as graduation gown purchase or rental reservation, graduation gown distribution channel, graduation souvenir customization, graduation photo reservation, etc., creating a one-stop graduation service platform to enhance the overall experience of graduates; suggest conducting a postgraduate satisfaction survey to collect valuable data for future work improvement of the Association.

Connection: Graduation is closely connected with further education and employment. Our cabinet plans to survey graduates' destinations, collect data on graduates' needs and destinations for the Association's work improvement, actively promote recruitment fairs and other employment activities conducted within the school, or rely on the excellent alums resources of the University of Macau and employment resources in the Macau and Zhuhai area, to conduct practical activities for graduates on employment or further education at appropriate times.

(3) Develop new resources, help the Association break barriers, enrich campus life

Rational use of resources:

Based on the current work situation and prospects of the Postgraduate Association, and understanding of the real-time needs of the postgraduate community, our cabinet plans to rely on the advantages of

Macau's cultural and sports industries, and in future work will focus on expanding entertainment, sports, and other activities for the postgraduate community; at the same time, relying on UM's well-established college system for undergraduates, seek two-way cooperation with the University of Macau Students' Union and its various characteristic affiliated associations, and college student unions, without affecting their everyday activities. Some undergraduate places can also be opened in the Association's series of general education activities. Promote exchange between postgraduate and undergraduate communities, expand undergraduate juniors' academic and professional horizons, and help enhance University of Macau students' harmonious coexistence and sense of belonging.

Develop new resources:

With the increasing international influence of the University of Macau, our university has gradually established good cooperative relationships with more and more internationally renowned universities. The Association should establish connections with universities in broader regions in real-time and invite them to participate in some brand activities of the Association in online or offline ways, bringing more international voices and wisdom to the Association's activities.

The General Assembly Presidium should strengthen collaboration with the Executive Council, coordinate information on industrial

advantages, cultural characteristics, employment policies, talent introduction policies, etc., in Macau, Hengqin Guangdong-Macao Deep Cooperation Zone, etc., invite relevant teachers, experts from the school, and professional personnel from outside the school to hold various activities that are practical, career-guiding, and enrich life for the postgraduate community, enhancing the practical role of the Association in serving postgraduates.

(4) Highlight core needs and solve core problems of postgraduates

Our cabinet has found that mainland student groups in our university have core needs such as inconvenience in job seeking. Coupled with the limited postgraduate accommodation in our university, some mainland students will go to Hengqin or other areas of Zhuhai to rent houses in the second year of postgraduate study. These needs cannot be ignored. Therefore, our cabinet plans to strengthen connections with the government of Hengqin Guangdong-Macao Deep Cooperation Zone and the Zhuhai Municipal Government to provide practical assistance to mainland students studying at our university regarding internships and accommodation.

Given that some postgraduate programs have shorter academic periods, postgraduates have shallower and less understanding, feelings, and participation in Macau's characteristic culture and characteristic

Cantonese culture in the short term. To improve or solve this problem of our university's postgraduate community, our cabinet will seek assistance from multiple parties and create immersive, culturally intense, and highly interactive activities. At the same time, we seek support and help from relevant responsible departments of the government in the Guangdong-Hong Kong-Macao region to provide more opportunities for our students to participate in characteristic entertainment activities and sports events.



Zok Jing Gok

Board of Directors Election Platform

Policy Summary:

- 1. Deepen rights protection, build a comprehensive service system**
- 2. Optimize organizational management, establish a flexible operation mode**
- 3. Strengthen Greater Bay Area linkage, create a 'Meet the Future' plan**
- 4. Innovate brand strategy, shape international Postgraduate Association image**
- 5. Build communication matrix, expand global voice influence**

I. Deepen rights protection, build a comprehensive service system.

The University of Macau Postgraduate Association is a non-profit autonomous organization established according to the "University of Macau Postgraduate Association Charter," dedicated to providing convenience for in-school postgraduates in aspects such as freshman enrollment, campus life, job seeking, and employment. Therefore, on the basis of convenient life, our cabinet will pay close attention to the needs of Association members, build a full-cycle rights protection system. At the same time, our cabinet will actively provide services, improve the feedback mechanism as the goal, striving to help the broader postgraduate community integrate more reassuringly, more smoothly, and more comfortably into the study and life of the University of Macau. The purpose of our cabinet is: to pay attention to the campus integration status of students at various stages, promote the process of student campus integration.

(1) Smooth communication channels, build a solid bridge, implement the student rights enhancement plan

As a bridge connecting the University of Macau and the university's postgraduates, the Postgraduate Association shoulders an important mission in promoting communication between the school and postgraduates, consolidating connections between the school, teachers,

and the postgraduate community, etc. Our cabinet will focus on building diversified communication channels to effectively ensure that students can communicate efficiently with the school.

Our cabinet will consistently strengthen the core role of the Postgraduate Association as a key bridge and close tie between the school and the student community, deeply tap into and fully stimulate the diverse potential and unique advantages contained in the student community. Through innovative exploration of online and offline organically integrated community interaction modes, fully activate community vitality and creativity, practically and efficiently solve various practical problems faced by students in life and academic research. Continue to contribute solid strength and wisdom solutions to create a better quality, harmonious, full of innovative vitality campus living environment and a strong active academic research atmosphere.

At the academic level, we will actively link with various colleges within the university and internationally renowned institutions, regularly invite top scholars from home and abroad to conduct academic lectures, and build an online academic resource sharing platform to expand members' academic horizons. At the same time, organize academic exchange groups to promote the sharing of research experiences and insights among members, creating a rich academic atmosphere. In the life field, postgraduates are often troubled by accommodation, food, and

mental health issues. At the accommodation level, strengthen cooperation with HT, collect life needs of Association members, and create a relaxed and pleasant environment for postgraduates. For food, actively coordinate with school canteens, enrich dishes, improve catering quality, and launch exclusive discount meals for postgraduates.

(2) Focus on psychological dynamics, release potential, forge a fortress of student mental health

To effectively enhance the attention paid by the university's postgraduate community to their own mental health, help the broader postgraduate community achieve deep cognition and positive acceptance of themselves, our cabinet will collaborate with the University of Macau Psychological Counseling Center, fully exert the professional advantages of the Life Service Department in resource integration and service execution, rely on the existing on-campus psychological counseling system, carefully plan and vigorously promote a series of mental health promotion activities that integrate innovation and effectiveness.

In specific practice, we plan to organize a series of freshman enrollment adaptation activities, covering life guide interpretation, study method guidance, etc., to promote freshmen to quickly integrate into campus life; such as holding Mid-Autumn Festival mooncake distribution, fluorescent night runs, and other characteristic cultural and sports activities to promote students' physical and mental relaxation and social

interaction; promptly and accurately forward relevant professional information on the University of Macau Mental Health Month to enhance postgraduates' attention to and acquisition efficiency of mental health knowledge, comprehensively enhancing student participation. At the same time, around the theme of mental health, carry out peer support plans, invite peer tutors and SAO professional teachers to form a professional group for psychological counseling. Such as the "3×3 Psychological Resilience Cultivation Structure" focusing on stress management to form monthly mindfulness workshops, inviting professional psychologists or senior psychological counselors as lecturers to help postgraduates maintain inner calm and focus in fast-paced academic life, enhancing psychological adjustment capabilities. At the same time, focus on team cohesion and enhance communication between postgraduates through team activities.

Through systematic planning, guide students to explore the roots of psychological problems from the perspective of philosophical thinking, replace traditional single information promotion with deep, systematic knowledge dissemination, promote students to gradually transform from simple "beneficiaries" of mental health knowledge to "benefactors" who can convey experiences and help to others, thereby fundamentally revolutionizing the traditional mental health counseling model.

In terms of continuous monitoring and optimization, this organization will establish a normalized cooperation mechanism with the Student Affairs Department, regularly use scientifically designed questionnaire tools to comprehensively collect student mental health status data. Through comparing the dynamic changes of student mental health scores before and after mental health promotion activities, using professional statistical methods and psychological theories for in-depth analysis, accurately positioning work effectiveness and existing deficiencies, and based on this, carry out targeted self-optimization and adjustment. Through continuous iteration to improve the work system and execution strategy of this Executive Council in the field of student mental health services, provide more professional, comprehensive, and personalized mental health services for the postgraduate community, effectively helping the all-round development and physical and mental health of the postgraduate community.

(3) Communicate school affairs operation, fulfill maintenance responsibilities, build a sound rights feedback platform

Our cabinet always takes safeguarding the vital interests of the broader postgraduate community as an important starting point for work, establishes a regular mechanism for postgraduate rights protection with the Life Service Department of the Executive Council as the main responsible department. Our cabinet will deeply integrate diverse media

resources, carefully construct a comprehensive and systematic media matrix communication structure. Focus on anchoring mainstream public platforms such as WeChat official accounts, Xiaohongshu, Bilibili, Twitter, forming a stable and efficient communication and interaction hub between the school and the student community. By following strict norms and scientific planning, regularly publish carefully planned, rigorously reviewed official account pushes, Weibo information, as well as professional and excellent video content, ensuring close coordination, seamless docking, and synchronous resonance with the University of Macau's official information release. The student community can use the standardized backstage messages and comment modules of various platforms to provide precise and orderly feedback on various practical problems encountered in the process of advancing daily life and academic research.

Given the significant features of streaming media, such as broad coverage of transmission range, instantaneous and efficient transmission speed, etc., combined with the professional functional positioning and unique advantages of the New Media Center of the Executive Council, our cabinet will mobilize media communication efficiency and departmental collaborative forces in an all-round way, strictly according to scientific and reasonable time planning and process norms, carry out timely, precise, in-depth collection, sorting, analysis, disposal, and

follow-up feedback work on student feedback information. We will build an online feedback mini-program to provide students with suggestions and guidance programs that are targeted, professional, and practical, truly based on the real situation and actual needs of students, committed to properly solving various complex problems faced by students.

In the dimensions of online and offline communication and academic services, our cabinet will also take questionnaire surveys as the main way of data collection, deeply insight into and precisely grasp students' academic needs, confusions, and expectations. At the same time, actively plan and build a high-level, high-quality academic exchange platform, fully promote face-to-face in-depth dialogue, thought collision, and experience sharing between UM students and professional teachers, authoritative scholars in the field. Organize and carry out a series of academic salon activities with distinct themes and diverse forms in a planned and step-by-step manner, fully demonstrating the professional characteristics and outstanding advantages of the Academic Affairs Department in academic resource integration and aggregation, information precise acquisition and extensive sharing. Innovatively carry out academic exchange activities rich in content and diverse in form, vigorously break down existing barriers between disciplines and specialties, closely fit the development trend of academic frontiers,

vigorously promote cross-disciplinary deep intersection, collaborative innovation, and development.

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Zok Jing Gok

II. Optimize organizational management, establish a flexible operation mode

Functional departments, as the core components of the Postgraduate Association structure, exhibit highly diversified and inclusive characteristics in their structure and function. Various functional departments, based on their own professional division of labor and functional positioning, respectively bear clear and critical responsibilities, promoting the continuous development of the Postgraduate Association's work towards a more professional, standardized, and characteristic direction.

(1) Enhance the sense of responsibility of various departments of the Executive Council, innovate organizational structure

Our cabinet's Executive Council precisely clarifies the responsibilities and tasks of various functional departments. Regularly hold online and offline regular meetings, organize department heads to conduct work reports, organize participants to review and reflect on work, and jointly discuss problems existing in the stage work. During the work period, vigorously carry out cross-departmental activities, such as jointly holding academic exchanges, cultural and sports competitions and other activities, linking affiliated associations to enhance communication and connection between departments and member friendship, enhance the participation of functional department members in the Postgraduate

Association, and give strong sense of belonging to members of the Postgraduate Association.

Our cabinet's Executive Council will actively and proactively communicate and coordinate with the school, starting from multiple angles such as activity venues, material support, publicity and promotion, to create convenient conditions for various departments to hold activities. Strive for more activity resources, expand the coverage area of the Postgraduate Association's activity themes, enhance activity quality, attract more postgraduate students to actively participate, and push the Postgraduate Association's work to new heights.

In terms of organizational effectiveness innovation, our cabinet strives to achieve structure optimization and precise empowerment, will upgrade the coordination mechanism again, formulate the "Department Collaboration White Paper" to implement departmental rolling system, clarify cross-departmental responsibility list; at the same time, promote the establishment of a "dual-track selection system," include priority recommendation of retained members and open recruitment in the cabinet building and outstanding staff evaluation, strengthen experience inheritance and talent echelon construction. When recruiting and selecting personnel, our cabinet will highlight departmental characteristics, such as the New Media Center having professional talents for media matrix; the Public Relations Department bringing basic public

relations cases and assessment simulation cases, avoiding functional overlap. In the assessment mechanism, develop UMPA member contribution assessment data, include activity participation, creative proposals, and other data into the excellence evaluation system, making performance visible. At the same time, encourage the entire postgraduate community to actively participate in various student leadership training programs held by the Student Affairs Department of the University of Macau, inject the strength of the Association into the school's development strength, further help all-round development.

(2) Refine the work process of various departments of the Executive Council, strict supervision mechanism

In daily work, our cabinet's Executive Council will conduct regular self-assessment, with each department conducting regular work reports. Intend to invite members of previous Postgraduate Associations to share past activity experiences, striving to draw lessons from them, discover existing problems and propose activity response plans for the current stage. Before the activity begins, preparation members summarize activity precautions in advance, list activity emergency plans, and at the same time, drive member work enthusiasm, ensuring that every member of the Association gains something.

Establish a sound departmental supervision system, reflect on poor work phenomena, strengthen the sense of responsibility, service, and

integrity of Postgraduate Association members, and promote the cultural construction of the Postgraduate Association. Through analysis of supervision results, summarize problems in the Postgraduate Association's work processes, management norms, system implementation, etc., and promptly revise and improve relevant systems. For example, if loopholes in the financial reimbursement process are found, optimize the financial system; if the work task allocation mechanism is unreasonable, adjust the task allocation system, etc., to ensure that various works of the Postgraduate Association have rules to follow and operate standardly.

Responsible persons of various departments, after receiving the overall work tasks of the Postgraduate Association, need to formulate detailed departmental task decomposition plans, clarify the specific responsibilities and work objectives of each member. At the same time, establish a supervision and assessment mechanism, incorporate supervision results into the departmental member personal semester assessment system, as an important basis for excellence evaluation. For members who perform excellently in work task execution supervision and have high work quality, issue excellence certificates; conversely, help members who have weak task execution and still fail to meet standards after multiple rectifications to formulate personal development plans and clarify improvement directions. The supervision group regularly conducts

comprehensive evaluations of the work of various departments, and for departments with long-term low work efficiency, prominent internal conflicts, and frequent supervision problems, recommends that the General Assembly Presidium make organizational structure adjustments or personnel optimization for that department.



Zok Jing Gok

III. Strengthen Greater Bay Area linkage, create a 'Meet the Future' plan

The University of Macau Postgraduate Association Zok Jing Gok is based on the development opportunities of the Guangdong-Hong Kong-Macao Greater Bay Area, with "mentor guidance, resource integration, brand upgrade" as the core strategy, constructing a three-dimensional service system covering academic growth, career development, and mental health, helping postgraduates build a solid development foundation and open up Greater Bay Area vision.

(1) Construct a 'Mentor-Student' Two-way Interaction Platform

Invite UM professors, outstanding alumni, and senior students to build a "Mentor Think Tank," construct a structured exchange mechanism, and set up three core modules to achieve precise navigation.

1. Academic Ability Enhancement Module

Activate the work of the Academic Affairs Department, with the Academic Affairs Department as the main organizer and the Activity Expansion Department as the co-organizer of a series of workshops, focusing on academic paper writing norms, helping newly enrolled postgraduates break through academic writing bottlenecks, strengthening research capabilities.

2. Career Development Support Module

Explore the activity potential of the Employment Assistance Department, through the brand activity of "Career Planning Salon," fully exert the effectiveness of the Employment Assistance Department, set up practical sessions such as industry trend analysis, career path planning, job-seeking skills strengthening, etc. Specially invite outstanding alumni to serve as "Peer Mentors," sharing industry experience and workplace insights, linking with UM's Career Development Center, carrying out one-on-one career consultation, resume diagnosis, mock interviews, and other customized services, helping postgraduates enhance employment competitiveness.

3. Mental Health Promotion Module

Explore new energy for the Life Service Department. Promote the collaboration mechanism between the Life Service Department and the school's Psychological Counseling Center (SAO), create "Academic Night Talk" psychological salon, build a regular psychological support platform through thematic sharing, group counseling, and other forms. Regularly hold stress management lectures, research frustration coping workshops, establish a "problem collection -- professional intervention -- tracking feedback" service chain, helping postgraduates build positive psychological qualities.

(2) Integrate Greater Bay Area resources, expand employment platform

In response to current issues such as recruitment information asymmetry and school-enterprise communication mechanisms that need improvement, our cabinet will strengthen resource integration capabilities and create a "Job Information Express" service ecosystem.

First, build a two-way docking platform. Establish a "Job Information Express" column: Through the Postgraduate Association's official account, member groups, and other channels, establish a two-way collection mechanism for enterprise recruitment needs and student job-seeking intentions, implement graded and classified management of employment information, ensuring timely and accurate information delivery. At the same time, strengthen precise docking between schools and enterprises. The Employment Assistance Department regularly visits enterprises in the Greater Bay Area, conducts research on personnel needs and job information verification, promoting integration of learning and application, matching supply and demand.

Second, deepen government-school-enterprise tripartite collaboration. Rely on the Public Relations Department to connect with government agencies such as the Greater Bay Area Youth Entrepreneurship and Employment Promotion Center, participate in regional employment policy discussions, and promote the implementation of the "Famous Enterprise Internship Program." Construct an internship-employment linkage mechanism, focusing on developing

internship positions in key industries such as finance, technology, and cultural tourism in the Greater Bay Area. By contacting large institutions and enterprises, integrating alumni resources, understanding the personnel needs and recruitment plans of various enterprises, holding campus presentations, enterprise visits, or social practice activities, create more employment opportunities for the broader postgraduate community.



Zok Jing Gok

IV. Innovate brand strategy, shape international Postgraduate Association image

Deepen brand connotation construction, compile the "UMPA Annual White Paper," record outstanding activity achievements, strengthen association influence; develop exclusive IP image, design souvenirs, activity peripherals. Enhance UMPA members' sense of belonging and brand recognition.

(1) Implement "One Month, One Brand" activity matrix

That is, launch one brand activity every month, with brand activities created by the six functional departments under the Executive Council cabinet: Academic Affairs Department, Employment Assistance Department, Public Relations Department, Activity Expansion Department, Life Service Department, and New Media Center. Each month's brand activity can be created together with UMPA affiliated associations. In addition, establish cross-departmental cooperation activities, enrich postgraduate activity content, enhance the value of Postgraduate Association activities. Through a combination of online warm-up interaction and offline immersive experience, stimulate postgraduates' enthusiasm for participation, forming an activity ecology of "highlights every month, everyone can participate."

(2) Promote the "Hao Jing Forum" brand upgrade project

1. Establish a standardized activity process system

Formulate a full-process operation manual, covering three stages: planning preparation, execution implementation, and summary evaluation, detailing task division, time nodes, and quality standards; develop an electronic financial management system, establish special activity budget templates, realize online and transparent reimbursement processes; establish an "Experience Inheritance Database," collecting historical activity files, handover memos, and improvement suggestions from previous sessions, ensuring continuous accumulation of excellent experiences.

2. Create a three-dimensional communication matrix

First, create a phased communication strategy. In the early period before the activity, create topic attention through methods such as releasing countdown posters and suspense videos to warm up; during the activity, strengthen online attention through real-time broadcasting of guest highlights and on-site interactive highlights; after the activity, promptly launch activity highlight review specials and academic achievement compilations to expand subsequent influence.

Second, promote multi-platform linkage communication. Construct a three-dimensional communication system through forms such as in-depth reports on official accounts, high-light editing on short video platforms, and special reports on "UM Today."

3. Strengthen the Greater Bay Area university collaboration network

Construct a hierarchical docking mechanism, establish a layered cooperation model of "key universities with dedicated personnel docking, potential universities with directional invitations, emerging universities with open registration," expanding the "friends circle" of academic exchanges. Build a long-term contact platform, create a cross-school academic leader community, regularly hold online forums and thematic seminars, promote experience sharing among Greater Bay Area university postgraduates in fields such as academic research and activity organization. Advance substantive exchange activities, hold Greater Bay Area academic mutual visit plans, organize laboratory visits, tutor symposiums, class auditing, and other activities, promote inter-university resource interconnection and deep cooperation.

4. Enhance the professional level of Hao Jing Organizing Committee staff

Establish a three-level selection system for the Hao Jing Forum. Namely: resume initial selection → impromptu assessment → full reality simulation, formulate a process manual accurate to the minute, covering details such as speech time control and contingency plans, ensuring that the activity process is rigorous and orderly, and the quality is excellent.

(3) Strengthen the Greater Bay Area university collaboration network

Reviewing the exchange activities between the Postgraduate Association and various universities over the years, summarize external exchange experiences. Our cabinet believes that continuing the advantages of external exchanges over the years, constructing a "information intercommunication, activity interaction, resource sharing" Greater Bay Area university cooperation network, working together to broaden the development prospects between the University of Macau Postgraduate Association and the Postgraduate Associations of various universities in the Guangdong-Hong Kong-Macao Greater Bay Area.

1. Establish a dynamic information management mechanism.

The Public Relations Department actively promotes university liaison. Obtain the latest contact window information through various universities' official websites, WeChat official accounts, Xiaohongshu, Instagram, and Facebook and other officially certified platforms. Establish an "information verification double-signing system" with the Postgraduate Associations of various universities, develop inter-university contact sharing documents, update the contact list quarterly and cross-verify, ensuring unobstructed contact channels.

2. Construct a hierarchical information communication system.

Construct a multi-dimensional exchange mechanism. Regularly establish a Greater Bay Area Postgraduate Association Chairpersons' Joint Conference. Establish a major activity pre-notification system to

achieve inter-university activity schedule coordination. Carry out Greater Bay Area academic mutual visits, understand each other's teaching and research situations, organize laboratory visits, tutor symposiums, class auditing, and other substantive exchanges.

3. Promote cooperation in humanistic care activities.

To enrich the entertainment life of postgraduates and expand communication between postgraduates of universities in Macau. Our cabinet plans to jointly carry out cultural and entertainment exchange activities with universities in Macau. On the basis of creating a good academic interaction atmosphere, through forms such as "Academic High Table," "Christmas Dinner," and "Sports Competitions," create a more comfortable and rich humanistic care system in the tense learning atmosphere of postgraduates, help postgraduates expand their social circle, actively show the spiritual outlook of postgraduates from universities in Macau, enhance the happiness and sense of belonging of the broader postgraduate community on campus, expand the brand influence belonging to the ZUM Postgraduate Association, radiating to universities in Guangdong, Hong Kong, and Macau, presenting a new era characteristic friendship style.

V. Build communication matrix, expand global voice influence

(1) Leverage new media matrix, voice out UM Postgraduate Association, construct an efficient interactive communication platform

Through comparing data from various platforms, our cabinet found that although the University of Macau Postgraduate Association has set up accounts on multiple media platforms for publicity, based on this, our cabinet advocates a systematic reconstruction of the University of Macau Postgraduate Association's new media voice matrix as a strategic starting point, focusing on creating a three-dimensional communication system with Association characteristics. On one hand, focus on upgrading information communication effectiveness, relying on multi-level content ecology and multi-dimensional communication channels, forming a converged media communication pattern covering academic services, campus culture, and rights protection, expanding the activity audience group and increasing attractiveness; on the other hand, based on the information demands of the postgraduate community, construct a demand-oriented content production mechanism and data-enabled brand operation model through precise delivery and interactive communication dual-drive, starting from reality, fully exerting the guiding role of public opinion propaganda, thereby comprehensively strengthening the communication penetration of the Association's activities, continuously

expanding the radiation radius of the Postgraduate Association's brand. Integrate and refine existing online and offline media resources, establish special columns. Target the three core areas of concern to the postgraduate community: academic frontier sharing, employment guidance and presentations, campus life and activities, construct three thematic columns: "Research Vision," "Career to Future," and "Campus π Pair," carry out periodic content planning and continuous updates, cultivate students' attention habits, improve reading completion rates and propaganda effectiveness.

(2) Fully exert Macau's regional advantages, utilize Qin'ao resources, enhance the value of Association activities

Macau's regional advantages are mainly reflected in its advantageous geographical location, diverse cultural background, open economic environment, the development of tourism and finance industries, etc., these advantages provide businesses with broad development space and opportunities. Hengqin, as a new platform to promote the moderate diversification of Macau's economy, the vigorous development of "four new" industries provides new space for attracting talent settlement and employment, becoming a new demonstration of the practice of "one country, two systems," is an important bridge for the collaborative construction of the Guangdong-Hong Kong-Macao Greater Bay Area.

Our cabinet will strive to exert the above-mentioned regional advantages of Macau and combine Qin'ao resources, using a combination of "bringing in" and "going out" approaches, integrate Macau's historical and cultural characteristics into Association activities, exert the advantages of Macau's rich tourism resources, contact Macau local catering, cultural creativity, and other industries to sponsor activities held by the Association, through promoting tourism cultural inspections, historical and cultural lectures, and other activities, let the postgraduate community deeply explore Macau culture, understand its connotation and exert its value, understand the current development status and future trends of Macau's industries, promote the Association's activities to go out, go out of UM, go out of Macau, go into the Greater Bay Area and overseas regions. At the same time, introduce Qin'ao resources, fully exert the advantages of the Public Relations Department, Employment Assistance Department, and New Media Center, strengthen cooperation with Qin'ao government and enterprises, leverage the resources and support of Qin'ao government and enterprises, enhance the scale and influence of activities, do a good job of the UM Postgraduate Association brand image, achieve win-win results.