

## Lively Club Expo: Over 100 Booths Compete with Creativity to Attract New Members

Campus focus

To help first-year students quickly immerse themselves in a vibrant club life, the Extracurricular Activities Guidance Section held the Club Recruitment Expo on September 5–6 and 9–12 along Poster Street and in front of the Chueh–Sheng Memorial Library. A total of 106 clubs participated, putting forth their best efforts despite the hot weather and showcasing their unique characteristics to recruit new members to join them in pursuing their passions.

This year, coinciding with the Olympic year, the main visual design of the expo was inspired by the color scheme and elements of the Paris Olympics, combined with imagery representing Tamkang University. This created a dynamic and international atmosphere, with diverse clubs reflecting the variety seen in Olympic events. Several new clubs were established this semester, including the Poker Club, Model Research Club, Racing Research Club, Psychology Research Club, Basic Finance and Wealth Management Club, the Japanese Department Volleyball Team, and the Economics Department Joint Club of Badminton and Volleyball teams, some of which also joined the expo to recruit new members.

Each club competed creatively at the expo, using engaging posters, flyers, and catchy slogans to showcase their distinct features and draw the attention of new students. For example, the Bar Learning Club demonstrated non-alcoholic drink mixing, the Competitive Cheerleading Club offered shoulder-standing technique experiences, and the Scout Group set up a large swing, all hoping to increase the chances of recruiting new members. Wei Jhong Chen, president of the Board Game Learning Club and a Computer Science and Information Engineering sophomore, explained that participating in the expo was a new experience for the club officers, as it was their first time in leadership roles. Coordinating the booth schedule was a challenge, but it offered a valuable opportunity for hands-on learning.

Jia-Jhen Hsu, a third-year Chemistry student, mentioned that she wanted to meet international students and found the International Ambassador Club at the expo. After hearing the explanations from senior members, she was excited to participate in the welcome events and buddy programs. A first-year Banking and Finance Department student, Wu, shared, "The expo provides a great opportunity to learn about the various school clubs. The club members were enthusiastic, handing out flyers, performing impromptu shows, and organizing fun games. It was a fantastic campus event. I had a lot of fun and realized that university life is not just about studying but also about exploring interests and making new friends."









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