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The Talloires
Network

*Office of the Deputy Vice-Chancellor,
Industry and Community Partnerships
“The Gateway to University-Community-Industry Partnerships”*

Engagement in Higher Education: Malaysia and South East Asia

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www.ukm.my

Engagement:

A Research University's Perspective

Engagement is defined as meaningful, considerate, sustainable and productive interaction with both internal and external stakeholders (industry, community, NGOs and government agencies) for the establishment of mutually beneficial partnerships.



The Talloires Network

Underlying all of these is the critical need “to foster in faculty, staff and students a sense of social responsibility and a commitment to the social good, which we believe is central to the success of a democratic and just society.”

(The Talloires Declaration, Sept 2005)

Engagement: A Research University's Perspective



Engagement at UKM

- **Governance:**

- Establishment of the senior management portfolio of the Deputy Vice Chancellor for Industry & Community Partnerships by the Ministry of Higher Education in Sept 2007.

- **Policy:**

- The Strategic Plan for Engagement (2010 – 2014) is an initial document that sets out strategies, operational systems and processes for effective engagement with both industry and community across research, education & service.

- **Implementation:**

- Knowledge Ecosystem driven by the UKM's Strengths – 8 Niche Research Areas.
- Specific focus on addressing national, regional and global issues in Environment and Urban Poverty.

Engagement in UKM



Kundang Ulu Village
Village adoption.
Student volunteers.
Community
development
initiatives.



My Tuition Centre
Enrichment centre for
underprivileged urban
students.
Collaboration with
Ministry of Education
& Digital Technologies.



Fern Rejuvenation
Preservation of rare
species of ferns.
Public awareness
programs.
Collaboration with
ExxonMobil.

**Engagement with Community and Industry
across Research, Education & Service**

Engagement in Malaysia

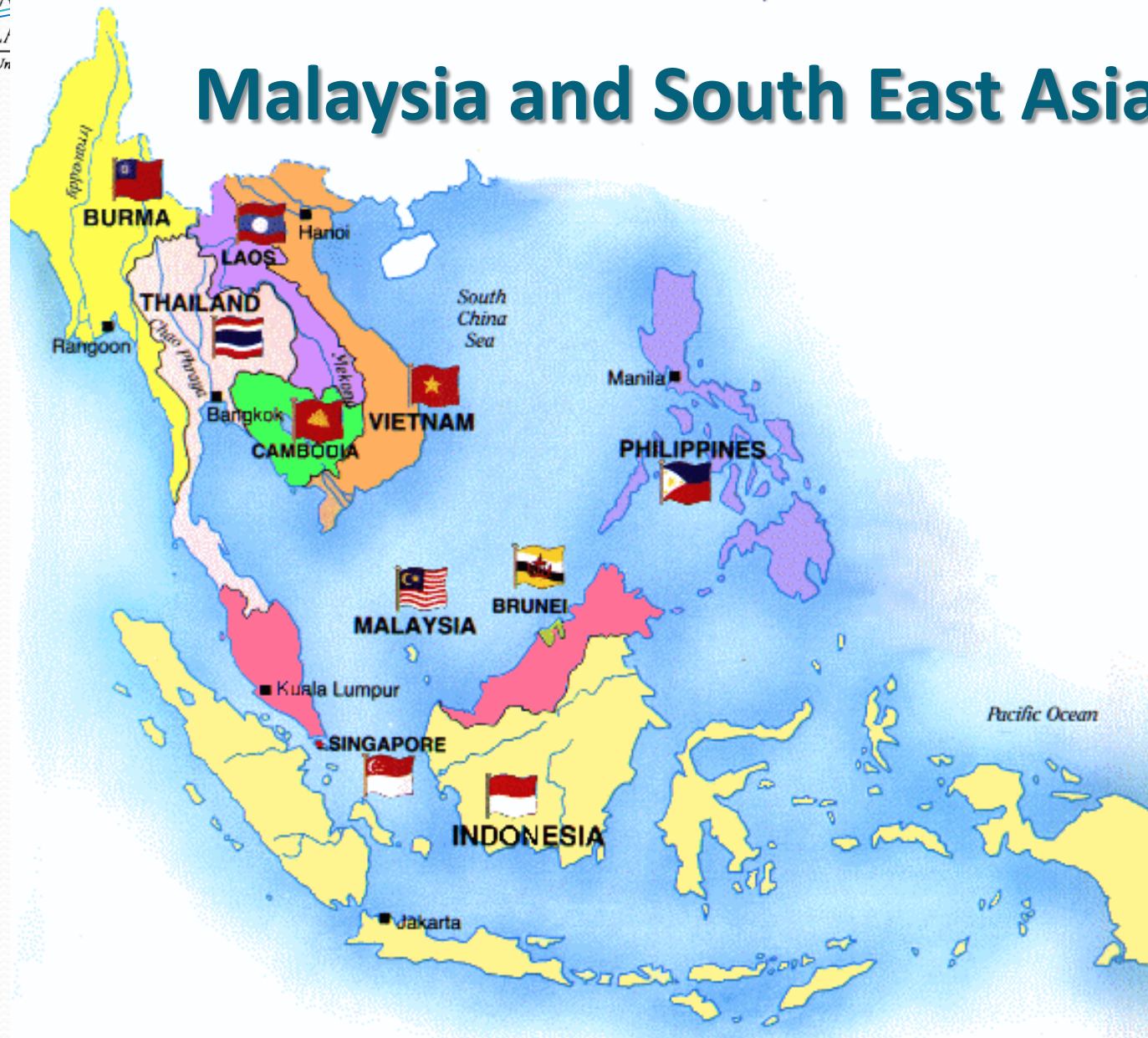
Initial Efforts

- **Universiti Putra Malaysia (UPM)**
 - Cancer Education & Research Project (CaEd) for a multi ethnic community.
- **University Sains Malaysia (USM)**
 - Sg Sedim/Sg Pinang River Expedition to create awareness on environmental issues.

Awareness

- **University-Community Engagement Conference 2009** (USM with UNESCO-APEID and GACER)
- **International University Social Responsibility Conference 2010** (UiTM with UNESCO and USR Alliance)

Malaysia and South East Asia



Engagement in South East Asia

Members of Talloires Network

- **Notre Dame of Marbel University (Philippines)**
 - Alternative Home Education Agenda for Development (AHEAD), a home schooling project to increase accessibility of education for out of school youth and adults.
- **An Giang University (Vietnam)**
 - Research initiatives for the recovery of a war-devastated country.

Other Universities in SEA

- **Ateneo de Manila University:**
 - Targeted interventions in the areas of school leadership, teacher training and instructional materials to improve the performance in four schools in a poverty stricken urban area.
- **Pannasastra University of Cambodia:**
 - Collaboration with California State University Fullerton and USAID to establish a Centre for Community Learning to identify community partners for students internships.

Challenges: Malaysia & SEA

- **Regional Cooperation:**
 - Need to consolidate efforts and share information among public and private sector universities for engagement that has greater impact at national, regional and international levels.
- **Policies:**
 - Need to develop policies and internationally accepted standards for engagement processes with both internal & external stakeholders.
- **Sustainability :**
 - Need to ensure sustainability of regional engagement initiatives in funding as well as continuity of projects.



Future Development

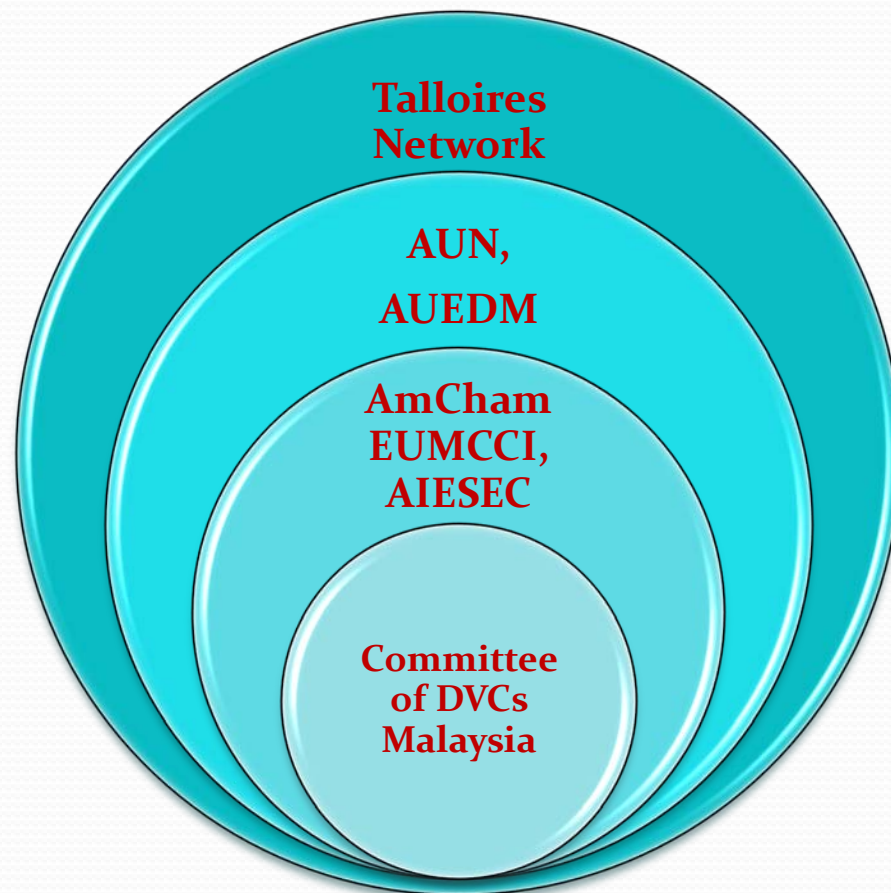
1. Leverage on platforms for a 'multiplier effect'

University Platform:

- Committee of the Deputy Vice Chancellors for Industry/Community Partnerships – UKM is the chair for 2010.

Student Platform:

- AIESEC - A global network that brings together like-minded students in initiatives that combine entrepreneurship and social responsibility e.g. The Red Project (HIV/AIDS).



Future Development

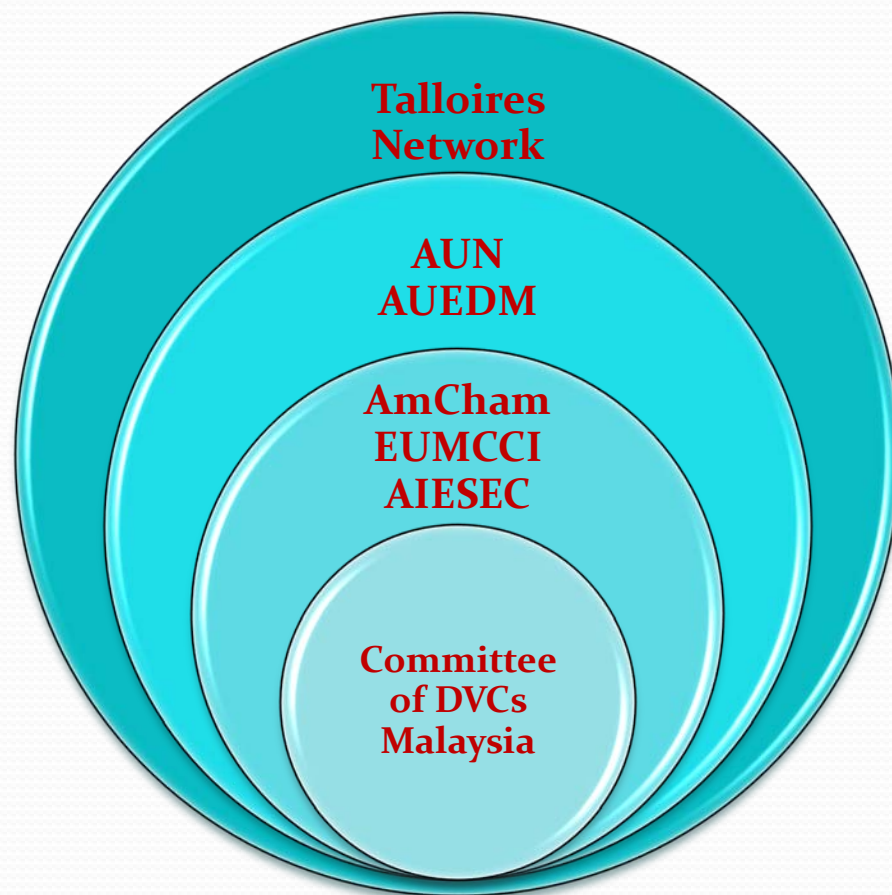
1. Leverage on platforms for a 'multiplier effect'

Industry Platform:

Chambers of Commerce:

- American Malaysian Chamber of Commerce (AmCham)
- British Malaysia Chamber of Commerce (BMCC)
- EU Malaysia Chamber of Commerce & Industry (EUMCCI):

Trade chambers have a good industry membership base and can match member universities with industry partners who share common Corporate Social Responsibility goals.



Future Development

1. Leverage on platforms for a 'multiplier effect'

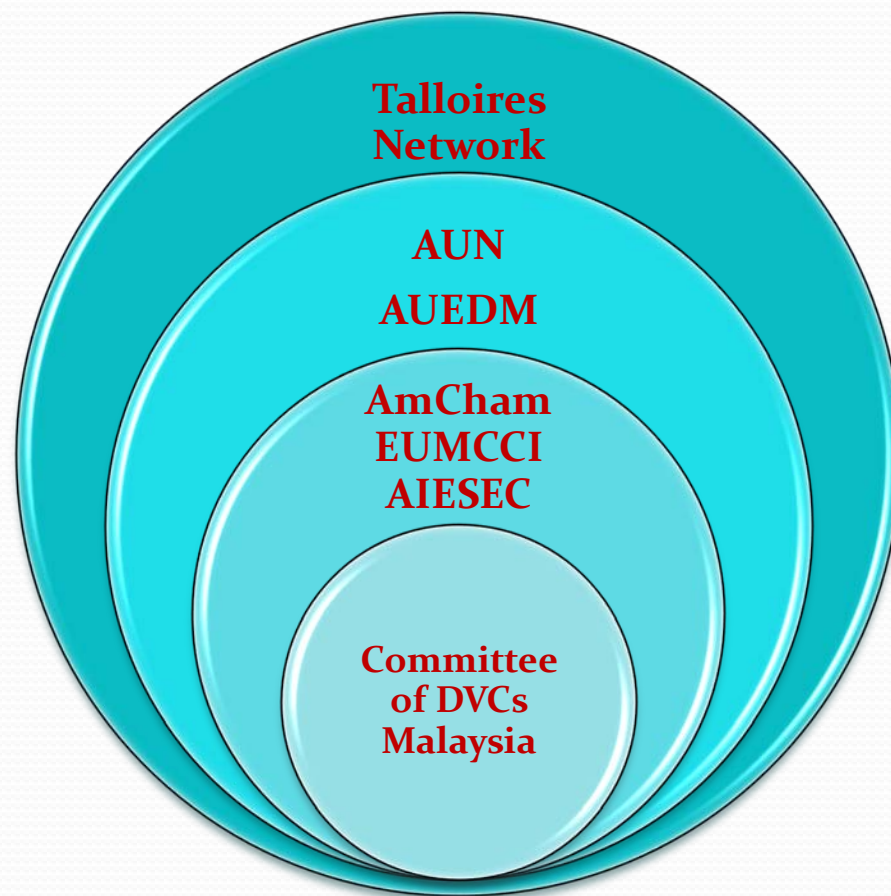
Regional Platform:

- ASEAN University Network
- Asian University Network of Environment and Disaster Risk Management (AUEDM)

International Platform:

Talloires Network:

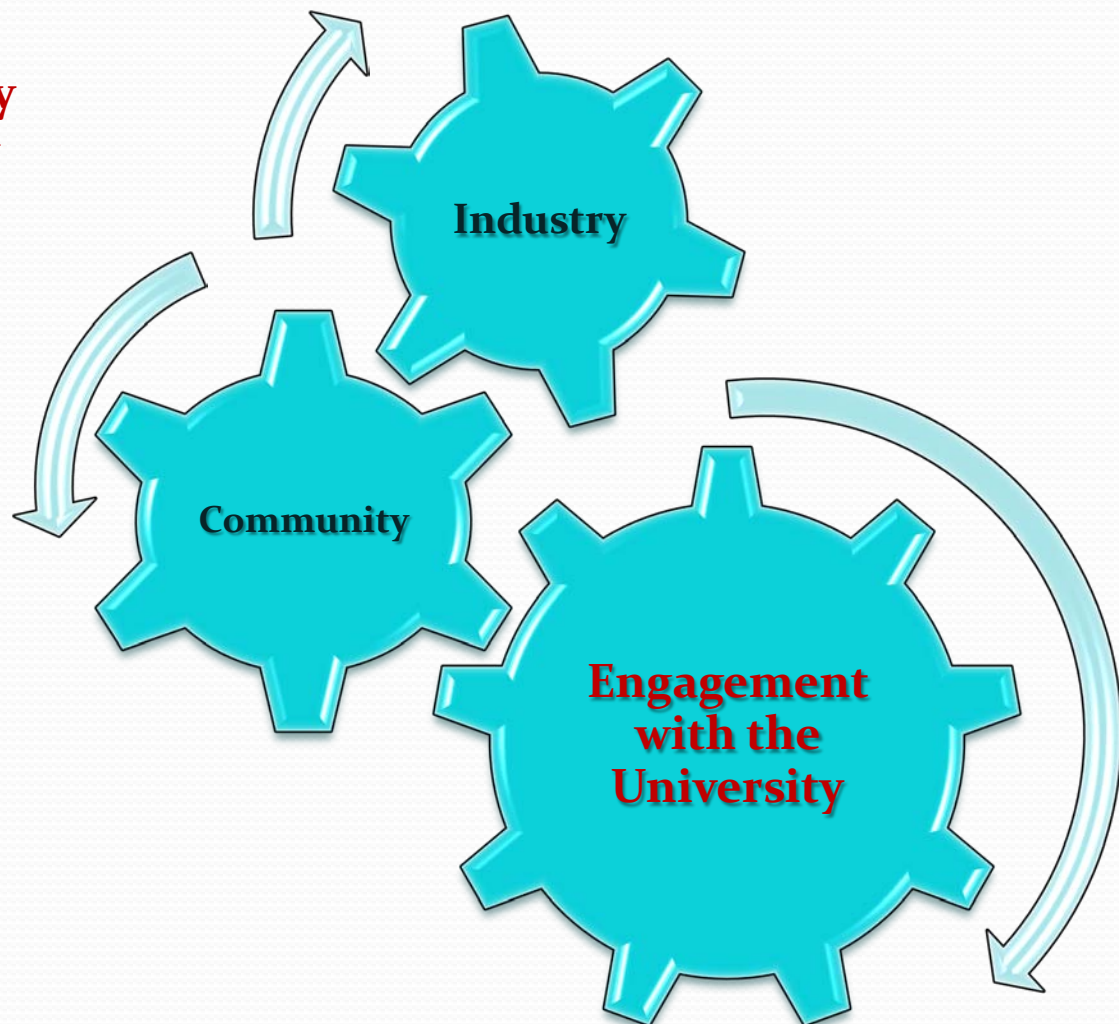
- Effective platform to collaborate with like-minded universities across countries to develop civic engagement initiatives that are mutually fulfilling and beneficial.



Future Development

2. Drive sustainable engagement through continuous partnership with Industry/Community

- **Develop projects that tie in with specific CSR missions of industry partners to ensure sustainability especially in funding:**
 - UKM-YSD Chair in Climate Change Research caters to the interest of both stakeholders to spearhead critical research.
- **Identify specific needs of the community in partnership with community and industry stakeholders at the planning stage:**
 - OECD driven UKM-KL City Hall Collaboration to address the environmental and urban poverty needs of the community in Kuala Lumpur.



Future Development

3. Drive National, Regional and International Cooperation in Engagement

Drive national, regional and international cooperation through policies to consolidate efforts and share information among public and private sector universities for engagement that has greater impact at national, regional and international levels.

National Level

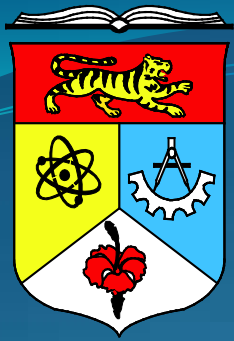
- Development of Strategic Plan.
- Sharing at Committee of DVCs.
- Implement across national HEIs .

Regional Level

- Expand to include the common interests of Universities in SEA.
- Address shared concerns especially in environmental issues.

International Level

- Adapt for Universities in an international engagement network.
- Collaborate and share knowledge.



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Conclusion

Engagement in Malaysia and the SEA region is not a new concept. What is needed is the drive to concretize acceptable policies and governance systems, promote greater involvement of potential industry/community partners and leverage on existing networks for greater cooperation and sustainability.