

BACKGROUND OF APUCEN

The Asia-Pacific University-Community Engagement Network (APUCEN), initiated by Universiti Sains Malaysia (USM), was launched in July, 2011. It is a regional network of higher education institutions concerned with promoting the culture of university-community engagement in a proactive, inclusive, holistic and participatory way. APUCEN is passionate to build cross-functional and cross-institutional collaborations to improve the quality of life for individuals and communities both near and far. Hence, the network works closely with corporations, NGOs and Government agencies to promote community engagement.

OBJECTIVES

- To promote and instill university-community engagement concepts and values to staff and students of higher education institutions.
- To create capacity building for university-community partnerships.
- To disseminate and share information, knowledge, resources and good practices in community engagement.
- To collaboratively develop resources to support regional university-community engagement projects.

MEMBERSHIP

There are three types of memberships in APUCEN. Corporations are welcome to join APUCEN as **Associate Members** and have opportunities to contribute in community engagement projects or activities at the national and regional levels.

- Institutional Member: Open to all Higher Education Institutions (HEIs).
- Associate Member: Open to relevant organizations like corporations.
- Affiliate Member: Open to groupings/coalitions either within or outside Asia Pacific region.

WHY COMMUNITY ENGAGEMENTS?

Community engagement refers to activities and projects that a company undertakes to enhance its relationships with and contribute to the well-being of the communities in which it has a presence or impact. Over the years, community engagement by corporate has shifted away from philanthropic donations and ad hoc practices to a more strategic and scholarly engagement that contributes towards sustainable and impactful transformation of the community.

CORPORATE-SOCIAL RESPONSIBILITY (CSR)

Community engagement provides opportunities for the company to realise Corporate Social Responsibility (CSR), which is the sense of responsibility towards the community and environment. A company that can demonstrate strong values and a commitment for the community will enjoy an improved reputation and one that differentiates it from its competitors, potentially increasing customer loyalty, driving sales, generate more positive publicity and media opportunities.

DEVELOP STAFF AND FOSTER POSITIVE CULTURE IN COMPANY

Involvement with community engagement projects and activities offer company opportunities to develop critical skills among staff such as teamwork and communication skills, more importantly it fosters a sense of purpose and positive culture within the company, which in turn increase staff morale, job motivation, performance and reduce absenteeism.

ATTRACT AND RETAIN STAFF

Partnership with universities across the Asia Pacific region in community engagement projects and activities will allow company to introduce the working culture and values of the industry to attract local and international talents. Greater engagement with higher education institutions will position the industry as the potential employer. In addition, involvement with community engagement can help retain staff as employees take immense pride in working for company that is known for its well-pursued set of CSR policies. They are less inclined to switch jobs than those working for companies that neglect CSR. Thus, your company's involvement in CE may help in attracting and retaining quality workforce.

DEVELOP LEADERSHIP AND INSTILL VOLUNTEERISM

Community engagement projects that aim at solving issues faced by the communities provide opportunities for leadership training. Planning and implementing community projects not only strengthens the leaders' critical thinking skills (e.g., communication, team work, problem solving, and consulting skills) but also provides an effective way to promote volunteerism and shape compassionate leaders.

ASIA-PACIFIC UNIVERSITY-COMMUNITY ENGAGEMENT NETWORK (APUCEN)



Executive Director

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BENEFITS OF APUCEN ASSOCIATE MEMBERSHIP

APUCEN provides an ideal platform for networking and collaboration between members across and beyond the Asia Pacific region. Associate membership allows:

- Showcase your company's good practices in Corporate Social Responsibility (CSR) at local and regional levels.
- Develop leadership and workforce through impactful community engagement projects.
- Stay abreast of the regional development in CSR and community engagement.
- Leveraging of resources, knowledge, and expertise among APUCEN members to implement community engagement projects, which could be led by corporation.
- Greater opportunities to network with universities, government agencies, NGOs, other corporations in the Asia Pacific region.

TO REGISTER AS ASSOCIATE MEMBER

Please fill up the following registration form. We wish to become an APUCEN Associate Member. The following are details of our organization.

Name of Company :

Name of CEO :

Address :

Tel :

Fax :

Email :

Website :

Name of Company's Representative (if any) :

Tel :

Fax :

Email :

Membership fee USD 300

.....
Signature

.....
Date

PAYMENT INFORMATION FOR APUCEN MEMBERSHIP FEE

To complete the registration process, please make the payment for membership fee either:

(a) By Bank Cheque

- Bank Cheque in USD 300 in favour of 'Bursar Universiti Sains Malaysia'
- Please send the cheque with the registration form to APUCEN Secretariat

(b) By Bank Transfer

Method of Payment : Bank Transfer
Recipient name : Bendahari Universiti Sains Malaysia

Account number : 9898-6100300-04-4

Bank name : CIMB BANK BHD

Bank address : Universiti Sains Malaysia,
Block 32, Minden Campus,
11800 USM, Pulau Pinang,
Malaysia

Swift code : CIBBMYKL

Please add the reference to the transfer (Transfer Reason):
APUCEN Membership - The name of your company

Notes:

- Bank transfer and other related fees will be charged to the member.
- After arranging your bank transfer, kindly email us your payment record immediately to apucen@usm.my

ASIA PACIFIC UNIVERSITY-COMMUNITY ENGAGEMENT NETWORK (APUCEN) MEMBERSHIP FORM:

- We, the undersigned, endorse APUCEN and its objectives and wish to participate in it and to achieve the above-mentioned objectives.
- We have read and understood the objectives of APUCEN and we agree to abide by it. This document can be viewed and downloaded from our website: <http://apucen.usm.my>



APUCEN
Asia-Pacific University-Community
Engagement Network

**CORPORATE
ASSOCIATE MEMBERS**

APUCEN Secretariat
Universiti Sains Malaysia