



Asia-Pacific University-Community  
Engagement Network

*Moving Forward through University-Community Engagement*

## UPCOMING EVENT:

# THE 2ND APUCEN SUMMIT 21-23 September 2014 Hotel Royal Penang, Malaysia

The 2<sup>nd</sup> APUCEN Summit will be held on 21-23 September 2014 at Hotel Royal Penang, Malaysia. The Summit will bring together all members from far and near to the "Pearl of the Orient" - Penang, which is an island on the west coast of Malaysia. Penang is famous for its unique diverse cultural and UNESCO Heritage Site.

The theme for the 2014 Summit, "*Leadership in Transforming Community for a Better Tomorrow*" highlights the important roles of APUCEN as a regional network for learning and community development.

The 2<sup>nd</sup> APUCEN Summit provides an ideal platform for all APUCEN members to meet, network and forge new partnerships. It offers great opportunities to share experiences and good practices in lifelong learning and community activities among members. The Summit also aims to promote greater networking with relevant stakeholders such as government agencies, corporate, and NGOs. The climax of the event will be the election of new Vice-President and APUCEN Council Members to chart the direction and development of APUCEN for the next three years (2014-2017).

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### NOTE:

If you have any information, activities and good practices in Community Engagement that you would like to share with APUCEN members, please send to [apucen@usm.my](mailto:apucen@usm.my)

# WARM GREETINGS TO ALL MEMBERS!

With your ardent support, APUCEN has progressively built its presence in the Asia Pacific region and has achieved noteworthy progress and achievements. At present our network has close to 70 members. Through a series of meetings and discussions, greater understanding and common interest in community engagement (CE) have been established among the members at both national and regional levels. Various initiatives are proposed and implemented to promote high impact community engagement projects that make real difference in the society.



The needs to create an avenue to share knowledge, resources and good practices in CE among members in the Asia Pacific region were highlighted during the Regional Council Meetings, for this, the APUCEN Bulletin was established. I thanked all members for your support on this initiative. In this June 2014 issue of APUCEN Bulletin, CE projects from six member universities were shared; Australian College of Applied Psychology (ACA), Kyoto University of Foreign Studies (KUFS), Mae Fah Luang University, University of Nottingham Malaysia Campus, Universiti Teknologi Malaysia (UTM), and the Sultan Idris Education University (UPSU). The current issue also covered APUCEN 's activities in the past six months to keep all members abreast of its latest development.

I would also like to take this opportunity to announce that the 2<sup>nd</sup> APUCEN Summit will be held on 21-23 September 2014 at Penang, Malaysia. It is my heartfelt hope that all members will attend this key event which is held once in every three years.



Kyoto University  
of Foreign Studies

## DELEGATES FROM KYOTO UNIVERSITY OF FOREIGN STUDIES (KUFS)

### Courtesy call to APUCEN President

A delegation from the Kyoto University of Foreign Studies (KUFS) paid a courtesy call to APUCEN President, Prof. Dato' Dr. Omar Osman, on 18 February 2014. Prof. Dato' Omar is also the Vice-Chancellor of Universiti Sains Malaysia (USM), Malaysia. The delegation from Japan comprised of Prof. Yoshikazu Morita, the Chair of the Board and Chancellor of KUFS; Prof. Hiroaki Ikezaki, Dean of Career Centre; Prof. Toshiki Kumagai, Dean of International Exchange Department; and Mr. Takuya Yokoyama, the Head of Public Relations Office. The visit aims to forge greater ties and open up opportunities for further collaborations between the two APUCEN members, USM and KUFS. During the meeting, KUFS extended a formal invitation to Prof. Dato' Omar to visit KUFS in Kyoto, Japan.



A formal dinner function was held at the Eastern and Oriental Hotel, Penang. Friendship and mutual understanding between the two APUCEN members were further strengthened through light and engaging conversations. The event ended with an exchange of souvenirs.



*Kyoto University of Foreign Studies (KUFS)'s  
courtesy call to the Office of APUCEN President*

*Dinner function at the  
Eastern and Oriental Hotel, Penang*



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## Sharing of Experiences

The KUFS delegation also visited the Chairperson of APUCEN@Malaysia, Prof. Dato' See Ching Mey. APUCEN@Malaysia currently has 25 members; 24 Higher Education Institutions (HEIs) and one Student Volunteer Foundation (YSS). During the meeting, activities and experiences of APUCEN@Malaysia, were shared with the Japanese counterpart.

Prof. Dato' See reiterated that community engagement in Malaysia has moved beyond institutional outreach and community services. It is a process by which various HEIs and relevant stakeholders work hand in hand to build beneficial relationships and partnership to bring about meaningful and significant change to the society. APUCEN@Malaysia has a large membership base, hence, it is able to draw on the expertise, experience and resources of its members to carry out community projects. It is, therefore, crucial to increase the number of APUCEN members in Japan. A stronger network will drive APUCEN objectives and community engagement initiatives in Japan to the next level.

During their visit to Malaysia, KUFS also had an opportunity to meet and share experiences with a member of APUCEN@Malaysia, the Sultan Idris University of Education (UPSI). UPSI was represented by Prof. Dr. Mohd Sahandri Gani Hamzah, Prof. Dato' Dr. Aminah Ayob, Ms. Che Noor Hawa Che and Ms. Norlizawaty Shamsudin. The two APUCEN members shared their common mission and experiences on community engagement projects in Cambodia.



*Sharing of Experience on Community Engagement Projects between APUCEN Members in Japan and Malaysia*

Both APUCEN members in Japan and Malaysia are committed to improving the educational outcome and wellbeing of under privileged communities in Cambodia. UPSI, for instance, has initiated the "Wisdom Enlightenment School", a school project to improve the basic education of children from the Chhnang Province in Cambodia. KUFS, on the other hand, has produced children books in the Khmer Language to ensure that the reading materials are accessible to the local community. The books were also illustrated with captivating cartoons to enhance children's motivation to learn. During the meeting, KUFS presented samples of the books to UPSI and expressed its interest to contribute some reading resources for the school project. Similarly, USM indicated its readiness to contribute expertise to solve the problem of clean water supply, a critical issue currently faced by the school community.

The meeting between APUCEN members from the two countries has brought about potential regional collaboration in the school project. In this regard, APUCEN plays a crucial role to initiate and strengthen networking among members and leverage on each other's resources, knowledge, and expertise for a common mission-to improve the educational outcome and wellbeing of Cambodian children.

## Visit to APUCEN Secretariat

On 8 April 2014, a delegation from Kyoto University of Foreign Studies (KUFS) headed by Prof. Hiroaki Ikezaki and accompanied by Prof. Kikuko Yui and Pr. Shinichi Funasugi, visited the APUCEN Secretariat. The Secretariat is currently managed Dr. Melissa Ng Abdullah, the Executive Director of APUCEN and is housed at Universiti Sains Malaysia (USM), Malaysia. The delegation provided updates on KUFS's initiative to increase APUCEN membership in Japan. The university's commitment in driving APUCEN membership in Japan is applauded and the Secretariat is ready to provide full support on this matter. Both Japanese and English version of brochures were provided to KUFS to facilitate its drive to increase APUCEN publicity in Japan.

A discussion on the 5<sup>th</sup> University-Community Engagement Conference (UCEC), which will be hosted by KUFS in 2017, was also held with USM Director of Community Engagement, Tuan Syed Yusof Syed Kechik. The UCE Conference will be an ideal platform for sharing good practices in community engagement and to forge greater ties among its members in the Asia Pacific Region.



*Kyoto University of Foreign Studies (KUFS)'s visit to APUCEN Secretariat and USM Division of Industry & Community Network*

## DELEGATES FROM AUSTRALIAN COLLEGE OF APPLIED PSYCHOLOGY (ACAP)



keep learning

Australian College of Applied Psychology

On 19 March 2014, a delegation from the Australian College of Applied Psychology (ACAP) visited the APUCEN Secretariat. ACAP was represented by Ms. Fiona O' Sullivan, Director of Community Engagement; Dr. Scott Dickson, ACAP's Dean and Mr. Ben Funnel, Director of Business Service. The delegates discussed about collaborative opportunities under the APUCEN umbrella and APUCEN network in Australia. At present, there are five members in Australia which include ACAP, University of Queensland, University of Southern Queensland, Griffith University and Deakin University. Information and experiences of APUCEN networks in Malaysia and Australia were exchanged and discussed.



*Australian College of Applied Psychology (ACAP)'s visit to APUCEN Secretariat*

The delegates also discussed the 4<sup>th</sup> University-Community Engagement Conference (UCEC), which will be hosted by ACAP in Australia in 2015. Details of the Memorandum of Understanding (MOU) were also covered during the meeting.

# VIDEO CONFERENCING WITH THE UNIVERSITY OF BATAMBANG



*Video Conference between APUCEN members in Malaysia and Cambodia*

On 18 February 2014, a video conference was held between APUCEN members in Malaysia and Cambodia to discuss the school project in Pray-Bis Village, Chhnang in Cambodia. The school project was headed by one of the APUCEN@ Malaysia members, the Sultan Idris University of Education (UPSI). The University of Battambang (UBB), an APUCEN member in Cambodia, was engaged as potential regional partner for the project. Networking was established with the Rector of UBB, Ms Sieng Emtotim and the Dean of Faculty of Business Administration and Tourism of the university, Mr. Tieng Morin.

Potential areas of collaborations where UBB may serves as local partner were identified through the video conference. UBB plays a critical role in liaising UPSI with the local government, leaders and community. The video conference had initiated regional collaboration between APUCEN members in the Asia Pacific region.



## WORKING VISIT TO THE MINISTRY OF EDUCATION MALAYSIA

APUCEN paid a courtesy call to the Ministry of Education Malaysia on 7 February 2014. The delegates were represented by APUCEN@Malaysia Chairman, Prof. Dato' See Ching Mey, Executive Director of APUCEN and 8 other institutional members:





*Pre-meeting Discussion among APUCEN members prior to meeting with the Chief Secretary*

The visit aims to highlight APUCEN roles and strength in University-Community Engagement Network and share a list of potential projects to be undertaken by APUCEN members in Malaysia. It was a significant step to position APUCEN as an important regional network of higher education institutions concerned with community engagement.

The meeting chaired by the Ministry's Chief Secretary II (KSU II), YBhg. Prof. Dato' Seri Ir. Dr. Zaini Ujang, was very fruitful as APUCEN is believed to be an important platform to drive impactful change to the community both at the national and regional levels. The Chief Secretary II mentioned that APUCEN has the capacity to move away from community services which are usually costly, involve high numbers of participants, yet, have limited sustainable impact to the community.

APUCEN will be able to make a difference as the Network can draw on the expertise and resources of its large membership base from the Asia Pacific region to implement scholarly engagement projects which are: (1) Impactful, (2) Sustainable, (3) Least-Cost and (4) Show Short-Term Transformation. Founded on the strength of APUCEN, the Ministry has expressed support in providing matching grants for four of the projects:

Regional Level	National Level
(a) School in Cambodia Project	(a) Technology & Livelihood Training for Persons with Disability
(b) Laos Water Challenge Project	(b) Education Transformation for Rural Communities



*APUCEN members with the Chief Secretary II (KSU II) of Ministry of Education Malaysia, Y.Bhg. Prof. Dato' Seri Ir. Dr. Zaini Ujang*

The official visit to the Ministry of Education Malaysia is an important initiative to position APUCEN at the national level and ensuring its relevance and importance to the government. The financial support from the Ministry will help APUCEN to kick start the a few community-engagement projects.

# THE 3<sup>rd</sup> APUCEN@MALAYSIA MEETING



*AIMST University, Sungai Petani,  
Kedah, Malaysia*



The 3<sup>rd</sup> APUCEN@Malaysia Meeting was hosted by AIMST University, Malaysia, on the 21<sup>st</sup> April 2014. It was attended by 23 delegates from 17 Malaysian Higher Education Institutions (HEIs) and organization. The meeting was chaired by the APUCEN@ Malaysia Chairperson, Prof. Dato' Dr. See Ching Mey, who is also the Deputy Vice Chancellor of Division of Industry and Community Network Universiti Sains Malaysia (USM).



*Twenty-three delegates from 17 HEIs and organization at the 3<sup>rd</sup> APUCEN@Malaysia Meeting.*

Members engaged in active discussion to share their experiences on community engagement projects and activities during the meeting. Seven members presented their CE projects and interested partners for the respective projects have been identified.

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3<sup>rd</sup> APUCEN@Malaysia Meeting at Senate Chamber, AIMST University on 21 April 2014



Delegates from various Higher Education Institutions (HEIs) and Organization during the 3<sup>rd</sup> APUCEN@Malaysia Meeting.

Projects that were presented during the 3<sup>rd</sup> APUCEN@Malaysia Meeting are:

No.	Project	Project Lead Institution
1.	Improving Quality of Life of Fisherman's Community through Cooperative Activities	Universiti Malaysia Terengganu (UMT)
2.	Rural Single Mothers Entrepreneurship Program (RuSMEP)	Universiti Utara Malaysia (UUM)
3.	Halal Certification for Food Premises and Food Products in Malaysia	Universiti Sultan Zainal Abidin (UniSZA)
4.	Education Transformation for Rural Community	Universiti Putra Malaysia (UPM)
5.	Technology & Livelihood Training for Persons with Disability	Universiti Teknikal Malaysia Melaka (UTeM)
6.	School in Cambodia ( <i>Sekolah Suluh Budiman</i> )	Sultan Idris Education University (UPSI)
7.	Water, Sanitation and Hygiene (WASH): Health Awareness Programme	Universiti Teknologi Malaysia (UTM)

Various measures and resolutions were made to increase publicity and visibility of APUCEN as well as increasing the number of memberships at the national and regional levels.

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*Prof. Dr. Premkumar Rajagopal, Vice-Chancellor of AIMST University with APUCEN@Malaysia Chairman, Prof. Dato' Dr. See Ching Mey*

**APUCEN@Malaysia Chairperson, Prof. Dato' Dr. See Ching Mey thanked Vice-Chancellor of AIMST University for hosting the 3<sup>rd</sup> APUCEN@Malaysia Meeting. The 4<sup>th</sup> APUCEN@Malaysia Meeting is scheduled for November 2014 and Universiti Teknologi Malaysia (UTM) has kindly offered to host the national meeting.**



## THE 2ND APUCEN PUBLICITY MEETING

The 2<sup>nd</sup> APUCEN @ Malaysia Publicity Meeting was held on 21<sup>st</sup> April 2014 at AIMST University, Malaysia. The meeting was attended by 6 committee members, namely, AIMST University, Universiti Malaysia Sabah (UMS), Universiti Sains Malaysia (USM), Universiti Teknikal Malaysia Melaka (UTeM), Universiti Teknologi Malaysia (UTM) and Universiti Utara Malaysia (UUM).

A few strategies to enhance the visibility of APUCEN and its membership at the international level were put forth

by the committee. The committee acknowledged the importance of APUCEN leadership at country with 5 and more members, such as Malaysia, Indonesia, Thailand, and Australia. At the same time, there needs to further expand the network membership at the Asia Pacific region. Prospective members identified and recommended by the committee will be invited to join APUCEN. To increase the visibility of APUCEN projects, particularly to the corporate, a Corporate Social Responsibility (CSR) Forum was planned. This forum aims to show case APUCEN projects and to engage the companies in discussion about CSR. These initiatives are expected to bring APUCEN to the next level and drive community engagement at the Asia Pacific Region.

# NETWORKING AND SHARING OF EXPERIENCES AT LAO PDR

The Chairman of APUCEN@Malaysia, Prof. Dato' Dr. See Ching Mey, was invited to share the experience of non-formal education and lifelong learning in Malaysia at the Non-formal Education Conference at Vientiane Province, Lao PDR from 10 to 14 March 2014. The conference and networking meetings were organised by the Ministry of Education and Sports, Lao PDR and supported by DVV Institute for International Cooperation, an APUCEN member.



*APUCEN@Malaysia Chairman at the Non-Formal Education Conference in Lao PDR*

The conference was attended by delegates from the Asia-Pacific countries, namely Australia, Cambodia, China, Korea, Malaysia, New Zealand, Philippines, Thailand, and Vietnam. It was a great opportunity to strengthen networking between APUCEN with other regional organisations such as ASEAN University Network (AUN), Southeast Asian Ministers of Education Organization (SEAMEO), Asia South Pacific Association for Basic and Adult Education (ASPBAE) and also establish new friendship with representatives from various universities through sharing of experiences and good practices in quality education and lifelong learning.



*Participants from the Asia Pacific region at the Non-Formal Education Conference in Lao PDR*



*Participants at the Community Engagement (CE) Module Development Workshop*



## COMMUNITY ENGAGEMENT MODULE DEVELOPMENT

A series of workshop have been conducted to develop a training module for capacity building on community engagement. Following a workshop in Padang, Indonesia in November 2013, a two-day workshop was conducted from 18-19 March 2014 in Penang, Malaysia.

The module development project is funded by a grant from Higher Education Leadership (AKEPT), Ministry of Education, Malaysia. APUCEN members were engaged to participate in the workshop to develop the community engagement module, which is divided into three units:

- University-Community Engagement at a Glance: Unit I
- The Drive in University-Community Engagement: Unit II:
- The Implementation of University-Community Engagement: Unit III





*Panel discussion on Corporate Social Responsibility (CSR) during the Corporate Conscience Circle Symposium*



*Mr. Junji Kawakatsu  
Executive Director of Toray Group  
Malaysia*



*Mr. Lee Teong Li  
Regional Director of Amphenol  
Malaysia*

## COMMUNITY ENGAGEMENT: THE CORPORATE PERSPECTIVE

### Panel Discussion on Corporate Social Responsibility (CSR)

On 18 December 2013, a panel discussion on Corporate Social Responsibility (CSR) was carried out coincide with the Corporate Conscience Circle Symposium at Universiti Sains Malaysia (USM). Well recognised for its CSR contributions, two companies, the Toray Group Malaysia and Amphenol Malaysia were invited to share their CSR philosophy and activities during the symposium. Toray Group Malaysia was represented by its Executive Director, Mr. Junji Kawakatsu while Amphenol Malaysia was represented by Mr. Lee Teong Li, the company's Regional Director. The panel discussion was moderated by APUCEN Executive Director, Dr. Melissa Ng Lee Yen Abdullah.

During the Panel Discussion, CSR topics ranging from staff recruitments, benefits and possible collaborations between corporate, university and individuals were raised and discussed. The fruitful forum has generated much interest among the 150 participants who attended the symposium.

### Benefits of Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) if strategically implemented could bring about the following benefits to the company:

- Enhance company's image, win new business and increase customer retention
- Develop and enhance relationships with customers, suppliers and networks
- Attract, retain and maintain a happy workforce and be an Employer of Choice
- Develop leadership among employees through community engagement and services
- Save money on energy and operating costs, and manage risk
- Generate positive publicity and media opportunities due to media interest in ethical business activities
- Improve business reputation and standing
- Provide access to investment and funding opportunities

### Implications for Human Resources and Talent Development

Over the past few decades, Corporate Social Responsibility (CSR) has become increasingly more important as a strategic focus in today's workplaces (Lockwood, 2004). Companies that adopt CSR not only could enhance its image, win new business and increase customer retention but also help the company to attract, retrain, and further develop its workforce. It is crucial for companies to realize that CSR also contribute towards human resource and talent development (Ang & Yap, 2014; Inyang, Awa, & Enuoh, 2011).

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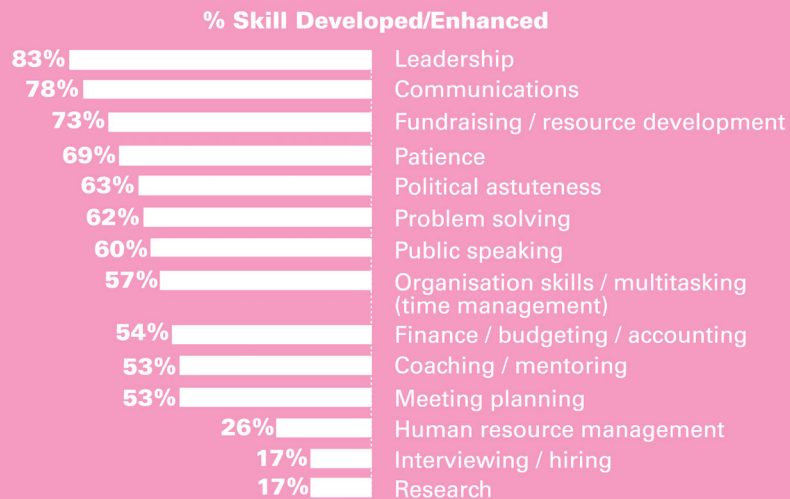
Employees take immense pride in working for company that is known for its well-pursued set of CSR policies. They are less inclined to switch jobs than those working for organizations that neglect CSR. In addition, many CSR initiatives in the community development and partnership realm encourage employee participation. Employees involvement may manifest through volunteer efforts, monetary or material donations in community engagement projects that incorporate employee expertise and consulting skills (Kwan & Tuuk, 2012). Community engagement, hence, is an alternative channel and effective way to develop volunteerism and leadership qualities among employees. Table 1 shows the aspect of skills developed through volunteerism and community services.

Some organisations have already seen the benefit from this alternative channel of leadership development and have gone on to institutionalise this through formal

employee volunteer programmes. According to Ang and Yap (2014), there are also companies that have incorporated community involvement as a requirement for performance and promotion appraisal. In fact, research by Reed Executive, one of UK's largest employment, recruitment, training and human resource (HR) consultancy agencies found that among 200 of the UK's leading businesses:

- 73% of employers would employ a candidate with volunteering experience over one without.
- 58% of employees claim that voluntary work experience can be more valuable than experience gain in paid employment.
- 94% of employees who volunteered believe they had benefited from the experience, and that it either helped them secure their first job, improved their salary or contributed to their promotion.

Table 1: Aspect of Skills Developed through Volunteerism and Community Services



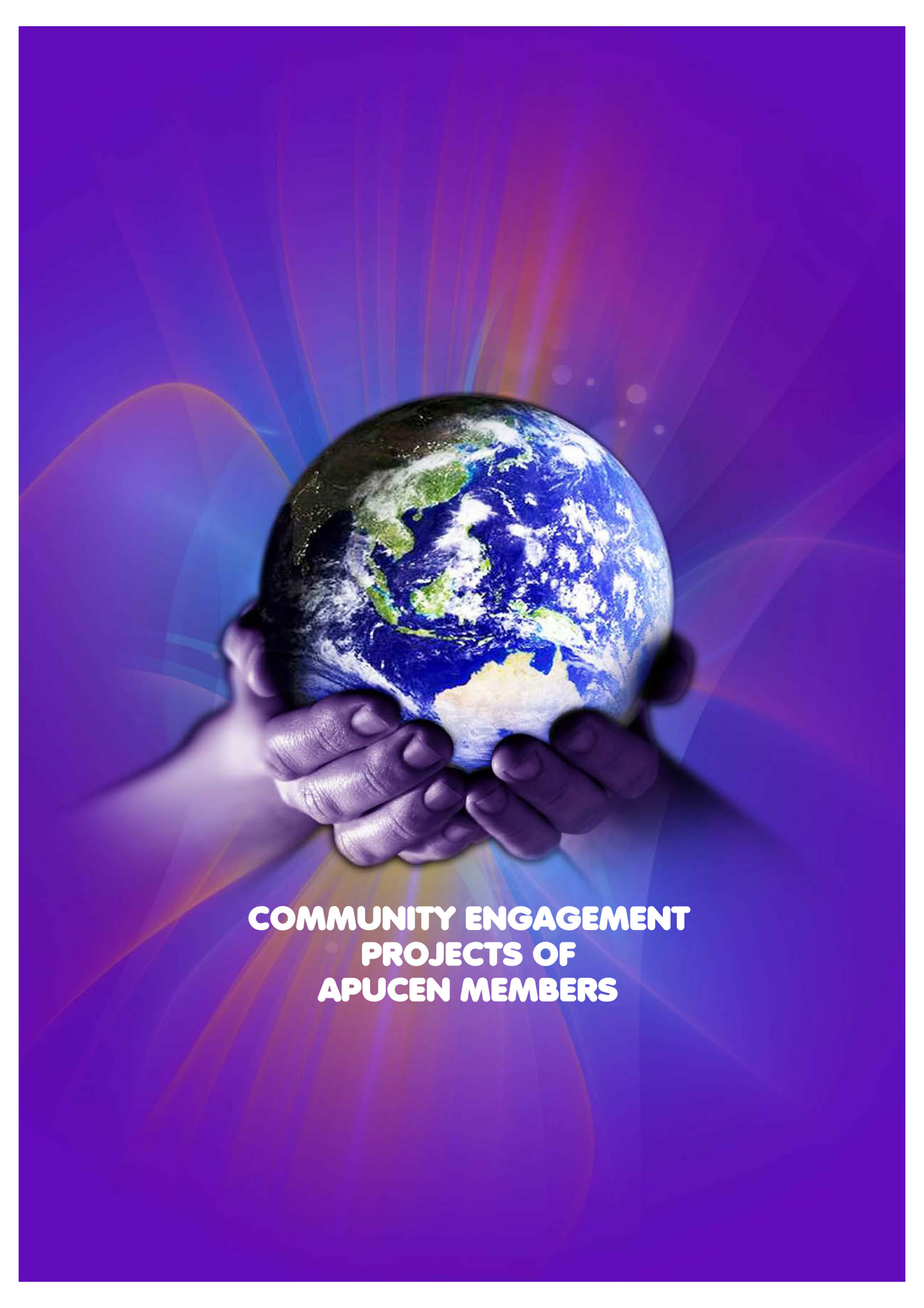
(Source: Ang & Yap, 2014, pg. 8)

CSR is undoubtedly a driver of employee engagement and development. Through community projects and services, companies can promote volunteerism and leadership among its employees, whom in turn serve as quality workforce for the companies.

## Further Readings

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- Inyang, B. J., Awa, H. O., & Enuoh, R. O. (2011). CSR-HRM nexus: Defining the role engagement of the human resource professionals. *International Journal of Business and Social Science*, 2(5), 118-126.
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- Lockwood, N. (2004). *Corporate Social Responsibility: HR's leadership role*, HR Magazine. 48(2), 1-10.



A pair of hands is shown holding a small, realistic globe of the Earth. The globe is centered in the frame, showing continents and oceans. The hands are positioned as if cradling the globe. The background is a vibrant purple and blue gradient with abstract, glowing light rays emanating from behind the globe, creating a sense of energy and global connectivity.

**COMMUNITY ENGAGEMENT  
PROJECTS OF  
APUCEN MEMBERS**

# AUSTRALIAN COLLEGE OF APPLIED PSYCHOLOGY (AUSTRALIA)



## ACAP's Community Engagement Partnerships

Two major areas of Australian College of Applied Psychology (ACAP)'s community engagement presented in this brief paper are firstly, student placement services, and secondly, the formation of alumni networks to further ACAP's commitment to lifelong learning. Lastly, an update on the UCEC 2015 conference is provided. The Institutional Cooperation Committee on Engagement (2005) provides a definition of community engagement that best describes the Australian College of Applied Psychology's partnerships with external organisations and its graduates:

**The partnership of university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching, and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good (as cited in McNall, Reed, Brown & Allen, 2009, p. 317).**

## ACAP's Student Placement Services – Engagement with the Field

Student placements are formal requirements imbedded in the degrees provided by ACAP's Schools of Counselling, Psychological Sciences and Social Work, and are significant components of the curriculum. Students undertake placements in organisations located in the community, health and education sectors, and their performance on placement is assessed against unit learning objectives by their supervisors. The focus of student learning on placements differs across degrees and disciplines, and may include clinical practice, casework, research or projects, policy, and community development.

Students may also be required to undertake research or project work in addition to placement requirements on an issue or topic relevant to their placement organisation. Approximately 600 agencies around Australia and in overseas countries such as Thailand provide placement opportunities to ACAP students.

Student placements serve dual purposes of student and community engagement, and the provision of opportunities for participatory and experiential learning. Education is enhanced through the opportunity to apply theoretical learning to practice in real world contexts, and to critically reflect on practice (Maistry & Thakrar, 2012). Multidirectional- and co-learning opportunities for students, partner organisations and ACAP staff result from active partnerships in providing and participating in placements (Hodge, Wright, Barraket, Scott, Melville, & Richardson, 2011).

Students who successfully complete placements are able to "meet demands for highly skilled, well-educated and adaptable practitioners who can apply research-based knowledge for quality, effective and outcome-oriented practice" (Gursanksy & Le Sueur, 2012, p. 915). They are frequently employed by their placement organisations, which is a demonstration of their work readiness.

The major outcomes of ACAP's engagement with partner organisations are: (1) Increased resources for service delivery in the field, which is best demonstrated in partner organisations that provide placements for multiple students at the same time. These highly valued partners include mental health, alcohol and other drug services, and high schools, and are frequently understaffed and resourced; (2) Increased research on community problems identified as priorities by organisations, leading to engaged scholarship and the co-creation of knowledge that leads to better outcomes for clients (McNall et al., 2009). The dissemination of knowledge to strengthen evidence-based practice in the field is supported by formal written reports produced by students, research seminars and colloquiums to which partner organisations are invited, an annual conference, and joint research publications generated by students and their research supervisors.

The first of these, Dr. Dan Brown, is the director of the Center for Integrative Psychotherapy and Associate Clinical Professor in Psychology, Harvard Medical School. His career has spanned 30 years of study, research, clinical practice and teaching in the worlds of psychology, cognitive science and meditation. He presented talk on mindfulness, meditation and psychotherapy at ACAP's Sydney campus in April 2014.

Dr. Brown examined mindfulness and meditation, which have gained wide acceptance in therapeutic communities. Dr. Brown searched PsychInfo for literature on "mindfulness" and found over 3,000 articles published in peer reviewed journals. Many practitioners use mindfulness protocols, and literature on the topic continues to expand.

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Eighty members of the alumni community attended the seminar, and were able to clarify questions about integrating mindfulness and meditation in psychotherapy. Effective management of relationships with partner organisation by ACAP's student placement services; the provision of clinical supervision and field seminars for students on placement to reduce the workload associated with students for partner organisations; the development of a database to manage information on student placement opportunities and provide this information effectively to students; and a quality assurance policy framework that ensures rapid response to potential conflict and difficulties between organisations and students; are all required to support practice-based learning as formal components of student learning.

ACAP's community engagement is enhanced by annual Placement Expos held on each of ACAP's major campuses (Melbourne, Brisbane and Sydney). In 2013, 63 partner organisations promoted their work at the expos by displaying agency leaflets, posters and banners, and meeting students looking for placements. Two hundred and seventy students attended the expos and 96 percent reported identifying an agency for their placement as a result.

### ACAP's Alumni Community – Engagement with our Graduates

Alumni networks have been developed through providing professional development to foster lifelong learning and to continue the ongoing development of ACAP graduates. In 2014 to date, ACAP has hosted two visiting international academics at alumni events.

ACAP joined the International Society for Psychological and Social Approaches to Psychosis to host a seminar in May 2014 with a second academic, Dr. Hugh Middleton of the Critical Psychiatry Network. He is also an Associate Professor in the School of Sociology and Social Policy at Nottingham University in the UK. The seminar was attended by 100 alumni and staff.

Dr. Middleton presented on his research comparing diagnosis, medication and compulsory treatment with client-centered, evidence-based recovery processes. A panel discussion on his presentation followed, with Conjoint Associate Professor Carolyn Quadrio, School of Psychiatry, University of New South Wales; Dr. Tad Tietze, staff specialist in Emergency Psychiatry and Psychogeriatrics at St Vincent's Hospital, Sydney; and Lyn Mahboub, Lecturer, School of Occupational Therapy and Social Work, Curtin University. Professor Alan Rosen, Deputy Commissioner for the NSW Mental Health Commission, provided a response to the panel discussion.



*Dr. Dan Brown (centre) with Ms Dhurva Davis (left) & Ms Fiona O'Sullivan (right), Director of Community Engagement*

*Dr. Middleton (centre) with Dr. Vanessa Beavan, Senior Lecturer in the School of Psychological Sciences (left) & Mr. Andrew Little (right) Principal & Executive General Manager*

## APUCEN@Australia



ACAP is hosting the inaugural APUCEN@Australia meeting at the close of the Engagement Australia conference in Wagga Wagga, NSW on 21-23 July this year. It is hoped that the four Australian members of APUCEN will attend the conference. Engagement Australia has been invited to sponsor and brand the conference Welcome Reception and APUCEN@Australia will assist in raising the awareness of APUCEN among Australian universities.

It is also anticipated that collaboration with Engagement Australia will increase attendance by Australian delegates at the October UCEC 2015 conference on the Gold Coast in Australia, which is co-hosted by Universiti Sains Malaysia and ACAP. Further details regarding the conference venue, dates and website will be circulated to APUCEN members in a conference update shortly.

## Conclusion

This paper has briefly summarised ACAP's community engagement activities with partner organisations and the alumni community. Successful partnerships with partner organisations address resourcing constraints as well as course requirements for students. All stakeholders in these partnerships ideally benefit. Student research and projects, based on the priorities of partner organisations, co-create knowledge and contribute to a stronger evidence base for practice. Alumni networks provide quality opportunities for ongoing learning and promote graduates' continuing connection with ACAP. The alumni community also provides opportunities for student placements in a continuous cycle of engagement and partnership.

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Australian College of Applied Psychology

keep learning

**Australian College of Applied Psychology (ACAP), Australia, joint APUCEN in 2011.**



ACAP has been delivering specialist courses in applied psychology since 1983 and is a leader in the field. We cover a broad range of courses including counselling, psychology, case management, coaching, social science, social work and elite athlete mentoring. Higher education Counselling degrees from ACAP are accredited by the Psychotherapy and Counselling Federation of Australia (PACFA) and its Psychology degrees have conditional accreditation by the Australian Psychology Accreditation Council.

**Contributed by:** Prof. Ione Lewis, APUCEN Country Editor (Australia)

# KYOTO UNIVERSITY OF FOREIGN STUDIES (JAPAN)

Kyoto University of Foreign Studies (KUFS) has a long tradition of putting the university motto, "Pax Mundi per Linguas" (World Peace through Languages), into action. Unique and transformative curricular, co-curricular and extra-curricular community engagement projects were carried out by students, staff and faculty in the 2013-14 school year.

## Outreach Programme

The curricular credit-bearing Outreach Programme allowed our students to study, observe, and participate in effective community-building projects. They helped children living on the streets and moved people living below the poverty line into decent and safe housing. They also give children from poor families early childhood education trainings.

## Model United Nations

The conference on "Strengthening International Responses to Natural Disasters" gave students an opportunity to apply knowledge from a number of courses that included study of foreign aid issues, responses to humanitarian emergencies, and community infrastructure re-building. The training was conducted in English for 3 days for 60 Japanese and 40 international student delegates, plus a team of student journalists. Following the conference, student volunteers went to the earthquake or tsunami hit Tohoku region of Japan several times to do some house construction, visit elderly victims and play with children living in temporary housing.



## Picture Books for Cambodian Children

An extra-curricular literacy project, led and run by students using Picture Books for Cambodian Children. In collaboration with the Kyoto South Rotary Club, the students visited schools and orphanages in Cambodia to hold Japanese language and culture teaching events while learning Cambodian language.



continued on the next page

## TEDxKyoto

TEDxKyoto is our ultimate community engagement initiative. This annual international interactive seminar brings artists, musicians, intellectuals, social activists, and hundreds of local community-builders to the campus. Through the Internet, the global community joins in. This community engagement project builds a sense of identity as a university community.



京都外国語大学  
Kyoto University of Foreign Studies  
京都外国語短期大学  
Kyoto Junior College of Foreign Languages

PAX MUNDI PER LINGUAS  
一言語を通して世界の平和をー

**Kyoto University of Foreign Studies (KUFS)**, Japan, joined APUCEN in 2012. The university currently holds the position as Council Member of APUCEN.



KUFS was originally established in Kyoto in 1947. The university is a comprehensive educational institution comprised of a university, a junior college, a career college and a high school. Guided by its philosophy of "World of Peace through Languages," the university fosters the development of individuals who understand the importance of lifelong learning and who pursue their dreams with unyielding conviction.

**Contributed by:** Prof. Toshiki Kumagai, APUCEN Country Editor (Japan) and Prof. Craig Smith, Chair of the Department of Global Affairs, Kyoto University of Foreign Studies (KUFS), Japan.

# MAE FAH LUANG UNIVERSITY (THAILAND)



Mae Fah Luang University has taken the initiative in the Pakakeryor (Karen) Wild Tea Project for the development of "Nor Mer Tea" products, the main source of income for the Huay Hin Lad Nai Village community. The project provides stable and lasting income, as well as promote a sustainable career and lifestyle for the younger generations helping them to live in their village happily and peacefully with the nature. Huay Hin Lad Nai is a small village in the middle of Khun Chae National Park, Wiang Pa Pao, Chiang Rai, and is a home to 20 households of the Pakakeryors who migrated from South China approximately 50 years ago. Their sources of food and income come from the surrounding forest. Wild-tea plants grow naturally within the forest. The tea leaves are processed using traditional methods and marketed under the name of "Nor Mer Tea." The tea is well-known for its unique taste and aroma. However, maintaining the quality of the tea is an issue for the villagers.

From the year 2012 to 2013, Mae Fah Luang University's "Rak Kaew" (primary root) team from the School of Agro-Industry had assisted the villagers in tea development by educating them on how to improve the quality of tea leaves, while keeping in accordance with both GMP sanitation guidelines and the village lifestyle. Packaging was improved with the addition of aluminium foil and zip-lock bags to help increase shelf life. The development of tea bags was also established to increase product variety. Since then, the community's annual earnings have increased from approximately 18,000 US Dollars to approximately 58,500 US dollars.

In the year 2014, the Rak Kaew team provides training to the youth of the village, informing them of appropriate tea production methods, good sanitation, analysis and control of tea quality, and promotion of the community's ability to effectively manage their own productions.



*Huay Hin Lad Nai Village*

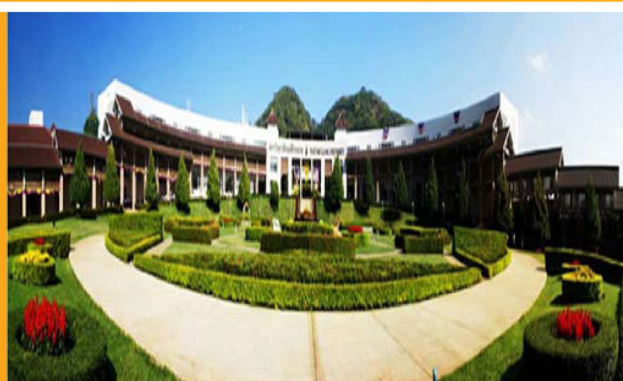


*Transferring knowledge to the village youth*



**MAE FAH LUANG**  
UNIVERSITY

**Mae Fah Luang University, Thailand,**  
joined APUCEN in 2010.



Mae Fah Luang University (MFU) was established as an autonomous public university, under the Royal Charter, in 1998, with generous support from the Royal Thai Government. The University was established to meet the needs of people in the north of Thailand, and to commemorate the gracious contributions of the King's Mother, Her Royal Highness Princess Srinagarindra, lovingly known to her subjects as "Mae Fah Luang." MFU is well known for its high-quality teaching, research, and service to the people of the north, as well as Thailand.

**Contributed by:** Dr. Panom Winyayong,  
APUCEN Country Editor (Thailand).

# UNIVERSITY OF NOTTINGHAM (MALAYSIA CAMPUS)

## Refugee Education: Programme for Training Volunteer Teachers

Refugees are people who reside outside of their own country in fear of persecution. The persecution could be based on racism, religious intolerance, political extremism or have some other basis. In Malaysia, there are as many as 100,000 refugees and asylum seekers, nearly 20,000 of whom are children (people under the age of 18). Several hundred of these refugee children have been separated from their families. In Malaysia, refugees do not live in official camps, but share cheap accommodation. The majority of refugees live in the Klang Valley (in the vicinity of Kuala Lumpur) in undesirable and crowded living conditions. Because refugee children do not have legal residency in Malaysia, they are not entitled to state-provided education and they are not at liberty to register at a local school. The refugee community lives from hand to mouth, with very little capacity or know-how to educate their children.

## The School of Education at UNMC

The School of Education was established at University of Nottingham Malaysia Campus (UNMC) in 2008. It hosts a range of programmes at all levels, including BA in Education, BEd in Special Needs and TESOL, MA and PhD. The School, based within the Faculty of Arts and Social Sciences, has eight members of staff, with ambitious plans to expand further over the coming years. The philosophy is to offer training in innovative teaching in an environment where high quality research is conducted. Because Nottingham is a global University, the School of Education prioritizes a cross-cultural perspective in all its activities. One of the major themes surrounds the commitment to improving and investigating social justice and equality in education. The UNMC School of Education is committed to using its expertise in educational methods and in teaching training to support some of the most disadvantaged groups in Malaysia. The university worked closely with the United Nations High Commission for Refugees in 2013 to support refugee education in Malaysia.

In response to this situation, UNMC experts in Teaching English to Speakers of Other Languages and in Special Educational Needs developed a volunteer teacher training programme to introduce these volunteers to the basic skills and information necessary to conduct effective teaching. These workshops were custom-designed to meet the educational needs of the refugee communities, and topics covered include how children learn, curriculum, assessment, lesson planning and classroom management.

The School of Education has also offered more direct support to one local United Nations Higher Commissioner of Refugees (UNHCR) learning centre. Last year, the entire school - children (ranging in age from 3 to 22) was invited to spend a morning on campus playing games organized by the undergraduates from the School of Education.



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More recently, students involved in the Nottingham Advantage Award have visited the same refugee learning centre to teach a series of lessons to the students, again giving them the opportunity to develop their English language skills. Lucy Bailey, Assistant Professor in the School of Education, explained:

“The visit was a great opportunity for our trainee teachers to practise working with English language learners. It was also a chance for the children to enjoy the space and facilities on our campus instead of their usual 1-room school. The work we have done at the school itself provides ongoing support with their English-language education. They have given these children educational opportunities”



The University of  
**Nottingham**

UNITED KINGDOM • CHINA • MALAYSIA

**University of Nottingham,  
(Malaysia Campus),** joined APUCEN in  
2013.



The University of Nottingham prides itself on its unique international curriculum which we believe truly enhances the student experience. The Malaysia Campus plays a special role within Nottingham's global vision. The Malaysia Campus also plays a leading role in the development, strategy and implementation of the international curriculum.

**Contributed by:** Prof. Peter Mitchell, Dean of Science, School of Psychology, University of Nottingham Malaysia Campus, Malaysia.

# UNIVERSITI TEKNOLOGI MALAYSIA (MALAYSIA)

The Universiti Teknologi Malaysia (UTM) team traveled to Air Papan, Mersing November 15-17, 2013, with the goals of setting the framework and building relationships to initiate a durable, long-term partnership between Air Papan and UTM. Over three days, the UTM-GKI Southeast Asian Water Challenge team of UTM students and researchers, along with GKI facilitators got to know the community of Air Papan, their challenges, and their resources. Together they explored opportunities for collaboration to solve pressing challenges pertinent to water. They explored existing resources around the village through initiating a series of highly facilitated sessions during which UTM students and researchers listened closely to the community members of Air Papan to discern their resources values and central challenges. Community members confirmed the need for water solutions to meet their challenges in paddy production, tourism promotion, and fishing. Each of these goals serves Air Papan's greater vision for increased economic stability and income for its community members. The engagement identified areas of alignment with existing resources surrounding the villages and communities. Finally, on day three, the community and UTM identified areas of alignment and explored next steps within teams of community members and UTM researchers and students. Teams formed around the challenges of tourism promotion; fertilizer and waste management; creation of a fish hatchery; and providing sufficient water for paddy production. Going forward, we recommend making a clear commitment to this work, setting a timeline, and engaging in ongoing, structured communication with the community members in Air Papan, as well as UTM students and researchers.

The approach to create a shared vision was headed by the Village Head. He shared his personal perspective on the top goals for Air Papan in the coming five years - increasing paddy production, increasing tourism revenue, and promoting sustainable fishing. He and the other community members present agreed that reaching these goals would accomplish the following:

- Reduce poverty in Air Papan;
- Allow the community to send more of its youth for advanced study and/or pursue study overseas;
- Create steadier incomes for the community members of Air Papan;
- Increase the number of community members finding sufficient local employment; and
- Make Air Papan a known destination for tourism.

Speaking openly about these goals and why they are important drove the entire group towards common values of the community and shared vision of the goals to be attained and the challenges to be overcome. Breaking into three groups, UTM researchers facilitated further exploration of each goal and the creation of three unique "Shared Problem Statements."

Focusing on goals, challenges, and visions for solutions enumerated in the Shared Problem Statements, the groups engaged in a process called "Challenge Mapping", an interactive design tool, to visualize critical bottlenecks to progress which, if not addressed, might stymie efforts to solve those challenges. In this step, community members, researchers, and students identified a broad range of specific challenges that Air Papan and its partners must tackle in the coming years. The map is propagated by challenges framed in the "How might we?" (abbreviated as "HMW?") format, so that each challenge is transformed into an opportunity. Across the three groups, the participants generated 139 distinct challenges and opportunities.



The Village Head and key community members sit with students, sharing those ideas for partnership that connect to their most pressing need: income generation.

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From these many challenges, the groups then selected their top-priority challenges through voting. The top - 3 challenges as selected by each group are noted below.



Paddy Production Challenge Map	Eco-tourism Challenge Map	Sustainable Fishing Challenge Map
1. How might we increase water availability and resources?	1. How might we attract corporate funding for tourism?	1. How might we consult with the marine park department to make the allowed fishing zone larger?
2. How might we get quality fertilizer?	2. How might we get public beach facilities including toilets, phone and internet?	2. How might we enhance barnacle growth the hatchery?
3. How might we cooperate with universities for research?	3. How might we commercialize tourism activities?	3. How might we get finance for hatchery growth?
<b>Total Challenges Generated: 42</b>	<b>Total Challenges Generated: 65</b>	<b>Total Challenges Generated: 32</b>



Engagement with the community through small challenge mapping groups resulted in researchers becoming more committed to specific challenges prioritized by the community.



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

**Universiti Teknologi Malaysia (UTM), Malaysia,** joined APUCEN in 2010.



Universiti Teknologi Malaysia (UTM) is an innovation-led and graduate-focused Research University. It is located both in Kuala Lumpur, the capital city of Malaysia and Johor Bahru, the southern city in Iskandar Malaysia, which is a vibrant economic corridor in the south of Peninsular Malaysia.

**Contributed by:** Assoc. Prof. Nur Naha Abu Mansor, Director of UTM Community Transformation Centre, Universiti Teknologi Malaysia (UTM), Malaysia.

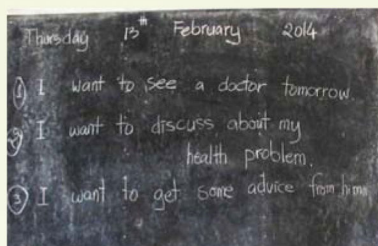
# SULTAN IDRIS EDUCATION UNIVERSITY (MALAYSIA)

In the year 2008, the Sultan Idris Education University (UPSI) started the International Community Service in Cambodia together with 28 members of the Students Representative Council (SRC). From the community service, a construction of an UPSI school was proposed after observing the poor condition of the *Madrasah* in the village of Pray-Bis, situated in the Chhnang Province. The students came from poverty stricken backgrounds.



UPSI has transformed the *Madrasah* into a four classroom school with raised funds amounting to RM40,000 and also the agreement of the local residents (Khairiah) of the *Madrasah*. The fund raising effort continued until a single story building of the school was completed with enough space for office administration and storage for learning tools.

From time to time, other facilities such as water supply, toilet, canteen, playing fields and others were provided in phases according to the funds collected. Four teachers were brought to UPSI to be trained for four months to equip them with lesson delivering skills according to their subjects. This effort will not end, but UPSI will make sure that the majority of students in the Wisdom Enlightenment School can further their studies to the tertiary education. APUCEN's involvement in this project is very important to ensure that the community of Pray-Bis Village, Chnang can enjoy the progressive and harmonious change of life.



**The Sultan Idris Education University or Universiti Pendidikan Sultan Idris (UPSI), Malaysia, joined APUCEN in 2010.**



UPSI was established in 1997. It has two campuses mainly Sultan Abdul Jalil Shah and Sultan Azlan Shah Campus.

The university aims to be a prestigious university providing exceptional leadership in education, based on its broad experience and high level of competency in meeting global changes.

**Contributed by:** Prof. Dr. Mohd Sahandri Gani Hamzah, Director of Community and Student Transformation Centre, Sultan Idris Education University (UPSI), Malaysia.



## About APUCEN

The Asia Pacific University-Community Engagement Network (APUCEN) was initiated by Universiti Sains Malaysia (USM) and 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.

## Objectives of APUCEN

The objectives of APUCEN are as follows :-

- To promote and instil 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.

## Benefits of Membership

APUCEN provides an ideal platform for networking and collaboration between members across and beyond the Asia Pacific Region. Membership in APUCEN allows:

- Greater opportunities to network, collaborate, and form sustainable alliances in university-community engagement activities, projects and research.
- Leveraging of resources, knowledge and expertise amongst its member to apply for competitive grants and funding.
- Building and strengthening members' knowledge on university-community engagement.
- Showcasing best practices and niche areas of each member in community engagement.
- Disseminating and sharing of information on seminars, conferences and summit on community engagement at the regional level.

## Editorial Board

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**Editor-in-Chief** Prof. Dato' Dr. See Ching Mey  
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- Dr. Melissa Ng Lee Yen Abdullah (Executive Director of APUCEN)
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