

# APUCEN BULLETIN

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**APUCEN**  
Asia-Pacific University-Community  
Engagement Network

*Moving Forward through  
University-Community Engagement*

## The 2<sup>nd</sup> APUCEN Summit

# The 2<sup>nd</sup> APUCEN 2014 SUMMIT

**Leadership  
in Transforming Community  
for a Better Tomorrow**

- 21 - 23 September 2014
- Hotel Royal, Penang, Malaysia

The 2<sup>nd</sup> APUCEN Summit was held on 21<sup>st</sup>-23<sup>rd</sup> September 2014 at the Hotel Royal Penang, Malaysia, with the theme of 'Leadership in Transforming Community for a Better Tomorrow'. It highlighted the leadership roles of APUCEN members in driving community engagement for a positive and sustainable change in the society. The Summit has successfully yielded a strong and good turnout of 85 participants from over 40 organizations and 20 countries. Among those present were 30 top management of universities and organizations, of whom 12 were Vice Chancellors, Presidents, Rectors and CEOs.

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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)

**SPECIAL EDITION**



The 2<sup>nd</sup> APUCEN Summit provided an ideal platform for all APUCEN members to meet, network and forge new partnerships. It also aimed to promote greater networking among the relevant stakeholders which include government agencies, corporates and Non-Government Organizations (NGOs). The climax of the event was the election of new Council Members and Vice-President to chart the direction and the development of APUCEN for the next three years (2014-2017). There were also sharing of good practices in community engagement by renowned experts through keynotes speakers, parallel sessions and workshops.

## THE APUCEN GENERAL ASSEMBLY MEETING

The APUCEN General Assembly Meeting was held on the 22<sup>nd</sup> September 2014 at the Penang Royal Hotel. APUCEN members from far and near has gathered at the meeting, which is held once in every three years. The 1<sup>st</sup> APUCEN General Meeting was chaired by the President of APUCEN, Prof. Dato' Dr. Omar Osman to discuss about the progress and future direction of the network.

After a brief and engaging opening address by the President, three key agendas were discussed by the Members; (i) APUCEN Resolution; (ii) APUCEN Report (2011-2014) and (iii) APUCEN Guiding Principles.





APUCEN Resolutions is a formal expression of the opinion and will of the Asia-Pacific University-Community Engagement Network. Seven (7) additional items had been added to the Resolutions. The expanded Resolutions was adopted by APUCEN Council. As a whole, the new items (Items 12 to 19) aimed to strengthen the roles of various stakeholders (e.g., universities, students, and private sector) and alternative platforms for community engagement. For instance, there is a strong belief that information and communication technology (ICT), such as online initiative, can be an effective and cost-saving platform to increase borderless engagement within and beyond the Asia-Pacific region (Item 14).

The need to integrate community engagement into the academic curriculum was also acknowledged as a means to create awareness and impart humanitarian values and volunteerism among the young generation (Item 12 & 15). The importance of engaging with the private sector and merging the local wisdom with scientific knowledge when conducting community engagement was highlighted in the 2014 Resolution (Items 13 & 16). Accordingly, there are also needs to promote the culture of knowledge sharing and knowledge transfer among APUCEN members (Items 16 & 17). Finally, APUCEN Members vow to encourage Higher Education Institution (HEIs) to embark on financial planning for community engagement initiatives, which ultimately contribute to nation building in each country (Items 18-19).

## Resolutions 2014

In a spirit of compassion for all humanity and with a commitment to serve the community, APUCEN hereby resolves to:

1. **STRESS** the need to re-position the role of university in engaging with communities in the Asia-Pacific regions.
2. **INITIATE** collaborative efforts among members by leveraging each other's resources, knowledge, expertise and experience for the betterment of societies.
3. **ENCOURAGE** universities to modify their curricula to include community-engagement and stress hands-on experiential learning.
4. **RECOGNIZE** the complementary role of partners, including social activists, non-governmental organizations and corporate bodies to enhance efficiency and assure the success of collaborative projects for noble causes.
5. **PROMOTE** high impact projects in niche areas that involve member institutions and work together to achieve common goals of APUCEN.
6. **CALL UPON** member institutions to set up a sustainable trust fund in any form, including a foundation to support the implementation of joint projects that are in line with APUCEN goals.
7. **CREATE** awareness among the people of APUCEN by employing different channels and encouraging mass media coverage of its activities and success stories at national and regional levels.
8. **ESTABLISH** an e-platform for efficient communication and sharing of information among APUCEN members.
9. **STRENGTHEN** understanding of university-community engagement concept through seminars/workshops among APUCEN members.
10. **UNDERSTAND** the needs of diverse communities and examine the interactions between the university and community via focus groups.
11. **REVIEW** the guiding principles of APUCEN every two years and establish a Secretariat and set a clear operating procedure for the Secretariat.
12. **AVOID** replication of roles by emphasizing the balance between professionalism and voluntarism towards achieving end results. To this end members are called upon to train "social entrepreneurs" among the university community.
13. **ENGAGE WITH PRIVATE SECTOR** (companies & corporations) to tap on their resources & expertise. Invite companies and corporations who have CSR initiatives to JOIN APUCEN AS CORPORATE MEMBERS.
14. **PROMOTE CE INITIATIVES** online.
15. **INTEGRATE CE INTO ACADEMIC** Curriculum.
16. **INTEGRATE** Local Wisdom with scientific knowledge into CE.
17. **TRANSFER OF KNOWLEDGE** between APUCEN members is vital.
18. **ENCOURAGE** HEIs to plan and embark on FINANCIAL PLANNING for CE Initiatives.
19. **ENCOURAGE** HEIs to embark on CE for Nation Building.

During the General Assembly Meeting, the President also presented a report on APUCEN activities from 2011 to 2014. The report compiled all the triumphs, milestone development, and success stories of this fast growing network. The activities were reported the matically and chronologically. It highlighted APUCEN's focus on laying the groundwork and developing

guiding principles for regional partnership in university-community engagement. It also explained how APUCEN has begun to position itself as an international network by co-organizing international events and establishing partnership with various international organizations.



## REPORT ON APUCEN ACTIVITIES (2011-2014)

### EXECUTIVE SUMMARY

Since APUCEN was launched in July 2011, it has progressively built a presence as an important network of higher education institutions for community engagement in the Asia-Pacific region. As of October 2014, APUCEN members have grown to more than 70 from 18 countries. This encouraging growth in APUCEN was a result of continuous membership drives and branding initiatives (e.g., APUCEN brochures, membership pin, roller banner, corporate video, folder, tagline and website). It is evident that APUCEN has built a presence not only in the Asia-Pacific Region but also has formed strategic alliances with networks from the United States and European regions. It serves as an ideal platform to forge partnerships between institutions/organizations and also connects networks from different regions.

From 2011-2012, APUCEN focused on laying the groundwork and developing guiding principles for regional partnership in university-community engagement. A number of papers and documents (e.g., formulating policy, guiding principles, Trust Fund Working Paper) were formulated and endorsed by the Regional Council. In addition, regional and national meetings were conducted with the aim to promote greater understanding and identify common interest and niche areas among APUCEN members. Initiatives to share knowledge, resources and good practices in community engagement started in 2012 and was intensified in subsequent years through capacity building workshops and the publications of the APUCEN Bulletins.

From 2013-2014, APUCEN began to position itself as an international network by co-organising international events and establishing partnership with various international organizations in the Asia-Pacific region. It also formed strategic partnerships with prominent international organizations (e.g., International Science Shop Network, DVV International, Global Knowledge Initiative, Engagement Australia, Engagement Thailand, Pascal International) to widen its networking and horizons in community engagement at the global level. DVV International (Germany) and Global Knowledge Initiatives (USA), for instance, are two of the international organizations that co-organized the 2<sup>nd</sup> APUCEN Summit with USM. The strong turnout at the 2014 APUCEN Summit (21-23 September 2014) has further demonstrated that the APUCEN mission and vision are supported by its members and stakeholders which include NGOs, corporates, government agencies and international organizations.





## THE ELECTION OF APUCEN COUNCIL (2014-2017)

The APUCEN Council helps to bridge all higher education institutions (HEIs) in the region and expand their community engagement efforts and partnerships higher education institutions (HEIs). Members casted their votes to elect the new Council Members (2014-2017), to continue the legacy of the previous council in community engagement activities and programmes. Five members were elected from Malaysia and the remaining seven were elected from other countries. For the first time, the election process was conducted online, using a system that was developed by the Secretariat of the 2<sup>nd</sup> APUCEN Summit.

Two International Observers were appointed to ensure the validity and transparency of the Online Election System. The observers were Prof. Chis Duke from RMIT University and Prof. Bruce Wilson from the European Union (EU) centre at RMIT University. Before the election started, detailed explanations were provided to the observers by Mr. Abdul Rahid and Mr. Adly Husaini Arifin from the Center for Knowledge, Communication and Technology (PTPM), Universiti Sains Malaysia (USM). After an inspection, the observers have approved the usage of the system and have monitored the whole processes of election.



*An Independent committee was also set up by the APUCEN Secretariat to implement the election of Council Members.*

*Assoc. Prof. Dr. Tan Kok Eng briefed all members about the election guidelines and procedures. The election began once the green light was given by the two international observers.*

## CASTING THE VOTES ONLINE

On 22<sup>nd</sup> September 2014, institutional members, associate members and affiliate members have cast their votes.



## APUCEN COUNCIL MEMBERS (2014-2017)

The President of Kyoto University of Foreign Studies (KUFS), Professor Dr. Takeshi Matsuda was elected as the Vice-President of APUCEN, under the leadership of the permanent President, Professor Dato' Dr Omar Osman from Universiti Sains Malaysia (USM).



*Professor Dato' Dr. Omar Osman, Vice-Chancellor, Universiti Sains Malaysia (USM)*



*Professor Dr. Takeshi Matsuda, President, Kyoto Universities of Foreign Studies (KUFS)*

### President

Universiti Sains Malaysia, Malaysia

### Vice President

Kyoto University of Foreign Studies, Japan

### Council Members

- Australian College Of Applied Psychology, Australia • University Of Queensland, Australia
- University Of Southern Queensland, Australia • Universitas Andalas, Indonesia • Kyoto University Of Foreign Studies, Japan
- Chiang Mai University, Thailand • Thammasat University, Thailand • Universiti Malaysia Sarawak, Malaysia
- Universiti Putra Malaysia, Malaysia • Universiti Sains Islam Malaysia, Malaysia
- Unversiti Teknologi Malaysia, Malaysia • Universiti Utara Malaysia, Malaysia

## KEYNOTES AND SPEECHES

Professor Dato' Dr. See Ching Mey, the Organizing Chairman, delivered a welcoming address during the opening ceremony of the 2<sup>nd</sup> APUCEN Summit. Professor Dato' See highlighted that it was time for higher education institutions (HEIs) to move beyond teaching and research. An engagement between universities and community should be in the form of a partnership for broader societal benefits.

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*Professor Dato' Dr. See Ching Mey, delivered a welcome address during the Opening Ceremony of the 2<sup>nd</sup> APUCEN Summit on 22<sup>nd</sup> September 2014 at the Penang Royal Hotel, Malaysia.*







*The Summit participants were enlightened with the topics that were near to their hearts.*

## KEYNOTE ON THE FUTURE DIRECTION OF UNIVERSITY - COMMUNITY ENGAGEMENT

The first keynote address 'The Future Direction of University-Community Engagement and Regional Partnership' was delivered by Professor Chris Duke, RMIT University, Australia. Professor Chris identified the temptations, moral dilemmas and leadership challenges in relation to university-community engagement; (1) great tension between global-local; (2) great temptation of becoming world class; (3) great moral dilemma between economic-social, and (4) great challenge of leadership. To address these challenges, it is crucial to support CE champions, establish alliances with other higher education institutions (HEIs), 'Comlaborate' (Collaborate while living with competition) and look from outside-in (not to get in wardly focused). In his keynote address, Professor Chris Duke also touched on university management, the need to be self-reliant and establish partnership with non-higher education stakeholders and international networks.



*Professor Dato' Dr. See Ching Mey, the Organizing Chairman, presenting a token of appreciation to Professor Chris Duke.*

## KEYNOTE ON HARNESSING GLOBAL PROBLEM SOLVING NETWORKS



The second keynote address was on 'Harnessing Global Problem Solving Networks in the Collaboration Era'. It was delivered by Ms. Courtney O' Brien, from the Global Knowledge Initiative (GKI), United States (US). Ms. Courtney shared the background of GKI, its roles and how the organization has impacted communities in 60 countries globally. GKI adopted three approaches in problem solving:

- (1) To Locate: Find resources and clarify the context for collaborative innovation;
- (2) To Enable: Build human and institutional capacity for sustainable partnerships &
- (3) To Connect to Solve: Foster the linkages between people and resources required to implement solutions.

Ms. Courtney emphasized that harnessing global networks are crucial as it could (i) increase efficiency, (ii) prevent duplication, (iii) enhances the power of advocacy, and (iv) accelerate the rate of technological innovation. In the collaboration era, networks such as APUCEN are efficient vehicles of producing, synthesizing, and distributing ideas.

## SHARING OF COUNTRY EXPERIENCES

The 2<sup>nd</sup> APUCEN Summit was an ideal platform for knowledge sharing among Members coming from different countries. Two parallel sessions were specifically planned within the Summit Programme to provide opportunities for members to share their good practices and country experiences in community engagement.

## PARALLEL SESSION I

In Parallel Session I, universities and organizations from Australia, Germany, Japan, Malaysia, Taiwan, and Bangladesh shared good practices and experiences in community engagement. The session was moderated by Professor Bruce Wilson, Director of the European Union (EU) Centre at RMIT University.



*Ms. Courtney O'Brien, Global Knowledge Initiative (GKI)*



*The Question and Answer (Q&A) Session*



## Panellists in Parallel Session I

- Mr. Andrew Little, Australian College of Applied Psychology (Australia)
- Mr. Nobert Steinhaus, Bonn Science Shop (Germany)
- Professor Toshiki Kumagai, Kyoto University of Foreign Studies (Japan)
- Professor Dato' Dr. See Ching Mey, Universiti Sains Malaysia (Malaysia)
- Dr. Jei-Fu Shaw, I-Shou University (Taiwan)
- Professor Dr. M. Lutfar Rahman, Daffodil International University (Bangladesh)

## Key Points Derived

- Higher Education Institutions (HEIs) must engage with Alumni.
- CE can be sustainably run by Non-Profit Professional Body (e.g. Bonn Science Shop)
- Students are a Big Resource to run CE in HEIs. Empower and equip them with incentives & Credits for course
- HEIs must provide CE grants of various sorts to encourage staff & students to get involved in CE research & projects.
- Implementation of CE can be in the form of Knowledge Transfer, setting up a center of CE, CE projects & Innovations.
- Engaged with private sector (companies & corporations) to tap on their resources & expertise.
- CE can be done virtually or online.

## GOOD PRACTICES IN COMMUNITY ENGAGEMENT: AUSTRALIA, GERMANY, JAPAN, MALAYSIA, TAIWAN AND BANGLADESH



*Mr. Andrew Little, CEO ,  
Australian College of  
Applied Psychology (ACAP).*



### AUSTRALIA

The Community Support Program (CSP) established the Black Dog Institute (Centre for Depression Study) and Professional bodies. Community engagement by the Australian College of Applied Psychology (ACAP) is mostly done by alumni of these Institutes with NGOs support.

### GERMANY

The Bonn Science Shop (SS) consists of 50 members. The organization has 35 staff with a yearly budget of 3 Million Euros. As a mediator between citizen groups and academic institutions. The organization works through engagement of research to solve problems faced by the community. The SS works by; (1) Mapping the problem and (2) Receive or Solicit clients.



*Mr. Nobert Steinhaus,  
Coordinator of  
Bonn Science Shop (SS).*

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*Professor Toshiki Kumagai, Vice-President, Kyoto University of Foreign Studies (KUFS).*



**Kyoto University of Foreign Studies**

### JAPAN

Students from the Kyoto University of Foreign Studies (KUFS) raise funds from the public and use the money to carry out Community Engagement (CE) activities. At the international level, the students were involved in helping communities affected by disasters such as floods, typhoons and landslides in the Philippines, Myanmar, Thailand, Bangladesh and Indonesia. KUFS encourages the involvement of students in community activities and promote Joint-Projects with other universities. The university believes that CE activities have a sustainable positive impact on students as evident in one of the case whereby a student took a year-long break to help the people of Fukushima.



**USM UNIVERSITI SAINS MALAYSIA**

### MALAYSIA

Universiti Sains Malaysia (USM) emphasizes on the transferring of research and know-how through Community Engagements (CE). CE is implemented via (1) Knowledge Transfer; (2) University-Community Engagement Conference (UCEC); (3) CE Projects and (4) Innovative CE. USM has built a framework for CE in a form of 'DNA style'. The whole university community, which include staff and students are encouraged to take up Community Services. In addition, a CE Policy was established based on 12 key principles (partnership, volunteer engagement, engaged scholarship, shared responsibility, accountability, sustainability, relevant, creative, impactful, innovative; effective delivery & Integrity) to guide the implementation of CE. Financial support is also available (e.g., Short Term Grant; Long Term Grant; and Ad-hoc Grant) to support such initiatives.



*Professor Dato' Dr. See Ching Mey, Deputy Vice-Chancellor, Universiti Sains Malaysia (USM).*



*Dr. Jei-Fu Shaw, President, I-Shou University.*



### TAIWAN

Sixty years ago, Taiwan was a very poor country. Today, Taiwan has turned into a technology-based developed country. The community in Taiwan has undergone tremendous development. Hence, I-Shou University believes in promoting community engagement (CE) which contributes towards community development. To support CE, the university has established collaboration with (1) E-United Group, a stainless steel company founded in 2003 and (2) In-Shu University (ISU). Partnership with the private sector is crucial to tap on their resources and expertise.



### BANGLADESH

Community Engagement (CE) is being emphasized at Daffodil International University (DIU), Dhaka, Bangladesh. DIU is known to be a digital university or online-based university. CE is being promoted through (1) Workshops and (2) Students Co-Curriculum activities (University Scout Group). Examples of CE activities include; (1) Road Safety, (2) Social Engagements and (3) Fund Raising for the Society.



*Professor Dr. M. Lutfar Rahman, Vice-Chancellor of Daffodil International University.*





## PARALLEL SESSION II

In Parallel Session II, universities and organizations from Indonesia, Thailand, Vietnam, Cambodia and Lao PDR have shared the good practices and experiences in community engagement. The session was moderated by Professor (H). Dr. Heribert Hinzen, Regional Director of DVV International for South and Southeast Asia.

Panellists in Parallel Session I	Key Points Derived
<ul style="list-style-type: none"> <li>• Dr. H. Werry Darta Taifur, Universitas Andalas (Indonesia)</li> <li>• Assoc. Prof. Dr. Avorn Opatpatnakit, Chiang Mai University (Thailand)</li> <li>• Ms. Cao Thi Thu Hien, SEAMEO Regional Center (Vietnam)</li> <li>• Mr. Lay Vutha, NGO Education Partnership (Cambodia)</li> <li>• Mr. Mana Chanthalanonh, DVV International (Lao RDR)</li> </ul>	<ul style="list-style-type: none"> <li>• Student volunteerism in CE is crucial.</li> <li>• Engagement and partnerships with Corporations and NGOs are crucial.</li> <li>• The voices of the community must be heard and local wisdom needs to be integrated into scientific knowledge.</li> <li>• Transfer of knowledge between APUCEN members is vital (e.g. Learn from Thailand on how to be successful in getting Government Funding)</li> <li>• Financial Planning Technical Workshop is proposed (e.g. Fund Raising)</li> </ul>

## GOOD PRACTICES IN COMMUNITY ENGAGEMENT: INDONESIA, THAILAND, VIETNAM, CAMBODIA AND LAO PDR



*Dr. H Werry Darta Taifur, Rector, Universitas Andalas.*



### INDONESIA

Universitas Andalas in Indonesia is very strong in student CE Programmes. Students get credits and need CE projects to pass their degree requirement. Universitas Andalas believes that through community engagement, students can pick up soft skills and valuable community experiences. In fact, students should have their own network in conducting CE. An Asia-Pacific University-Community Engagement Network (APUCEN) for students was proposed.



**THAILAND**

Chiang Mai University (CMU) focuses on the development of a Social Engagement (SE) Policy. With a strong policy in place, the university has set up a SE Unit and allocated budget for social or community engagement. A grant system is being implemented for SE projects. The university has developed specific measures with KPIs for sustainability in social engagement.



*Assoc. Prof. Dr. Avorn Opatpatanakit, Assistant President of Chiang Mai University*



*Ms. Cao Thi Thu Hien, SEAMEO Regional Center (Vietnam).*

**VIETNAM**

There is a strong Student Volunteer System in Vietnam. For instance, the Green Summer Program was initially implemented in Vietnam, but later it was extended to Lao PDR, Cambodia and Malaysia. Credits were given to volunteers, which contribute to students' college and university entrance.



**CAMBODIA**

The need to strengthen the level of collaboration and partnership with different educational agencies were highlighted. This is to increase community and Non-Governmental Organization's voices such as Teacher Union and Parents Associations. It is crucial to engage with the community so that their problems are addressed and needs are met. Community engagement also creates a sustainable way of collecting evidence-based issues of the grassroots and drive advocacy for educational purposes.



*Mr. Lay Vutha, NGO Education Partnership (Cambodia)*



*Mr. Mana Chanthalanoh, DVV International (Lao RDR)*

**LAO RDR**

Community engagement (CE) in Lao PDR focuses on non-formal education for the community. Among the main constraints for such initiatives includes the lack of infrastructure, poor funding and language barrier. In addition, there is also limited networking among the relevant stakeholders. There are needs to widen cooperation with corporations and NGOs at Lao PDR for CE purposes.







## SUMMIT DINNER

The Deputy Minister of Education II, YB P. Kamalanathan P. Panchanathan was the guest of honor for APUCEN Summit Dinner on 22<sup>nd</sup> September 2014. During his speech, YB P. Kamalanathan had shared his passion for community work and highlighted the crucial roles of

higher education institutions in community transformation. He emphasized that it is important for universities and communities to work more closely together and the Ministry of Education (MOE) will give continuous and consistent support to ensure that APUCEN is a success.







*Participants enjoying the Malaysian and International cuisines at the Penang Royal Hotel.*





# LAUNCHING OF APUCEN BULLETIN

The Deputy Minister of Education II, YB P. Kamalanathan P. Panchanathan has officially launched the APUCEN Bulletin. The Bulletin provides servers as a platform for sharing of views and ideas about university-community engagement in the Asia-Pacific region. Short articles on good practices in community engagement, volunteerism, engaged research, service learning, international perspectives on CE and other relevant topics are covered in the Bulletin.



*The APUCEN Bulletin was officially launched by Deputy Minister of Education II, YB P. Kamalanathan P. Panchanathan on 22<sup>nd</sup> September 2014.*

## CAPTIVATING PERFORMANCES

The Summit participants enjoyed the Malaysian and International cuisine in a relaxing ambiance during the dinner functions at the Penang Royal Hotel, Malaysia. There were captivating live music and dance performances from the university students and staff, Non-Government Organizations (NGO), and volunteers from the community. All parties have worked hand-in-hand to make the Summit a success.



The live music and dance performance by students and staff from the Universiti Sains Malaysia (USM) have captured the heart of the audience. Many participants join the dancers on stage during the Traditional Malay Dance Performance.





*Captivating performance by Professor Adnan Hussien, Deputy Vice-Chancellor (Student Affairs and Development) and Assoc. Prof. Razif Mohd, Deputy Dean, School of the Arts, Universiti Sains Malaysia (USM).*

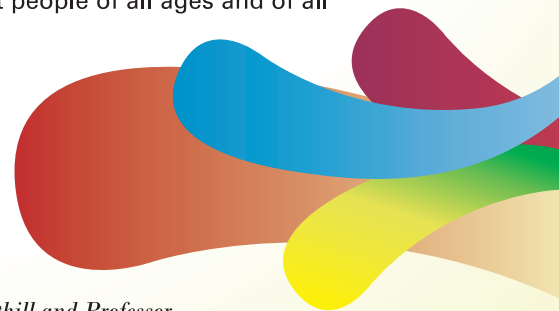
Children from the Association of Resource and Education for Autistic Children (Lions REACH) in Penang also performed during the APUCEN dinner functions. The Lions REACH is an a NGO centre that provides free holistic training programs for children with autism and at the same time, emphasizes parental and family involvement in the development of their special child. Children, teachers, and parents from the Lions REACH put their heart into the presentation and it turned out to be a great experience for the children, in performing in front of an international audience.



The dinner performance was enriched by Mr. Roys Lee's performance, who is a self-taught musician with great passion for music and community engagement. He believes that music can connect people of all ages and of all cultures. The participants enjoyed the dinner while listening to the oldies.



*Professor Micheal Cuthill and Professor (H). Dr. Heribert Hinzen presenting a token of appreciation to Mr. Roys.*





## APUCEN MEMBERSHIP CERTIFICATE

APUCEN Members received certificate of membership from the President, Professor Dato' Dr. Omar Osman. As of September 2014, APUCEN has 72 members from 18 countries in the Asia-Pacific region.



*Universiti Tenaga Nasional, Malaysia*



*J.F Oberlin University*



*Universitas Andalas, Indonesia*



*Universitas Brawijaya, Indonesia*



*Thammasat University, Thailand*



*Suratthani Rajabhat University, Thailand*



*Mah Fae Luang University, Thailand*



*Chiang Mai University, Thailand*



*Mahidol University, Thailand*



*Universiti Putra Malaysia, Malaysia*



*Australian College of Applied Psychology,  
Australia*



*Universiti Sultan Zainal Abidin,  
Malaysia*





*Universiti Malaysia Kelantan, Malaysia*



*Universiti Perguruan Sultan Idris, Malaysia*



*Universitas Sains Malaysia, Malaysia*



*Universitas Negeri Surabaya, Indonesia*



*Anteneo de Manila University, Philippines*



*San Pedro College, Philippines*



*University of Southern Queensland, Australia*



*Kyoto University of Foreign Studies, Japan*



*Dafforil International University, Bangladesh*



*International Islamic University of Malaysia, Malaysia*



*Griffith University, Australia*



*Universiti Tuanku Abdul Rahman, Malaysia*



*Universitas of Trologi, Indonesia*



*Kadambari Memorial College, Nepal*



*Kolej Universiti Perguruan Ugama Seri Begawan, Brunei*





Global Knowledge Initiative,  
USA



Universiti Malaysia Sabah, Malaysia



Universitas Malaysia Terengganu,  
Malaysia



Universiti Teknikal Malaysia,  
Malaysia



I-Shou University



Bonn Science Shop, Germany



DVV International, Laos PDR

## THE 5TH APUCEN REGIONAL COUNCIL MEETING

The 5<sup>th</sup> APUCEN Regional Council Meeting was held on 23<sup>rd</sup> September 2014 at the Penang Royal Hotel following the 2<sup>nd</sup> APUCEN Summit. The Meeting was chaired by the President of APUCEN, Professor Dato' Dr. Omar Osman and was attended by the newly elected Council Members. The way forward and potential projects led by the respective council members were discussed during the meeting.





## SIGNING OF MEMORANDUM OF UNDERSTANDING (MOU)

It was certainly a rare opportunity for many top management of universities and organizations (e.g., Presidents, Rectors, Vice-Chancellors, CEOs) to be present at the 2<sup>nd</sup> APUCEN Summit. Universiti Sains Malaysia (USM), as the host of the event, initiated partnership with APUCEN members by signing of Memorandum of Understanding (MOU). Six MOUs were signed and exchanged during the Summit and the momentous occasion was witnessed by all APUCEN members:

- Daffodil International University, Bangladesh
- I-Shou University, Taiwan
- J.F. Oberlin University, Japan
- Navitas Professional Institute Pty. Ltd, Australia
- KDU College(PG) Sdn. Bhd, Malaysia
- University Sains Islam Malaysia, Malaysia



## POSSIBLE INTERNATIONAL COLLABORATION

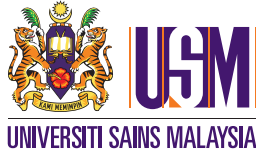
The 2<sup>nd</sup> APUCEN Summit has resulted in a number of possible international collaborations.

No.	International Collaboration	University/Organization	Country	Potential Outcome
1.	KUFS –USM Japanese Language and Cultural Centre	Kyoto Universities of Foreign Studies (KUFS)	Japan	<ul style="list-style-type: none"> <li>• Students and staff mobility</li> </ul>
2.	Academic Program	Australian College of Applied Psychology (ACAP)	Australia	<ul style="list-style-type: none"> <li>• Collaboration with School of Management &amp; School of Social Sciences, USM</li> </ul>
3.	Project on Integrity in Research and Innovation	Boon Science Shop	Germany	<ul style="list-style-type: none"> <li>• USM VC as International advisory Council Member</li> <li>• Research &amp; publication</li> </ul>
4.	Lifelong Learning	DVV International	Laos PDR	<ul style="list-style-type: none"> <li>• Lifelong education</li> </ul>
5.	Student Internship	I-Shou University	Taiwan	<ul style="list-style-type: none"> <li>• Students mobility &amp; internship</li> </ul>

No.	International Collaboration	University/Organization	Country	Potential Outcome
6.	Network to Network	Pascal International	UK	<ul style="list-style-type: none"> <li>Position APUCEN as a prominent regional network</li> </ul>
7.	Network to Network	Engagement Thailand Kadambari Memorial	Thailand	<ul style="list-style-type: none"> <li>Position APUCEN as a prominent regional network</li> </ul>
8.	Co-organize International event	College of Science and Management	Nepal	<ul style="list-style-type: none"> <li>Position APUCEN as a prominent regional network</li> </ul>

## EXHIBITIONS AND NETWORKING

During the 2<sup>nd</sup> APUCEN Summit, 8 exhibition booths were set up to showcase community engagement projects. Universities, Non-Government Organization and government agencies shared their good practices, experiences, as well as disseminated key information on CE. The exhibition space also served as an ideal platform for networking, meeting acquaintance and forging new friendships.







## POST-SUMMIT COMMUNITY ENGAGEMENT WORKSHOP

A Post-Summit Workshop was carried out on 23<sup>rd</sup> September 2014 to provide training on university-community engagement. The training was conducted based on a module developed by Universiti Sains Malaysia (USM), which covered the following topics:

- (a) University-Community Engagement at a Glance
- (b) The Drive in University-Community Engagement
- (c) The Implementation of University-Community Engagement

The module development project is funded by a grant from Higher Education Leadership (AKEPT), Ministry of Education, Malaysia.





## LIGHT AND ENGAGING MOMENTS

There were many opportunities for networking, meeting new acquaintance and strengthening old friendship throughout the Summit. Many light discussions took place with laughter and sharing of experiences.





## WHAT PARTICIPANTS SAID ABOUT THE SUMMIT?



**DVV International**



*“Thank you so much for a most rewarding time we could spend together. Many of the ideas and experiences presented were quite interesting for us, and colleagues especially from Laos, Cambodia, and Vietnam were very happy about their stay. We shall try hard to keep up the challenges posed by a serious community engagement of Universities. I look forward to the potential opportunities of cooperation...”*

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**Professor (H). Dr. Heribert Hinzen**  
**DVV International, Lao PDR**



*“I did enjoy all the speeches and presentations, and I also learned a sufficient amount of new things at the APUCEN Summit. The summit not only provided me with an opportunity to make friends with the other participants, but also created a platform for potential collaboration. I have talked with and made friends with some professors and faculty members who have left a great impression on me. We were extremely interested in the discussion on how to push forward the educational cooperation and exchange between each other.”*

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**Mr. Tony Dong**  
**Jinan University, China**



continued on the next page



*“This was one of the best organised, informative and enjoyable conferences I have attended.”*

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**Professor Micheal Cuthill**  
*University of Southern Queensland  
Australia*



*“Congratulations for a very successful and inspiring Summit and Network. I truly appreciate the role of APUCEN in connecting university with the community.”*

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**Dr. Zuraidah Ali**  
*Universiti Tenaga Nasional (UNITEN)  
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 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.

## 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 members 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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