SULAM – Chapter 3

Community Partner Matching

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Chapter 3 - Outline

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• Principles of Partnership
• Forming SULAM Partnership
• Pre-planning Activities for SULAM Partnership
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• Industry Point of View
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Definition of SULAM Community Partnership

Community partnership involves a collaborative effort between stakeholders to achieve a common community goals and for the students to achieve learning outcomes of the course.
Principles of Partnership

• Specific purpose and agreed upon mission, values, goals, measurable outcomes and accountability
• Mutual trust, respect, genuineness and commitment
• Build on strengths and assets, builds capacity and also address needs
• Balance power and share resources
• Clear, open and accessible communication
• Agree upon roles, norms and procedures
• Ensure feedback among all stakeholders
• Share the credit
• Partnerships evolve and can dissolve
Forming SULAM Partnership

• Identify your partners and know your community
• Examine history of relationship between institution and community (Eg: UCTC) *of applicable community and industry relationship unit
• “Get to know” your partners
• Involve key decisions makers in the partnership
Pre-planning Activities for SULAM Partnership

- Identify each partner’s skills and assets
- Identify roles of partnership members
- Foster leadership and skill development among partners
- Identify resources
- Develop a partnership agreement or memorandum
A SULAM Partnership Planning Committee

• Establish and agenda with special focus on the development of goals, objectives, and strategies.
• Establish governance, shared leadership and decision making structures
• Establish a place for your planning committee to meet
• Establish useful methods of note taking
• Establish systems to evaluate the meetings
• Establish methods of communication
• Determine and design the partnership’s planning process
• Identify methods of accountability
• Develop a risk management plan
Stakeholders

• Higher Learning Institutes
• Community
• Government
• NGO
• Local district council
• Industry
Flowchart to Develop Project/Program

1. Dean to ensure at least one SULAM activity in one course per year
2. HLI's SULAM Unit
   - Course coordinator to prepare teaching plan and identify communities to be approached
   - Students approach communities
   - Partner matching
     - Identify needs of the community
     - Common goals to be achieved
   - Transfer of knowledge
     - Clinics
     - Seminars
     - Campaigns
     - Problem solutions
3. Community raise issues or problems
4. Faculty/University
5. Government agencies
6. NGO's
7. Industry
8. Presentation
Industry Point of View

How to engage or establish partnership with the industry?

• Prepare list of prospect partners
• Invite prospect partners to SULAM activities
• Briefing given to partners, engage partners in SULAM activities
• Value added: tax-exemption to fund donor, logo appearance in publicity material, internship, prospect staff

What can the industry offer?

• Funding
• Knowledge and skills
• In kind sponsorship
• Networking
Example of Working Model from UTM (CCSL)

How to engage or establish partnership with the community?

1. MEETING
   (WK1-2) Beginning
   - Preliminary discussion
   - Introduction of program SL
   (WK2-6) Project paper
   - Lecture start
   - Set theme/community - Form committee, fill in form SL, approval form CCSL
   - Site visit/meeting with community
   - Draft project paper - Prepare project paper, checking
   - Sign by lecturer/ assistant lecturer
   - Submission of project paper to CCSL
   (WK7-8) Approval
   - Review of project paper CCSL - Suitability of program/location/community, fund allocation
   - Approval letter of project -
     - Approve - Transportation booking, offer letter
     - Not approve - Revise project paper, resubmission
   - Changes/cancellation of project - Fill in form of changes, discuss with CCSL
   (WK9-13) Implementation
   - Start project - Preparation indoor/outdoor, role of committee
   - Implement project - Questionnaire, form of community participation, form of feedback
   (WK14-15) Report
   - Reflection/post-mortem
   - Presentation in seminar - Financial report, receipts
   - Submission of report to CCSL - Signature of lecturer | Hardcopy/softcopy according to format

2. The End - Mark entry/OBE
Management of SULAM

• Each institution is to establish a SULAM unit/committee (a coordinator, a finance officer, an admin officer)
• HLIs to establish a one stop centre (OSC) for community and industry linkages to provide SULAM projects – Community partner information form
• OSC to provide information to SULAM unit/committee
• SULAM unit to facilitate course coordinators to plan for SULAM projects
• Students to enrol for the course
• Students to engage with community and industry with the guide of SULAM unit
• SULAM project with community to take place
• Evaluation of students and community
Challenges

• Fundings
• Instructor
• Student
• Community
• Government agencies
• NGO’s
• Industry
SULAM-Net

**OBJECTIVE**

- Collaborate in carrying out service learning activities in Malaysia.
- Facilitate change of ideas and information for effective service learning implementation.
- Network of higher institutions, professionals, non-governmental agencies and students in carrying out SULAM activities.

**FUNCTIONS**

SULAM-Net intends to:
- Act as a Secretariat of SULAM.
- Coordinate activities among HLIs for effective SULAM in community.
- Coordinate resources from various HLIs in the implementation of SULAM.
- Support communities through SULAM.
- Organize discussions and conferences on SULAM.