

SERVICE LEARNING MALAYSIA
SULAM
UNIVERSITY FOR SOCIETY

SULAM – Chapter 3

Community Partner Matching

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Chapter 3 - Outline

- Definition of SULAM Community Partnership
- Principles of Partnership
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- Pre-planning Activities for SULAM Partnership
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- SULAM - Net



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 out comes 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 an 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



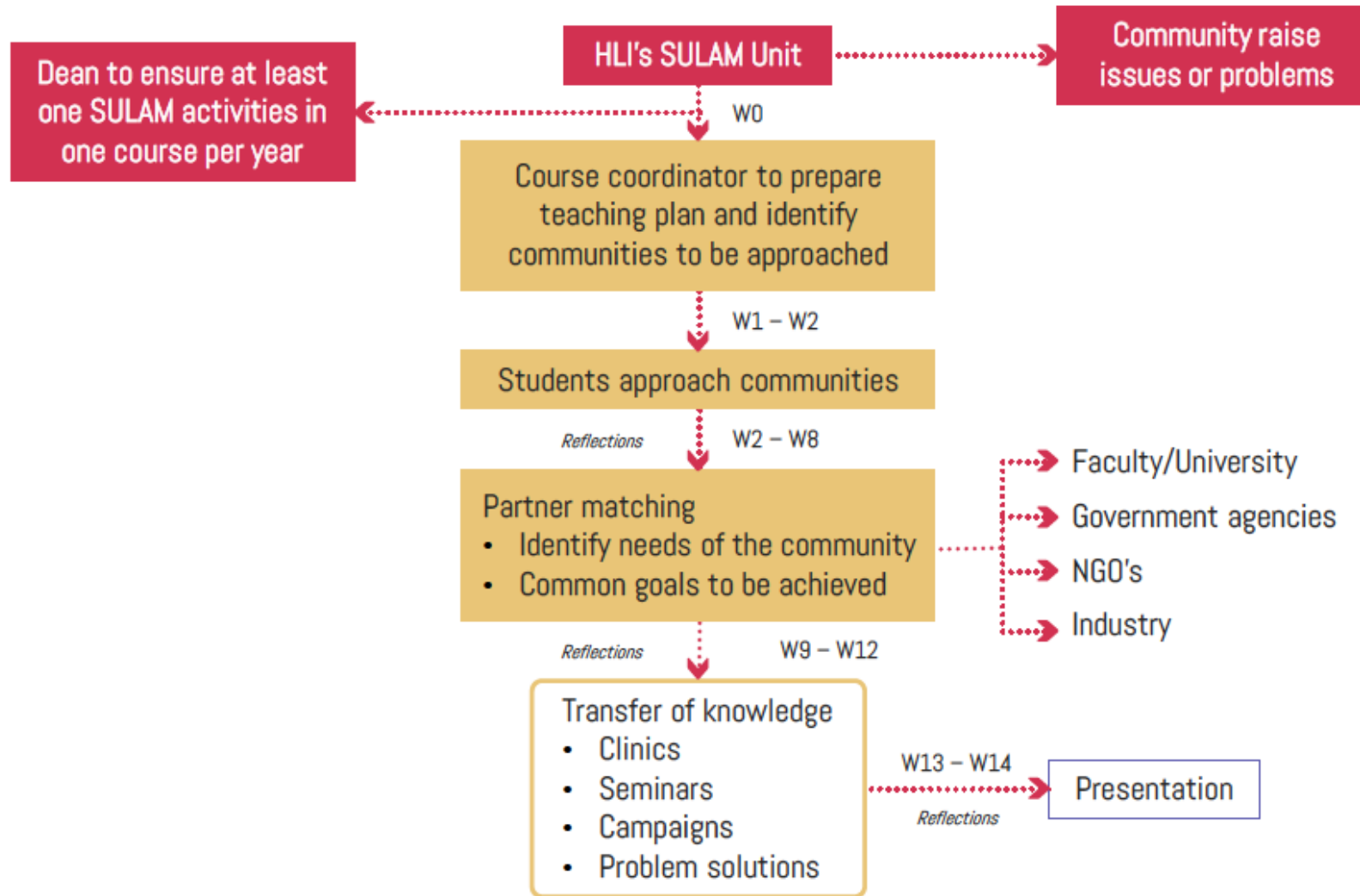


Stakeholders

- Higher Learning Institutes
- Community
- Government
- NGO
- Local district council
- Industry



Flowchart to Develop Project/Program



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

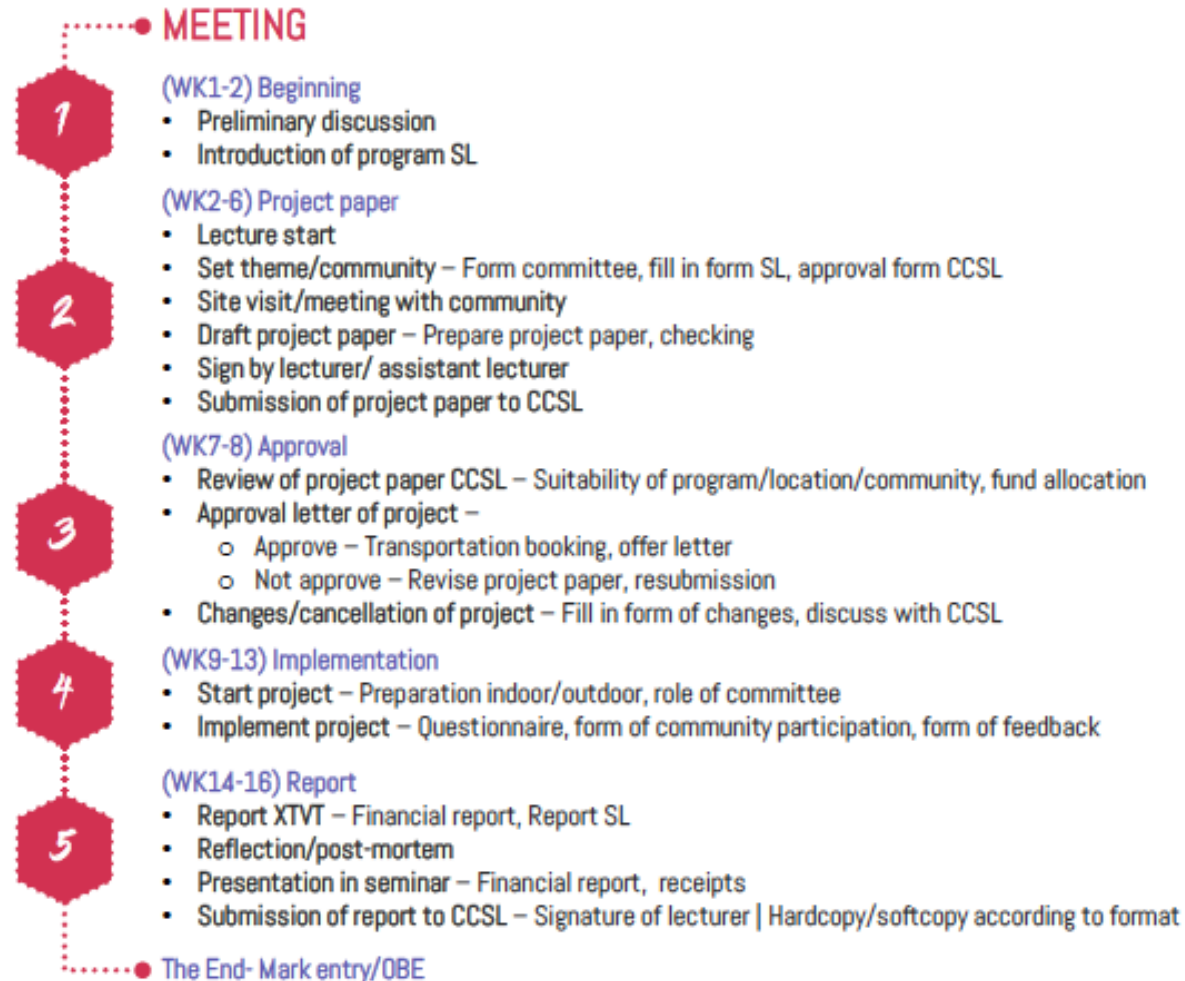
What can the industry offer?

- Funding
- Knowledge and skills
- In kind sponsorship
- Networking



Example of Working Model from UTM (CCSL)

How to engage or establish partnership with the community?





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

