



Enhancement and Innovations
in Community Engagement
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Driving innovative community engagement through Knowledge Transfer Program

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“For a community to be whole and healthy, it must be based on people's love and concern for each other” (Millard Fuller)

Malaysia has long been celebrating the tradition of *gotong-royong* –collaborative volunteerism activities of working together for the common good of the community. Today, Universiti Sains Malaysia (USM) as a premier APEX University in Malaysia continues to promote and practice this noble cause. One of the approaches to boost the University's role in working with the community is through a systemic innovative initiative, in tandem with the existing Knowledge Transfer Program (KTP) to ensure sustainable community engagement. KTP is a Malaysian Government funded initiative to encourage collaboration between universities and communities, and USM has been appointed as the National Secretariat. KTP promotes the transfer of knowledge through exchanges of creative and innovative ideas, experiences and skills, between universities and the community at large. The forms of interactions include delivering and transferring knowledge by faculty members and student bodies working in partnerships to share knowledge, competencies and expertise to realise the needs of the community to transform their social-economic well-being. The rationale of establishing KTP is to support the implementation of the Malaysian New Economic Model (NEM) in generating a knowledgeable and high income nation. In essence, KTP is expected to provide a meaningful platform that facilitates identification and matching of appropriate expertise available at the universities to address community needs. KTP is expected to strengthen accessibility of knowledge transfer to spur community development and quality of life. The hope is to take a more positive leadership role and subsequently serve the community as precisely portrayed in our logo “WE LEAD”.

Keywords: innovative; knowledge transfer; sustainable; community engagement.