ASEM INTERNATIONAL SEMINAR ON LIFELONG LEARNING
KUALA LUMPUR
25 – 26 AUGUST 2014

INDUSTRY AND COMMUNITY PARTICIPATION IN LIFELONG LEARNING AND COLLABORATION WITH SERVICE PROVIDERS

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Director General
Department of Community College Education
SCOPE OF PRESENTATION

- Introduction
- Industry And Community Participation In Lifelong Learning
- Community Colleges’ Collaboration With Service Providers
- Achievements
- Concluding Remarks
INTRODUCTION
“LifeLong Learning is the **third pillar** in the human capital development agenda”
COMMUNITY COLLEGES ARE ALIGNED TO THESE GOVERNMENT POLICIES

• Government Transformation Programme (GTP)
• Economic Transformation Programme (ETP)
• National Key Economic Areas (NKEA)
• New Economic Model
• The Malaysia Plans (e.g: 10th Malaysia Plan)
MALAYSIAN COMMUNITY COLLEGES: DEVELOPMENT PATHWAY 2000-2015

Endorsement of cabinet paper by Cabinet Committee, Memorandum No. 398/2225/00 on July 5th 2000

Establishment of 12 pioneer community colleges in 2001

Rebranding Phase (2007-2009)
Establishing new and branch campuses. Total community colleges - 44

Enhancement Phase (2010 – 2011)
Introduction of National Modular Certificate. Total community colleges - 69

Mainstreaming TVET. Total community colleges – 91*

* Up to 2014
RELEVANCE OF COMMUNITY COLLEGES

91 Community Colleges

Communities in 14 States

222 Parliamentary Constituencies
DISTRIBUTION OF COMMUNITY COLLEGES IN MALAYSIA

TOTAL NO. OF STATES: 14
TOTAL NO. OF DISTRICTS: 145
TOTAL NO. OF PARLIAMENTARY CONSTITUENCIES: 222
### DISTRIBUTION OF COMMUNITY COLLEGES

<table>
<thead>
<tr>
<th>State</th>
<th>No. of CC</th>
<th>State</th>
<th>No. of CC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perlis</td>
<td>1</td>
<td>Johor</td>
<td>12</td>
</tr>
<tr>
<td>Kedah</td>
<td>9</td>
<td>Pahang</td>
<td>10</td>
</tr>
<tr>
<td>P.Pinang</td>
<td>6</td>
<td>Terengganu</td>
<td>3</td>
</tr>
<tr>
<td>Perak</td>
<td>13</td>
<td>Kelantan</td>
<td>3</td>
</tr>
<tr>
<td>Selangor</td>
<td>9</td>
<td>Sarawak</td>
<td>6</td>
</tr>
<tr>
<td>Negeri Sembilan</td>
<td>4</td>
<td>Sabah</td>
<td>9</td>
</tr>
<tr>
<td>Melaka</td>
<td>6</td>
<td>Federal Territory</td>
<td></td>
</tr>
</tbody>
</table>

**Total = 91**
VISION

To champion Technical and Vocational Education and Training (TVET) and become a hub for Lifelong Learning by 2015.
MISSION

Leveraging on TVET and Lifelong Learning as a means of developing local communities into a knowledgeable and trained workforce to fulfill the demands of the world of work.
INDUSTRY AND COMMUNITY PARTICIPATION IN LIFELONG LEARNING
DEFINITION OF INDUSTRY

An Industry is a group of businesses that provide a particular product or service.
DEFINITION OF COMMUNITY

Community may be defined as a group of people living in the same place or having a particular characteristic in common. They live together and practice common ownership, have the same interests and often demonstrate common cultural and historical heritage.
Community participation may be described as a self-organized network of people living in an area or groups of people who share common interests and agenda. They collaborate and take part in the development of the community by sharing ideas, information and resources.
COMMUNITY COLLEGE OUTCOMES

To produce quality graduates who:

• Are competent and meet industry demands

• Aspire to be job creators rather than job seekers
HOW?

Through 3Es:

• Active Engagement of the industries, communities and service providers

• Education and training of students and lifelong learning participants

• Empowering the communities
• Blue Print on Enculturation Of Life Long Learning (LLL) 2011–2020
• Definition LLL: Learning engaged by everyone of age 15 and above except professional students
• LLL 3rd pillar in human capital development
• 15 Ministries / Agencies offer variety of courses and programs
• The program cater to participants defined in the 4 clusters of LLL
## Engaging, Educating And Empowering (3Es)

<table>
<thead>
<tr>
<th>INDUSTRY</th>
<th>COMMUNITY</th>
<th>SERVICE PROVIDERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market Driven Programmes</td>
<td>Talent development and</td>
<td>Collaborative efforts</td>
</tr>
<tr>
<td></td>
<td>enhancement</td>
<td></td>
</tr>
<tr>
<td>High Tech, High Value</td>
<td>Responsive to community needs</td>
<td>Synergistic and sustainable partnership</td>
</tr>
<tr>
<td>Global Collaboration</td>
<td>Encourage entrepreneurship</td>
<td>Creativity and innovation partnership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>partnership with local/global business and industry to</td>
</tr>
<tr>
<td></td>
<td></td>
<td>design programmes to fulfill work force and skills</td>
</tr>
<tr>
<td></td>
<td></td>
<td>development demands</td>
</tr>
</tbody>
</table>
CONTRIBUTIONS OF COMMUNITY COLLEGES

Developing active citizenship among the communities by:

- Building a trained and knowledgeable workforce for the country
- Offering full-time courses aimed at supporting the local economic activities thus providing the needed trained workforce
- Providing learning opportunities for the community at large
- Offering short term courses for re-skilling, skills upgrading and leisure
FINDING A BALANCE BETWEEN COGNITIVE AND NON-COGNITIVE SKILLS IN COMMUNITY COLLEGE PROGRAMMES THROUGH EDUCATION AND TRAINING
PROGRAMMES OFFERED AT COMMUNITY COLLEGES

- Formal - Full Time Programmes
- Informal - Lifelong Learning Programmes
- Non-formal - Non-formal Programmes

In line with UNESCO’s recommendations under Education for All (EFA)
ROLES AND FUNCTIONS OF COMMUNITY COLLEGES

Lifelong Learning

> 1.3 million participants by end of 2013

Technical and Vocational Education and Training (TVET)
Total Community College Graduates 2002-2013: 49,228

- WBL Diploma: 1,139
- National Modular Certificate: 3,521
- CC Certificate: 44,568

By end of 2013: >1.3 million participants
PROGRAMMES OFFERED AT COMMUNITY COLLEGE

Full Time Programmes
(MQA Certified)

Entrepreneurship Programmes

Lifelong Learning Programmes

Graduates Employability Programmes
= Industry Led
= i.e: LTA@KKLangkawi

Upskilling and Reskilling for industries and agencies
(WFD)
### LIFELONG LEARNING REGISTRATION BASED ON AGE

<table>
<thead>
<tr>
<th>Age</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 12 years</td>
<td>8852</td>
<td>9023</td>
<td>11697</td>
<td>13152</td>
</tr>
<tr>
<td>18 - 20 years</td>
<td>25934</td>
<td>49370</td>
<td>67065</td>
<td>91322</td>
</tr>
<tr>
<td>21 - 30 years</td>
<td>12500</td>
<td>49867</td>
<td>37686</td>
<td>51393</td>
</tr>
<tr>
<td>31 - 40 years</td>
<td>12334</td>
<td>41784</td>
<td>34650</td>
<td>48242</td>
</tr>
<tr>
<td>41 - 59 years</td>
<td>21739</td>
<td>56055</td>
<td>46913</td>
<td>64726</td>
</tr>
<tr>
<td>Senior Citizens</td>
<td>2814</td>
<td>6190</td>
<td>6365</td>
<td>8751</td>
</tr>
</tbody>
</table>

### LIFELONG LEARNING REGISTRATION BASED ON GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>23450</td>
<td>81813</td>
<td>67929</td>
<td>92980</td>
</tr>
<tr>
<td>Female</td>
<td>60723</td>
<td>160190</td>
<td>136447</td>
<td>184553</td>
</tr>
<tr>
<td>YEAR</td>
<td>NO. OF COURSES</td>
<td>NO. OF PARTICIPANTS</td>
<td></td>
<td></td>
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<tr>
<td>------</td>
<td>----------------</td>
<td>--------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>79</td>
<td>1,771</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>316</td>
<td>8,216</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2004</td>
<td>867</td>
<td>23,907</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td>1,324</td>
<td>46,512</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>2,436</td>
<td>71,684</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>3,778</td>
<td>102,445</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>4,321</td>
<td>106,814</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>5,400</td>
<td>121,003</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>6,339</td>
<td>123,061</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>11,076</td>
<td>238,910</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td>10,013</td>
<td>206,562</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>13,172</td>
<td>277,083</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CUMULATIVE TOTAL</strong></td>
<td><strong>59,121</strong></td>
<td><strong>1,308,241</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
STRATEGIC ACTION FOR YOUTH 2013

CRANE OPERATOR TRAINING
[100 participants]
- Tower Crane
- Crawler Crane
- Mobile Crane

EXPERT MARINE FOR SHIPBUILDING INDUSTRY
(70 participants)
- NDT (Non destructive Testing)
- Welding Inspection
- Heat Ventilation Air Conditioning (HVAC)

Collaborations with 3 companies

- Significant Technologies Sdn.Bhd
- Mega Colonial Sdn.Bhd
- NDT HiTech Inspection Services (M) Sdn.Bhd
My3L CARNIVAL 2013, NATIONAL LEVEL AND ZONES

Total Number of Visitors: 157,500

**North Zone**
- **Date**: 14 – 15 Sept 2013
- **Place**: Politeknik Seberang Prai, Pulau Pinang
- **Participation**: 5 Ministries & 29 Agencies
- **Visitors**: 21,500

**East Zone**
- **Date**: 24 – 25 Aug 2013
- **Place**: Jerteh Souq, Terengganu
- **Participation**: 8 Ministries & 65 Agencies
- **Visitors**: 16,000

**Sabah Zone**
- **Date**: 26 - 27 Oct 2013
- **Place**: Tapak Ekspo Tawau 100 Tahun, Bandar Seindo Tawau
- **Participation**: 15 Ministries & 25 Agencies
- **Visitors**: 35,000

**South Zone**
- **Date**: 8 – 9 June 2013
- **Place**: MITC Melaka
- **Participation**: 4 Ministries & 16 Agencies
- **Visitors**: 11,000

**Sarawak Zone**
- **Date**: 12 – 13 Mar 2013
- **Place**: Borneo Convention Centre Kuching (BCCK)
- **Participation**: 9 Ministries & 57 Agencies
- **Visitors**: 6,000

**National Level**
- **Date**: 16 – 17 Nov 2013
- **Place**: Shah Alam Convention Centre (SACC)
- **Participation**: 13 Ministries & 98 Agencies
- **Visitors**: 68,000
UP-SKILLING AND RE-SKILLING PROGRAMMES FOR AGENCIES

Private Agencies (1,800 participants)
- Handicraft & Interior Design
- Graphics & Multimedia
- Health Sciences
- Business & Entrepreneurship

Government Agencies (8,469 participants)
- Aquaculture
- Self Development / Motivation
- Creative Arts
- Agro Technology
- Green Technology
- Computer & Information Technology

Royal Malaysian Armed Forces (432 participants)
- Tourism & Hospitality
- Sewing & Dressmaking
- Catering
- Computer & Information Technology

NGOs (1,732 participants)
- Vehicle & Automotive
- Industry Programmes
- Electrical & Electronics
- Construction
## ACHIEVEMENT IN LIFELONG LEARNING PROGRAMMES

<table>
<thead>
<tr>
<th>Programmes</th>
<th>Achievements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Courses (end of 2013)</td>
<td>&gt; 1.3 million participants</td>
</tr>
<tr>
<td>Repeated (attended 2 courses or more) participants in short courses (2010 - 2013)</td>
<td>26,226 participants</td>
</tr>
<tr>
<td>Program Latihan 1Malaysia (PL1M) (One-off 2012)</td>
<td>238,910 participants</td>
</tr>
<tr>
<td>Lifelong Islamic Education (PISH) (May 2014)</td>
<td>32,992 participants</td>
</tr>
<tr>
<td>Entrepreneurship Programme (end of 2013)</td>
<td>&gt; 500 small businesses were set up</td>
</tr>
</tbody>
</table>

Source: Lifelong Learning Unit, DCCE
LIFELONG LEARNING PROGRAMMES
PROGRAM LATIHAN 1MALAYSIA
KURSUS BAHASA
KURSUS MUIZIK
KURSUS KEMAHIRAN
LAUNCHING OF SAY1M : XPERT MARINE PROGRAMME
PARTICIPANTS OF SAY1M : XPERT MARINE PROGRAMME
LIFELONG ISLAMIC EDUCATION FOR HOLISTIC STUDENT DEVELOPMENT

Skills acquisition for Tahfiz students in Automotive and Cooking
Focusing on Spiritual Development: Fardhu Ain and Fardhu Kifayah
<table>
<thead>
<tr>
<th>No.</th>
<th>PROGRAMMES</th>
<th>TARGET</th>
<th>ACHIEVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Entrepreneurship Culture &amp; Enhancement Programme</td>
<td>1. Number of Participants: 25,000&lt;br&gt;2. Number of participants embarking on entrepreneurship: 240</td>
<td>1. 25,300&lt;br&gt;2. 367 participants</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Sustainable and Strengthening Programmes (Flagship Program)</td>
<td>1. National Social Entrepreneurship Seminar&lt;br&gt;2. Entrepreneurship Challenge&lt;br&gt;3. Regional Entrepreneurship Carnival&lt;br&gt;4. “Road To Milan”&lt;br&gt;5. “JADE” (Junior Advance Development of Entrepreneur)</td>
<td>- Targets achieved -</td>
</tr>
</tbody>
</table>
ENTREPRENEURSHIP PROGRAMME 2013 – NEWSPAPER HIGHLIGHTS

Program Pembudayaan dan Pemantapan Usahawan: Seminar, Bengkel, Mentoring Keusahawanan

Program Flagship dan berfokus: Road to Milan, Community College Entrepreneur Challenge

Pelajar Kolej Komuniti serlah kreativiti

Bidang keusahawanan pacu ekonomi negara

Cabaran Keusahawanan KK

Fiesta 2013

Junior Advance Development of Entrepreneur (JADE)

Social Entrepreneur Challenge (SEC)
COMMUNITY COLLEGES’ COLLABORATION WITH SERVICE PROVIDERS
DEFINITION OF SERVICE PROVIDERS

Service Providers are organizations, institutions, businesses or individuals which offer services to others in exchange for payment.
OUR FIRST PUBLIC PRIVATE PARTNERSHIP - WITH TAYLOR’S UNIVERSITY

Blueprint Pelancongan Langkawi 2011 - 2015

CERTIFICATE IN CULINARY ARTS
CERTIFICATE IN FOOD AND BEVERAGE SERVICE
CERTIFICATE IN ROOM DIVISION
COLLABORATION WITH MMC-GAMUDA 2013/2014

- TUNNEL ELECTRICIANS
- TUNNEL MECHANICS
Social Inclusiveness at Community Colleges

Special Skills Certificates in:
- Basic Culinary
- Basic Creative Needlework
- Basic Information Technology
- Basic Photography
- Basic Food Processing
- Basic Pastry
- Basic Landscape
OTHER SERVICE PROVIDERS

- MOCA
- DRB-HICOM
- Four Seasons
- ACSON
- UMP
- Nikon
- Westin
- TWI
- Sime Darby
- Big Apple
- 7 Eleven
- Beaubelle
- Berjaya
COMMUNITY COLLEGES’ ACHIEVEMENTS
Best Industry Partner Award
Annual Automotive Insurance Industry Forum 2014
ASEAN Outstanding Business Awards 2014
ASEAN Retail Chains & Franchise Federation
Anugerah Cemerlang
dianugerahkan kepada
Jabatan Pengajian Kolej Komuniti
atas pencapaian
Penarafan 5 Bintang
dalam
Malaysia Government Portals and Websites Assessment 2013

Tan Sri Dr. Ali bin Hamsa
Ketua Setiausaha Negara
Multimedia Development Corporation

Anugerah Cemerlang
dianugerahkan kepada
Jabatan Pengajian Kolej Komuniti
atas pencapaian
Penarafan 5 Bintang
dalam
Malaysia Government Portals and Websites Assessment 2012

Datuk Siti Dr. Ali bin Hamsa
Ketua Penyelidik Negara
Multimedia Development Corporation

Sijil Penghargaan
kepada
Jabatan Pengajian Kolej Komuniti
“IPF Pihalan Warga Emas”
di atas sumbangan dan penglibatan dalam menyokong
“Program Pembelajaran Sepanjang Hayat”

Sambutan Hari Warga Emas Kebangsaan 2012

YAB Dato’ Sri Mohd. Najib Tun Haji Abdul Razak
Perdana Menteri Malaysia
17 Oktober 2012
INDUSTRY RECOGNITION

Recognition by MOCA 2013

Recognition by Carl Duisberg 2012
INTERNATIONAL ACHIEVEMENTS

STYLO INTERNATIONAL MERCEDEZ BENZ YOUNG EMERGING DESIGNER AWARD

Winner,
Split Second, Open Competition,
April 2014 Sony World Photography Awards, London
Hairul Azizi Harun,
Kolej Komuniti Paya Besar
Norshakila binti Ramli, a graduate from Arau Community College (2005) is now a successful business woman. She runs a futsal centre, several homestays and a retailing business. Her monthly income is around RM30,000.00

Emi Nahariah Binti Abd. Manaf, a graduate from Kok Lanas Community College, manages a printing and trading business in Kuala Lumpur. She owns a printing factory.
Ooi Chian Jian, a student from LTA@KKLangkawi was awarded the silver medal (Restaurant Service) in the ASEAN Skills Competition that took place in Jakarta on 11-20 November 2012. He represented Malaysia in the 2013 World Skills Competition in Leipzig, Germany and was placed 6th out of 28 international contenders.
ASEAN Skills Competition (ASC)
19 – 29 Oct 2014
Muhammad Hafidz Hussaini B. Hasrie (Restaurant Services)

Mohd. Narisyambri B. Md Zin (Cooking)
Road to Milan - Community college flagship programme introduced in 2013

Hijabista - Islamic Contemporary Fashion show by Community College students 2012
Community colleges will continue to provide community-based education and training programmes in order to enhance the skills of Malaysian communities by:

- Increasing collaboration with industries, public and private agencies (service providers)
- Producing quality graduates
Malaysian community colleges are still evolving – increasing in numbers, capacity and infrastructure. Aspiring to be relevant, respected, referred, responsive, resilient and recognized in the future, community colleges will continue to pledge and give full commitment in the provision of skills and knowledge to fulfill the future work force development and demands.
Thank You

CONTACT US:

@KolejKomunitiHQ

Jabatan Pengajian Kolej Komuniti