SENARAI SEPERTI EDARAN

Y.Bhg. Prof. Dato' / Prof. / Dr. / Tuan / Puan,

PERSIDANGAN “NATIONAL CONFERENCE ON HIGHER EDUCATION INSTITUTIONS AND COMMUNITY ENGAGEMENT 2013”

Dengan segala hormatnya merujuk kepada perkara di atas.

2. Sukacita dimaklumkan bahawa Universiti Malaysia Kelantan (UMK) Kampus Jeli akan menganjurkan Persidangan sepertimana berikut:

   Tajuk : Persidangan Kebangsaan : "Toward Making Higher Education Institutions Relevant to Community"
   Tarih : 26 & 27 Ogos 2013
   Masa : 08.30 Pagi – 05.00 Petang
   Tempat: Universiti Malaysia Kelantan (UMK) Kampus Jeli

3. Sehubungan dengan itu, mohon Y.Bhg. Prof. Dato' / Prof. / Dr. / Tuan / Puan untuk menyertai dan mewar-warkan kepada Universiti / Jabatan / Fakulti berkenaan persidangan ini. Bersama ini, dilampirkan risalah persidangan untuk rujukan dan makluman Y.Bhg. Prof. Dato' / Prof. / Dr. / Tuan / Puan. Oleh itu, mohon Y.Bhg. Prof. Dato' / Prof. / Dr. / Tuan / Puan mengembalikan borang yang telah lengkap diisi kepada urusetia sebelum atau pada 23 Julai 2013.

4. Sebagai makluman, yuran yang dikenakan meliputi segala perbenalan kos makan dan minum. Selain itu, bagi kos penginapan dan pengangkutan adalah di bawah tanggungan agensi masing – masing. Sebarang pertanyaan berhubung perkara ini, sila hubungi En. Mohammad Firdaus bin Nizam di talian 09-9472039, email firdaus.n@umk.edu.my.

Sekian, terima kasih.

"ISLAM DIMARTABAT, RAJA DIDAULAT, NEGERI BERKAT"
"BERKHIDMAT UNTUK NEGARA"

Yang benar,

PROF. DR. HJ. IBRAHIM BIN CHE OMAR
Pengarah Kampus
UMK Kampus Jeli
**PROGRAMME**

25 August 2013
05.00 pm - 08.00 pm : Pre-registration

26 August 2013
08.00 am - 09.00 am : Registration
09.00 am - 10.45 am : Opening Ceremony
10.45 am - 11.15 am : Tea Break
11.15 am - 12.00 pm : Keynote Address
12.00 pm - 01.00 pm : Parallel Session 1
01.00 pm - 02.00 pm : Lunch
02.00 pm - 04.30 pm : Parallel Session 2
04.30 pm : Refreshment
08.00 pm : Conference Dinner

27 August 2013
09.00 am - 10.45 am : Parallel Session 3
10.45 am - 11.15 am : Tea Break
11.15 am - 01.00 pm : Parallel Session 4
01.00 pm - 02.00 pm : Lunch
02.00 pm - 03.30 pm : Panel Discussion
03.30 pm - 05.00 pm : Closing Ceremony
05.00 pm : Refreshment

**REGISTRATION FEE:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
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<tbody>
<tr>
<td>Student Participants</td>
<td>RM 120.00</td>
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<tr>
<td>Other Participants</td>
<td>RM 250.00</td>
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</table>

Registration fee covers the conference materials, lunches, tea breaks and conference dinner.

**METHOD OF PAYMENT**

a) All bank drafts / cheques / bank transfer must be made payable to:

- Account name: Universiti Malaysia Kelantan
- Bank name: Maybank Malaysia Bhd
- Account number: 553038019271

26 August 2013
Account name: Universiti Malaysia Kelantan
Bank name: Maybank Malaysia Bhd
Account number: 553038019271

b) Completed registration forms are to be returned together with payment to the Secretariat before 23 July 2013

**SECRETARIAT**

NATIONAL CONFERENCE ON HIGHER EDUCATION INSTITUTIONS & COMMUNITY ENGAGEMENT
Universiti Malaysia Kelantan, Jeli Campus
Locked Bag 100,
17600 Jeli, Kelantan
Tel: +609-9477000
Faks: +609-9477012
Email: firdaus@umk.edu.my
       rosmawati@umk.edu.my
       asyikah@umk.edu.my

**RECOMMENDED HOTELS:**

(Please contact the hotels directly for reservation)

<table>
<thead>
<tr>
<th>No.</th>
<th>Tel.</th>
<th>Name</th>
<th>Contact Info</th>
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<td>(09-9557682)</td>
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<td>(09-9556626)</td>
<td>D' Mawar Resort</td>
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<td>3</td>
<td>(09-9553085)</td>
<td>TM Lodge</td>
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<td>12</td>
<td>(019-9994583)</td>
<td>Jeli Inn</td>
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<tr>
<td>13</td>
<td>(019-9434788)</td>
<td>Sri Bunga House</td>
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INTRODUCTION

Community services is one of the important strategies by higher education institutions (HEIs) in enhancing their excellence through the improvement of socio-economic status of the communities. HEIs through the Ministry of Higher Education (MOHE) have given serious attention on community service programmes, especially in their efforts to complement the government initiatives in transforming the communities into societies with high quality lifestyles, living standards and high income.

HEIs must consider high impact community service programmes which will not only improve the community, but also demonstrate the relevancy of HEIs to the community and country.

The conference aims at providing the academicians to showcase their involvement with the community and society. The issues may include whether HEIs have done enough to give impacts, problems and constraints faced and the future of HEIs-communities collaboration.

Objectives

• To share experiences among HEIs in their involvement in community service programmes
• To identify problems and challenges in the implementation of community programmes.
• To identify new approaches and methods to improve the effectiveness of each community programmes organized by the HEIs.

Who should attend:
Student, non-academic and Academic Staff, Researchers from either HEIs or other agencies both government or non-government who are involved in community services with HEIs.

TITLE OF THE ABSTRACT IN TIMES NEW ROMAN 12, BOLD AND CENTRED

Ibrahim C. O.*, Zulhazman H.
and Marinah M.

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* Corresponding author: ibrahim@umk.edu.my

Author should follow this format. The abstract should be in 1.5 spacing, Times New Roman 12, and not more than 300 words. Abstracts must be submitted to firdaus@umk.edu.my or norhayati@umk.edu.my by 30 June 2013.

The poster should be presented in A1 (20" x 30") size. The Conference will be conducted in English and Bahasa Melayu.

Papers presented can be within the following sub-themes: Community Leadership, Economic Development, Education, Human Capital Development, Social and Cultural Development, Agricultural best practices and development, Knowledge, skills and Technology transfer, Entrepreneurship and social transformations, student participation and mindset change.

IMPORTANT DATES:
Deadline for abstract submission
30 June 2013
Deadline for full paper submission
30th July 2013