

IMM Vision-Mission Workshop at University of Malaya



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Edited by: Assoc. Prof. Dr. Melissa Chan Chin Han, Universiti Teknologi MARA (Honorary Secretary of IMM)

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**Venue: The Cube, Level 2, Block L, Engineering Tower,
Faculty of Engineering, University of Malaya**

Advisor, Datuk Ir. Dr. Abdul Rahim Hashim has welcomed members of IMM. The president, En. Azmi M. Noor has briefed the floor on IMM's vision and mission, before breaking into two groups. In the first breakout session, Group one have discussed various challenges in membership and strategic partnership. Currently, active membership in IMM is around 1000, most of which are from the training programme that mandates its trainee to be an IMM member. Ironically, IMM's brand is not visible in various industries, possibly due to its long association with the oil and gas industry. Moreover, the number of student members is still low. Currently there is only five universities that have student chapter with IMM (i.e. Sarawak Politeknik, Unimas, UTAR, UTM, Curtin University).

Group one has proposed several strategies to retain existing members as well as to increase new members:

1. Enhanced value proposition for new members
2. Creation of employment and internship avenue for IMM members
3. Conversion of student members into full membership
4. To follow up with existing members to renew membership after expiration
5. Increase company memberships drive
6. Organise Innovation, Invention and Design competitions, poster competition, and MLC that offers prize money and sponsorship to raise IMM profiles
7. Increasing visibility through social media campaign
8. Expand portfolio of working committees that includes biomaterials etc.
9. Setup booth in career fairs
10. Expand the number of student chapter in large universities, such as UiTM, UM, USM, UKM, UniKL, UTP, UIA etc.

The second assignment for Group one is to address strategic partnership for IMM. Institution such as MBOT, CIDB, HRDF, MOSTI, Federation of Manufacturers Malaysia were identified as potential partners on course accreditation, certification, soliciting funds etc.

Finally, during the presentation, Dr. Zulkifli and Mr. Danny Tan have raised concerns on the perception of academia, companies, federations, and other NGOs of IMM brand, and has proposed that an internal survey among various cluster to be performed to gauge the self-perception of IMM identity.

A fruitful discussion session focussed on five main areas was covered by Group two led by Dato' Udani M Daud. The five scopes comprised the setup of special task force, identification of the committee's SOP, revise of roles and functions of Examination, Certification and Accreditation Panel (ECAP) and Authorized Training Body (ATB), and collaboration with other institutes or corporates in near future. Other members of Group two included Dr. Zulkifli Kedah, Assoc. Prof. Dr. Melissa Chan Chin Han, Danny Tan and Brian Lim Siong Chung.



Figure 1: Members of Group one brainstorming during the breakout session (From left: Tan Su Anne, Mohd Hafiz Abd Karim, Dr. Tay Chia Chay, Mohd Fairuz Mohd Salleh, and Dr. Eric Lim Teck Hock)

List of members of Group one:

Dr. Yong Soon Kong
Dr. Dasline Sinta
Dr. Mohamed Ackiel Mohamed
Dr. Eric LimTeck Hock
Dr. Tay Chia Chay
Mr. Mohd Fairuz Mohd Salleh
Mr. Mohd Hafiz Abd Karim
Ms. Tan Su Anne

All five areas had been thoroughly discussed. The responsible parties and the timelines of short (Quarters 2, 3 and 4 of 2018), medium (within two years) and long terms (within 5 years) had also been scheduled and identified. The first focus of the meeting was to setup a special task force to plan and manage the milestones and progress of all activities decided by the group members. Danny Tan was elected as the chairman of the special task and it was agreed by all members of Group 2. Other members of the special task force consist of one representative of IMM management committee (IMM President), IMMR directors, one legacy member (Karen), one ECAP member, one member from each technical committee, one academia and maximum of three young professionals.

Second task of Group two is to study and come out with the SOP of the current working system and process to suit the requirements of new IMM ecosystem proposed by IMMR. Organization structure, benchmarking on other professional institutes and limit of authority (LOA) are the key items that had been brainstormed during the discussion.

Deliberation of functions and roles of ECAP and ATB includes the topics of creation of new course, rank course popularity, Central Training Unit (CTU) in IMMR, creation of database and moving towards ISO 17024 (Certification). ECAP will have to monitor the progress of the mentioned areas.

Upcoming and future collaborations with other institutes or corporates that will benefit IMM was also discussed. This involves the forming of MBOT Working Group under ECAP, formulate IMM strategy and plan for the requirement of MBOT and engagement with MBOT.