

u-Pustaka Broadband and Information Technology

Summit for Libraries 2012

{BITS 2012} & {UCTA 2012}

u-Pustaka Community Transformation Award 2012



12 December 2012

**One World Hotel
Bandar Utama, Petaling Jaya
Selangor Darul Ehsan**

**Empowering Communities
Through a World Class
Knowledge Access and Content**



> FOUR KNOWLEDGE PILLARS



Organised By :

Malaysian Communications and Multimedia Commission (MCMC)

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2012

BITS & UCTA

Empowering Communities
Through A World Class Knowledge
Access and Content

Content

u-PUSTAKA

- **u-Pustaka : The Vehicle for Knowledge Access and Content**

u-PUSTAKA BROADBAND AND INFORMATION TECHNOLOGY SUMMIT FOR LIBRARIES 2012 (BITS 2012)

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- **About the Speakers**

u-PUSTAKA COMMUNITY TRANSFORMATION AWARD 2012 (UCTA 2012)

- **Beginnings of u-Pustaka Community Transformation Award 2012 (UCTA 2012) : Community of Interest (COI)**
- **About UCTA 2012**

u-PUSTAKA :

The Vehicle for Knowledge Access and Content

The ubiquitous availability of knowledge is crucial to the development of a nation. The role of the ubiquitous library in the context of development, national unity as well as global competitiveness is vital for any nation today.

In transforming Malaysia into an inclusive knowledge society, unlocking knowledge resources using innovative information delivery service could foster an engaging lifelong learning experience anytime, anywhere for continued enhancement to quality of work and life. Being in an era of knowledge economy is great news for research and scholarship and will give unparalleled access to our vast collections to anyone, anytime and anywhere.

u-Pustaka is an innovation that manifests a collaborative synergy from the Ministry of Information Communications and Culture (KPKK) through Malaysian Communications and Multimedia Commission (MCMC), with the support of the National Library of Malaysia (PNM). The following are the u-Pustaka Consortium members:

- **National Library of Malaysia (PNM)**
- **Selangor State Library Corporation (PPAS)**
- **Negeri Sembilan State Library Corporation (PPANS)**
- **Pahang State Library Corporation (PPAP)**
- **Sarawak State Library (Pustaka)**
- **Kuala Lumpur Library (PKL)**
- **INTAN Library at Bukit Kiara; and**
- **Sabah State Library (SSL)**



u-Pustaka is realised through the innovative collaboration from the following agencies:

- **Malaysian Administrative Modernisation and Management Planning Unit (MAMPU)**
- **Economic Planning Unit (EPU)**
- **National Registration Department, Ministry of Home Affairs (JPN)**
- **National Centre of Excellence for Sensor Technology (NEST), Universiti Putra Malaysia**
- **Pos Malaysia Berhad (PMB)**
- **Malaysian Electronic Clearing Corporation Sdn. Bhd. (MyCLEAR)**
- **Bank Islam Malaysia Berhad (BIMB)**
- **Touch 'n Go Sdn Bhd (TNGSB)**

About **BITS** 2012

Focus of the summit is to highlight the importance of Communications, Content, Infrastructure and Infostructure in the Malaysian information and library industry towards driving the transition to an inclusive Malaysian knowledge-based society. The main theme is about empowering communities through a world class knowledge access and content. Libraries, information centres, telecentres, schools, health care institutions can be natural partners in broadband access, knowledge hub for community life and vehicle for reaching the underserved.

The THEME :

EMPOWERING COMMUNITIES THROUGH A WORLD CLASS KNOWLEDGE ACCESS AND CONTENT

The theme reflects the dynamism and integration of two of the most influential components in the world of information services i.e. Knowledge Access and Content with the main beneficiaries – **The Communities**.

There are four (4) sub-themes that will highlight various areas where libraries can play a vital role especially in bringing broadband usage to our nation.

The SUB-THEMES :

Innovation and Business Transformation for Information Service Excellence

Empowering the Malaysian Digital Lifestyle – The Increasing Role of New Technologies and Services

Connecting Communities – The Role of Broadband and How It Benefits Knowledge Sharing

The Challenges and Way Forward For An Inclusive Malaysian Knowledge-Based Society in 2020 : Are We Ready To Achieve It?

THE OBJECTIVES OF THE SUMMIT

1

To initiate and cultivate capacity building in areas related to information and library services from the perspectives of library innovation, broadband usage and networking, latest technologies in the information industry and opportunities for collaboration;

2

To create a platform for discussion and exchange of knowledge amongst the government agencies, experts, information professionals, representatives of 1Malaysia Internet Centres (previously known as Community Broadband Centres – CBC) and Community Broadband Libraries (CBLs) where broadband is widely used in their operations with the industry players i.e. telecommunication and service providers;

3

To share knowledge and create a buy-in from administrators, information professionals in libraries and knowledge centres from the government, private agencies and knowledge industry to enhance the broadband facilities in their organizations.



CONFERENCE SCHEDULE

TIME	PROGRAMME	SPEAKERS
08.00 am – 09.00 am	Registration & Morning Refreshment	
09.00 am – 09.15 am	Doa Recital	
09.15 am – 09.30 am	WELCOMING ADDRESS	YBhg. Dato' Jailani bin Johari Chief Officer, Regulatory and Industry Monitoring Malaysian Communications and Multimedia Commission (MCMC)
09.30 am – 10.15 am KEYNOTE ADDRESS : Theme - The Future of Government in the Digital Age YBhg. Dato' Sri Dr. Halim bin Shafie <i>Chairman, Telekom Malaysia (TM)/Chairman of Advisory Board for National Library of Malaysia and Chairman of Multimedia University (MMU)</i>		
10.15 am – 10.30 am	NETWORKING RECEPTION	
THEME 1: Innovation and Business Transformation for Information Service Excellence <i>Moderator : YBhg. Dato' Mohd. Ali bin Hanafiah, Chief Officer, Industry Development and Resource Planning, MCMC</i>		
10.30 am – 11.00 am	SPEAKER 1	Mr. Ghazali bin Mohamed Fadzil Deputy Director, Human Capital Development Centre, Central Bank of Malaysia (BNM)
11.00 am – 11.30 am	SPEAKER 2	Prof. Dr. Sam Gyun Oh Sungkyunkwan University/National Digital Library of Korea
11.30 am – 12.00 pm	SPEAKER 3	Mr. Lee Kee Siang Chief Information Officer, National Library Board of Singapore (NLB)
THEME 2 : Empowering The Malaysian Digital Lifestyle – The Increasing Role of New Technologies and Services <i>Moderator : Mr. Toh Swee Hoe, Special Advisor, MCMC</i>		
12.00 am – 12.20 noon	SPEAKER 4	Mr. Mohd. Shukrie bin Mohd. Salleh Group Chief Operating Officer, Pos Malaysia Berhad
12.20 pm - 12.40 pm	SPEAKER 5	Dr. Mary Alice Ball (Special Session With IMLS) Senior Library Program Officer, Inst. of Museum & Library Services (IMLS)
12.40 pm - 01.00 pm	SPEAKER 6	Ms. Mary George Deputy Director 1, K-Economy Section, Economic Planning Unit (EPU)
01.00 pm – 02.00 pm	NETWORKING LUNCH	
02.00 pm – 02.45 pm KEYNOTE ADDRESS : Theme – Energizing Libraries and Telecenters Through Broadband Mr. John Windhausen Jr. <i>Director, School, Health and Libraries Broadband (SHLB) Coalition / President, Telepoly Consulting, USA</i>		
THEME 3 : Connecting Communities - The Role of Broadband and How It Benefits Knowledge Sharing <i>Moderator : YBhg. Dato' Raslin bin Abu Bakar, Director-General, National Library of Malaysia (PNM)</i>		
02.45 pm – 03.15 pm	SPEAKER 7	Mr. Uzer bin Tajuddin Senior Director, Rural Development Division, MCMC
03.15 pm – 03.45 pm	SPEAKER 8	Indahsah Hj. Sidek Technical Advisor, u-Pustaka Department, MCMC
03.45 pm – 04.00 pm	NETWORKING RECEPTION	
THEME 4 : The Challenges and Way Forward For An Inclusive Malaysian Knowledge-Based Society in 2020 : Are We Ready To Achieve It ? <i>Moderator : YBhg. Dato' Mohamed Sharil Tarmizi, Chairman, MCMC</i>		
04.00 pm – 04.45 pm	PANELIST SESSION	<ol style="list-style-type: none"> YBhg. Dato' Sri Dr. Halim bin Shafie Mr. John Windhausen Jr. YBhg. Dato' Ghazali Dato' Mohd. Yusof Mr. Lee Kee Siang Prof. Dr. Sam Gyun Oh
04.45 pm – 05.00 pm	Closing Speech	YBhg. Dato' Mohamed Sharil Tarmizi Chairman, MCMC
05.00 pm – 05.30 pm	UCTA 2012 Award prize giving ceremony	

About **THE KEYNOTE SPEAKERS**

YBHG. DATO' SRI DR. HALIM BIN SHAFIE



Chairman Telekom Malaysia Berhad (TM)

Chairman of Advisory Board for National Library of Malaysia (PNM)

Dato' Sri Dr. Halim Shafie graduated with a Bachelor of Economics (Hons) from University of Malaya in 1972 and a Ph.D in Information Transfer from Syracuse University in 1988. Among his appointments in Government were with Malaysian Administrative Modernization and Management Planning Unit (MAMPU) in 1987, Director of INTAN in 1994; Secretary General, Ministry of Energy, Water and Communications in 2000, Chairman of the Malaysian Communications and Multimedia Commission (MCMC) in 2006. He is currently the Chairman of Telekom Malaysia and Advisory Board Chairman of the National Library of Malaysia.

JOHN WINDHAUSEN JR.



*Director, Schools, Health and Libraries Broadband (SHLB) Coalition/
President, Telepoly Consulting, USA*

Mr. John Windhausen Jr. has worked in the communications policy arena in Washington, D.C., for over 20 years. He began his career as a Staff Attorney at the Federal Communications Commission (FCC) Common Carrier Bureau from 1984. From 1987 – 1996 in Capitol Hill, Windhausen served as Senior Counsel to Senator Hollings, Senator Inouye, and Counsel for the Communications Subcommittee of the U.S. Senate Commerce Committee for nine years. He participated actively in the drafting and passage of the 1992 Cable Act, the 1993 Spectrum Auction Act, and the Telecommunications Act of 1996. In 1996, he joined the Competition Policy Institute as General Counsel for the Competition Policy Institute, a non-profit consumer advocacy organization that promotes competition for energy and telecommunication services. In addition, since 1997, he has served as Adjunct Professor of the Communications, Culture and Technology Graduate Program at Georgetown University. In 1999, he became the president of ALTS, the Association for Local Telecommunications Services, where he led the facilities-based competitive local telecom industry in its efforts to provide consumers with a choice of local telecom providers and speaks on the full range of legal, regulatory and commercial issues critical to the industry's continued growth and success. In 2004, he opened his own consulting practice, Telepoly Consulting.

John Windhausen Jr. is also the Director of the Schools, Health and Libraries Broadband (SHLB) Coalition. (the “shell-bee” Coalition) a diverse coalition of community anchor institutions, broadband companies (for profit and non-profit), foundations (such as Gates Foundation) and public interest groups. In this position, Mr. Windhausen works with the U.S. Federal Communications Commission, the U.S. Congress and the Obama Administration to support federal policies that will bring open, affordable, high-capacity broadband services to anchor institutions across the country. (The SHLB Coalition is funded by the Bill & Melinda Gates Foundation and the Knight Foundation). Mr. Windhausen also represents a variety of non-profit and commercial organizations through his consulting firm, called Telepoly Consulting. His clients include the American Library Association, EDUCAUSE and The Quilt. Recently, **Mr. Windhausen was awarded as the recipient of Community Broadband Hero of the Year by The National Association of Telecommunications Officers and Advisors (NATOA) Board of Directors for ‘long-time heroic advocacy for more, bigger broadband in America, and for ably advocating on behalf of the needs of schools, health care, and libraries in broadband’.**

Mr. Windhausen graduated from the UCLA School of Law and Yale University

About THE SPEAKERS

GHAZALI BIN MOHAMED FADZIL



Deputy Director, Human Capital Development Centre of Bank Negara Malaysia (BNM)

Mr. Ghazali Mohamed Fadzil is currently the Deputy Director at Human Capital Development Centre. He is also in charge of the Knowledge Management Centre at Bank Negara Malaysia. He has served the Bank for nine years and instrumental in setting up the new Knowledge Management Centre. His competencies are in the area of Information and Knowledge Management and is quite adapt to the area of Competitive Intelligence and Internet Technology. Prior to his appointment in Bank Negara he was Head of Information Resource Centre for both Securities Commission and Telekom Multimedia, and Manager of Knowledge Management for Multimedia Development Corporation. Ghazali has written and presented papers, as well as conducted workshops quite extensively in the area of information and knowledge management. His current subject interests are Knowledge Loss and Retention, Competitive Intelligence, Strategic Information Use and Management, and Social Media in Information Services.

PROF. DR. SAM GYUN OH



Sungkyunkwan University/National Digital Library of Korea

Prof. Dr. Sam Oh is a professor at Sungkyunkwan University, Seoul, Korea and an affiliate professor at University of Washington (UW) iSchool, Seattle WA USA. Prior to joining Sungkyukwan University, he taught at the UW iSchool for 4 years. He also taught summer classes at University of Texas at Austin, Syracuse University, and University of North Carolina at Chapel Hill and is scheduled to teach at UW and Rutgers summer classes next year. His teaching and research interest include information architecture, metadata and ontology design, digital libraries, and knowledge management. He has extensive consulting experiences in the areas digital libraries, metadata, and ontology design for companies and government sectors. He is an oversight committee member of Dublin Core and also serves as the chairs of ISO/IEC JTC1 SC34 (Document Description & Processing Languages) and TC46/SC9 (Identification & Description).

About **THE SPEAKERS**

DR. MARY ALICE BALL



***Senior Library Program Officer,
Library Services, Discretionary Programs
Institute of Museum and Library Services (IMLS), USA***

Dr. Mary Alice Ball is a senior program officer at the Institute of Museum and Library Services, responsible for the administration of the Laura Bush 21st Century Librarian program. She also serves as the agency's subject matter expert on broadband issues, drawing upon her research and her professional service as a member and chair of ALA's Office for Information Technology Policy's Telecommunications Subcommittee. Most recently she was an assistant professor at the Indiana University School of Library and Information Science Indianapolis. She has worked with information technology at Loyola University Chicago, Northwestern University (NOTIS Systems), the University of Michigan, and the Research Libraries Group, as well as in the dotcom and publishing worlds. Mary Alice obtained her Ph.D. in Higher Education with a minor in Management Information Systems from the University of Arizona, and her A.M.L.S. from the University of Chicago.

LEE KEE SIANG



***Chief Information Officer/Director, Technology and Innovation
National Library Board of Singapore (NLB)***

Mr. Lee Kee Siang is the Chief Information Officer of the Singapore National Library Board (NLB). He oversees the Technology and Innovation Division and is responsible for mapping out the IT Strategic Planning and adoption of IT in NLB. He is Certified in the Governance of Enterprise IT and holds certifications in IT Business Continuity Management and Outsourcing Manager of IT. He is also a member of the National Grid Advisory Council which promotes the adoption of cloud computing by business and industry users.

UZER BIN TAJUDDIN



Senior Director
Rural Development Division, MCMC

Mr. Uzer bin Tajuddin has 11 years of working experience at Telekom Malaysia and Time Telecommunications, and has been with the Universal Service Provision Division at the Malaysian Communications and Multimedia Commission (MCMC) for the past 10 years. He is currently heading this division that is now known as Rural Development Division. He is endowed with a degree in Electrical Engineering from Universiti Teknologi Malaysia. Mr Uzer has presented papers on Rural ICT Deployment in Chengdu, Hanoi, and Bangkok.

INDAHSAH HAJI SIDEK



Technical Advisor
u-Pustaka Department, MCMC

Indahsah Haji Sidek has been teaching in Universiti Teknologi MARA (UiTM) for more than 20 years in the knowledge domain of Information Science and throughout her days as an academician, she has gathered some experience in developing two Library Management Systems (LMS) as a collaborative R&D venture with the industry. The first LMS emerged in the information industry in 1987 and was bestowed with the Asian Computer Weekly Award at ITX 1990, followed by the Innovation Award for Joint Research between Public and Private Sector in 1993. The second LMS which was launched in 1997 has witnessed her contribution in leading her research team with a joint venture product-oriented research that has been commercialized in the information market place. She received the Researcher Exemplary Award from the University in 1995 and pursued an array of training and consultancy activities for libraries and information centers, whilst continuing her teaching practice at the University. She led another research pursuance on GTI – Guided Tour on Information which made a humble appearance at the IPTA Exhibition in 2005 and in Geneva in 2006. Since May 2008 she has been seconded to the Malaysian Communications and Multimedia Commission (MCMC) as Technical Advisor for the Ubiquitous Library project or u-Pustaka which links eight libraries within the ambit of Pustaka 1Malaysia, in an effort to unlock knowledge resources, anytime, anywhere and by anyone through the widening of broadband services.

MOHD. SHUKRIE BIN MOHD. SALLEH



Group Chief Operating Officer Pos Malaysia Berhad

Mr. Mohd. Shukrie bin Mohd. Salleh is the Group Chief Operating Officer of Pos Malaysia Berhad. He started his career as an internal Audit executive in Public Bank Securities Sdn. Bhd. He has vast and diverse experience throughout his career covering corporate banking, corporate finance and advisory, mergers and acquisitions, risk management, human resources, procurement and his last position was Chief Executive Officer of KL Airport Services Sdn. Bhd., the cargo and logistics arm of DRB-HICOM Group. He is also a Chartered Accountant with The Chartered Institute of Management Accountants.

Community of Interest – COI

- The Information Literacy Programme for Managers and IT Supervisors, at PICC on 21 July 2011 that was organised by MCMC was a meeting of minds between the u-Pustaka Consortium and 349 Managers of Community Broadband Centers (now known as 1Malaysia Internet Centers) and IT Supervisors of Community Broadband Libraries, with the accompaniment of the Information Service Providers (ISP), nation-wide.
- This one-day programme provided an interactive engagement with the participants on the services of u-Pustaka for which the Managers and IT Supervisors could understand, assimilate and disseminate the knowledge content to their communities in a far reaching manner.
- The need for 'Information Literacy' education and learning bears relevance in a knowledge-based society, as indicated by the American Library Association (ALA) that :

“Ultimately, information literate people are those who have learned how to learn. They know how to learn because they know how knowledge is organized, how to find information, and how to use information in such a way that others can learn from them. They are people prepared for lifelong learning, because they can always find the information needed for any task or decision at hand”.



About UCTA 2012

Pursuant to the Information Literacy Programme for the Managers of 1Malaysia Internet Centres and IT Supervisors of Community Broadband Libraries, some potential areas of subject interest have been identified. Based on these areas of interest, MCMC introduced the 'Communities of Interest' (COI) programme, culminating with the 'u-Pustaka Community Transformation Award' (UCTA) or 'Anugerah Transformasi Komuniti u-Pustaka' (AKTU).

UCTA highlights and rewards good COI practice in the 1Malaysia Internet Centres and Community Broadband Libraries by leveraging on u-Pustaka information services throughout the whole nation in pursuit of the following engagements:

- Change and enrich lives (physically and mentally handicapped, unemployed, underserved, elderly group and the young);
- Bring people together in the community, to create 'Connected Communities' through broadband services;
- Demonstrate innovation and creativity in exploring and developing the local interest and content in relation to the COI knowledge-based project;
- Develop the staff and services of 1Malaysia Internet Centres and Community Broadband Libraries and recognise and reward their excellent outreach services;
- Create information literacy awareness through u-Pustaka information services in addressing the socio-economic issues as well as optimising the use of e-government facilities;
- The pioneering initiatives would blaze new routes for other telecentres to emulate