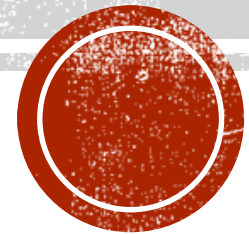


Visionaries, Architects and Pioneers: Conceptualising SMU



Yeo Pin Pin & Patricia Meyer

Singapore Management University

Pacific Rim Digital Library Alliance Meeting, 2-4 December 2014, Macau

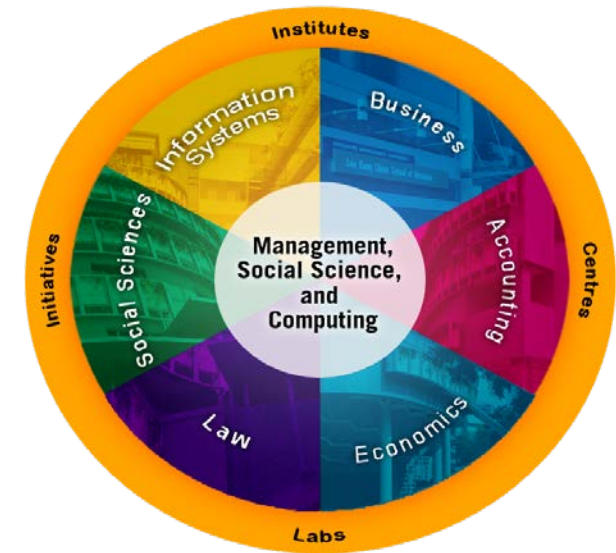
OUTLINE

- About SMU
- The Beginning
- The Project
- Infrastructure & Capability
- Delivery
- Communication
- Enhancements
- Use and Future



ABOUT SMU

- 8500 students (7500 UG and 1000 PG), 335 faculty
- SMU education unique for:
- Broad-based education
- Collaborative and project-based approach to learning
- Interactive tutorial style learning
- Small class sizes
- Technology enabled teaching
- International experience, community service, internship



SMU CITY CAMPUS

6 buildings at the heart of Singapore



Lee Kong Chian School of Business



School of Information Systems



School of Economics, Social Sciences



SMU LIBRARIES

- 160,000 books (110,000 e-books)
- 80,000 e-journals
- 1,800 seats and 8,000 sqm
- Open 96 hours per week during term time
- Learning Commons open 24/7
- Physical and virtual learning environment
- 39 staff with 16 professional librarians



THE BEGINNING

- SMU's 10th anniversary and Patron's Day on 15 Jan 2010
- Ho Kwon Ping, Chairman of SMU Board of Trustees
- Encapsulate thinking behind SMU concept
- Make records available
- Oral history accounts
- Record personal recollections
- Stories, ideas and thinking



THE PROJECT

- Covered two broad periods, pre- and post-SMU incorporation
- Emphasized conception of the third university 1996-2000
- Track 1 interview key people in the government, e.g. Dr Tony Tan (then Deputy Prime Minister) and SMU pioneers
- Track 2 interview SMU's first appointment holders
- Track 3 interview pioneer students of SMU
- Time taken: 24 months

- Consulted the National Archives of Singapore



INFRASTRUCTURE

- Staff from Media Production in Integrated Information Technology Services (IITS)
- Access to recording studio located on Level 5 of Li Ka Shing Library



CAPABILITY

- Hired a researcher/interviewer familiar with SMU on contract basis
- Team built experience and learnt with each interview
- Microphone sensitivity
- Interviewing
- Transcribing
- Editing transcripts
- Determining what content to make public
- Identifying key topics



DELIVERY: ORAL HISTORY WEBSITE

- <http://oralhistory.smu.edu.sg/>
- Attractive
- Interactive
- Used WordPress
- Highly customized
- Plugins
 - UberMenu
 - Stream Video Player
 - Media Categories
 - JW Player

Home About the project People Topics Timeline Contact Us
Get started Overview and site information Visionaries, Architects and Pioneers Browse our themes and topics Learn about our journey Feedback and comments

SMU SINGAPORE MANAGEMENT UNIVERSITY

ORAL HISTORY
CONCEPTUALISING SMU

SIGNING CEREMONY
WHARTON SCHOOL OF THE UNIVERSITY
&
SINGAPORE MANAGEMENT UNIVERSITY
Guest-of-honor: Dr. Teo Joo Koh
Deputy Prime Minister

FIRST PATRON'S DAY
12 JANUARY 2001

SINGAPORE MANAGEMENT UNIVERSITY

THEMES & TOPICS

Convocation 2001

PEOPLE

THEMES & TOPICS

INTERACTIVE TIMELINE

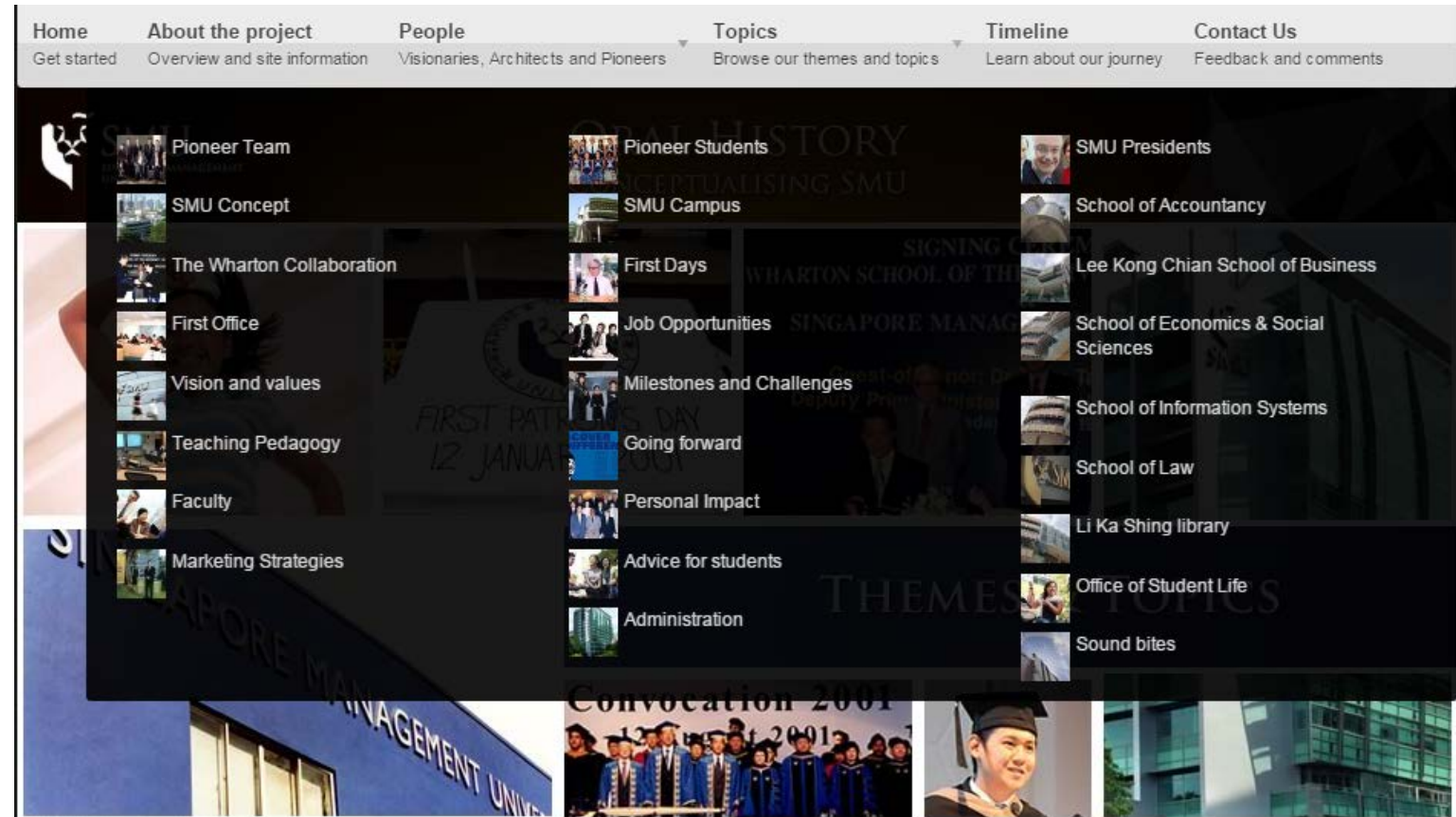
Hear from the visionaries, architects, and pioneers like President Tony Tan, Chairman Mr

Learn from the insights of our pioneers as they talk about our first days, our pioneer batch of

Scroll through our web-based interactive timeline to discover and learn about the

PULL DOWN CUSTOM MENUS

- Browsable menus
- Customized



PEOPLE

THEMES & TOPICS

INTERACTIVE TIMELINE



INTERACTIVE VIDEO WITH CAPTIONS



JWPLAYER

Janice Bellace
Appointment as 1st president of SMU

Janice Bellace
SMU's new direction in education

Janice Bellace
SMU's teaching style

Janice Bellace
Faculty recruitment

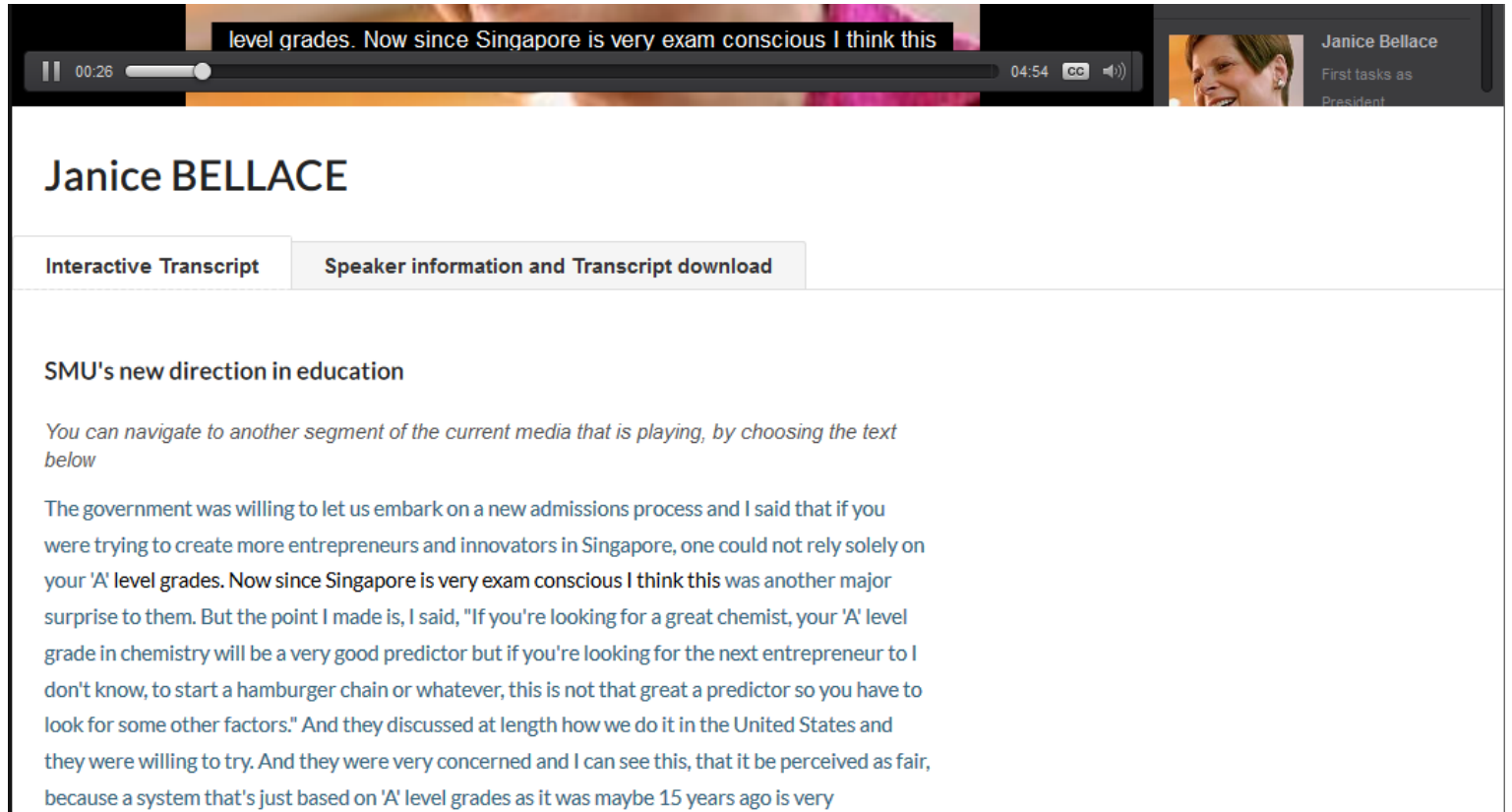
Janice Bellace
Faculty review

Janice Bellace
Future expansion of



INTERACTIVE TRANSCRIPT

- Click on text in transcript to navigate to another segment in the video



The screenshot shows a video player interface. At the top, a video player controls bar is visible with a play/pause button, a progress bar at 00:26, and a volume icon. The video title is "level grades. Now since Singapore is very exam conscious I think this". To the right of the video player, there is a small profile picture of Janice Bellace and her name, "Janice Bellace", with the text "First tasks as President" below it.

Janice BELLACE

Interactive Transcript Speaker information and Transcript download

SMU's new direction in education

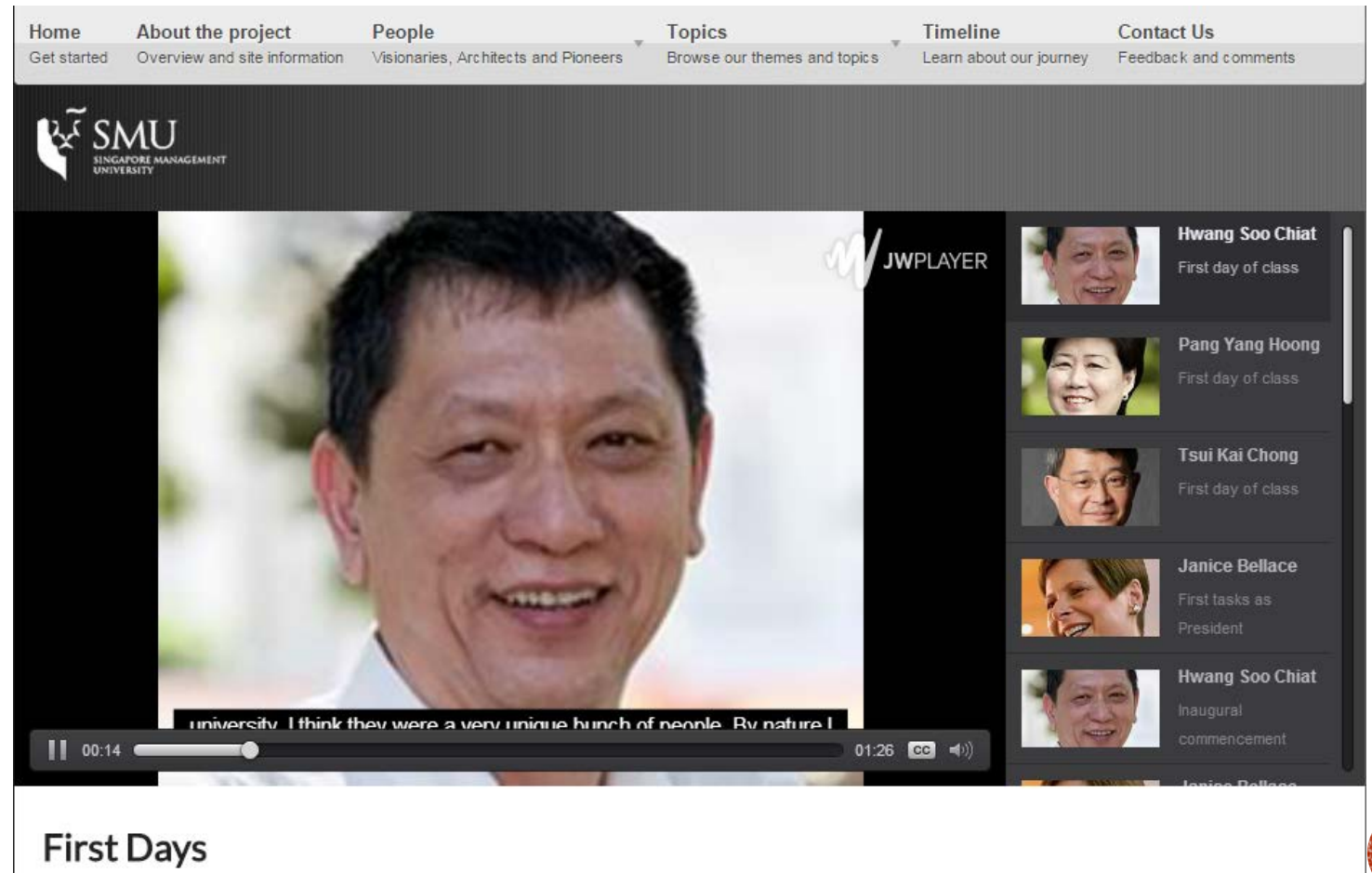
You can navigate to another segment of the current media that is playing, by choosing the text below

The government was willing to let us embark on a new admissions process and I said that if you were trying to create more entrepreneurs and innovators in Singapore, one could not rely solely on your 'A' level grades. Now since Singapore is very exam conscious I think this was another major surprise to them. But the point I made is, I said, "If you're looking for a great chemist, your 'A' level grade in chemistry will be a very good predictor but if you're looking for the next entrepreneur to I don't know, to start a hamburger chain or whatever, this is not that great a predictor so you have to look for some other factors." And they discussed at length how we do it in the United States and they were willing to try. And they were very concerned and I can see this, that it be perceived as fair, because a system that's just based on 'A' level grades as it was maybe 15 years ago is very



PULL TOGETHER SEGMENTS FROM VIDEOS

- Tagged topics in each video
- Click on topic
- View the segments from various videos

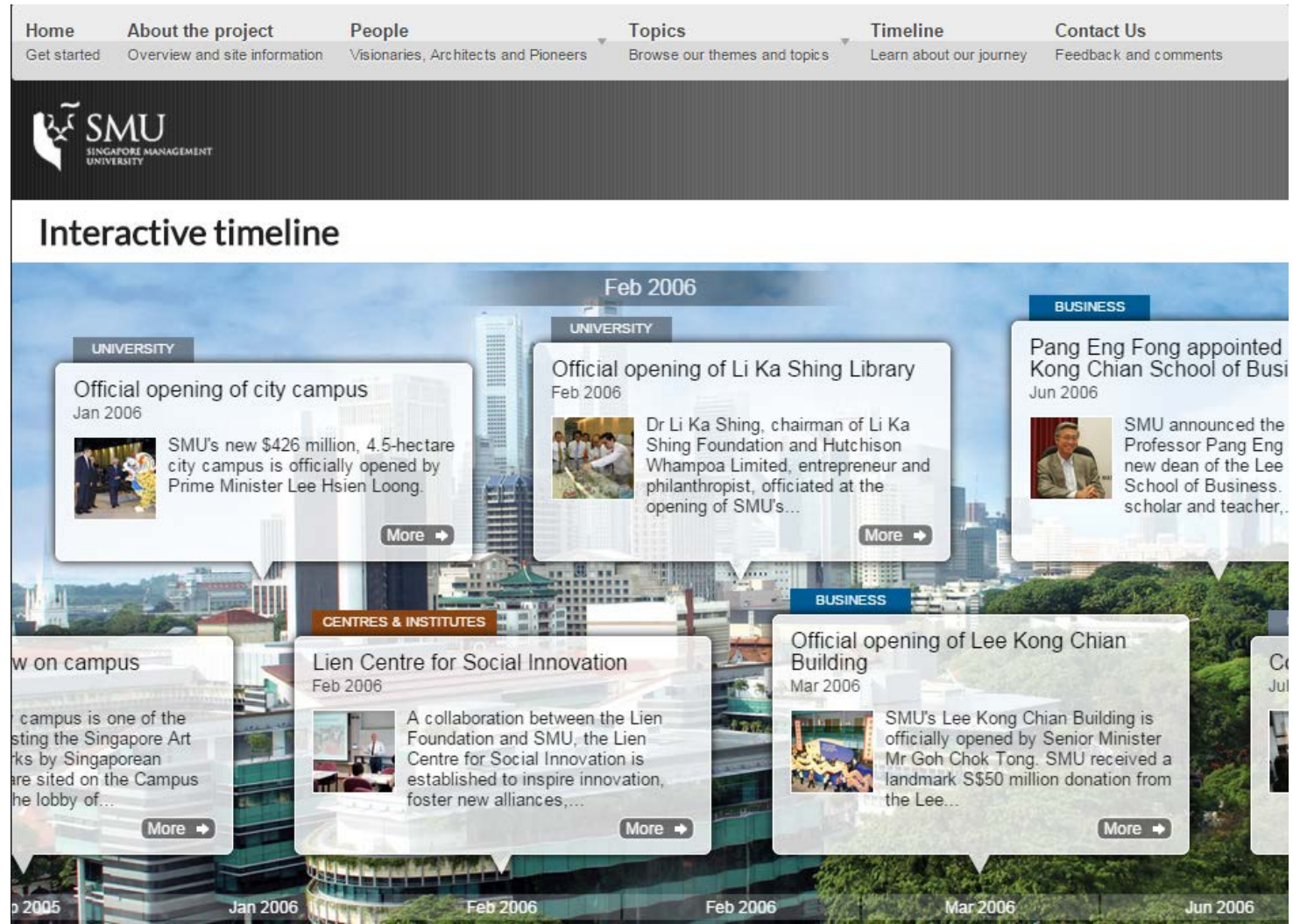
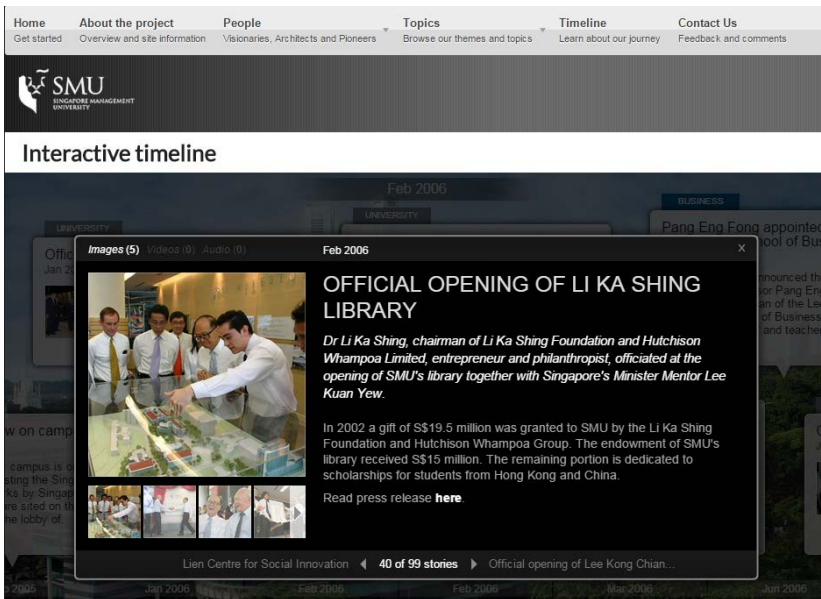


The screenshot displays a website interface for SMU (Singapore Management University). At the top, there is a navigation menu with links: Home (Get started), About the project (Overview and site information), People (Visionaries, Architects and Pioneers), Topics (Browse our themes and topics), Timeline (Learn about our journey), and Contact Us (Feedback and comments). Below the navigation is the SMU logo. The main content area features a video player with a portrait of a man. The video player includes a JWPLAYER logo, a progress bar showing 00:14 / 01:26, and a subtitle: "university. I think they were a very unique bunch of people. By nature I". To the right of the video player is a vertical list of tagged topics, each with a small portrait and text: Hwang Soo Chiat (First day of class), Pang Yang Hoong (First day of class), Tsui Kai Chong (First day of class), Janice Bellace (First tasks as President), and Hwang Soo Chiat (Inaugural commencement). Below the video player, the text "First Days" is visible.



INTERACTIVE TIMELINE

- Scrolling time line
- Callouts for event
- Link to more details and press release



COMMUNICATION

- Official launch on Patron's Day 2012
- Publicize Oral History website
- Link on SMU website
- Link on SMU Library website



PROGRAMMES ▾ RESEARCH & LIBRARY ▾ ACADEMICS ▾ ABOUT ▾ CONNECT ▾ INFO FOR ▾ ADMISSIONS ▾

AREAS OF EXCELLENCE

University-level competencies which span the whole campus

Analytics for Business, Consumer & Social Insight

Finance & Financial Markets

Innovation & Entrepreneurship

LIBRARY

Institutional Knowledge (InK)

Research Guides

Oral History

PUBLICATIONS

Conference Papers

Journal Articles

Chapters in Books

Book Reviews

All Publications

Perspectives@SMU

TOPICS

See articles, faculty, publications, news and events related to the topics SMU is focusing on.

Strategy and Growth

Innovation and Entrepreneurship

Social Insights



ENHANCEMENTS

- Added transcripts to InK (SMU repository)
- Added keywords to transcript records for better discoverability



The screenshot displays the SMU InK website interface. At the top, the SMU logo and 'Li Ka Shing Library' are visible. Below this is a blue banner with the text 'Institutional Knowledge at Singapore Management University' and the 'InK' logo. A navigation breadcrumb reads 'Home > UHC > SMU_OH'. A dark banner below features the SMU logo and the text 'ORAL HISTORY CONCEPTUALISING SMU'. The main content area is titled 'Oral History Collection' and lists five PDF documents, each with a red PDF icon and a description of an oral history interview.

Home > UHC > SMU_OH

ORAL HISTORY
CONCEPTUALISING SMU

Oral History Collection

- PDF Oral History Interview with Pang Yang Hoong: Conceptualising SMU: The People and Ideas behind the SMU Story (Excerpt with Video), Yang Hoong Pang
- PDF Oral History Interview with Tan Chin Tiong: Conceptualising SMU: The People and Ideas behind the SMU Story (Excerpt with Video), Chin Tiong Tan
- PDF Oral History Interview with Tan Teck Meng: Conceptualising SMU: The People and Ideas behind the SMU Story (Excerpt with Video), Teck Meng Tan
- PDF Oral History Interview with Tsui Kai Chong: Conceptualising SMU: The People and Ideas behind the SMU Story (Excerpt with Video), Kai Chong Tsui
- PDF Oral History Interview with Soon Kwong John Yip: Conceptualising SMU: The People and Ideas behind the SMU Story (Excerpt with Video), Soon Kwong John Yip



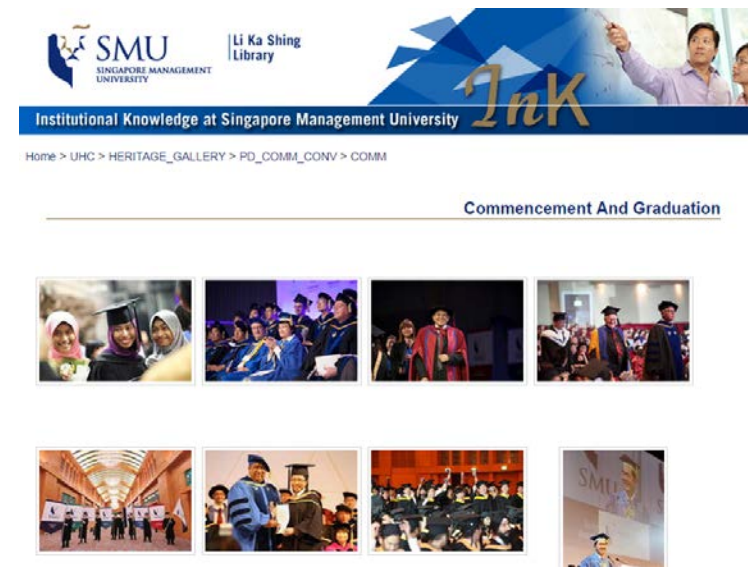
ENHANCEMENTS

- Added Press Releases on significant events in SMU to InK to have a permanent URL for timeline
- Selected photographs for Image Gallery in InK with captions and keywords added to explain their significance



The screenshot shows the SMU InK website interface. At the top left is the SMU logo and 'Li Ka Shing Library'. The main header reads 'Institutional Knowledge at Singapore Management University InK'. Below this is a breadcrumb trail: 'Home > UHC > OH_PRESSRELEASE'. The main content area is titled 'SMU Press Releases' and includes a 'Follow' button. Underneath, there are two sections for press releases:

- Submissions from 2012**
 - PDF New Leadership to Helm SMU School of Law, Singapore Management University
- Submissions from 2011**
 - PDF Singapore Management University and Carnegie Mellon University to Create the Living Analytics Research Centre, Singapore Management University
 - PDF Singapore Management University and Singapore University of Technology and Design Ink Memorandum of Understanding For Education, Research and Exchange, Singapore Management University



The screenshot shows the SMU InK website interface for the 'Commencement And Graduation' section. At the top left is the SMU logo and 'Li Ka Shing Library'. The main header reads 'Institutional Knowledge at Singapore Management University InK'. Below this is a breadcrumb trail: 'Home > UHC > HERITAGE_GALLERY > PD_COMM_CONV > COMM'. The main content area is titled 'Commencement And Graduation' and features a grid of photographs showing graduates and students at various events.



ENHANCEMENTS

- Added photographs and videos to timeline in Oral History website

The screenshot displays the Oral History website interface. At the top, a navigation menu includes: Home (Get started), About the project (Overview and site information), People (Visionaries, Architects and Pioneers), Topics (Browse our themes and topics), Timeline (Learn about our journey), and Contact Us (Feedback and comments). Below the menu is the SMU Singapore Management University logo. The main content area is titled "Interactive timeline" and shows a timeline for January 2012. A video player overlay is active, displaying a video titled "PRESIDENT TONY TAN'S HOMECOMING ON PATRON'S DAY". The video description reads: "Singapore's President Tony Tan Keng Yam, the new patron of SMU, visits the pioneering university he first envisioned all those years ago. He attends SMU's twelfth Patron's Day celebrations." Below the video is a "Play video" button and a "Read more here" link. The video player also shows "Images (0)", "Videos (1)", and "Audio (0)". At the bottom of the video player, it indicates "91 of 99 stories" and shows navigation arrows between "Former President Nathan joins SMU" and "Yeo Tiong Min appointed dean of law...".



USING ORAL HISTORY

- **Daringly Different: The Making of SMU**
 - SMU commissioned a book for its 15th anniversary
 - Dr Kevin Tan, Writer-in-Residence
 - Used the oral history transcripts extensively
 - Perspectives of the different players
 - Sense of time period
-
- Library consulted by Asian Centre for Oral History, Institute for Societal Leadership (SMU)



FUTURE

- Expand the scope of the interviews
- Add interviews with people who helped to grow and build up SMU
 - First head of key departments
 - Other key appointment holders
 - 2-3 interviews per year
- Develop oral history website with flexibility for more categories and easy maintenance

