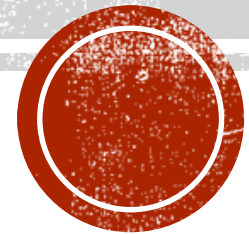# Visionaries, Architects and Pioneers: Conceptualising SMU

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

VISIONARIES, ARCHITECTS & PIONEERS

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
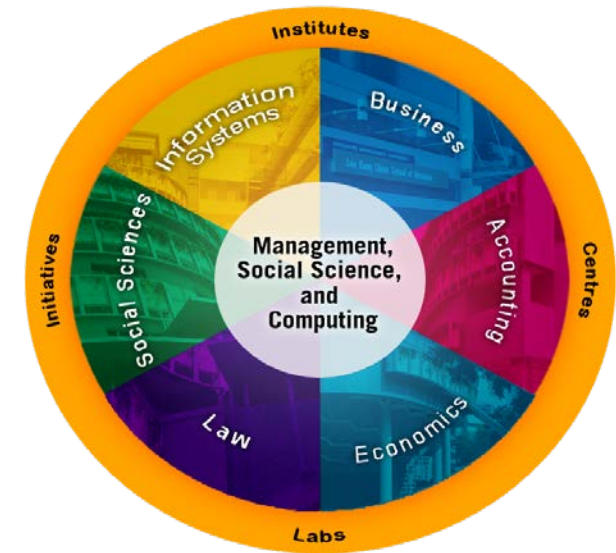
SMU CITY CAMPUS

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 with16 professional librarians

ON 24 x 7

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

PULL DOWN CUSTOM MENUS

- Browsable menus
- Customized
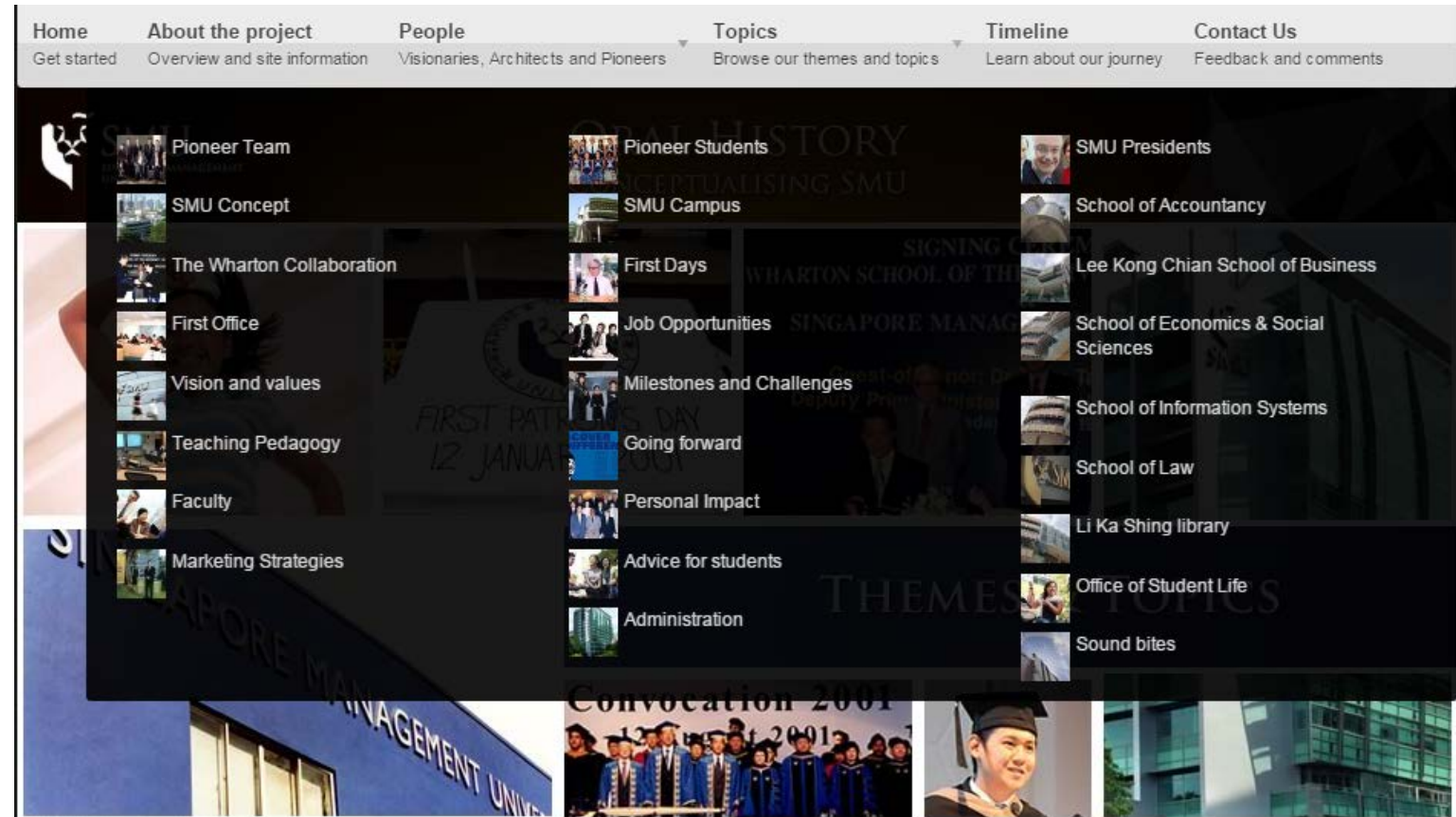
INTERACTIVE VIDEO WITH CAPTIONS
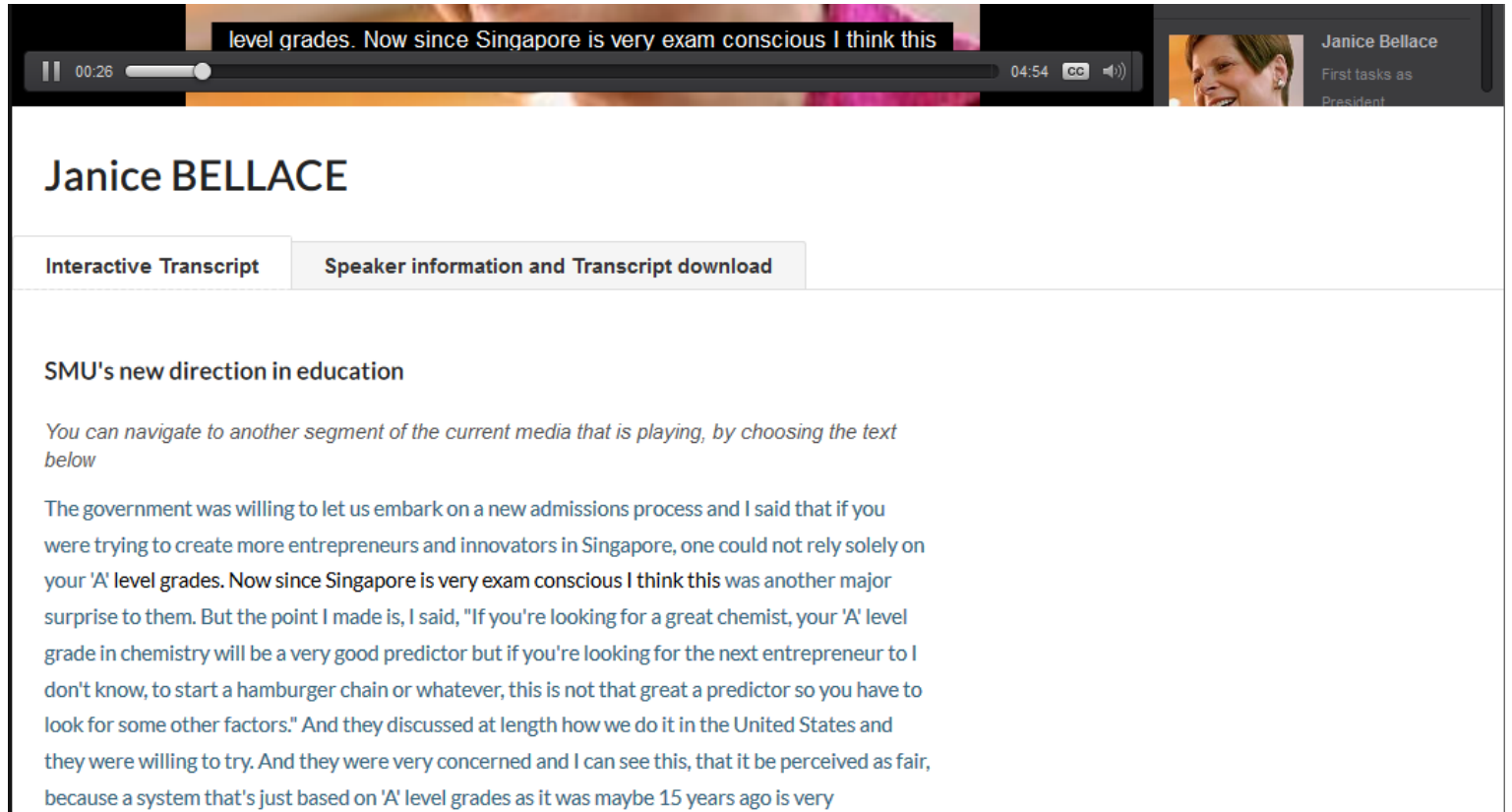
INTERACTIVE TRANSCRIPT
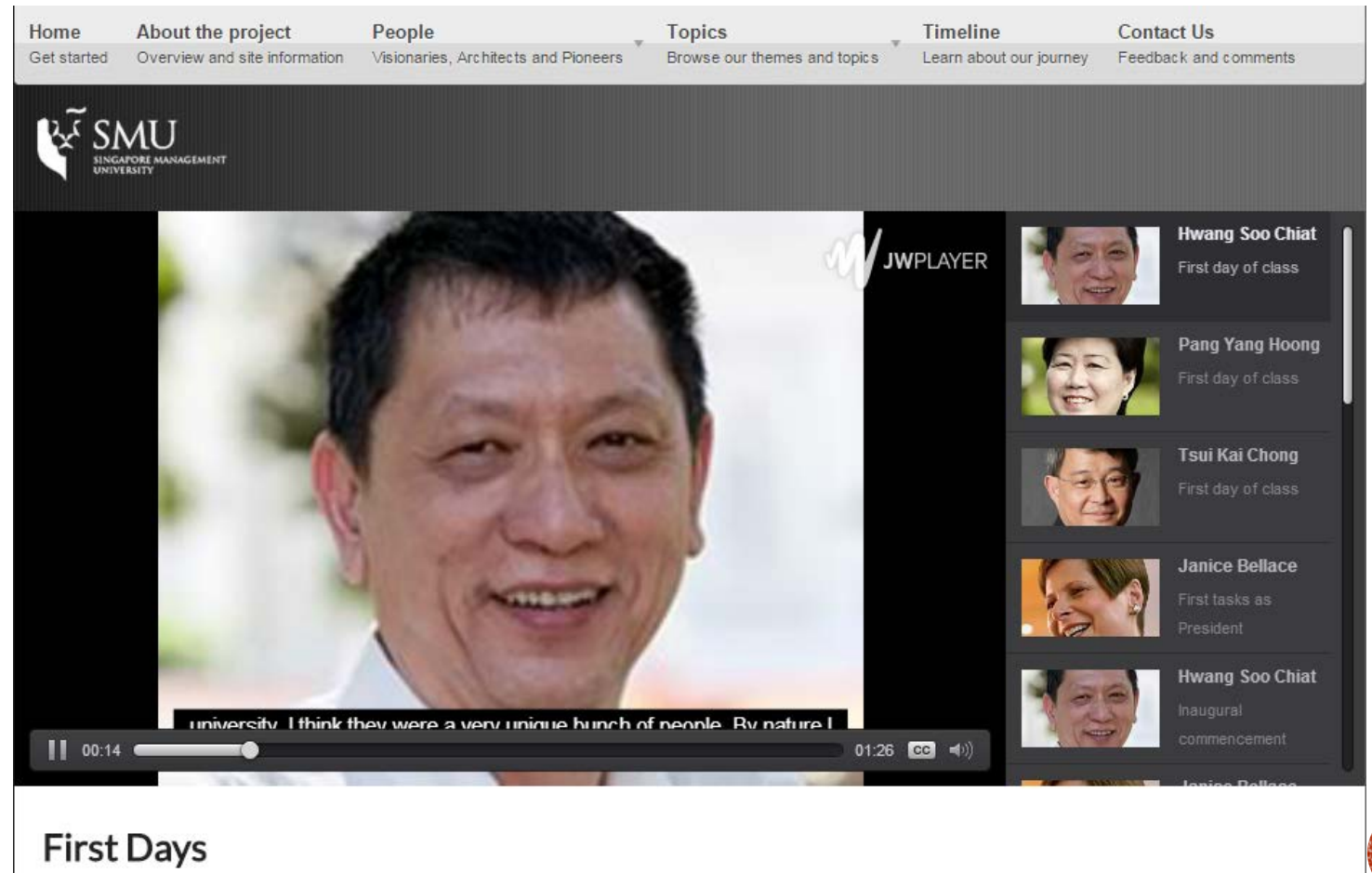
- Click on text in transcript to navigate to another segment in the video

PULL TOGETHER SEGMENTS FROM VIDEOS

- Tagged topics in each video

- Click on topic

- View the segments from various videos

INTERACTIVE TIMELINE

- Scrolling time line

- Callouts for event

- Link to more details and press release
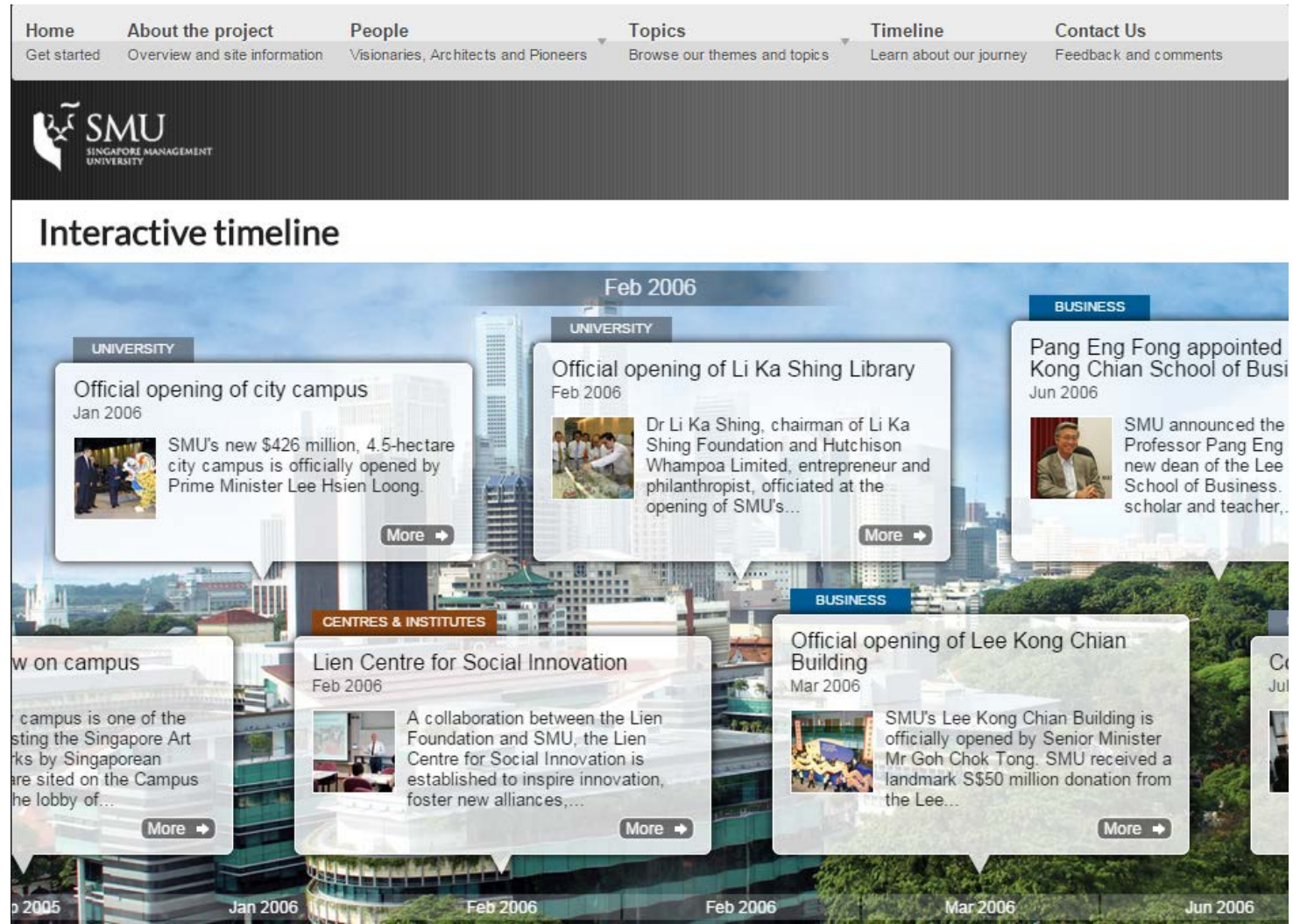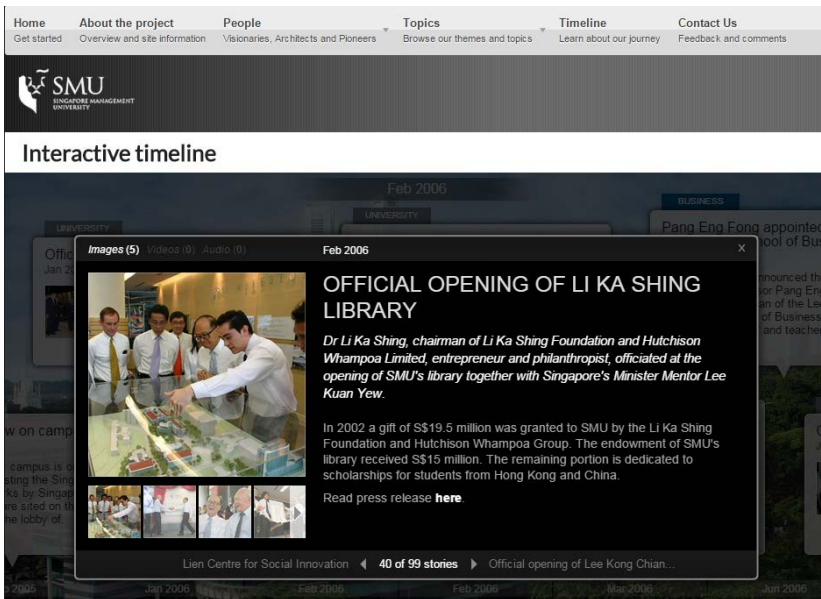
COMMUNICATION

- Official launch on Patron's Day 2012

- Publicize Oral History website

- Link on SMU website

- Link on SMU Library website

ENHANCEMENTS

- Added transcripts to InK (SMU repository)

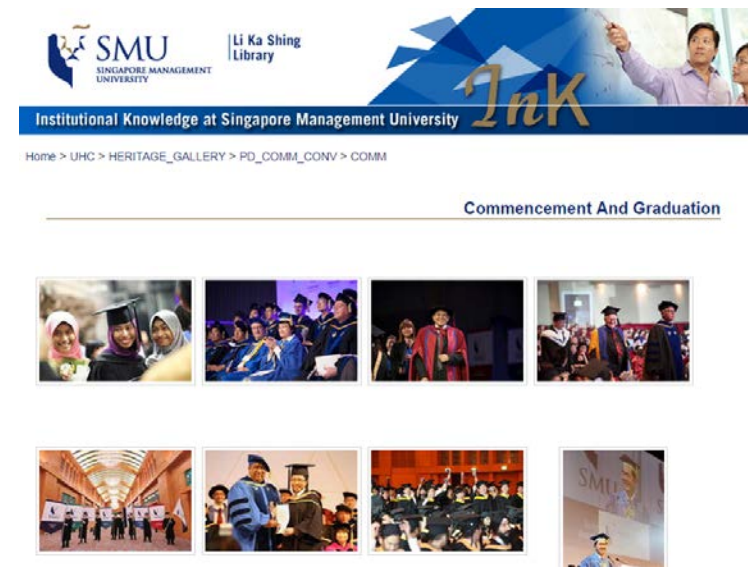- Added keywords to transcript records for better discoverability

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

ENHANCEMENTS

- Added photographs and videos to timeline in Oral History website

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