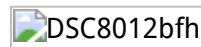


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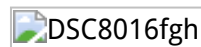
## USM SETS UP IDEA BANK, STRATEGIC THINKING REPOSITORY



PENANG, 26 October 2015 – Universiti Sains Malaysia (USM) has set up the USM Idea Bank to store strategic ideas contributed by its community, and to ensure such additional inputs would continue to spur the excellence in the governance of the university.

USM Idea Bank is a mobile application similar to other social websites, allowing access to Android and IOS users for the sharing of ideas, done virtually and interactively, towards the development of the University.

USM Vice-Chancellor, Professor Dato' Dr. Omar Osman said, the idea for the establishment of the USM Idea Bank was due to the need to secure creative and brilliant ideas coming from the campus community which could be stored at a strategic location.



He said that, USM values highly the ideas and creative thoughts from all levels of its community and would closely examine ideas which are appealing, relevant and could provide the needed inputs to thrust USM towards achieving excellence and eminence.

"With the setting up of this USM Idea Bank, members of the USM community are encouraged to be actively involved in the contribution of constructive and quality ideas. This is a good step for all of us to continue our contributions to the institution," he said further during a meeting with the team responsible for the setting up of the USM Idea Bank here recently.

Meanwhile, among the pioneering members of the USM Idea Bank, Professor Dr. Ahmad Farhan Mohd. Sadullah later said, the USM Idea Bank application is the first to be implemented at USM.

He said, an interactive repository could truly assist USM in acquiring fresh ideas, while providing the means for members of the USM community to explore creative thinking, especially among the younger generation of thinkers.



“At times, there were ideas which surfaced during workshop sessions, speeches, meetings, and lectures among others, which were truly amazing and they need to be retained within one platform so as not to be easily forgotten.”

“This USM Idea Bank can be likened to a home of worthy ideas and it needs to be sustainable to ensure its continuous functionality,” he said, while hoping for the USM Idea Bank team to expand further with time.

Others who attended the launching ceremony of the USM Idea Bank were the USM Deputy Vice-Chancellor (Academic and International Affairs), Professor Dato’ Dr. Ahmad Shukri Mustapa Kamal, heads of departments and other guests.

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