AU in the Next Decade (2009-2019): from Commitment to Sustainability & from Understanding to Action

by

Bro. Bancha Saenghiran

Annual Faculty Seminar 2011

John XXIII Conference Center, Survarnabhumi Campus

May 25, 2011

AU at Different Periods

- 1969 – 2009 → 2010 → 40 years
- 1969 – 2019 → 2020 → 50 years
- 1969 – 2029 → 2030 → 60 years
- 1969 – 2039 → 2040 → 70 years

Visit of the Princess

1) The inauguration of the three buildings on Dec. 7, 2010

Visit of the Princess

2. "The Fifth Thailand – US Education Roundtable" on March 29 – 31, 2011 at John XX III Conference Center

The King's Celebration
The 84th Birthday Anniversary
of H.M. the King Bhumibhol
Adulyadej
on December 5, 2011

Activities Organized by AU

1. The University
2. Faculty / Offices
3. In collaboration with outside units

Activities Submitted to the Center

- ☒ Thanking Mass
- ☒ Offering food to the monks
- ☒ Exhibition of H.M. the King's Life & Works
- ☒ Planting trees at AU Camp
- ☒ Practice of "Sufficiency Economy"
- ☒ Musical Performance

Activities (cont'd)

- ☒ Cultural Exchange
- ☒ Writing Contest
- ☒ Photo contest
- ☒ Visiting 9 Temples
- ☒ Birthday Cards & Poetry Competition

Activities (cont'd)

- ☒ International Conference

  eg. Religion & Media in Southeast Asia

- ☒ The Sixth Pre-Bio Olympic
- ☒ AU Journal with Special Features
- ☒ Share 2 Share
- ☒ Support Royally Sponsored products
- ☒ Community Volunteers

Activities (cont'd)

- ☒ Blood Donation
- ☒ Volunteer Camp
- ☒ Leadership Camp
- ☒ Activities for the Underprivileged
- ☒ Sports
- ☒ etc.

Total Number of Activities

✦ Religion	=	4
✦ Academic	=	10
✦ Art & Culture	=	8
✦ Social Services	=	9
✦ Sports	=	1
Total	=	32

Thailand's Second Phase of Education Reform 2009 - 2018

Phase I (1999 – 2009)

- The promulgation of the 1999 National Education Act

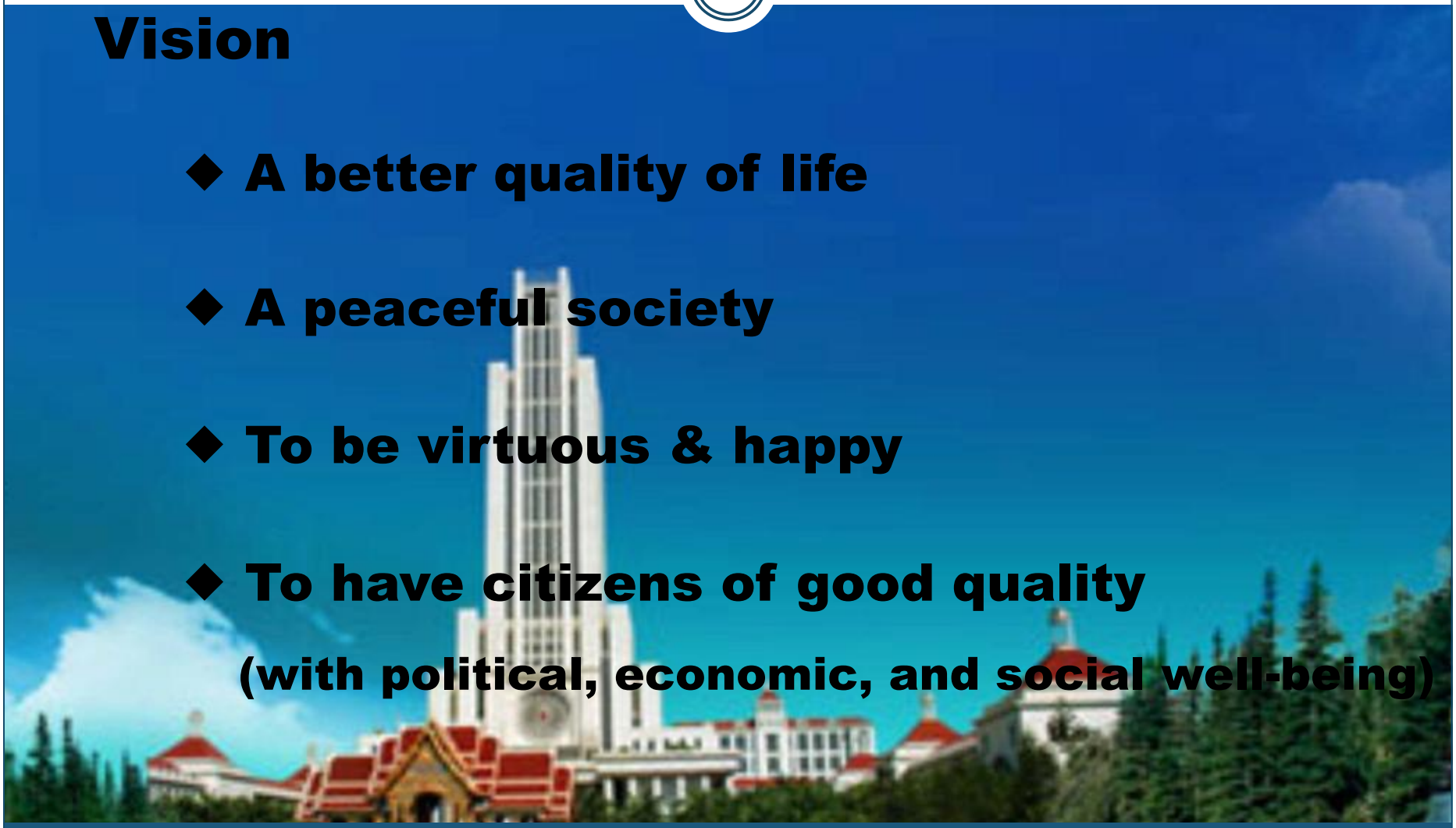
- The emphasis ➡ structure & management

Phase II (2009 – 2018)

Vision

- A better quality of life
- A peaceful society
- To be virtuous & happy
- To have citizens of good quality

  (with political, economic, and social well-being)



4 Areas of Concentration

- The quality of Thai people in the 21st century
- Quality teachers in the new-era
- New resources and learning centers (institutions)
- New educational administration fit for the new ear

5 Strategies of HE

1. Curriculum Development
2. A part in national development
3. Knowledge management center in every province
4. Public mind in teachers & students
5. An atmosphere conducive for good learning

Thailand, the Hub of Southeast Asia

6 leading industrial clusters:

- food
- tourism & hospitality
- jewelry
- logistics
- merchant marine
- petrochemical

Practical Points Suggested

1. Establishment of TQF
2. Linkage of education & training
3. Linkage between core competency of key industrial clusters and learning outcomes of education qualifications

Our Responsibility as HEI

- Educate higher qualified graduates
- Advance, create and disseminate knowledge
- Educate students for citizenship

To Participate in Education Reform

1. Develop
   Improve
   Revolutionize
   } teaching & learning
   - ⊙ quality
   - ⊙ contents
   - ⊙ process

2. Increase the role of employers in
   - ⊙ work-integrated learning, and
   - ⊙ cooperative learning

3. Help develop society ➡ OUOP

4. Be leader in education reform & reform of the country

Approaches in Teaching

1. Dual Education
2. Cooperative Education
3. Constructionist Learning
4. Project – Based Learning
5. Problem – Based Learning

Drivers for Reform

1. Ministry of Education ➡ Promoter
2. Three Tracks in Education System
   - Normal - - - 12 years of basic education
   - Welfare - - - for the poor & the underprivileged
   - Special - - - for competition and international recognition
3. Delegation of Authority
4. Local Contents + Central Contents
5. Uphold Teaching Profession

6. Legal Entity of a School
7. Education for Citizenship
8. Evaluation of teachers from evidence-based
9. Create model schools
10. Promote the roles of Local authority

ASEAN Community

Association of South East Asian Nations

Establishment of ASEAN

- Established on August 8, 1967 by 5 Founding Members:

1. Indonesia
2. Malaysia
3. The Philippines
4. Singapore, and
5. Thailand

Those joined later ...

- ☒ Brunei Darussalam (1984)
- ☒ Vietnam (1995)
- ☒ Laos PDR
- ☒ Myanmar

} (1997)

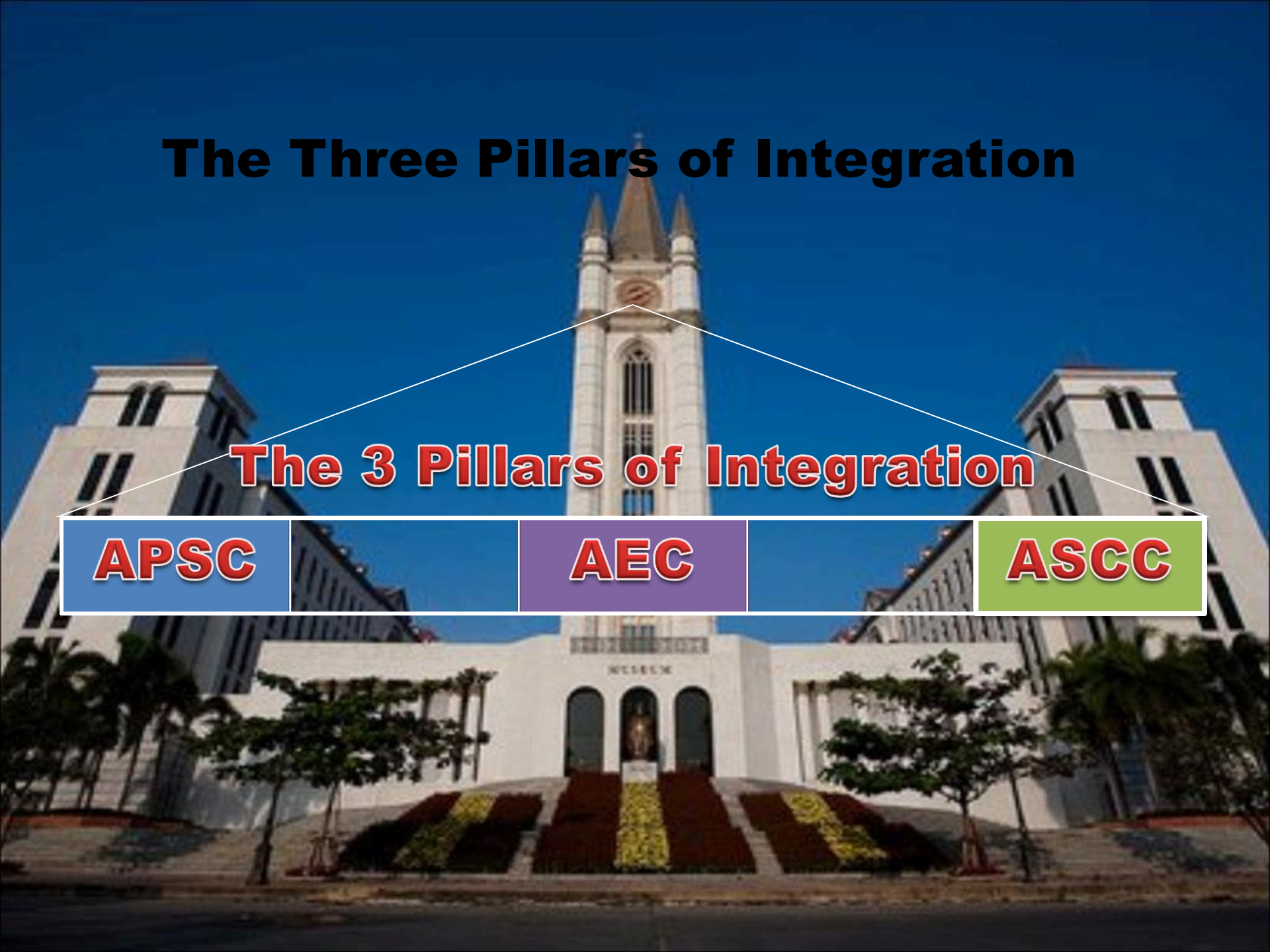
- ☒ Cambodia (1999)

Facts about ASEAN

1. Population ... 580 millions
2. GDP (2009) ... US$ 1.499 billion
3. Intra – Regional Trade (2009) ... US$ 1.536 billion
4. FDI inflow to ASEAN ... US$ 39.6 billion
5. ASEAN Secretariat ... Jakarta, Indonesia
6. National Day ... August 8
7. Official Language ... English

8. ASEAN Emblem ➡ Asians
ใส่รูป

The Three Pillars of Integration



Challenges Facing ASEAN

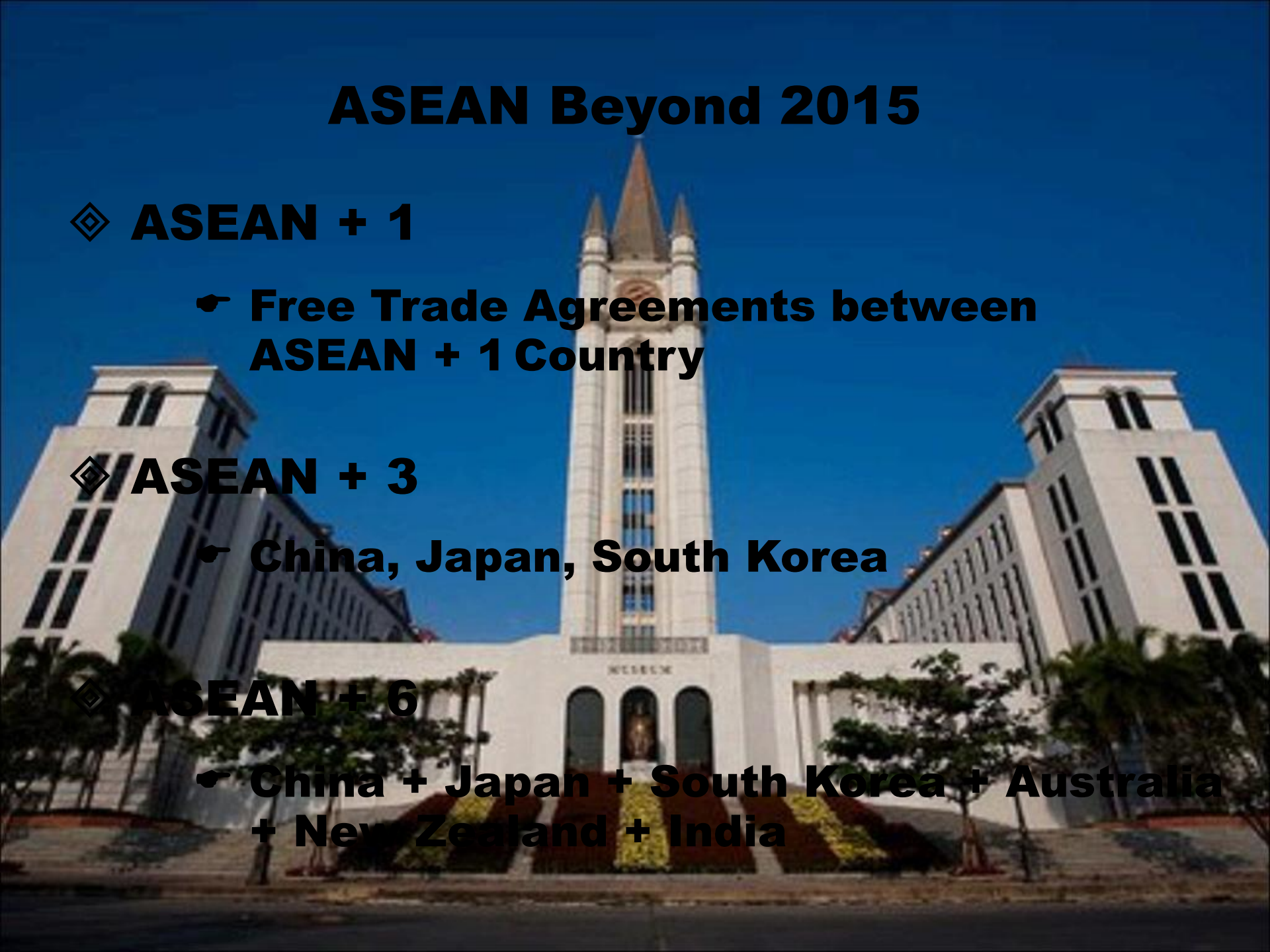
- Outside influences and rivalries
- Structural differences
- National Vs Community Interests
- Mutual suspicion

AEC 2015

AEC will transform ASEAN in to …

- A single market & production base
- With free movement of …
  - goods, services, skilled labor, and free flow of capital

ASEAN Beyond 2015



- **ASEAN + 1**
  - Free Trade Agreements between ASEAN + 1 Country
- **ASEAN + 3**
  - China, Japan, South Korea
- **ASEAN + 6**
  - China + Japan + South Korea + Australia + New Zealand + India

How to Prepare AU?

1. Create and awareness
2. Develop our quality
3. Harmonization
4. Exchanges of faculty & students
5. Transfer of Credits
6. Opportunity for students to experience their capabilities in the world arena

Activities

1. Disseminate knowledge about ASEAN
2. ASEAN Studies
3. Study of cultures
4. Research on ASEAN Community
5. TQF for HE
6. Make use of …
   - ASEAN Qualifications Framework
   - ASEAN Credit Transfer System
   - AUN Quality Assurance (AUN – QA) System
7. Leadership programs

QS ASIAN UNIVERSITY
RANKING 2010

Top 10 of Asia

Ranking	University
1	Univ. of Hong Kong
2	Hong Kong U. of Sc. And Tech.
3	Nat'l U. of Singapore (NUS)
4	The Chinese U. of Hong Kong
5	The U. of Tokyo
6	Seoul Nat'l U.
7	Osaka U.
8	Kyoto U.
9	Tohoku U.
10	Nagoya U.

Top 7 Thai Universities in Asia Ranking

University	2010	2009	percentage
1. Mahidol U.	28	30	80.20
2. Chulalongkorn U.	44	35	73.30
3. Chiang Mai U.	71	81	61.20
4. Thammasat U.	91	85	7.20
5. Srinakarinwirote U.	101	109	54.40
6. Khon Kaen U.	122	113	49.40
7. Kasetsart U.	126	108	47.50

Arts & Humanities

University	Ranking
1. Chulalongkorn U.	7
2. Thammasat U.	26
3. Mahidol U.	33
4. Chiang Mai U.	42
5. Prince of Songkhla U.	88
6. Khon Kaen U.	97

Social Science

	University	Ranking
1.	Chulalongkorn U.	9
2.	Thammasat U.	26
3.	Chiang Mai U.	39
4.	Mahidol U.	45
5.	Prince of Songkhla U.	64
6.	Kasetsart U.	68
7.	Khon Kaen U.	99

Science & Biomedicine

University	Ranking
1. Chulalongkorn U.	10
2. Mahidol U.	18
3. Prince of Songkhla U.	52
4. Chiang Mai U.	61
5. Thammasat U.	77
6. Kasetsart U.	82
7. Khon Kaen U.	90

Weight of KPIs for Asian Univ. Ranking

1. Academic Peer Review (30%)
2. Employer Review (10%)
3. Student / Faculty ratio (20%)
4. Bibliometrice (30%)
   (Papers per faculty / Citations per papers)
5. International factors (10%)
   (Int'l faculty & students, exchange students)

What is QS?

QS → Quacquarelli Symonds Ltd.

- QS started ranking … in 2004

  In collaboration with “Times Higher Education (THE)”

- 2009 was the last year of collaboration

Beginning in 2010 ...

1. The Sunday Times (UK)
2. US News & World Report
3. Korean Newspapers
4. South China Morning Post, and
5. Top media of the world

Success Factors

The **process** and methodology are **acceptable** and **trustworthy**

- It is an **open** and **accountable** system
- They are ready to listen to criticism & advices
- They are ready to change for the better
- There are both KPIs for quality & quantity
- Institutional research conducted continuously

Top 3 KPIs

1. Rate of Success in Education

2 Number of refereed research papers

Name & fame of the University

Subsidiary KPIs

1. Faculty with Ph.D.
2. Faculty – Student Ratio
3. Class Size
4. Rate of In–Take
5. Expense per head of student
6. Donation from the alumni

AACSB

The Association to Advance Collegiate School of Business

- ☒ AACSB founded in 1916
- ☒ The world's leading authority
- ☒ AACSB accreditation earned by premier caliber
- ☒ As of May 2010, there are 773 institutions accredited

Process

- The entrance voluntary process
- A hallmark of excellence
- The process reviewed every five years
- Programs are current

AACSB Accreditation Standards

1. **A self-assessment**

   an in-depth against standards set

2. **A peer-review process**

   to verify results & to give advice

3 Core Areas Addressed

1. Follow the mission statement of the school

2. Cultivate and support meaningful interactions between faculty and students

3. Assure the learning standards

Summary

It is a challenge for the school

1. To perform at the highest level
2. To remain current and forward thinking
3. To pursue higher standards

ACADEMIC RANKINGS OF WORLD UNIVERSITIES

Different Agencies

1. The Academic Rankings of World University

   - Shanghai Rankings
   - The QS World University Rankings, and
   - The National Research Council's Assessment of Research Doctorate Programs

2. Two important US rankings

- America's Best College Rankings
- The National Research Council's Assessment of Research Doctorate Programs

3. European Union & Germany

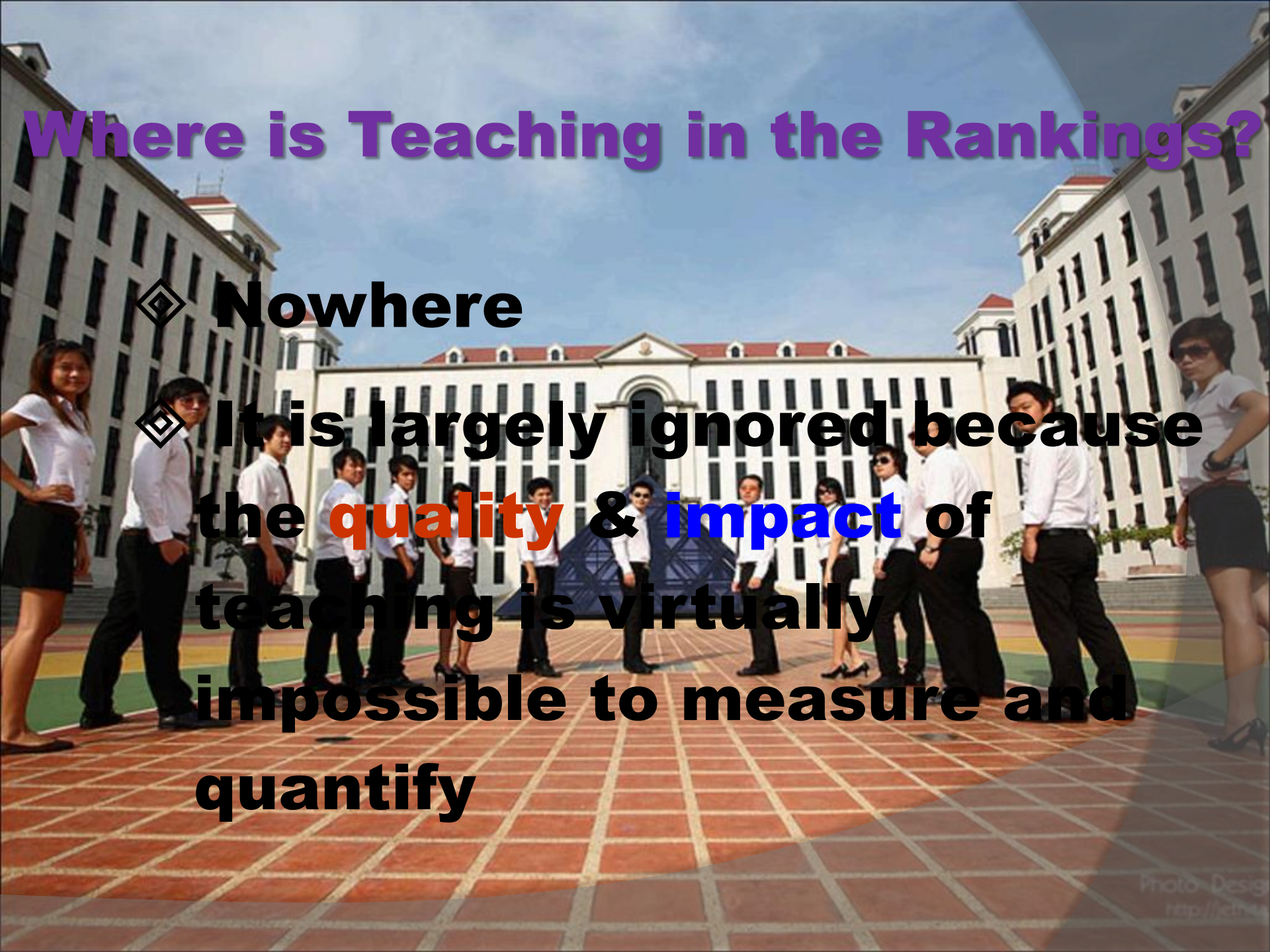
Why Rankings?

1. Mass higher education
2. To make resources choices
3. To benchmark

Interpretation

- The lower ranking does not mean a decline
- Instead, improvement is taking place elsewhere

Where is Teaching in the Rankings?



- Nowhere
- It is largely ignored because the quality & impact of teaching is virtually impossible to measure and quantify

What, then, do the rankings measure?
Research Productivity
Top ranking University ➡ research focused

Biases

1. Journals & databases are English

2. Hard Sciences (STEM) — tends to produce the most articles, citations, and research funding

Conclusion

1. Changing criteria or methodology makes it difficult to measure performance over time
2. Railing against the rankings will not make them go away.
3. The challenge is to understand the nuances, uses & the misuses of the rankings

4 Key Missions

1. Excellence in research quality,
2. Highly employable graduates,
3. An international outlook, and
4. A commitment to teaching quality

6 Key Measures

Criterion	Indicator	Weight
1. Research	Academic Reputation	40%
	Citation per Faculty	20%
2. Teaching	Faculty – Student Ratio	20%
3. Employability	Employer Reputation	10%
4. Internationalization	International Faculty	5%
	International Students	5%

Global Crises

The Negative Factors

… that have hurt the Thai Economy since 2001

(i) A triple disaster of …

- earthquake
- tsunami
- potential nuclear catastrophe

(ii)
- The 9/11 attacks in 2001
- The Sars epidemic in 2003
- The tsunami in 2004
- The Thai military coup in 2006
- The sub-prime crisis in 2007
- The yellow-shirt demonstration and the closure of Suvarnabhumi Airport in 2008
- The global economic crisis in 2009
- The red-shirt protest and the Bangkok unrest in 2010

The Year of the Rabbit

- Earthquake & tsunami on March 11, 2011
- The bombing of Libya by International forces on March 20 – 22, 2011
- The mudslide disaster in the southern part of Thailand in March 2011
- Battles along the Thai – Cambodian border starting from April 22, 2011

Nine Things Disappearing in Our Life Time

According to the futurist … (www.eset.com)

1. **The Post Office**
2. **The Check**
3. **The Newspaper**
4. **The Book**
5. **The Land Line Telephone**
6. **Music**
7. **Television**
8. **The “Things” That Your Own**
9. **Privacy**

Statistics 2009

(Student Population)

◉ **Basic Education**	=	**12.6 m**
◉ **Higher Education**	=	**2.4 m**
Total	=	**15.0 m**

University Students

*** Under the supervision of OHEC = 1,733,443**

1. State Univ. (limited)	=	316,345
2. Rajabhat Univ.	=	485,880
3. Technology Rajamangala Univ.	=	155,046
4. Unlimited Administration Univ.	=	508,701
5. Autonomous Univ.	=	224,802
6. Buddhist Univ.	=	29,134
7. Community Colleges	=	13,535
8. Private Colleges & Univ.	=	303,790

Birth Vs Admission

1. Birth in 2009 = 780,000

2. Total number of students = 875,797

AU Energy Saving Plan (2010 – 2015)

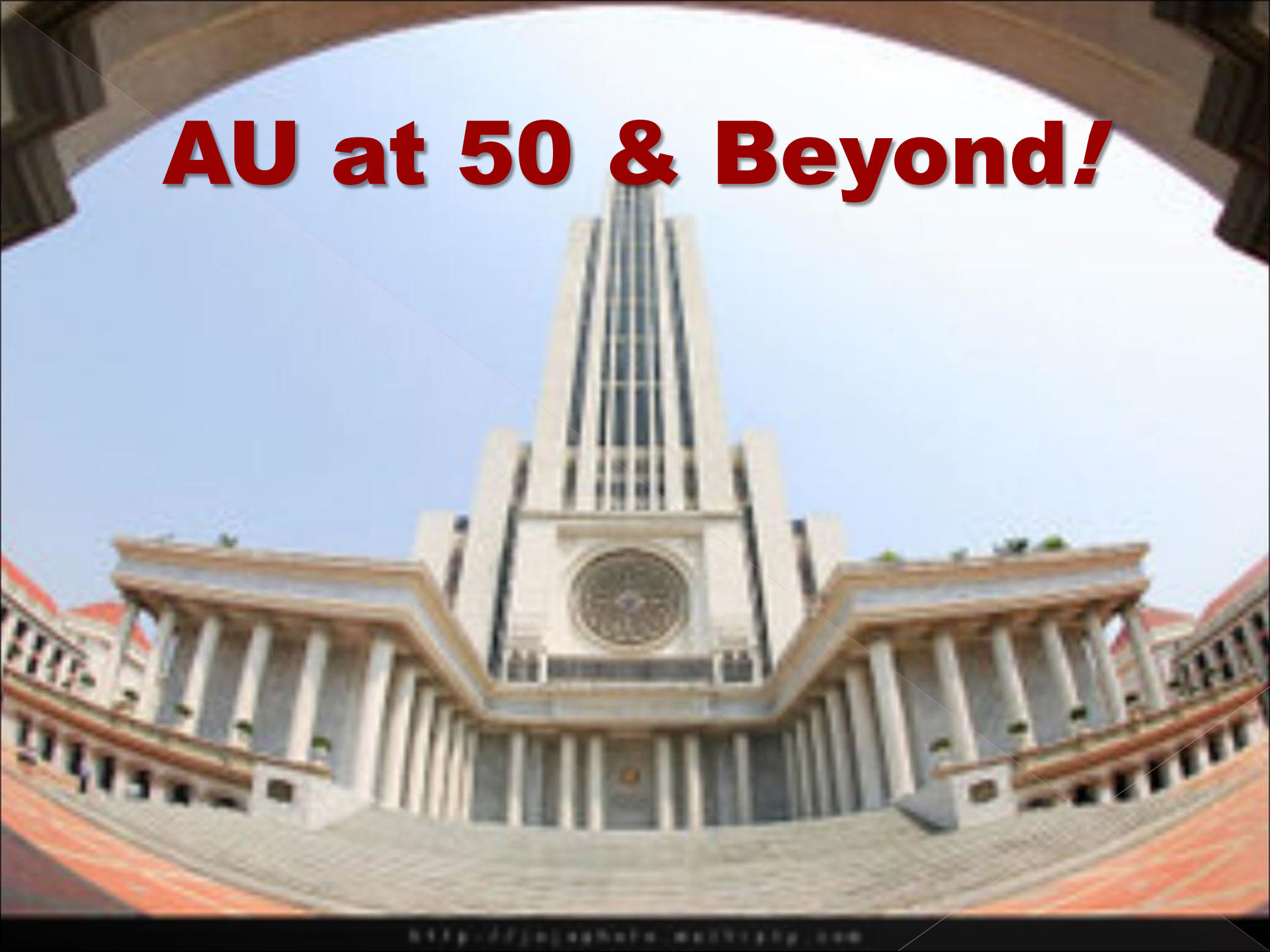
- Plan to save energy
- Plan to use alternative energy

Our Emphasis

1. **Electricity**
   - **Aircon, lighting system, electrical appliances, motors, etc.**
2. **Water**

Steps Taken

1. Create an Awareness
2. Organize Training
3. Set up activities to promote energy saving
4. Set up steering committee
5. Audit / Compare & contrast


AU at 50 & Beyond!

Development Emphases

1. Personnel Development
2. Development Initiatives
3. Improvement on Teaching Methodology
4. Other Innovations as Proposed

* For the Success of Learning Outcomes of our students

3 Things to be Incorporated

1. Environmental care
2. Knowledge Management
3. Risk Management

Operating Principles

1. Being people oriented
2. Being innovative
3. Being efficient/effective
4. Being focused

Strategic Planning of AU (2008 – 2022)

Education Excellence

Theme

1. Quality learning & teaching
2. Quality academic & Research achievement
3. Stakeholders–University Engagement
4. Development & Managing resources
5. Core & support processes
6. High–performing organization

3 Phases of Development

Phase I : (2008 – 2012)

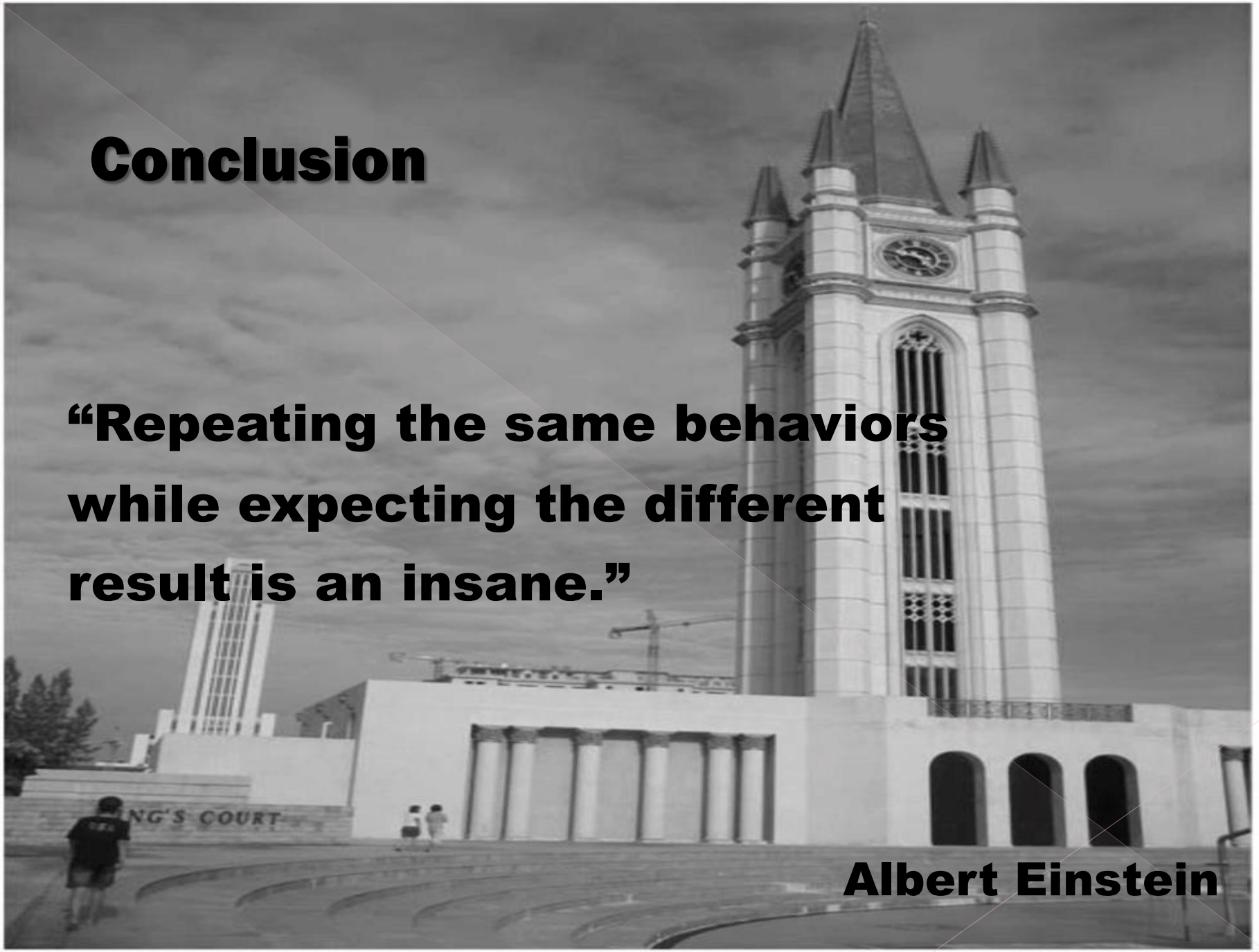
- **Stabilization**

Phase II : (2013 – 2017)

- **Raise the bar of quality**

Phase III : (2018 – 2022)

- **Attain Excellence!**



Conclusion

"Repeating the same behaviors while expecting the different result is an insane."

Albert Einstein