A Journey of AU in Time thru' 40

Reaching out to 50 and Beyond…

1969 2009
ANNIVERSARY
ASSUMPTION UNIVERSITY

by

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Annual Faculty Seminar 2010

May 24, 2010

John XXIII Conference Center

Suvarnabhumi Campus

15.00 – 17.00 hours

Structure

1. Present Challenges

2. Present Situation of HE in Thailand

3. AU at 40

4. On going Challenges

5. What do we want to achieve at 50 and beyond?

6. Conclusion

Announcement

1. **Eye-Opener** : Tour to different countries

   ➲ France and Italy (May 2007)

   ➲ China and Hong Kong (Oct. 2007)

   ➲ Korea (Oct. 2008)

   ➲ Japan (Oct. 2009)

   ➲ Russia (May 2010)

The Triple Filter Test

1. **Truth**

   - Have you made absolutely sure that what you are about to tell me is true?

2. **Goodness**

   - Is what you are about to tell me about my friend something good?

3. **Usefulness**

   - Is what you want to tell me about my friend going to be useful to me?

Part I

Present Challenges
Present Situation of HE in Thailand

Factors Impacting HE

1. Changing demography
2. Energy and environment
3. Employment / employability
4. Globalization
5. Technology
6. Decentralization
7. Conflicts within / outside the country
8. Students & graduates of tomorrow
9. Traditional U. & Post Modern U.

ASEAN Community
(in 2015)

Composition = 10 countries

Population = 576 m. – 8.57% of world pop.

Mobility ➡ Population, laborforce, trade & industry, knowledge, language & culture, etc.

How to prepare AU for it?

1. To create an awareness of the existence of ASEAN Community
2. Ability to make use of English and other ASEAN languages.
3. A subject taught about ASEAN Community
4. A joint-program and other academic activities with other member universities
5. Professionally competent to work anywhere
6. Degree recognition among the member countries

Facts on Demography

In 2020, population in Thailand = 70.28 m.
In 2010, number of children = 24.65%
In 2020, number of children = 17.95%

decreasing

Age	Year 2010	Year 2025
15-17 years old (higher secondary)	3.2 m.	2.75 m.
18-21 years old (entering HE)	4.30 m.	3.77 m.
15-59 years old (laborforce)	67%	62%
Children (between infancy & adolescence)	24.65%	17.95% (2020)

Number of Students at Different Levels (Acad.yr. 2008)

1. Elementary   = 5.34 m.
2. Lower Secondary   = 2.78 m.
3. Higher Secondary   = 1.97 m.
4. Vocational Sch.   = 1.13 m.
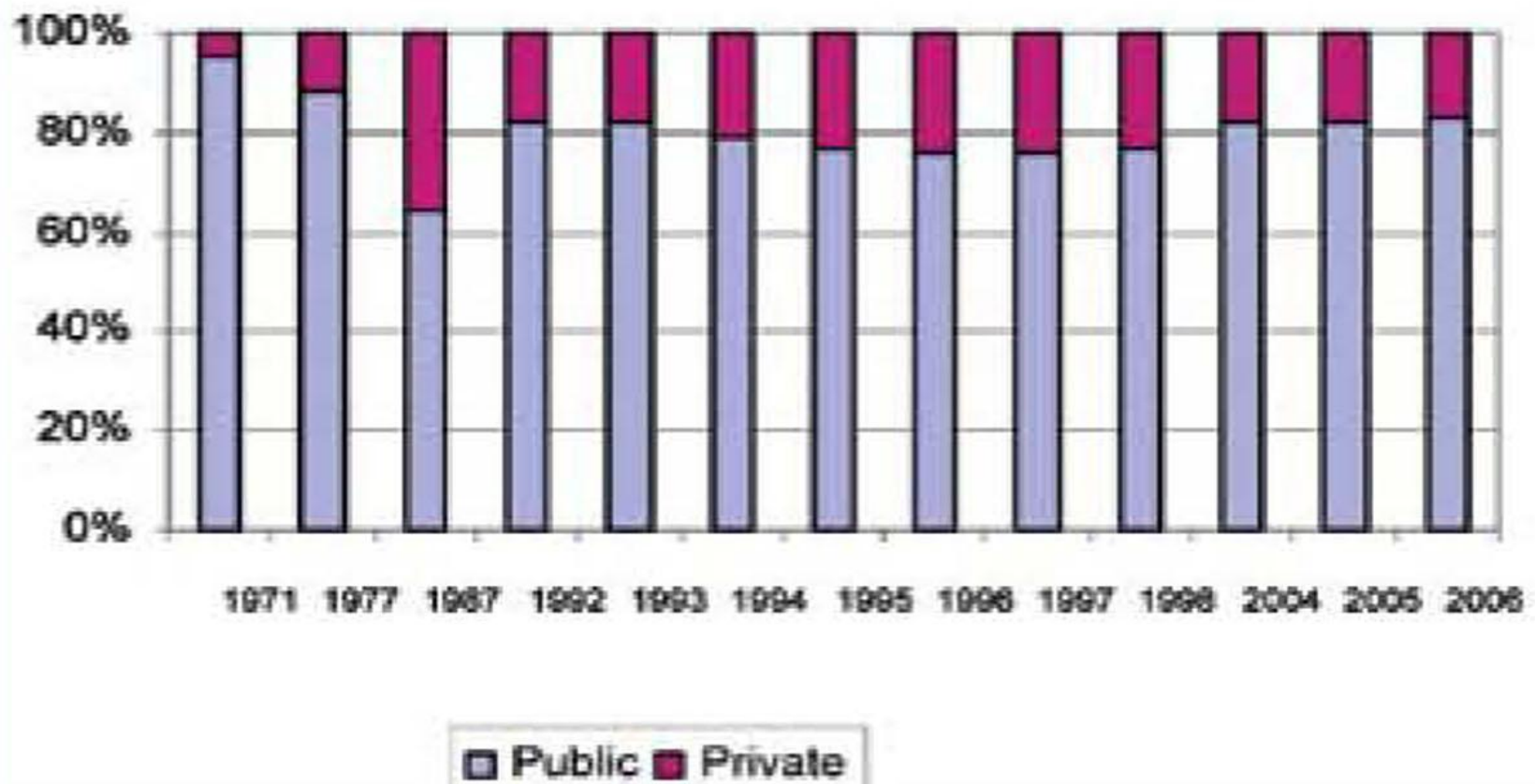5. Higher Educ.   = 2.21 m.

Number of Universities Classified by Types of Institution

Type of Institution	2003	2004	2005	2006	2008
Public Institutions	**66**	**67**	**78**	**78**	**78**
Limited Admissions Universities	60	61	72	72	63
Open Admissions Universities	2	2	2	2	2
*Autonomous Universities**	4	4	4	4	11
Community Colleges			12	18	19
Private Institutions	**54**	**56**	**59**	**65**	**69**
Universities	26	29	30	32	40
Colleges	28	27	29	33	29
Total	120	123	149	161	166

Excludes two autonomous Buddhist Universities
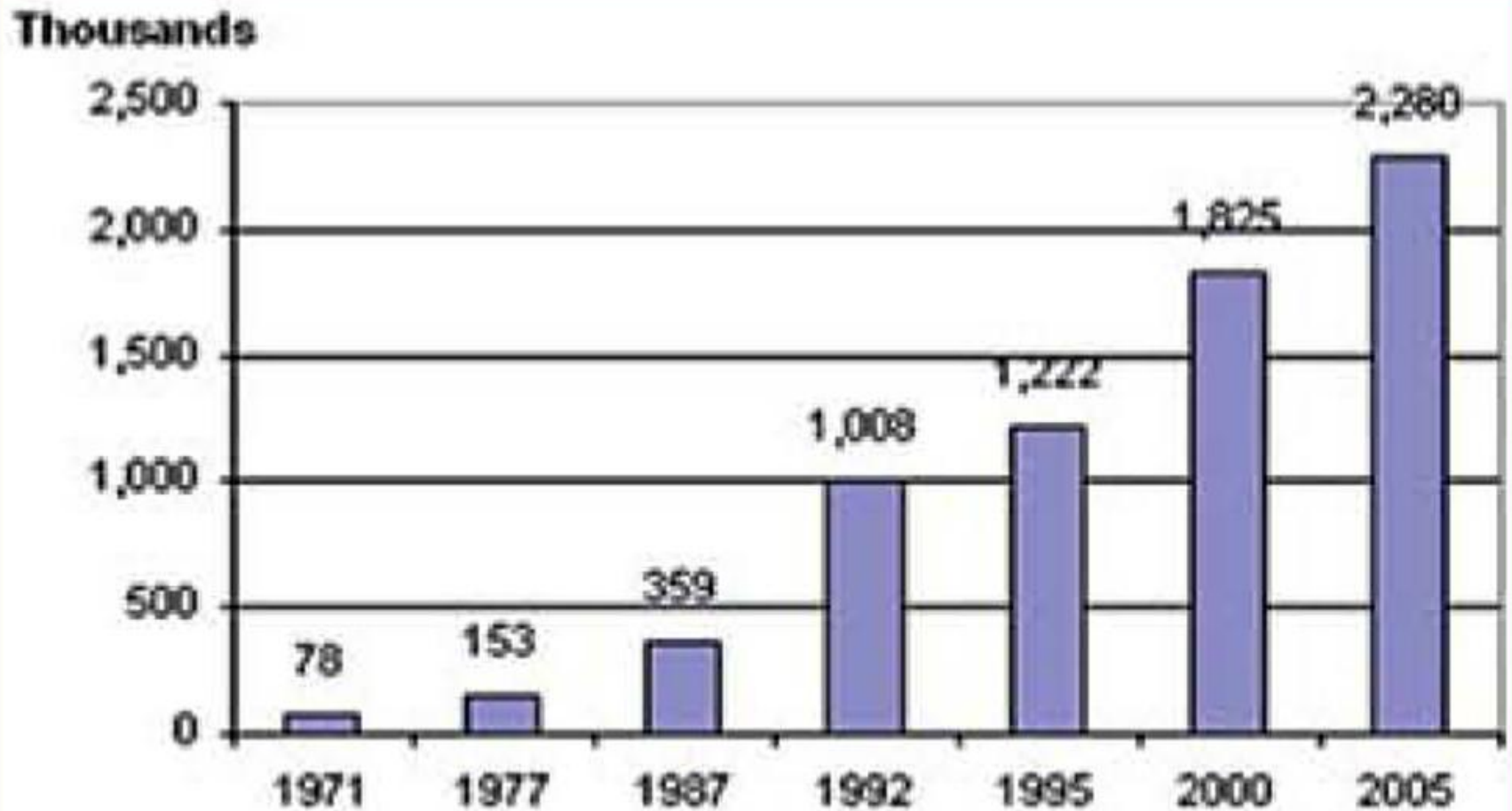Source: Commission of Higher Education, 2007

Share of Total Students in HEI, 1971-2006

Total Number of Tertiary Students, 1971-2005
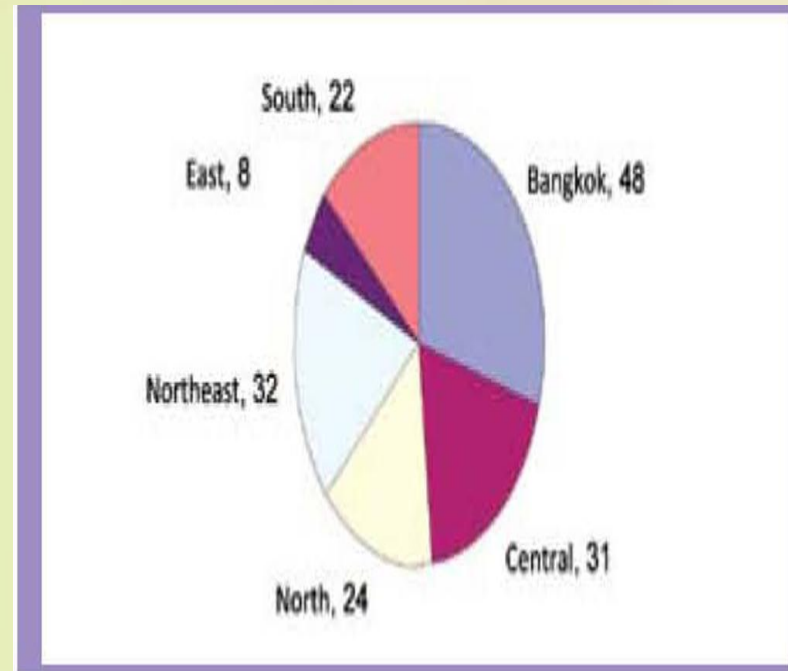

Thousands

Year	Students
1971	78
1977	153
1987	359
1992	1,008
1995	1,222
2000	1,825
2005	2,280

Number of HEI by Region, CHE 2008

1. Bangkok = 48
2. Central = 31
3. North = 24
4. Northeast = 32
5. East = 8
6. South = 22

Total = 165

South, 22
East, 8
Bangkok, 48
Northeast, 32
Central, 31
North, 24

Source : Commission on Higher Education, 2008

International Students by Institution

Institution	Number	%
Assumption University	2,558	15.63
Mahachulalongkorn Rajavidyalaya University	1,329	8.12
Mahidol University	1,069	6.53
Burapha University	591	3.61
Ragsit University	487	2.98
Mission College	430	2.63
Khon Kaen University	425	2.60
Suan Dusit Rajabhat University	421	2.57
Chiang Mai University	380	2.32
Chulalongkorn University	373	2.28
Other	8,298	50.72

Source: Commission on Higher Education, 2008

Emphases for HEI in Thailand

1. Focus on Quality at all levels
2. HE reform
3. Cater to diversity of students and needs
4. HE for skills and Competitiveness
5. Research capacity
6. University-Industry linkages
7. E-learning and distance education
8. Internationalization and external partnerships

Central University Admissions System (CUAS)

1. GPAX ——————— 20 %
2. ONET ——————— 30%
3. GAT ——————— 10-50%
4. PAT ——————— 0-40%

Total   100%

2nd Decade of Educ. Reform
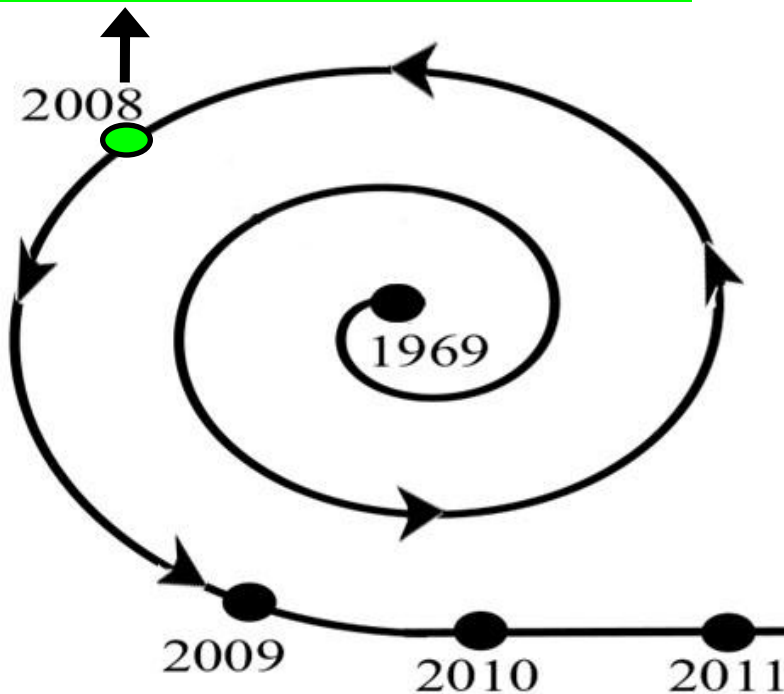
Four Areas of Reform

- ➲ Quality of the graduates
- ➲ Quality of the lecturers
- ➲ Quality of the learning resources (institution)
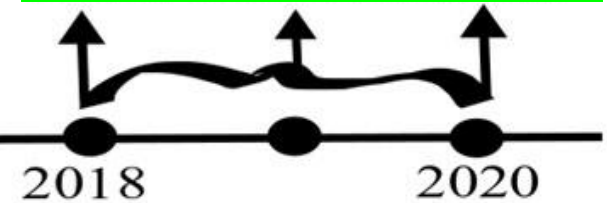- ➲ Quality of Management and Administration

Part II

A Journey of   AU in Time Thru' 40...

Milestones in Development of AU

AU Vision 2000

Assumption University of Thailand envisions itself as …

➢ an international community of scholars,

➢ enlivened by Christian inspiration,

➢ engaged in the pursuit of Truth and Knowledge,

➢ serving human society, especially through the creative use of interdisciplinary approaches and cybertechnology.
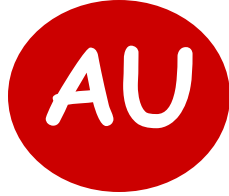
AU Values:

- ⮑ Excellence
- ⮑ Inquiry & Knowledge
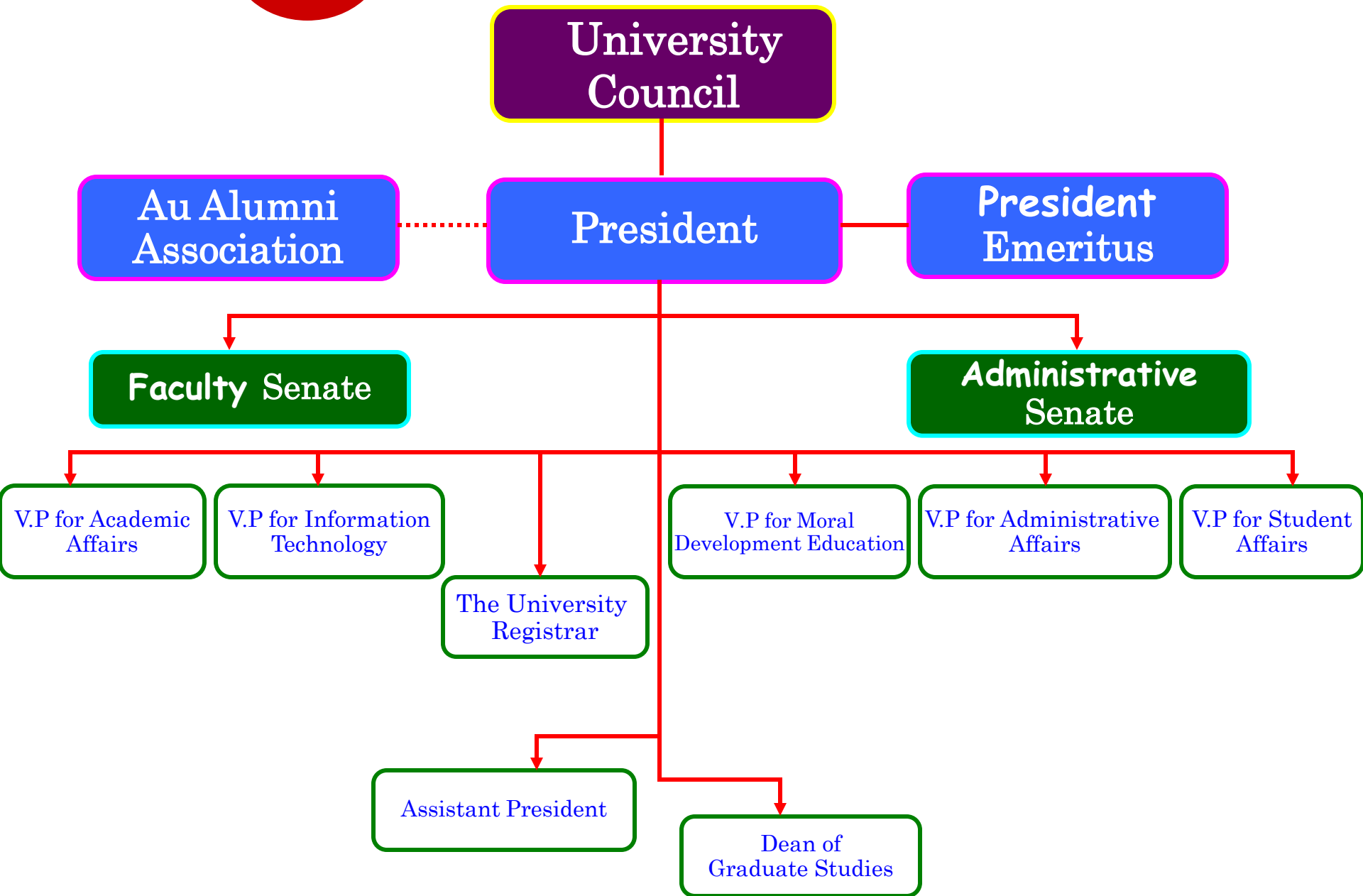- ⮑ Leadership & Diversity
- ⮑ Character & Ethics
- ⮑ People & Team Work

AU Organization Chart

University Council

Au Alumni Association

President

President Emeritus

Faculty Senate

Administrative Senate

V.P for Academic Affairs

V.P for Information Technology

The University Registrar

V.P for Moral Development Education

V.P for Administrative Affairs

V.P for Student Affairs

Assistant President

Dean of Graduate Studies

Campuses

1. Hua Mak Campus (Downtown Campus)
2. Suvarnabhumi Campus (Main Campus)
3. ABAC City Campus (Zen World Campus)
4. ACC School of Commerce (ACC Campus)

AU Milestones

1969: ASB

1970: ABAC

1972: Accreditation of ABAC

1990: AU

2000: Moving to Suvarnabhumi Campus

2009: Celebrations of AU 40th Anniversary

Academic Programs

1969: Sch. of Management
- BBA
- MSc-SCM
- MS-FE
- Ph.D. BA

1984: Grad. Sch. of Business
- MBA
- MM. OD.
- MBA. TRM
- MSc. IAM
- MBA-ISM
- MIS
- Ph.D. MOD.
- Ph.D. HTM.
- Ph.D. CIS.
- Ph.D. CEM.

Academic Programs (cont'd)

1986: Sch. of Arts
- B.A.
- MA. TCFL (China)

1988: Sch. of Nursing Science
- B.N.S.

1990: Sch. of Science & Technology
- MS-IT
- MS-CS.
- MS. TS.
- MS. TecM
- MBA.TecM.
- MScISM
- Ph.D. CS.
- Ph.D. IT.
- Ph.D. TS.

1990: Sch. of Engineering
- B.Eng.

Academic Programs (cont'd)

1992: Sch. of Communication Arts
- B.Com. Arts
- B.A.

1992: Sch. of Law
- LL.B.
- LL.M.

1992: Grad. Sch. of Psychology
- MS. CP.
- MA. IFS.
- Ph.D. CP

1992: Grad. Sch. of Philosophy & Religion
- MA. Ph.
- MA. RS.
- Ph.D. Ph.
- Ph.D. RS.

Academic Programs (cont'd)

1993: Sch. of Biotechnology
- B.S.
- MSc. FB (USA)
- Ph.D. FB (USA)

1997: Sch. of Architecture & Design
- B.Arch.

1998: Grad. Sch. of Education
- M.Ed.-EA
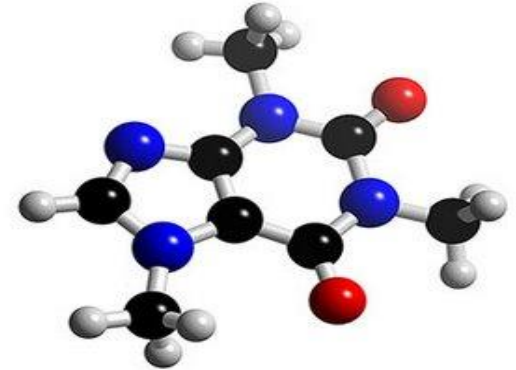- M.Ed.-CT
- Ph.D.-BA

1999: Grad. Sch. Of English
- MA. ELT
- Ph.D. ELT

Academic Programs (cont'd)

2002: CIDE

- Grad. Dip.
- MSc-Mgt.
- MSc-ICT
- MSc. eLearning Methodology
- Ph.D. eLearning Methodology

2007: Sch. of Music

- B.A.
- B.F.A.

Academic Programs (cont'd)

2008: MBA-TRM Vietnam

2009: Aviation

Golf (Certificate-PGA)

Number of AU Students (1999 – 2009)

Years	Undergrad.	Master Degree	Doctoral Degree	Total
1999	16,561	2,601	33	19,195
2000	17,769	2,512	24	20,305
2001	16,901	2,239	51	19,191
2002	17,324	1,999	39	19,362
2003	16,717	1,813	97	18,627
2004	16,104	1,878	105	18,087
2005	17,532	1,877	133	19,542
2006	17,542	2,012	142	19,696
2007	17,798	2,055	192	20,045
2008	18,165	2,101	193	20,459
2009	18,469	2,108	184	20,761

Number of Graduates (1999 – 2008)

Degree Years	B's	M's	D's	Diploma	Total
1999	2,690	693	1	-	3,384
2000	3,017	807	2	-	3,826
2001	3,025	1,031	3	15	4,074
2002	2,579	986	3	17	3,585
2003	2,732	783	5	22	3,542
2004	3,067	965	11	8	4,051
2005	3,174	801	6	6	3,987
2006	3,088	903	9	7	4,007
2007	2,987	876	15	3	3,881
2008	2,828	1,030	25	4	3,887
Grand Total					38,224

Number of Full-time Lecturers （1999 – 2009)

Years	Total
1999	734
2000	752
2001	759
2002	776
2003	1,229
2004	1,221
2005	1,259
2006	1,105
2007	1,113
2008	1,121
2009	1,161

AU Initiatives

AU exists by Design

Innovation

Commitment
&
Re-innovation

Success Factors

The five vital policies that have greatly attributed to the success of AU are :

1. Holistic Education
2. English as medium of instruction, and Business languages (English, Chinese, Japanese and French)
3. The use of IT (computer skill)
4. Entrepreneurship
5. Education beyond textbooks (co-curricular activities)

Present Focus

As we are moving in the 21st century, basing on the same foundation, AU tries to intensify on the following issues :

1. To improve on teaching & learning process
   -To develop multicultural skills
   -To develop potentials in leadership (to become independent and innovative leaders)
2. To master technologies

Present Focus (cont'd)

3. To add oversea experience

4. To intensify on learning services (flexibility in organizing **learning activities**)

5. To build strength of character (formation of character)

6. To have quality graduates

Features of the Core Curriculum

Education should contribute to the ff :

- Growth as a person,

- Culture identity and internationalism,

- Participatory citizenship,

- Entrepreneurship,

- Responsibility for the environment including well-being and sustainable future,

∴ Lecturers of various subjects and activities are required to integrate these themes into their teaching.

40th Anniversary Celebration of AU

(June 1, 1969 – May 31, 2009)

Celebrating Four Decades of Services

- Religious Rites
- Academic Related
- Edutainment
- Public Services
- Administrative Development
- Strategic Plans
- Inauguration of Three Buildings

Activities for the Celebration

1. Invocation of God's Blessing

2. Academic Competition

3. Seminars / Conferences

4. Research Writings / Symposia

5. Academic Exhibition
   Inauguration of the New Buildings

6. Preparation for EQA 2011

7. Opening the Future Home (innovation)
   - energy (solar, water, …)
   - the use of IT
   - waste disposal

8. Music Performance

9. Review AU Structure & Systems
   - lifestyle and the prevailing models of consumption and production

10. Strategic Planning
    - Focus Groups Discussion
    - Opinion Survey

11. Starting Point for the Next Phase of Development

- Esprit de Corps
- Towards AU Excellence

12. Sports

13. New Ventures

14. Awards Presentation

15. Lecture Series

16. Dinner Talk

17. Films, etc.

New Ventures

1. CIDE : College of Internet Distance Education

2. PGA : Certificate in Golf Management

3. Aviation : A joint-venture between School of Engineering and BAC (Bangkok Aviation Center)

4. MBA Executive

5. Global Solidarity, Environmental Management

6. ABAC Channel / Vision

7. ACC School of Commerce

Plan for the Future

1. Faculty Development
2. Research Work
3. Research Publications
4. Serving the Thai Society
5. Upholding the legacy of AU founder(s)
6. Dare to Dream

Research

It is an instrument for progress in society. Researchers should focus on serious contemporary problems. They include…

- Economic & financial crisis
- Political crisis (peace & political stability)
- Dignity of human life
- Promotion of justice for all
- Quality of personal and family life
- Protection of nature
- A just share in the world's resources,…among others.

Operating Principles

- Being people oriented
- Being innovative
- Being efficient
- Being focused

"A journey of a thousand miles starts with a single step."
(Lao Tzu)

1. Dream our dreams
2. Plan our actions to move toward our dreams
3. Map out our journey
❋ With a motto : "Quality beyond Standard."

Part III

Reaching out to 50 and beyond … The Future is now in your hand …

Future of AU

AU has its Charms...

➤ **with its enticing architectural beauty,**

➤ with natural beauty and coolness of the forest,

➢ with swans ... black and white gracing the pond,

➤ with swarm of fish fed at the hands of loving students,

➤ **with never-ending student activities, and**

➢ **with warm engagement on campus.**

➢ with capable qualified / personnel.

AU **at 50 and Beyond**

- Every effort is being made to make life on campus worth living
- It's times to take **AU** to the top,
- One family One Dream
- A passion beyond fear
- Let's keep the flame of our commitment burning in our hearts
- We'll move together in confidence following the policies set by, **AU** derlined by principles and sense of participation and oneness
- Let's make things happen

Au

1. The practice of "Sufficiency Economy", in its daily operation.

2. "Social Responsibility" a part of AU.

50th Anniversary Celebration (an extension of 40th Anniversary)

➢ **Human Resources Development** (with spiritual emphasis)

- Esprit de Corps

➢ **Towards Institutional Excellence**

- TQA Awards

- Rankings

➢ **Book Publication**
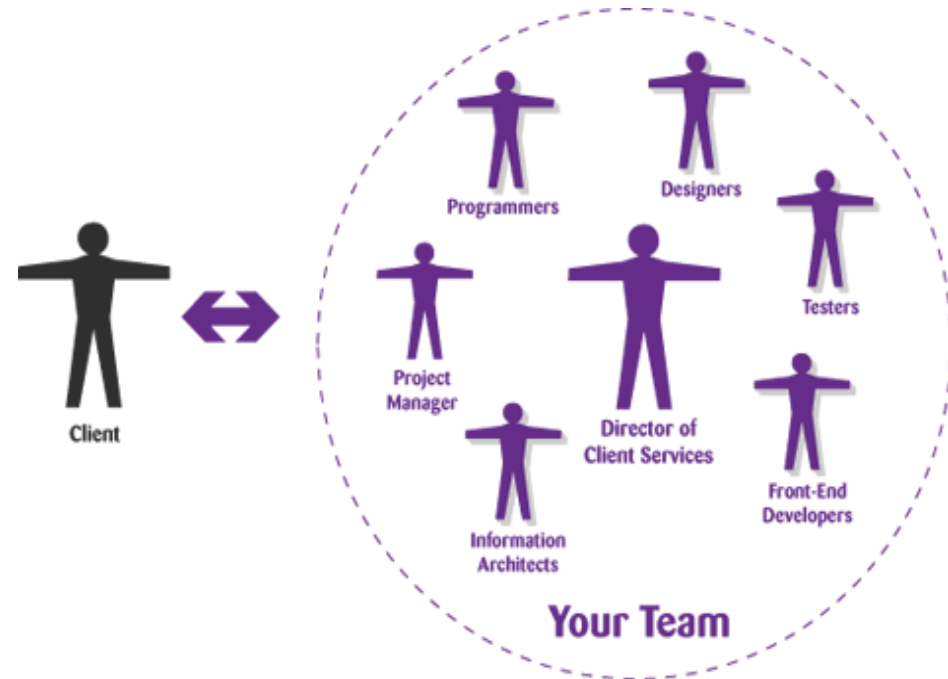
➢ **International Conferences**

➢ **Fund Raising**

Global Solidarity

&

Institutional Solidarity

How would you translate all these dreams to reality?

✸ **Each & Everyone of us**

✸ **As a team…**

department / school

Invitation to Be Involved…

Each one is invited to …

➢ explore and enjoy multi-cultural mix of people from various countries,

➢ explore the richness of Au Campus

➢ learn other cultures and make new friends,

➢ live under one roof of   AU

Dare to Dream

✳ Caring, friendly and supportive community

✳ Professionally committed lecturers

✳ Multicultural and international community of scholars

✳ High quality teaching with outstanding academic achievement

✳ Beautiful campus and environment with excellent facilities

Conclusion

1. Esprit de corps

2. Self-Led Organization

3. To take **AU** to the Top... through commitment, engagement and re-innovation

Assignment

Assignment

⮱ **How would you translate all these dream to reality?**

✳ Each & everyone of us

- What should I do to participate in this celebration?

(put on your portfolio what you intent to do

- What should I do to increase my capabilities?

✳ As a team ⟶ department / school

- In alignment with the celebrations of the University, what is my department/school's share in this celebration?

- What can my department/school organize?

- What is my one-year plan and five-year plan to achieve the goals set by the university in-terms of (i) esprit de crops (ii) QA awards.

(put these activities in your QA system …)