

Global Warming Campaign

- * On the 9th of each month ...
 - switch off the light
 - turn off the aircon
 - turn off the motor
 - plant trees, etc.

The Draft Constitution

- \bigcirc The 1st draft \longrightarrow Apr. 26, 2007
- Public opinions —— Apr. 27 May 26, 2007
- The 2nd Drafting _____ May 27 Jun. 10, 2007

The Draft Constitution

- \odot The final draft \longrightarrow Jul. 6, 2007
- Public Referendum Sep. 2, 2007

- 1. MA(ELT): Jan. 26-28, 2007
- 2. Jesus Youth Southeast Asian Conference
 - Apr. 28 May 2, 2007
- 3. ABAC Tennis Open # 11
 - Concluded on May 4, 2007

- 4. Men's Sabre World Championship
 2007
 - Concluded on May 5, 2007
 - 5. Thailand Fencing Championship 2007
 - May 6-8, 2007

- 6. Thailand Open and Age Group
 Synchronized Swimming
 Championships
 - Assumption University's Aquatic
 Center
 - Jul. 14 15, 2007
- 7. University Olympic Games
 - Aug. 8 18, 2007

- 8. 7th Annual SEAAIR (Southeast Asian Association for Institutional Research)
 - Sufficiency and Sustainability in Higher Education
 - Sep. 5-7, 2007
- 9. World Debate
 - Dec. 27 Jan. 5, 2008

Three Campuses

- Downtown Campus (Hua Mak)
- Main Campus (Bang Na)
- > City Campus (Central World)

The University Administration 2007

- > President Emeritus
- > VP for Fin. Affairs
- > VP for Moral Development Education

The University Administration 2007

- > VP for IT
- > VP for Administrative Affairs
- > VP for Academic Affairs



Different Committees

- AU Smart ID & Applications
- Information Technology
- Personnel Database
- Public Relations
- Research
- Scholarships

Different Committees

- Spaces and Property
 Management
- Sports Management
- Strategic Planning
- World-Class University

New Unit

Office of the University
Internal Auditor



AU @ The Next Global Stage 2007-2011

Presented at Annual Faculty Seminar 2007 May 18, 2007

by: Bro.Bancha S.

Learning from the Past

Living in the Present, and

Planning for the Future

Spencer Johnson (2003)

Three Kinds of Revolution

- 1. Revolution of Information
- 2. Biogenetic Revolution
- 3. Evolution of the Capital/Work

Ratio

Background

- 1. 11th Century: Creation of University
- 2. 17th Century: 1st Revolution
- 3. 20th Century: 2nd Revolution

Prioritization of Academic Programs

- 1. Programs for Enrichment
- 2. Programs to be retained at current level of support, and
- 3. Programs to be reduced, phased out, or Consolidated

AU Phases of Development

Phase I: Stabilization (2003-2007)

Phase II: Raise the bar of quality

(2007 - 2012)

Phase III: Attain Excellence

(2012 - 2020)



Phase I: Stabilization (2003-2007)

Every aspect of the university life will be put in proper perspective

- Policies and practices must be in place
- Standards must also be set
- Perfect what have been established
- Consolidate our effort

(To be cont'd)

Phase I: Stabilization (2003-2007)

Every aspect of the university life will be put in proper perspective

- Strengthen the foundation
- Complete the unfinished project
- Qualified lecturer will be in every class

Phase II: Raise the Bar of Quality (2007-2011)

- Human Resources development -- first priority
- Supporting facilities -- appropriately maintained and acquired
- Excellent services be provided

Phase II: Raise the Bar of Quality (2007-2011)

- Ready for changes
- Management -- monitored and improved
- MIS -- to be established and sustained
- Set direction and promotion for research

Phase III: Attaining Excellence

- International standards
- Create esprit de corps
- Imbue with the spirit of the founder
- Able to respond and adapt to changes
- Attain sustainable development and progress

Strategic Direction & Themes

Education Excellence

Managing Quality
Academic and
Research
Achievement

Creating and
Strengthening Quality
Learning Quality
Learning and Teaching

Developing
StakeholdersUniversity
Engagement

Developing and Managing Resources

Improving Core and Support Processes

Valuing People and Creating a High-Performing Organization

Strategic Themes

- 1. Creating and Strengthening
 Quality Learning and Teaching
- 2. Managing Quality Academic and Research Achievement
- 3. Developing Stakeholders University Engagement

(To be cont'd)

Strategic Themes

- 4. Developing and Managing Resources
- 5. Improving Core and Support Processes
- 6. Valuing People and Creating a High-Performing Organization

Ask Yourself

- 1. Where am I now?
- 2. Where do I want to go?
- 3. What should I do to reach that point?

(Alice in the Wonderland...)



Challenges in the 21st Cent.

- Changes
- Competition
- Key Issues, eg...
 - Modernization
 - Industrialization
 - Massification
 - Globalization
 - etc.

In Thailand

- Constitution Drafting
- Acts of terrorism in the three Southern provinces
- Autonomy of state universities
- Admissions (entrance exams)

In Thailand

- Student Loan Fund & ICL
- Educational Standards & Quality Assurance

The Next Global Stage

Emphases on the three main goals

Goal 1: Strengthen the

Internationalisation

- 2: Promotion of Research
- 3: Strengthen & Improve QA System



Internationalisation

- Academic programs & curricula
- Faculty & student body
- Collaboration & Networking
- Organize international conferences
- etc.

Internationalize Au (Some of the activities)

- 1. Setting up exchange programs for students & staff,
- 2. Co-hosting international conferences,
- 3. Cooperating in research projects,

Internationalize Au (Some of the activities)

- 4. Exchanging information and publication,
- 5. Sharing experiences of academic and industrial collaboration,
- 6. Cultivating a professional and multicultural worldview, etc.

Research

- > Increase the capability in R&D
 - create professional researchers
 - promote research in international areas
 - promote and develop innovation
 - etc.

Integration of Research Centers

- RIAU
- Abac Poll
- **BTCC**
- **SIMBA**

Areas of Research

- 1. Business Research
- 2. Science and Technology
- 3. Media Research
- 4. Health Research
- 5. Drugs Monitoring

Areas of Research

- 6. Service Quality Research
- 7. Organizational Research
- 8. Quality of Life
- 9. Globalization, Distance
 - Education and elearning
- 10. Others

Integrate Centers and Projects

ABAC Center for Monitoring Drug Abuse

ABAC Survey Research Center

- Inter-University Consortium for Social Research
- Education and Training Project
- Single Parents Study
- Early Years of Marriage Study
- Understanding and Preventing Violence among Youth
 - Methodology
 - Youth Education and society
 - Surveys on IT
 - Opinion Polls1

ABAC Center for Population Studies ABAC Center for Health Promotion and Health Policy

ABAC
Center for
Thai quality
of Life

ABAC INSTITUTE FOR MULTIDISCIPLINARY RESEARCH

ABAC
Center for
Political and
Election
Studies

ABAC Faculities

ABAC Center for Domestic and International Maketing Research

- Internal Review Board
- External Advisory Committee

Strategies

Drivers of Research Writing

- 1. Set clear policy on research writing
- 2. Provide the know-how to researchers
- 3. Provide resources necessary
- 4. Reward on the research effort



Priorities

Due to limitation of resources, the University needs to set priority in research writing,

- (i) usefulness to society,
- (ii) relevancy,
- (iii) urgency, and
- (iv) innovative / initiative

Strengthen Research Culture

- 1. Create & strengthen individual researcher's expertise
- 2. Build strength for the group
- 3. Increase academic work quantitywise in terms of funded research projects, scholarly work published in local and international journals

(To be Cont'd)

Strengthen Research Culture

4. Create centers for academic works: Ethics, educational research, business research, research and development, intercultural studies, graduate research, etc.

QA System

1st Cycle (2001-2006)
2nd Cycle (2006-2010)
3rd Cycle (2011-2015)
etc.



Basic Development

- 1. Human Resources Development
- 2. Innovative Curricular Design
- 3. Teaching/Learning Quality
- 4. Management (good governance)
- 5. Consolidation of Relevant Dept.

Basic Development

6. ICT infrastructure

- Computer Network System
- ☐ Internet System
- □ Computer Services in support of ... administration
 - teaching / learning
 - offices
- □ E-Learning
- □ Data Online

Five-Step Application

- 1. Mobilization ... through leadership
- 2. Strategic Translation
- 3. Organization Alignment

Five-Step Application

- 4. Governance
- 5. Motivation: self motivation and others.

Each Faculty

- 1. Develop strategic map and balanced scorecard
- 2. Communicate the strategy
- 3. Allocate resources
- 4. Monitor & guide the strategy's performance

Functions

- 1. Raising AU Competitiveness
- 2. University Quality Assurance, and
- 3. Operational Efficiency

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