



Au: Our Aspirations and Perspirations

By

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Topical Discourse

- Recap of 2015 Strategic Directions
- National Education Standards (October 27, 2547)
- ONESQA Education Standards (as of March 23, 2005)
- QMIPS – the missing links
- QMIPS – the understanding through Au Institution Researches
- QMIPS – the milestones
- QMIPS – the plan
- QMIPS – your strategic plan implementation
- QMIPS – the Benchmark in the ONESQA External Audit 2007

Au 2015 Strategic Directions Recap 1/3

Our Strategic direction for 2005 – 2015 is to sustain our competitive edge to be the leading learning and research international university in the region through:

- ***Au Academic Excellence focus*** – defines the mechanism and the constituents of academic achievement and outcomes of Au
- ***Au Revenue Growth focus*** – defines the varieties and sources of the academic and service offers of Au
- ***Au Stakeholders' Value Creation focus*** – defines the value created tailored to meet the stakeholders' needs and requirements
- ***Au Quality and Planning focus*** – defines the outcome assessment leading to the strategic planning of Au
- ***Au Process focus*** – defines the academic and administrative processes needed to achieve create value towards Au Academic Excellence and Revenue Growth
- ***Au Human Capital, Information Capital and Organization Capital focus*** – defines the human, information and organization capital needed to achieve the above focus points.

Au 2015 Strategic Directions Recap 2/3

❑ To achieve academic excellence and revenue growth focus, we need:

Quality students

- ✓ Quality instructions in teaching learning, research and administrative accountability
- ✓ Quality and innovative curriculum, and
- ✓ Quality infrastructure and conducive environment

❑ To achieve the above focus, we need to create stakeholders' value:

- $\text{Value} = f [\text{Product Value, Service Value, Image, Relationship}]/\text{Cost}$

❑ To achieve value creation focus, we need quality processes:

- ✓ AuQS 2000 QMIPS (Quality Management and Information and Planning System) to ensure quality in the academic and administrative and management processes

❑ To achieve the quality processes focus, we need to create:

- ✓ Human Capital
- ✓ Information Capital
- ✓ Organization Capital

Au 2015 Strategic Directions Recap 3/3

Academic Excellence and Revenue Growth

Value = f [Product Value, Service Value, Image, Relationship]/Cost

AuQS 2000 QMIPS (Quality Management and Information and Planning System) for the academic, administrative and Management processes

A Capable, Motivated, and Technologically Enabled Workforce

Human Capital

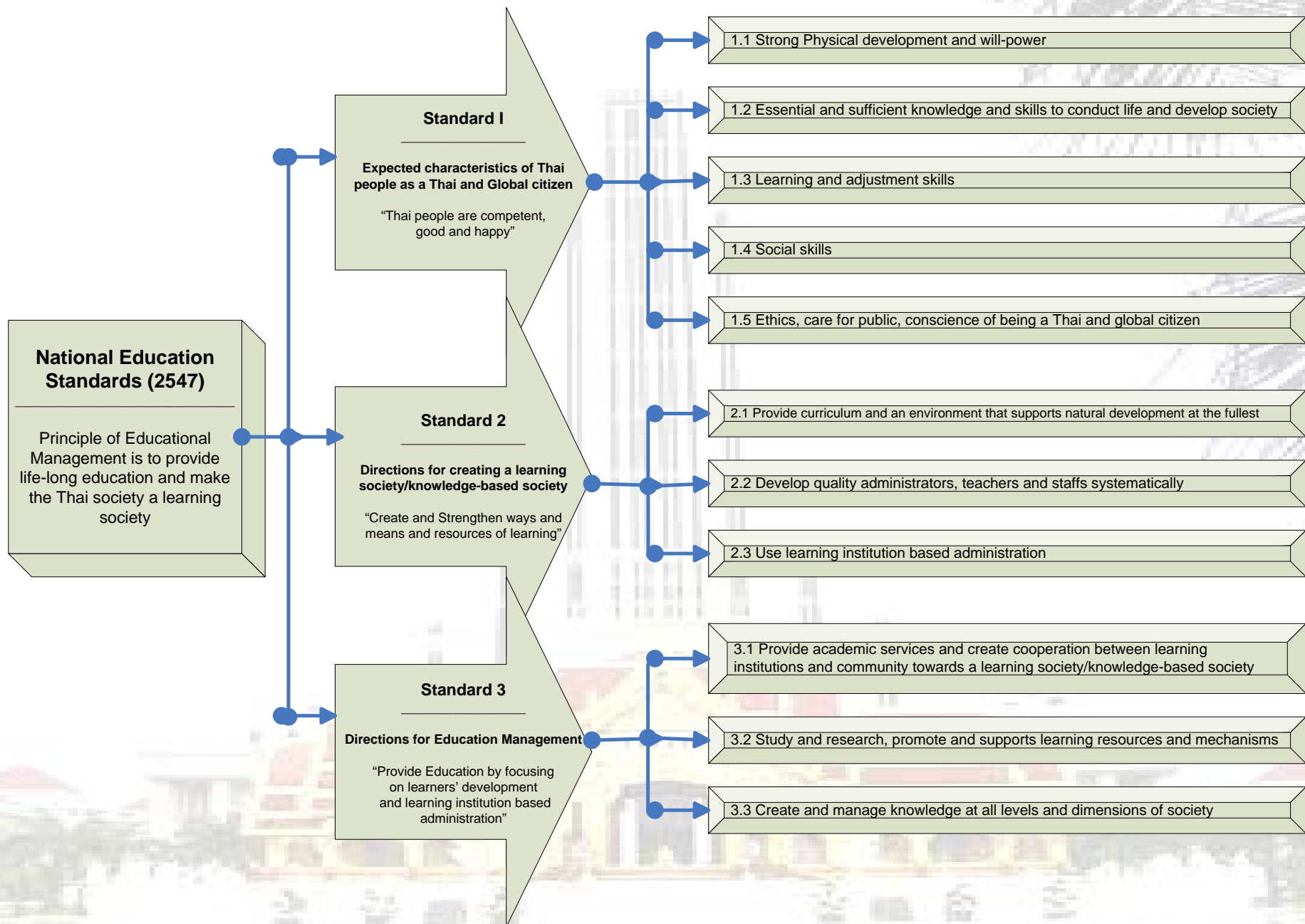
- Human Resource Knowledge, Skills, Capabilities
- Learning Organization and Organizational Learning

Information Capital

- Technology Infrastructure Capacity and Capability
- Technological Utilization Capabilities
- Information Analysis and Management

Organization Capital

- Climate for action
- Organizational systems and shared values
- Leadership and Change Agent



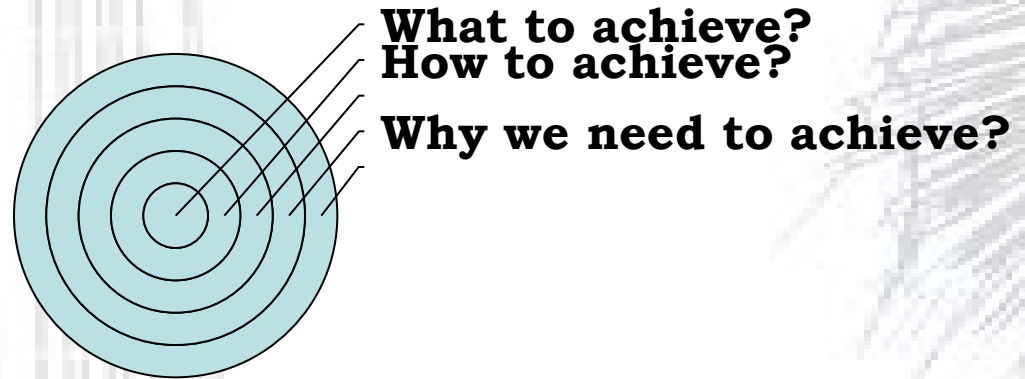
ONESQA Education Standards

(as of 21st March 2005)

Standards	Weights
Standard 1 (Output and Impact)	100
1. Quality of Students	At least 40
2. Research and Innovations	At least 20
3. Academic Service	At least 15
4. Arts and Culture	At least 5
Standard 2 (Management and Administrative Processes)	100
5. Management, Administrative and Organization Development Processes	40
6. Management of Curriculum and Instruction	30
7. Internal Quality Assurance	30

The basic questions and mechanisms reviewed in 2005

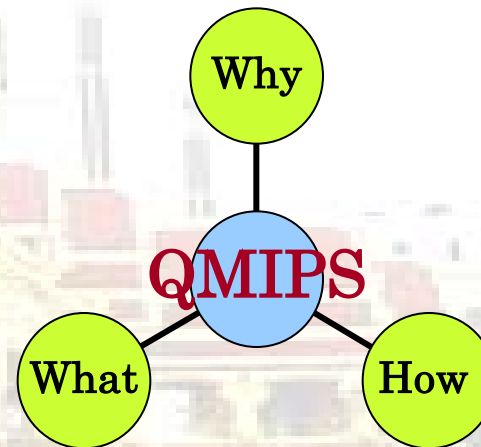
The Basic Questions ?



The Basic Mechanisms ?

QMIPS consisting of:

- ❖ QA – Quality Management System
- ❖ QA – MIS
- ❖ QA – Planning System using BSC



QMIPS – the missing links

- QMIPS – does the units have a full understanding of the needs and requirements of their key stakeholders of:
 - Students
 - Alumni
 - Parents
 - Employment market
 - Personnel
- QMIPS – In the unit, do the unit members know the degrees of:
 - Awareness of QA
 - Communication of QA
 - Understanding of QA
 - Commitment of QA
 - Practice of QA
- QMIPS – the development of Key performance Indicators or the academic and administrative standards of:
 - Teaching and Learning
 - Student Development
 - Faculty Development
 - Curriculum and
 - Research
- QMIPS – does the unit have the outcome indicator to justify their performance in terms of:
 - Student proficiency and competency
 - Faculty and Staff proficiency and competency

QMIPS – the understanding through Au Institution Researches

In academic year 2004, the university has commissioned 3 institution researches on:

- **Stakeholders' Satisfaction Index (SSI)** on:
 - The employment market
 - The alumni
 - The parents and,
 - The students (Undergraduate and Graduate students)
- **Service Quality Satisfaction Index (SQSI)** – to determine the service quality as expected, perceived and delivered by all administrative units to be conducted in July – September 2005
 - *(Note that the SSI and SQSI will be conducted by the university for the next 3 years to maintain a uniform and standardized performance and comparative scale)*
- **Values perspectives of Au Students** – to determine the new values as expected and perceived of Au students aimed at understanding what values are expected and practiced by the new generations of students.

Stakeholders' Satisfaction Index (SSI) Conceptual Framework

Criteria of Satisfaction Index

- **Quality of AU Graduates**
- **Quality of AU Students**
- **Instruction & Lecturer***
- **Curriculum***
- **Quality of AU Support***
- **Quality of Infrastructures***
- **Overall Image of AU***

Stakeholders

- **Current Students' Parents**
- **Alumni**
- **Market Employers**
- **Undergraduate Students***
- **Graduate Students***

Au Performance Scoring Interpretation

- 1.00 to 1.50 = Very low expectation/perception
- 1.51 to 2.50 = Low expectation/perception
- 2.51 to 3.50 = Moderate to low expectation/perception
- 3.51 to 4.50 = Moderate expectation/perception
- 4.51 to 5.50 = Moderate to high expectation/perception
- 5.51 to 6.50 = High expectation/perception
- 6.51 to 7.00 = Very high expectation/perception

Stakeholders' Satisfaction Index of Assumption University

AU's Stakeholders	Expectation	Perception	Satisfaction Score (P – E)
Parents	5.86	5.12	-0.74
Alumni	5.66	4.95	-0.71
Market Employers	5.66	5.26	-0.40
Student (Undergraduate & Graduate)	5.76	4.70	-1.06

SSI of Undergraduate Students and Graduate Students

AU's Students	Expectation	Perception	Satisfaction Score (P – E)
Undergraduate Students	5.81	4.75	-1.06
Graduate Students	5.42	4.37	-1.05

SSI of Graduate Students by Groups

AU's Graduate Students	Expectation	Perception	Satisfaction Score (P – E)
Business Group (MBA)	5.37	4.22	-1.15
Science & Technology Group (MS-CEM, MS-CIS, MS-IEC)	5.45	4.65	-0.80
Other Groups (MS-CP, MM-OD&M, MA-TRM)	5.64	4.88	-0.76

SSI of Undergraduate Students by years

AU's Undergraduate Students	Expectation	Perception	Satisfaction Score (P – E)
First Year Students	5.72	4.90	-0.82
Second Year Students	5.86	4.85	-1.01
Third Year Students	5.89	4.63	-1.26
Fourth Year Students	5.82	4.60	-1.22

SSI of Undergraduate Students by Faculty

AU's Undergraduate Students	Expectation	Perception	Satisfaction Score (P – E)
Faculty of Business Administration	5.87	4.87	-1.00
Faculty of Risk Management and Industrial Services	5.72	4.83	-0.89
Faculty of Arts	5.86	4.89	-0.97
Faculty of Engineering	5.77	4.38	-1.39
Faculty of Biotechnology	6.15	4.35	-1.80
Faculty of Nursing Science	6.00	5.10	-0.90
Faculty of Law	5.67	4.79	-0.88
Faculty of Architecture	5.75	4.70	-1.05
Faculty of Science and Technology	5.69	4.55	-1.14
Faculty of Communication Arts	5.71	4.45	-1.26

QMIPS – the milestones 1/3

- **QMIPS – (2000 – 2004 milestones), the accomplishments**
 - AuQS 2000 in June 2000
 - **Phase I** – The introduction of AuQS 2000 QMS (Quality Management System) 2nd edition 2003
 - **Phase I** – The enhanced AuQS 2000 QMIPS (Quality Management, Information and Planning System) 3rd edition 2004 as the basic standard for Au Quality Assurance of which all units are aware of, understand and has implemented as their units' internal QA.
- **QMIPS – (2005 – 2015 milestones), the challenges**
 - **Phase II of QMIPS** – Use of the SAR and IAAT reports to formalize the 1 year and 5 years rolling strategic plan for the academic and administrative units and the university strategic plan by May 2006
 - **Phase II of QMIPS** – Development and finalization of university generic competency profiles of Au graduates by May 2006

QMIPS – the milestones 2/3

- **QMIPS – (2005 – 2015 milestones), the challenges**

- ***Phase II of QMIPS –***
Development of university generic competency profiles of Au graduates and Au Instructors by May 2006 and finalization by May 2007
- ***Phase II of QMIPS –***
Development of university generic KPI and for each academic unit on teaching-learning, students development, curriculum and research by May 2006 and finalization by May 2007

- **QMIPS – (2005 – 2015 milestones), the challenges**

- ***Phase II of QMIPS –***
Alignment of units' QA and Strategic Planning using Balanced Scorecard and Strategic Mapping methodology by May 2007
- ***Phase II of QMIPS –*** Initial development of university benchmarks on education by May 2006 and finalization by May 2007

QMIPS – the milestones -3/3

- **QMIPS – (2005 – 2015 milestones), the challenges**
 - ***Phase III of QMIPS*** – Development of QA-MIS by May 2007 and completion by May 2010
 - ***Phase III of QMIPS*** – Phase II alignment of QA and strategic planning with the use of BSC and use of BSC and Strategic Mapping by May 2009
 - ***Phase III of QMIPS*** – Identifying and preparing a unit for getting the Thailand National Quality Award by May 2008 and competing in May 2010
- **QMIPS – (2005 – 2015 milestones), the challenges**
 - ***Phase IV of QMIPS*** – Full implementation of QA-MIS
 - ***Phase IV of QMIPS*** – Full scale implementation of use of university benchmark by May 2010
 - ***Phase IV of QMIPS*** – Preparation for international benchmarking and accreditation by 2012

QMIPS – the plan

Have you asked the essential questions ?

What's the current situation?

What's changing in our industry, markets, competitors, the economy,
and other areas that may affect us?

Where are the opportunities?

How have we been performing and what financial condition are we in?

What strengths, resources, weaknesses, and competitive advantages do we have?

Where do we want to go? – this involves strategic thinking

What are all the possible and feasible directions we could go?

Which opportunities could we pursue?

What alternative business models make sense?

Which is the best alternative?

Why is it the best one?

How can we get there? And how fast can we get there?

What strategy or strategies should we pursue?

What objectives should we set?

For the next year and three years' hence?

What programs should we implement?

What contingencies can we devise in case things go wrong?

QMIPS – Your Strategic Plan Implementation

Academic Excellence and Revenue Growth

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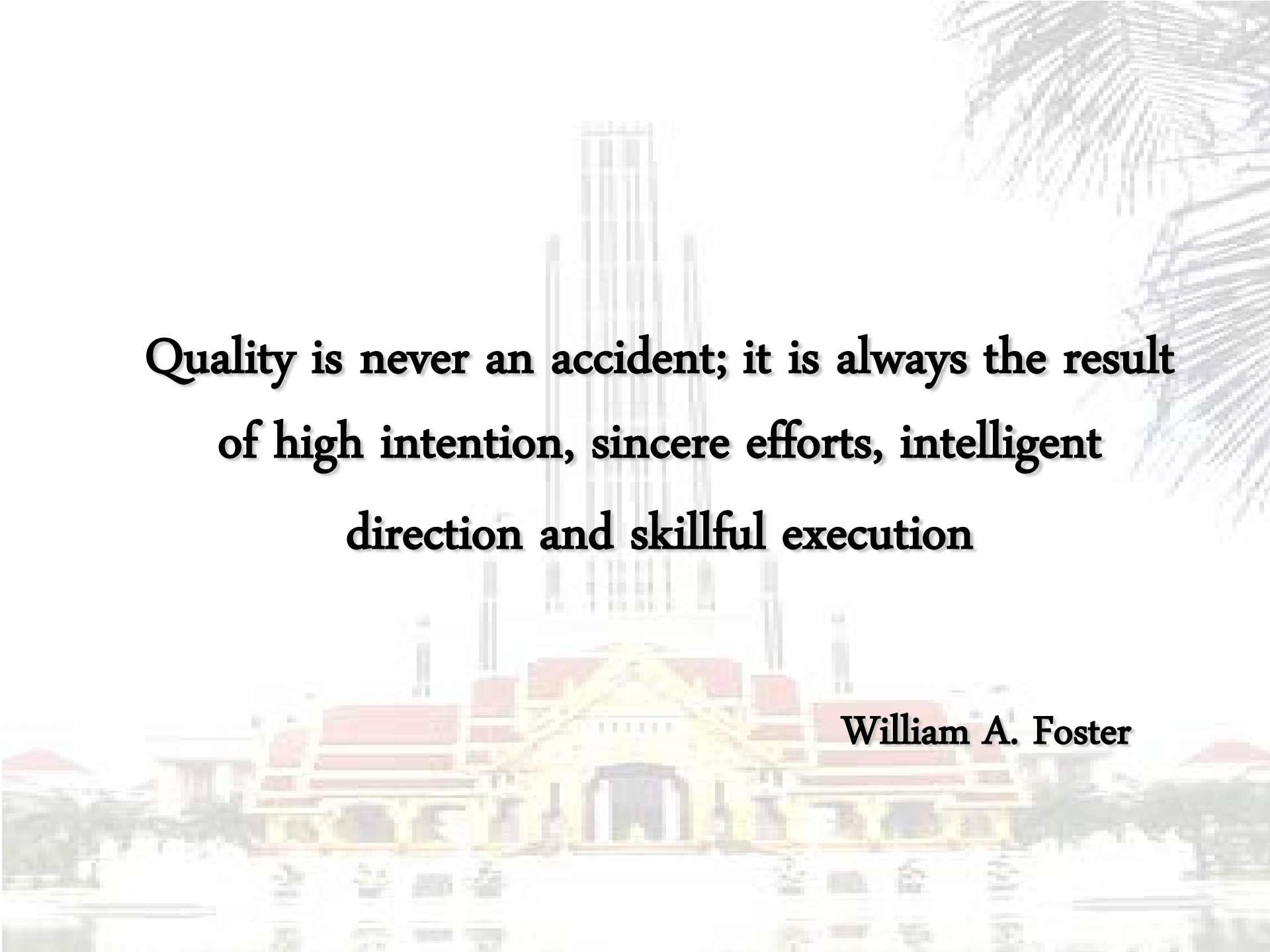
Organization Capital

- Climate for action
- Organizational systems and shared values
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QMIPS – the Benchmark in the ONESQA External Audit – August 2007

Expected of all academic and administrative units:

- Submission of SAR and the IAAT reports of academic years 2002/2003/2004/2005/2006
- Submission of the university SAR for the same academic years
- Submission of the ONESQA statistics as has been conveyed by the Office of Academic Affairs to the academic units for inclusion in the units' annual report



**Quality is never an accident; it is always the result
of high intention, sincere efforts, intelligent
direction and skillful execution**

William A. Foster

Thank you
Questions and Answers

