



KaleidoScope

Mahidol University Newsletter *Special Edition*



Leading the Way

Assoc. Prof. Dr. Phitaya Charupoonphol
New Dean of MUIC

EDITOR'S Note

Passages

With the recent appointment of Assoc. Prof. Dr. Phitaya Charupoonphol as Dean, Mahidol University International College (MUIC) enters a new phase in its growth as Thailand's leading international college in a public university.

The outgoing Dean, Prof. Dr. Maleeya Kruatrachue, has left behind a formidable legacy, pushing MUIC to a respectable position in the educational sector with the academic and administrative improvements she has brought to the College.

On the other hand, Dean Phitaya, who assumed office on October 1, 2014, pledged to build on these strengths even as he will introduce his own contributions to the College. These take on much significance especially with the challenges that MUIC will face with the formation of the ASEAN Economic Community next year.

KaleidoScope reports on these developments through the profiles of the two Deans in this issue. The magazine continues to chronicle MUIC's progress under the helm of a new Dean even as **KaleidoScope** itself undergoes substantial changes beginning next issue.

The MUIC newsletter is written and produced by the faculty and staff of Mahidol University International College (MUIC).

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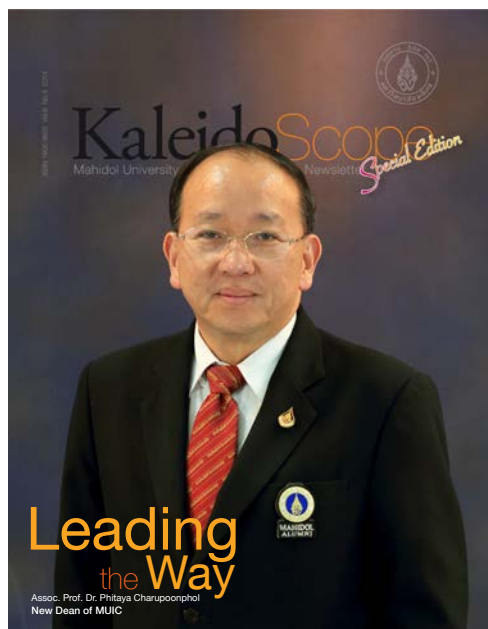
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Cover Photo

The new Dean, Assoc. Prof. Dr. Phitaya Charupoonphol, graces the cover page of this special issue.



Meet the New Dean

The fourth executive to bear the title Dean of Mahidol University International College (MUIC), Assoc. Prof. Dr. Phitaya Charupoonphol, who assumed office on the First of October, 2014, brings with him impressive leadership credentials in the academe and valuable experience in working for national and international organizations at the same time remaining deeply rooted in Mahidol University's core values.

Prior to assuming the highest post in MUIC, Assoc. Prof. Phitaya served as Dean of the Faculty of Public Health of Mahidol University for six years. Before that, he started as a lecturer in the Faculty of Public Health before being appointed division chairman.

He holds a doctoral degree in Human Resources Management from the University of San Jose-Recoletos in the Philippines and a Master's degree in Primary Health Care Management from Mahidol University. Aside from these, he also holds a Doctor of Medicine degree from the Gullas College of Medicine, University of the Visayas in the Philippines, and a Doctor of Veterinary Medicine degree from Chulalongkorn University. While serving as Dean of the Faculty of Public Health, he managed to finish a Bachelor's degree in Law from Sukhothai Thammathirat University.

The new Dean also has several diplomates on various specializations, including Preventive Medicine, Family Medicine, and Tropical Medicine and Hygiene, among others. He has also published numerous research articles on the topics of public health issues and social medicine in both national and international journals.

His diverse work experiences at present include being President of the Thai and Southeast Asian Public Health Education Institutes Network; President of the Public Health Institute of Thailand; and Chairman of Education Affairs, Royal Thai College of Family Medicine.

He has also served as a Consultant for the World Health Organization (WHO) offices in Bangladesh and in Bhutan in 2008 and 2009, respectively. During the same period, he was also the 2nd Vice President and a member of Mahidol University's Council. He also contributed his expertise to legislative matters when he served in the Task Force Sub-Committee for Public Health Problems of Thailand's House of Representatives. He is currently the President of the Asia-Pacific Consortium for Public Health.

Asked about his philosophy of leadership, Dean Phitaya said he gives premium to teamwork. He encourages his team members to keep communication lines open and allows them some degree of latitude in exercising their authority though in the end, Dean Phitaya said he himself is solely responsible for whatever decision has been arrived at.



CHARTING A NEW COURSE for THE COLLEGE

The new Dean's vision for Mahidol University International College (MUIC) is a potent combination of building upon MUIC's strengths and recent accomplishments and at the same time introducing his own innovations.

In both his address to members of the MUIC community on October 3, 2014, and his interview with KaleidoScope a week later, Assoc. Prof. Dr. Phitaya Charupoonphol outlined his vision and strategy.

Foremost among his vision is his adherence to Mahidol University's motto, "Wisdom of the Land," emphasizing the university's roles as repository of the nation's educational heritage and catalyst of change.

Aside from this, Dean Phitaya also emphasized his commitment to achieving MUIC's aspiration to be a truly liberal arts college at the same time using transformational education to prepare students for the 21st century, a melding of humanities education, modern technology, and service to society. Research has always been one of the strengths of both MU and MUIC, and the new Dean pledged stronger support for the College's research activities.

MUIC is the first and leading international college in Thailand, and Dean Phitaya intends to further raise the College's international profile, by forging linkages with more international partners (the College now has 100 partners), and also going beyond the current population rate of international students (15% of total MUIC population), with a focus on recruiting academically outstanding foreign students.

Student development will also be a major concern, including searching for more internship partners that will provide effective and relevant training in a secure environment. The Dean is also eyeing more scholarship grants, with support coming from the College's alumni, the private sector, international agencies, and philanthropic individuals.

Sustainable development is also among Dean Phitaya's vision for the College, maximizing the potentials of MUIC's infrastructure, aiming for a "Green College" status for MUIC, and providing a host of support programs for faculty, staff, and students, ranging from counselling, health and fitness, and quality of life.

Last but not the least among Dean Phitaya's visions for MUIC is good governance, marked by transparency and accountability, and in which the executives, faculty, and officers are expected to be morally-upright and law-abiding members of society and the MUIC community, thus providing a good example to students.

THE MUIC



1. **Mrs. Sumalee Visetratana**
Interim Associate Dean
2. **Asst. Prof. Dr. Sumalee Singhaniyom**
Interim Associate Dean for Human Resources and Planning
3. **Asst. Prof. Dr. Sarayut Nathaphan**
Interim Associate Dean for Academic Affairs and Research
4. **Asst. Prof. Dr. Chanuantong Tanasugarn**
Interim Associate Dean for International Affairs and Networking
5. **Mrs. Somluck Lunsucheep**
Interim Associate Dean for Administration and Academic Support
6. **Mr. Michael Naglis**
Interim Associate Dean for Student Affairs
7. **Dr. Boonyanit Mathayomchan**
Interim Associate Dean for Information Technology

EXECUTIVE TEAM



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E



F

A. Mr. Nutthaboon Pornrattanacharoen
Assistant Dean for Marketing and Public Communications

B. Ms. Sajjai Potisubsuk
Assistant Dean for Office of the Dean

C. Dr. Dolchai La-ornual
Assistant Dean for Academic Affairs and Research

D. Asst. Prof. Dr. Supara Kapasuwann
Assistant Dean for Academic Affairs and Research

E. Dr. Kaewta Muangasame
Assistant Dean for Administration and Academic Support

F. Dr. Taweetham Limpanuparb
Assistant Dean for Information Technology

EXECUTIVE TEAM

PRIME MINISTER'S
EXPORT AWARD

2011

DRIVING MUIC'S GROWTH

The completion of Prof. Maleeya Kruatrachue's term as Dean of Mahidol University International College (MUIC) constitutes the final chapter in her long-standing commitment and service to the College. From its very beginnings, when the College was designated as the International Students Degree Program, she was a member of the original curriculum committee, became a part-time lecturer and served on a pro bono basis as the Director of the Biology Program. In 2003 Dr. Maleeya was appointed Associate Dean for Academic Affairs, a position she held until her designation as Dean in April of 2011.

Given her long career at both Mahidol University and MUIC and her dedication to quality education and academic excellence, it comes as no surprise that Dr. Maleeya's leadership has had a significant impact on the academic landscape of the College.

She not only strengthened MUIC's admission criteria and aligned its academic policies with those of Mahidol University but also was responsible for the introduction of two new majors: Bachelors of Arts in Intercultural Studies and Languages and Entertainment Media Communication.

Moreover, MUIC's management programs, namely, Finance, Information Systems, International Business, Marketing, Business Economics and International Hospitality Management have been accredited by the ASEAN University Network Quality Assurance, an important milestone for MUIC's regional and international credibility. Significant progress has also been made in the accreditation process with the Association to Advance Collegiate Schools of Business.

As for the Study Abroad Program, MUIC had formal collaborative agreements with 74 colleges and universities throughout the world in 2011. Currently the College

boasts 109 such partnerships. That statistic alone validates MUIC's heightened international profile and the strength of its Study Abroad Program under the stewardship of Dr. Maleeya. However, other measures were taken as well.

While the number of inbound visiting and exchange has continued to increase, there was a strategic effort to bolster the outbound component of the Study Abroad Program, an effort that has met with considerable success. In 2011 there were 64 outbound students; by the end of Dr. Maleeya's term as Dean, 114 students were actively participating in the program. In addition, MUIC's recruitment efforts focused more and more on students from ASEAN countries, given the ASEAN Economic Community which is expected to be launched at the end of 2015. Student services were also improved. MUIC replaced its OASIS system in April of 2014 with a new system called SKY which consists of better technologies and communication channels as well as more features so that students can register and add/drop courses, advisors can approve student registrations and lecturers can file teaching loads and records more easily. Other changes that were made under Dr. Maleeya's leadership were early registration for inbound students, on-line registration for outbound students and the appointment of a counselor for exchange students in order to meet their academic and personal needs.

One major structural change was the creation of the Office of Student Affairs Career Development Unit which assists students in deciding on possible career paths by providing one-on-one advising, employment and internship fairs, workshops, mock interviews and job postings through social media. Another was the restructuring of the Office of Public Communications and Marketing, integrating and enhancing the College's communications and marketing functions to support its continuous growth.

One of Dr. Maleeya's goals was the creation of an effective research culture and environment within the context of a liberal arts education. During her tenure, research funding increased, both from MUIC and external sources, in order to provide 30 grants a year for faculty members and 10 grants a year for staff. Seminars, workshops and training sessions were provided for faculty and staff while publications and academic projects increased from 69 in 2011 to 96 in 2014, representing a wide range of disciplines in the sciences, arts and management.

Over the past three years student enrollment continued to increase, with a projected student body of 3,500 by 2015. Consequently, construction began on the six-storey Kitimas Building in September of 2013. This new complex will include classrooms, laboratories, a multi-purpose and dining area, a gallery, exhibition areas and an underground parking area and will be able to accommodate 2,000 students.

Major renovations also took place in the MUIC library, the Office of Academic Affairs, the computer lounge and the Penguin Café and faculty lounge for the Preparation Center for Languages-Mathematics. The Brew and Bev Coffee House was dismantled and in its place was erected a two-story complex that will provide more access to the College's on campus internship program.

Dr. Maleeya's skills in crisis management were tested during the unprecedented flooding in October of 2011 during which the Salaya area was inundated, presenting a litany of challenges: the suspension of class, a revised academic schedule, regular updates via emails and the social network, informing partner universities of the situation, coordinating volunteer efforts, providing shelter and monetary assistance to faculty and staff as well as processing teaching remuneration for instructors and payment for supporting staff.

All of these issues required a number of arduous trips to the Salaya campus, which Dr. Malaya and her staff endured on trucks provided by the Royal Thai Army and Navy, a daunting task through water levels of 1 to 1.5 meters.

A second, but lesser, challenge occurred in December of 2013 when political demonstrations both in Bangkok and along Utthayan Road, near the Salaya campus, required once again the temporary suspension of classes. In both instances, Dr. Maleeya's leadership guided the College through the unexpected turmoil to a state of normalcy.

Given the aforementioned achievements during Dr. Maleeya's service as Dean, it seems both fitting and inevitable that MUIC would receive two prestigious citations: The Prime Minister's Export Award in the Best Service Provider category that showcases top quality and high standards and the Thailand Trust Mark which recognizes the high quality of Thai goods and services in both the domestic market and international arena.

On behalf of the MUIC community, its administrators, teachers, students, supporting staff and alumni, Kaleidoscope expresses its gratitude to Dr. Maleeya for her service and contributions to the College and extends its very best wishes for her future endeavors.





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International College



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