## **Results of the Action Plan for the year 2018**

## Strategy 1 Excellence in research with global and social impact

Code		Action Plan	KPI	Target	Result	Performance Evaluation
R1	-	Recruitment and retention of highly qualified researchers.	Research funding amount.	3,300,00	2,954,194.88	Not Achieved
R1-1	-	Supporting research activiti	es and promoting the solicitation of i	research funding f	from external sour	ces
	(1)	Supporting funding for research projects and the academic output production of faculty members and staff.	The amount of funding for research projects and the production of academic output for faculty members and staff.	25	7	Not Achieved
	(2)	Support for presenting academic work at conferences, both nationally and internationally.	The amount of funding to present academic work at conferences, both nationally and internationally.	55	43	Not Achieved
	(3)	Support for rewarding publications and academic work of faculty and staff.	The number of rewarded publications and academic works by faculty and staff.	65	48	Not Achieved
	(4)	Organizing meetings and training sessions to promote applying for research funding from external sources.	The number of research project proposals submitted for external funding.	2	5	Achieved
R2	-	Promotion of interdisciplinary research.	Number of published articles.	53	40	Not Achieved
R2-1	-	Promoting collaboration be	tween researchers and internal units	to foster interdis	ciplinary research	
	(1)	Promotion of collaborative research across different disciplines.	The number of research projects conducted collaboratively across different disciplines.	3	3	Achieved
	(2)	Development of internal research communication channels.	The level of awareness regarding the clarification of policies or regulations (results from the event organization assessment form).	3.5/5	3.98/5	Achieved
	(3)	Developing the research section of the website.	Number of accesses (Usage).	72	2,391	Achieved
R3	-	International research collaboration.	Number of research article citations (PA 1.3)	320	570	Achieved
R3-1	-	Promoting international res	earch collaboration			
	(1)	Promoting the exchange of faculty members from all academic disciplines for research collaboration with partner universities, other reputable universities, or recognized organizations and companies.	Number of professors who have participated in research exchanges with partner universities, other universities, or reputable companies/organizations.	1	1	Achieved

Code		Action Plan	KPI	Target	Result	Performance Evaluation
	(2)	Support for collaborative research with external international organizations	The number of research projects conducted in collaboration with external international organizations.	15	12	Not Achieved

- Total number of indicators for the action plan of Strategic Plan 1 = 12 KPIs
- The number of indicators that have achieved results = 6 KPIs (50%)



Strategy 2 Excellence in outcome-based education for globally-competent graduates

Code		Action Plan	KPI	Target	Result	Performance Evaluation
E1	-	The development of curriculum and learning processes aimed at responding to the needs of society, both domestically and internationally, with a focus on 21st-century skills.	Results of satisfaction assessment in overall and graduate quality based on desired graduate characteristics: Level (PA- 2.2)	Bachelor's degree = 4.5	Bachelor's degree = 4.4	Not Achieved
E1-1	-	Curriculum development a				
	(1)	Update the curriculum to be contemporary and aligned with the needs of the global business and emerging industries.	The number of courses that have been revised.	1	14 courses have been revised according to the cycle and completed to have OBE characteristics.	Achieved
	(2)	Establishing networks with external organizations to provide students with real-world experiences and practical training.	Number of networks that send students for real-world internships.	6	BBA = 6 HLD = 0 FAA = 51 THM = 18	Achieved
	(3)	Evaluate the curriculum for producing graduates.	The level of satisfaction of students with the curriculum.	4/5	3.97 / 5	Not Achieved
	(4)	Developing a unified system for the evaluation and approval of course offerings across all academic disciplines.	The percentage of course requests approved through a unified evaluation and approval process.	100	100	Achieved
E1-2	-		veloping International Educationa		-	
	(1)	Building awareness and new networks through participating in international education exhibitions and visiting educational institutions abroad	The number of new institutional networks obtained from international education exhibitions and visits to educational institutions.	3	5	Achieved
E1-3	-		onfidence in the student exchange		1	1
	(1)	The development of the online application SKY system	Percentage of Success in System Organization	100	100	Achieved
<b>F</b> 4 <i>ć</i>	(2)	Create a database consisting of four dimensions, as follows: 1. University Recommendations 2. Course Equivalency 3. Grading System 4. Outbound Sharing Experience	Percentage of success in creating the database.	100	85	Not Achieved
E1-4	-		ects to establish relationships with			A -1-: 1
	(1)	Promoting collaboration with foreign universities through specialized project channels.	Number of new customers (1 university).	1	4	Achieved
	(2)	Develop international educational collaboration in the area of Student Mobility.	Number of active MOUs	60	62	Achieved

Code		Action Plan	KPI	Target	Result	Performance Evaluation
	(3)	Conduct training for students to develop them into Student Helpers for the Project Development Unit to foster collaboration.	Number of Student Helpers who can assist with tasks.	5	5	Achieved
E2	-	Advocating for international accreditation of the program according to global standards.	Programs that have been assessed for quality according to international standards (PA-2.1)	Bachelor's degree = 11 programs	Bachelor's degree = 5 programs	Not Achieved
E2-1	-		tem to ensure the accreditation of		y assurance.	
	(1)	Assigning faculty members within the department to take responsibility for the accreditation process as a distinctive role.	There is a letter of assignment outlining responsibilities.	There is a letter of assignment outlining responsibilities.	There is a letter of assignment outlining responsibilities.	Achieved
	(2)	Prepare Program Assessment (PA) regarding the certification of programs between the college and Division.	The percentage of success in conducting Program Assessment (PA).	80	0	Not Achieved
	(3)	Establishing a system to monitor activities throughout the year and assigning the Strategic Academic Unit as the driving force	There is a tracking system for monitoring activities.	There is a tracking system for monitoring activities.	Not yet implemented.	Not Achieved
E3	-	Developing a system and mechanism that promotes and enhances the education personnel's competence in educational management and fosters a learning-oriented approach for students involves cultivating a mindset of managerial competence. This aims to encourage a learning environment that facilitates students' knowledge acquisition.		Bachelor's degree = 4.5	Bachelor's degree = 4.4	Not Achieved
E3-1	-		promote the development of inst			
	(1)	Developing a road map for the sincere communication and actions of the faculty.	The percentage of developing a road map for faculty development.	100	100	Achieved
	(2)	Conducting technical teaching training for faculty members.	Number of training sessions for teaching techniques.	3	0	Not Achieved
E3-2	-		ne and teaching assessment to be			t society.
	(1)	Analyzing the TQF course assessment results, AUN-QA, AACSB, and extracurricular activities to identify the effectiveness in learning skills for the 21st century and make curriculum improvements.	The assessment results of students' skills for the 21st century in each curriculum.	4/5	The 14 curricula have been revised in accordance with the cycle and completed to have the characteristics of OBE	Not Achieved

Code		Action Plan	KPI	Target	Result	Performance Evaluation
E3-3	-	Development of e-Learning	z instructional media.			Branation
	(1)	Conducting hands-on training on e-Learning instructional management.	Level of satisfaction with the training.	3.5/5	4.0/5	Achieved
	(2)	Develop e-Learning media to support teaching and learning.	Number of e-learning media	5	5	Achieved
	(3)	Promoting the use of MOOCs in undergraduate courses	The increase in the number of undergraduate courses utilizing MOOCs.	2	2	Achieved
	(4)	Proactive publicity using educational technology to support teaching and learning in accordance with current trends.	There is a monthly update of information and news for the faculty.	12	12	Achieved
	(5)	Evaluate students' satisfaction and feedback on the use of educational technology in teaching.	The level of satisfaction and feedback from students regarding the management of teaching and learning using educational technology.	3.5/5	4/5	Achieved
E4	-	Advocating for the Promotion of Extra- Curricular Activities that Foster Students' Potential for Application and Benefit Society.	Results of satisfaction assessment in overall and graduate quality based on desired graduate characteristics: Level (PA-2.2)	Bachelor's degree = 4.5	Bachelor's degree = 4.4	Not Achieved
E4-1	-	Developing extra-curricula to society.	r activities to enhance students' p	otential for applicat	ion and contribute	more effectively
	(1)	Organize activities that integrate the diverse skills and abilities of students, aiming to make the students' learning objectives the main principle in designing the activities.	Number of integrated collaborative student activities.	5	6	Achieved
	(2)	Organize integrated activities with other faculties within Mahidol University and/or with the surrounding community.	The number of activities integrated with the community, with other faculties within Mahidol University, and/or with the surrounding community.	-	-	-
	(3)	Organizing activities in collaboration with private companies to enable students to apply their learning in practical situations. The coordination of these activities is assigned to student groups and academic departments.	The number of activities in collaboration with private companies or external organizations.	1	6	Achieved
E4-2	-	Promoting students' poten national and international	tial through continuous participat levels.	tion in academic con	ferences and comp	eting at both
	(1)	Boosting students' participation in national and international competitions by setting ambitious goals for each competition and instilling a sense of determination for students to strive towards achieving those goals.	* Number of activities students participated in at the national level. ** Number of activities students participated in at the international level. *** Number of awards received at the national/international level.	* 5 ** 10 *** 10	* 12 ** 22 *** 27	Achieved

Code		Action Plan	KPI	Target	Result	Performance Evaluation				
	(2)	Coordinate and establish an annual competition schedule. Facilitate collaboration between student activities and academic departments to select representatives or advisors.	Percentage of organizing the competition schedule throughout the year.	80	60	Not Achieved				
E5	-	Developing a support system for providing counseling to promote students' learning development.	Results of satisfaction assessment in overall and graduate quality based on desired graduate characteristics: Level (PA- 2.2)	Bachelor's degree = 4.5	Bachelor's degree = 4.4	Not Achieved				
E5-1	-	Enhancing the capabilities students to ensure effectiv	of academic advisors and fostering	g strong connection	ns between academic	c advisors and				
	(1)	Reviewing the roles of academic advisors throughout the organization.	Percentage of developing a unique central Job Description (JD) for academic advisors.	100	In the process of implementation.	Not Achieved				
	(2)	Create a counseling guide.	Percentage of success in creating the guide.	100	100	Achieved				
E5-2	-	Developing personnel to become professional academic and social advisors.								
	(1)	Social Consultation Networking System	Number of Networking Activities	1	1	Achieved				
	(2)	Organizing Peer Advisor Activities (both Academic and Social Aspects)	The percentage of Peer Advisors participating in activities.	70	In the process of implementation	Not Achieved				
E6	-	Promotion and support of an active alumni network for the development of students and the college.	Percentage of alumni participating in the development of the university (PA-2.5)	25	32.77	Achieved				
E6-1	-	Developing relationships v involvement in the develop	vith alumni through the creation o oment of the university.	f channels and activ	vities to promote alu	mni				
	(1)	Establish an Alumni Hub system, with student affairs as the central point, to coordinate and enhance the effectiveness of building relationships with alumni across all academic disciplines.	The percentage of success in establishing the SA Management database.	80	80	Achieved				

- Total number of indicators for the action plan of Strategic Plan 2 = 36 KPIs

- The number of indicators that have achieved results = 22 KPIs (61.11%)



Code		Action Plan	KPI	Target	Result	Performance Evaluation
S1	-	Promoting units to provide academic and/or professional services that align with international standards.	The number of service units certified according to international standards (PA- 3.1).	2	2	Achieved
S1-1	-		f professional services to meet nat			1
	(1)	Prepare for obtaining NEAS Accreditation for the PC	The percentage of preparation for applying for NEAS Accreditation.	50	50	Achieved
S1-2	-		al Service System Database.			
	(1)	Developing the Professional Service System Database.	Percentage of success in establishing the database.	100	100	Achieved
\$2	-	Promoting academic and/or professional services within the organization to generate returns for the unit.	Returns from the provision of academic services (PA- 3.2)	42.03 million Baht.	54.52 million Baht.	Achieved
S2-1	-	Prepare for improvement a competitiveness.	and development of services to exp	plore new customer	channels, enhancii	ng
	(1)	Prepare for readiness to provide services to meet customer needs.	The number of preparedness plans.	1 plan	-	Not Achieved
	(2)	Proactive academic service.	The number of schools served through proactive academic services.	6	5	Not Achieved
	(3)	Collaborating with institutions or organizations to organize mutually beneficial activities.	The number of specialized institutions or organizations that have collaborated in academic service events.	1	3	Achieved
	(4)	Establishing competency assessment centers for various areas.	Return on investment from the assessment centers.	100,000	1,145,535.25	Achieved
S2-2	-	Developing new speakers t	to enhance the potential of profess			
	(1)	Creating a distinctive identity for the faculty members of the university to stand out and have a unique identity.	The number of faculty members who have actively contributed to creating a distinctive and prominent identity.	3	-	Not Achieved
S2-3	-		f academic service processes.			1
	(1)	Manage costs efficiently.	Academic service returns.	42.03 million Baht.	54.52 million Baht.	Achieved
	(2)	Establish a mechanism for professors to become advisors more frequently.	The number of professors serving as advisors.	5	8	Achieved
	(3)	Organizing activities to build customer engagement.	Number of activities to build customer engagement.	3	-	Not Achieved
<b>S</b> 3	-	Promote the organization of Corporate Social Responsibility (CSR) activities to build a positive image and reputation for university	The number of projects registered as University Social Engagement with the university.	3	3	Achieved

Code		Action Plan	KPI	Target	Result	Performance Evaluation			
S3-1	-	Promoting activities for social responsibility (CSR) to enhance the university's image and reputation in providing academic services and supporting assistance in various aspects to communities and society, in line with the university's core mission.							
	(1)	Organizing activities to promote the image and reputation of MUIC: Volunteer Spirit for Sustainable Community Well-being.	*Number of participants **Satisfaction level of participants	*80 **4/5	*95 **4.8/5	Achieved			
	(2)	Organizing community- oriented activities through collaboration from all internal and external stakeholders of the university to create sustainable community well-being.	The number of community- oriented activities with collaboration from within the university and/or external partners.	2	3	Achieved			
	(3)	Conducting community- oriented activities with a focus on generating new customer groups for the university.	The number of community- oriented activities with a focus on generating new customer groups.	1	Cancel	-			
	(4)	Developing a communication system to enhance awareness of news among target groups, promoting a positive image and reputation of the university in social activities.	The percentage of awareness among the target group.	80	Cancel	-			
	(5)	Creating news from CSR activities to enhance the broader community's awareness of the university.	The number of media outlets for disseminating news about CSR activities.	3	6	Achieved			

- Total number of indicators for the action plan of Strategic Plan 3 = 16 KPIs
- The number of indicators that have achieved results = 12 KPIs (75%)



Strategy 4 Excellence in Managemen	t for Sustainable Organization
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Code		Action Plan	KPI	Target	Result	Performance Evaluation
M1	-	Developing a human resource management system to effectively and efficiently respond to the operations of the university.	The number of personnel who have developed their capabilities through various activities abroad, *academic / **support staff.	*8 **5	*18 **64	Achieved
M1-1	-		levels and recruiting personnel.			•
	(1)	<ul><li>Analyze and plan personnel staffing levels:</li><li>Establish a committee for this purpose.</li></ul>	Percentage of success in analyzing and planning workforce capacity.	80	-	Not Achieved
		<ul> <li>Hire an external consulting team.</li> <li>Review and update job flows and job descriptions (JD).</li> <li>Compare and</li> </ul>				
		benchmark against other faculties and universities.				
	(2)	Developing a strategy for recruiting outstanding personnel.	*Percentage of new academic staff with an assessment score of A in the first year of entry. **Percentage of new support staff with an assessment score of B+ in the first year of entry.	*100 **100	*75 **83.33	Not Achieved
M1-2	-	fullest extent.	ble the College to fully leverage t	-	taff and utilize thei	r abilities to the
	(1)	Developing human resources according to Core Competency and Functional Competency to maximize their potential benefits.	The percentage of personnel who have undergone development according to Core Competency and Functional Competency.	80	-	Not Achieved
	(2)	Developing personnel within the Talent group to create future leaders.	The percentage of personnel within the Talent group who have undergone development.	80	40.67	Not Achieved
	(3)	Conduct activities in accordance with the road map.	Percentage of activities conducted according to the road map.	80	Will commence operations in the fiscal year 2020.	Not Achieved
M1-3	-		s to create engagement and reta	in human resource	s.	1
	(1)	Build understanding between management and employees through clear and widespread policy communication.	Level of policy awareness	4	-	Not Achieved
	(2)	There is a policy to encourage employees to advance in their professional careers in a fair manner.	The percentage increase in the number of personnel holding high-ranking positions or obtaining positions in academia or professions.	10	15.15	Achieved
	(3)	Create an atmosphere that encourages collaboration or joint activities among academic disciplines.	Number of activities participated in jointly among academic disciplines.	1	-	Not Achieved

Code		Action Plan	KPI	Target	Result	Performance Evaluation
M1-4	-	Improving the assessment sys	stem.			
	(1)	Complete the PA (Performance Appraisal) and Competency assessment, and ensure effective communication to ensure that all staff understand in the same direction.	Percentage of completion of	*100 **4/5	*100 **4/5	Achieved
M2	-	Promote knowledge management and the application/development of knowledge to achieve operational goals efficiently.	The percentage of success in organizing organizational knowledge activities.	80	-	Not Achieved
M2-1	-	Promoting the university to b				1
	(1)	Collecting and preserving the knowledge and expertise of personnel in the form of written records, managed by individuals who assume the responsibilities.	The number of topics for which knowledge and expertise of personnel are stored in the form of written records.	5	"Not yet implemented."	Not Achieved
	(2)	Organize a platform for exchanging and sharing experiences among staff, gained from participating in various activities such as job shadowing and research.	The number of individuals sharing their experiences and the number of participants listening.	*5 **30	"Not yet implemented."	Not Achieved
	(3)	Establishing a knowledge repository with a focus on sharing and learning, and storing the information of the university in the same knowledge repository.	The number of knowledge repositories of the university.	1	1 (MUIC Wiki)	Achieved
	(4)	Publicize and encourage staff to use the university's knowledge repository. Percentage of staff.	Percentage of staff utilizing the knowledge repository.	10	Support staff = 35%, Academic staff = 15%	Achieved
M2-2	-	Organize two-way learning ex	change activities.			
	(1)	Integrate information technology systems to support knowledge management.	The adequacy of the information technology system that supports both internal and external learning activities of the university.	There are tools and/or manuals on using tools related to the expert directory.	MUIC Wiki and Phabricator (project management).	Achieved
М3	-	Developing information technology systems to promote quality and efficiency in operations.	The level of satisfaction among users in various groups with the information technology systems developed or procured for use.	4.20/5	3.63/5	Not Achieved
M3-1	-		ology systems to support teach	ing and learning.		
	(1)	Evaluate and improve the SKY system.	Percentage of success of the SKY 1.5 system.	100	100	Achieved
	(2)	Develop the Genius Classroom system.	The percentage of success in developing the Genius Classroom system.	100	Arrange the upload of exams on the MUIC e- Learning system.	Achieved

Code	Action Plan		KPI	Target	Result	Performance Evaluation		
	(3)	Develop the library system.	Percentage of success in developing the library system.	100	30	Not Achieved		
	(4)	Developing the SA Management database system.	Developing the SA Management database system.	80	80	Achieved		
	(5)	Developing the online student exchange application system on the SKY platform.	The percentage of success in developing the online student exchange application system on the SKY platform.	100	100	Achieved		
M3-2	-	Integrating information technology systems to support administrative functions.						
	(1)	Developing and implementing a data management plan, preparing data for integration into the Business Intelligent System.	Number of BI Data Management Operation Plans.	1	1	Achieved		
	(2)	Encouraging the formation of a team or committee for data analysis within the Business Intelligence (BI) management.	Percentage of success in establishing committees.	100	Utilizing the decision- making of the Executive.	Achieved		
	(3)	Evaluate the organization's information system.	Level of satisfaction in the assessment of the organization's information system.	4.20/5	3.63/5	Not Achieved		
	(4)	Improve the repair notification system to the SOS system instead of the Zeal system.	Percentage of success of the SOS system.	100	5	Not Achieved		
	(5)	Develop the Research Database system.	Percentage of success of developing the Research Database (Research D) system.	50	20	Not Achieved		
M4	-	Efficient management and administration of assets.	Operating Assets Turnover	0.39	-	Not Achieved		
M4-1	-	Developing a system for asset	benefit-oriented asset administration.					
	(1)	Specify the person responsible and duties for asset management clearly.	Appoint and define responsibilities for the person in charge of managing assets.	1 сору	successfully achieved the goal.	Achieved		
	(2)	Establish short-term and long-term asset management plans.	There is a plan for short- term and long-term asset management.	2 copies	Implementing a draft definition of asset management by 20 percent.	Not Achieved		
	(3)	Prepare announcements for leasing space in all buildings.	Issued announcements for leasing spaces in all buildings.	Issued announcements for leasing spaces in all buildings.	successfully achieved the goal.	Achieved		
	(4)	Manage and organize parking facilities to generate revenue.	Return on investment from parking services.	300,000	5,180,000	Achieved		
M4-2	-	Efficient Classroom Managem						
	(1)	Analyze and plan the efficient use of classrooms to reduce public utility costs.	Percentage reduction in public utility expenses.	3	Reduction by 17.38 percent.	Achieved		

Code		Action Plan	KPI	Target	Result	Performance	
		Action Fian		Target	Result	Evaluation	
M4-3	-	Drafting the Asset Utilization Guidelines of the University.					
M <del>1</del> -3	(1)	Hire a consultant with experience in leasing spaces to help draft the guidelines more efficiently.	There are regulations for leasing spaces.	There are regulations for leasing spaces.	There are regulations for leasing spaces.	Achieved	
М5	-	Promoting sustainable management aligned with the principles of creating an environmentally friendly university (ECO University).	Percentage of the number of individuals measuring ECO-Index that meet the criteria.	100	100	Achieved	
M5-1	-	Promote and organize activities to manage the university in an eco-friendly manner (ECO University).					
	(1)	Implement actions based on the ECO-Index in six dimensions.	Scores based on the criteria of the ECO-Index in all six dimensions.	3 points in each dimension.	3 points in each dimension.	Achieved	
M6	-	Promote an integrated organizational communication system and systematic operations to ensure consistent branding and image communication across the entire university.	The level of awareness/understanding of the university's image among internal/external stakeholders.	4/5	-	Not Achieved	
M6-1	-		ent of communication channels t		awareness.	1	
	(1)	Transmitting policies from management to employees at all levels, ensuring documentation is in written form.	The level of awareness of policies among personnel.	4/5	-	Not Achieved	
	(2)	Establishing internal public relations policies for the university.	There is an announcement of the internal public relations policy of the university.	1 announcement	18 announcements	Achieved	
	(3)	Establish a news board that delivers news to both Thai and English-speaking units, making the Public Relations unit the central hub for internal news distribution.	The number of news posted on the bulletin board.	12	12	Achieved	
	(4)	Organize pop-up events to disseminate internal news within the university.	The success rate of organizing Pop-up events.	100	40	Not Achieved	
M6-2	-		nage of the MUIC to the external		I	I	
	(1)	Increasing awareness through the development of the website, email communication, public relations, print media, and direct marketing.	The level of perception assessment of the university's image.	4/5	-	Not Achieved	
	(2)	Establishing clear and concise guidelines for the concept of "World-class Liberal Education" to ensure consistent understanding throughout the organization and effective external communication.	The number of times communicating the definition of "World Class" and "Liberal Education."	6	We will commence operations in the fiscal year 2019		

Code	Action Plan		KPI	Target	Result	Performance Evaluation
	(3)	Conducting training sessions on cultivating a service- oriented mindset for employees.	*Percentage of employees who participated in training. **Level of satisfaction.	*80 **4/5	We will commence operations in the fiscal year 2020	
	(4)	Promoting marketing by creating awareness of the international environment, high proficiency in the English language, and the quality of life at the university.	The level of awareness among the target group regarding the international environment, proficiency in the English language, and adaptation to life at Mahidol University.	4/5	4/5	Achieved
	(5)	Creating awareness of liberal education includes learning in small class sizes and having a diverse range of courses.	The level of awareness among the target group regarding the concept of liberal education.	4/5	4.29/5	Achieved
	(6)	Publicizing the success stories of students, alumni, and faculty members.	The level of awareness among the target group regarding the success of students, alumni, and faculty.	4/5	4.39/5	Achieved

- Total number of indicators for the action plan of Strategic Plan 4 = 45 KPIs
- The number of indicators that have achieved results = 24 KPIs (53.33%)



	KPIs ทั้งหมด	KPIs ที่บรรลุผล	ร้อยละของ KPIs ที่บรรลุผล
Strategic Plan 1	12	6	50.00
Strategic Plan 2	36	22	61.11
Strategic Plan 3	16	12	75
Strategic Plan 4	45	24	53.33
Total	109	64	58.72

