







Results of the Action Plan for the year 2020

Strategy 1 Reinforce student-centered Liberal Arts education






Code	Operation Strategies	MUIC KPIs	Target	Result	Performance Evaluation	
1.1	Curriculum and content	1.1.1	Increase number of enrolled students	10%	Students Enrolled 2020 total ~ 1,413 increased 20% (2019 - 1,010)	Achieved 
		1.1.2	Employers' satisfaction of the quality of MUIC graduates (Only counts high and highest levels)	80% (4/5)	4.42/5.0 (Academic Year 2019-20)	Achieved 
1.2	Interdisciplinary education	1.2.1	Number of students in interdisciplinary studies (two or more)	Criteria Development	Expected student enrollment for B.A.Sc. In Creative Technology (Jan 2020)	Achieved 
1.3	International accreditation	1.3.1	Increase number of full-time international students	10%	Overseas Fulltime 2018-2019 Total 11/2019-2020 Total 12 increasing 10%	Achieved 
1.4	Teaching/learning approach	1.4.1	Percentage of students' engagement in class/course	Criteria Development	Criteria Development	Achieved 
1.5	Lifelong learning program	1.5.1	Increase number of LL learners with high satisfaction score (4/5)	Criteria Development	Criteria Development	Achieved 

Summarize the results of the action plan for Strategic Plan 1

- Total number of indicators for the action plan of Strategic Plan 1 = 6 KPIs
- The number of indicators that *have achieved* results = 6 KPIs (100%)



Strategy 2 Capitalize Faculty Expertise and MUIC Distinction

Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
2.1	Strengths of each division	2.1.1	Increase number of students	10%	Students Enrolled 2020 total ~ 1,413 increased 20% (2019 - 1,010)	Achieved 
2.2	Distinct international education programs	2.2.1	Number of students in distinct programs	Criteria Development	Criteria Development	Achieved 
2.3	Research capability	2.3.1	Number of accepted articles for publication with international collaboration	5	22	Achieved 
2.4	Academic services	2.4.1	Revenue generated from MUIC academic services	12,000,000 THB	67,971,464.80 THB	Achieved 
		2.4.2	Number of MUIC contribution to national policy and/or society	0	27 (Consultancy 13 projects, training 14 projects)	Achieved 

Summarize the results of the action plan for Strategic Plan 2

- Total number of indicators for the action plan of Strategic Plan 2 = 5 KPIs
- The number of indicators that *have achieved* results = 5 KPIs (100%)

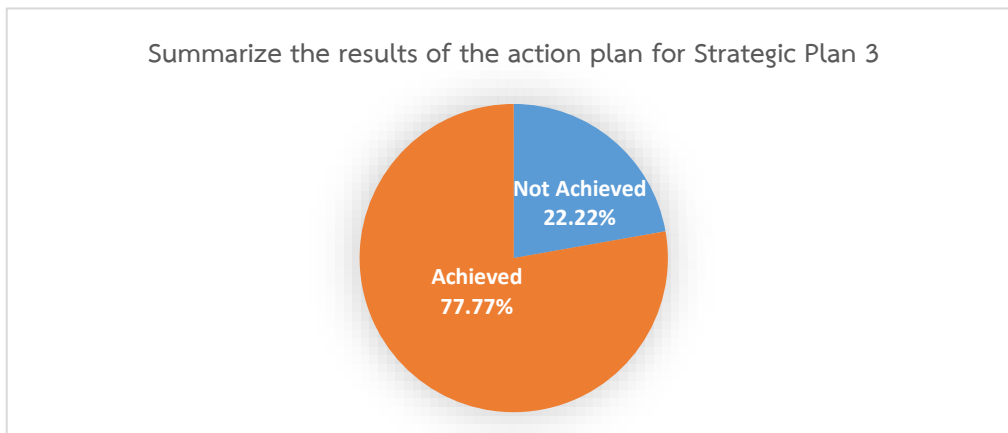


Strategy 3 Strengthen collaboration





Code	Operation Strategies	MUIC KPIs	Target	Result	Performance Evaluation	
3.1	Impactful research and innovation	3.1.1	Number of impact research (Basic, academic, economics, social impact)	5	30	Achieved ●
		3.1.2	Number of multidisciplinary research	2	3	Achieved ●
3.2	Extracurricular	3.2.1	Number of hours of extracurricular activities	100% (60 Hrs)	2,103 Hrs.	Achieved ●
3.3	International students	3.3.1	Number of visiting and exchange students (Total inbound and outbound, 12 weeks or longer)	668	-	Not Achieved ●
		3.3.2	Ratio of inbound-outbound exchange students (1:1)	(1:0.75)	1 : 1.02 (inbound 76+46+11+13 =146 Outbound 139+4+6 = 149)	Achieved ●
		3.3.3	Number of exchange faculty and/or staff members	1	4	Achieved ●
3.4	Academic, Industry and Community Network	3.4.1	Percentage of engagement of alumni to MUIC activities	10%	14.10%	Achieved ●
		3.4.2	Donation amount from alumni and industries	1,000,000 THB	Donation for Student Activity = 254,400 Baht Donation for Scholarship = 230,000 Baht Total = 484,400 Baht	Not Achieved ●
		3.4.3	Number of industry and community engaged activities	4	18 Activities	Achieved ●

Summarize the results of the action plan for Strategic Plan 3

- Total number of indicators for the action plan of Strategic Plan 3 = 9 KPIs
- The number of indicators that **have achieved** results = 7 KPIs (77.77%)



Strategy 4 Apply strategic marketing concept












Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
4.1	New sources of revenue	4.1.1	Percentage of increased revenue from new sources	5,000,000 THB	In the process of setting up the Consultancy Unit	Not Achieved 
4.2	Proactive student recruitment	4.2.1	Increase number of students	10%	Students Enrolled 2020 total ~ 1,413 increased 20% (2019 - 1,010)	Achieved 
4.3	Proactive Research Funding	4.3.1	Percentage of increased external research fund	2,000,000 THB	2,227,403.11 THB (ข้อมูลจาก PA)	Achieved 
4.4	Proactive Research Funding	4.4.1	Number of applications	10%	Applicants 2019 Total 2899 / 2020 Total 2,741 Decreasing 15 % CC team will have a plan and more activities of marketing and online advertising for more applicants in the next entry (COVID-19 - No Examination on Campus on April 2020). CC team have visited and presented MUIC information and admission on more 50 high schools for August to now.	Not Achieved 

Summarize the results of the action plan for Strategic Plan 4

- Total number of indicators for the action plan of Strategic Plan 4 = 4 KPIs
- The number of indicators that *have achieved* results = 2 KPIs (50%)



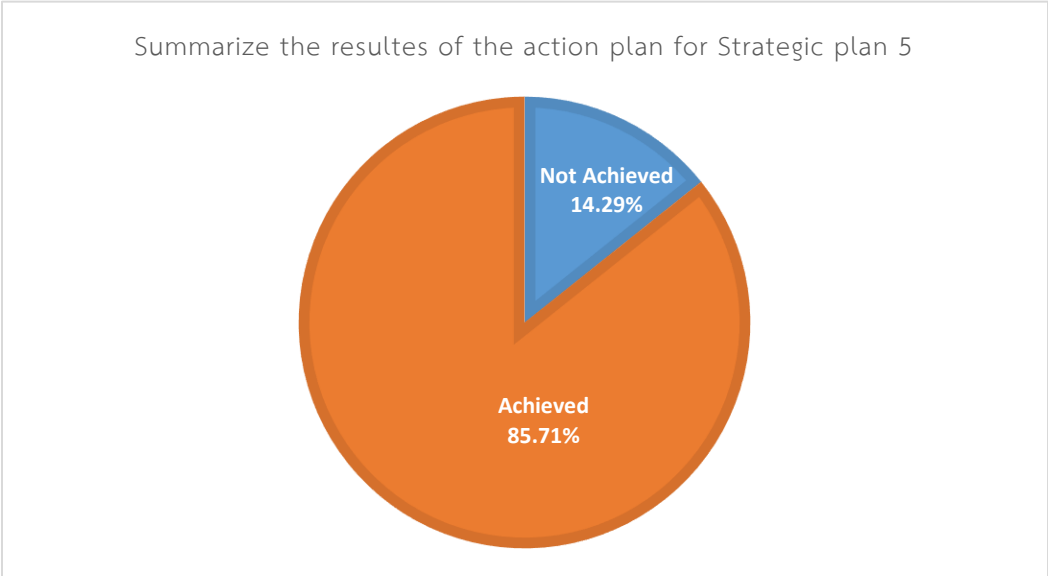
Strategy 5 Internationalize organization management

Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
5.1	International education environment	5.1.1	Increase number of active international collaboration	65	69 active MOUs	Achieved 
5.2	Students' experiences	5.2.4	- Students' satisfaction of environment and facilities - Students' satisfaction of IT systems - Students' satisfaction of library services	4/5	- 4.68/5 - 3.4/5 - 4.31/5	Achieved 
		5.2.5	Higher NPS (Net Promoter Score) of students and graduates	3.0/5	NPS of graduates = 4.34/5 (Mar 2020) NPS of student = 93.37% (4.67)	Achieved 
5.3	Human resources, values, competency, health, and community	5.3.1	Effective HR Management System	Completed	Online system for OT is completed and operational is December 2019, except for staff who work on a shift basis.	Achieved 
		5.3.2	Improvement of functional competency (faculties and staff)	20%	Gap analysis for core competency is completed. Plan and budget to fill in the gap is approved by Executives Meeting on January 15, 2020 Plan to improve core competency and managerial competencies (i.e. leadership and creativity) have been approved by Executive Meeting.	Achieved 
5.4	IT infrastructure and MIS	5.4.1	Completion of IT infrastructure upgrading according to agreed timeline	30%	IT is making progress in all MUIC IT infrastructure, most of them are 60% and higher	Achieved 
5.5	Teaching/learning/research facilities	5.5.1	Satisfaction of teaching/learning/research facilities (AV&IT)	3.5/5	4.52/5.0 (October 2019 - September 2020) from Educational Technology Service Unit and Educational Media Unit)	Achieved 
		5.5.2	Satisfaction of teaching/learning/research facilities (Support service provided by OAA)	3.5/5	Facilities =3.63 Advisors =3.65	Achieved 
5.6	Quality assurance	5.6.1	All programs meet AUN-QA standards	National (AUN-QA 3.0): 13 programs - PREP *4- AUN-QA 1.0 *9	National (AUN-QA 3.0) = 8 programs International or AUN-QA 4.0 = 6 programs	Not Achieved 
		5.6.2	EdPEX score >350 in 3 years	TQC process Close the GAP from OFI	กระบวนการ (Process) ช่วงที่ 2 (151-200) ผลลัพธ์ (Result) ช่วงที่ 1 (0-120)	Achieved 
		5.6.3	Number of national and/or international quality standards achieved	National: 7 International: 1	National = 4 International = 2	Not Achieved 

Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
5.7	KM Process and innovation process	5.7.1	KM process	Current status analysis	KM Website	Achieved ●
		5.7.2	Innovation process	Current status analysis	Some of them are in the process of intellectual property registration. There were 5 of 7 workpieces completely registered.	Achieved ●
5.8	Financial Management	5.81	Amount of retained earnings (Difference between revenue and costs)	12,000,000 THB	Actual surplus for 2018-2019 is 50.00 M	Achieved ●

Summarize the results of the action plan for Strategic Plan 5

- Total number of indicators for the action plan of Strategic Plan 5 = 14 KPIs
- The number of indicators that *have achieved* results = 12 KPIs (85.71%)



	Total KPIs	KPIs that have achieved results	The percentage of KPIs that have achieved results
<i>Strategic Plan 1</i>	6	6	100
<i>Strategic Plan 2</i>	5	5	100
<i>Strategic Plan 3</i>	9	7	77.77
<i>Strategic Plan 4</i>	4	2	50
<i>Strategic Plan 5</i>	14	12	85.71
	38	32	84.21

