Results of the Action Plan for the year 2023

Strategy 1 Reinforce student-centered Liberal Arts education

Code	Operation Strategies		MUIC KPIs	Target	Result	Performance Evaluation
1.1	Student-Centered Curriculum	1.1.1	Immersive learning through real-life experience	Structure setting	Structure setting	Achieved 🟢
		1.1.2	Employers' satisfaction of the quality of MUIC graduates (Only counts high and highest levels)	(1) 20% response rate and (2) 80%, of score 4/5 and higher levels	87.50%	Achieved 🟢
1.2	International accreditation	1.2.1	All programs meet AUN-QA standards	During the accreditation period - 8 Undergraduate Programs - 1 Graduate Program	- 7 Undergraduate programs - 1 Graduate Program	Not Achieved 🔴
1.3	Teaching/learning approach	1.3.1	Student satisfaction with courses	3.8/5	4.10/5	Achieved 🟢
1.4	Lifelong learning program	1.4.1	Upskill/Reskill post-undergraduate program	Policy setting	Set academic policy for credit bank system	Achieved 🟢
		1.4.2	Service learning (MU-PA 4.23: Number of University Social Engagement projects that cover all 4 criteria)	2 projects	0	Not Achieved 🔴
		1.4.3	Student Think Tank/ Prototype Maker	1 prototype (Completion of the process planning and implementation)	Project "Establish the Innovation Design Competition" originally scheduled to be held in March 2024, has been postponed to July 2024.	Not Achieved 🔴

Summarize the results of the action plan for Strategic Plan 1

- *Total number of indicators for the action plan of Strategic Plan 1 = 7 KPIs*
- *The number of indicators that have achieved results = 4 KPIs (57.14%)*

Summarize the results of the action plan for strategic plan 1

Achieved 57.14%

Not Achieved 42.86%

Strategy 2 Capitalize Individual Expertise and Distinction

Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
2.1	Research and Innovation capability	2.1.1	Number of impactful research (Basic, academic, economics and social impact) (Q1 Journal, Research paper with high citation number, High Impact research project)	12	24	Achieved 🟢
		2.1.2	2.1.2 Products from a transdisciplinary project (Food Innovation project): Establishment of Food Innovation Center	- Structure setting - 1 industrial collaboration	- Develop healthy foods that are good for people and the environment - Tonklar Facai	Achieved 🟢
2.2	Academic services	2.2.1	Revenue generated from MUIC academic services	3,000,000 THB	int (18,731,463) +MUIC (619,200)	Achieved 🟢
		2.2.2	Number of MUIC contribution to national policy and/or society (Number of projects that contribute to government and private sectors)	1	10 (Ref. AS Newsletter)	Achieved 🟢

Summarize the results of the action plan for Strategic Plan 2

 - *Total number of indicators for the action plan of Strategic Plan 2 = 4 KPIs*

- *The number of indicators that have achieved results = 4 KPIs (100%)*

Summarize the results of the action plan for Strategic Plan 2

Achieved
100%

Strategy 3 Strengthen collaboration

Code	Operation Strategies		MUIC KPIs		Target	Result	Performance Evaluation
3.1	Collaborative, impactful research and innovation	3.1.1	Number of accepted articles for publication with international collaboration (foreign researcher)		6	32	Achieved 🟢
		3.1.2	Excellence Center for Research and Academic Service		2 activities	Organize activities to drive innovative research - ICE - Research cluster	Achieved 🟢
3.2	International collaborations	3.2.1	Number of activities with MU/MUIC strategic partners		5	6	Achieved 🟢
		3.2.2	Talks by international guest speakers (coordinated with SA, academic divisions, etc.)		3	3 - MUIC's IRGA Hosts Roundtable on War in Ukraine - MUIC'S IRGA Students Attend Forum on Women in Politics - -MUIC's IRGA Hosts EU Ambassador's Lecture	Achieved 🟢
3.3	Academic, Industry and Community Network	3.3.1	Percentage of current student and alumni engagement		current student 50%, Alumni 12%	current student 74.39%, Alumni 21.10%	Achieved 🟢
		3.3.2	Number of industry and community engaged activities		6 activities with satisfaction 4/5	6 activities satisfaction = 4.5	Achieved 🟢

Summarize the results of the action plan for Strategic Plan 3

- *Total number of indicators for the action plan of Strategic Plan 3 = 6 KPIs*
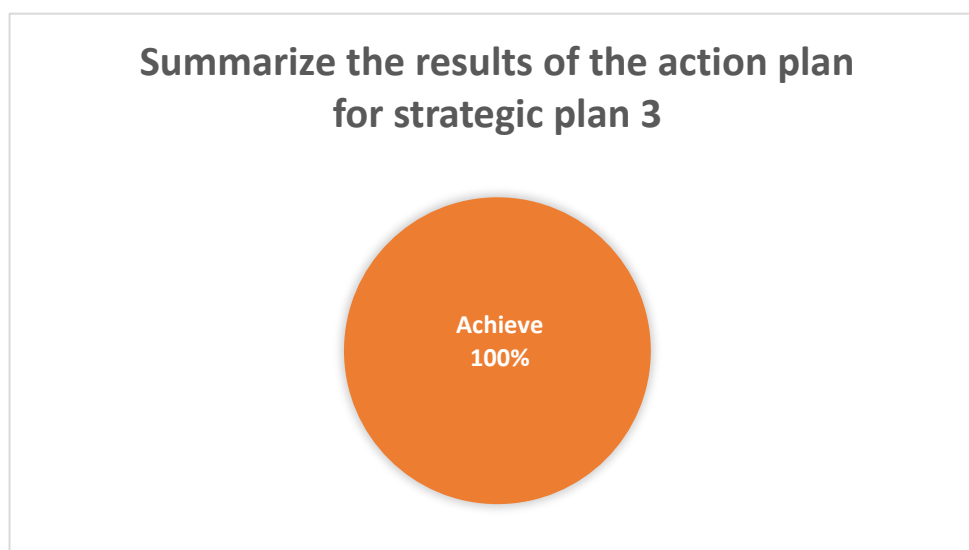- *The number of indicators that have achieved results = 6 KPIs (100%)*

Summarize the results of the action plan for strategic plan 3

Achieve 100%

Strategy 4 Apply strategic marketing concept

Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
4.1	Proactive student recruitment	4.1.1	Number of new enrolled students (Undergraduate program)	1,000 new enrolled students (undergraduate)	940	Not Achieved 🔴
		4.1.2	Number of special projects that contribute to the number of student enrollment	4 projects	- Ultimate Round Creative Tech 14/1/23 - THM CAMP 6-7/8/22 - GEM 2023 14/1/23 - Open House - Open Day	Achieved 🟢
4.2	Marketing Communications	4.2.1	Level of awareness and understanding toward MUIC branding	4.2/5	ค่าเฉลี่ย 4.27 จำนวนผู้ตอบแบบสอบถาม 1,568 คน	Achieved 🟢
		4.2.1	Number of special projects that promote MUIC branding among internal and external stakeholders	4 projects	- 37 ปี MUIC MOU –Talk 23/3/23 - Creating Global Citizen Talk 23/3/23 - How to Make Students Happy งานวิจัย 23/6/23 - Pathway to MUIC 2023 (MU Roadshow) คณะวิทยาศาสตร์ ม.มหิดล 29/6/23 - VDO - Graduation VDO 2022 -"Passing on Success" - VDO - Bio's Pathway - VDO - งานยุทธศาสตร์ "Unveil New Strategic Plan"	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 = 3 KPIs (75%)*

Summarize the results of the action plan for Strategic plan 4

Not Achieved 25%

Achieved 75%

Strategy 5 Internationalize organization management

Code	Operation Strategies		MUIC KPIs	Target	Result	Performance Evaluation
5.1	International education environment	5.1.1	Number of visiting and exchange students (Total inbound and outbound, 12 weeks or longer)	330 inbound ≥ 12 weeks = 140 outbound ≥ 12 weeks =125 inbound < 12 weeks = 165 Outbound < 12 weeks =0	740 inbound ≥ 12 weeks = 330 outbound ≥ 12 weeks =181 inbound < 12 weeks = 229 Outbound < 12 weeks =0	Achieved 🟢
		5.1.2	SDG-driven project	80% Achievement of the Waste management project	- Waste bin management within the university involves the design of new stickers for the bins. Various waste bins are prepared for waste separation. - There are four planned - activities.	Achieved 🟢
5.2	Students' experiences	5.2.1	5.2.1 Student Services (Students' services; experience and service satisfaction)	Overall satisfaction 4/5	4.12/5 MUIC Average Rating Score for Multi-Cultural Experience	Achieved 🟢
		5.2.2	5.2.2 Number of hours of extracurricular activities	100 hrs	2,281 hrs.	Achieved 🟢
		5.2.3	5.2.3 Higher NPS (Net Promoter Score) of students and graduates	3/5	4.34 (Average) (Ref. Graduates Survey Academic Year 2022-2023)	Achieved 🟢
		5.2.4	5.2.4 Number of Awards/recognitions achieved through the student competitions.	10	33	Achieved 🟢
		5.2.5	5.2.5 ONE-STOP service	3.8/5 Process improvement with student satisfaction	4.75/5 (ประชุมทีมงานโครงการฯ ไปแล้ว 5 ครั้ง และ กำหนดจัดอบรมโครงการพัฒนาศักยภาพบุคลากรด้านงานบริการสู่ความเป็นเลิศ "MUIC Service Excellence Mindset")	Achieved 🟢
		5.2.6	5.2.6 Engagement of inbound and full-time international students in joint activities through Multicultural Club	Pre-club established	ไม่มีการจัดตั้งขึ้น Multicultural Club เนื่องจากอยากให้เป็นนโยบายของทางวิทยาลัยมากกว่า	Not Achieved 🔴
		5.2.7	Creation of outbound short-term courses/programs for MUIC students	Shortlist prospective partners for collaboration on outbound courses / projects 2 partners, 1 course/ projects	ไม่ได้ดำเนินการเนื่องจากหน่วย PDU มีภาระงานมากจึงทำให้ต้องเลื่อนมาดำเนินการในปี 2023 แทน	Not Achieved 🔴
5.3	Human resources, values, competency,	5.3.1	MUIC Core values and organization culture	Complete Long term (5 years) Planning to incorporate MUIC	MUIC Core values Completed	Achieved 🟢

Code	Operation Strategies		MUIC KPIs	Target	Result	Performance Evaluation
	health, and community			core values in the organization		
		5.3.2	Engagement factors	50% completion	50% completed (Collaboration with the company has been successfully coordinated and is in progress.)	Achieved 🟢
		5.3.3	Improvement of managerial and functional competency: Support staff in the Talent Group and Global Talent Group	Percentage /Number of MUIC staff qualified as Global Talents Academic staff in Education 1 person 1. Academic Staff in Research 0.90% (1/111) 2. Support Staff 50%	Percentage /Number of MUIC staff qualified as Global Talents 1. Academic staff in Education 1 person 2. Academic Staff in Research 1.64% (2/122) 3. Support Staff 48.54%	Achieved 🟢
		5.3.4	Perception of the personal Data protection Act (PDPA)	50%	Staff= 73.95% Student = 1.26%	Achieved 🟢
5.4	IT infrastructure and MIS	5.4.1	Satisfaction of information technology support	4/5	Student = 3.50 Staff = 3.07 Lecturer = 3.94	Not Achieved 🔴
		5.4.2	Seamless data integration	Complete (Setting Structure and policy)	Complete (The appointment of the committee for the development of policies and the management of data for the International College's Seamless Data Integration project has been carried out)	Achieved 🟢
5.5	Teaching/learning/ research facilities	5.5.1	Level of satisfaction toward provided Educational Technology system and services among users	4/5	Sky+ app (Students) = 3.76	Not Achieved 🔴
		5.5.2	Satisfaction of teaching/learning/ research facilities (Support service provided by OAA)	4/5 (80% satisfy with the service)	4-5/5 (84.5%)	Achieved 🟢
		5.5.3	Satisfaction of services - Events organized by Office of Administration - Building, Classrooms and ground staff Drivers - Security guards - Maids	4/5	- Events organized by Office of Administration = 4.41 - Building, Classrooms and ground staff Drivers = 4.36 - Security guards = 4.73 - Maids = 4.26	Achieved 🟢
5.6	Quality assurance	5.6.1	EdPEx score ≥350 in 4 years	50% Improvement plans according to TQC criteria	Band Process = 2A Band Result = 2B	Achieved 🟢
		5.6.2	Number of national and/or international quality standards achieved	1. Renewal of NEAS 2. Environment or	1. Renewal of NEAS 2. ISO on process	Achieved 🟢

Code	Operation Strategies		MUIC KPIs	Target	Result	Performance Evaluation
				energy saving certification in international standard		
		5.6.2	Laboratories with ESPReL certified	7/7	10/10	Achieved
5.7	KM Process and innovation process	5.7.1	KM process	Plan completion	Plan completed	Achieved
5.8	Financial Management	5.81	Net surplus margin	5%	15.03%	Achieved

Summarize the results of the action plan for Strategic Plan 5
 - *Total number of indicators for the action plan of Strategic Plan 5 = 23 KPIs*

- *The number of indicators that have achieved results = 19 KPIs (82.35%)*

Summarize the results of the action plan for strategic plan 4

Not Achieved 17.39%

Achieved 82.61%

	Total KPIs	KPIs that have achieved results	The percentage of KPIs that have achieved results
Strategic Plan 1	7	4	57.14
Strategic Plan 2	4	4	100.00
Strategic Plan 3	6	6	100.00
Strategic Plan 4	4	3	75.00
Strategic Plan 5	23	19	82.32
	44	36	81.81

Results of the Action Plan for the year 2023