Results of the Action Plan for the year 2022

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	Students' services; experience and service satisfaction	Overall satisfaction 4/5	The satisfaction of students with library services is 4.85 Students' satisfaction with overall student activities 4.62	Achieve 🟢
		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	94.05%	Achieve 🟢
1.2	Interdisciplinary education	1.2.1	Promote multiple student's knowledge/ competencies outside his/her core degree	6 New multidisciplinary minors or certificates (relevant to 21st Century workplace) ready to be offered in AY 2022-23 (ID 65)	5 *Multidisciplinary minor: 3* - Hospitality Design Perspectives - Events Management, Design and Production - Cognitive Science: Language, Mind, and Brain *Multidisciplinary certificate: 2* - Hotel Design Perspectives - Marketing for Politics	Not Achieve 🔴
1.3	International accreditation	1.3.1	All programs meet AUN-QA standards and/or accredited by international standards	- International standards 1 program, - AUN-QA 3.0 (1 program, ICCU), - AUN-QA 1.0 (3 programs BI, CI, FS)	- International standards 1 program MC (waiting for assessment) - AUN-QA 3.0 (1 program, ICCU), - AUN-QA 1.0 (3 programs BI, CI, FS)	Achieve 🟢
1.4	Teaching/learning approach	1.4.1	Student satisfaction with courses	Average teaching evaluation 3.8/5	Average teaching evaluation 4.42/5	Achieve 🟢
1.5	Lifelong learning program	1.5.1	New online courses relevant to 21st Century skills	6 new online course (either 1 or 2 credit course) with a focus on 21st Century skills for MUIC Connect	9 new online course	Achieve 🟢
		1.5.2	Number of student engaged in Service learning courses	60	For the academic year 2021-2022, the GE Service Learning course was not offered due to the COVID-19 situation. The GE Service Learning course was first introduced in the academic year 2022-2023. "T1/2022: ICGS146 Salaya Community Service Learning Project (42 people) T2/2022: ICGS145 Service-Learning – Management of Community Service Project (39 people)	Achieve 🟢

Code	Operation Strategies	MUIC KPIs	Target	Result	Performance Evaluation
				ICGS146 Salaya Community Service Learning Project (38 people)	
				T3/2022: ICGS145 Service-Learning – Management of Community Service Project (31 people)	
				ICGS146 Salaya Community Service Learning Project (36 people)	

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 = 6 KPIs (85.71%)*

Summarize the results of the action plan for Strategic Plan 1

Not Achieve 14%

Achieve 86%

Strategy 2 Capitalize Individual Expertise and Distinction

Code	Operation Strategies	MUIC KPIs		Target	Result	Performance Evaluation
2.1	Strengths of each division	2.1.1	Number of Awards/recognition achieved by the division	6	The student received a 5 national awards and 6 international awards	Achieve 🟢
2.2	Research and Innovation capability (REVISED)	2.2.1	Number of impactful research (Basic, academic, economics and social impact)	10	17	Achieve 🟢
		2.2.2	Number of products from a transdisciplinary project (Culinary Science and Innovation project)	2 products	2 products โยเกิร์ตจากนมพืช ซอสสำหรับจิ้มนาโชส	Achieve 🟢
2.3	Academic services	2.3.1	Revenue generated from MUIC academic services	3,000,000 THB	14,587,207.50 THB (Data from PA)	Achieve 🟢
		2.3.2	Number of MUIC contribution to national policy and/or society	1	4 (โครงการที่ปรึกษาที่ลงนามในสัญญา)	Achieve 🟢

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%)*

Summarize the results of the action plan for Strategic Plan 2

Achieve
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 publication with international collaboration	5	41	Achieve 🟢
		3.1.2	Initiation of a research excellent unit	Establishment of research Excellence Unit integrated with Research cluster (Complete)	Event: Meet the MUIC Research Clusters	Achieve 🟢
3.2	International collaborations	3.2.1	Number of active international MOUs	66	74	Achieve 🟢
		3.2.2	Number of visits to/from or virtual meetings with MU strategic partners	3 visits	3 visits	Achieve 🟢
		3.2.3	Talks by international guest speakers (coordinated with SA, academic divisions, etc.)	4	4	Achieve 🟢
3.4	Academic, Industry and Community Network	3.4.1	Percentage of engagement of alumni to MUIC activities	15%	ศิษย์ปัจจุบัน 87.5% ศิษย์เก่า 2.77%	Not Achieve 🔴
		3.4.2	Donation amount from alumni and industries	1,000,000 THB	663,100 THB	Not Achieve 🔴
		3.4.3	Number of industry and community engaged activities	6 activities with satisfaction 4/5	6 activities	Achieve 🟢

Summarize the results of the action plan for Strategic Plan 3

- *Total number of indicators for the action plan of Strategic Plan 3 = 8 KPIs*
- *The number of indicators that have achieved results = 6 KPIs (75%)*

Strategy 4 Apply strategic marketing concept

Code	Operation Strategies		MUIC KPIs	Target	Result	Performance Evaluation
4.1	New sources of revenue	4.1.1	New products from education and research that bring in revenue	1 product	1 product เสาวรส	Achieve 🟢
		4.1.2	Number of educational products that bring in revenue	1 product	1 product เสาวรส	Achieve 🟢
4.2	Proactive student recruitment	4.2.1	Number of new enrolled students (undergraduate program)	1,000 new enrolled students (undergraduate)	381+299+151+310=1,141	Achieve 🟢
		4.2.2	Number of international students currently at MUIC under credit transfer agreements with other universities (e.g., 1+3 program with Yunnan)	8 students	ปีการศึกษา 2021-2022 มี 1+3 (Yunnan) = 3 คน	Not Achieve 🔴
4.3	Proactive Research Funding	4.3.1	external research fund (x%)	1,000,000 THB	2,100,025.50 ทุนวิจัยจากภายนอกเฉพาะที่ได้รับในปี 65 (ข้อมูลจากรายงาน PA) THB	Achieve 🟢
4.4	Proactive Research Funding	4.4.1	Level of awareness and understanding toward MUIC branding	4/5	4.2/5	Achieve 🟢

Summarize the results of the action plan for Strategic Plan 4

- *Total number of indicators for the action plan of Strategic Plan 4 = 6 KPIs*
- *The number of indicators that have achieved results = 5 KPIs (83.33%)*


Summarize the results of the action plan for Strategic plan 4

Not Achieve 17%

Achieve 83%

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)	129	460	Achieve 🟢
5.2	Students experiences	5.2.1	Success rate of students with academic probation	(1) Average 30% of students with CUM-GPA below 2.00 successfully achieve 2.00 or more CUM-GPA at the end of each term; (2) Average 80% of students repeating the course more than 2 times successfully pass the course at the end of each term	T1/2020-2021 - Total number of caes (CUM-GPA below 2.00)= 76 - Out of probation = 21 (27.63%) - stell in probation = 55 (72.37%) T2/2020-2021 - Total number of caes (CUM-GPA belop 2.00) =24 - Out of probation = 24 (29.63%) - Stell in probation = 57 (70.37%)	Not Achieve 🔴
		5.2.2	On-time graduation (15%) Increase of number of students who has average time to grauate in 4 year without minor (Undergrad) and 2 year (Grad)	30%	สังคมศาสตร์ 77.57% วิทยาศาสตร์ 53.17% (ข้อมูลสงป. ณ กันยายน 65)	Achieve 🟢
		5.2.3	Number of hours of extracurricular activities	100 Hrs. with satisfaction 4/5	1759	Achieve 🟢
		5.2.4	Higher NPS (Net Promoter Score) of students and graduates	3/5	Student: 4.59 Graduates: 4.19 (รอบรายงานผล 10 เดือน)	Achieve 🟢
		5.2.5	Satisfaction of services Student Services (Students' services; experience and service satisfaction)	4/5	ความพึงพอใจของ นศ.ต่อบริการห้องสมุด 4.85 Students' satisfaction with overall student activities 4.62	Achieve 🟢
5.3	Human resources, values, competency, health, and community	5.3.1	Effective HR Management System	100%	80%	Not Achieve 🔴
		5.3.2	Improvement of managerial and functional competency: Support staff in the Talent Group and Global Talent Group	25%	ร้อยละของบุคลากรที่เป็น Global Talent สายสนับสนุน 49.48%	Achieve 🟢

Code	Operation Strategies		MUIC KPIs	Target	Result	Performance Evaluation
5.4	IT infrastructure and MIS	5.4.1	Satisfaction of provided IT service and system	4/5	3.97/5	Not Achieve 🔴
		5.4.2	IT projects	'4 Projects	> 4 project (ดูระบบของ MUIC ได้ ที่https://newmy.muic.io/dashboard)	Achieve 🟢
5.5	Teaching/learning/ research facilities	5.5.1	Satisfaction of e-learning support (REVISED)	4/5	4/5	Achieve 🟢
		5.5.2	MUIC Connect: Open online learning courses for public	5 courses	9 courses	Achieve 🟢
5.6	Quality assurance	5.6.1	EdPEx score >350 in 3 years	SAR submission for TQC	ทำแผนพัฒนาจากข้อเสนอแนะของ EdPEx ส่ง MU	Achieve 🟢
		5.6.2	Number of national and/or international quality standards achieved	1 (100%) PC NEAS	มีการต่ออายุ NEAS เรียบร้อยแล้ว	Achieve 🟢
5.7	KM Process and innovation process	5.7.1	BCM Plan	Complete BCM posted on website	download BCM ใน website MUIC https://muic.mahidol.ac.th/eng/about-muic/strategic-planning-and-quality-development/strategic-plan/business-continuity-management-bcm/	Achieve 🟢
		5.7.2	KM process	Promote and maintain the websites related to KM Process	ใช้ KM Masterclass ร่วมกับของ MU ซึ่งได้มีการปรับปรุงข้อมูลของMUIC ใน KM Masterclass แล้ว	Achieve 🟢
5.8	Financial Management	5.81	Net surplus margin	5%	11.42%	Achieve 🟢

Summarize the results of the action plan for Strategic Plan 5

 - *Total number of indicators for the action plan of Strategic Plan 5 = 17 KPIs*

- *The number of indicators that have achieved results = 14 KPIs (82.35%)*

Summarize the resultes of the action plan for Strategic plan 5

Achieve 18%

Not Achieve 82%
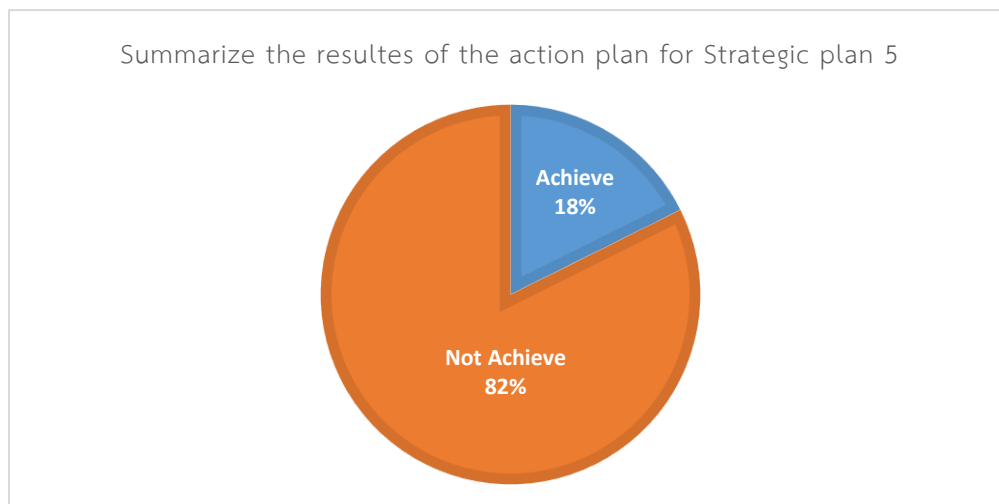
	KPIs ทั้งหมด	KPIs ที่บรรลุผล	ร้อยละของ KPIs ที่บรรลุผล
Strategic Plan 1	7	6	85.71
Strategic Plan 2	5	5	100.00
Strategic Plan 3	8	6	75.00
Strategic Plan 4	6	5	83.33
Strategic Plan 5	17	14	82.35
	43	36	83.72

Results of the Action Plan for the year 2022