

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	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	94.05%	Achieved 
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 <i>Multidisciplinary minor: 3</i> - Hospitality Design Perspectives - Events Management, Design and Production - Cognitive Science: Language, Mind, and Brain <i>Multidisciplinary certificate: 2</i> - Hotel Design Perspectives - Marketing for Politics	Not Achieved 
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)	Achieved 
1.4	Teaching/learning approach	1.4.1	Student satisfaction with courses	Average teaching evaluation 3.8/5	Average teaching evaluation 4.42/5	Achieved 
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 courses	Achieved 
		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)	Achieved 

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%)



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/recognitions achieved by the division	6	The student received 5 national awards and 6 international awards	Achieved 
2.2	Research and Innovation capability (REVISED)	2.2.1	Number of impactful research (Basic, academic, economics and social impact)	10	17	Achieved 
		2.2.2	Number of products from a transdisciplinary project (Culinary Science and Innovation project)	2 products	2 products โยเกิร์ตจากนมพืช ซอสสำหรับจิ้มนาโช	Achieved 
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)	Achieved 
		2.3.2	Number of MUIC contribution to national policy and/or society	1	4 (โครงการที่ปรึกษาที่ลงนามในสัญญา)	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	Collaborative, impactful research and innovation	3.1.1	Number of publications with international collaboration	5	41	Achieved ●
		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	Achieved ●
3.2	International collaborations	3.2.1	Number of active international MOUs	66	74	Achieved ●
		3.2.2	Number of visits to/from or virtual meetings with MU strategic partners	3 visits	3 visits	Achieved ●
		3.2.3	Talks by international guest speakers (coordinated with SA, academic divisions, etc.)	4	4	Achieved ●
3.4	Academic, Industry and Community Network	3.4.1	Percentage of engagement of alumni to MUIC activities	15%	Student 87.5% Alumni 2.77%	Not Achieved ●
		3.4.2	Donation amount from alumni and industries	1,000,000 THB	663,100 THB	Not Achieved ●
		3.4.3	Number of industry and community engaged activities	6 activities with satisfaction 4/5	6 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 = 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	Achieved ●
		4.1.2	Number of educational products that bring in revenue	1 product	1 product เสาวรส	Achieved ●
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	Achieved ●
		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	Academic Year 2021-2022 มี 1+3 (Yunnan) = 3 student	Not Achieved ●
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	Achieved ●
4.4	Proactive Research Funding	4.4.1	Level of awareness and understanding toward MUIC branding	4/5	4.2/5	Achieved ●

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%)



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	Achieved 
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 cases (CUM-GPA below 2.00) = 76 - Out of probation = 21 (27.63%) - still in probation = 55 (72.37%) T2/2020-2021 - Total number of cases (CUM-GPA below 2.00) = 24 - Out of probation = 24 (29.63%) - Still in probation = 57 (70.37%)	Not Achieved 
		5.2.2	On-time graduation (15%) Increase of number of students who has average time to graduate in 4 years without minor (Undergrad) and 2 years (Grad)	30%	Social Science 77.57% Science and Technology 53.17% (ข้อมูลตงป. ณ กันยายน 65)	Achieved 
		5.2.3	Number of hours of extracurricular activities	100 Hrs. with satisfaction 4/5	1759	Achieved 
		5.2.4	Higher NPS (Net Promoter Score) of students and graduates	3/5	Student: 4.59 Graduates: 4.19 (สอบถามงานผล 10 เดือน)	Achieved 
		5.2.5	Satisfaction of services Student Services (Students' services; experience and service satisfaction)	4/5	- The satisfaction rating of students towards library services is 4.85 - Students' satisfaction with overall student activities 4.62	Achieved 
5.3	Human resources, values, competency, health, and community	5.3.1	Effective HR Management System	100%	80%	Not Achieved 
		5.3.2	Improvement of managerial and functional competency: Support staff in the Talent Group	25%	The percentage of staff classified as Global Talent in the support function is 49.48%.	Achieved 

Code	Operation Strategies	MUIC KPIs	Target	Result	Performance Evaluation	
			and Global Talent Group			
5.4	IT infrastructure and MIS	5.4.1	Satisfaction of provided IT service and system	4/5	3.97/5	Not Achieved ●
		5.4.2	IT projects	'4 Projects	> 4 projects (ดูระบบของ MUIC ได้ที่ https://newmy.muic.io/dashboard)	Achieved ●
5.5	Teaching/learning/research facilities	5.5.1	Satisfaction of e-learning support (REVISED)	4/5	4/5	Achieved ●
		5.5.2	MUIC Connect: Open online learning courses for public	5 courses	9 courses	Achieved ●
5.6	Quality assurance	5.6.1	EdPEX score >350 in 3 years	SAR submission for TQC	Developed a development plan based on the suggestions from EdPEX and submitted it to MU."	Achieved ●
		5.6.2	Number of national and/or international quality standards achieved	1 (100%) PC NEAS	"NEAS reaccreditation has been successfully completed."	Achieved ●
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/	Achieved ●
		5.7.2	KM process	Promote and maintain the websites related to KM Process	Utilized KM Masterclass in collaboration with MU, which resulted in the enhancement of MUIC data within the KM Masterclass.	Achieved ●
5.8	Financial Management	5.81	Net surplus margin	5%	11.42%	Achieved ●

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%)



	Total KPIs	KPIs that have achieved results	The percentage of KPIs that have achieved results
<i>Strategic Plan 1</i>	7	6	85.71
<i>Strategic Plan 2</i>	5	5	100.00
<i>Strategic Plan 3</i>	8	6	75.00
<i>Strategic Plan 4</i>	6	5	83.33
<i>Strategic Plan 5</i>	17	14	82.35
	43	36	83.72

