

Strategic Plan for International Cooperation (SPIC)

Naresuan University, Phitsanulok, Thailand

Naresuan University (NU), transitioned from College of Education whose primary focus at that time (1967) was to provide educational decentralisation for the lower north region, is officially founded in 1990 under the Royal Gazette and the Naresuan University Act 1990. The university is currently ranked between 401-450 in QS World University Ranking, ranked 13th at the national level, and served as one of the Research University Network (RUN) in Thailand. Naresuan University accommodates 21 Faculties/Colleges/Schools categorised into the Health Sciences Cluster, the Science and Technology Cluster, and the Social Sciences Cluster; its capable human resources comprise 1,500 academic staff members, approximately 1,000 of which are Ph.D. holders (aimed to reach 1,200 to achieve 80% proportion), and 3,300 supporting staff members. Naresuan University is one of the highly targeted regional HEIs for enthusiastic learners besides Chiang Mai University (North), Khon Kaen University (East), and Prince of Songkla University (South); NU has 23,000 currently enrolled students at all 233 delivered degree programmes.

Research focus:

The university prides itself towards research excellence and translates this intention to the whole research community, which leads to a well laid out plan in settling up 21 Centre of Excellence (CoE) covering major research disciplines to respond with increasing demands of the industry and the private sector; i.e., biomedical research, environmental health and toxicology, post-harvest technology, biodiversity, etc. These CoEs receive annual seed funding of 250,000 Thai baht/centre to primarily expose them to negotiate with interested companies/potential entrepreneurs; not only does this significantly draw revenues for research advancement, innovation, commercialisation but hugely increase impact factors in leading academic journals indexed in ISI and SCOPUS. To specifically broaden research services to the present global trend, Naresuan University places emphases on these emerging areas: 1) food, health, and herb, 2) logistics and supply chain, 3), ecotourism and history, and 4) alternative energy. All of which areas also effectively meet the revolution 4.0 of the country and 3 key drivers of the university; i.e., Internationalisation, Innovation, and Integration.

Active researchers are indispensable to push this forward and they have to keep up with global current issues while searching of demands from targeted communities and service industry to properly correspond with different requirements yet challenging opportunities. Materialising this requires that they get exposed to facilitated learning and research environment, particularly sabbaticals abroad to immerse themselves to advanced laboratory and technology and interact with scientists who have extensive knowledge in technology transfer and know-hows. This eventually helps creates intellectual properties and technological advancements to meet the demands of the country, which could lead to significantly reduced cost of scientific equipment and, at the same time, earn additional profits through patents, petty patents, and rights. University properties and assets have to be fully utilised from external stakeholders, particularly those who actively engage in MICE arena as Naresuan University is not only strategically located at the crossroad of the country but mushroomed with varieties of conference venues to choose from, especially Convention

Centre situating in spacious land of 13 hectares and built with differently sized rooms approximately taking space of 21,400 square meters to host 3,000- 5,000 guests.

Internationalisation:

To maximise academic and research potential of Naresuan University, it is inevitable the university collaboratively work with as many international universities as possible. For academic front, this enables its human capital to exchange points of view and pedagogic perspectives with partnered universities, resulting in a better delivery of academic contents with a plus of conveying diversities at global scale to a becoming larger group of learners. Understanding diversities is a crucial component to unlock true capabilities of not only in-house staff members and students but the incoming ones from overseas so that there will be no boundary the prevents the synergy to boost internationalisation process and directions. For research front, each of the staff members is encouraged to conduct as much collaborative research with world class universities as possible, which importantly helps in tier 1 research counts of Naresuan University. It indirectly assists the university in investing less revenue in establishing state-of-the-art laboratories as this can be accessed through cooperation with international partners under the channel of sabbaticals.

Naresuan University has a clear policy to not only forge international ties with overseas universities (presently inks with 160s HEIs around the globe), but also expands to iterate cooperation, besides exchange of staff and students, collaborative research project, and joint curricula, with the private sector and entrepreneurs to guarantee that staff and students will have a broadened opportunity to work professionally to fill what have lacked and learn from our private business partners how they succeed. This course of action is specifically called 'Public-Private People Partnership (PPPP)' where a series of action plans for education alone can no longer drive us to a better standing in educational business. A university needs to carefully tailor academic programs, research activities, and academic service to correspond with a large number of entities, ranging from its networking universities, service industry that it joins hands, and looking for every challenging opportunity to work with these nationally and internationally.

Naresuan University has also implemented 'Triple I model', a top-down policy are proposed tools for transform the university to be a leading institute and recognized in international level. This strategy focuses on International, Innovation and Integration tactics by modernize and develop a comprehensive system for supporting effective teaching and learning in a way of combining option for each objective as well as create connection with worldwide universities, in order to establish prosperity long term academic cooperation in field of learning, teaching and research.

The university values human resources development not only learners in the lower north region but expands to neighbouring countries, the Kingdom of Bhutan, and others through the 3 major channels of scholarship opportunities:

- Scholarships under the patronage of Her Royal Highness Princess Maha Chakri Sirindhorn
- Scholarships for the Kingdom of Bhutan

- Scholarships through the Thailand International Cooperation Agency (TICA) With these plans of action, Naresuan University is home of 220s international students; 140s of which are those who were collectively selected under the above schemes of funding.

This does not limit the university to only link with HEIs and the industry but also enlarge memberships with highly regarded associations, which serve as a gateway for mobility actions, research channels, teaching/learning opportunities, and capacity building for staff members. Presently, Naresuan University is a member of the below 14 internationally recognised memberships:

- East Asia Academic Cooperation Council (EACC)
- Forum Mundial HERACLES
- AsiaEngage
- The International Association of University President (IAUP)
- The Association of Southeast Asian Institutions of Higher Learning (ASAIHL)
- The Association of Universities in Asia and the Pacific (AUAP)
- ASEAN-European Academic University Partnership Network (ASEA-UNINET)
- Agence Universitaire de la Francophonie (AUF)
- Conférence régionale des Recteurs des Universités membres de l'Agence universitaire de la Francophonie en Asie-Pacifique (CONFRASIE)
- AUN-QA
- Asia Pacific Higher Education Research Partnership (APHERP)
- The Consortium for Globalisation of Chinese Medicine (CGCM)
- Asian University President Forum (AUPF)
- Asia Pacific University-Community Engagement Network (APUCEN)

This presents a wide range of challenges and is required to be properly addressed in order to reach the university vision in that 'To be competent university for becoming Thai Higher Education for Thailand 4.0.'

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Strategic Plan for International Cooperation Prince of Songkla University, Thailand

“Internationalisation is the process of integrating an international/inter cultural dimension into the teaching, research and service functions of the institution”.

Knight, J. (1994) Internationalisation: elements and checkpoints
.Ottawa. Canadian Bureau for International Education.

PSU Introduction

Prince of Songkla University (PSU) is a public Thai university established in 1967 as the first university in southern Thailand. As a leading research university committed to academic excellence, reputable research and innovation, and strong social responsibility, with five campuses in Hat Yai, Pattani, Surat Thani, Trang, and Phuket, it is one of the nine national research universities and the sixth-ranked comprehensive university in Thailand by QS.

PSU houses over 40,000 students, with international students from almost 50 nations, and has 39 faculties, colleges and institutes offering over 150 Bachelor's, 100 Master's, and 70 doctorate degrees. Moreover, PSU also comprises four hospitals and more than 40 excellence and research centers. (www.en.psu.ac.th)

PSU Vision contemplates to produce internationally recognized graduates, actively engage in providing services to community and take a leading role in the preservation and enhancement of national heritage in arts and culture.

PSU is Member of several International Networks:

- AUN: ASEAN University Network
- EACC: East Asia Academic Cooperation Council
- ASEA-UNINET: ASEAN-European Academic University Network
- ASAIHL: The Association of Southeast Asian Institutions of Higher Learning
- IMT-GT UNINET: Indonesia-Malaysia-Thailand Growth Triangle University Network
- ProSPER.Net: The network for the Promotion of Sustainability in Postgraduate Education and Research
- UMAP: University Mobility in Asia and the Pacific
- AsiaEngage: formed by ATNEU, AUN USR&S, and member-universities
- ALNC: Asian Learning Network Council
- SATU: Southeast Asia and Taiwanese Universities
- TGUC: Thailand-Germany Universities Consortium: KU, PSU, KKU, MFU, and CMU, Thailand; & Fraunhofer Institute for Factory Operation and Automation IFF (Fraunhofer IFF), Germany
- THOHUN: Thailand One Health University Network
- UNTA: University Network for Tropical Agriculture
- AUAP: Association of Universities of Asia and the Pacific
- IAU: International Association of Universities



PSU's International Policy aims to:

- Develop students' international competency
- Global proficiency development of staff
- Comprehensive globalization of PSU

The major tasks related to the **Internationalization of PSU** are:

- Developing collaborations with partner universities from around the world;
- Coordinating staff and student exchange programs with worldwide universities;
- Encouraging the development of research collaborations and dual/joint degree programs under the current MOUs;
- Developing international programs to attract more international students to PSU;
- Promoting English proficiency development through several activities for staff and students at university and faculty levels, as the annual PSU-BSU English Camp, and the English Class for Staff and Lecturers, etc.;
- Creating activities to enhance international staff and students' well-being at PSU, as the Thai Language Class, Immigration Procedures Guidance, etc.;
- Fostering community networking among PSU international staff and students.

The main **focus areas for PSU internationalization process** are:

- Mobility of students, academics, researchers and supporting staff
- Providing services for students and staff on mobility
- Developing international cooperation projects
- Training activities for academics and supporting staff
- Joint/ Dual degrees
- Joint research activities
- Recognition of periods of studies
- Online training courses
- English training programs or programs in other foreign languages

PSU's Internationalization Strategy will increase the use of its resources to enhance its collaboration with partner universities from around the world and foster better international exposure for its students, lecturers and staff.

Strategic Plan for International Cooperation

GOAL 1: Increase University's International Engagement

Action 1: Intensify PSU's collaboration with its partner universities and develop new partnerships with worldwide institutions;

Action 2: Broaden the activities under the Memorandum of Understanding with institutions from around the world;

Action 3: Embrace more International Networks to promote global exchange, joint activities and collaborative research.



GOAL 2: Promote Internationalization of the Curriculum

Action 1: Build up expertise and take a leading role in areas of study consistent with the inherent potential of university's locality;

Action 2: Integrate and apply knowledge based on practical experiences to teaching in order to instill intellectual wisdom, virtue, competency and international world-view vision in graduates;

Action 3: Encourage the development of more International and English programs to attract more international students to PSU, and support PSU students to study abroad;

Action 4: Develop collaborative degree programs, such as Joint and Dual degrees, with partner universities.

GOAL 3: Promote the development of Students and Staff's Global Competency

Action 1: Encourage and increase international educational opportunities for students;

Action 2: Deeper engagement of staff in international activities;

Action 3: Promote English proficiency development of students and staff;

Action 4: Foster community networking among PSU Thai and international students and staff.

GOAL 4: Support International Students Recruitment

Action 1: Improve University's visibility by enhancing marketing strategies to potential international students;

Action 2: Support PSU participation in International Education Fairs;

Action 3: Attract, admit, and retain high quality degree-seeking international undergraduate and graduate students.

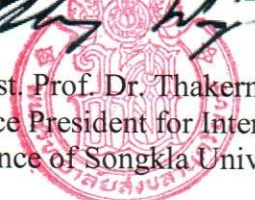

GOAL 5: Increase International Research

Action 1: Boost the integration of research into international activities;

Action 2: Promote and support faculty's participation in international activities and joint research;

Action 3: Promote and support study abroad programs for faculty and researchers.

July 25, 2018



Asst. Prof. Dr. Thakerng Wongsirichot
Vice President for International Affairs
Prince of Songkla University



Strategic Plan for International Cooperation

HANOI UNIVERSITY STRATEGIC PLAN FOR INTERNATIONAL COOPERATION PERIOD 2018-2023

A. GENERAL OBJECTIVE:

Increase management effectiveness, diversify and promote international cooperation of Hanoi University

I. OBJECTIVE 1: MANAGING INTERNATIONAL COOPERATION ACTIVITIES

1. General objective

Enhance the University's quality management of international cooperation

2. Specific objectives (with measurable indicators)

- 2.1. Revise all regulations on international cooperation management by the end of 2018;
- 2.2. Issue a new legal document on international cooperation management by the end of 2019;
- 2.3. Disseminate and put into action all international cooperation regulations by the end of 2019.

II. OBJECTIVE NUMBER 2: INCREASE INTERNATIONAL COOPERATION EFFECTIVENESS

1. General objective

Promote and diversify international cooperation activities

2. Specific objectives (with measurable indicator)

- 2.1. Review and evaluate comprehensively international cooperation activities by the end of 2018;
- 2.2. Increase by 5% annual international activities over the 2018-2023 period;
- 2.3. Launch at least 02 new international programs (*Admission Counselling, Summer Course etc.*) over the 2018-2023 period.

III. OBJECTIVE NUMBER 3: PROMOTE INTERNATIONAL COOPERATION

1. General objective

Promote the image of Hanoi University on a domestic, regional and worldwide scale.

2. Specific objectives (with measurable indicators)

- 2.1. Activate the website of International Office in 3 languages: Vietnamese, English and Chinese by the end of 2018;



Strategic Plan for International Cooperation

2.2. Complete the Media Promotion Kit (*leaflet, fanpage, website, souvenir, handbooks*) of Hanoi University by the end of 2019.

B. SOLUTIONS AND ACTION PLAN

I. Objective number 1: Enhance the University's quality management of international cooperation

Specific Objective

1. *Revise all regulations on international cooperation management by the end of 2018*

Action/Time:

- Review issued documents/Jan - Aug 2018
- Examine International Cooperation legal documents/ Aug - Oct 2018
- Compose and suggest editions on issued legal documents/Oct-Dec 2018

Indicator: Reviewed and edited documents

Required resources: International Office, Inspection and Legislation Office and other related departments.

2. *Issue a new legal document on international cooperation management by the end of 2019*

Action/Time:

- Survey related departments on issuing a new document/Jun-Sep 2018
- Examine related documents on educational management/Jun-Dec 2018
- Compose and submit for review a new legal document/Dec 2018 - Dec 2019

Indicator:

- Participated departments and contribution ideas
- Referenced documents
- Edited documents

Required resources: International Office, Inspection and Legislation Office and related departments.

3. *Disseminate and put into action all international cooperation regulations by the end of 2019*

Action/Time:

- Formulate plans for training workshop/Nov - Dec 2018
- Organize training workshop on international cooperation/Jan - Mar 2019
- Review the implementation of regulations on international cooperation /Dec 2019



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Indicator:

- Organized workshops
- Number of participants

Required resources: International Office and related departments.

II. Objective number 2: Promote and diversify international cooperation activities

Specific Objective

1. *Review and evaluate comprehensively international cooperation activities by the end of 2018.*

Action/Time:

- Summarize international cooperation activities by academic year and fiscal year/Jun-Dec 2018
- Organize workshops and conferences on evaluating implemented international cooperation activities/Oct-Dec, 2018
- Join Cross-institutional Project on Capacity Building for International Cooperation/2018-2019

Indicator:

- Submitted reports
- Organized workshops and conferences
- Number of participants

Required resources:

- International Office
- Research Management Office and Project Management Board.

2. Increase by 5% annual international activities over the 2018-2023 period.

Action/Time:

During the 2018-2023 period, to increase the number of:

- Incoming international students.
- Exchange students (inbound and outbound)
- Professors and academic staff participating in international projects.
- International projects
- International conferences, research and publications.
- International partners
- Infrastructure aids from international partners.



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- Joint training programs

Indicator:

- Foreign students
- Exchanged students and professors
- International projects
- International partners and MOU/MOA
- International conferences and participants
- Financial and infrastructure support
- International articles and publications
- New joint programs

Required resources: International Office, Research Management Office and related departments.

3. *Enhance the relationship with businesses through joint research programmes and summer study abroad by launching at least 02 new international programs (admission counselling, summer course, etc.) over the 2018-2023 period.*

Action/Time (2018-2023):

- Plan and dispatch staff to training courses on admission counselling.
- Develop Summer Programs and strategies to promote its operational efficiency
- Outsourcing consultants for Summer Course's activities

Indicator:

- Training courses and staff
- Organized consultation meetings on program development.
- Guideline and documents on implementation strategies of programs.
- Media promotion materials on the university's website and social networks.

Required resources: International Office

III. Objective number 3: Promote the image of Hanoi University on a domestic, regional and worldwide scale.

Specific Objective

1. *Activate the International Office website in 3 languages: Vietnamese, English and Chinese by the end of 2018*

Action/Time (Jan - Dec/2018):

- Review the website content in Vietnamese



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- Translate the website into English and Chinese
- Update the website functions
- Provide training on website administration and usage

Indicator:

- Updated content
- Translated content
- Updated functions
- Training courses on website administration and usage

Required resources: International office and Faculty of Information and Technology

2. Complete the Media Promotion Kit (*leaflet, fanpage, website, souvenir, handbooks*) of Hanoi University by the end of 2019

Action/Time:

- Publish International Students Handbook/Dec 2018
- Plan and design Hanoi University souvenirs/June 2019
- Design promotion videos and brochures/Oct 2019

Indicator:

- International Students Handbook.
- Souvenirs
- Promotion videos and brochures

Required resources: International Office and related departments.

For Hanoi University



Dr. Pham Ngoc Thach

Chairman

Board of Trustees

Date: *02..December..2019....*

University of Malaya, Malaysia
Strategic Plan for International Cooperation

Background

University of Malaya celebrated its 113 years anniversary in 2018 and has worked very hard in the last decade on positioning the university to be the top institution in the country and ranked 87 in the QS World Ranking 2019.

The Strategic Plan for International Cooperation (SPIC) is an important guide in driving the university's goal and strategies for improving and maintaining positions in the international ranking. Noting that the challenges will be increasingly competitive in the top 100 global rankings, The SPIC will serve to guide and navigate the university to be innovative, resolve issues and be a game changer in the increasingly competitive international landscape.

About University of Malaya

University of Malaya (UM), the oldest public university, is also a premier research university in Malaysia. As a comprehensive university, it confers degrees in a large variety of academic programmes at the bachelor, master and doctoral level. With partnership links, UM offers more than 20 joint Ph.D degrees with reputable universities among which are those in Australia, United Kingdom, Japan, France and Taiwan (see www.um.edu.my).

Vision

To be an internationally renowned institution of higher learning in research, innovation, publication and teaching

Mission

To advance knowledge and learning through quality research and education for the nation and for humanity.

The SPIC is based on the University Malaya Strategic Plan 2016-2020 that was formulated by the International Relations Office. It forms the last phase of the Transformation Plan and is guided by the seven thrusts in the Strategic Plan to be 'A globally influential and preferred university'.

About the International Relations Office.

The International Relations Office was established on 1st August 2017 under the governance of the Deputy Vice-Chancellor (Academic & International).

The International Relations Office promotes the University of Malaya through internationalisation and globalisation by:

- Coordinating the university's international collaborations and fostering partnerships with institutions across the globe.
- Managing and developing the university's bilateral agreements and participation in international networks and organisations.
- Acting as the Secretariat for all initiatives under internationalisation activities at the university.

The office is headed by a Director and Deputy Director with four international officers.

The SPIC of the International Relations Office.

With an overarching goal to be the preferred partner, the thrust of SPIC is internationalization and branding.

Strategic Goal 1: Visibility at global level

Strategy

- Maintain active network and alliances
- Increase global engagement
- Broaden and intensify the activities of MoUs & MoAs

Action Plan

- To have dedicated staff to monitor the participation of UM in each network
- To ensure UM staff participate actively in the networks
- To reach out for opportunities of collaborative works with partners
- To monitor activities of all MoU/A regularly

Key Performance Measures

- Annual review of UM participation in networks
- Measurable return on investment (ROI) for each networks
- Sustain a number of international grants such as Erasmus+ and others
- Participate in audit exercise such as MyRA, Research University (RU) audit, University audit.

Strategic Goal 2: Image of excellence

Strategy

- Foster impactful community engagement through strategic alliance

Action Plan

- To champion strategic interests of some of the networks
- To host network activities such as meetings, seminars and conferences

Key performance measure

- To document all activities conducted by IRO
- To publish and disseminate activities through websites and other social media channels.

Strategic Goal 3: Effective communication and engagement

Strategy

- Adopt perception management

Action Plan

- To have feedbacks from partners on the services rendered
- To have regular engagements through global networking meetings in particular EAIE, APAIE and others.
- To prepare comprehensive report for each network sessions

Key performance measure

- Measuring the impact of such network sessions
- Resolving issues from the analysis of the feedback

Strategic Goal 4: Excellent service delivery

- Capacity building of staff –multicultural awareness and emotional quotient

Action Plan

- To provide training of staff at international level
- To incorporate the training as part of the KPI of each international staff

Key performance measure

- To use the KPI as one of the measures of performance

Signed by:



Professor Dr Yong Zulina Zubairi

Associate Vice-Chancellor (International)

University of Malaya

Professor Dr. Yong Zulina Zubairi
Associate Vice-Chancellor (International)
Office of Deputy Vice-Chancellor
(Academic & International)
University of Malaya



USM STRATEGIC PLAN

USM has focused on the following six strategies for the internationalization agenda:

International Mobility; Governance and Autonomy for Internationalisation; International Academic Ecosystem; Facilities and Support System; International Linkages and Networking and Brand Recognition and Positioning

A. International Mobility

Component	Items to be Addressed	Objectives	Strategies
International Mobility (Staff, Student & Programme) <ul style="list-style-type: none"> Staff Student Programme & Networking Gap Year 1 passport 1 student Independent Student Born Global (global citizenship) Global trends Impact 	<ul style="list-style-type: none"> Facilities – Hangout area, updated equipment, imbalance of facilities between campuses, accommodation, toilets, water quality, food selection. More bark than bite Silos of international programmes 	<ul style="list-style-type: none"> Demand & supply Catering for B40 but using 1st class measuring stick 	<ul style="list-style-type: none"> International Relation Officer (IRO) @ PTJ Centralised services Welcome guide package Internationalisation@Home Student support & studies Concerted effort by PTJs, working in sync Professional promotion & social media marketing

B. Governance and Autonomy for Internationalisation

Component	Items to be Addressed	Objectives	Strategies
Governance & Autonomy for Internationalisation <ul style="list-style-type: none"> Assessment Policy Restriction 	<ul style="list-style-type: none"> Talents Academic Program Network and linkages Support system 	<ul style="list-style-type: none"> To optimise talents performance – skills and competency for internationalisation Compete globally and locally – positioning and recognition To set up better 	<ul style="list-style-type: none"> Requirement for each academicians to have at least 2 international students a) SOLLAT as a Language Centre as a feeder to schools b) Recognition of SOLLAT certificate

		<p>coordination internally</p> <p>Set up practical rules and practises (governance)</p>	<p>for English requirement</p> <p>c) Capitalised nexus platform to identify strategic CoE (purposely for GMI)</p> <p>a) Capitalize on existing network to optimise internationalisation</p> <p>b) Improvise coordination system</p> <p>c) Identify strategic CoE</p> <p>d) Capitalised nexus platform to identify strategic CoE (purposely for GMI)</p> <p>a) Improvise execution system</p> <p>b) Leverage on existing governance</p> <p>c) Specially assigned officer to handle internationalisation matters</p> <p>d) To cascade knowledge governance from top down</p> <p>e) Identify person incharge for each platform – current practises “one man show”</p> <p>f) Establish tracking and pooling system for international applicants</p> <p>g) Adaptiveness to external policy</p> <p>h) Internal periodic revise of SOP</p>
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			i) Identify person incharge – dedicated staff
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C. International Academic Ecosystem

Component	Items to be Addressed	Objectives	Strategies
International Academic Ecosystem 1. Academic & Research 2. 2. TALENTS [Staff, Students and Alumni]	<ul style="list-style-type: none"> Lack of diversified niche program The need to establishment of prominent facilities Student and staff positioning for academic prowess Governance of academic ecosystem Financial support & sustainability Infrastructure and Facilities International accreditation Versatility/Flexible Offerings Credit transfer system Lack of international participation and recognition Lack of training and motivation to participate in international forum Lack of budget and funding 	<ul style="list-style-type: none"> Diversify quality and niche program offering Program with international accreditation and recognition Programs with international appeal Program Outreach MOOC – National collaboration with APUCEN Collaboration with 11 international universities in Malaysia Collaboration with international organisation To increase internationally recognised talent. To increase international scholars To enhance more international networking and linkage 	<p>Short Term</p> <ul style="list-style-type: none"> Enhance online programme/ platform PTJ identify a partner in 11 international universities in Malaysia for collaborative efforts (eg. conference, research, MOOC, workshop, training, PG programmes) <p>Mid Term</p> <ul style="list-style-type: none"> (Schools) Increase the number of academic program with international accreditation and recognition Programme with consortium of universities Setting up prominent International Research Lab (eg. RIKEN@USM) <p>Long Term</p> <ul style="list-style-type: none"> Appealing international programmes. eg: ASEAN Archeo-tourism, Biodiversity, ASEAN Heritage & Culture Member of a Board/International Association / Keynote

			/ Conduct International Workshop / P.I of Sizeable International Grant <ul style="list-style-type: none"> • International recognition talents, external examiners for research / thesis
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D. Facilities and Support System

Component	Items to be Addressed	Objectives	Strategies
Facilities & Support System <ul style="list-style-type: none"> • Monitoring • Competitiveness • Finance • Registration and Accommodation 	A. International Student Management <ul style="list-style-type: none"> • Visa process • International student support service B. Accommodation <ul style="list-style-type: none"> • System • Policy • Infrastructure C. Support System <ul style="list-style-type: none"> • Teaching & learning facilities (Lecturer Hall/ Library) • Hotline System (Lack of Information) • Transportation (Out campus Student) • Student Development & Welfare 	i. To deliver better services for our students ii. To reduce bureaucracy process	A. International Student Management <ul style="list-style-type: none"> - Regular roadshow to internal stakeholder - Regular discussion with authorities & stakeholder's - Regular reviewing SOP & Policies - Establish one stop Centre including call center B. Accommodation <ul style="list-style-type: none"> i. Developing comprehensive accommodation system <ul style="list-style-type: none"> - (Reservation, approval, extension, termination, monitoring payment) ii. Establish new Int. student accommodation policies (Quota/Contract of stay) iii. Upgrading room facilities (variety type of room) iv. Develop new Hostel <ul style="list-style-type: none"> - * new IPPT new hostel, - Eng. Campus - Int. House - Establish Integrated

			<p>System</p> <ul style="list-style-type: none"> - Enhance the skill of Customer Service (Information, Trained Staff & Languages <p>*(signage/forms/website)</p> <p>v. F&B – Various Food at USM Cafeteria</p> <p>iv. Provide transportation (shuttle bus) for out campus student- PETAS</p> <p>vi. Establish International student development & welfare policy</p>
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E. International Linkages and Networking

Component	Items to be Addressed	Objectives	Strategies
<p>International Linkages and Networking</p> <ul style="list-style-type: none"> • International Opportunity • Collaboration Impact 	<p>Tangible</p> <ol style="list-style-type: none"> 1. Mou/MOA 2. Grants 3. Academic programme 4. Contacts 5. Networks 6. Policies and guidelines to schools and centres <p>Intangible items</p> <ol style="list-style-type: none"> 1. Awareness 2. Buy-in 3. Facilitation 4. Implementation 5. Don't care attitude 6. Involvement 7. Mind set 	<ol style="list-style-type: none"> 1. Best practices 2. Obtain international degree at home 3. Create more room for creativity 4. Creation of centralise database 5. Faster response 6. Reduce bureaucracy 7. Maintain good reputation 	<ol style="list-style-type: none"> 1. Structured approaches 2. Creation of NEXUS for Internationalisation 3. Town halls 4. Enforcement of exit policy 5. Incentivise based on performance at individual level 6. Trainings 7. Self Development Programmes (SKT,LPP)

F. Brand Recognition and Positioning

Component	Items to be Addressed	Objectives	Strategies
Brand Recognition/ Positioning	GMI (Global Magnetic Index)	Enhance USM's global standing in higher education	<ol style="list-style-type: none"> 1. Global Magnetic Index (GMI) 1.1 Create a taskforce to

		through visibility, expansion, recognition and distinction	<p>get input from stakeholders</p> <p>1.2 Identify the indicator and the weightage</p> <p>1.3 Test Run</p> <p>1.4 Launch</p> <p>Expected outcome</p> <ul style="list-style-type: none"> - Enabling program owners to assess the degree of global prominence <p>2. USM Global Pesona</p> <p>2.1 Introduce Frivoducation in USM</p> <p>2.2 Born Global initiatives (various global culture/ mindset)</p> <p>Expected outcome</p> <ul style="list-style-type: none"> - Increase visibility of USM for various stakeholders for uniqueness <p>3. USM Internationalisation@Home</p> <p>Expected outcome</p> <ul style="list-style-type: none"> - Creating global and open minded WARGA
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Done in: Penang, Malaysia

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