



4th JUAA President's Seminar on "University Reforms that Build on International Strengths: Toward the Future of Higher Education"

The current higher education and reform initiatives to create internationally attractive universities in Thailand



Udom Kachintorn

KEY LEARNING POINTS



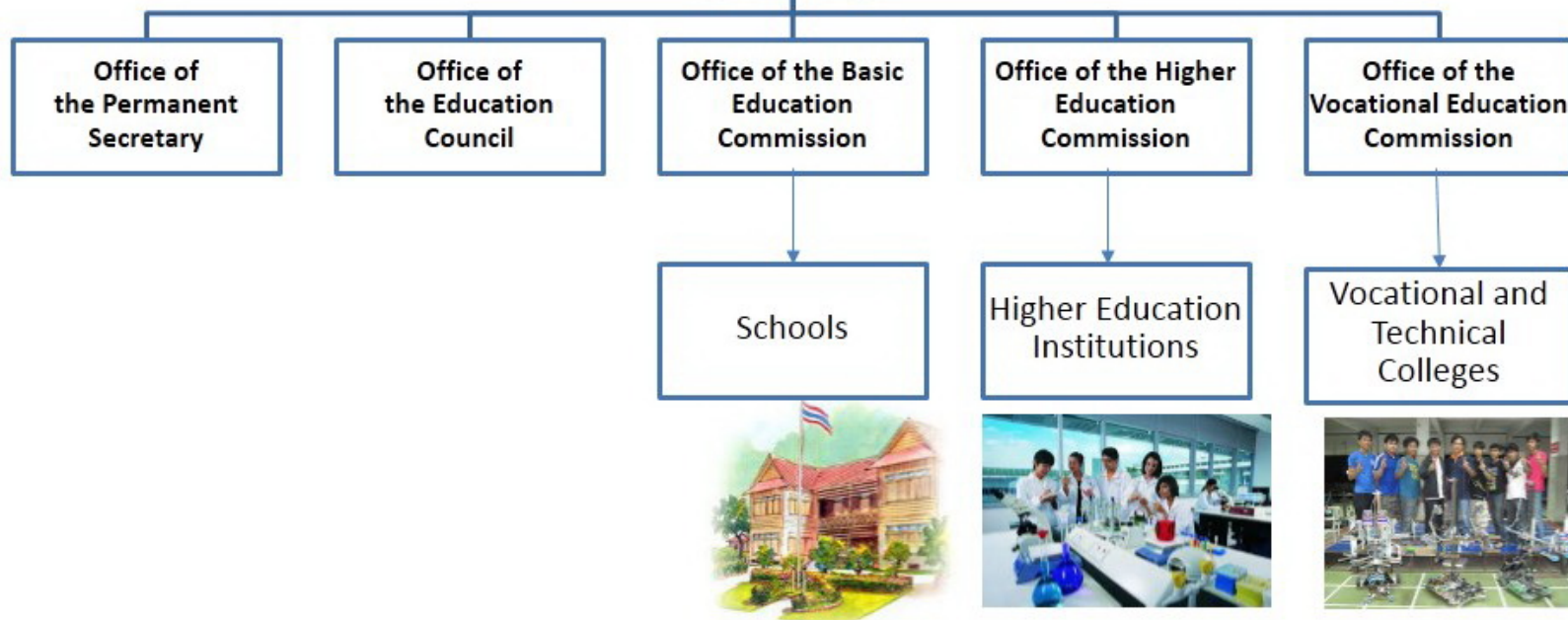
- ⊕ • Fact and figures of Higher Education in Thailand
- 👁 • Understand the global trends in Higher Education
- 🔍 • Understand what are the university rankings
- ⚙ • What should we do as university managers in order to improve our university?
- ⊕ • How should we proceed for improvement



Education Administration

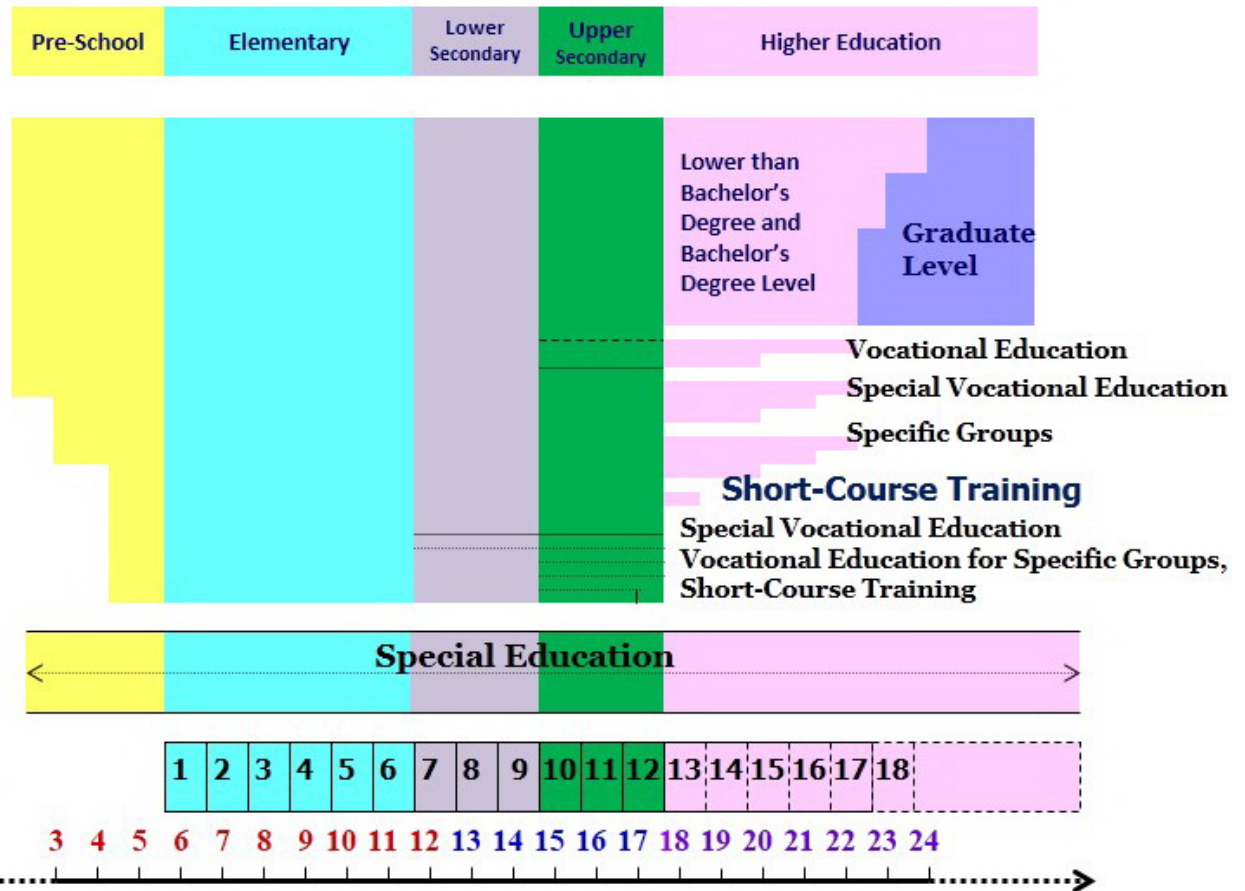


Ministry of Education





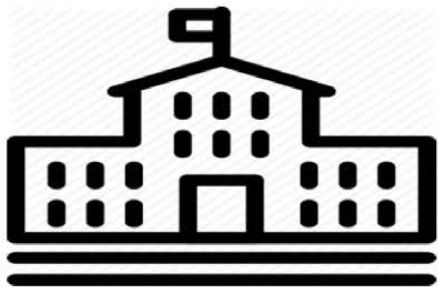
Level of Education



Thai Education System



Thai Higher Education: Fact & Figures



155 HEIs

80 Public HEIs

75 Private HEIs

HEIs = Higher Education Institutions

11 Centers of Excellence

9 National Research Universities



72 University Business
Incubators (UBIs)





Total enrollment:

2,025,234²⁰¹⁵

86% in public HEIs
14% in private HEIs



New enrollment:

542,995²⁰¹⁵



Number of graduates:

315,305²⁰¹⁴

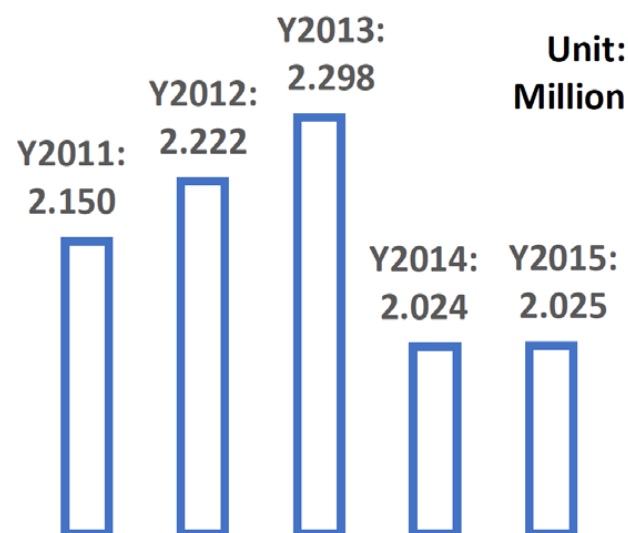


**Total staff in Thai HEIs
(Academic & supporting):**



189,375²⁰¹⁵

**Number of students in
Thai HEIs, Year 2011-2015**



**International
students:**

18,814





19.65%
of Education
budget

**Government budget
for higher education:**

108,695.8 ^{FY 2016}
million฿

Approx. 35.5 ฿ = 1 USD

International programs:



769

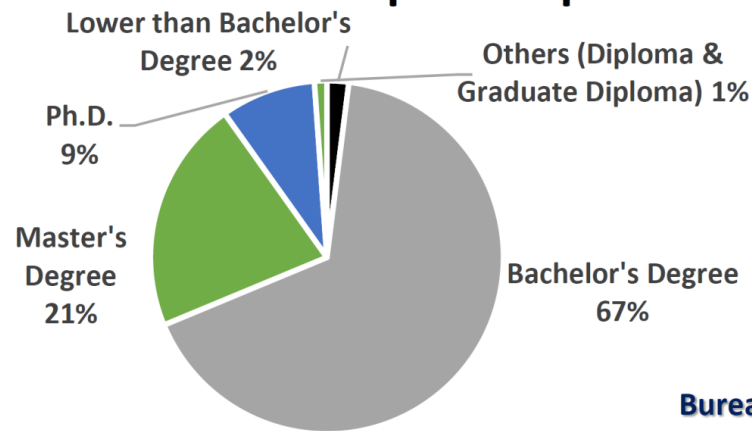
Bachelor's: 249

Master's: 290

Doctoral: 224

Others: 6

18,834 curricula offered by
public & private HEIs:



**Most selected fields of study
among international students:**

- ✓ **Business Administration**
- ✓ **International Business**
- ✓ **Thai Language**
- ✓ **English Language**
- ✓ **Buddhism Studies**



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Role of universities for the 21st Century

- Universities will change to meet the demands of a new globalized knowledge-based economy
- Universities must teach students how to use and apply information creatively rather than rely on simple memorization
- Typically leading institutions, professors do not simply teach current knowledge but also advance the knowledge taught around the world
- We must embrace non-traditional students and new methods of teaching and shift to learner-centric education with individualized content and a focus on entrepreneurship to help support the society of the future

Role of universities for the 21st Century

- University is not the place for teaching but it is a learning space in a more flexible way and more motivated context
- MOOCs and Flipped Classroom will direct development of education in the ICT Age
- Universities have to prepare students for jobs that do not yet exist, now teaching global perspectives, resilience and creativity

Role of universities for the 21st Century

- HR development and innovation creation will help ensure that university can compete globally and continue to grow into the future
- In the US, 85% of the learners are now non-traditional, meaning that they do not attend 4-year college on a full term basis and may not be the aged of 18-22, they fail to address needs of the majority
- Even as learners are changing, so are the skills they require to succeed in today's market
- Nowadays, students want customization and personalized higher education

Role of universities for the 21st Century

- To deliver this, universities can shift to learner-centric perspective instead of teacher-centric one, offering individualized content- MOOCs alone are no panacea, learners also want value and outcomes
- They want jobs and universities want employability
- Universities can better serve their students by fully integrating classroom experience and work experience
- They need to develop relationships and skills that will serve them in their careers
- Students can not afford to wait until graduation before they enter the workplace



KEY LEARNING POINTS



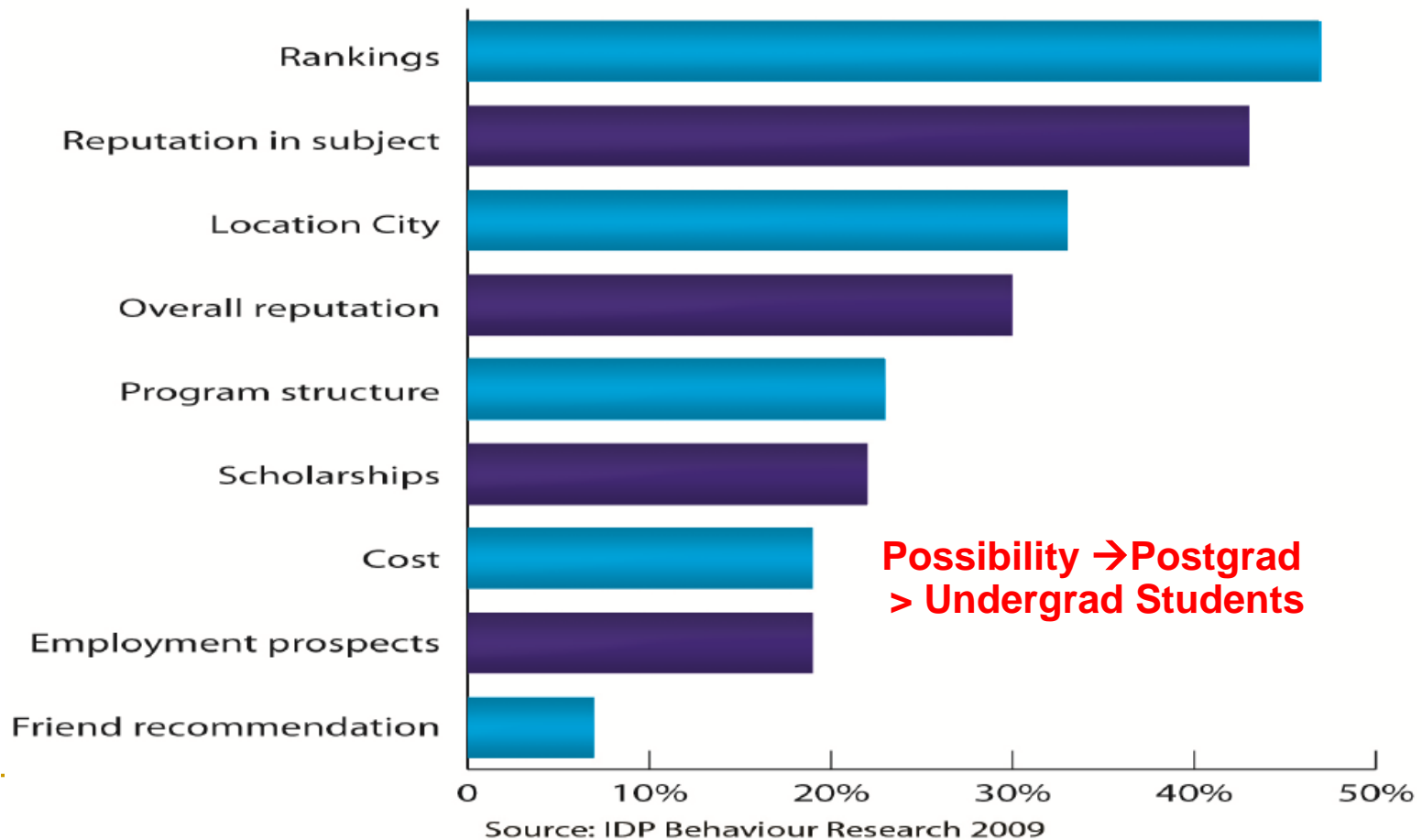
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Ranking as Branding & Value



**MAHIDOL
UNIVERSITY**
Wisdom of the Land

International Students: Most important factors in choice of institution



Benefits of Rankings



**MAHIDOL
UNIVERSITY**
Wisdom of the Land



Toward World Class University To be in the World Ranking

- Founded in 1888
- 33 faculties
- total faculty staffs 4,000
- total personnel 34,000
- total students 29,000
- publications in SCOPUS 2,500/yr
- field-weighted citations 1.1



**Mahidol
University**
Wisdom of the Land



**Thailand Research
University**
Present
(2017)



**Mahidol
University**
Wisdom of the Land



**ASEAN Research
University**
2025



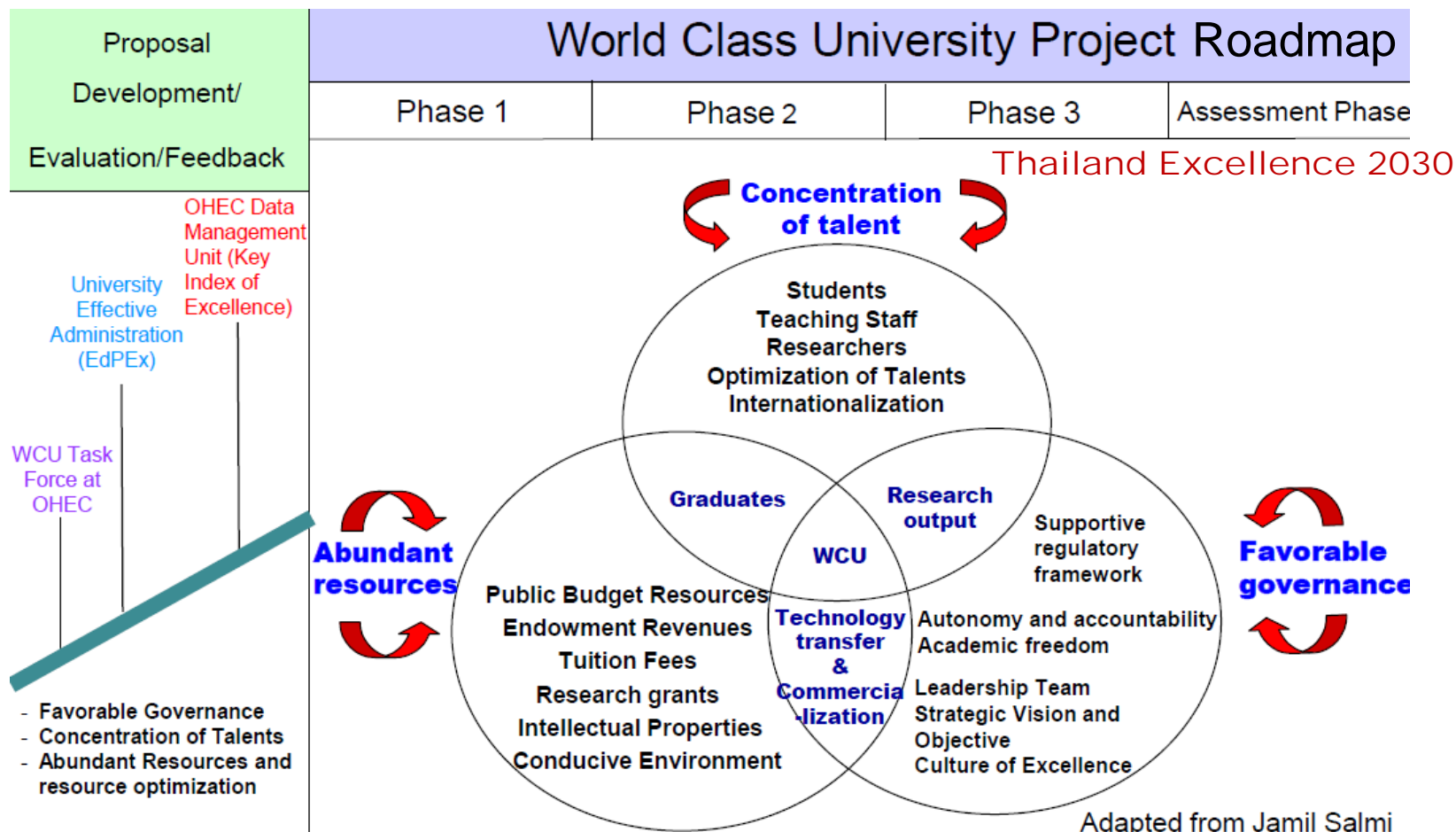
**Mahidol
University**
Wisdom of the Land



**World-class
Research University**



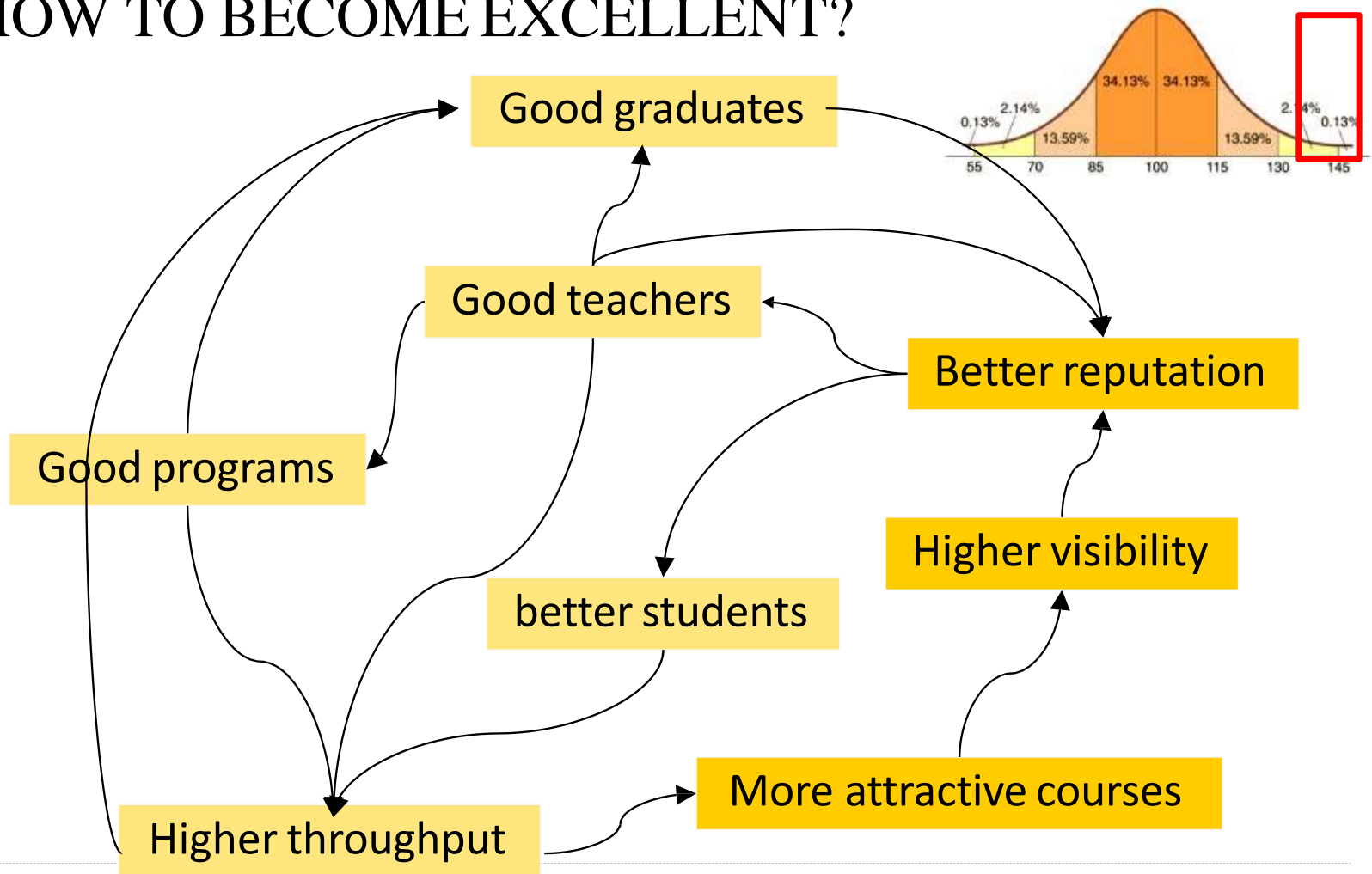
2030



Adapted from Jamil Salmi

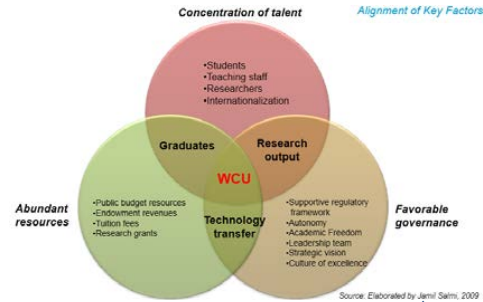
2558 Fiscal Year 250 million baht	2558-2562 Fiscal Year (2015-19)	2563-2567 Fiscal Year (2020-24)	2568-2572 Fiscal Year (2025-29)	2573 Fiscal Year (2030)
University Project Strategy Development and Revision	Projects start			
Action and Business Plan	Interim Assessment	Project Performance Monitoring Committee	Project Feedback	
Project Assessment by OHEC Committee	Matching Fund from University	Internationalization		
	OHEC Office of University Database			
Project Approval	National University Ranking System			
	International Joint and Dual Degree Programs			
	University Consortium	University-Public Private Partnership		End-of the-project Assessment & Evaluation

HOW TO BECOME EXCELLENT?

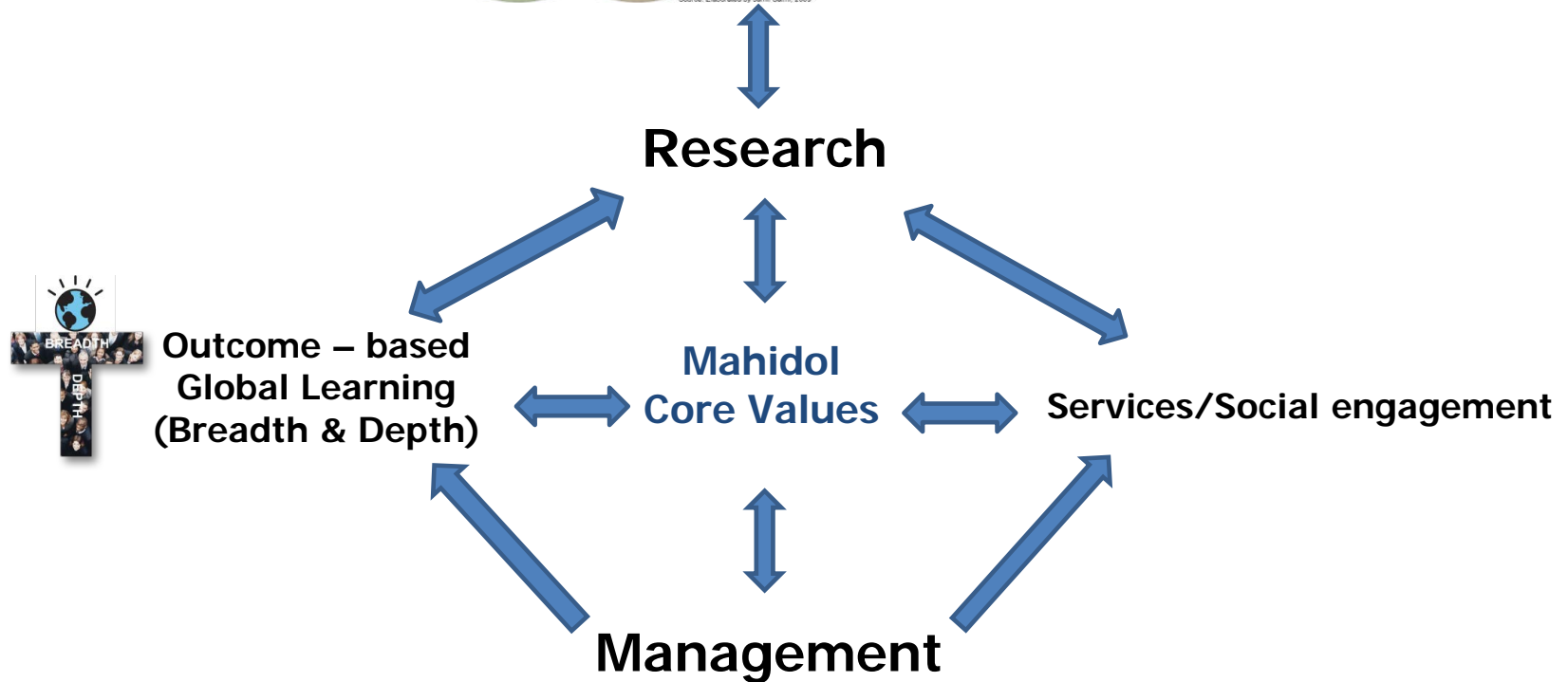


Source: Daniel Reboj, IREG seminar Maribor, 2015

World Class University



SDG 3,16,17



Strategic functional framework for Mahidol University

University Ranking



Mahidol University
is determined to be a wcu



90th in Asia and 1st in Thailand (2016-2017)
501-600 in World

THE BRICS & Emerging Economies Rankings 2016

- **52nd in Top 300 - 1st in Thailand**



61st in Asia, 2nd in Thailand (2016-2017)



283rd in the World, 2nd in Thailand (2016 – 2017)



1st in Thailand (2016, Top 50 – 200)
Medicine, Pharmacy & Pharmacology, Nursing, Law, Sociology



529th in Top 750 - 1st in Thailand (2017)
Top100 in Microbiology (87th) and Immunology (86th)

*The Performance Rankings of Scientific Papers for World Universities
2016 (HEEACT): 477th in World - 1st in Thailand (Only one Thai university)*

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Disruptive and Convergence



APPLE > Computer

Smartphone

Watch

Car

?

Google!



ANDROID



Google GLASS



Google

GOOGLE > Search Engine / Operating System

Electric Appliance

Car

?

nike



NIKE > Sportshoe / Sportwear

Sport + Healthcare

Healthcare

?



GE > Light Bulb

Electric Appliances

Heavy Industries / Aerospace

Healthcare

?



Civilization and Education



Critical Thinking,
Debate
Philosophy

Education 0.0

Platonic Academy

e.g.
Taxila, Nalanda



Teaching,
Catechism
Social Sciences

Education 1.0

Cathedral School,
Religious Institution

e.g.
Cambridge, Oxford,
Harvard, Florence



Teaching &
Research

Social & Natural Sciences

Education 2.0

Public University,
Polytechnics

e.g.
MIT, TokyoTech,
Tokyo Uni.,
Chulalongkorn



**Innovation &
Outreach &
Entrepreneurial
Interdisciplinary**

Education 3.0

"New Model of
Higher Education"

e.g.
UNIST, OIST, KAIST,
VISTEC

600 B.C. to 1200 A.D.

Pre-
Religious
ปรัชญานิยม

1200-1950 A.D.

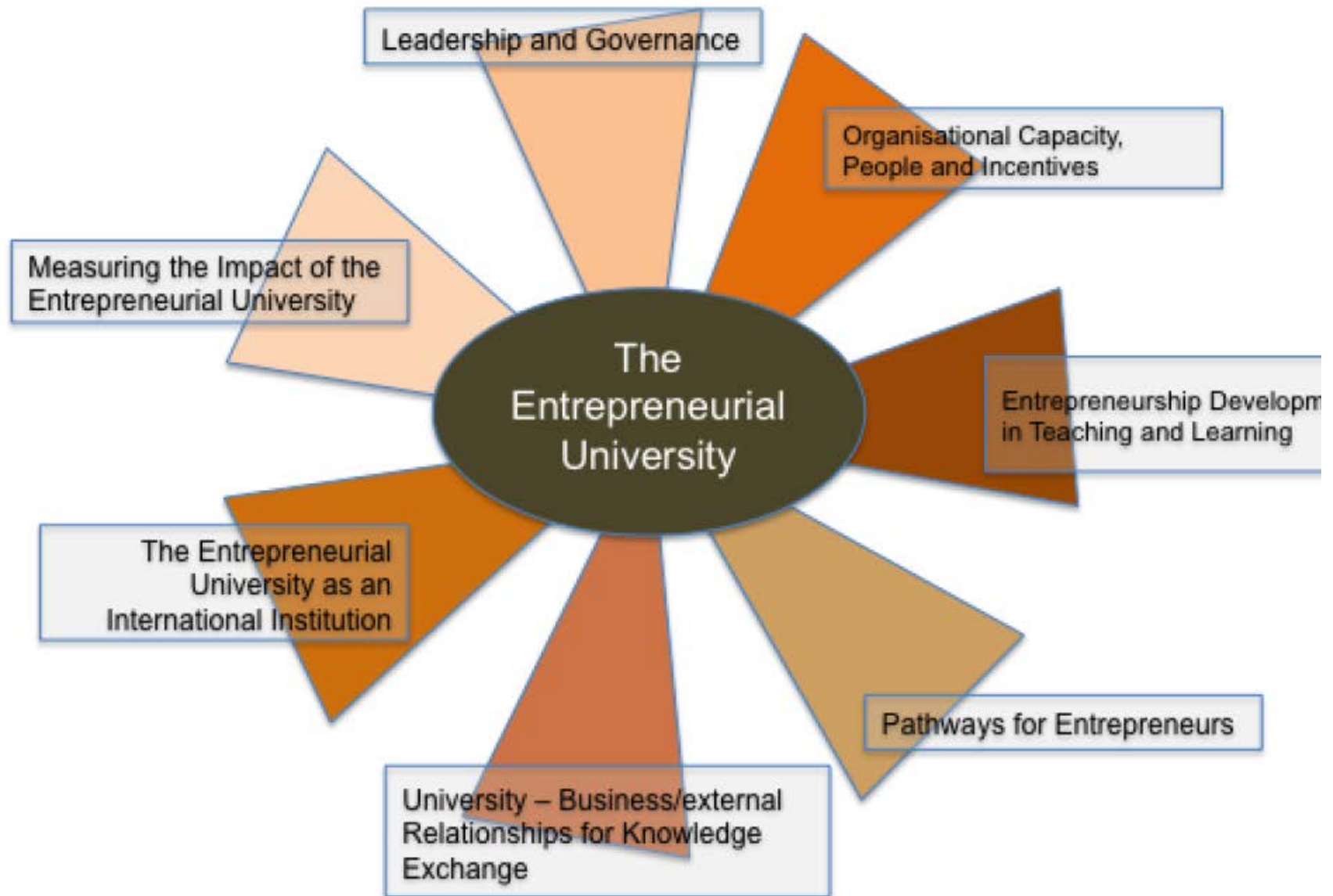
Religious
จิตนิยม

1950-2000 A.D.

Industrial Revolution
วัตถุนิยม

2000 A.D.

Knowledge base society
ปัจเจกนิยม



Employability

- To find a solution for the education leaders to produce graduates with the right competencies to satisfy the labor market
- To focus on how education sector will join hand with industries to deliver the right skills for the students as well as the study and work balance in order to design the right curriculum for the future

Employability: Three main points

- High quality education, especially digital skills, needs to match skills that labor market needs
- PPP is a key to reform employability skills
- Students must focus on emerging sectors and develop soft skills such as creativity, problem solving and empathy in parallel



Employability in a World Today

- Faced a problem of youth unemployment of 73 million despite 30 million is looking for jobs and 8 million jobs left vacant each year
- The reason is there is a mismatch in skill forces (digital and soft skill gap) and mismatch in talents
- It is estimated that 6 out of 10 youngsters will work in job that is not exist today
- Number of jobs will be created to serve the aging trend,....
- Number of jobs will be on robotics, green energy, healthcare informatics and nuclear/nano technology which will be a threat as they require high-skill workers

Employability in a World Today

- Demography:
 - We will have shortfall of students and workers in different countries but in some countries like India, there will be plenty
 - the world needs openness of nations to accommodate an increase in mobility
- Sociology: we need to adapt fostering mobility and diversity because in labor market, GEN X/Y is now 76%, GEN Z is 16% and Baby Boomer accounts for only 8%



Recommendation for Students: Focus on emerging sectors, soft-skills and mobility

- Capitalize on the opportunities of the global economy
 - Focus on STEM, healthcare and creative disciplines
 - Skill up for the digital age
 - Search for work experiences
 - Search for international experiences
 - Focus on multilingualism
 - Nurture international network

Recommendation for Education System: Alignment with business and focus on new skills

- Evolution needs:
 - Enhance corporation and alignment with business
 - Direct students toward the fastest developing sectors
 - Focus on digital skills
 - Focus on development of specific human skills
 - Foster development of soft-skills and experience internship/apprenticeship schemes
 - Foster international mobility
 - Focus on multilingualism



Recommendation for Regulators (Government)

- Education system reform, simple labor markets and private-public cooperation
- Demographic and skill storage
 - Education reform to develop employable skills and match business needs, apprenticeship model
 - Promotion of STEM careers and disciplines
 - Cooperation with private parties
 - Boost openness
- Economic growth and job creation
 - Simplify labor regulation
 - Reduce taxes on labor
 - Develop knowledge hubs



Recommendation for Organization

- Lifelong learning, inclusive and diverse flexibility
- Global competitiveness and economic instability
 - Contingent workforce based on economy and life cycle
 - Foster mobility
 - Investment in technology and hyper-connectivity



Four issues of concern for employability

- Candidate Values: Organizational Culture is important
- Soft Skills: Intercommunication, Ethics and Risk Management
- Cross Cultural Skill
- Language: Good Command of English



Which of the following skills and experiences are the most predictive of a graduate's employability? 新卒者にどのようなスキルを求めているか？

(From 3,450 International companies)

Professional experience 仕事の経験

High degree of specialization 専門の各位証書を持っている

Proficiency in at least 2 languages 最低2ヶ国語ができる

Extra-curricular activities サークル、部活動など

Excellent academic record いい成績

Graduation from a top university 優秀な大学から卒業した

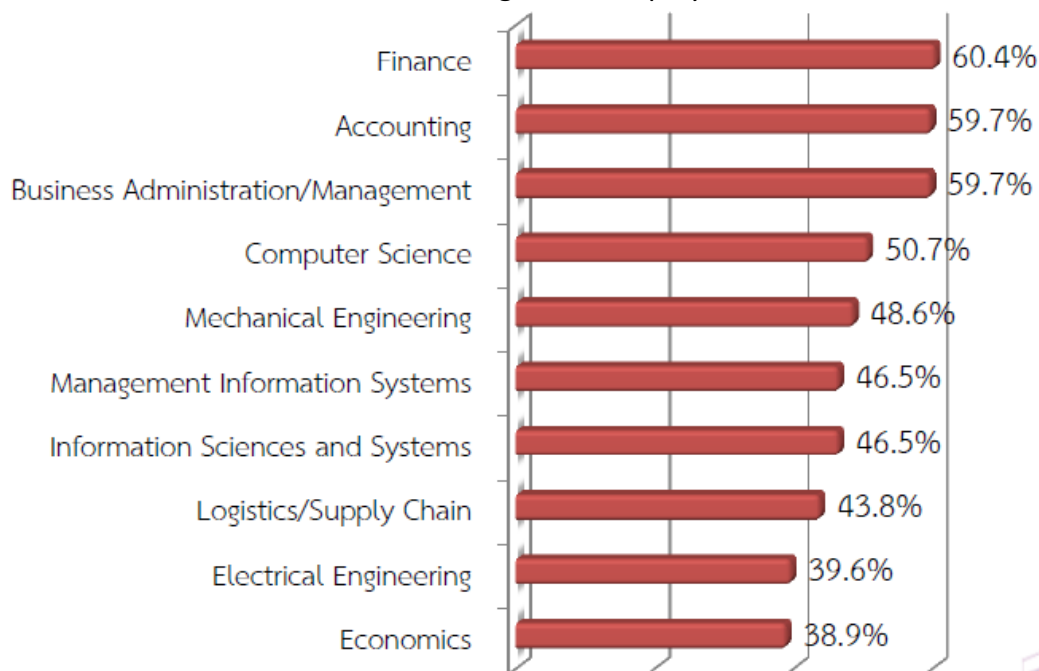
← Less important
あまり必要ない

Very important
非常に必要 →

Top Degrees for Getting Hired 2017

% of NACE Employers Members Willing to Hire

National Association of Colleges and Employers, N=169, Con Edison, Sears, Pfizer, etc.



Karsten Strauss. "Top Degrees For Getting Hired In 2017." [Online]. Available at:
<https://www.forbes.com/sites/karstenstrauss/2016/11/23/top-degrees-for-getting-hired-in-2017/#7d69cae2634a>

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Main Strategies

Differentiation through:

- Excellence... Research-led
- All curriculum should be relevant, active and blended approaches with less content-based and be student-centered
- Innovation & Leadership
- Students' Experiences and Entrepreneurship
- Partnerships (both national and international)- increase in **quality** and **impact**
- Academic Mobility and Internationalization



Student-centered Learning 学生を中心として教育する

Learning is
personalized
学生に似合うため、
教育を行われる

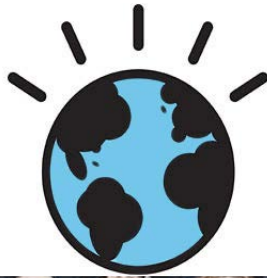
Learning is
competency-based
学生に似合うため、
教育を行われる

Learning happens
anytime, anywhere
いつでもどこでも、
学べる

Students take
ownership
学生
が所有権を握る

T-shaped, Global Professionals

breadth & depth

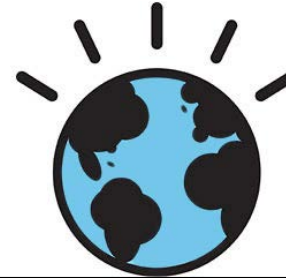


BREADTH



DEPTH

*Nurture students
to be capable of
corresponding
with globalization*



21st Century Liberal Education

(analytical skills, effective communications, practical intelligence, problem solving, ethical judgment & social responsibility)

Professional Education

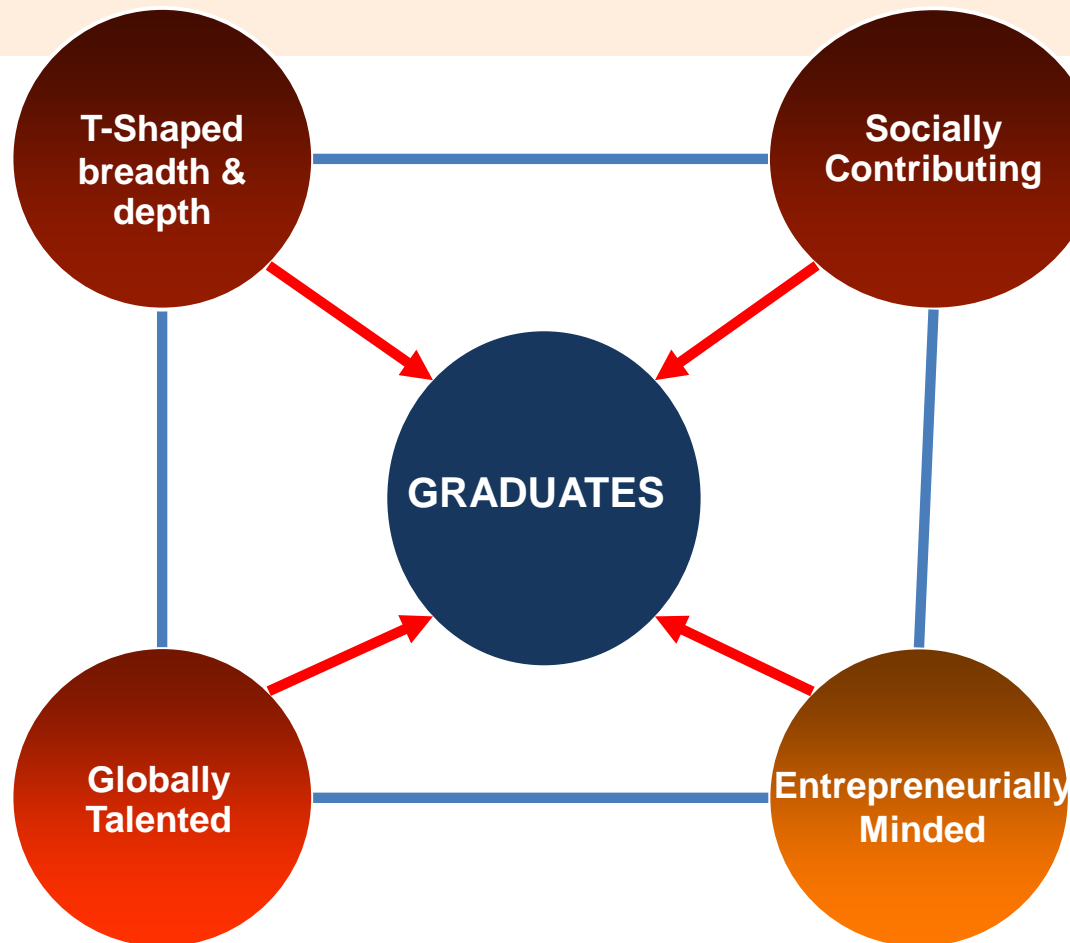
Deep in one discipline



MAHIDOL UNIVERSITY
Wisdom of the Land

Adapted from IBM

Next Generation Graduates





Sample Successful Models of Higher Education Institutions who Overcome the Challenges

Making core characteristics manifest in the education of all students.

- **Agnes Scott College** redesigned its curriculum and co-curriculum and has positioned the college as one “for women who want to become leaders in an increasingly global society.”

Diversify to attract new student populations.

- **Kettering University** (formerly the General Motors Institute) launched the Kettering Global Initiative offering online, on-campus and hybrid continuing education courses, integrated the humanities, social sciences and the creative arts into its STEM and management programs by creating a new College of Sciences and Liberal Arts.

Focus on innovation.

- **Lynn University** has placed all course materials for its Great Books Core Curriculum on iPads and saved students 90% of the cost of textbooks.

Rethinking the institutional mission.

- **Iowa Wesleyan University** abolished half of its 32 majors in such areas as philosophy of religion, history, general studies/liberal arts, sociology and pre-law despite its 173-year history as a liberal arts college. Now the university concentrates on business, education and nursing and number of class enrollment has jumped 150% in two years.

Susan Resneck Pierce. “Hope and Denial are Not Strategies.” [Online]. Available at: <https://www.insidehighered.com/views/2017/01/31/how-colleges-should-rethink-their-strategic-planning-processes-essay>



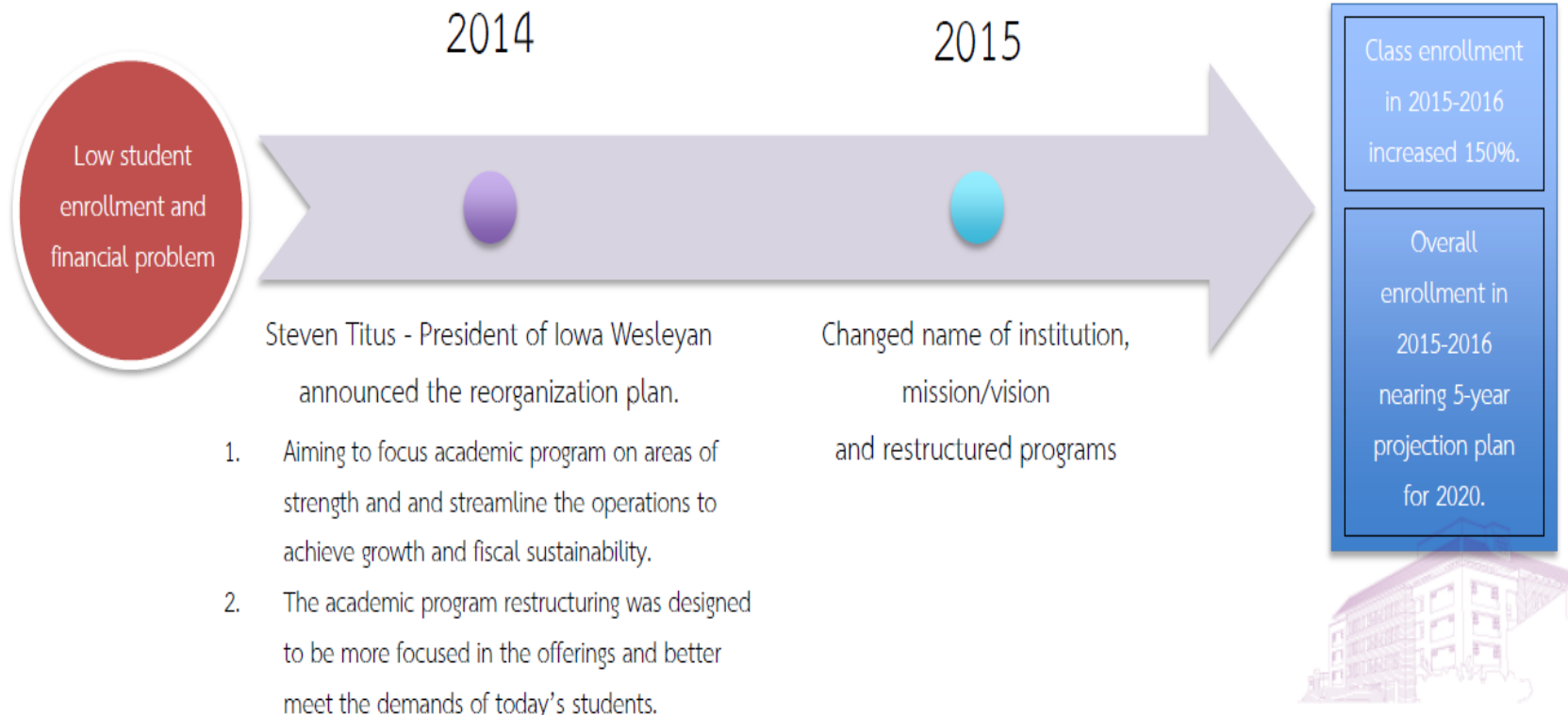
Case of Iowa Wesleyan University

173-year history
as a liberal arts college.

Iowa's first co-educational
institution of higher learning

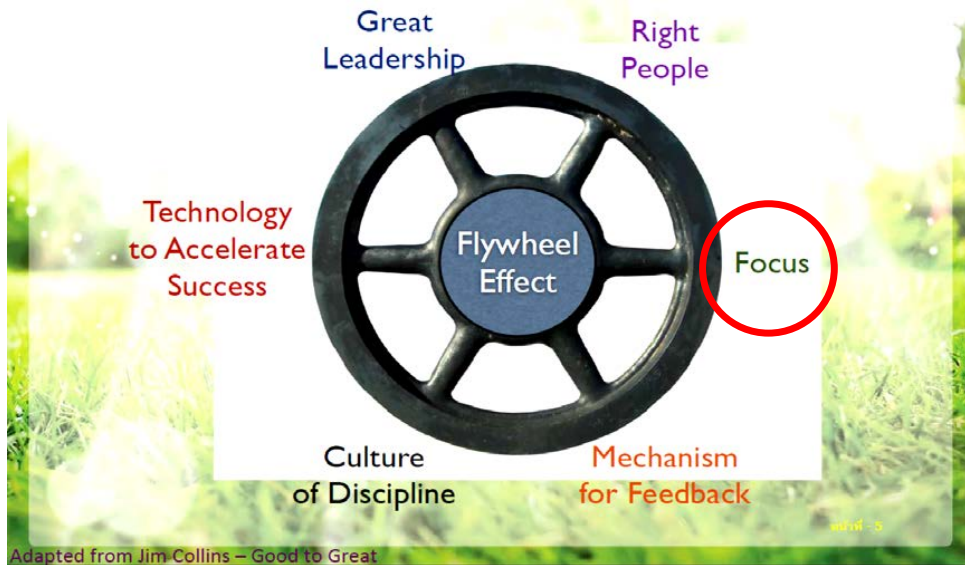
Ranked #60 in Regional
Colleges Midwest in 2017

Former name was
Iowa Wesleyan College



“Sustainable World Class University”

7 Elements of Sustainable Success



FOCUS FOCUS

*.....With limited resources and
less support from Government.....*



“We need to **“integrate”** more”
with the emphasis of “more unity”

And....

Make Use of Our Strength



Mahidol University
Wisdom of the Land

どうも 有難う 御座います

โด-โมะ อะ-ริ-กา-โต โกะ-ชะ-อิ-มัด

Arigatou Gozaimashita

