ANNUAL FACULTY SEMINAR

JOHN XXIII CONFERENCE CENTRE
BANG NA CAMPUS
MAY 22, 2006.

The above important seminar was organised by the University on May 22 with the proceedings starting from 8.00 hrs. and concluding with a cocktail reception at 19.00 hrs. The following lecture topics were the highlights of the sessions.

1. Opening Remarks by President Emeritus Dr. P. Martin Komolmas
2. University Report and Directions by President Dr. Bancha Saenghiran
3. University in the Era of Knowledge Economy by Prof. Dr. Said Irandoust, President, Asian Institute of Technology
4. University in the Era of Knowledge Economy by Dr. Ediberto C. de Jesus, Director, SEAMEO
5. Strategic Planning and Development by Dr. Visith Srivichai-ratana, V.P. Academic Affairs
6. Information Technology and Assumption University by Prof. Dr. Srisakdi Charnnonman

Following the meeting and discussions on May 22, the University arranged a holiday trip to Novotel Tipviman Resort and Spa, Cha-Am, Phetchaburi and a large number of lecturers and professors opted to join the excursion on May 23 and 24, 2006.
A REVIEW OF PROGRAMS
AND ACTIVITIES
BY PRESIDENT
DR. BANCHAI SAENGHIRAN

A.U. is proud of the success of research conducted by Dr. Chudechai Cheotrukul, Dean of the Faculty of Biotechnology which resulted in the issue of a patent for production of Rice Milk which can be used in the food programme for school children. In the past the programme has cost the Thai government something like 7,000 million Baht annually and this patent is expected to effect substantial savings and also bring about hefty profits to concerned parties.

Arrangements exist for faculty and student exchange under the Greater Mekong Subregion Project and Assumption University has accepted 2 instructors and 1 student from Vietnam for training and study here. Dr. Jakarin Srimoon has been invited to teach at two Vietnamese universities on a reciprocal basis.

A new Innovation, Creativity and Enterprise Centre (ICE) has been established and its main purpose is to provide focus on research and consultancy services in educational and business fields especially to meet the needs of Small and Medium Enterprises (SMEs) and micro business sectors. The Centre is located on our City Campus at Emporium Tower and its management entrusted to a special committee to oversee its operations.

The National Council for Graduate Entrepreneurial Enterprise (NGCE) from England has sponsored a study through Assumption University with Dr. Vindhai Coerkul as director of this program. The NGCE believes that higher education institutions play a significant role in the development of entrepreneurial attitudes, aspirations and capabilities in students and that such qualities are essential for graduates in preparing for their careers and employment including self-employment. Dr. Vindhai is making a study of good practices in entrepreneurship development in higher education institutions in the South East Asia region, under a joint programme with NGCE.

The Summit of the Presidents of the Universities of the World is to be held in Bangkok at Queen Sirikit National Convention Centre during July 19-22, 2006.

The 22nd General Assembly of the International Federation of Catholic Universities is scheduled for July 31-August 4, 2006 and the venue of this conference is the Bang Na campus of Assumption University.

The Summer and Winter Olympic Games (Universiade) is to be staged in Thailand between August 8-18, 2007 and two events viz “Water Polo” and “Volley Ball” will be organised at Bang Na campus. We are therefore trying to complete the upgrading of our international standard swimming pools to be ready for these competitions.

The “World Debate for University Students” will be hosted by Assumption University in 2008 and all preparations are being made to meet the dateline.

There will be the 60th anniversary celebrations of our King’s accession to the throne beginning on June 9 at the Gymnasium of Bang Na under the auspices of the Catholic Education Council with subsequent activities culminating in the birthday festivities on December 5, 2007. The St. Gabriel’s Foundation has set the target of a 10 million Baht contribution to the Royal Development Projects including one million Baht donation from A.U. for which the fund-raising campaign from faculty, staff, students, alumni and families will be launched soon.

In conclusion Dr. Banchai affirmed that he had arranged presentations by lecturers from various faculties and department so that we are aware of what the University is doing and he outlined the following points and issues.

1. In terms of infrastructure, there are 3 phases, first the basic requirements of teaching and learning, second, the supporting facilities and third, to enhance the life and work of the people employed on campus. In academic area, we are not only trying to modernise and update curriculum but to make innovations and changes so that they are more attractive and acceptable and submit to the Commission on Higher Education through the University Council. In doing this we must be mindful of priorities and datelines.

2. We have new facilities and programs such as College of Internet Distance Education (CIDE) to provide opportunities to all people to learn and educate themselves—even our drivers and janitors now possess degrees in law or administration.

3. We must expand research to cover all disciplines and meet the needs and demands of business and industrial sectors. For this purpose the services of ABAC Poll and RIAU should be utilised as they have necessary facilities and experience.

4. In view of the globalisation process we must have more exchange of students and enable them to visit foreign universities to widen their views and perspectives.

5. There is need for greater use of technology-teachers and students must operate computers and the internet more often. If hardware, software remain unused large investments are wasted and the machines turn obsolete in a few years.

6. Regarding entrepreneurship, all our programs are management based to support the spirit of initiative and enterprise. Government wants all higher education institutions to be self-sustaining so we must find ways and means to operate on our own resources without depending on outside support.

7. Quality assurance principles must be part and parcel of our daily activities and our life. There must be improvement in our routines and in our systems based on SAR and the result of our work, our programs should show success and progress quantitatively as well as qualitatively. Moving forward and achieving goals are good and desirable but we must also stabilise and consolidate our gains and our position.
GRADUATE SCHOOL OF BUSINESS

GOVERNOR OF BANK OF THAILAND AT HORIZONS NIGHT.

H.E.M.R.Pridiyathorn Devakula accepted the invitation to attend the 21st anniversary of the Graduate School of Business held at Shangri-La Hotel on May 19, 2006 and the following is the essence of his keynote speech delivered on the occasion.

The Governor expressed his warmest congratulations to the Assumption University for the long years of service in producing many qualified graduates for the country, thus contributing to Thailand's development in a very competitive global environment. He explained that as our economy developed we were influenced more and more by Western values and ways of thinking which has inevitably led to various changes in our behavior and way of life.

He first singled out the example of undesirable expansion in credit card businesses which could be potentially harmful to Thai society if not supervised appropriately. Since November 2002, Bank of Thailand has issued circulars to regulate the provision of credit card services. A minimum income requirement of B15,000 was set and interest rate was capped at 18% per annum. In April 2004 regulations were revised to raise the minimum repayment rate from 5% to 10% and the term of repayment shortened from 20 to 10 months. These measures resulted in the decline in the growth rate of credit card outstandings from 40% to 17%.

The Central Bank Governor next referred to the phenomenon of personal loans granted by some local banks, branches of foreign banks, credit card firms and certain non-bank companies.

While Thai commercial banks charged interest at between 12-24% per annum, foreign banks charged between 12-46% and foreign-owned non-bank companies charged even higher rate of 12-58%. He pointed out that only when the customers completed the debt repayment would they realize that for a loan of B10,000 repayable in monthly installments of B600, they would need up to eight years to settle the aggregate amount of debt with had ballooned from B10,000 to B57,600. Currently the Central Bank is closely monitoring the situation of these personal loans and will take appropriate action if further problems arise.

Next the Governor dealt with the obsession of 'size and growth' among Thai people. He said big businesses with large earnings and profits, with huge growth and expansion schemes were admired.

The younger generation placed importance on success measured by numbers and quantity rather than quality, value and merit. Even the government, which is supposed to be a role model, seem to be concerned only with high GDP growth rates, mega projects and rallies at stock market. All success factors are measured with increases in monetary value, or in other words an "only money matters" attitude is adopted. In such an environment, with growth and profit as key determinants of success, the business sector naturally strives to achieve...
the goals without regard to what is destroyed or lost along the way. Many tourist destinations are created at the expense of natural habitats and environments. Factories release polluted wastes creating adverse consequences for communities. Large retailers and franchises had proliferated eliminating mom and pop stores and other small businesses. It was explained that globalization should be welcomed where it enhances efficiency, reduce costs and improve competitiveness in the international arena but we should not allow large enterprises to destroy jobs and livelihoods of small businesses and disrupt local customs and ways of life.

The last item dealt with was the measure of economic development and prosperity. GDP is not the only measure for growth and many other criteria should be considered such as full employment, per capita income, rates of water accumulation in reservoirs, number of villages facing water shortages, increase/decrease in forested areas, oil dependency ratios of the industrial sector or teacher-to-student ratios etc. The speaker admitted that many of the ideas proposed might be difficult to put into practice but he believed that they are not impossible and that his dreams could be achieved in the future.

CHIMES OF GRATITUDE

ABAC President Mr. Wiwat Avasiriphongs presenting the gift of a wall clock to President Emeritus Dr. P. Martin Komolmas at the end of The 21st Anniversary Celebrations of The Graduate School of Business on May 19, 2006 at Shangri-La Hotel.

ORGANIZATION DEVELOPMENT THEME

President Dr. Bancha Saenghiran in a photo session with Associate Dean Dr. Kittiphothikkitti, Faculty and Students of the Organization Development Program during the 21st Anniversary Celebrations on May 19, 2006 at Shangri-La Hotel.
ACTIVITIES ON AND OFF CAMPUSES

Dr. Heinrich Geiger, Head of Asia Department, KAAD greeting President Emeritus on March 9 while V.P. Dr. Chavalit Meennuch looks on in Room SG 109 of Bang Na campus.

Professor Nguyen Duc Nghia, Vice President, National University of Ho Chi Minh City, Vietnam and his delegation holding talks with President Dr. Bancha Saenghiran in the V.I.P. Lounge on April 18.

Dr. Heinrich Geiger of KAAD, Germany holding discussions with President Emertus and senior officials regarding scholarship students supported by charitable institutions from Germany.

Professor Nguyen Van Luan, Dean, School of Business, National University of Ho Chi Minh City, Vietnam, on behalf of his group, presents a basket of gifts to President Dr. Bancha Saenghiran on April 18.

President Emeritus Dr. Pratip Martin Komolmas giving a briefing to officers of the Royal Thai Army War College during the group’s visit to Bang Na on March 16, 2006.

Vice President for Administrative Affairs Dr. Chavalit Meennuch handing over a token of appreciation to Major General Tharatorn Siriyaphan at the end of a lively meeting session.
ACTIVITIES ON AND OFF CAMPUS

Rev. Bro. Cyril Siriroj Viriyasirinmongkol with Fr. Paisam Anamwat and others after celebrating Mass at the 72nd birthday celebrations held at Chapel of St Louis Marie de Montfort on May 9, 2006.

Rev. Fr. Thepharat Pitisant celebrating Mass during the anniversary of Chapel of St. Louis Marie de Montfort at Bang Na campus on April 28, 2006.

A framed souvenir received from the Vatican being delivered by Bro. Sakda Kitcharan, Provincial Superior to Bro. Cyril Siriroj Viriyasirinmongkol during his birthday celebrations on May 9.

President Dr. Bancha Saenghiran giving a speech to welcome guests, faculty, and staff members during anniversary celebrations of the Chapel of St. Louis Marie de Montfort on April 28, 2006.

Bro. Cyril Siriroj Viriyasirinmongkol with President Dr. Bancha Saenghiran, Bro. Anupat Petchara-Yuttachai and others during birthday dinner function held at Montien Riverside Hotel on May 9.

Bro. Louis Philippe Guimont, faculty and staff members joining in the anniversary celebrations of Chapel of St. Louis Marie de Montfort on April 28, 2006.
Faculty of Education, organized a special lecture on 18th Feb. 2006 at the Hall of Fame, Hua Mak Campus. The theme of the lecture was “Technology Leapfrogging and the Singapore's Experience” with Prof. Goh Chor Boon, Associate Dean for International Programs, National Institute of Education, Singapore as the resource person. Prof. Methi Pianhananond, Dean Faculty of Education introduced the learned speaker and mentioned that Assumption University regularly invites eminent scholars to share their expertise and knowledge with the students and faculty with the aim of broadening the educational perspective of our students on multi-cultural and global aspects of education.

Prof. Goh has highlighted the lessons learned from the Singapore’s experience in science and technology for the newly industrializing countries in Southeast Asia. The first lesson is that for countries attempting to leapfrog technologically, the state and people must develop a national zeal to absorb and master modern technology. There must be a national consensus as to the purpose and priorities of development in science and technology. One of the main factors accounting for the rapid economic transformation of Japan, South Korea and Taiwan is the quick recognition of the decisive role of science and technology as a basic requirement for economic development. Japan aside, South Korea in particular and, to a lesser extent, Taiwan, this recognition was matched by aggressive implementation of science and technology policies to harness the benefits of technological change. Notwithstanding the high risks, South Korea pushed ahead to acquire sophisticated technologies and, at the same time, made extensive preparation to develop a culture suitable for the growth of an indigenous technological base. In the case of Taiwan, as early as the 1970s, the government started to lure back Taiwanese scientists and engineers from abroad and heavily supported the growth and spread of indigenous high-tech companies. Such strategies were similarly pursued by South Korea. The end results were startling. Both countries are now becoming more technologically innovative, focusing on originality rather than imitation and moving away from original equipment manufacturing to original design manufacturing.

Prof. Goh pointed that while South Korea and Taiwan were quick to explore appropriate science and technology policies to boost economic growth, it took Singapore nearly three decades since 1965 to introduce institutional changes for the implementation of a national science and technology development blueprint. But before the first state-led effort in the form of the National Technology Plan was introduced in 1991, policies relating to science and technology were, more often than not, made on an ad hoc basis. They were flawed with inconsistencies and lacked direction. Local firms were generally marginalized and had no commitment or understanding as to what were their actual roles in the government’s call for technological upgrading.

The second lesson that can be drawn from the Singapore experience is that developing countries must be prepared to pay a high price if foreign multinationals are encouraged by the state to dominate local research and development activities to the extent that indigenous firms become overly dependent on their willingness to transfer and diffuse knowledge and skill. As a late, latecomer to the industrialization process, Singapore had attempted to short-circuit the climb towards technological upgrading of its manufacturing sector by adopting a model which made use of multinational corporations to transfer and diffuse technological know-how. The city-state is a haven to foreign-based MNCs. However, as a vital com-
ponent of the state's industrial policy, the role of the MNCs was more "economic focus" rather than "technological focus", that is, their presence was sought chiefly to sustain an economically healthy and competitive manufacturing sector. Instances of high level technology transfer and diffusion to local firms were not extensive. In any case, in-house R&D activities of the MNCs were geared more towards developing, improving or even repackaging of products and processes rather than creating any major breakthrough in techno-industrial innovations.

However, the desire to induce technologies could hardly be separated from the urge to acquire the latest, most productive and most sophisticated ones. But advance technologies more often than not were developed by highly advanced countries with their own factor endowment. Besides the danger of "inappropriateness" the importation of expensive and latest technologies by local firms do not also ensure greater competitiveness. This strategy was effectively adopted by Japan and South Korea - and now keenly emulated by Taiwan - in the attempt to leapfrog technologically. This was because, besides other factors, both countries possess the culture and the indigenous expertise to sustain technological advancement. They have illustrated that it takes a long gestation period before a certain degree of technological self-sufficiency could be achieved. This usually takes the form of an established indigenous technological base and a culture that could produce and sustain technological innovations. In Singapore, technological accumulation of foreign technology was not complemented by a rapid deepening of indigenous science and technology capability.

The experience of Singapore has shown that a country attempting to close the technological gap through the auspices of MNCs must, at the same time, institute long-term policies and strategies to develop its own development of indigenous technological innovations.

The third lesson is that technological leapfrogging, with the ultimate objective of achieving some degree of technological self-reliance or autonomy, must be accomplished largely through the effort of native scientists and engineers. This is because only members of the country concerned can adapt and disseminate a foreign technology to their country's social and cultural heritage. The Singapore's experience has shown that attracting foreign scientists and researchers to achieve technological excellence is not a fool-proof strategy to create a research culture. At best, this can only be a stopgap measure to make up for the lack of critical mass of scientists and research engineers; the eventual aim must still be the development of a large pool of local researchers. A conducive environment for research and appropriate intrinsic and extrinsic rewards and recognition for researchers are very important elements of a technology policy culture. They could serve to inspire and commit science and engineering graduates to take up careers in research and development.

The final lesson of Singapore's experience in technological leapfrogging is the need to recognise historical continuities and change, especially in terms of the society's economic history. Singapore's greatest strengths which could sustain her future economic development lie in the uncorrupted and stable political climate, the deep desire of the Government and people to make money so as to survive and succeed, the efficiency of the bureaucratic machinery in establishing guanxi and meeting the needs of the business community, and the management and interpersonal skills of businessmen to create business connections and to regulate and motivate a disciplined workforce. More significant, however, is the fact that these intangible assets are not created in recent years; they are deeply rooted in the historical development of Singapore as a trading and brokerage centre in South East Asia. In view of the cultural heritage, the
In the final analysis, Singapore's experience in technological leapfrogging stops short of producing an indigenous technological base. Whether the country can achieve a successful transition from a stage of tinkering with gadgets to genuine innovation and creation of technology is left to be seen. However, this creative adaptation of imported technologies could only take place within a cultural context of a technologically innovative society. There must be a clear match between the government's science and technology policies and the people's attitudes, values and beliefs. The overarching vision is that the productive and efficient utilization of science and technology is considered central to the economic development of the city-state. It is also an inescapable fact that, given the comparative advantages of geographical location, political stability and excellent infrastructure, Singapore's prosperity is basically due to its performance as the region's most advanced trading, servicing and brokerage center. Indeed, its historical role has not changed drastically; only new technology is used to give it a new and uplifted dimension.

Contributed by
Dr. K. Pushpanadham
A letter of invitation from Dr. Thomas J. Lasley, Dean of School of Education and Allied Professions, University of Dayton enabled our students in educational leadership to attend and participate in an International Doctoral Students Seminar during February 11-18, 2006. The students would come in contact with well-established doctoral programs in Educational Leadership at the University of Dayton and interact with both their professors and students during the Winter Term 2005-2006.

The specific objectives of the program were:

1. To share the Ph.D. program in Educational Leadership of University of Dayton with the doctoral students of Assumption University.
2. To expand the horizon of doctoral students about their dissertation research and the field of education leadership.
3. To familiarize the doctoral students with contemporary issues within USA schools and the role of leadership while dealing with these issues.
4. To provide experience of working in the University of Dayton and absorbing its spirit of professionalism and sense of community involvement.

The Coordinator of this International Doctoral Students Seminar was Dr. Thomas Oldenski, who has taught Educational Leadership subjects as a visiting professor in the Faculty of Education, Assumption University.

After a 26-hour flight from Bangkok to Dayton, the doctoral students arrived on the 11th February and were transported to their respective guest houses by Bro. Tom Oldenski and readings for classes were provided as follows:

1. Organization Theory (Professors Kowalski and Ms. Norma)
2. Quantitative Research and Statistics (Professor Dr. Carolyn Ridenour)
3. Politics of Educational Leadership (Professor Philip)
4. Curriculum Evaluation and Instruction (Prof. Dr. Tom Oldenski)

Arrangements were made to visit the Office of International Students; Teaching and Learning Center; University of Dayton Library; School of Education Office, 6 schools, both private and public including the Dayton Early College Academy; Bombeck Family Learning Center; Resurrection Catholic Elementary School; Chaminade-Julienne Catholic High School; Miamisburg School District Public Elementary and Public High Schools.

Dr. Daniel Curran, President of the University and Mrs. Curran hosted a lunch reception on the 12th at their house for the doctoral students and it was attended by Dr. Lasley, Dean of School of Education and Allied Professions, and the Provost. During and after dinner, there were many exchanges of educational interest on both sides.

On February 13, the Admissions Office arranged a university tour. The campus and buildings gave a feeling of academic atmosphere and splendor and information was given about university admission procedures both for local and international students.

On February 14, the group visited Dayton Early College Academy where explanation was given on academy management and students taught not only academic subjects but also about life where teachers give guidance, support and love while constantly monitoring them until they became successful in their studies. Later, The Early Childhood Center was visited and this kindergarten school was equipped with modern furniture and educational toys and appropriate facilities for toddlers and preschoolers.

In the afternoon of 14 February, the doctoral students attended two classes of Organizational Theory by Dr. Kowalski and Quantitative Research and Statistics by
Dr. Carolyn Ridenour. These two classes were also attended by DU students from the educational and other allied fields, and healthy discussions took place regarding the subject matter.

On 15th February, the group visited the National Air Force Museum of USA which houses the old and new aircrafts used by the United States. In the afternoon, a class on Politics of Educational Leadership by Professor Philip was given where many questions about educational policies in Thailand were asked and answered by Dr. Athipat and the visiting students.

The next venue on 16th was the Resurrection Catholic Elementary School where most of the students come from African American families and is subsidized by Bill Gates Foundation. The children seemed happy and the principal and teachers well-loved. The children sang gospel songs for the visiting group. The group then proceeded to Chaminade-Julienne Catholic School which was a well-equipped and managed school teaching not only on academic subject but providing personal counseling as well. Parents are invited to the school's counseling center to follow up on their children's academic progress.

On the afternoon of 16th, we attended Bro. Tom Oldensky's class on Curriculum Evaluation and Instruction. A video clip of Assumption University and the Faculty of Education was shown to the DU students. The class was a mixture of young and old students, retirees taking Ph.D. courses and others taking the course for licensure purposes and other Master degree students.

The topic of the presentation focused on the legitimacy of evaluating a school's curriculum based on the outcome of a standardized test. Most students argued that evaluation of a school's performance should not be based entirely on the results of the test (cognitive skill) without taking into consideration the other aspects of school improvements such as overall performance of school, progress made by students and improvement of effective skills apparent in positive student and teacher relationship.

The last schools visited were the government schools in the Maimisburg District-The Public Maimisburg Elementary and the High School. Here the students were taught how to resolve conflict, have discipline, ethics and moral values. Classrooms were visited and students were interviewed.

Participating in the classes gave the group a chance to show that Assumption University Ph.D. students in Educational Leadership are on par with their counterparts at Dayton University and this is supported by how active participation in class discussions took place. The professors commented positively about the group and appreciated their taking part actively in the discussions by raising important questions.

The outstanding feature of all schools visited is that students in all these schools were already taught creative thinking, analysis, discipline, moral values and independence. Learning is facilitated by the academically stimulating environment.

The seminar trip can be called successful because all objectives were achieved. This was not only because everyone in the group was very cooperative and responsible. On March 4, 2006 a presentation of the trip to Dayton was given by the doctoral group and each member explained every stage of the visit by showing video clips to the audience comprising of faculty members, graduate and undergraduate students. An exhibition was also held in the Faculty of Education Lounge showing photographs and literature about Dayton University and all the places visited and classes attended there. For the visiting students, it can be said that this seminar was not just an ordinary field trip but an educational experience which will be remembered fondly and frequently during their lifetime.

Reported by Dulcie Khin Ngwe Phyu
THE FOREIGN MINISTER OF THE REPUBLIC OF CHILE VISITS BANG NA CAMPUS

The Foreign Minister of Chile, H.E. Mr. Ignacio Walker visited Bang Na campus on January 20, 2006 to deliver an address to the students on the topic: "Chile and the Asia Pacific." The Minister was on a whirlwind visit to Thailand to study the feasibility of initiating FTA talks with Thailand.

Addressing the students at the John XXIII International Conference Center, the distinguished visitor spoke about the transforming landscape of Latin American economies at the threshold of new leadership initiatives in trade and industry. The time is right, the Minister said, for the Asia Pacific region to explore possibilities of trade, tourism, and exchanges in other fields, including education and culture. Thailand and Chile as trade partners could sign an FTA and set the trend for cooperation.

The visit of the Foreign Minister of Chile drew the participation of Ambassadors and diplomatic representatives from the Ibero-American countries and Spain and Portugal. Also attending the event was Dr. Sutharn Valaisathien, (a Gabrielite alumnus) the Honorary Consul of Chile in Thailand. The Royal Thai Ministry of Foreign Affairs was represented by Mrs. Vimol Kidchop, the Director General of the Department of International Economic Affairs who has since been assigned to Chile, as our new Ambassador there.

The memorable visit by the Chilean Foreign Minister and the group of ambassadors concluded with a tour of the Chapel of St. Louis Marie De Montfort.

Reported by
A. Glen V. Chatelier
President of Dayton University Dr. Daniel Curran warmly greets President Emeritus Dr. Prathip Martin Komolmas during his visit to Hua Mak on February 20, 2006.

His Excellency Dr. Baloğh, Ambassador of Hungary greeting President Emeritus Dr. Prathip Martin Komolmas during his visit to Bang Na on February 20, 2006.

President Dr. Daniel Curran holding discussions with President Emeritus Dr. Prathip Martin Komolmas, Dr. Methi Pilanthanarond and Mr. Glen V. Chatelier at VIP lounge on February 20, 2006.

President Emeritus Dr. Prathip Martin Komolmas conducting tour of inspection for the visiting group led by H.E. Dr. Balogh at Bang Na on February 20, 2006.

A souvenir being presented to President Dr. Daniel Curran by President Emeritus Dr. Prathip Martin Komolmas after his tour of inspection of Hua Mak on February 20.

His Excellency Dr. Balogh, Ambassador of Hungary and entourage seen in a commemorative photo with administrators and senior executives at Bang Na on February 20.
A fruitful discussion being held between officials of Xiamen University and Assumption University on matters of mutual academic interest at the Komutwana, CL, Bang Na campus.

President Emeritus Dr. P. Martin Komolmas in a photo session with faculty members of Dayton University who visited Hua Mak and Bang Na campuses on a group tour on April 18.

Vice President for Academic Affairs of Xiamen University, China led a delegation from his university for discussions on matters of mutual interest with the President and officials of A.U.

The visiting group from Dayton University, Ohio, U.S.A. in Room 9, 2nd floor of Srisakdi I.T. Building with Director Glen V. Chatelier during visit to Bang Na campus.

President Dr. Bro. Bancha Saenghiran handing over a token of appreciation to the Vice President for Academic Affairs, Xiamen University who visited A.U. for discussion on cooperation.

A commemorative photo of lecturers and professors from Dayton University, Ohio taken in front of the C.L. Building at the end of their inspection tour on April 18.
AU CONSOLIDATION
continued from page 16

educational products and services offered,
b) Educational Excellence ...
   - a composite of quality students, faculty, curricula, facilities and infrastructure, and
c) Operational Excellence ...
   - a composite of the administrative excellence, processes conducive to growth & development and learning of a person...

Strategic Themes

To achieve its Phase I, strategic direction, AU has defined these strategic themes that serve to guide the University towards its vision as follows:

Theme 1: Teaching & Learning
Creating and strengthening quality in learning and teaching

Theme 2: Academic & Research Achievement
Furthering quality in academic and research achievement

Theme 3: Services
Developing stakeholders-University engagement

Theme 4: Resources
Developing and managing resources

Theme 5: Core and Support Services
Improving core and support processes

Theme 6: People
Valuing people and creating a high-performing organization

Theme 1: Teaching & Learning Strategic Goals:
1. Create a positive learning environment.
2. Create curricula meeting highest standards
3. Programs should develop students' competency and effectiveness
4. Continually improve the quality of our program offerings and their delivery
5. Develop a system for academic advising that meets the needs of the students and leads to academic success.

Theme 2: Academic & Research Achievement Strategic Goals:
1. Create a culture of assessment and evidence-based decision making
2. Develop mechanisms to ensure that teaching and learning are consistent at an acceptable level
3. Emphasize on research as means to teaching and services excellence
4. Initiate interdisciplinary and multidisciplinary research
5. Graduates and alumni should be recognized leaders in their respective careers.

Theme 3: Services
1. Develop relationships with various sectors
2. Develop closer and effective partnerships with other universities

Theme 4: Resources
1. Operate according to planning and review processes that

drive achievement as set in strategic objectives
2. Maintain the University commitment to financial sustainability
3. Provide facilities and infrastructure that supports teaching, learning, and research of the highest quality
4. Identify areas of wasted resources and get rid of them.

Theme 5: Improve Core and Support Services
1. Maintain and improve on an annual growth rate of full-time equivalent students.
2. Create a distinctive international and educational experience for AU students.
3. Nurture personal and intellectual growth of students by building up community in different areas.
4. Provide technologies to meet the needs and requirements
5. Develop or update strategic plan of each unit.
6. Identify AU traditions & culture, values etc... to create an identity of its own.
7. Create a community of service culture.

Theme 6: Valuing People
1. Promote higher faculty and student interaction through a clear and open line of communication.
2. Focus on Faculty and staff development and performance expectations to maximize the effectiveness of human resources.
3. Create environment conducive to teaching, learning and research that support personnel to reach their full potential.

Implementation

1. Understand the University Strategic Plan 2003-2007
2. Develop unit's five year Strategic Plan and one-year Action plan
3. Align your five-year and one year Plan on the following inputs:
   - AU Strategic Plan 2003-2007
   - Unit's SAR and Internal Audit Reports of 2002-2005
   - Unit's existing annual reports.

Administrators and faculty members listening to speeches by President and V.P. Academic Affairs.
A.U. CONSOLIDATION IN STRATEGIC PLANNING AND DEVELOPMENT III
APRIL 10-12, 2006
BANG NA CAMPUS.

An important seminar on planning and development was organized under the aegis of the Office of Vice President for Academic Affairs, and it was attended by heads of undergraduate and graduate schools and directors and senior executives of various departments and offices of Assumption University. The President delivered an address entitled "Overview and Directions" and since his talk referred to significant progress and milestones achieved by the university in its activities and policies, it is reproduced in this issue of ABAC TODAY for the benefit of our readers. Other presentations included a speech by Vice President for Academic Affairs, Dr. Visith Srivichairatana, entitled "From Credo to Attempt and Achievement", "Quality Assurance Midterm Review 2002-2004 by Dr. Teay Shwayun" of the Centre for Excellence and the following interesting topics of discussions.

1. "Instructor and Student Competency Index and One-Year Plan 2006" by graduate and undergraduate schools.

2. One-Year Plan 2006 including "Super Ideal Students, Service Learning, Student Development Coordinators" by Resource Institute of Assumption University and Student Affairs Department, "Super Ideal Resource Providers" by representatives from various centres.

b) The establishment of 6 sets of the University index:
   1. SAR Performance Index (SPI) ...2002.
   3. Service Quality Satisfaction Index (SQSI)...2005
   4. Instructors' Competency and Effectiveness Index (ICEI)...2006.
   5. Students' Competency and Effectiveness Index (SCEI)...2006

AU Institutional Mission
- Services to Humanity
- Education Excellence

AU Strategic Direction
The strategic direction for AU towards a balanced approach to "Education Excellence" in the Phase I is defined as:
"Laying and strengthening AU foundation leading to Education Excellence".

A Balanced Approach
a) Revenue Mix ...
- a composite of innovative

continued on page 15