



Pelancaran **Bulan Inovasi dan Program Peningkatan Produktiviti UNIMAS 2015**

*"Kreativiti Pencetus Inovasi
Meningkatkan Produktiviti"*

Dirasmikan oleh
YBhg Prof Dato' Dr Mohamad Kadim Suaidi

26 Oktober 2015





ATURCARA

Bulan Inovasi dan Program Peningkatan Produktiviti UNIMAS 2015

"Kreativiti Pencetus Inovasi Meningkatkan Produktiviti"

Tarikh: 26 - 27 Oktober 2015

Tempat: Dewan Syarahan, PITAS

26 Oktober 2015 (Isnin)

8.15 pagi	Pendaftaran Peserta
8.45 pagi	Ketibaan Naib Canselor Universiti Malaysia Sarawak
9.00 pagi	Ucapan Aluan merangkap Perasmian oleh Prof Dato' Mohamad Kadim Suaidi, Naib Canselor " Komitmen UNIMAS ke Arah Kecemerlangan Kreativiti Pencetus Inovasi Meningkatkan Produktiviti"
9.45 pagi	Sesi Bergambar bersama Naib Canselor
10:00 pagi	Minum Pagi
10:30 pagi	Pembentangan Pelan Strategi 2016 - 2020 oleh Dr Rohaya Mohd Nor, Pengarah Pusat Perancangan Strategi & Pengurusan Kualiti
11:00 pagi	Pembentangan Pelan Strategi Fokus 4: Portfolio Kelestarian Kewangan oleh En Redzuan Sarkawi, Pejabat Bendahari UNIMAS
11:30 pagi	Perbincangan secara World Café
1:00 petang	Makan Tengahhari & Rehat
2:00 petang	Klinik Inovasi oleh Encik Dolhadi bin Haji Mazuki, Pengarah Unit Pemodenan Perkhidmatan Dan Kualiti, Jabatan Ketua Menteri Sarawak
3:30 petang	Minum Petang
3:45 petang	Klinik Inovasi oleh Encik Dolhadi bin Haji Mazuki, Pengarah Unit Pemodenan Perkhidmatan Dan Kualiti, Jabatan Ketua Menteri Sarawak
5:00 petang	Tamat



ATURCARA

Bulan Inovasi dan Program Peningkatan Produktiviti UNIMAS 2015

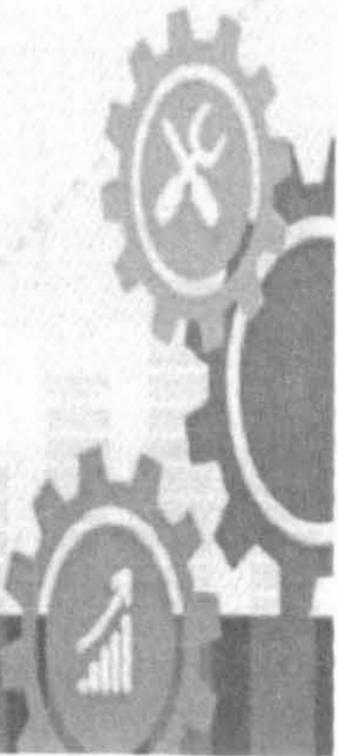
"Kreativiti Pencetus Inovasi Meningkatkan Produktiviti"

Tarikh: 26 - 27 Oktober 2015

Tempat: Dewan Syarahan, PITAS

27 Oktober 2015 (Selasa)

8.15 pagi	Pendaftaran Peserta
8.15 pagi	Ketibaan Penceramah
8.30 pagi	Ceramah oleh YBrs Encik Yusof Mok Bin Generawi, Pegawai INTAN Cawangan Sarawak " Inovasi di Tempat Kerja Meningkatkan Produktiviti Organisasi"
10.30 pagi	Makan Tengahari
11.00 pagi	Ceramah oleh YBrs Dr Mastika Bin Lamat, Pensyarah Fakulti Seni dan Gunaan Kreatif " Inovasi di Tempat Kerja: Keberkesanan Infografik dalam Penyampaian Maklumat"
1.00 petang	Rehat
2.00 petang	Ceramah oleh YBrs Dr Surena Sabil, Fakulti Sains Kognitif dan Pembangunan Manusia " Pengurusan Inovasi yang Efektif di Tempat Kerja melalui Penubuhan Kumpulan Inovatif dan Kreatif (KIK) dan Pengurusan Projek KIK"
3.00 petang	Taklimat oleh Cik Diana Tracy, Penolong Pendaftar dari Unit Pengurusan Kualiti, SQC "Taklimat Pertandingan Poster Infografik & Pemilihan ke Arah Penyertaan Pertandingan KIK Universiti Awam 2016"
3.30 petang	Minum Petang
3.00 petang	Taklimat oleh Pn Siti Lydiawati Sahmat, Penolong Pendaftar dari Unit Perancangan Strategi, SQC " Konvensyen Pengurusan Inovasi Antarabangsa Borneo 2015"
4.15 petang	Perbincangan dan Rumusan (Fasilitator: Cik Diana Tracy & Pn Siti Lydiawati Sahmat)
5.00 petang	Tamat





STRATEGIC PLAN
COMMITMENT
TO
Excellence
2016 - 2020

Sustainability for Diverse and Dispersed Community



For more information, please contact:
Strategic Planning & Quality Management Centre (SQC)
Level 3, Chancellery Building
Contact No: 082-581000 ext. 1030/1229/1901

UNIVERSITI MALAYSIA SARAWAK

UNIMAS STRATEGY 2016 - 2020

VISION & MISSION

To become an exemplary university of internationally acknowledged stature and a scholarly institution of choice for both students and academics through the pursuit of excellence in teaching, research and scholarship.

To generate, disseminate and apply knowledge strategically and innovatively to enhance the quality of the nation's culture and prosperity of its people.

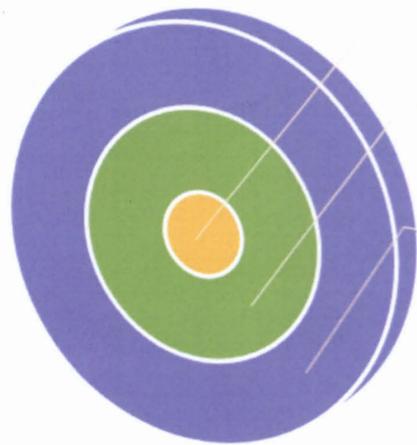
INTRODUCTION

The UNIMAS Strategic Plan for 2016-2020 outlines a 5-year path for the university to attain a set of aspirations, which are aligned with the Malaysian Education Blueprint 2015 – 2025 (Higher Education). These aspirations are expounded on the UNIMAS mission and vision in which it aims to become a premier choice for students and scholars to pursue knowledge in the region.

Four strategic focuses have been selected to articulate UNIMAS' aspirations for advancements in the higher education industry. The emphasis for advancement are in these areas: excellence in education and training; excellence in innovation ecosystem; global visibility and prominence; and sustainable financial portfolio.

UNIMAS has always sets its goals to define, construct and undertake research which are relevant to provide affordable solutions to issues and phenomena affecting the society at large. UNIMAS consistently emphasises on active scholarship and intellectual discourse. The university remains committed to disseminate knowledge, experience and skills to local communities to ensure suitable contributions are put in practice for the well-being of people.

The theme, "Sustainability for Diverse and Dispersed Communities", reflects UNIMAS' interest and commitment in engaging with communities, both locally and globally, through teaching and training, research and community-driven activities. UNIMAS acknowledges its position as an intellectual hub in Sarawak to spearhead effort to create, dissect, analyse, synthesise and disseminate knowledge to people of diverse and dispersed backgrounds throughout the region.



4 Focuses

13 Commitments

24 Initiatives

Strategic Focuses

- SF1** Excellence in Education and Training
- SF2** Excellence in Innovation Ecosystem
- SF3** Global Visibility and Prominence
- SF4** Sustainable Financial Portfolio

Commitments
↓
Initiatives
↓
Action Plans

Performance Indicators



SF1 Excellence in Education and Training

Our Commitment	Strategic Initiatives
Enhance Learning Experience	Consolidate the implementation of outcome-based education and high-impact educational practices
	Widen learning opportunities to the general public
	Intensify the adoption of technology-enhanced learning
Strengthen Students' Soft And Entrepreneurial Skills	Strengthen students' soft skills
	Strengthen students' entrepreneurial skills
Recognise and Develop Excellent Educators	Provide continuous professional development (CPD) to enhance academics' teaching competence
	Support Scholarship of Teaching & Learning (SoTL) activities

EXCELLENCE IN EDUCATION AND TRAINING

Aligned with the vision of the university to pursue excellence in teaching, achieving excellence in education and training is put forward as one of the strategic focuses of the university. The aim is to foster outstanding learning communities through quality and relevant education and training programmes. Education in this context refers to the process of acquiring knowledge, skills and values through the various academic programmes that are offered by the university. Training refers to an array of continuing education programmes, short courses, and certificates for career advancement and professional and skill development, skill development, as well as personal growth to meet local, regional and global demands. The strategic focus "Excellence in Education and Training" responds directly to Shift 1 (Holistic, Entrepreneurial and Balanced Graduates), Shift 2 (Talent Excellence) and Shift 9 (Globalised Online Learning) of Malaysia Education Blueprint 2015 – 2025 (Higher Education).

COMMITMENT 1: ENHANCE LEARNING EXPERIENCE

Learning experience encompasses educational interactions that occur in many settings and opportunities. The emergence of new technologies has afforded shifts in the design and delivery of education and training. Learning is no more confined to formal physical settings; it is now viable to learn anywhere, anytime and via various innovative and effective ways that are made possible with new technological affordances. As effective learning is the ultimate aim of any education or training initiative, a concerted effort by various entities of the university is vital to enhance students' learning experience.

In line with Shift 1 (Holistic, Entrepreneurial and Balanced Graduates) and Shift 9 (Globalised Online Learning) of Malaysia Education Blueprint 2015 – 2025 (Higher Education), this initiative gives emphasis on the enhancement of learning experience in a few aspects that are essential in gearing towards excellence in education and training. Among the aspects include consolidating the implementation of outcome-based education and high impact educational practices in all academic programmes as well as intensifying the adoption of technology-enhanced learning within the university and globally.

COMMITMENT 2: STRENGTHEN STUDENTS' SOFT AND ENTREPRENEURIAL SKILLS

UNIMAS graduates are encouraged and supported to widen their employment possibilities by creating their own jobs instead of solely applying for one. Students are to be equipped with various essential knowledge and skills to prepare them for the paradigm shift in employment. The university also stresses the development of skills such as critical thinking, communication, interpersonal, problem solving, managerial, lifelong learning and leadership as well as moral values among to prepare them for challenges of the 21st century work and life.

In line with Shift 1 (Holistic, Entrepreneurial and Balanced Graduates) of Malaysia Education Blueprint 2015-2025 (Higher Education), this commitment places priority on strengthening students' soft and entrepreneurial skills as well as enhancing industry partnership and community engagement to produce holistic, entrepreneurial and balanced graduates.

COMMITMENT 3: RECOGNISE AND DEVELOP EXCELLENT EDUCATORS

Educators play a very important role in determining the quality of education and training. The success of the university depends on a large extent on the competence and commitment of the academic staff. Educators need to be equipped with many skills and qualities to improve the quality of their teaching and to keep abreast with the developments in their respective professional disciplines. Educators also need to practise the scholarship of teaching and learning or SoTL by integrating teaching, learning and research with the intent to improve teaching practice and student learning in a variety of disciplines as well as to expand the body of knowledge about teaching and learning in higher education.

In line with Shift 2 (Talent Excellence) of Malaysia Education Blueprint 2015 – 2025 (Higher Education) that focuses on developing excellent talent through specialised pathway for educators, this initiative focuses on providing various professional development programmes to continuously improve the academics' teaching competence, and providing resources to support discipline-specific knowledge and skill development, as well as opportunities for SoTL activities.

SF2 Excellence in Innovation Ecosystem

Our Commitment	Strategic Initiatives
Develop innovative programmes through industry/community engagement	Intensify efforts for high impact innovation potentials for university-industry engagement and knowledge transfer program
Elevate the Impact and Quality of Research	Strengthen the capacity to conduct high-impact priority research
	Increase the number of principal investigators
Strengthen Commercialization	Increase research publications in high impact, and indexed journals
	Increase efforts to commercialize research products or services
Strengthen and Sustain Collaborative Research Culture	Encourage cross-discipline research groups/clusters relevant to niche areas
	Strengthen research facilities and encourage sharing of resources

EXCELLENCE IN INNOVATION ECOSYSTEM

Research is the key in the pursuit of knowledge. UNIMAS aspires to be internationally acknowledged as a scholarly institution which pursues research excellence through innovation. The second Strategic Focus - Excellence in Innovation Ecosystem, responds directly to aspirations outlined in the Malaysia Education Blueprint 2015 – 2025 (Higher Education) for Shift 7 (Innovation Ecosystem). Embracing the goal of the Malaysian Government for sustainable transformation in higher education sector, the university envisions its innovation ecosystem which is impactful and outcome oriented, flexible and supportive, as well as dynamic and responsive, to address and provide innovative solutions to meet the societal and the national needs.

The second strategic focus is on achieving research excellence in three niche areas of the university, which are: Sustainable Community Transformation; Biodiversity and Environmental Conservation; as well as Information, Communication and Creative Technology. The research community in UNIMAS is committed to implement four strategic agendas that can reflect on the principles of 4As (appropriate, accessible, affordable and available) in the R&D and innovation activities that will provide solutions to relevant issues and can maximize impacts and benefits to the community and the nation. The four commitments outlined by UNIMAS to pursue its mission to develop and attain excellence in the research niche areas are:

COMMITMENT 1: DEVELOP INNOVATIVE PROGRAMMES THROUGH INDUSTRY/COMMUNITY ENGAGEMENT

UNIMAS is committed towards intensifying the quality of research and innovation produced and the impact of each of these to bring values to stakeholders, namely industry and community. Hence, strategic engagement with these stakeholders who have direct impact on the scope, breadth and depth of research and innovation is vital to ensure the effective transfer of knowledge and practices which can take place, from UNIMAS learning community to industry and community, and vice versa. This is also in line with the 11th Malaysia Plan which intends to provide research and innovation outcomes to be easily available, accessible, affordable, and of quality, to those in need.

COMMITMENT 2: ELEVATE THE IMPACT AND QUALITY OF RESEARCH

In line with the tagline of UNIMAS on "Sustainability of Diverse and Dispersed Community", UNIMAS is committed to enhance impactful research among researchers and nurture young researchers to provide sustainable outcomes in niche areas. By applying a holistic research approach, UNIMAS hopes to foster the right philosophy that is to balance the impact factor of research publications while keeping in mind the enculturation of social awareness and enriching the lives of marginalized people.

COMMITMENT 3: STRENGTHEN COMMERCIALIZATION

Moving forward in the same direction of the Malaysia Education Blueprint 2015 – 2025 (Higher Education) for Shift 7 (Innovation Ecosystem), UNIMAS aims to provide innovative, creative, entrepreneurial and commercially viable market/demand solutions that can enhance quality of life and can bridge the gap between university R & D and industry. UNIMAS will leverage on social innovations and entrepreneurship which can address issues such as poverty, inequity and human rights by using 3Ps (Planet, People and Profit) in sustaining the commercialization of the university's research. UNIMAS will strengthen the collaborative partnership with industries as our strategic and long-term partners to drive the research innovations and development of UNIMAS researchers to a greater height.

COMMITMENT 4: STRENGTHEN AND SUSTAIN COLLABORATIVE RESEARCH CULTURE

UNIMAS has a legacy of fostering prominent researchers where cultivating excellent and innovative researchers is our main objective. This is also aligned with the national aspiration to develop talent excellence in the higher education sector. In the following 5 years, we will intensify initiatives that can emphasize and maximize the impact of research outcomes through university strategic supports as well as resource optimization and efficiency. In this context, our priority will be on leveraging strategic partnership and collaboration at various levels to benefit the underprivileged communities and enhance inclusivity, equity and sustainability. UNIMAS aims to promote technologically inclined and innovative research that is human-focused, which are scalable and affordable among the global learning communities. On the foundation of our strong research niche and in the direction of future industrial development, UNIMAS hopes to build impactful research outcomes in greater quantity and of better quality. UNIMAS commitment in this focus area is a strategic response to support the triple helix model of innovation that can help to bridge the gap between UNIMAS, government and industry which ultimately can transfer the R&D and innovation to benefit community and nation.

SF3 Global Visibility and Prominence

Our Commitment	Strategic Initiatives
Enhance Global Branding	Enhance outreach of university branding
Strengthen Strategic Partnerships	Intensify scope and breadth of marketing campaigns
	Increase formalisation of collaborations between agencies locally and internationally
Increase Enrolment of Graduate and International Students	Intensify recruitment of graduate students
	Intensify recruitment of international students

GLOBAL VISIBILITY AND PROMINENCE

Higher education is a marketable commodity. Every university in the world wants to become the superior choice for students and staff. It is imperative for universities today to focus on branding and strength of relationships with various agencies throughout the world. Branding for university is crucial to establish, build and influence choices for learning. In the age where ranking of universities become increasingly referred to by prospective students and parents, branding plays a powerful role particularly in recruiting students and staff alike. Studies, in the area of marketing and branding of higher education sector, have pointed out how foreign students are attracted through the use of strategic marketing and branding campaigns. Enrolment of foreign students is viewed as a measure how globally acceptable a university is, and in Malaysia, public universities are encouraged to open access to foreign students to its conventionally local enrolment. The third strategic focus "Global Visibility and Prominence" is aligned with aspirations outlined in the Malaysia Education Blueprint 2015 – 2025 (Higher Education) for Shift 8 (Global Prominence).

COMMITMENT 1: ENHANCE GLOBAL BRANDING

UNIMAS plans to enhance its branding strategies to a wider audience. The university's new visual identity was introduced early 2015, and it is an iconic tool to strengthen the university's image. The timely introduction of the visual identity was to promote the UNIMAS brand through a series of strategic marketing and branding campaigns, through conventional and online platforms. For examples, locations of advertisements will be widened to areas where potential foreign students are likely to learn about UNIMAS, and the access to information about UNIMAS will be intensified through the use of responsive web design and social media networks. These widen UNIMAS' capability to achieve global prominence as a learning institution of choice in the region.

COMMITMENT 2: STRENGTHEN SUSTAINABLE AND STRATEGIC PARTNERSHIP

Strategic partnerships are equally important to focus on because brands are best linked with credible agencies that support the intellectual rigor and have common-shared values and interest with the university. UNIMAS is committed to focus on strengthening partnership through mutually beneficial collaboration at both national and international levels with various institutions including industrial partners. This aspiration could only be achieved through trust of stakeholders on the university's brand and its competencies (internal systems, administration, people, products and services) and UNIMAS strong commitment towards attaining excellence in delivering quality and innovative products and services to stakeholders. Branding the different aspects of the university system through various strategies will enhance the reputation of the university. Without doubt, it can strengthen relationships between UNIMAS and strategic partners. The focus complements Shift 8 (Global Prominence) of the Malaysia Education Blueprint 2015 – 2025 (Higher Education), which aspires Malaysia higher education to be relevant, referred and respected by the global audience.

COMMITMENT 3: INCREASE ENROLMENT OF GRADUATE AND INTERNATIONAL STUDENTS

In line with the positive increment of graduate and international student intake in Malaysia in general, UNIMAS aims to focus its effort to become a leading learning centre for Borneo-based studies for graduate and international students. With its strategic location and wealth of natural resources, and the increasing number of talents at the university on multi-disciplinary fields which are unique to Borneo, UNIMAS stands to gain enormously from the intellectual pursuits of graduate and international students. Efforts include offering summer and student exchange programmes, joint flagship conferences and high impact research endeavours with the focus on cultural and environmental diversity of Borneo.

SF4 Sustainable Financial Portfolio

Our Commitment	Strategic Initiatives
Diversify University Revenue	Enhance commercial programmes, establishment of Business School and smart partnership
Increase Endowment and Endowment Waqaf Programmes	Increase industrial funded research project
	Increase endowment and endowment waqaf programmes
Optimise and Increase Efficiency of Resources	Increase university operational efficiency
	Leverage existing infrastructure to generate income for university

SUSTAINABLE FINANCIAL PORTFOLIO

The higher education institutions in Malaysia are currently facing major challenges with regard to obtaining and sustaining financial resources to support and expand their operational and strategic activities. In this context, institutions such as university must develop sustainable financial model, and maintain reasonable diversified income structure to ensure it can effectively and continually support and expand future strategic and operational activities without the risk of neglecting quality of products and service delivery as well as to be able to meet and satisfy stakeholders' demand and expectation.

For Malaysian public universities, including UNIMAS, the aspirations of the Malaysia Education Blueprint 2015 – 2025 (Higher Education) for Shift 5 (Financial Sustainability) envision the universities to be competitive, and committed towards financial sustainability. The fourth UNIMAS strategic focus "Sustainable Financial Portfolio" outlines three commitments of the university to develop, implement and commit towards a financial sustainability for the university to function effectively and competitively in the education sector. The commitments are as follows:-

COMMITMENT 1: DIVERSIFY UNIVERSITY REVENUE

UNIMAS's aspiration to develop reasonable diversified income structure can be attained by leveraging its strategic resources as supplementary and sustainable revenue generation sources for the university. In this context, strategic initiatives such as enhancing commercial programmes, establishing Business School, undertaking smart partnership with relevant agencies, as well as focusing on bringing industrial funded research projects are the workable initiatives to diversify university revenue. The commitment can be sustained in the long run, and it can ensure the university to remain competitive, innovative and mindful in responding and functioning in a rapidly changing business environment.

COMMITMENT 2: INCREASE ENDOWMENT AND ENDOWMENT WAQAF PROGRAMMES

UNIMAS' commitment to increase endowment and endowment waqaf programmes is aligned with the aspiration of the Malaysia Education Blueprint 2015 – 2025 (Higher Education) for Shift 5 (Financial Sustainability). The increase of endowment programmes is strategic for the university as such programmes can enable the university to extend the revenue earned to benefit stakeholders directly. For example, through the implementation of these programmes, UNIMAS can commit to a range of sustainable and progressive effort to offer financial aids to students and staff, support university R&D and innovation, as well as facilitate the transfer of benefits from UNIMAS learning community to benefit marginal and underprivileged communities through high impact community outreach or engagement projects.

COMMITMENT 3: OPTIMISE AND INCREASE EFFICIENCY OF RESOURCES

In the context of today's environment where resources are becoming competitive to obtain and limited, it is vital for UNIMAS to optimise and increase its resource efficiency. The university must focus on raising awareness and developing systematic, strategic initiatives that can contribute to optimization and increasing resource efficiency. Strategic initiatives that are viable to be implemented include: cutting wastage so that operational expenditure can be reduced; leveraging university's facilities and infrastructure as additional revenue sources; privatization of selected university infrastructures; optimization of university student accommodation occupancy; conversion of undeveloped land to commercial; and diversify utilization of buildings to become commercial education centre or hub.



STRATEGIC PLAN 2016-2020

"Commitment to Excellence"

FEEDBACK FORM

We welcome your thoughtful and constructive feedback to assist us in the implementation of the strategic plans.

Name (Optional):

PTjs (Optional):

Please tick which Strategic Focus to which this feedback relates:

SF1 SF2 SF3 SF4

QUESTIONS	IDEAS/COMMENTS