UNIMAS launches book on its strategy planning

BY NG KIANG CHEW

KUCHING: University of Malaysia Sarawak (UNIMAS) launched a book on its strategy planning entitled 'UNIMAS Strategy Planning 2015' at the Mountain View Hotel yesterday.

The launching is part of UNIMAS' 20th anniversary celebration this year.

The strategic vision to share with stakeholders and clients, UNIMAS' strategy towards 2015, and the university's response to phase two of the National Higher Education Strategic Plan (NHES) themed 'Strengthening and Enhancement' which is from year 2011 to 2015.

The launching ceremony was officiated by Deputy Minister of Education, Dato' Safiuddin Abdullah, in the presence of UNIMAS Vice Chancellor, Prof Dr Kairuddin Ab Hamid and members of the UNIMAS top management including the Gallery Room of University House.

Meanwhile, to project towards phase one of NHES - 'Laying the Foundation', UNIMAS has been one of the most successful universities in achieving the phase of one phase, said a statement from UNIMAS yesterday.

In projecting phase one of NHES, UNIMAS had developed an extensive system of performance measurement called UNIMAS BSC.

The project was based on the Management by Objectives Score Card that originated from two famous professors from Harvard named Dr. Kaplan and Dr. Norton.

UNIMAS BSC was developed in-house by the Quality Assurance Unit (QAD) of UNIMAS from 2009 to 2011.

In support of UNIMAS BSC, there is an online system called Perf orMS which manages the formulation of strategic actions by various Faculties/Institutes/Centres/Divisions (F/I/C/D) in UNIMAS, monitors the progress of these plans and measures the achievement of UNIMAS KPI.

This system is also developed in-house by the Centre of ICT and Services (CICT) under the supervision of the Vice-Chancellor in 2010.

UNIMAS has also produced various other systems that are necessary to lay down the right foundation for its progress and achieving phase one of NHES, said the statement.

Among them are IRIS (integrated Information Resources Information System), UNIMAS CSO (Customer Satisfaction Online), e-Preasi (an online system for e-Assessment), e-Course Outline, e-Voting and many others.

UNIMAS' performance has improved well and many in achieving the require-

ment of phase one NHES.

It pointed out during 2009 to 2011, the QAD has diligently started the project towards implementing phase two of NHES 'Strengthening and Enhancement'.

Various workshops, surveys, interviews, analysis of brainstormings and other relevant activities were organized during that phase to enhance the number of such activities total less than 85 various activities.

QAD started developing the strategy towards, intensifying the outputs by UNIMAS and enhancing all the necessary processes.

By 2011, the execution of the UNIMAS strategy had started and many in supporting the strategic plan had been launched.

Having established and commented all these efforts towards phase two NHES, research was done in order to assess its stakeholders the essence of its strategy.

The project to write the book started last early year until its launching, today explained the statement.

It added the underlying backbone of UNIMAS strategy towards two important pillars - the UNIMAS BSC and Strategic Review Initiatives.

The UNIMAS BSC has a total of 23 KPI that must be achieved from 2011 to 2015.

Out of the 23 KPI, 3 are lead indicators while the rest are lag indicators.

Amongst the lead indicators are employee satisfac-

tion survey and UNIMAS Performance Audit.

Monitoring of these KPIs by the use of the application system F/I/C/D to submit online their commitments and Performance Indicators (PIs) for the next two years.

At the end of each year, QAD will conduct the Performance Audit to verify the achievements of those PIs.

During the FOD/1 session are four perspectives under the UNIMAS BSC viz the Financial, Customer, Employee, and Process and Learning & Growth.

Each of these perspectives has several Strategic Objectives (SoO) and its KPI.

UNIMAS outlined nine SoO or key results areas in the few previous years, said the statement. It said amongst these SoOs are optimizing student-related expenditure, achieve high graduate employability, pursue research excellence in five areas, develop competent staff and many others.

QAD has also outlined few critical activities to dissemi-

nate, cascade and ensure the successful implementation of UNIMAS strategy.

One of the most important is the so called FOD/1 which is a six-monthly meeting between the QAD and the Secretaries to UNIMAS and members of the top management.

Another feature worth mentioning about UNIMAS strategy is that the so called Outcome based Budgeting (OBB) system by 2013. This means UNIMAS BSC viz the so called Outcome Based KPIs are being supported or produced.

Another feature worth mentioning about UNIMAS strategy is that fact that F/I/C/D has been divided into three Groups - the Producer, Consumer and Services groups.

These six cultures must be in the process of top-down methodology in order to adopt and implement the strategies.

This system is also in the process of preparing for the formulation of 2016-2020 Strategic Plan (NHES) which will allocate fund to where the performance is being monitored and measured.

It is envisaged that by 2015, UNIMAS should have increased its productivity and services.

At the same time, UNIMAS is also in the process of preparing for the most important and unique feature of this strategy is its own Blue Ocean Strategy and is expected to start by 2016.

Meanwhile, UNIMAS has three NHES, the statement informed.

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