



ACTION PLAN 2026

MISSION: Enriching lives | Expanding Potentials | Shaping futures

VISION: MUIC inspires innovation, fosters human potential, and creates new knowledge through the integration of arts and sciences in an international environment, ultimately resulting in education, research, and services that answer the needs of society and benefit humankind

Strategy 1 Enhance creativity and innovation through campus experience

Operative Strategies	Action Plan		Target	Responsible Person
1.1 Create an ecosystem to enhance learning experience and creativity	1.1.1	Hosting an Innovation and Sustainability event	1 event	Associate Dean for Strategic Planning and Quality Development
	1.1.2	Facilitate the development of the Creative platform	50 products on the platform	Associate Dean for Strategic Planning and Quality Development

Strategy 2 Inspire life-long learning through liberal arts education

Operative Strategies	Action Plan		Target	Responsible Person
2.1 Develop Life-long learning culture	2.1.1	(1) Organize MU-ADP / Teaching and Learning excellence training for MUIC lecturers (2) Number of academic staffs who passes MUPSF-Professional Standard framework	(1) 50% of the faculties participated in the MU-ADP training (total faculty 124) (2) MUPSF level 2 =50, MUPSF level 3 = 6	Associate Dean for Educational Affairs
		(1) Organize coaching workshop for scholarship	(1) 1 workshop	Associate Dean for Educational Affairs
	(2) mPACT MUIC Mentorship program with alumni	(2) 40 students' participation	Associate Dean for Student Affairs	
2.3 Excellent education provider	2.3.1	International accreditation at the program level	Number of programs accredited by international standards: 8 Undergraduate Programs (CDP, MC, CS, MK, BE, MF, TB)	Associate Dean for Strategic Planning and Quality Development
	2.3.2	AI in teaching and learning - Database for AI Usage in teaching and learning	Complete	Associate Dean for Educational Affairs

Strategy 3 Capitalize on expertise and distinction through collaborations



Operative Strategies	Action Plan		Target	Responsible Person
3.1 Impactful Research and innovation PJ5 Interdisciplinary Research Cluster	3.1.1	(1) Meet potential strategic partners for research (2) Collaborative projects with strategic partners (3) No. of cross-discipline research in Q1	(1) 2 partners (2) 2 projects (3) 5% of Q1 publication	Associate Dean for Research and Academic Services
3.2 Academic services that enhance education eco system PJ6 Strategic Industrial Partner Network	3.2.1	(1) Meet potential strategic partners for Academic services (2) AS project with student involvement	(1) 2 partners (2) 5 projects	Associate Dean for Research and Academic Services

Strategy 4 Foster global citizenship / Mindset

Operative Strategies	Action Plan		Target	Responsible Person
4.1 Enhance Student and staff global experience PJ7 Enhance Global Experience	4.1.1	Inbound /Outbound Exchange Program	(1) inbound \geq 12 weeks = 400 (2) inbound < 12 weeks = 200 (3) outbound \geq 12 weeks = 250 (4) outbound < 12 weeks = 50	Associate Dean for International Affairs
	4.1.2	Facilitate Progression agreements (4+1) or student exchange agreement with strategic partners	- Sussex (PGCE) - New Castle (School X) - University of York	Associate Dean for International Affairs
	4.1.3	International Expert Seminar for student and staff (1) Organize special talks by guest speakers from partner universities	3 workshops (1 SDG-related)	Associate Dean for International Affairs
		(2) SMO global leadership program - Onsite or online knowledge exchange on "SMO's roles and action within university" with partner universities - Host a leadership workshop for SMO	- 3 partners - 1 workshop	Associate Dean for Student Affairs, Associate Dean for International Affairs
4.1.4	Organize Academic short-term programs (Thai context) for strategic partners - Global health program and challenge - Outbound program with international business focus - Outbound program with Design and Media focus	- Establish a policy for Short-term program for strategic partners - 3 programs	Associate Dean for International Affairs	



Operative Strategies	Action Plan		Target	Responsible Person
4.3 Promote Service learning PJ8 Service-Learning Project	4.3.1	Community Service courses/projects, based on MU social engagement criteria - Showcase Service-learning courses	2 courses	Associate Dean for Educational Affairs
4.4 Promote SDG-driven projects PJ9 SDG-Driven Project	4.4.1	Waste management project - Activity to promote waste management and to reduce the use of plastic	2 activities	Associate Dean for Environment and Sustainable Development

Strategy 5 Optimize sustainability of the organization

Operative Strategies	Action Plan		Target	Responsible Person
5.1 Excellent HR management PJ10 Happy Workplace	5.1.1	(1) Increase happiness in Workplace: promote work-life balance, career advancement, fairness, empowerment	- Happiness index \geq 75% - 2 strategic initiatives	Associate Dean for Human Resources
		(2) Develop a structured HRD framework that supports faculty and staff development through the existing IDP process, with a focus on identifying skill needs and guiding learning opportunities more systematically	- Launch a documented HRD framework aligned with current IDPs - \geq 70% IDP completion rate	Associate Dean for Human Resources
	5.1.2	Launch a program to embed core values across operations such as onboarding, leadership development, recognition	1 culture program launched	Associate Dean for Human Resources
	5.1.3	Mentor the HR team to strengthen strategic thinking and collaboration through development sessions and team-led initiatives	- 2 hands on mentoring sessions/workshops - At least 1 team-initiated, strategic improvement proposal developed for implementation in the following year	Associate Dean for Human Resources
5.1.4	Establish a structured within-MUIC internal communication approach to improve understanding and alignment on key HR policies and initiatives.	- Develop and implement and internal HR communication plan - Include at least 1 initiative that provides clear, user-friendly guidance on HR policies affecting employees	Associate Dean for Human Resources	



Operative Strategies	Action Plan		Target	Responsible Person
	5.1.5	Initiate the use of HR analytic to help the HR team identify key issues and co-create better solutions	<ul style="list-style-type: none"> - Launch a comprehensive HR dashboard - Apply at least 2 insight-based actions 	Associate Dean for Human Resources
5.2 Excellent IT infrastructure and data management	5.2.1	Seamless data integration project PJ11 Seamless Data Integration Pilot implementation, monitoring, performance evaluation, and process development across internal departments within the college	<ul style="list-style-type: none"> - 9 units utilizing the Seamless Data Integration system - 9 dashboard-style data visualization reports - User satisfaction with the Seamless Data Integration system: $\geq 3.5/5.0$ 	Associate Dean for Corporate Communication and Information Technology
	5.2.2	Modernizing IT infrastructure (i.e., cyber security, data quality) PJ12 Modernizing IT Infrastructure (1) Completion of IT Security Policy aligned with international standards (2) Establishment of Information System for Monitoring & Alert (3) Implementation of IT Asset Management System	100%	Associate Dean for Corporate Communication and Information Technology
	5.2.4	PJ13 MUIC AI Solutions (1) Developed the Copter System (2) Developed the Helix System (3) Developed an AI Productivity Suite	<ul style="list-style-type: none"> - Number of Copter users $\geq 1,000$ Users - Accuracy rate of Coper responses $\geq 70\%$ - Helix system officially launched: August 2026 - Number of Helix users ≥ 100 Users - User satisfaction with Copter and Helix $\geq 3.5/5.0$ - AI user manual complete and published 100% - Helix supports at least 1 GenAI models: ≥ 1 - AI usage summary report for executives completed: 100% 	Associate Dean for Corporate Communication and Information Technology
5.3 Excellent organization performance	5.3.1	Provide Improvement plans according to TQC/EdPEX comments - Revise the Development plan and comments - Develop action plan for 2026-2027	1 improvement plan for all units	Associate Dean for Strategic Planning and Quality Development

