AUN Strategic Focus

2017-2021

Drafted and presented by Choltis Dhirathiti PhD, AUN Executive Director

Version 1.0, accepted and revised following the ideas and suggestions from the Presidents/Rectors/Vice Chancellors at the 9th AUN Rectors’ Meeting on 19 July 2017, Nha Trang, Vietnam
Where are we in the higher education landscape of the ASEAN region?

In total: 212 universities
30 Core, 126 Non-Core, 39 Plus Three, 17 others

- AUN/SEED-Net: 14+12+J14
- AUN-HPN: 30
- AUN-HRE: 30+11
- AUN-BE: 30+3
- ASEAN+3 U Net: 30+18
- Tuning Academy SE: 6+17+EU5
- AUN-QA: 30+50
- AUN-ACTS: 30+J7
- AUNILO: 30
- AUN-SAN: 30
- AUN-DPPnet: 30
- AUN-AEC: 30
- AUN-USR&S: 30+44+
- rest of the world 20
- AUN-IP: N/A

Data as of June 2017
What are our strengths?

the strengths of our Core Member Universities combined with the strengths of the AUN Secretariat in delivering “collaborative” results, for and beyond our core circle
**Strength**

Fine products collectively produced

**Weakness**

Varieties, ranks/gaps, inequalities within

**Opportunities**

Desirability for different reasons

**SWOT**

**Threats**

False expectation, competitors, political pressure, etc.
Our Story  AUN is a major higher education collaboration with most of the greatest success stories in ASEAN. We have come a long way since 1995 with leading universities in ASEAN working together. Yielding concrete results from cross-border collaboration is not easy, but we have been able to achieve our goals through our core member universities working with each other, working with our partners, and working with the AUN Secretariat. Yet still, there is much more to do!

We are the prime mover and strategic alliance for the advancement of higher education in ASEAN.

Our Mission
To collaborate from the position of strength and let the results and impacts flourish in the wider areas possible in Southeast Asia and beyond.
Proposed Areas of Collaboration 2017-2021

01. Advancements in Curriculum and Learning Approaches
02. AUN-QA
03. Students’ Skill Enhancement, Exposure and Experience
04. Research Collaboration
05. University Networking Platforms
Provide our educators with access to the wide array of new curriculum thinking and practices, as well as innovative teaching & learning approaches.
Build the pathways towards long-term contributions of AUN-QA
Raise our current student activities to the next level by consolidating our capacity to add the richness of explicit learning objectives or academic benefits into every single project/activity.

**03** Students’ Skill Enhancement, Exposure and Experience
Provide research collaboration opportunities to our researchers especially in the niche or regional areas of research interests, maximizing the capacities of our existing subject-specific subnetworks.
Enrich our regular meeting platforms with knowledge/experience sharing, networking and exposure opportunities for our university administrators at various levels.
Strategic Drivers

1. Fund Raising
2. “Good Office” of the AUN Secretariat
3. Data and Evaluation
Provide our educators with access to the wide array of new curriculum thinking and practices, as well as innovative teaching & learning approaches.
Can be done either by the AUN Sec, or through our Subnetworks.
Build the pathways towards long-term contributions of AUN-QA
Choltis Dhirathiti added 4 new photos.
18 May at 8:49 am · 🇵🇭

May 17, 2017 Centro Escolar University, Manila, The Philippines

"The future of AUNQA is the empowered future of ASEAN Higher Education. And the way we are to go forwards: The Professionalism of Peers, not Superiors; Fraternity, not Bureaucracy."
AUNQA Initiation in 1998 under the Leadership of Prof. Dr. Supachai Yavaprabhas

Formulation of the Guidelines, Manual, etc. with the First Assessment at Program Level in 2007

Full Implementation under the Leadership of Assoc. Prof. Dr. Nantana Gajaseni (2009-2017), with Continuous Improvements

Currently the de facto QA Entity and Practices of the ASEAN Region
Meet the AUNQA Family
48 AUNQA ASSOCIATE MEMBER UNIVERSITIES

30 AUN CORE UNIVERSITIES

ASIAN DEVELOPMENT BANK

8 PENDING APPLICANTS

OTHER PARTNERS

AS OF APRIL 2017
# 92+ AUNQA Assessors

<table>
<thead>
<tr>
<th>Country</th>
<th>Assessors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brunei</td>
<td>1</td>
</tr>
<tr>
<td>Indonesia</td>
<td>19</td>
</tr>
<tr>
<td>Lao PDR</td>
<td>2</td>
</tr>
<tr>
<td>Malaysia</td>
<td>12</td>
</tr>
<tr>
<td>The Philippines</td>
<td>20</td>
</tr>
<tr>
<td>Singapore</td>
<td>3</td>
</tr>
<tr>
<td>Thailand</td>
<td>25</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>10</td>
</tr>
</tbody>
</table>

*As of April 2017*
AUNQA Training Programs: Levels

01 Tier 1
For Accomplishing the Study Program Quality Assessment

02 Tier 2
To Be the Assessor either Internal or later on AUNQA, at the Study Program Level

03 Tier 3
AUNQA Assessor to Engage with Quality Assessment at Institutional Level

04 Refreshers
AUNQA Community of Practitioners Regular KM Activities
## AUNQA Training Programs: Types

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Regular Programs</strong></td>
<td>AUNQA Official Version: Tier 1, 2 and 3; International Participants; Top AUNQA Trainers/Experts</td>
</tr>
<tr>
<td><strong>Special Programs: Governmental</strong></td>
<td>Requested by the Ministry; AUNQA Official Version; Tier 1 Only; Local Participants; Top Trainers/Experts</td>
</tr>
<tr>
<td><strong>Special Programs: ADB Funded</strong></td>
<td>For CLM Countries; AUNQA Official Version; Tier 1 Plus; Local Participants; Experienced AUNQA Experts/Trainers</td>
</tr>
<tr>
<td><strong>Country-based Local Trainings</strong></td>
<td>By the Local Agencies; Authentic Training Materials of AUNQA; Tier 1 Only; Experienced AUNQA Experts</td>
</tr>
</tbody>
</table>

As of May 2017
P1+P2a+P2b = 1,239 Trainees
The Future of AUNQA is the Collective Future of Higher Education in Southeast Asia!
Essential Ingredients for AUNQA Success: A Reflection

1. Trust and Professionalism
   Truly Regional Framework, System and Operation

2. Solid Track Records
   Nine Years in the Makings, 11 Years of Reliable Execution

3. Proven Benefits
   Learn and Share Together at the Core Operational Level

4. Peers, Not Superiors
   Fraternity, Not Bureaucracy

5. Process-oriented and Quality Enhancement

6. Commitments and Energy
   From All Parties Involved
The Future of AUNQA: An Independent ASEAN Agency in 20 Years

1996  2007  2017  2027  2037
Raise our current student activities to the next level by consolidating our capacity to add the richness of explicit learning objectives or academic benefits into every single project/activity.
What is International Student Mobility?
Simply means: students **going abroad**;
Emphasizes the importance of students having interaction abroad; and
It is believed that social interaction among the young people would increase the sense of understanding across cultures and nations, by learning through direct experience.
What is the Typical Expected Objectives of Student Mobility Programs in the ASEAN Region?

1. Short Term - To provide & promote the increased sense of ASEAN (and Asian) Identity to the young ASEAN/Asian people, through contacts with each other, i.e. connectivity; and

2. Long Term - To prepare these young people for the future migratory careers, through their study & stay in other countries, i.e. from "study mobility" to "career mobility".
How do students decide to go abroad?

Micro-level: e.g. influences from family and friends

Middle-level: e.g. destination university, bilateral agreements between HEIs, etc.

Macro-level: e.g. economic drives, psychological drives, government provisions, political environments, etc.
The AUN, through the method of expert opinion gathering, has identified the main problems of intra-ASEAN student immobility into seven factors:

1. **Information** - program info., scholarship info., contact info., database
2. **Quality** - study program quality, standardization
3. **Systems** - academic calendar, credit recognition, administrative procedure
4. **Attitude** - preference for Western countries, difficulties in attracting students to less popular locations, unclear benefits, personal concerns
5. **Financial Factors** - lack of funding support from both sending and receiving universities, weak support from governments, higher living costs in big cities

6. **Competence** - language barriers, availability of English courses

7. **External Factors** - VISA issuance, work permits, administrative procedures
1,932 (1,825+107)

AUN MAIN YOUTH PROJECTS
1. AUN Educational Forum & Young Speakers Contests
2. AUN Youth Cultural Forum
3. AUN ASEAN Student Leaders Forum

1,988

ACADEMIC EXCHANGE PROGRAMS
ACTS, SEEDNet, etc.

88

STUDY VISIT IN ASEAN
Students from Japan and Korea, organized by AUN Secretariat

849

TO CHINA, JAPAN, KOREA
ASEAN Students going to universities in China, Japan and Republic of Korea

199

ALUMNI PROGRAMS

Five Clusters Of Cross-Border Student Activities 1996-2016
AUN Educational Forum and Young Speakers Contest:
An annual platform for students with serious academic thinking to discuss and argue their ideas on the current global issues and challenges, with the Joint Statements adopted and sent to relevant policy bodies. APT participation since 2011.

AUN Youth Cultural Forum: An annual cultural platform for students with artistic talents to exhibit and exchange their native music and dancing/acting performances, open to the public audience of the host university with huge learning opportunities for all, and showing the real sense of unity in diversity. APT participation since 2013.

AUN ASEAN Student Leaders Forum: An annual platform for the current serving leaders of the student unions or student organizations to deliberate on their common concerns and to engage in the capacity building activities to strengthen the good practices within their own countries and also cooperations among these student bodies within the ASEAN region. Core Members participation.

AUN Main Youth Projects
AUN Ed Forum & YSC
AUN Educational Forum and Young Speakers Contest:

538
(488+50)

AUN YCF
AUN Youth Cultural Forum:

1,027
(970+57)

AUN ASLF
AUN ASEAN Student Leaders Forum:

367

Number of Students participating 1996-2016
Academic Exchange Programs Organized by or under the AUN (as of 2016)

- 114 ASEAN Students
- 1,049 ASEAN Students
- 825 ASEAN Students

ACTS Scheme
AUN-SEEDNet
Other Scholarships
Number of Students Going to Universities in China, Japan and Korea
Under/Within the Organizations of AUN (as of 2016)

- China: 395
- Japan: 162
- Korea: 292
Number of Students from Japan and Korea Joining Study Visit Programs in ASEAN, organized by AUN Secretariat (as of 2016)
199

Number of Participants in the AUN Alumni Events
(as of 2016)
Many Forms But One Guiding Principle

Student Activities organized by AUN are of various types and formats, ranging from in-depth academic discussion to artistic exchange, from degree exchange program to short-term exposure to another cultures. But all activities are done under one principle only. It requires the design of the program/project/activity that has direct impact on each student’s direct exposure to and building of cross-cultural competencies.

Double Identity

Many of our student activities are served to expose students or participants to the realities and awareness of Southeast Asian (ASEAN) and East Asian Identities.

Proactive Collaboration and Organizations

In the organization of our collaborative student activities, the planning, the design thinking, the communication, and the execution of the activities are done in a proactive way to maximize and continue to add more values into each activity or event or project.

Three Key Features of the AUN Way
The Ways Ahead

1. The Flexibility of AUN-ACTS

2. Positive Open Door Policy

3. Consolidate the current AUN Models (e.g. Ed Forum, Cultural Forum, Spring School Program) vide below

4. Assistance to our existing platform
Provide research collaboration opportunities to our researchers especially in the niche or regional areas of research interests, maximizing the capacities of our existing subject-specific subnetworks.
New Focus

04 Research Collaboration

Not a success in the past 21 years.

The wishes/desires are out there, especially in niche areas.

AUN Secretariat must be more aggressive.

Could be done by the subnetworks, or facilitated by AUN Sec.
Could be done either by the AUN Sec, or through our Subnetworks.
Enrich our regular meeting platforms with knowledge/experience sharing, networking and exposure opportunities for our university administrators at various levels.
AUN have been very serious in delivering the concrete results (41 projects/128 events a year) that we neglect the some “soft” aspects of networking.

So we have attempted in recent years to put more of the idea/experience-sharing sessions into our regular convening activities.

Encourage the subnetworks to do the similar kind at their own regular meetings.