

## Sarkina Bt Mat Saad @ Shaari

---

**From:** Unit Komunikasi Korporat  
**Sent:** Monday, August 10, 2015 11:42 AM  
**To:** UUM - All Staff; UUM - All Students  
**Subject:** Framework Of UUM Strategic Plan Phase 2: UM And PPPM (PT) Share Experiences



**Unit Komunikasi Korporat**  
CORPORATE COMMUNICATION UNIT

**Universiti Utara Malaysia**

10 AUGUST 2015 / 25 SYAWAL 1436H

=====

"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"  
(*THE EMINENT MANAGEMENT UNIVERSITY*)

Translated by Mahaliza Mahadhir ([mahaliza@uum.edu.my](mailto:mahaliza@uum.edu.my))

**FRAMEWORK OF UUM STRATEGIC PLAN PHASE 2: UM AND PPPM (PT) SHARE EXPERIENCES**



**UUM ONLINE:** August 10 - The credibility and reputation of University of Malaya (UM) as a leading university in Malaysia as well as being listed in the top 30 universities in the Quacquarelli Symonds Asia has prompted Universiti Utara Malaysia (UUM) to learn from the success of UM's Strategic Plan in particular as UUM launches its Phase 2 of the Strategic Plan next year.

Hence, the UUM Institute of Quality Management (IPQ) invited Prof Dato' Dr Mohd Amin Jalaludin the Vice-Chancellor of UM and Prof Dato' Ir. Dr Mohd Saleh Jaafar, fellow Consultant, Malaysia Education Blueprint (Higher Education) (PPPM (PT)) to share their thoughts and experiences in a special sharing session with the UUM members of staff at the EDC-UUM yesterday morning.

The main aim of the sharing session is to gain the much needed input on ways to strengthen the UUM Strategic Plan for Phase 2 so as to ensure that the objectives outlined are parallel to the Malaysia Education Blueprint (Higher Education) launched by the Prime Minister last April.

Prof Dato' Dr Mohd Amin said that one of the most important strategy implemented by UM to boost its academic reputation is the internationalisation of academic staff and students.

According to him, in the year 2000 the number of international students studying in UM was only 5% and it increased to 25% in 2014 while international staff amounted to 10% in 2000 and later increased to 27% in 2014.

"Internationalisation is divided into two, firstly by organising and hosting international conferences and establishing international strategic alliances. In addition to helping enhance the academic reputation of UM, this will also expand opportunities for high-impact research and publications.

"The second kind of internationalisation is sending the UM academic staff for short term exchange programme to North America, Latin America, Europe, Australia, Korea and Japan; 200 best universities in the QS Ranking, Times Higher Education; Shanghai Jiao Tong Rankings and partners that are in the top 100 ranking for each discipline. These short term exchange programmes will help improve and enhance the skills and capabilities of the UM academic staff," he said.

He added that other strategies and action plans implemented by UM include branding namely participation in QS, participation in international meetings and strategic alliances, advertising and image enhancement; collaboration with industries such as industrial training for students and staff at international and multinational companies to improve the reputation of the staff; expanding human resources with international staffing and retention of talent (talent retention) to reduce brain drain; strategic research output by creating a series of UM publications such as 'UM Collection of Malay Manuscripts Series', 'UM Biographical Dictionary of Malaysia' and the internationalisation of the curriculum with a dual degree programme for graduate and post-graduate (one twinning programme in each faculty).

In another presentation on Direction of Malaysia Education Blueprint (Higher Education) presented by Prof Dato' Ir. Dr Mohd Saleh Jaafar, attendees were enlightened with the changes made in the PPPM (PT).

"PPPM (PT) has outlined 10 shifts in order to achieve the system aspirations and the aspirations of the students. These will in turn encourage continued excellence in the higher education system. The shifts will also justify and determine the best method to address the major issues related to the performance of the system, particularly the quality and efficiency as well as the effects of the global environment that are increasingly shaping the landscape of higher education. "

"The first four shifts focus on the success of the members at the higher education, including students in the technical and vocational (TVET) route, the academic community and the people of Malaysia who pursue lifelong learning. The six other shifts focus on the enablers of the higher education ecosystem namely financing, governance, innovation, online learning, internationalisation," he said.

Meanwhile, UUM Vice-Chancellor, Prof Dato' Wira Dr. Mohamed Mustafa Ishak in his speech said that the sharing session is important and useful to UUM especially in order to improve research and publishing which are still new in UUM.

Also present at the event were the Deputy Vice-Chancellor, the Heads of Centres of Authority, Deans of the various schools and university officials.

=====

FROM:  
CORPORATE COMMUNICATION UNIT  
UNIVERSITI UTARA MALAYSIA  
TEL.: 04-928 3040/3048/3049/3052  
FAX: 04-928 3053  
E-MAIL: ukkuum@uum.edu.my  
FACEBOOK: Universiti Utara Malaysia (Official FB)

