

CHIANG MAI UNIVERSITY **STRATEGIC PLAN** 2012-2016



CMU: University of Excellence
Where Nature Nurtures Beautiful Intelligence



Statement

Chairman of the University Council

Chiang Mai University has approved Chiang Mai University Education Development Plan Phase 11 (2012 – 2016). This is a 5-year development plan which has been carefully and thoroughly brainstormed by experts from various sectors. It will serve as a strategic plan to further the development and commitment according to Chiang Mai University's missions to meet the objectives and consistent with the changing current world affairs and answer to the direction of educational and social development of the country.

As a comprehensive university, the university will further develop according to the Sufficiency Economy Philosophy of His Majesty the King along with the fulfillment of objectives as prescribed in the plan.

Kasem Watanachai

Professor Emeritus **Kasem Watanachai, M.D.**
Chairman of Chiang Mai University Council





Statement

President of Chiang Mai University

Chiang Mai University operates according to the Chiang Mai University Act B.E. 2008 which appointed Chiang Mai University as a comprehensive institution for higher learning providing a broad range of academic and high level professional education programs, organizing research for academic excellence and benefit to overall society, offering academic services to society, preserving and nurturing our cultural heritage and environment. Chiang Mai University has developed Chiang Mai University Education Development Plan Phase 11 (2012 – 2016), which has been gradually brainstormed by all management levels. Comments and suggestions from experts and feedback from stakeholders have been collected in order to form a distinct framework and strategic plan to guide the university in the right direction. This was developed with consideration for consistency with the policy guidelines of the 11th National Economic and Social Development Plan, the Second Decade of National Education Reform and the 15-Year Long-Term Higher Education Development Plan to drive the nation's education in a united direction. In addition, the university will propel the development to meet the aim as an autonomous university, taking into consideration the world's changing situations, and the country's roles for the readiness of the university in entering the ASEAN Community in 2015.

The university hopes that the Chiang Mai University Education Development Plan Phase 11 will be a guideline for accomplishing and propelling the development of the university to achieve our goal: University of Excellence.

Professor [Dr. Pongsak Angkasith](#)
President of Chiang Mai University

*The Ultimate Goals of
Chiang Mai University*

World Class University

University of Excellence:
World Class Quality

Benchmarking with Top
Domestic and International
Universities

Local and International
University

Chiang Mai
University

Road Map

University of Excellence:
World Class Quality

World Class
University

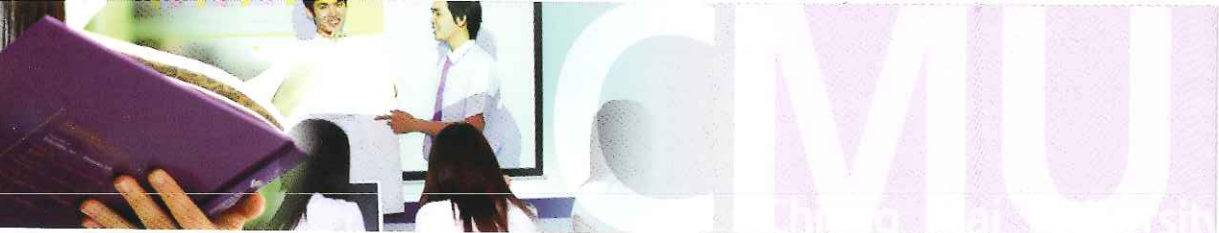
Quality Benchmarking
with Top Local and
International Universities

Local and
International
University

Unite for Excellence

Strategy	International Quality Educational Organization Development	Beneficial Research and Innovative Development	Academic Services Development According to Community's Needs	Aim to Preserve Religions, Cultural Arts, Thai Traditions and the Environment	University's International Development
Flagship	Produce Good Graduates with Capability and Competency	Emphasis on being a Perfect Integrated Research University	Participatory Integrated Academic Service/Knowledge from the University to the Society	Bring Thai Cultural Heritage to the World	Bring the university to the ASEAN and International Communities
Order of Importance	<ol style="list-style-type: none"> 1. Develop graduates quality by organizing teaching and learning: Problem Based Learning, Self Directed Learning, Life Long Learning, and ICT Integrated Learning styles 2. Develop a cooperative education system to improve students' skills 3. Improve students' merit, ethics, conscious, and responsibility to the community 4. Support internationalization of students (English & ICT Literacy) 5. Develop to become an e-University 	<ol style="list-style-type: none"> 1. Integrate researching with production / industrial sector 2. Conduct public policy research 3. Research for technological and commercial innovation development 4. Develop researchers in all dimensions 5. Develop a research funding management system 	<ol style="list-style-type: none"> 1. Health Hub for ASEAN and Asian regions 2. Center for Energy and Environment Excellence 3. Source for agricultural learning and academic services 4. Center for counseling / providing knowledge regarding economic, social, law and democratic governing system 	<ol style="list-style-type: none"> 1. Lanna Studies Center 2. Promote local cultures 3. Preserve and nurture religion, cultural heritage and Lanna traditions 4. Promote Lanna heritage to be part of the world's heritage 5. Become a Green and Clean Campus 	<ol style="list-style-type: none"> 1. Be an academic leader in bringing health sciences to ASEAN 2. Create knowledge and understanding in being a member of the ASEAN Community 3. Bring the students and staff into the ASEAN Community
Strategy	Develop a good and efficient management system				
Flagship	Develop, support and strengthen management to be efficient and effective with good governance				
Order of Importance	<ol style="list-style-type: none"> 1. Efficient human resources management system (Recruit – Retain – Reinforcement) 2. Improve the human resources development system at all levels 3. Seek for a doctorate degree scholarships for lecturers 	<ol style="list-style-type: none"> 1. Provide power of attorney / distribute the management authority 2. Develop the new age management system and the university to be a learning organization (LO) 	<ol style="list-style-type: none"> 1. Seek for income to support the sustainable development 2. Improve auditing system 3. Develop an appropriate risk management system 	<ol style="list-style-type: none"> 1. Improve the alumni network and people cooperation in developing the university 2. Build a core value and spirit of staff to love the organization and work happily 	

Path of Chiang Mai University Development 2012 - 2016



Resolution

Chiang Mai University (CMU) was the first institution of higher education in the region established by the government's policy and the Northern people's intention to be the center of academic and high level professional education programs, beneficial at a local and national level.

This university is a source of knowledge collection, discovery and research according to academic freedom by insisting on truth and virtue for the academic excellence, application and distribution and preservation of cultural heritage.

Chiang Mai University graduates should pay attention to their self-practice to be real experts in understanding, thinking, and practicing; can manage oneself, ordinate and work with ethics and conscience.

Vision of Chiang Mai University For the Chiang Mai University Education Development Plan Phase 11

Chiang Mai University is a Leading University with Academic Excellence in International Standards, focused on becoming a research-oriented institution of higher education and producing graduates with high moral and ethical standards, equipped to practice good governance under Sufficiency Economy Philosophy and Sustainable Development.





Mission

1. Provide higher education and high level professional education emphasizing academic standards and quality, which are accredited internationally, by concentrating on and considering the equality of educational opportunities, freedom, and academic excellence, along with ethics.
2. Conduct research and innovations concentrating on integrated and multi-disciplines which are beneficial to local, national, and international development.
3. Combine proficiency and competency of the university to provide participatory academic services according to the community's needs.
4. Sustainably preserve and nurture religious, cultural heritage, natural resources and the environment of the Northern region and the nation as a whole.
5. Develop relationships and academic cooperation with academic institutions in Asia and various countries around the globe.
6. Develop efficient management systems with good governance and sufficient economy for true sustainability.



Chiang Mai University Flagship

CHIANG MAI UNIVERSITY EMPHASIS ON ACHIEVING THE FOLLOWING DEVELOPMENTS

1

Produce Good Graduates with Capability
and Competency

2

Emphasis on being a Perfect Integrated
Research University

3

Participatory Integrated Academic Service/Knowledge
from the University to the Society

4

Bring Thai Cultural Heritage to the World

5

Bring the University to the ASEAN and International
Communities

6

Develop, Support and Strengthen Management to be
Efficient and Effective with Good Governance



6 STRATEGIES

for Chiang Mai University Development

DEVELOP INTERNATIONAL QUALITY EDUCATIONAL ORGANIZATION.

Emphasis on developing graduates who have morality and merit, who are decent, have knowledge and capabilities, have leadership skills, rationally aware of social changes, have the skills accredited at international level, develop the education organization to the World Class University level, as well as provide full-potential educational opportunity to disadvantaged, disabled and talented people.

Important Key Strategies:

- Develop graduates quality by organizing teaching and learning in Problem Based Learning, Self Directed Learning, Life Long Learning, and ICT Integrated Learning styles.
- Develop cooperative education systems to improve students' skills.
- Improve students' merit, ethics, conscience, and responsibility to the community.
- Support the internationalization to the students.
- Develop to become an e-University.
- Revise the curriculums to truly conform to the needs of the public sector and graduates users.
- Improve the lecturers to be skillful in teaching/researching and can use English to express intellectual knowledge at an international standard.
- Build and develop the systems to persuade excellent students to enroll at Chiang Mai University and build a good reputation for the university in the view of guardians, to support the students' educational institution selecting decision.
- Support the students to do a job, internship program, or work in a leading international company or multinational organization.
- Offer educational opportunities for the disadvantaged, disabled, and talented people.





DEVELOP RESEARCH AND BUILD INNOVATIONS USEFUL IN TEACHING AND LEARNING AND TO IMPROVE ECONOMIC, SOCIAL AND SECURITY AT LOCAL, NATIONAL, AND INTERNATIONAL LEVELS.

Emphasis on developing the national research university at international quality level.

Important Key Strategies:

- Integrate research with production / industrial sectors.
- Conduct public policy research.
- Research for technological and commercial innovation development.
- Develop researchers in all dimensions.
- Develop a research funding management system.
- Build and develop Mentor Systems, establish a young researcher nurturing center, as well as Fast Track systems to support potential young star-researchers.
- Promote and support research lecturers to present academic achievements on the national and international stages.
- Produce integrated interdisciplinary academic research which is Chiang Mai University's identity, research according to specific areas, solutions to questions / problems of the country, and fulfill the development of the economic and social production sector.

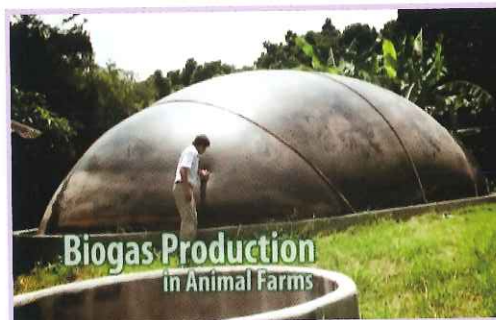


DEVELOP ACADEMIC SERVICES PROVIDING BASIC NEEDS TO THE COMMUNITY AND THE LOCALS.

The university is a setting which is jointly developed with the community and society. It has established cooperation with academic institution networks providing economic, social, legislative, and governing services by using the Royal Idea, developing health services to be a Health Hub of the ASEAN Member Region and Asia.

Important Key Strategies:

- Integrate knowledge in providing academic services according to the community / society's needs and to promote the capabilities of the community in self problem-solving management.
- Develop the Center for Energy and Environmental Excellence.
- Establish a source for agricultural learning and academic services.
- Have a center for counseling / providing knowledge regarding economic, social, legislation and democratic governing systems.
- Develop capabilities in expertise and high-level medical technology.
- Provide academic services with emphasis on the aspects directly affecting the security and quality of people's lives by using the problems and the needs of the local as a base.
- The university provides opportunities to acquire the community's knowledge, concepts and philosophies in order to truly understand the problems of the community which lead to development of new ideas.



4 EMPHASIS ON PRESERVING AND NURTURING RELIGION, CULTURAL HERITAGE, THAI CUSTOMS, LOCAL LANNA AND ETHNIC TRADITIONS, NATURAL RESOURCES AND ENVIRONMENT.

Preserve and nurture religion, cultural heritage, Thai customs and local Lanna traditions, natural resources and the environment to be inherited, preserved, revived, and developed sustainably, and to be a role model for managing landscape, promoting a green and clean environment.

Important Key Strategies:

- Establish Lanna Studies Center.
- Promote local cultures.
- Preserve and nurture religion, cultural heritage, Thai customs and Lanna traditions.
- Promote Lanna heritage to be part of the world's heritage.
- Develop the university into a Green and Clean Campus.
- Bring capability and knowledge within the community / society to preserve, nurture and save the natural resources and the environment.
- Promote the students to have more consciousness and higher participation in the preservation and nurturing of the religion, cultural heritage, Thai customs and local Lanna traditions.





IMPROVE THE INTERNATIONALIZATION OF THE UNIVERSITY

Develop cooperations and relationships with overseas academic and educational institutions in the ASEAN, Asia, and international regions as well as prepare the university to enter the ASEAN Community in 2015.

Important Key Strategies:

- Be an academic leader in bringing health sciences to the ASEAN.
- Create knowledge and understanding in being a member of the ASEAN Community.
- Bring the students and staff to knowledge exchanges with others in the ASEAN Community.
- Develop English Communication skills of the university's staff.
- Create networks and academic cooperations with overseas academic institutions in the ASEAN, Asia, and International regions.
- Promote joint-development of curriculum among graduates from Chiang Mai University and other world leading universities.
- Develop a credit transfer system with overseas academic institutions in the GMS, ASEAN, Asia, and International regions.
- Promote academic presentation on the international stages in the ASEAN, Asia and International regions.
- Improve the environment and create an international atmosphere within the university to be suitable as an international institution.



6 DEVELOP A GOOD AND EFFICIENT MANAGEMENT SYSTEM

Emphasis on improving the management efficiency and effectiveness. To develop management systems to be transparent and verifiable according to the good governance principle under the Sufficiency Economy Philosophy for Sustainable Development. To develop staff and develop the university to be a learning organization by promoting and developing the staff to learn, be skillful, and capable at working with consciousness and happiness together.

Important Key Strategies:

- Establish good and efficient human resource management systems (Recruit – Retain – Reinforcement) and continuously improve and develop human resources at all levels.
- Build a core value and spirit of staff to love the organization and work harmoniously.
- Seek for a doctorate degree scholarships for lecturers.
- Provide power of attorney / distribute the management authority.
- Develop both new age management systems and the university to be a learning organization.
- Seek for income to support the sustainable development.
- Improve auditing systems.
- Develop appropriate risk management systems.
- Improve the alumni networks and cooperation among people in developing the university.
- Manage the university's assets efficiently as well as establish an Endowment Fund by investing in the area and asset management to create future income.
- Improve skills, knowledge, and experience in working according to the responsibilities whilst living together in the university society. To systematically and continuously develop the skills of staff at all levels.





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