



SEAMEO RIHED

Bulletin

The First APHEIT International Conference "TRENDS IN HIGHER EDUCATION AND BENCHMARKING" 19-21 November 2001



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(Cover illustration by bruno, from 'Change' Magazine, Jan/Feb. 2001)

UPDATE



Dr. Vanchai Sirichana and his wife, **Khun Vanna Sirichana** (centre), with the guests.

A Dinner Party

A dinner party was given by RIHED and AUN at Rajabhat Institute Suan Sunandha, on 1 October 2001, in honour of Dr. Vanchai Sirichana, who will assume a new position as President of Mae Fah Luang University, Thailand. Dr. Padoongchart paid tribute to Dr. Vanchai by remarking that under his chairmanship of RIHED's Governing Board, the Centre was able to survive the economic crisis and that he is well recognised by all the Board members. Dr. Supachai Yavaprabhas, Executive Director of ASEAN University Network (AUN), Dr. Chantavit Sujatanond, Assistant Permanent Secretary for University Affairs and Dr. Arief S.Sadiman, Director of SEAMEO Secretariat also expressed their appreciation of Dr. Vanchai's commitment to AUN, Ministry of University Affairs, and RIHED and wished him much success in his new assignment. Dr. Vanchai also expressed his appreciation of working with the Board Members and such capable staff. A plaque was presented to Dr. Vanchai for his invaluable contribution to SEAMEO RIHED by Dr. Padoongchart.



Dr. Arief S.Sadiman, Director of SEAMES, presenting **Dr. Vanchai** with a bouquet of flowers.



Dr. Chantavit Sujatanond, **Ms. Porntip Kanjananiyot** and **Ms. Aporn Kanvong**, from Ministry of University Affairs, Thailand, presenting **Dr. Vanchai** with a photo souvenir.

A New Advisor

RIHED is happy to welcome Professor Dr. Pote Sapianchai as an advisor. Dr. Pote is an expert on higher education and his long record of achievement will be an asset for RIHED. His past positions included: Secretary General, Office of National Education Commission, Thailand; Former Deputy Permanent Secretary of Ministry of University Affairs, Thailand; President of Srinakharinwirot University, Thailand; and former Deputy Minister of Education, Thailand.



from left, **Dr. Padoongchart Suwanawongse** and Project Director, **Dr. Varaporn Bovornsiri** with 3rd batch of students.

International Programme on Higher Graduate Diploma in Higher Education Management

RIHED interviewed one of the participants of this programme, Mr. Tith Mab, (photo, centre 2nd row), a lecturer at Royal University of Phnom Penh, Institute of Foreign Languages, Department of English. Mr. Tith Mab said that this programme is very relevant at this time of education reform; from teacher centred to student centred learning. It teaches how to develop an innovative curriculum with a strong focus on student needs, faculty development and how to use human resources effectively. Mr. Tith Mab expressed his satisfaction with this programme and is looking forward to the second semester of this course in February 2002.

THE TEACHERS COUNCIL OF THAILAND (KHURUSAPHA) IN COOPERATION WITH SEAMEO RECSAM AND SEAMEO RIHED



-left- **Dr. Padoongchart Suwanawongse, Mr. Yuthachai Utama** and **Mr. Tan Khun** signing the agreement.

Linkages among the Southeast Asian countries and between Southeast Asia and international countries are very important in the development of education. The sharing of knowledge, exchange of experts, regional networking, and collaboration in relevant programmes and activities are vital for the growth and quality of education in the region. Linkage is one of RIHED's main objectives in its Second Five-Year Development Plan.

The Signing Ceremony of the Cooperation Agreement on the development of Thai teachers in the fields of science, mathematics, and technology education took place on 28 November 2001 at the Teachers Council of Thailand (Khurusapha), Bangkok. Mr. Yuthachai Utama, Khurusapha Secretary General, Mr. Tan Khun, RECSAM Director and Dr. Padoongchart Suwanawongse signed the Agreement. Dr. Arief S.Sadiman, Director of SEAMEO Secretariat was also present. The main purpose of this agreement is to promote the development of Thai teachers in the above mentioned fields. To this date the three parties are very satisfied with the results of the past cooperation and look forward to continued success of this joint venture.

A Farewell Dinner

RIHED had the honor of hosting a farewell dinner for Dr. Francois Megard, Regional Counsellor for Scientific and Technical Cooperation, Cultural Service Section of the French Embassy, Bangkok. Dr. Megard has completed his term of office. Officers and staff of the Ministry of University Affairs, Thailand, SEAMES, SPAFA and TROP-MED joined the gathering on 23 November 2001 at Siam City Hotel. Dr. Padoongchart Suwanawongse, Director of SEAMEO RIHED, expressed his deep gratitude and appreciation of Dr. Megard's support and participation in many activities of RIHED, including his attendance at Governing Board Meetings. Dr. Arief S.Sadiman, Director of SEAMES, thanked Dr. Megard for his contribution to SEAMEO Centres and that he considered Dr. Megard part of the SEAMEO family. Representatives from other SEAMEO Centres also thanked Dr. Megard for his valuable assistance to their Centres. Dr. Megard stated he greatly enjoyed working with SEAMEO and likewise, feels part of the SEAMEO family. He wished the SEAMEO Centres success and said that they could look forward to continued support from the French Government.



-left, **Dr. Padoongchart Suwanawongse** presenting a photo souvenir to **Dr. Francois Megard**.



center, **H.E. U Myo Myint**, Myanmar's Ambassador to Thailand, *on his right,* **Dr. Chantavit Sujatanond** *on his left,* **Dr. Padoongchart Suwanawongse**, with staff from Ministry of University Affairs, Thailand.



- left, **Dr. Padoongchart** meeting with **Dr. Supachai Yavaprabhas**, Executive Director of AUN.



- left, **Dr. Padoongchart** presenting flowers to **Prof. Dr. Voradej Chandarasorn**, new Permanent Secretary, Ministry of University Affairs, Thailand.

COVER STORY

“TRENDS IN HIGHER EDUCATION AND BENCHMARKING”

Queens Park Hotel, 18 - 21 November 2001



THE 1st APHEIT International Conference 2001 was organised by The Association of Private Higher Education Institutions of Thailand, The Ministry of University Affairs, Thailand and Sripatum University. SEAMEO RIHED was one of the co-organisers.

Benchmarking was used for the first time in business in the early 1980's and later in higher education. The process of benchmarking is as follows: setting the study scope; screening a selection of best practice organisation; site visits; reporting, sharing and adapting the best practices. Some suggestions for benchmarking are starting small, at a grassroots level, collecting information on prospective benchmarking partners, which can be obtained from libraries, professional associations, personal contacts and data sharing consortia.

Dr. Voradej Charndarasorn, Permanent Secretary, Ministry of University Affairs, Thailand, stated in his keynote speech that trends in higher education of Thailand are related to many aspects, such as government policy, globalisation, job markets, governance, technology, quality assurance, etc. He added that private, public and community sectors cannot be separated. They need to work together, hand in hand, to guarantee the quality production of best citizens and best services. Dr. Robert Fryer, Assistant Vice Chancellor, University of Southampton, England, gave his presentation “The Changing of Universities’ Status, Structure and Functions in the New Era”. He explained how changes in society, institutions, politics and technology effect higher education and that the main barriers to lifelong learning are lack of confidence, time, opportunity and information; narrow conception of learning, etc. The challenges are: autonomy, accountability, quality, relevance and requirements for new graduates to meet demands of society in the 21st Century.



Dr. Voradej Charndarasorn, Permanent Secretary, Ministry of University Affairs, Thailand, presenting Keynote Address.



Dr. Padoongchart Suwanawongse, (left) Director, SEAMEO RIHED, acting as moderator.

A panel discussion on “Universities Rating and Ranking: Acceptance or Rejection” by Dr. Mohamed Suleiman, Chairman, National Accreditation Board, Malaysia, Dr. Manuel Punzal, Commissioner on Higher Education, Philippines, Ms. Pornthip Kanjananiyot, Director, Bureau of Higher Education Standards, Ministry of University Affairs, Thailand and Dr. Padoongchart Suwanawongse, Director, SEAMEO RIHED (Moderator), raised criteria for rating and ranking and trends for Thailand, Philippines and Malaysia. The rating and ranking in other countries or agencies, such as Indonesia, New Zealand, India, US News Ranking, etc. were included.

Fourteen papers were presented in concurrent sessions under three subthemes: The Changing of Universities Status, Structure and Functions in the New Era; Benchmarking: Tools for Advancement; and Higher Education Institutions: Cooperation and Competition.

The conference brought forth many relevant issues and challenges facing higher education in Southeast Asia and presented roads to follow to attain high quality standards.



Participants show interest in RIHED publications.



Participants listening attentively to speaker.



“THE MANAGEMENT OF UNIVERSITY-INDUSTRY PARTNERSHIPS”

A 16 week distance learning training course is being offered by International Institute for Educational Planning (IIEP) and SEAMEO RIHED, between March and June 2002.



This course is designed for senior managers of U-I partnerships, i.e. pro-vice-chancellors for extension services, deans of faculties or heads of department, heads of interfaces such as outreach offices or consultancy firms, etc. These participants, about five from each university, are expected to work on the course as a team, an approach which we can expect to lead to effective capacity building.

The relationship between university and industry has great potential to improve teaching, learning and research activities; it may contribute to the generation of extra-budgetary funds. In this regard it is necessary to develop a strategic vision and top management commitment with regard to the objectives and areas to be developed. University-industry relations need to be managed in a professional manner through specialized structures and appropriate policies and procedures.

The objectives of this Distance Education Course are to provide teams of managers in selected Asian universities with concepts, tools and options to develop and sustain relations with the productive sector in different domains: initial training, continuous professional development, R&D, enterprise development, etc. and to inform participants about the implications underlying these different options and stimulate reflection about their adaptation to different institutional contexts.

The five modules of the training course will include:

1. Strategic management of university-industry relations
2. Management of interfaces
3. The management of finance
4. Personnel management
5. Development of an action/project in the area of university-industry linkages

The course will be conducted in English and participants will remain in their universities throughout the course. The course will be conducted in a distance education mode, using the Internet (Email and/or the Web) to support interaction between each university and the course team in Paris and Brussels, and between the individual universities. This approach will maximize interaction among the participants themselves, not only at the institutional level, but also at national and international levels. The resource persons at IIEP in Paris and at European Centre for Strategic Management of Universities (ESMU) in Brussels and some selected renowned guest professors will provide expert input and stimulate further reflection and interaction at appropriate points throughout the course.

For more details and information, please contact RIHED at address/email on back cover.



MEETING

Twenty-Fourth SEAMEO High Officials Meeting Plenary Sessions - Sofitel Central Plaza Bangkok, Thailand 26 - 28 November 2001



H.E. Dr. Sirikorn Maneerin, Deputy Minister of Education, Thailand, presenting Keynote Address.

The 24th HOM Opening ceremony was attended by members of the diplomatic corps, representatives of international organisations and high officials of the Ministries/Department of Education of SEAMEO Member and Associate Member Countries. These and other participants to the meeting included the International Council for Open and Distance Education (ICDE), UNESCO Asia and Pacific Regional Bureau for Education, IDP Education Australia, Simon Fraser University, Memorial University of New Foundland and Hong Kong Baptist University.

Dr. Arief S.Sadiman, Director of SEAMEO Secretariat in Bangkok, delivered the welcome address. Dato' Haji Ambrin bin Buang, Secretary-General, Ministry of Education, Malaysia gave the opening remarks, while H.E. Dr. Sirikorn Maneerin, Deputy Minister of Education representing the Minister of Education, Thailand (H.E. Mr. Suvit Khunkitti), presented the keynote address.

One of the new projects being launched by SEAMEO and which was approved at the meeting were: ICT on HIV/AIDS Preventive Education in the Cross-Border Areas of the Upper Mekong Region in selected SEAMEO Countries, a SEAMEO-UNESCO joint collaboration. This project will identify preventive HIV/AIDS education messages, strategies, and mechanisms that can be delivered effectively to reach vulnerable groups in border areas of the Upper Mekong (Cambodia, China, Lao PDR, Myanmar, Vietnam, Thailand) via ICT and other multi-media technologies. The aim is to develop and strengthen the capacity in HIV/AIDS preventive education of education leaders/providers at both formal (schools and teacher training institutions) and non-formal (community learning centers and learning resource centers) levels.

Other ongoing projects were also discussed, such as the continuation of the SEAMEO Regional Schools Internet Project with 39 schools from SEAMEO Member Countries (including 4 schools from Thailand and 3 schools from Australia) taking part in designing web pages on the theme "Friendship among Youth". SEAMEO RECSAM in Penang, Malaysia continues to host two international events: Search for SEAMEO Young Scientists, a science exhibition/congress for the youth investigative projects, on the theme "Creating Intelligent Cities for the Harmonious Societies of the New Millennium" to be held from 4 – 6 March 2002; and the 3rd SEAMEO Mathematics Olympiad, an academic competition for talented students in mathematics skills, in May 2003.

On 27 November, there was a signing ceremony of the Memorandum of Understanding between SEAMEO and Pearson Education Indochina to publish and promote the official Journal of SEAMEO Journal of Southeast Asian Education, which is published twice a year. Currently two issues of the Journal on the theme "Challenge in the New Millennium and New Literacies in the 21st Century: Thinking and Information Technology" are available. Another forthcoming issue on "Language Education: Regional Issues" is scheduled to be out by December 2001.

The HOM was successful. Various projects were discussed and approved which will benefit and strengthen education development in the Southeast Asian region.



Participants at the Opening Ceremony.



Now at a time when higher education institutions are increasingly becoming autonomous, the need for self-sufficiency, in terms of income generation, is a necessity. The following excerpt is from a paper by Dr. Bikas C. Sanyal, Special Advisor of the Director General, UNESCO, International Institute for Educational Planning (IIEP), Paris, France. The complete paper is presented in SEAMEO RIHED's new publication: "**Management of University Resources with Emphasis on Income Generation**". (see back cover for details)

Management of Income Generation Activities

By Bikas C. Sanyal

1. Rationale

Universities in many countries around the world are endowed with high-level human and physical resources which are not always fully utilised by them. Effective utilisation of these resources not only allows additional income to the universities but also contributes to making the instructional and research programmes more relevant, improving the quality of instruction, establishing good relations with the community and the stakeholders, transferring technology to the industry, and revitalising the surrounding economy.

2. Modes of Income Generation:

A survey of income generation activities allows us to classify them in twelve broad categories as follows:

1. Sale of services.
2. Sale of products.
3. Use of physical facilities.
4. Use of residence halls, guest houses, catering and conference facilities.
5. Internal publicity.
6. Sale of internal products, goods and services.
7. Recycling.
8. Use of awards ceremony for income generation.
9. Brokerage function.
10. New delivery modes of instruction.
11. Investment and managing cash flows.
12. Miscellaneous fund raising activities, including charity shows for special projects.

For an income generation programme to succeed the following conditions are to be met:

1. Before an institution launches an income generation activity it should critically examine what are its capabilities in offering products, goods and services to the external world which would bring additional income and not loss. So, the first condition for success of such a programme is an audit of income generation involving competent entrepreneurs.
2. To identify the activity to be launched a market research should be undertaken in the choice of the activity. In this respect importance should be given to the local needs first.
3. The institution as a whole should be committed to effective management.
4. The institution should inculcate an enterprise culture. This is very difficult for an academic institution because of its traditional importance on academic excellence.

The culture of entrepreneurship involves seeing change as an opportunity and not a threat, requires excellent internal communication, every staff recognising the programme's importance, a fair reward system and a programme of staff development with emphasis on entrepreneurship and management so that they can carry out their new tasks efficiently.

5. For a successful programme the institution needs a high profile and a good public relations system to attract clients.
6. The managerial procedure including financial procedures should be transparent and flexible with as little bureaucracy as possible.
7. The institutions should be ready to take risks. Not all programmes will be successful from the beginning.
8. Customer satisfaction should be given importance with a correct delivery system of the products and services.
9. The institution should be tactful while negotiating the terms of contractual arrangements.
10. The institution should take special care that it does not reduce the importance of its principal missions: creation and dissemination of knowledge.

AHEAD TRAINING COURSE

SEAMEO RIHED and SEAMEO SEARCA with the cooperation of Yezin Agricultural University had conducted the Advanced Higher Education Administrators Development (AHEAD) Training Course for higher education administrators of Myanmar. It was held at Yezin Agricultural University, Myanmar from 27 – 31 August 2001. This AHEAD training course aims to enhance both the managerial and leadership capabilities of education administrators in performing both their academic and non-academic functions. Dr. Varaporn Bovornsiri represented SEAMEO RIHED in this training course as a resource person.

There were 37 persons in attendance.

-left- Dr. Alicia Occidental, Head Training Unit (SEARCA), Dr. Kyaw Than, Rector of Yezin Agricultural University, Dr. Varaporn Bovornsiri, and Ms. Sergia Baldos, Training Unit (SEARCA).



Dr. Kyaw Than with participants.

UPCOMING EVENTS



Experts Meeting on Tourism Programme for Virtual University in Greater Mekong Sub-region (GMS), 7 - 9 January 2002, Kunming, China



Meeting of GMS Higher Education Coordinating Task Force, 16-18 January 2002, Bangkok, Thailand



SEAMEO Council Conference, 12-15 February 2002, Chiang Mai Thailand

RIHED PUBLICATIONS FOR SALE

- **Higher Education Reform in Southeast Asian Countries**
Papers presented at the 8th SEAMEO RIHED Governing Board Meeting, 7 – 8 September 2000, Bangkok, Thailand
Price: USD 8.00
- **Regional Workshop Report on Management of University Resources with Emphasis on Income Generation**
Organised by SEAMEO RIHED and Srinakharinwirot University, Thailand, 13 – 15 December 1999
Price: USD 10.00
- **Regional Workshop on Institutional Management in Higher Education for Southeast Asian and Pacific Countries**
Chiang Mai University, Thailand, 24 - 27 July 2000
Price: USD 15.00



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