Center for International Affairs Strategies

2021 - 2025

Introduction

Over the past three decades, Suranaree University of Technology has produced qualified graduates to meet the demands of the country. The role of Center for International Affairs, SUT has been to support teaching and learning as well as research by providing international collaboration opportunities to enhance internationalization and to enhance graduate skills necessary to meet the changing global demands. These skills include sociability, communication, internationalization, which are the 21st century skills. These are skills necessary for globalization and employability for university graduates as driving the global economy and addressing global challenges requires people to work across borders and acquire intercultural competences.

To enable comprehensive internationalization, the university has embedded internationalization in classroom learning, research, academic services and surroundings in the university. However, with high costs, physical mobility is not inclusive and cannot be assessed by students and staff across the campus thereby limiting international competency skills. However, the advent of the COVID-19 pandemic has disrupted physical mobility and accelerated digitization in terms of communication, classroom learning and online meetings over the Internet. The outbreak opened up new opportunities and transformed international collaboration by enabling collaborative online learning (COIL), virtual exchange programs and internships, online courses from international partners, online conferences or webinars, internationalization of curriculum and professional development of staff. More students and staff can thus gain global competences without relying on traveling abroad. Interdependencies between institutions have enabled traditional destination countries to team up with local partners to offer flexible pathways to enable transnational education (TNE). There will also be increased education regionalization where regional hubs emerge for safety and financial reasons as students prefer to be closer to their home country.

With the new norm of post pandemic education, the role of CIA is to spearhead internationalization to support the SUT 2025 policy to the goal of SUT becoming "*the top university of technology in Thailand*." However, according to THE World University Ranking, SUT has strengths in research and development and citations, but has weakness in its academic and research reputation as well as international outlook. According to QS World Ranking, which rates 6 aspects (academic reputation, employer reputation, student to faculty ratio, citations per head, international faculty ratio and international student ratio), SUT has good reputation only in terms of research and development. But all the other aspects such as academic and employer reputation received marginal recognition compared to other

universities. These two ranking institutions therefore indicate that SUT should place emphasis on strengthening international academic reputation and develop action-plans to attract more international high caliber faculty/ researchers to collaborate with the university, and high impact international collaboration with strategic networks and partners to attract more international experts/staffs/students to the university and enhance international reputation.

Therefore, to support the university in progressing towards the ultimate goal, CIA will fulfill SUT 2025 policy under initiative 6) SUT Connect, by laying out the CIA strategy as follows.

CIA Strategy

(2021-2025)

1. **Vision**

   To take role as an *international information portal* and *proactive organization communication beacon* to enhance SUT reputation.

2. **Mission**

   To strengthen SUT's reputation, visibility and engagement in the global community and internationalization in SUT community.

3. **Value**

   1) Practice service mindset and growth mindset.
   2) Work proactively as a team to support SUT policy.
   3) Serve with integrity and professionalism.

4. **CIA Key Performance**

   1) Acquire language proficiency for collaboration and coordination.
   2) Promote and support in-outbound onsite or virtual expert/staff/student mobility.
   3) Support and collaborate with relevant units to enhance international visibility and engagement.
   4) Proactive corporate communication on campus and internationally.
   5) Manage information and develop information acquisition for SUT international affairs.

5. **Strategies**

   5.1 Strategy 1: Increase international reputation

       5.1.1   Objective:

            To increase THE/QS World University Rankings, THE Impact Ranking.

       5.1.2   Action-plan

           1) Increase international engagement.
           2) Support enhancement of research reputation by seeking impactful international collaboration and resources.
           3) Support enhancement of teaching reputation.
           4) Work with relevant units to acquire SUT international collaboration data.
           5) Increase visibility of SDG engagement.
           6) Form network with International firms.

5.2 Strategy 2: Increase international visibility

5.2.1   Objective:

To increase international visibility and increase THE/QS World University Rankings, THE Impact Ranking.

5.2.2   Action-plan

1) Increase embassy visibility.
2) Increase international firm visibility.
3) Increase Internet visibility.

5.3 Strategy 3: Increase international competency of staffs and students

5.3.1   Objective:

To rebrand SUT as an internationalized campus and support international outlook.

5.3.2   Action-plan

1) Increase international competency among staff and students.
2) Support enhancement of global student experience and diverse international student profile.
3) Increase international awareness on campus.
4) Proactive corporate communication on campus.

5.4 Strategy 4: Increase international student/alumni engagement and admissions

5.4.1   Objective:

To increase international outlook and improve rankings.

5.4.2   Action-plan

1) Enhance internationalization at home through supporting. international activities and internationalized curriculum.
2) Provide platform to promote inbound-outbound flagship events for SUT and partners.
3) Support international alumni engagement and student admissions.

6. Key Performance Index

The assessment of the success for the Center for International Affairs will be measured as follows.

6.1 Academic/research/employer/THE Impact reputation and visibility
1) Number of international student enrollment
2) Number of inbound-outbound international talents (researchers/faculty) exchanged
3) Number of inbound-outbound university-international firm persons exchanged
4) Number of in-outbound international students exchanged
5) Number of hosted inbound-outbound international events.
6) Number of courses/programs jointly taught with international institutions

6.2 International collaboration
1) Number of new collaboration programs (MoU/MoA/Letter of Intent) with partnering institutions and networks
2) Number of active collaboration programs (MoU/MoA/Letter of Intent) with partnering institutions and networks
3) Number of inbound-outbound staff mobility (research/faculty/supporting staff) from both MoU and Non-MoU activities
4) Number of inbound-outbound student mobility from both MoU and Non-MoU activities

6.3 International competency and awareness
1) Number of activities/workshops/attendance to increase international competency skills and awareness
2) Evaluation of satisfaction

6.4 Quality of service
1) Service satisfaction from home faculty/staff/students on-campus
2) Service satisfaction from visiting faculty/staff/students