SURVIVAL OF PRIVATE INSTITUTION OF HIGHER LEARNING
- The Role of Administrator

By

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Overview

- The Ecosystem
- Challenges
- Attributes
VISION

A Leader in Technology Education and Centre for Creativity and Innovation

MISSION

- UTP is an institute of higher learning. We provide opportunities for the pursuit of knowledge and expertise for the advancement of engineering, science and technology to enhance the nation’s competitiveness
- Our objective is to produce well-rounded graduates who are creative and innovative with the potential to become leaders of industry and the nation
- Our aim is to nurture creativity and innovativeness and expand the frontiers of technology and education for the betterment of society
UTP is Committed to its Vision, Mission and Corporate Agenda

Internationally recognized as a partner of choice for industries and a respected member of scientific communities

UTP Aspiration

Superior Academic Programs

Center Of Excellence in R&D

Leadership development

Capability building

Mindset and behavior shift

PETRONAS' Aspiration

Malaysia Education of Excellence

Pelan Strategik Pendidikan Tinggi Negara

Source: National Higher Education Strategic Plan
# World Education: Challenges & Opportunities – Malaysian Perspective

## World Mega Trend
- Unconventional energy sources
- Low carbon economy
- Water scarcity
- Mobile, hyper connected & non permanent workforce

## Globalisation
- Globalisation of education services is way forward
- Malaysia as education hub
- 200,000 int’l students in 2020
- Increase positive experience of international students

## National Innovation Strategies
- Enhancing Malaysian IPs, innovation skills & awareness
- Seamless funding pipeline
- National challenges - mental ceiling
- Quadruple helix model - government, universities, industry & investor

## Commercialisation & Innovation
- Managing R&D as a business model
- R&D value chain and deliverables to industry
- Managing commercialisation as a business entity

Source:
Corporate Agenda as a Platform to Achieve Aspiration

Internationally recognized as a partner of choice for industries and a respected member of scientific communities

Corporate Philosophy: A consistent body of convictions that shape our mindset leading to culture change

Foundation for Corporate Agenda

- Core Pillars
- Triple Plus Elements
- Superior Academic Program
- Center of Excellence in R&D
- Leadership Development
- Capability Development
- Mindset & Behavioral Change
- Brand Essence
- 5 QPs
- Shared Values
Understanding the **Drivers for Success**

**Survival of private institution of higher learning is very much dependent on internal and external factors.**

- Superior Academic Program
  - Strong educational foundation
  - Industry relevant
  - Accredited
  - Recognition by government and industries
  - Qualified academic staff
  - Multi-Mode Academic Delivery

- Facilities & Services
  - Conducive environment for learning and living
  - Administrative support

- Institution’s Reputation and Branding
  - Total student experience
  - Well rounded student development

- High Graduate Employability
  - Generate new knowledge
  - Develop innovation and creativity
  - Driver for growth

- Industry Engagement
  - Curriculum development
  - Quality assurance
  - Industry focused delivery
  - Sponsorship/internship/career opportunities

- R & D
  - Driver for growth

Survival of private institution of higher learning is very much dependent on internal and external factors.
Creating ecosystem to support academic and research

Recruiting, developing & retaining people of the right caliber

Improving & Strengthening Business Processes

Ever increasing competition from the opening of foreign branch campuses

Other challenges that require commitment & dedication

Our Challenges in General
Our Challenges – Enter Generation Y

<table>
<thead>
<tr>
<th>What Are They Looking For?</th>
<th>How To Bring Out the Best in Them?</th>
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<tbody>
<tr>
<td>✓ Enrichment</td>
<td>✓ Take time to mentor, coach and give feedback – teach work ethics and set concrete career goals</td>
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<tr>
<td>✓ Appreciation</td>
<td>✓ Make training and development an organizational priorities</td>
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<tr>
<td>✓ Voice</td>
<td>✓ Provide challenge – responsibilities, meaningful work, frequent change</td>
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<tr>
<td>✓ Membership</td>
<td>✓ Seek their input and involvement</td>
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<td>✓ Life-work balance</td>
<td>✓ Provide a fun, employee-centered workplace where they can build personal connections</td>
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<td>✓ Provide flexibility and good work-life balance</td>
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They have different values, behaviors and priorities – based on their different environments and experiences growing up.
Overview

The Ecosystem

Challenges

Attributes
The Need To Have Transforming Mindset

Always consistent in mindset

Being distinctive

Agile & Adaptive

Focus in mind and work
Other Attributes of Effective Administrators

... and its relationship with the Ecosystem

Values System
- Integrity
- Professionalism
- Loyalty
- Cohesiveness
- Character

Knowledge/Competencies
- Proactive leadership
- Management skills
- Critical thinking
- Problem solving
- Interpersonal skills
- Fore sighting
- Continuous learning and improvement
KPIs Generated to Support CEO’s Scorecard. More than 200 KPIs were developed based on elements:

UTP has a clear roadmap towards becoming an international university by 2020.