



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI

**Universiti
Putra
Malaysia**

Pendidik Berinovasi Tonggak Pendidikan Madani

Naib Canselor

Program Hari Pendidikan – Peringkat UPM
30 October 2023



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PERTANIAN • INOVASI • KEHIDUPAN

BERILMU BERBAKTI
WITH KNOWLEDGE WE SERVE

KANDUNGAN

- Ke arah Pencapaian Nilai Madani
- Warga akademik Warga UPM
 - Keperluan kenyataan “TRUE NORTH”
 - Penghayatan dan Pencapaian Visi dan Misi
 - Penghayatan dan Pencapaian Matlamat Pendidikan Organisasi (IEG)
- Peranan Akademik dan Keperluan pendekatan berinovatif



TUJUAN PEMBENTANGAN

- Mengajak semua ahli akademik memahami peranan akademik untuk pencapaian
 - Nilai dan aspirasi Malaysia Madani
 - Visi dan Misi UPM
 - Matlamat Pendidikan Institusi
- Mempastikan ahli akademik menggunakan pendekatan berinovatif dalam memastikan pembelajaran terbaik untuk mereka yang dididik



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Keperluan “the TRUE-NORTH”



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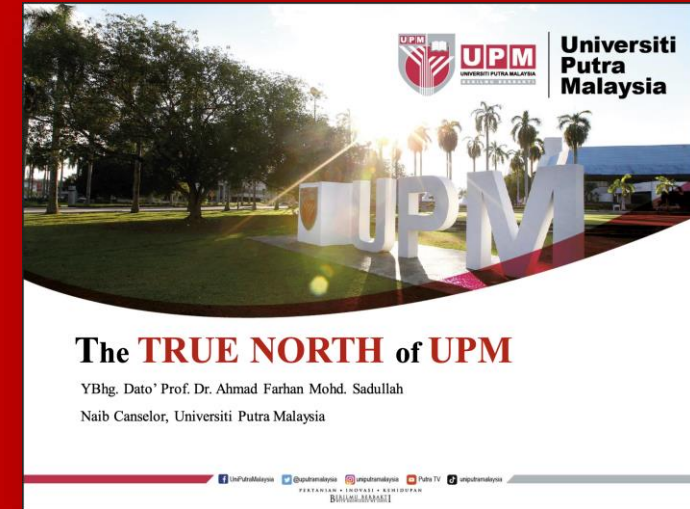
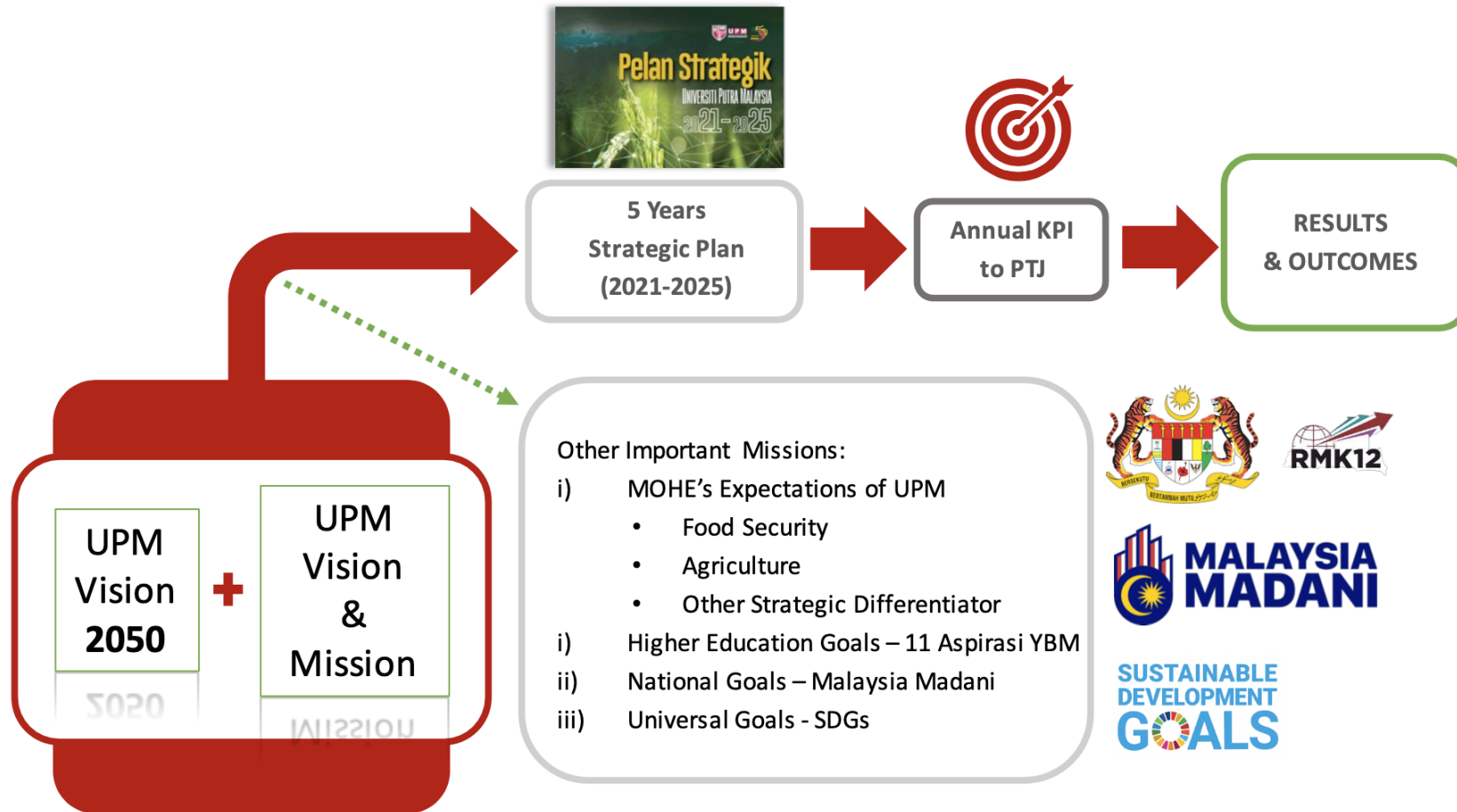
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UPM General Strategic Framework



- Mempastikan semua warga di UPM bersama ke arah **SATU MATLAMAT**
- Memberi kefahaman terhadap keperluan jajaran strategik
 - Matlamat jangka Panjang
 - Pelan Strategik 5 tahun
 - Sasaran dan pencapaian tahunan (KPI)
- Kepentingan **pencapaian hasil**

Dissecting the Vision and Mission statements is an effective approach to bring every UPM citizen to be on the same page with common goals and aspirations

DISSECTING THE VISION AND MISSION OF UPM

Towards formulating a possible refreshed Vision and Mission Statements for UPM VISION 2050

Dissecting the Vision of UPM

Vision is TO BECOME A UNIVERSITY OF INTERNATIONAL REPUTE (Menjadi sebuah universiti bereputasi antarabangsa)

Rather arbitrary and vague

This is towards GLOBAL PROMINENCE

Isn't UPM one already?

What are the performance indicators

How do we raise the bar?

Why did UPM chose the wording?

Fulfilling the UPM's Vision and Mission Statements

Vision:

“To become a university of international repute”



Dissecting the Mission of UPM

1. To make meaningful contribution

- Definition of meaningful
- What are the indicators to be used
- Has UPM tracked the progress and attainment of this mission
- Definition of contribution : process vs outcome vs impact
- Again, how do we know it is a positive contributions

2. To the Creation of prosperity

- Definition of prosperity?
- Prosperity of whom: nation, UPM, Warga UPM, or world
- What are the indicators used to measure progress
- Has UPM tracked the progress and attainment of this mission
- Prosperity defined:
 - *the state of being successful and having a lot of money (Cambridge)*
 - *the condition of being successful or thriving especially : economic well-being (Merriam Webb)*
 - *Prosperity is a condition in which a person or community is doing well financially. (Collins)*
- What is UPM's definition of prosperity
- In any way prosperity here can be linked to SDG (which ones – directly or indirectly)?
- Eg: SDG1 : No Poverty and SDG2: Zero Hunger – can be supported by UPM's mission
- Linking to Malaysia Madani presently, and linking to Shared Prosperity Vision 2030

Mission:

To make meaningful contributions to the:

- Creation of Prosperity and
 - Development of the Nation and
 - the Well Being of All Human Beings;
- through the Exploration and Dissemination of Knowledge

3. To the Development of the Nation

- Need to use the Nation's Development criteria and indicators
- How can UPM affect and give impact to the Nation's Development – how can we articulate UPM's contribution
- Keeping track on the 5 year Malaysia Development and plan and making sure UPM play a significant role
- Linking to relevant SDGs

4. To the well-being of human beings

- Definition of well-being?
- Economically, health etc?
- Why only human beings and not planet and its inhabitants in general
- Again – linking to SDGs
- The focus of UPM on agriculture and leading vet school – can it be linked and reflected here?

5. Through the Exploration and Dissemination of knowledge

- Exploration through research
- Linking research problem statements to elements from Vision and Mission
- Impact measured based on this
- Dissemination – how?
- Through teachings and supervision
- Publication and beyond

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OTHER RECENT STRATEGIC SLOGAN AND THE 2021-2025 STRATEGIC PLAN

- **Institution Educational Goals – Produce superior graduate who are holistic, ihsan, patriotic and resilient**
- Values: Ihsan, Diversity and Sustainability
- **Slogan1: With knowledge we serve (Berilmu Berbakti) - Motto**
- Slogan 2: Pertanian, Inovasi, Kehidupan
- Internationally Recognized for Uncompromising Quality in Education
- The concept of Al Falah



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BERILMU BERBAKTI

WITH KNOWLEDGE WE SERVE

- Sustainability (Kemampanan)
- Prosperity (Kesejahteraan)
- Innovative (Daya cipta)
- Respect (Hormat)
- Trust (Keyakinan)
- Compassion (Ihsan)

Nilai Madani

1. Kemampanan : Mutu hidup seimbang berdasarkan citra Malaysia yang unik berasaskan ilmu pengetahuan dan kearifan tempatan.
2. Kesejahteraan : Kesejahteraan ekonomi, sosial dan kelestarian alam melalui budaya ilmu dan kepelbagaian pandangan.
3. Daya Cipta: Pembaharuan dan pengupayaan modal insan bagi menjelmakan daya cipta manusia.
4. Hormat: Perilaku budi bahasa kepada kekayaan tradisi, merayakan kemajmukan dan meraikan perbezaan pandangan dunia.
5. Keyakinan : Menghidupkan harapan terhadap perubahan seiring sikap amanah melakukan perubahan ke arah kebaikan.
6. Ihsan : Belas ihsan akan nasib semua pihak melalui tindakan pemerksaan kemanusiaan.

Madani Values

Ensuring alignment



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UPM's Strategic Statements

- Vision and Mission of UPM
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UPM produces the talent



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HOW DO WE ACHIEVE THIS THROUGH THE ACADEMIC DOMAIN?

By providing the best learning and living experience



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OBE is about the attainment of Learning Outcomes

- Do we care?
- Do we make sufficient efforts towards this?
- Do we know if we have achieved the POs and PEOs of our academic programs?
- What are the resulting attributes of our graduates and alumni?
- Have we fulfilled our IEG, Mission and Vision?



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THE NEED TO BE INOVATIVE

- To nurture our students to be different and distinctive, we academics must also be different, thus innovative in our approaches



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QUESTIONS THAT MAY LED TO INNOVATION IN TEACHING

- Between: **The status quo** vs **CHANGE**
- Between: **same curriculum** vs **revised/updated curriculum**
- Between: **Conventional method of teaching** vs **new/innovative methods of teaching**
- Between: **Assessing the student grades** vs **assessing the students' attainment of outcomes**
- Between: **Teaching as a priority** vs **teaching as a secondary importance**
- Between: **Ensuring quality assessment** vs **recycled questions**
- Between: **Direct Cognitive assessment** vs **open-ended mind provoking assessment**



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PRELIMINARY UPM STRATEGIC FRAMEWORK

Other Important Missions:

- i) MOHE's Expectations of UPM
 - Food Security
 - Agriculture
 - Other Strategic Differentiator
- i) Higher Education Goals – 11 Aspirasi YBM
- ii) National Goals – Malaysia Madani
- iii) Universal Goals - SDGs



UPM's Vision and Mission

Outcome Driven and Value-Infused

Services Exceeding the Expectation (Services and Testing)

Relevant and Impactful Research (Research and Innovation)

Appreciated by Community (Community Engagement)

Best Learning and Living Experience (Academic)

Thriving the Industry (Industrial Relevance)

Global Prominence

Excellent and Facilitating Talent Pool

Sustainable Resources

Effective and Facilitating Governance

Evidence and Intelligence Based (Strategic)

Positioning of UPM through Effective Branding and Marketing

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**Let us
work smart
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