

WE are SCHOLARS developing SCHOLARS through EDUCATION EXCELLENCE

We maximize our financial focus through:

1. Revenue Mix growth
2. Education and Operation Excellence

FINANCIAL FOCUS

We anticipate the education and solutions needs of our students and stakeholders

We make education and solutions a life long learning process to our students and stakeholders

We create quality education and solutions to our students and stakeholders

We deliver students and stakeholders-focused education and solutions to inspire confidence

We enhance the society and community environment

We assure quality education and solutions to our students and stakeholders

STUDENTS AND STAKEHOLDERS FOCUS

We maximize our resources through:

1. Generating efficient and cost effective resources
2. Operating within available resources
3. Managing resources efficiently and effectively.

RESOURCES FOCUS

Operations Management

1. Identify innovative and efficient education and solutions processes.
2. Develop the push-pull education and solutions processes.
3. Incorporate best practices in education.
4. Define and Develop outcome indicators in teaching, learning and research.
4. Continuously streamline and improve key education and solutions processes.
5. Deliver education and solutions aligned with resources and prioritized core activities.

Students and Stakeholders Management

1. Identify needs and requirements of students and stakeholders.
2. Identify Innovative and efficient education and solutions processes that meets the needs and requirements of the students and stakeholders.
3. Acquire and Retain the students and stakeholders.
4. Foster students and stakeholders' partnerships.
5. Optimize students and stakeholders' satisfaction.

Innovation Management

1. Create new ways of doing business
2. Identify Innovative and efficient education and solutions processes that meets the needs and requirements of the stakeholders.
3. Conduct research into best practices.
4. Create education and solutions processes that optimize utilization of resources.

Regulatory and Social Management

1. Develop partnerships with stakeholders.
2. Identify Innovative and efficient education and solutions processes that contribute to the stakeholders and community.
3. Continuously delight the stakeholders and community.
4. Optimize stakeholders' and community satisfaction.
5. Create Good Governance that has participation, honesty and transparency, accountability, legitimacy, fair legal framework and predictability, and effectiveness and efficiency.

INTERNAL PROCESSES FOCUS

Human Capital

1. Identify the strategic academic job families.
2. Develop an excellent academic workforce.
3. Develop academic expertise and competence.
4. Develop 360 degree performance assessment mechanism for academics.
5. Recruit and Retain the best academics.
6. Recognize high academic performers.
7. Position academic talent for success.

Information Capital

1. Identify the information needs to support the education and solutions delivery and for decision making.
2. Develop knowledge based management.
3. Develop expertise and competence in the utilization of ICT and information supportive of education and solutions.
4. Develop 360 degree performance assessment indicators for education and solutions .

Organization Capital

1. Identify and create a high-performance positive education and solutions culture and environment.
2. Champion strategic innovation in education and solutions processes.
3. Provide leadership throughout education and solutions achievement.
4. Communicate expectations aligned with values and strategy
5. Align actions with values and strategy.
6. Demonstrate leadership through initiative and personal responsibility.
7. Assure results through knowledge sharing and teamwork.

LEARNING AND GROWTH FOCUS



Through EDUCATION TO EXCELLENCE

STAKEHOLDERS FOCUS

S1. We aim to create, develop and sustain administrative leadership in education and solutions quality.

S2. We aim to create, develop and sustain Stakeholders-focused Quality education and solutions Processes.

S3. We aim to advance stakeholders' teaching, learning and research through education and solutions excellence and education and solutions commitment.

S4. We aim to improve Organizational effectiveness across administrative and academic units by streamlining processes, providing professional development and continuous improvements.

FINANCIAL FOCUS

F1. We aim to create quality and innovative academic programs and academic services and solutions to grow the revenue mix.

F2. We aim to achieve operation excellence to be a cost effective provider of education and solutions to a diverse community.

STUDENTS FOCUS

C1. We are proactive in understanding and meeting our students' needs and requirements.

C2. We are available to our students to get life long learning education and solutions.

C3. We are ready to provide education and solutions to achieve quality academic results.

C4. We are confident that our faculty and processes incorporate expert thinking and best practices.

C5. We support a total and conducive learning environment.

C6. We are accountable for our quality education and solutions delivery and achievement.

RESOURCE FOCUS

R1. We seek creative, responsible ways to generate resources to implement our strategic directions.

R2. We use best-practice, cost effective methodology to achieve our education and solutions commitment.

R3. We increase our productivity through maximal utilization of our people, processes, facilities and ICT to delivers the best education and solutions support.

PROCESS FOCUS

P1. We develop and nurture working relationships with our stakeholders to set up and build a partnership with them.

P2. We use a variety of techniques to identify, learn and understand about our stakeholders' needs and requirements.

P3. We communicate with our stakeholders through an open two way dialogue mechanism via various points of contact.

P4. We continuously improve our academic processes by focusing on those most critical to Au and her stakeholders.

P5. We cooperate and collaborate across units and faculty boundaries and ensure excellent performance of the Au academic processes, and not just on processes within our responsibilities.

P6. We continuously search and research for and incorporate state-of-art knowledge, skills, curriculum, research advance our stakeholders education development.

P7. We optimize on the use of our academic and administrative resources, facilities and ICT to support the academic processes

P8. We create, develop and sustain innovative, creative and cost effective ways and means to provide quality education and solutions service and support.

P9. We continuously analyze our academic provision and processes and explore ways to make our stakeholders delighted.

LEARNING AND GROWTH FOCUS

Human Capital

H1. We develop an understanding, motivated and technologically enabled and empowered academic workforce to deliver on quality education and solutions and operational excellence.

H2. We motivate, develop and build trust with our faculty members who have the right knowledge and skills to be a great teacher.

H3. We provide the resources, tools and opportunities to advance and improve our faculty members' knowledge, skills and competence.

H4. We assign roles and responsibilities that leverage the knowledge and competence of the faculty member to deliver on academic outcomes.

Information Capital

I1. We have a networked and communication system to support the education and solutions delivery and decision making of the faculty members.

I2. We have a technologically capable and enabled academic workforce who are capable of capitalizing of the information use for education and solutions support and decision making.

I3. We provide the ICT system to support the intra and inter-units teamwork for maximal education and solutions quality.

Organization Capital

O1. We make education quality and operation excellence our #1 priority and demonstrate leadership by attaining the desired outcomes.

O2. Our service credo, values, behavior and actions support our strategic directions and goals.

O3. We clearly and openly communicate our credo, values and behavior for desired outcomes of actions that advances and achieves our goals.

O4. We have mechanism to recognize faculty members who commit to and advance Au values and strategic directions.

O5. We share our knowledge in the spirit of teamwork and partnership within and outside of the faculty.

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STRATEGIC OBJECTIVES		PERFORMANCE MEASURES	
FINANCIAL FOCUS PERSPECTIVE			
1. Revenue Mix Growth 2. Education and Operation Excellence		1. Revenue Mix Growth Index 2. Efficient and Effectiveness Operation Index	
STUDENT FOCUS PERSPECTIVE			
1. Quality Education 2. Value for Money		1. Students Service Index (SSI) – Rating on academic and student outcomes 2. Students Service Survey – Quality/Value for money and Fair pricing	
STAKEHOLDER FOCUS PERSPECTIVE			
1. Quality Education and Solutions 2. Meeting Needs and Requirements		1. Stakeholders Service Index (SSI) – Rating on academic, student and solutions outcomes 2. Stakeholders Service Survey – Performance Outcomes meeting accepted benchmark	
RESOURCE FOCUS PERSPECTIVE			
1. Cost Effectiveness 2. Improve Resource and Asset for Service Utilization and Management 3. Develop Effective Resource Management Report System		1. Operation Cost as % of Investment or Budget for activities adjusted for time anomalies 2. Invested Cost as % Budgeted activities for service performance affecting CSI 3. Operational Information System for Resource performance monitoring and utilization	
INTERNAL PROCESS FOCUS PERSPECTIVE			
OM1. Increase Value Perceptions of Education and Solutions Delivery OM2. Promote quality Teaching, Learning and Research OM3. Promote quality Service and Support to Student Activities and Student Development OM4. Develop and Improve Internal Controls and Outcome Indicators CM1. Understand Customer and Stakeholders Needs and Requirements CM2 Increase Customer Retention and Acquisition IM1. Streamline Existing Core Academic Activities and Processes IM2. Increase Innovative Academic Activities and Processes RSM1. Increase Academic Services to Society and Community		OM1. Value Perceptions of Education and Solutions Delivery as % of Service Failures OM2. Achievement of outcome indicators of Teaching, Learning and Research OM3. Number of Service Contribution and Failures as a % of Service Failures OM4. % of incremental improvement in outcome indicators achieved over the last cycle audit and assessment C1. Customer and Stakeholders Survey of Needs perceptions and expectations C2. Number of Customer Retained and Acquired as % of FTES IM1. Academic Activities and Process Re-engineered milestones IM2. Number of Innovative and New Academic Activities and Processes as % of Activities and Processes RSM1. Value and Number of Academic Services to Society and Community as % Total Academic Services	
LEARNING AND GROWTH FOCUS PERSPECTIVE			
HUMAN CAPITAL HC1. Improving faculty members' motivation by developing a more supportive work environment HC2. Improve faculty members Academic Knowledge and Skills Competencies HC3. Drive Individual and Teamwork responsibility and accountability		HUMAN CAPITAL HC1. Selected Organization Culture Index and Rating HC2. Selected Academic Knowledge and Skills Competencies Index and Rating HC3. Selected Individual and Teamwork responsibility and accountability Index and Rating	
INFORMATION CAPITAL IC1. Improve and Strengthen ICT system IC2. Improve faculty members' ICT Knowledge, Skills and Competencies in ICT and Information Utilization		INFORMATION CAPITAL IC1. ICT system project milestones IC2. Faculty members' ICT Knowledge, Skills and Competencies and Information Utilization Index and Rating	
ORGANIZATION CAPITAL OC1. Create and develop a more conducive and supportive work environment OC2. Create a Quality-driven Culture and Mind-set OC3. Create and Develop a 360 degree performance based assessment and reward system		ORGANIZATION CAPITAL OC1. Selected conducive and supportive work environment Index and Rating OC2. Quality-driven Culture and Mind-set Index and Rating OC3. 360 degree performance based assessment and reward system Index and Rating	