



SIVAM SELVARATNAM • COLOUR OF RAIN - MAELSTROM • ACRYLIC AND FABRIC ON CANVAS • 102CM (DIAMETER) • 2012

OVERVIEW OF UNIVERSITI MALAYA TRANSFORMATION JOURNEY

#DrivingChangeToShapeTheFuture

PURPOSES

- To advance UM in academic and intellectual excellence
- To enhance UM's impacts on society and the economy

CORE PEOPLE

- Joint Steering Committee-UM Transformation (Board of Directors, Vice-Chancellor and Deputy Vice Chancellors)



UNIVERSITI MALAYA BOARD OF DIRECTORS



**YM Tengku Datuk Dr. Mohd Azzman
Shariffadeen Tengku Ibrahim**
Chairman



Ar. Saifuddin Ahmad



Dr. Sivabalasingam a/l Veerasingam



Tan Sri Zarinah Anwar



**Professor Dr. Rofina
Yasmin Othman**



**Datuk Associate Professor
Dr. Rozaidah Talib**



**Datuk Rosnah Hj. Abd
Rashid Shirlin**



Datuk Seri Dr. Mazlan Yusoff



Tan Sri Dato' Dr. R. Palan



Tan Sri Abdul Rahim Mohamad

UNIVERSITI MALAYA TOP MANAGEMENT



**Dato' Prof. Ir. Dr. Mohd Hamdi Abd
Shukor**
Vice-Chancellor



Professor Dr. Kamila Ghazali
Deputy Vice-Chancellor
(Academic & International)



**Professor Ir. Dr. Abdul Aziz
Abdul Raman**
Deputy Vice-Chancellor (Student
Affairs) & Interim Deputy Vice-
Chancellor (Development)



**Professor Dr. Noorsaadah
Abd. Rahman**
Deputy Vice-Chancellor (Research &
Innovation)

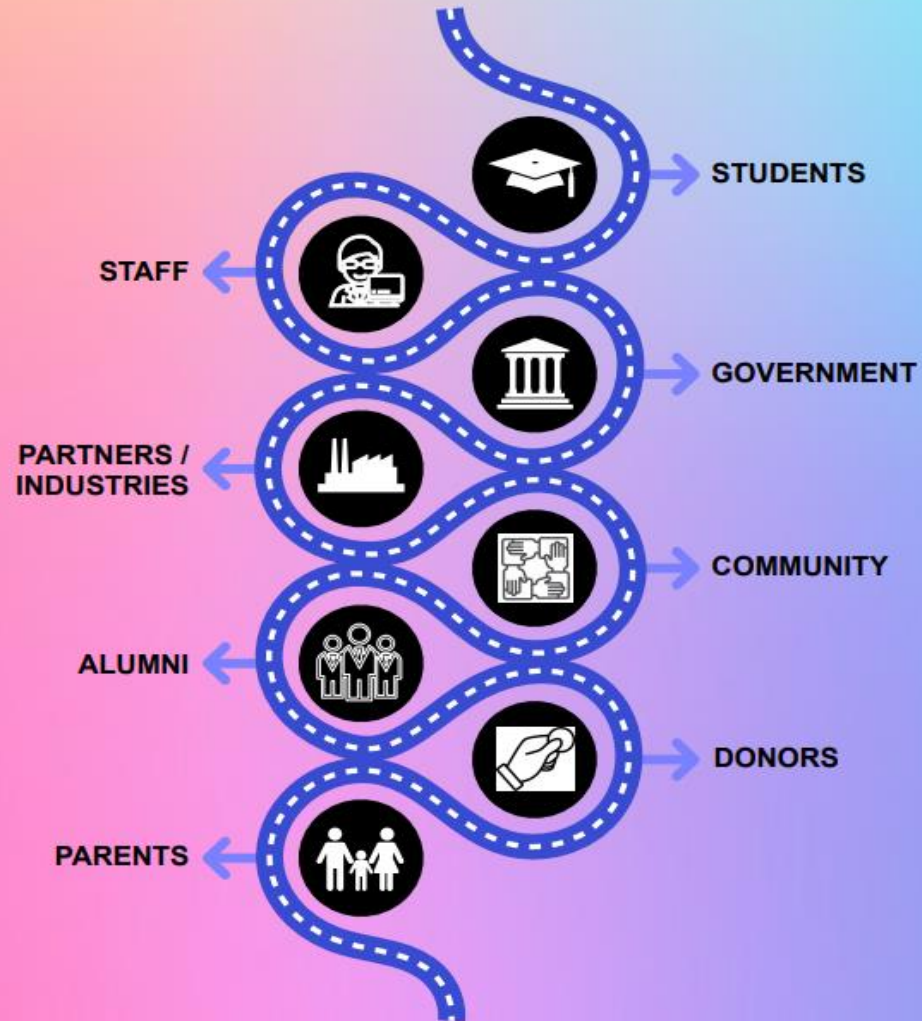
UNIVERSITI MALAYA TRANSFORMATION JOURNEY

UM is on a transformation journey to advance its academic and intellectual excellence, and enhance its impact on society and the economy.



What's your opinions?

MAJOR STAKEHOLDERS



SYNDICATION BY STAKEHOLDERS


PARTNERS / INDUSTRIES

Performance Gaps

- UM graduates should be better equipped with industry savviness
- Internal communication and responsiveness to external clients could be more effective
- Continuity issues due to high turnover rate in research personnel need to be addressed
- The UM brand name needs championing ahead of individual's brand/reputation
- UM - partner collaboration projects need better management and high level monitoring

Possible high level solutions

- Devise a holistic student enhancement program to help them achieve skills in adaptability, flexibility and responsiveness to constant change
- Develop pathways to improve processes, reduce bureaucracy and expedite execution
- Reinforce and promote the UM Brand in all partner collaboration
- Leverage on digital platform to improve UM's visibility and collaboration with industry
- Develop diverse and personalised models to sustain long term engagement with partners and industry
- Improve the management of partnerships and collaborations

 What are your suggestions?

GOVERNMENT

Performance Gaps

- Inadequate financial sustainability
- Over-prioritisation given to output over outcome
- Disconnect between the role of the university and the expectation of the government
- Lack of multidisciplinary solutions

Possible high level solutions

- Develop a governance model for autonomous financial sustainability
- Develop outcome-based assessment tool
- Institute effective communication model to connect with the government
- Engage with government agencies, industries and communities for multidisciplinary solutions



What are your thoughts?



Your opinions matter, let's share with us

STAFF

Performance Gaps

- Shifting focus from quantity to outcome and impact
- Remuneration to reflect performance and expectation
- Ensure conducive and safe work environment
- From bureaucratic to lean and efficient service delivery
- Communication to achieve organizational excellence needs improvement
- More effective utilization and sharing of resources is needed

Possible high level solutions

- Review Standard Academic Performance Target (SAPT)/ Key Performance Indicators (KPI) and involve staff in the process
- Implement competitive salary package and benefits
- Assess current situation and then design, provide and maintain conducive and safe work environment to promote productivity
- Inculcate corporate culture and mindset; with greater accountability and creativity
- Create effective and proper channels of communication to share ideas
- Measure and map utilization of resources to enable optimal usage

STUDENTS

Performance Gaps

- Sufficient affordable and comfortable accommodation
- Efficient student-focused processes and services
- Graduate attributes that enhance employability opportunities

Possible high level solutions

- Implement a sustainable model with strategic partners to develop existing and new accommodation
- Establish a one-stop accommodation service centre for on- and off-campus housing
- Implement efficient processes based on best practices in consultation with end-users
- Training administrative staff to be more competent service providers in terms of content knowledge and communication skills
- Introduce a flexible curriculum dealing with real-world issues and applications, with regular work placements
- Leverage on students' expertise to develop solutions to address campus issues



Let's hear from you

PARENTS

Performance Gaps

- Students need preparedness in real world skills
- Administrative processes and communication need to be more effective
- The university environment for students needs to be more conducive
- Facilities and services have to be improved and maximized
- Accommodation for students needs an overhaul

Possible high level solutions

- Reorganize all accommodation related matters under one Housing Unit
- Inculcate a service-oriented culture among all staff
- Devise comprehensive and personal academic and career support for all students
- Enforce SOPs on safety and security
- Develop a sustainable model for improving facilities



Let's share your thoughts

DONORS

Performance Gaps

- Tax exemption processes could be straightforward and clear
- Recognition for donors could be more prominent
- Donation avenues could be less rigid and inflexible
- Communication could be more effective, direct and regular
- Administrative, legal and implementation processes could be streamlined and less tedious
- The value of donating to UM could be better articulated

Possible high level solutions

- Rebrand the Donors and Endowment Unit
- Establish a comprehensive Donor recognition scheme
- Devise flexible, innovative and diverse donation schemes
- Develop a comprehensive communication strategy to reach Donors
- Reorganize all processes so that they are accessible, simplified and hassle free
- Highlight the value of UM's potential in changing the world for the better



What are your views?

ALUMNI

Performance Gaps

- Increased communication and engagement with Alumni
- More platforms for alumni to contribute to UM
- Contributions need to be valued
- More networking opportunities for Alumni

Possible high level solutions

- Reorganise & Rebrand Centre for Alumni Relation & Institutional Advancement (CARIA)
- Redesign the Alumni website
- Develop an Alumni database
- Initiate active communication with Alumni
- Design long-term strategic plan & engagement roadmap
- Create opportunities & platforms for alumni contributions
- Create opportunities & platforms for alumni networking



Care to share your thoughts?

COMMUNITY

Performance Gaps

- Bridging the perceived disconnect between Universiti Malaya and society
- Heighten visibility of contributions through effective communication
- Develop community-focused solutions and innovative ideas
- Leveraging on the potential of surrounding areas
- Creating seamless integration with the surrounding community

Possible high level solutions

- Develop mechanisms for effective connectivity with all stakeholders
- Coordinate a multidisciplinary approach to provide solutions for real world issues.
- Encourage student projects that are directed to real world issues
- Establish a dedicated proactive communication team
- Employ dynamic digital marketing strategists to capitalise on online media
- Develop and innovate solutions together with community leaders and grassroots members
- Creating Living Labs amongst neighbouring communities
- Make facilities accessible to community and create attractive hangout spots on scenic grounds



Let's share your views