Q&A Session on New University Strategy with Professor Andy Long - Thursday, 4\textsuperscript{th} April 2019 F4C07

1. **one small change you would like to see**

   a. **Financial**
      - Funding to improve facilities (teaching and learning equipment, amenities, new IT innovations, mobile technology etc.) for staff and students, to make it standardised with other Nottingham campuses.
      - Funding to improve technology so that it can aid teaching and be used in class (to further improve the engagement between lecturers and students)
      - Financial Health – to automate more, and have competent/knowledgeable staff, and collaborate on financial strategy
      - Proper maintenance plans for accommodation and all facilities within the university
      - Strategically identify potential high schools for sponsorship opportunities (book prizes, notice boards etc.) to raise awareness

   b. **Teaching**
      - To pay attention to details and avoid mistakes.
      - To standardise teaching materials for each module. Is there a way to standardise teaching methods and style?
      - Opportunities for international students.
      - Virtual reality type teaching (for public lectures, talks etc.)
      - Ease the choosing of optional modules between other schools/faculties
      - Get serious with attendance policies

   c. **Staff and students experience**
      - To increase awareness on environmental sustainability
      - Coordinate more events, allow knowledge and experience sharing between 3 campuses, better sharing of resources between campuses to increase engagement
      - To ban smoking in campus
      - Cashless community
      - Foster families (new students/staff), include alumni
      - Encourage social work for staff and students, anywhere in this world
      - To hear the voices of staff in the management level (focus group with strategic dimension and involvement)
      - Email as the main communication mode – priority emails to be colour-coded/indexed
      - Increase mobility options to staff and students
      - Easier and more straightforward feedback mechanism for all areas
      - Campus Solutions must run smoothly for all campuses (put more resources to ensure success)
      - Improve customer service – especially students’ services, apply standardised approach when serving customers. All departments should strive to deliver the best service to customers, especially students and their parents.
      - Support (in all areas) to branch campuses should be increased/more easily accessible as it seems that all support are mainly focused to the UK campus
      - Clearer growth plans and proper salary band, especially to Professional Services staff (PSS) – for them to know what is expected of them
      - Flexible working hours should be applicable for PSS
      - All staff should have a signature at the bottom of their email – easy identify their job title and which part of the University they are working at.
      - All academic and PSS to be student focus, by trying their best to make the student experience a positive and enjoyable.
d. External view point
   - Ensure the ‘One University, 3 Campuses’ image is loud and clear – use ‘gaming’ to market and improve awareness
   - Ensure Yayasan UNMC is up and running
   - Our mission should state “A University that care”
   - More UNM billboards along the motorway
   - Youtube channel to promote UNM activities
   - All staff should have a signature at the bottom of their email – so that people can identify their job title and which part of the University they are working at
2. **one radical idea**

a. **Students, staff and external parties’ experience**
   - Artificial Intelligence inspired marketing, induction and engagement
   - Put advertisements in Malaysian cinemas to increase awareness for UNM
   - Short term mobility/job exchange for staff members – both academic and PSS
   - More decision making power to the Students’ Association
   - We must ensure we are seen as ‘Different from the rest’
   - Encourage a ‘one-stop’ service culture
   - Remove unnecessary policies and allow staff the flexibility to make decisions, quickly
   - Staff must be able to engage, and embrace changes
   - Increase safety within UNM – proper maintenance to facilities
   - Improve ranking in more ranking tables
   - To better understand how to change students’ expectation
   - Lift the number limitation for students going on mobility
   - Focus to spend more resources on improving facilities (labs, accommodation, safety), and not for things like on campus graduation, open days
   - Improve basic necessities and fulfil students’ expectations

b. **Funding**
   - Allocate funding in marketing and branding to increase awareness of UNM especially – make sure our logo can be seen everywhere
     - Should actively promote in the radio and TV ads – must be comparable with universities like Monash and Sunway
     - Should increase presence to the eyes of the world – should be done as ‘One University’, not individual, as this would defeat the purpose
     - UNM to target ASEAN region students
     - Increase performance and fame within South East Asia
   - Offer more scholarships and advertise them widely
   - Invest in technological infrastructure – lecture capture were currently have is far behind compared to other institutions
   - Budget decentralisation – autonomy for schools to make decision how they spend resources

c. **Teaching**
   - Combine degree for students’ double degree
   - Enhance relationship with U21 universities
     - Especially to students of the engineering faculty, for U21 universities to recognise and ease transfer credit process
   - Increase distance learning PG programmes as a source of income for the university, and market this widely
   - Vision based learning – using Youtube/internet as well as practical based classes
   - Encourage integrated teaching between campuses – perhaps module conveners from difference campuses can compare notes/share experience to enhance teaching
   - To consider taking in students by offering ‘certificate of competency/certificate of attendance’ that does not bear academic title. Can also offer to working adults and those who wants to update their knowledge.