

Q&A Session on New University Strategy with Professor Andy Long - Thursday, 4th 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.