

# SoLA's Strategy Map : Make a Difference in KMUTT with Liberal Arts Education

## Vision

A playground for innovatively cultivating and developing wisdom, academic excellence, and community engagement through Liberal Arts Education

## Mission

- to instill students with conscience, knowledge, and skill to live and work joyfully and successfully in Thai society and the changing global society
- to produce internationally recognized scholarly work
- to provide professional academic services to enhance the school's reputation
- to administer and manage the school equitably and without discrimination; to build the school into a high-quality learning organization; and to foster a positive work environment for staff.
- to maximize resource utilization and revenue generation while conserving the environment

## Goal

- Students are adaptable, capable of acquiring new skills, communicating effectively, working as a team, adapting to change, and living joyfully.
- Students and faculty members have strong English communication skills, knowledge of a third language, global competence, the ability to quickly grasp relevant issues, and the ability to work well with people who speak a different language and come from a different culture.
- The school is well-known for its academic excellence. Postgraduate students are qualified, and academic staff members are highly qualified, well-known, and internationally renowned.
- The school can use technology to increase efficiency and can implement new marketing initiatives to enhance the organization's image and opportunities to generate revenue.

## Balanced Scorecard (Strategy)

### Student & Stakeholder

- 1.1 Develop students' skills and experiences through a liberal arts education
- 2.2 Develop global competencies for all employees, both internal and external to the organization.

### Internal Process

- 2.1 Organize events and activities to help students improve their communication skills in English and a third language, as well as their global competencies.
- 3.1 Enhance postgraduate academic work
- 4.1 Constantly seek ways to improve the work system in order to boost productivity and effectiveness

### Learning & Growth

- 3.2 Assist academic staff in developing strong research expertise and international recognition
- 1.2 Assist lecturers and facilitators in developing effective teaching skills and strategies for teaching in a variety of innovative forms.

### Financial & Effectiveness

- 4.2 Enhance resource utilization and create revenue-generating opportunities

## Core values

Integrity and Social Responsibility

Continual development and Excellence

Teamwork and Commitment