



# THE PARK

MFU International Newsletter

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*Congratulations Graduates Class of 2015*



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# MFU Commencement Ceremony for Academic Year 2015



On 14 February 2017, MFU had the greatest honour of receiving Her Royal Highness Princess Maha Chakri Sirindhorn on behalf of His Majesty King Maha Vajiralongkorn Bodindradebayavarangkun to preside over the MFU commencement ceremony for Academic Year 2015 at the C4 Princess Mother Auditorium. This year marked the commencement ceremony for MFU's 14<sup>th</sup> generation of students. 2,462 graduates attended the degree presentation ceremony, including Senior Judge of the Supreme Court ML Krairerk Kasemsan, receiving an Honorary Doctorate in Law and 73 international graduates. During the commencement ceremony, H.R.H. Princess Maha Chakri Sirindhorn remarked that she sincerely appreciated the achievements of the highly qualified graduates. H.R.H. Princess Maha Chakri Sirindhorn also encouraged the graduates to be aware of

their responsibilities in their professional lives and wished them to do everything with conscience and intellect to achieve the lasting and sustainable benefits, both for themselves and for the nation. H.R.H. Princess Maha Chakri Sirindhorn wished success and prosperity to every graduate and all the people who attended the ceremony. After conferring degrees, H.R.H. Princess Sirindhorn continued to the Office of the President Building to visit the exhibitions of 'Reforest in people's hearts, Inspire them to preserve forest', which serve to demonstrate MFU's research on forest depletion and restoration in region. This research was funded under the Princess Srinagarindra's Centenary Celebrations Foundation and aimed to investigate the causes of forest depletion and suggest the methods of forest restoration to local people.



# View from The Park



## Malaysia-Thailand Educational Exchange Programme

Universiti Putra Malaysia and MFU cooperated to organise the Malaysia-Thailand Educational Exchange Programme at MFU during 29 January – 1 February 2017. The main purpose of the programme was to provide an opportunity for Thai and Malaysian students to exchange and learn each other's culture through participating in a Thai culture class and cross-cultural activities. This programme also encouraged students to share their knowledge and gain experience in organizational management and leadership.

The participants of the programme included six students from the Universiti Putra Malaysia and representatives from the MFU-ASEAN Youth Ambassadors, MFU student council, MFU student union and MFU international student club. Firstly, students attended classes in ASEAN Studies, Cross-Cultural Communication and Thai culture which were taught by lecturers from the School of Social Innovation and the School of Liberal Arts. Later, they participated in Thai culture activities and a field trip to local cultural attractions of the Chiang Rai province such as the Doi Tung Development Project, the White Temple, the Black House and the Doy Din Dang pottery.

Altogether, students gained more experience and knowledge in organizational management and leadership as well as a better understanding of Malaysia's and Thailand's culture.



## Understanding the UN: Expanding Your Knowledge

The Department of International Organizations at the Ministry of Foreign Affairs, the School of Social Innovation at MFU and the International Affairs Division at MFU held a special lecture about the United Nations for students and the general public on 23 February 2017 at the C5 Building.

This lecture aimed to create an understanding of Thailand's diplomatic role in the framework of multilateral diplomacy. The lecture also aimed to increase public awareness of the advantages of being a member of the United Nations. There were a series of interesting presentations on various topics including general information about the United Nations, the energetic and the creative roles of Thailand on the world stage, multilateral diplomacy under the three pillars of the United Nations, and career opportunities for students in the international affairs areas.

All in all, this talk provided a venue for the younger generation to understand the operations of the UN and Thailand's active involvement on the world stage in the fields of development, peace and security, and human rights. Students became more aware of their roles in sustainable development and also were inspired to participate in the Ministry of Foreign Affairs or other international organizations.





## Meet and Greet with International Students

“One of the most important things for us is making new friends and learning new things from them”, said President of the International Student Club Mr. Tshering Dorji. On 16 March 2017, an international atmosphere was promoted at a Meet and Greet activity where students from different countries around the globe came together to meet and get to know each other more. Representatives from each country presented their abilities and unique cultures with a variety of performances including singing, acting and dancing.

All performances were well-received by the audiences. Furthermore, international students excitedly shared their first impressions of MFU and some culture shock experiences while staying in Chiang Rai. On the whole, the activity provided an opportunity for Thai and international students to create connections and friendships by meeting, chatting, eating and dancing together.

Furthermore, students from the Committee of the International Student Club learned to work together with cross-cultural communication while organizing the activity in order to enhance their multicultural competency.



## MFU Social Engagement with Singha-Arsa

Over 18-19 March 2017, International and Thai students from MFU volunteered with Singha-Arsa, a networking charity project founded by SINGHA Corporation Co., Ltd. at Maemorn Wittaya School in the Chiang Rai province. All students, staff members and local people cooperated to work harmoniously in constructive activities including vegetable gardening, classroom repainting, and designing and building a playground in order to improve the resiliency and sustainability of the community.

Furthermore, the students learned how to work as a team and how to be conscious of the similarities and differences between others' values, attitudes and cultures. The participants expressed their impressions after participating in a social engagement activity during which they made friends and improved their social skills.

In addition, international students acknowledged the situation of students in rural areas of the Chiang Rai province. They also said that it was an honour and a privilege to help other people with their own hands.

Altogether, the volunteer activities were organised for students not only for to provide community service but also to have a chance to learn. The international students were able to learn about Thai culture, customs and ways of life and gain more cross-cultural experience through the activities with the local people.





## Short-term Chinese Training for Vocational Teachers

Vocational education is increasingly associated with the Chinese language, according to Deputy Director of Academic Affairs at the Chiang Rai Vocational College Mr. Sarakorn Boonphatum. That is to say, Chinese skills are an important asset in the work place. Over the past 10 years, the Confucius Institute at MFU has organised a variety of activities to promote Chinese language and culture, and the centre has helped to increase knowledge of Chinese language and culture for participants.

From 19 March – 2 April 2017, the Sirindhorn Chinese Language and Culture Centre and the Confucius Institute at MFU cooperated to hold a “Short-term Chinese Training for Vocational Teachers” for officers and staff members from the Bureau of Vocational Education Standards and Qualifications and the Office of Vocational Education Commission. The training was divided into two parts which focused on the Chinese language and Chinese culture. All participants not only improved their Chinese language skills but also learned effective methods for teaching Chinese language through both in-class and online lessons.

On the whole, participants were expected to pass on the knowledge they gained to their students and stimulate students’ Chinese skills to assist the students with their future careers.



## Chiang Rai Province Tour: Exploring Chiang Rai’s History

Over 70 new international students including full-time and exchange students learned about Northern Thailand’s history and culture during an exciting one-day trip to local cultural attractions in the Chiang Rai province such as the Hall of Inspiration, Doi Tung Royal Villa, Mae Fah Luang Garden, Hall of Opium and Golden Triangle on 25 March 2017.

The trip was held to help new international students understand the history of opium production in the Golden Triangle area and the Chiang Rai province. The trip emphasised the philosophies and working principles of the Mahidol family in improving the lives and livelihoods of the Northern people.

During the activities, the representatives from Bhutan, Malaysia and Indonesia expressed that after visiting all the sites, they learned lessons about the impacts of drug abuse and addiction. Furthermore, the example of Royal family’s actions and contributions for Thai people helped the international students better understand the role of Royal family and inspire them to work toward improving Thailand and their own countries.





# Events and Activities



## Myanmar Cultural Day and Exhibition

On 31 March 2017, Myanmar Cultural Day was held by the Myanmar Student Union to provide MFU students with the opportunity to fully submerge themselves in Myanmar culture at the Queen Sirikit 72<sup>nd</sup> Jubilee Sport Arena. This year, Myanmar Cultural Day was held under the theme “Lighting Festival and Cultural Variety Concert”. The Thadingyut Festival or festival of lights is a celebration to welcome the Buddha’s descent from the heaven after he preached the Abhidhamma to his mother, Maya, who was reborn in the heaven.

In his welcoming speech, MFU President Assoc. Prof. Dr. Vanchai Sirichana stated that Myanmar students are one of the best international students at MFU. Moreover, this ceremony showed the unity and collaborative character of the Myanmar students and lecturers as they initiated and organized the event. The President also encouraged participants to join in the celebration of Myanmar’s culture and traditions during the festivities. Consul-General of the Republic of the Union of Myanmar in Chiang Mai Mr. Kuang San Lwin said that Myanmar and Thailand are close neighbours which share similar cultures and have worked together for many years to form a true friendship with mutual understanding for cooperation. Through this sincere and strong friendship, MFU also has a long-standing relationship with Myanmar especially in terms of academic collaboration. MFU offers many scholarships for Myanmar students and has assisted many

Myanmar students in becoming outstanding graduates.

At the event, the Myanmar Student Union provided Myanmar traditional dishes and desserts including Htawbat Htamin (clarified butter rice), Laphet Thoke (pickled tea salad), Mont Let Saung (rice drops with coconut milk), Sa Nwin Ma Kin (semolina cake) for all participants. There was also a presentation of certificates to recognise six Myanmar students who have high GPA averages. Also, Myanmar students and the Myanmar Ethnic and Cultural Organization led by Chairman, Mrs. Khin Than Mu presented cultural performances that told the story of the Myanmar people and their ethnic groups. They gave performances such as the “Time Yin Thar”, “Thingyan”, “Wa traditional dance” and “Myanmar Pyi Thar.”

In addition, there was a special traditional performance from Myanmar students which showed the way young people pay respect to the elders during the Thadingyut celebration. In the exhibition section, Myanmar students explained general information about Myanmar to participants. The information pertained to Myanmar ethnic groups and interesting religious places, festivals and dishes. On the whole, Thai students and students from various countries learned about what Myanmar people eat, how they dress and how they celebrate the festival of lights. The event helped students learn about and understand Myanmar’s beautiful culture and amazing ways of life.





## ASEAN for Future Generations

On 5 April 2017, two special events were held for promoting the younger generation's participation in the ASEAN community building process between MFU students and Chiang Rai citizens at MFU. Firstly, as 2017 marks an important turning point for ASEAN, the Ministry of Foreign Affairs, the ASEAN Association-Thailand and MFU cooperatively hosted activities commemorating the 50<sup>th</sup> anniversary of ASEAN entitled "ASEAN@50: For Now and Posterity" to celebrate and raise awareness of ASEAN's half-century journey which began with the signing of the Bangkok Declaration on 8 August 1967. MFU President Assoc. Prof. Dr. Vanchai Sirichana stated in the welcoming speech that MFU could be considered an ASEAN University as we have welcomed students from ASEAN countries for many years.

Moreover, MFU has intensively followed and put the concept of ASEAN community into practice by bringing students together into one community through related classes and activities. MFU is dedicated to encourage graduates to realize that they are ASEAN citizens who can work throughout ASEAN countries which is indeed a true achievement of the ASEAN community. According to the Advisor to the Minister of Foreign Affairs of Thailand H.E. Mr. Chiasiri Anamarn, a seminar with various interesting topics was provided by ASEAN experts including Deputy Director-General of the Department of ASEAN Affairs at the Ministry of Foreign Affairs Dr. Suriya Chindawongse; President of ASEAN Association-Thailand and Vice President for International Affairs at Rangsit University Dr. Chitriya Pinthong; Vice President for Research and Academic Affairs and Dean of the Faculty of Economics at Rangsit University

Asst. Prof. Dr. Anusorn Tamajai and English Teacher and Host of a Variety Entertainment English Show Mr. Christopher Wright to help people in every generation, especially young people understand and appreciate the importance of harmony within ASEAN diversity, economic opportunities and political solidarity among the members of ASEAN, as well as to constructively participate in the ASEAN community building process. In addition, the seminar was conducted in two languages: English and Thai in order to enhance the significance of English language as a working language of ASEAN.

Also, young people would realize that communication without language barriers will create a strong foundation for ASEAN youth network. Secondly, as part of the ASEAN Studies course from the School of Social Innovation, the ASEAN Fair 2017 was organised by MFU students led by the Student Union and Student Development Division. The main objective of the event was to promote ASEAN awareness and enhance students' competency for being qualified ASEAN citizens by allowing students to actively participate in activities reflecting the cultures and traditions of ASEAN countries. This year, both Thai and international students had the opportunity to prepare traditional delicacies of each countries. There were the traditional performances and an exhibition under the theme ASEAN and Sustainable Development in ASEAN and nearby countries. Overall, students and participants broadened their cross-cultural perspectives by submerging themselves in other cultures and acknowledging their roles as on of the nation's valuable human resources in driving the ASEAN community with sustainability and stability.



## Dean of the School of Health Science Receives Award



MFU would like to congratulate the Dean of the School of Health Science at MFU, Assoc. Prof. Dr. Rachanee Sunsern, who was chosen for the “Female Role Model” award to mark her achievement in the Education Management category. The award ceremony will be held on 24 February 2017 at the Air Force Convention Hall in Bangkok by the Thai Awards Committee. The Female Role Model Awards are given to women from every career field such as directors, entrepreneurs, social workers, experts, and specialists in honour of their achievements in career and social services.

## Excellent Job! Management Students and Lecturers Win Awards



MFU would like to congratulate all students and lecturers from the School of Management at MFU who won awards in the National & International Conference on Business Administration 2017 which was held by Maejo University during 9 – 10 March 2017. Firstly, School of Management lecturers Ms. Naphat Rompho and Mr. Warawut Ruankham won third place in the Excellent Paper Award category with their paper entitled “Creatively Applying Economy in Adding Value to Product.”

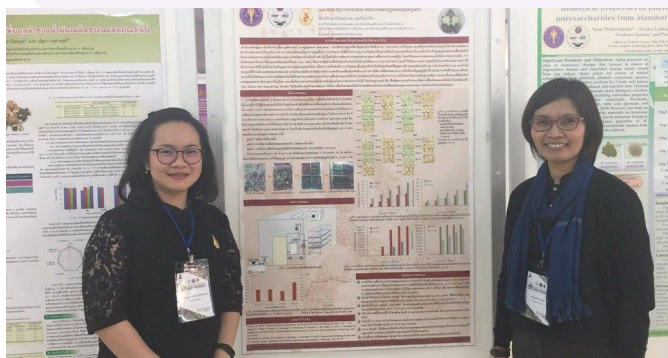


Moreover, master’s degree student from the Business Administration Programme in Logistics and Supply Chain Management Mr. Li Xing Hui also won third place in the Excellent Paper Award category with his paper entitled “E-commerce Customer Satisfaction Evaluation Of Chinese Third Party Logistics Service Providers: Case Study of Yunnan, China” Furthermore, two lecturers received awards in the Best Presentation Entitled category who included Mr. Rapipong Promnart with his presentation on “Temporal and Spatial Determinants of Forest Degradation in Northern Thailand” and Mr. Warawut Ruankham with his presentation on “An Analysis of the Impact of Oil Prices on Thailand’s Trade”.



The National & International Conference on Business Administration 2017 was held to provide a venue for students, scholars and the general public to present their advances in research and share their knowledge and research experience. In addition, this forum sought to encourage collaborative learning and strengthen academic networks for all participants.





## Agro-Industry Lecturers Seize Research Awards in HERP Congress V

Asst. Prof. Dr. Phunsiri Suthiluk and Asst. Prof. Dr. Sutthiwal Seta received the Excellent Paper award in the 5<sup>th</sup> Higher Education Research Promotion Congress V (HERP Congress V) during 2 - 4 March 2017 at Udon Thani Rajabhat University with their study of Phulae pineapple preservation and quality control by using a dry mist humidifying system (DMHS) which is very beneficial for transportation and for increasing exporting opportunities.



## Law Alumna Earns Highest Score in an Attorney Training Course

A student from the School of Law's 9<sup>th</sup> generation of graduates, Ms. Chanisara Bubpha got the highest score in an attorney training course (Class 45) of the Lawyer Council under the Royal Patronage.

For her contribution, MFU would like to congratulate and admire Ms. Chanisara Bubpha who became a role model as her accomplishments help inspire other Law students to be diligent and study hard.



## Applied Chemistry Students Snatch First and Third Prize in ISSAA

Students from the Applied Chemistry programme in the School of Science at MFU won first and third place in the poster presentation category in the 2<sup>nd</sup> International Symposium on Sustainable Agriculture and Agro-Industry (ISSAA 2017) at Walailak University during 28 - 29 March 2017.

MFU would like to congratulate Ms. Baitan Phuksakunlawat who won first prize with her work entitled "Cushioning bioplastic material from Pleurotus Sajor-Caju mushrooms" and to Ms. Piyaporn Hamcumpai who received third prize for her work entitled "Preparation of water soluble edible films based on PVA/CMC".



## Law Students Win First Prize in Moot Court Competition

On 31 March 2017, two fourth-year students from the School of Law at MFU Mr. Sipachoke Jirapinyatorn and Ms. Karaket Chaidee received the first place award and certificates from Judge at the Court of Appeals Mr. Pongdej Wanichkittikul for their achievement in the moot court competition at Thammasat University.

The Moot Court Competition is a national competition organised by the Court of Justice, the Office of the Attorney General in Thailand, the Lawyer Council under the Royal Patronage and the Faculty of Law at Thammasat University to help law students develop their proficiency in law. This year only 16 universities were chosen to participate in the competition.



## Congratulations! Alumnus Chosen as Best Civil Servant



On 31 March 2017, a student from the Applied Thai Traditional Medicine programme's 2<sup>nd</sup> generation of graduates, Ms. Jarassri Bunkongtong, received the prestigious 'Golden Garuda Award' to mark her contribution as one of the best civil servants in a Knowledge Worker Position within the category of Practitioner Level for the year 2016.

Lecturer at the Applied Thai Traditional Medicine programme Ms. Daranee Onchomchant on behalf of Dean of the School of Health Science participated in the award ceremony which was held at Santi Maitree Building of the Government House to congratulate Ms. Jarassri during her moment of pride.

## "Smart Bees" of Science Lecturers Receive Gold Medal



During 29 March - 2 April 2017, two lecturers at the School of Science at MFU Dr. Uraiwan Intatha and Dr. Kitiphong Khongphinitbunjong and researchers from Chiang Mai University and the National Research Council of Thailand were awarded the Gold Medal with Congratulations of Jury and the Special Award from the Malaysian Association of Research Scientists (MARS) in the 45<sup>th</sup> International Exhibition of Inventions of Geneva.

"Smart Bees" is an innovative model of sustainable beekeeping which based on a university-community knowledge transfer. It provides bee farmers with beneficial information about beekeeping and the way to add value to bee products in order to enhance Thailand's bee farming quality.

## IT Students Snatch Awards in AUCC2017



During 20-22 April 2017, students from the School of Information Technology at MFU who earned three rewards for their works in the oral presentation category in "The 5<sup>th</sup> ASEAN Undergraduate Conference in Computing: (AUCC2017)" held by Naresuan University.

Firstly, there were two teams from the Information and Communication Engineering programme that seized an Excellent Award. In addition, students from the Software Engineering programme received a Very Good Award. Lastly, student from the Information Technology programme won a Good Award for Information Technology.



## Visiting Scholars Programme

The programme allows scholars to expand their academic and personal goals. Scholars have the opportunity to take advantage of abundant

resources to enrich their developments, while contributing their own knowledge and insight to the learning of others. During February - April 2017, MFU consist of 8 visiting scholars are as follow;

Name	Institution	Duration
<b>School of Health Science</b>		
Assoc. Prof. Dr. Frances Briony Dow <i>Australia</i>		11 - 24 February 2017
Prof. Dr. Pulok Kumar Mukherjee <i>India</i>		20 - 29 March 2017
<b>School of Liberal Arts</b>		
Dr. Williem Hayo Reinders <i>New Zealand</i>		22 April - 7 May 2017
<b>School of Management</b>		
Prof. Hiroshi Hoshino <i>Japan</i>		17 - 25 February 2017
Prof. Takayuki Mori <i>Japan</i>		19 February - 3 March 2017
Assoc. Prof. Dr. Gisele, Christiane Mendy ép. Bilek <i>France</i>		22 - 28 March 2017
<b>School of Nursing</b>		
Prof. Dr. Magaret Isabell Fitch <i>Canada</i>		12 - 14 March 2017
<b>School of Science</b>		
Prof. Se Ho Kim <i>Korea</i>		11 - 16 March 2017

## A Visit to the Republic of the Union of Myanmar



MFU President Assoc. Prof. Dr. Vanchai Sirichana and Deputy Secretary-General for the Office of the Higher Education Commission Assoc. Prof. Bundit Thipakorn along with other executives from MFU visited the Republic of the Union of Myanmar from 31 January - 3 February 2017.

The delegations paid a courtesy call on the Ambassador of Thailand to Myanmar, H.E. Mr. Pisanu Suvanajata at the Royal Thai Embassy in Yangon.

Furthermore, former Union Minister for the Ministry of Hotels and Tourism and Ph.D. alumni of MFU, H.E. U Htay Aung hosted luncheon for the delegations and then they discussed the activities of MFU alumni in Myanmar.

The delegations then received a warm welcome from the Rector of the National Management Degree College, Ms. Daw Tin Tin Htwe, before the discussion on the training programme and the management of the NMC.

In addition, the delegates from MFU, OHEC and the Department of Higher Education of the Ministry of Education of Myanmar discussed a training programme for high-ranking personnel of higher education institutions (HEIs) in both Thailand and Myanmar.

The programme is funded by the OHEC and aims to share best practices in HEI management, develop possible collaborations and foster the HEIs' administrative network.



## H.E. Mr. Ly Bounkham Visits MFU



The ambassador of the Lao PDR to Thailand H.E. Mr. Ly Bounkham visited MFU on 2 February 2017 to meet Lao student and to strengthen relations between the Lao PDR and MFU.



## Agreement between MFU and the Government of the Lao PDR for Scientific and Technological Cooperation



On 10 April 2017, a delegation from MFU led by MFU President Assoc. Prof. Dr. Vanchai Sirichana paid a courtesy visit to the Minister of Science and Technology (MoST) H.E. Prof. Dr. Boviengkham Vongdara in Lao PDR. The invitation was extended by the Ministry as a follow-up visit after the discussion of academic cooperation between MFU and MoST held in Chiang Rai on 3 February 2017.

This agreement provides a platform for both parties to collaborate and jointly develop innovations in the fields of science and technology for meeting the needs of people in both countries through staff exchanges as well as joint research, training and workshops.

## Law Collaboration between SWUPL and MFU for ASEAN Legal Experts



On 28 February 2017, delegates from Southwest University of Political Science and Law (SWUPL) in China led by Deputy Director of the Admissions Office in the Enrollment and Employment Department Mr. Li Qideng visited MFU to negotiate and discuss academic cooperation. SWUPL is planning to establish a programme for producing ASEAN jurists who have expertise in law, accounting, English language and other languages of ASEAN countries.

This programme aims to support the demand for legal experts in the trade and business sectors in ASEAN countries. SWUPL has paid specific attention to MFU's law programmes and invited MFU to be a partner in this jurist programme. Therefore, the two universities plan to sign an agreement for student and lecturer exchanges and joint research collaborations.

The agreement will be a good opportunity for furthering collaboration in the field of law between China and MFU, and it will align with MFU's vision to cultivate human resources for Thailand and the Greater Mekong Sub-region.

## Collaboration for the Vietnamese Traditional Medicine Hospital



According to President of the Thailand-Vietnam Friendship Association H.E. Mr. Prachuab Chaiyasan, recently, health has become the most important area of concern among Vietnamese people. Therefore, the association has a plan to establish a Vietnamese Traditional Medicine Hospital which will provide community members with traditional Vietnamese medicine. In order to accomplish the goal, delegates from Thailand-Vietnam Friendship Association has paid specific attention to MFU's Applied Thai Traditional Medicine programme, herbal medicine products and herbal cosmetics. They then visited MFU to observe the operations of the MFU herb garden, a standard herbal medicine factory, and the MFU hospital on 10 March 2017. Altogether, this visit was an initial step for student and lecturer exchanges, short training courses for staff members and joint research collaborations in the field of Health Science between Vietnam and MFU.

## A Visit from Shanghai-Thailand Cooperation Centre



On 21 March 2017, MFU executives led by MFU President Assoc. Prof. Dr. Vanchai Sirichana and delegates from the Shanghai-Thailand Cooperation Centre for Economic and Cultural Exchange in China led by Project specialist of Thai-Chinese TCM Mr. Chayen Karmnuan, discussed cooperation possibilities in the field of traditional Chinese medicine and herbs. Both institutes agreed to initiate a draft of a MoU which will be a good opportunity for furthering research and herb development collaboration between China and MFU. Delegates from Shanghai-Thailand Cooperation Centre for Economic and Cultural Exchange were included members from Xinzun Investment, Shanghai Royal Asset Management Co., Ltd, Shanghai Oriental Culture Centre and Shanghai-Thailand Cooperation Centre for Economic and Cultural Exchange.

## Collaboration Between the U.S. Embassy and MFU



On 3 April 2017, Cultural Affairs Officer Ms. Anne Seshadri and Cultural Affairs Specialist Ms. Preeyawan Sakornyen from the Embassy of the United States of America visited MFU to discuss possible collaborations and exchanges of information between the French-Upper Mekong Sub-region Academic Cooperation Centre and the Confucius Institute. Ms. Anna stated that MFU has collaborated with many countries, and the United States also wishes to engage more with MFU. In the future, the U.S. Embassy would like to cooperate with MFU in co-cultural activities and organise volunteer lectures. Ms. Anna expressed interest in having the U.S. Embassy serve as a moderator for MFU and American lecturers who want to be volunteer lecturers in Thailand. She added that the U.S. Embassy also plans to organise a workshop for helping MFU to attract more American students to studying aboard.



**MFU**  
**GROOMING YOU  
FOR THE FUTURE**