



Annual report 2007
MAE FAH LUANG UNIVERSITY

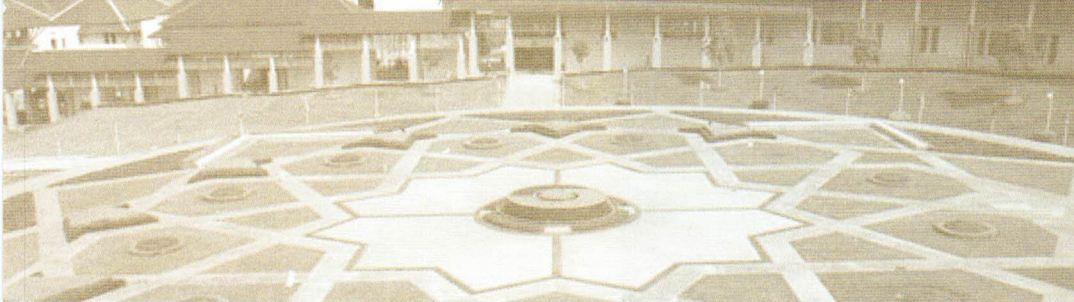


Annual report 2007
MAE FAH LUANG UNIVERSITY



หอจดหมายเหตุ
มหาวิทยาลัยแม่ฟ้าหลวง





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History

Mae Fah Luang University is a public university with its own autonomy. It is located amidst the natural surroundings of Doi Ngam, in Tha Sud Sub-district, Muang District, Chiangrai Province.

1991–1994

The University Establishment Campaign Committee, in conjunction with the local administration and the people of Chiang Rai, called for a university to be established in the province.

5 March 1996

The Cabinet resolved to establish a university in Chiang Rai in memory of HRH the Princess Mother, by upgrading the Chiang Rai Rajabhat Institute.

20 August 1996

A draft of the Mae Fah Luang University Charter was submitted to the Ministry of University Affairs, outlining the project to upgrade the Rajabhat Institute to a university. However, the Parliament was dissolved before the draft charter was processed.



13 February 1997

The Chawalit Yongjaiyut's cabinet assigned the Ministry of University Affairs to establish a new university instead of an upgrade of the Rajabhat Institute.

18 February 1997

The Cabinet approved the proposal and appointed the then Permanent Secretary of the University Affairs Ministry, Assoc.Prof. Vanchai Sirichana chairman of the Establishment Committee. A cabinet resolution later gave approval of Doi Ngam as the university campus site.

25 September 1998

The Mae Fah Luang University Charter was promulgated, and the university started enrolling students in 1999.

3 February 2004

H.M. the King graciously designated HRH Princess Maha Chakri Sirindhorn to preside over the inauguration ceremony of the University and the Sirindhorn Chinese Language and Culture Center and to confer degrees on the first graduates of MFU, the class of 2003.

6 May 2004

The construction of Mae Fah Luang University under Phase 1 of the master plan was completed.

Objectives:

Mae Fah Luang University was established with the following objectives:

- to be a higher educational institution that is committed to HRH Princess Sri Nagarindra, the Princess Mother's wish to improve the quality of people's life and the environment;
- to be a leading university;
- to fulfill the need for quality higher education of the peoples of the northern region and GMS countries;
- to be the center of quality higher education for GMS countries;
- to be a leading university pursuing academic excellence.



Mission of the University:

As an autonomous state university under the Mae Fah Luang Act in 1998, Mae Fah Luang is a legal entity with the 4 missions of a higher educational institution being:

- producing graduates,
- pursuing research work,
- serving the society in continuing education, and
- preserving art and culture and the environment.

Mission Statement:

Cultivating people; creating new knowledge; developing quality.

Vision:

Mae Fah Luang University will be a medium-sized university of quality and international academic standard, pursuing excellence in various fields of study, with the aim of cultivating human resource for the nation as well as the Greater Mekong Sub-region, accumulating and developing knowledge and technology in varied fields, and applying new-found knowledge in the social and industrial sectors while preserving and developing national art and culture.



Directions of operation:

- a medium-sized, quality educational institution
- academic center of the Greater Mekong Sub-region (GMS)
- offer of programs of studies that are needed and on demand
- emphasis of research at the graduate level
- collaboration with the local region, and compliance with the national policies



Emblem

H.M. the King graciously granted permission to Mae Fah Luang University to have H.R.H. the Princess Mother's initial as the University emblem signifying royalty and propitiousness. The Thai numerals "eight" and "nine" refer to HRH the Princess Mother being mother of both the late King Rama VIII and the current King Rama IX. The flowers and leaves in the emblem signify the University's commitment to sustainable development and the ongoing enhancement of the quality of human life and the environment.



University Colors

The University colors are red and gold.



University Flower

University flower is the *Melodorum fruticosum* Lour., known in Thai as "alamduan" or "homnuan".



University Pennant Design

The University's academic gown is designed after the northern Thai-style pennant, which is considered a symbol of victory and is highly auspicious. The pennant design consists of:

- a palatial profile, signifying the tavatimsa heaven;
- a mouse, signifying the birth year of HRH the Princess Mother;
- a naga, a high-order legendary animal in the traditional Lanna belief;
- a tiger, signifying the year of the founding of the University, 1998.

Special events of the year 2007



HRH Princess Maha Chakri Sirindhorn, on behalf of HM the King, laid the foundation stone of the Applied Thai Medicine Center building on February 13, 2007

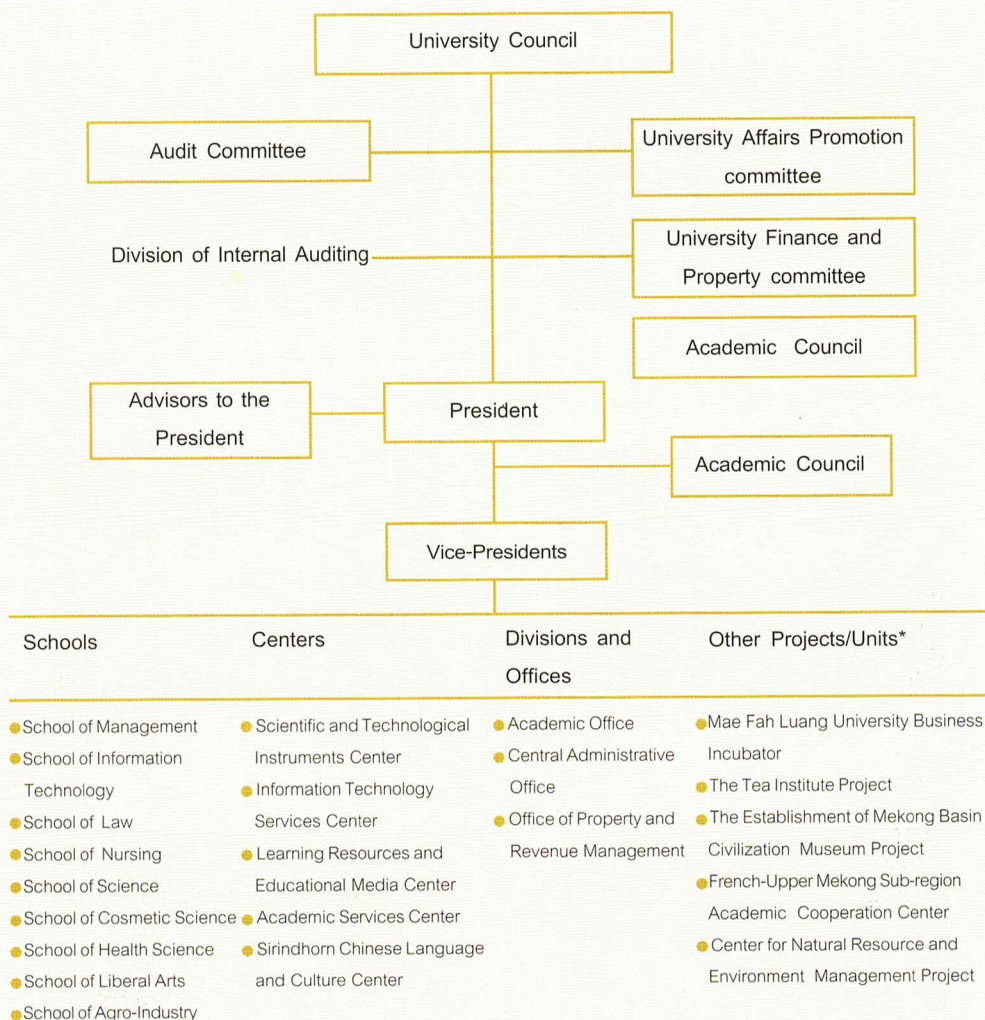


HRH Princess Maha Chakri Sirindhorn, on behalf of HM the King, conferred degrees to graduates of 2005 on February 13, 2007.



Consecration of Phra Chao Lan Thong Buddha image at the *Princess Mother Monument Square* on May 18, 2007.

Administrative Structure



N.B. * Projects approved by the University Council for operation as internal (not yet legalized) units.



Operation of the University

Mae Fah Luang University is an autonomous state university, under the Ministry of Education. Its University Council is the highest unit, responsible in monitoring the administration of the University and setting policies for operation. There are 4 committees, namely the University Affairs Promotion committee, the Finance and Property committee, the Personnel Administration committee, and the Internal Auditing committee. These committees give advice to the University Council concerning operation, and provide recommendations in finance and property, human resource administration, and internal auditing. In academic administration, the Academic Council monitors scholastic activities, the teaching and learning, and the educational standard and quality, as well as setting academic and research directions and policies.

Mae Fah Luang University's internal organizations are in 4 groups. The first group comprises 9 schools, which are responsible for the teaching and learning, research, academic services and the promotion of art and culture. The second group comprises 5 centers, which provide academic support to the schools. The third group comprises 3 offices supporting logistical management. The last group comprises special projects and activities such as the Tea Institute project, the Mekong Basin Civilization Museum Establishment project, etc.

Management of education

1. The educational system and enrollment

Mae Fah Luang University operates on a tri-semester system, each semester running 18 weeks. It offers programs at diploma level, bachelor degree level and graduate level.

There are 3 channels for admission:

- **Direct admissions:** Students from across the country apply directly to the University.

- **The quota system:** Students in the 17 northern provinces have a certain quota in admission.

- **The national entrance examination system:** Students throughout the country are recruited through the centralized system of university entrance run by the National Higher Education Commission Office.

Diploma level students, Graduate level students and international students are recruited by the University's direct system of admission.

2. Academic programs offered

In the academic year 2007 Mae Fah Luang University offered 50 programs, as follows:

Level	Number of programs
Diploma	1
Bachelor's degree	26
Master's degree	16
Doctoral degree	7
total	50

3. Number of students

In the academic year 2007, 2,315 new students were enrolled, comprising of 59 students in diploma programs, 2,089 in bachelor's degree programs, and 167 in graduate programs, constituting to 7,111 total students in the University, which include 100 foreign students.

4. University graduates and employment

4.1 Graduates

The number of graduates of the academic year 2006 was 748, comprising 721 bachelor's degree graduates and 27 master's degree graduates.

4.2 Employment of graduates of the year 2005

According to a survey on employment of MFU's 556 bachelor's degree graduates of the 4th graduating class, carried out by the University at the graduation ceremony rehearsal, on 8 February 2007, for the purpose of improving teaching and learning, in which 528 graduates completed the questionnaires, 78.2% of the bachelor's degree graduates are employed, 8.5% are preparing to further their studies, or already pursuing advanced studies, while 13.3% are unemployed. The average monthly income of these graduates is 11,500 Baht.



Provision of academic support



- The University uses information technology by adapting the library system into a digital system and developing the library towards being a 'living library'.

- Acquisition and dissemination of information are now electronic, as there are now 11 electronic journal databases and 9,362 e-books.

- The number of computer sets for self study and retrieval was 180, while the number of seats for multimedia screening was 32, and 24 for cable TV news and documentaries.

- The Internet service has been enhanced, with the Wireless Network system installed, so that faculty members, staffs and students can have access to information via the Internet and Intranet.

- The Learning Management System (LMS), or E-Learning system, as well as software programs in all branches of learning and for students' self study are used.

- The LAN system service, both fiber optical and wireless networked, covers the whole campus area, that is, including the learning area and the living area. Also, connecting Mae Fah Luang campus in Chiang Rai with its Bangkok Coordinating Office is the Voice Over IP telephone system.

- 701 computer sets are used in administrative and operational work, 760 support teaching and learning, and 429 support self study and information retrieval. 1,026 audio-visual aids service support the teaching and learning, in classes, at conferences and workshops as well as in activities that are organized for internal and external organizations.

- There are 31 scientific laboratories for teaching and learning, 18 special research labs, plus 17 advanced analytical and test instruments that serve testing

Student Development

1. Student development

According to its main mission, the university not only sets out to produce qualified graduates who are proficient in their own fields, but is also determined to cultivate virtues and values, along with other potentials, in its students. It therefore regularly organizes activities that are suitable for the development of each class of students, and takes care that the students are supported and encouraged to participate in activities of their interest.

The University is committed to developing students in the following aspects:

- character and social behavior
- leadership and teamwork
- management skills
- community experience and team spirit
- order and discipline, and respect for society's norms
- health and fitness
- moral values and social ethics, responsibility, perseverance and devotion

The activities organized for the above purposes included academic activities which aimed at application in life, sports activities for the development of good health and fitness, art, cultural and religious activities, as well as social and community services, which instill a generous and public mind, and student relation and other team activities, which develop a sense of unity.





2. Benefits and Scholarships

2.1 Student dormitories

In the fiscal year 2007, the University has 14 student dormitories: 7 freshman dormitories, which can accommodate approximately 2,400 students in total, and 7 dormitories for sophomores, juniors and seniors, accommodating 2,000 in total.

The university makes sure that the dormitory buildings have good and clean environment, with pleasant atmosphere of natural surroundings. There is a sports ground where students get exercises they need. Security guards keep watch, while there is a fire alarm system. Amenities include campus electric shuttle trams, convenience stores, food shops, reading rooms, internet access in all rooms, and electrical appliances in common rooms.

2.2 Scholarships

The University provides numerous student scholarships:

1) The government funds for educational loans and living expense loans, loans that link to future income of the student, and loans for students' living expenses. The University allocated these funds to 1,868 students, amounting to 103,906,122 Baht.

2) Donations by the general public, via the Office of Higher Education Commission, the Ministry of Education, and directly to Mae Fah Luang University, to be granted to students for each academic year, continuously until graduation. In the academic year 2007, 268 students were granted these funds, totaling 4,151,000 Baht. They are needy students with good academic records and whose GPA is no less than 2.50



3) Special scholarship funds which supplement tuition fees for students with special talents in particular fields, and other special programs. Recipients must have good academic records and special academic skills or sport skills, be outstanding students in nearby communities, offspring of staffs of Doi Tung Development Project, students from remote areas, students from the GMS area, or students from the southern provinces. 36 students were granted these funds, totaling 2,008,066 Baht.

4) The Sirindhorn Educational Fund, named after HRH Princess Maha Chakri Sirindhorn, set up to help support needy students in remote areas who have good academic records, finished Mathayom Suksa 3 and are going on to Mathayom Suksa 4, so that they can continue on to acquire a Bachelor's degree. In the initial phase, the funds were geared for the northern provinces only, namely Chinag Rai, Phayao, Phrae, and Nan, where 297,800 Baht was allotted to 36 students in total.

5) The other scholarships granted were those with certain specifications, such as the Emergency Loan Funds granted to students in urgent financial need; Lunch Funds granted (in chits) to needy students who volunteered to do university jobs; Funds for needy students from remote areas, which went to students from 13 Border Patrol Police schools in Chiang Rai; and the Bicycle Loans Project, for students to commute between classroom buildings.

6) International students' educational fund. MFU provides 10 scholarships for students from GMS countries, to help those with good academic records, by waiving tuition fees, dormitory fees, and giving a monthly stipend. There is also the scholarship fund from the Ministry of Foreign Affairs allocated for graduate students.

Development of educational standards



- Educational standards were continuously developed, with internal quality control systems and mechanics set.

- Quality assurance procedures were carried out internally.

- The University applied for external assessment by the National Office of Education Standard and Quality Assessment and organized training for internal assessors for higher educational institutes in the upper northern region.

- 3 seminars and special lectures have been organized to provide the university staffs with the skills and knowledge in improving educational quality.

- Teaching and learning was continuously developed. Four projects were carried out for the enhancement of teaching and learning, namely (1) the academic development project, (2) the “How to live and learn on campus 2007” project, (3) the Students’ academic development project, (4) the Teacher cultivation project.

- The “5 Sors” activity, (Orderliness, Cleanliness, Convenience, Hygiene, Good habit) was applied in the development of human resource and organization, with a concerted effort of the university personnel, to instill cleanliness, orderliness and work discipline, so as to increase work efficiency. One such activity was the “Big Cleaning Day.”, the 5-Sor activities logo contest, and the 5-Sor pamphlet publication.

Research

Research at Mae Fah Luang University is carried out in 2 aspects: academic research, aimed at finding new knowledge; and institutional research, aimed at increasing operational efficiency.

1. Academic research

In the fiscal year 2007, Mae Fah Luang University's academic research was carried out with the university's own revenue as well as external funding sources. Altogether 17,681,656 Baht was allocated for a total of 16 research projects.

The University also set up the Tea Institute Project as a special project for management of research and innovations involving tea and tea products. It received a research support fund from the National Genetic Engineering and Biotechnology Center to carry out research on the collection and specification of tea varieties grown in northern Thailand, in cooperation with Chiang Mai University and Maejo University. 94 accessions of tea strains were collected and 5,000 tea seeds and cuttings were planted on the germplasm collection site in an area of 12 rai. In addition, the Tea Institute has a tea research laboratory to support the research projects of the university instructors, students, as well as outside organizations. During the year, 21 research projects were carried out using this unit facility, and 19 tea samples were analyzed for their characteristics in this laboratory.

2. Institutional research

The University has had studies carried out for the purpose of using the findings to improve the efficiency in administration, planning, and various operations. In the fiscal year 2007, research studies were on the following topics:

- New undergraduate student class of 2007's data
- Employment of the university graduating class of 2005
- Employer satisfaction in the university graduating class of 2005
- The full-time equivalent students against faculty teaching loads in the academic year 2006
- Unit cost of students in the fiscal year 2006

Academic service to the general public

1. Academic service

In the fiscal year 2007, Mae Fah Luang University offered the following training and seminars, special lectures, dissemination of knowledge, publication of articles, technology transfers, and exhibitions, etc:

Types of activity	number
Training and seminars	21
Lectures at other organizations	55
Consultancies and invited scholars	56
Published articles	6
Technology transfer and testing and analysis services	7
Other activities	19
total	164

2. The business incubator unit of Mae Fah Luang University

The business incubator unit, Mae Fah Luang University, was set up with the objectives of encouraging students and graduates to become small-scale entrepreneurs who are able to run business, and transferring and exchanging knowledge in the university's numerous fields through cooperation with Vachirachand Innovation Institute, a private institute networking with over 4,000 small and medium enterprises, which will jointly manage the University's incubator unit.

The University's business incubator unit works in the following 2 ways:

- **In - Wall Incubation**, where those joining it must be there full time during the first phase. An office space is provided, with basic facilities such as computers and printers, telephone and fax machines, etc, as well as advisors to give guidance all through the incubation period.

- **Out - Wall Incubation**, where those joining it already have their own business venues, offices, facilities and machinery, and need only guidance from advisors, or consultancy in specific matters at certain times. Advice can be given both at the incubator unit and on-site.

3. Information Service

Mae Fah Luang University disseminates information for publicity of the university, and provides links between the university, its staffs and students, and external organizations as follows:

3.1 The internet: Information and news update of the university are released via the Internet (276 times) and via the University Homepage: <http://www.mfu.ac.th>

3.2 Publications: The university publishes information and news via:

- On-line newsletters;
- the university newsletters, issued monthly, giving information about the university's various activities and events to other educational institutes and external organizations.

3.3 Television and radio broadcast:

- a regular feature program "In the footsteps of 'Mae Fah Luang'" on TTV Channel 11;
- "From MFLU Campus" radio program on TBS Chiang Rai
- "Music Box" radio program on Community Radio 96.25 MHz.
- "Across MFLU" radio program on 96.25 MHz.



4. Visits and study tours

In the fiscal year 2007 the following groups of people paid visits to Mae Fah Luang University:

4.1 a total of 145 groups from organizations in Thailand:

94 groups	from universities and other higher educational institutes
32 groups	from primary and secondary educational institutes
15 groups	from the state sector
4 groups	from the private sector

4.2 a total of 48 groups from 18 countries:

31 groups	from 9 Asian countries
4 groups	from 4 European countries
8 groups	from 2 American countries
4 groups	from 2 Oceania countries
1 group	from Africa



Conservation of the arts and culture



Mae Fah Luang University plays a role in the preservation of local arts and culture by participating in local activities, organizing art and cultural activities on important occasions, and supporting students in running their art and cultural clubs, organizing the Royal Kathin celebration ceremony, participation in the Mekhong Basin Cultural Relations festivities, participation in the Loy Krathong festival of the Chiang Rai Province, the students' representation in the Sabad Chai Drums Contest at "the Wisdom of Chiang Rai Folks" Fair, organization of Khuang Sin Dhin Chiangrai project, Salah Pang Tung festival, and Than Ha Mae Fah Luang ceremony to commemorate the passing away of HRH the Princess Mother, and the Maha Chat Sermons on HM the King's 80th anniversary.

In addition to all these, the University also set up the Mekong Basin Civilization Museum Project, to support and promote conservation of cultural evidences of the Mekong Basin societies and to create a historical database for students and those interested. The museum project and its academic activities were started in 2007, with the compilation of different categories of cultural artifacts, offer of services to the public, academic seminars on culture, compilation of an electronic archival and museum database, the exhibition series on the arts and cultures in the Mekong Basin areas bordering Thailand, a research project on the modes and means of touring artists' homes in Chiang Rai, and publication of collections of academic articles on the Mekong Basin Museum.



The Sirindhorn Chinese Language and Culture Center

The Sirindhorn Chinese Language and Culture Center is a project established in March 1999 jointly between the PRC government and the Thai government, for the celebration of the 100th anniversary of the late Princess Mother's birth. It was a symbol of the friendship and goodwill between peoples of the two countries, and serves as a center for the development of the teaching of Chinese language and exchange of the countries' arts and cultures.

In the fiscal year 2007, the Center organized the following short-course programs at the University's Bangkok office and at the Chiang Rai campus:



Chinese language training programs at the Sirindhorn Chinese Language and Culture Center and the MFLU Bangkok Coordination Center:

No.	Program	number of times
1	Elementary 1 Chinese language training program for students and the public	5
2	Elementary 2 Chinese language training program for students and the public	2
3	Chinese language program tailored to specific organizations	27
4	Training course for teachers of Chinese	11
5	Chinese language and culture camp project	1
6	Training program for translators and interpreters	1
7	1 st Chinese language skills contest in the North	1
8	1 st Chinese language essay writing and speech contest in the North	1
9	Chinese essay and speech contest in Thailand at higher education level, organized in conjunction with the PRC Embassy	1

Activities that enhance Chinese culture

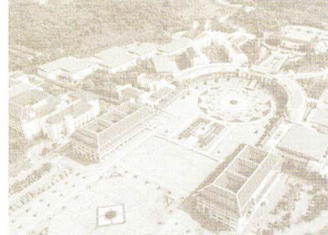
Number	Date	Activity
1	September 21, 2007	the Moon Festival exhibition
2	February 18-21, 2007	the Chinese New Year exhibition
3	June 19, 2007	the Dragon festival

The Confucius Institute

The Confucius Institute, Mae Fah Luang University, Chiangrai, established on December 23, 2005 was a joint project between Mae Fah Luang University and Xiamen University, as approved by HANBAN. It was officially inaugurated on November 4, 2006. Its objectives include the enhancement of the development of Chinese language study in Thailand, the exchange of Chinese-Thai cultures and the relations and good understanding between peoples of the two countries. In the fiscal year 2007, it organized conferences and other academic activities which included the first and second conferences of Confucius Institutes in Thailand, and a seminar on Confucius Philosophy. It also cooperated with the Sirindhorn Chinese Language and Culture Center in organizing short courses at Mae Fah Luang University and its Bangkok office, including the Chinese language teaching curricula and teacher training courses, the first Chinese language skills competition in the North, and a few other Chinese culture promotion activities.



Facts and Figures



Grounds and buildings

Mae Fah Luang University owns approximately 5,000 rai of land which is the site of the following buildings:

No.	Item	Unit	Space (sq.m.)
1.	the President's Office building	1	6,200
2.	faculty office buildings	2	22,000
3.	lecture halls	4	28,300
4.	science and technology laboratories	6	33,900
5.	the Learning Resources and Educational Media Center	1	11,800
6.	the Sirindhorn Chinese Language and Culture Center	1	3,021
7.	Service and research center	1	8,000
8.	front buildings (the U-Plaza)	12	3,600
9.	college canteen	2	8,500
10.	student residential dormitories	14	58,178
11.	staffs' residences		
	apartments	9	12,569
	houses	51	5,290
12.	guest suites building	1	3,929
13.	Chalerm Prakiat all-purpose sport complex	1	8,857
14.	the healthcare center	13	3,524
15.	the water plant	1	567
16.	the wastewater treatment plant	3	120
17.	policeman kiosk	1	12
18.	guard kiosk	1	31
19.	golf course	1	168



Mae Fah Luang University



Schools/and other units

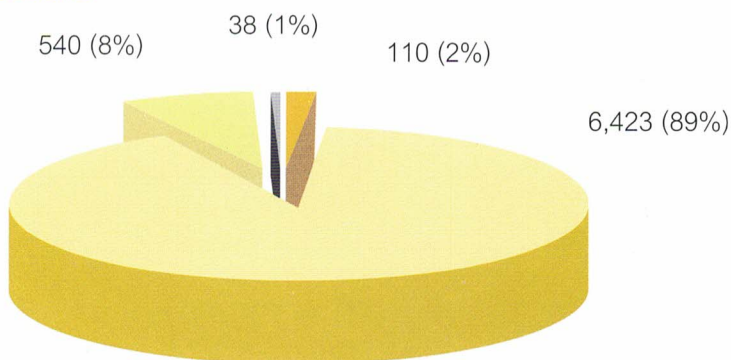
Schools	9
Centers	5
Offices	3
Special projects/Activities	5

21 academic programs offered, covering 50 programs of study

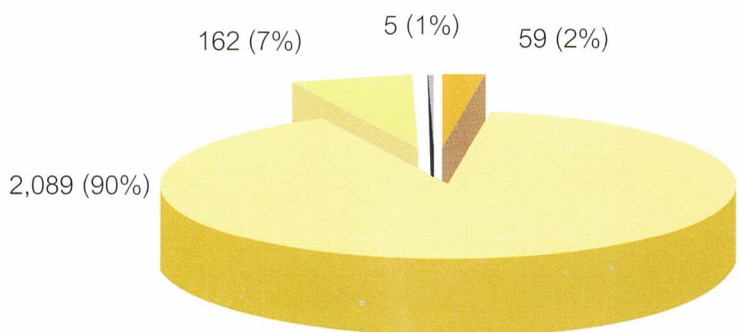
Level	Number of programs
Diploma	1
bachelor's degree	26
master's degree	16
doctoral degree	7
Total	50

data as of February 1, 2008

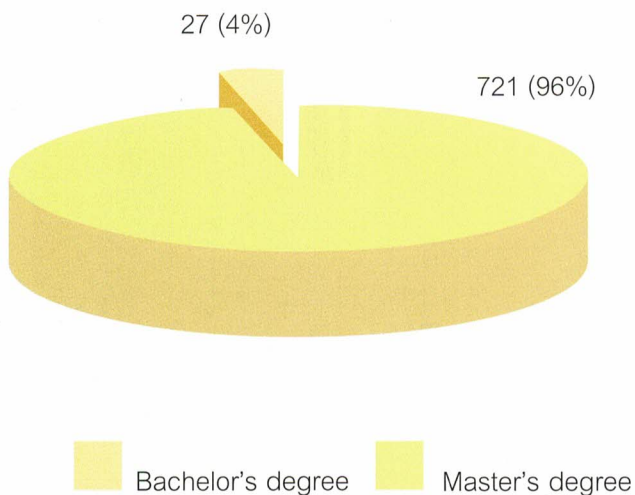
7,111 total students



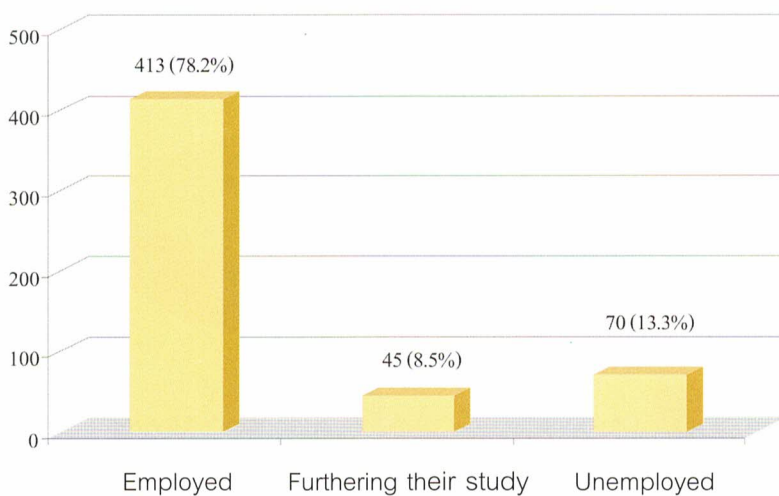
2,315 new students enrolled



748 graduates (academic year 2006)

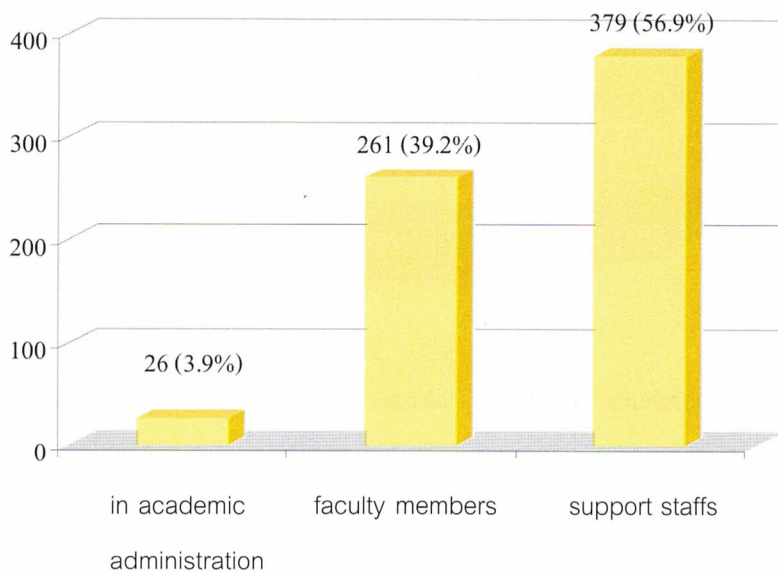


Employment of graduates (bachelor's degrees)

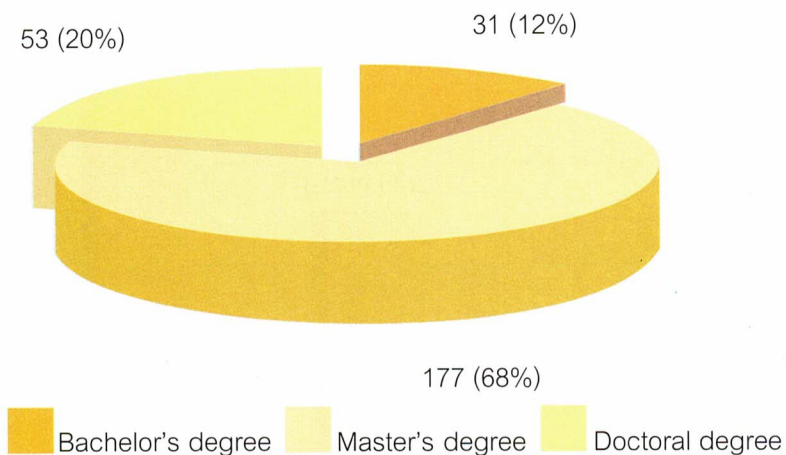


Note: Employed graduates earn an average of 11,500 Baht monthly.

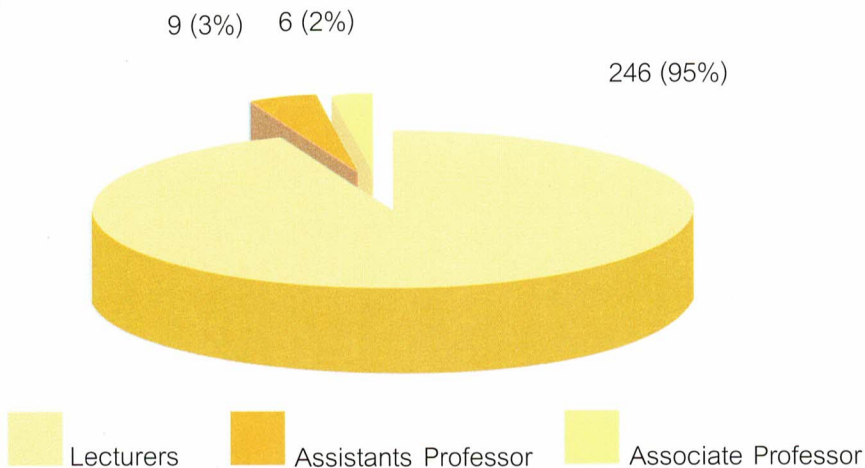
Personnel : 666, classified by tracks



Faculty members classified by academic qualifications:



261 faculty members, including 44 foreigners, classified by academic titles:

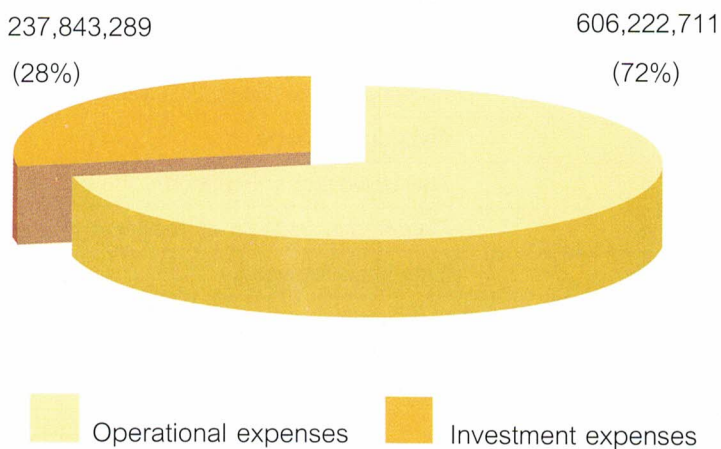


Note: In the scholastic track, the bachelor's degree holders are foreign instructors and those with specific expertise.

The 884,066,000 Baht funding classified by source:

Sources of funding	Baht
National budget	461,816,800
University revenue	382,249,200
Total	884,066 000

The funding classified by expense:



International Cooperation

Country	Institute
Canada	Brock University
	Camosun College
Japan	Nippon Telegraph and Telephone Broadband
	Platform (NIT-BP)
	Tama University
	Meio University
	SHISEIDO Company Limited
India	International Institute of Information Technology
Germany	Stuttgart Media University-Hochschule der Medien
Austria	Management Center Innsbruck
China	Xiamen University
	Yunnan Normal University
	Xiaohong Banna Education Ministry
	Oxbridge College
Finland	The University of Joensuu
Taiwan	Chungchou Institute of Technology
Indonesia	Brawajaya University



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