UniKL WE4ASIA 2020 defines the university’s aspiration to transcend its vision to become one of Asia’s top universities by 2020, spearheading the generation of knowledge in higher technical, vocational education and training (TVET) and entrepreneurship, with emphasis on applied and experiential learning, reinforced by innovative research and global linkages with industries to benefit local and global communities.
OUTCOME ONE
Establish good governance through accountability and distributed leadership (shared autonomy)

DESCRIPTION

INITIATIVES
- Promote autonomy and accountability at all levels
- Ensure that all policies and procedures align with the strategic direction of the university
- Promote shared leadership as growth engine.
- Ensure strategic empowerment given to campus and staff
- Operate risk management policies, processes and monitoring for a systematic identification, reporting and prudent management of risk in all of university’s activities

HOW DO WE GO ABOUT
- Authority manual for all key positions
- Establish amanah code (Accountability Code of Conduct)
- Establish BOD governance committee
- Campus empowerment programme
- Campus reward programme
- Commercial/Intrapreneur / Subsidiary Governance
- Enhance senate autonomy
- Comprehensive governance structure review
- Asset holding policy (Investment Portfolio)

OUTCOME TWO
Create conducive and quality delivery system for growth

DESCRIPTION

INITIATIVES
- Implement continuous improvement processes across all support, service and administrative functions
- Provide conducive eco-system for excellence in teaching and learning, R&D, services/resources, student development and community engagement.
- Enhance quality of delivery system focusing on customer satisfaction and performance

HOW DO WE GO ABOUT
- WE4ASIA rating system
- Adaptive business information system
- Business intelligence / risk management mechanism
- Establish academic PMO for sustainability
- Cross-campus resource sharing policy
- Policy for monitory donation and facilities sponsorship
- Digital workplace
- Key business process re-engineering
- QMS implementation university-wide
- Prince 2 university-wide
- Structured programme review mechanism
- Platform for student and alumni inclusiveness and participation in decision making

OUTCOME THREE
Create an international standing towards compliance and recognition

DESCRIPTION

INITIATIVES
- Ensure high level compliance towards recognition
- Intensify adoption of international standards in program curriculum and operations
- Strengthen institutional relationships and partnerships with universities and industries

HOW DO WE GO ABOUT
- Establish external quality endorsement
- Adopt abet / sydney accord standards
- Establish and enhance industrial recognition
- Acquire recognition from government authorities
- Strengthen professional bodies recognition
- Enhance international recognition
OUTCOME FOUR
Provide solid brand foundation

DESCRIPTION

INITIATIVES

• Enhance reputation through branding
• Enhance communication to establish UniKL as a brand of choice
• Enhance UniKL brand visibility and image through differentiation and positioning

HOW DO WE GO ABOUT

• Develop iconology and ambassadorship
• Reestablish brand message (trust/promise/value proposition)
• Enhance visibility and presence (local and global)
• Standardize look and feel (for main and sub-brands promotion)
• Establish in-house branding unit
• Reevaluate branding channels and targeted segments
• Establish internal brand communication to all staff
• Association with successive brands
• Structured targeted engagement by campuses
• Gain brand recognition
OUTCOME ONE
Attract Competent and Capable Workforce to UniKL

DESCRIPTION
Ensure that UniKL is able to attract and recruit capable workforce as needed to execute the core business

INITIATIVES
Undertake strategic recruitment through innovative employment practices to attract the right talent into UniKL

HOW DO WE GO ABOUT
- Enable the recruitment of expatriates and hiring of visiting professors
- Develop and implement staff exchange programme for academicians
- Implement the new lecturership scheme
- Create unikl young lecturership scheme
- Maintain unikl salary scheme to be attractive and competitive compared to other ipt/a/ipts
- Utilise part-time lecturers to complement and supplement internal resources

OUTCOME TWO
Retain Highly Engaged Staff

DESCRIPTION
Retain internally developed talents that UniKL has to ensure sustainability of the business

INITIATIVES
Develop and implement strategies to retain the capable talents within UniKL and increase the engagement level

HOW DO WE GO ABOUT
- Review and undertake reward adjustment to ensure competitiveness of the pay structure and package
- Provide recognition of staff contribution for long service, performance etc.
- Raise the engagement of the staff in line with unikl goals and objectives
- Implement transparent staff promotion and upgrading
- Create a dual career track for academicians to provide wider development options
- Enhance job description to provide clarity on job expectation
- Develop sabbatical programme for academicians
- Conduct manpower audit and develop exit strategy
OUTCOME THREE
Develop Highly Capable and Productive Staff

DESCRIPTION
Capacity and capability building of staff in UniKL to ensure higher productivity and performance

INITIATIVES
Develop UniKL as a reputable organization and an employer of choice

HOW DO WE GO ABOUT
• Ensure enhancement of performance management system
• Enhance further study scheme
• Develop and improve talent assessment
• Develop staff capability and skills
• Enhance leadership development and effectiveness
• Create succession planning programme
• Develop staff industrial attachment policy
• Implement mentoring programme
• Enhance unikl organization structure to be aligned to the strategy
OUTCOME ONE
Grow and increase value-added and diversified revenue base to support university activities

DESCRIPTION
The university strategizes to increase more value-added and varied revenue due to significant financial resource challenges dealing with rising costs of infrastructure (educational and research) and most pertinently, the decline in funding by the government.

INITIATIVES
- Actively seek new sources of income and revenue streams that support academic activities
- Employ new investment models that are actively and dynamically managed with targeted higher roi
- Capture available grants, funds and contribution from industries and other institutional partners
- Ensure continuity of support from stakeholders
- Generate income from training activities to contribute < 70% whilst other sources of income to support the balance of > 30%

HOW DO WE GO ABOUT
- Ensure competitive fee structure
- Revise road map on foundation and undergraduate programmes
- Increase percentage of bachelor’s degrees, niche and professional or programmes embedded with professional certifications
- Ensure postgraduate programmes to be profitable
- Increase intake of excellent, elite and international students
- Increase income from short courses, consultancy franchising and programme
- Optimize profit contribution from unikl resources through profitable business activities, venture projects
- Increase revenue from research and commercialization of research, intellectual capital and technology transfers
- Maximize revenue generation from available facilities
- Develop dynamic investment model and investment portfolios with effective investment and risk management policies and processes
- Establish taskforces to capture grants, funds and contribution from industries and other institutional partners
- Ensure continuity of support from stakeholders on capital expenditure and dana pendidikan mara
OUTCOME TWO
Grow and increase value-added and diversified revenue base to support university activities

DESCRIPTION
Important cost-saving strategies will also help the university’s financial standing without compromising community’s need for supportive, efficient and quality services.

INITIATIVES
• Ensure that all expenses in the university contribute to its strategic objectives and while that waste and replication are eradicated
• Review existing budget models that determine resource flows to units in order to revise, simplify, align these processes while ensuring support for central and all campuses, departments, centres, units etc.
• Develop comprehensive automated enterprise management system
• Increase external fund activities and expansion

HOW DO WE GO ABOUT
• Periodically conduct manpower audit on support staff (support staff/academic staff)
• Enhance inventories for facilities utilization and audit maintenance - via asset tagging and stock control
• Minimize costs by implementing centralized vs. Decentralized purchasing - resource sharing/using volume purchases
• Outsource selected functions - part-time staff
• Re-engineer business processes to secure both value and cost-saving opportunities
• Merge campuses and create new campuses (5,000 student capacity)
• Explore new commercial business development architectures as investment
• Develop and sustain lean management - students’ residence programme managed by external parties
• Conduct intelligent assessment and exercise proper due diligence of existing/new projects
• Enhance accountability measures - statutory/deadlines/requirements
• Eliminate/consolidate programmes that are no longer strategically significant to the university or are weak of quality and do not have the prospects of becoming strong in the long run – focus on profitable programs
• Conduct effective value management, risk assessment and cost benefit analysis on expansion and development
• Exercise effective and efficient budgeting and procurement processes
• Implement fully integrated enterprise Management System
• Actively source external funding for activities and expansion through grants and smart partnerships
OUTCOME ONE
Establish and maintain a conducive, healthy, safe and community-friendly campus

DESCRIPTION
Provision of a sustainable, conducive and safe campus has to be pursued based on effective financial planning for university’s community–friendly built environment

INITIATIVES
- Create and activate masterdevelopment plan for future planned growth to support needs of users
- Create campus-wide space utilization that optimizes the university central activities supporting internal (research, teaching and learning, students accommodation and activities) and external community engagement
- Ensure that environmental-friendly buildings are built to cater for all campus experience for students by promoting positive social interaction and healthy lifestyle
- Make environmental sustainability as a guiding principle in the built of existing and new facilities and resources such as energy efficient building, renewable and harvesting energy technologies etc

HOW DO WE GO ABOUT
- Establish campus sustainability policy as basis for building sustainable infrastructure for university
- Assess facilities, condition and functionality for existing buildings
- Assess and prioritize core infrastructure needs (including new buildings) in light of emerging technologies
- Prioritize plans for addressing maintenance, repair and renovation needs i.e. Response time
- Provide green space throughout campuses
- Provide accommodation of international standards (both for local and international students)
- Establish in-house providers for critical services

OUTCOME TWO
Improve infrastructures for R&D, teaching & learning facilities, in particular library and other shared facilities

DESCRIPTION

INITIATIVES
- Consolidate and integrate campuses to house mixed academic programmes to support interdisciplinary instruction and research
- Ensure durability and flexibility of space in academic buildings design allowing reconfiguration overtime without major structural modifications
- Prioritize facilities for those that serve research group needs vis a vis funds/resources and industrial relevancy
- Create all time and borderless library facilities accessible to all students, staff and local community (intra and inter-varsities)

HOW DO WE GO ABOUT
- Identify centres of excellence for our areas of specialization and core competencies which shall guide the strategy and plans for consolidation and integration of resources including infrastructures, facilities and human resource
- Establish principal requirements for building designs for durability and flexibility of space such as efficient natural lighting and air flows, wide span floor areas with fewer or no columns within, durable light materials etc.
- Establish clear quantitative and qualitative criteria and respective weightages for the prioritization of infrastructure and facilities, such as ROI, value for money, contribution to socio-economy, national talents pool, industrial relevancy and values etc.
- Establish collaborations, partnerships and joint ventures with strategic academic and industrial partners for the optimization of resources
- Identify physical and virtual needs of libraries in line with the latest developments and technology of knowledge resource centres
OUTCOME THREE
Provide reliable and cost effective ICT services

DESCRIPTION
The ICT plan and key initiatives re-affirms UniKL’s commitments in providing high quality ICT services to enhance its teaching, learning, research and administrative functions.

INITIATIVES
- Utilize efficient ICT governance and best practices
- Facilities transformational change
- Establish robust and reliable ICT infrastructure
- Deliver efficient end-users computing services
- Ensure information security

HOW DO WE GO ABOUT
- Establish ICT master plan and prioritization on ICT investment
- Enhance operational efficiency through process automation and integrated information system
- Implement information warehouse and company dashboard to expedite decision making process
- Deploy appropriate technology and services to support enhanced UniKL Education Model and campus lifestyle programmes
- Establish robust, reliable and secure ICT infrastructure for all campuses that can flexibly accommodate future expansion and dynamic business model and processes
- Improve customer support through efficient support models
OUTCOME ONE
Develop and sustain a research community

DESCRIPTION
Knowledge creation and dissemination are 2 fundamental activities of a university. Being an integral part of the main responsibility of an academic, research therefore has to be encouraged and supported, which may lead to innovations of industrial relevance.

INITIATIVES
- Recruit the best research talents who are acknowledged leaders in their fields of specialization
- Increase international linkages/collaborations with other partners, universities, research institutes, businesses and community
- Create Research Labs/Centres of Excellence
- Increase involvement of visiting professors to the university for the promotion of research scholarship
- Invest in professional development activities that enhances the quality and quantity of research performance across the university
- Increase participation in Innovation Competitions
- Provide ready scholarships instead of research grants for returning PhD holders.
- Attract international funding through competitive bidding i.e. UNESCO, WHO (Internationalization of research)
- Create fellowships to support talented young researchers to embark on postgraduate programmes.

HOW DO WE GO ABOUT
- Develop and implement the R&D Strategic Plan for the university
- Identify priority discipline areas for international research collaborations
- Use early technology disclosures and specialist expertise to win more funding to help grow research income, increase external collaborations and improve social and economic impact
OUTCOME TWO
Attract and retain high potential postgraduate students in UniKL

DESCRIPTION
The university must play an important role in attracting postgraduate students via offering of new attractive bursaries, scholarships as well as research and programmes of industrial relevance.

INITIATIVES
- Develop taught postgraduate programmes that are competitive internationally to enable growth
- Create attractive bursaries
- Support and encourage Honours and Masters students to progress to higher research degrees
- Ensure systems and processes are aligned at all levels of the university to recruit and retain the desired profile of students

HOW DO WE GO ABOUT
- Benchmark international programmes/qualifications so that they have global recognition
- Review our current research and collaborations to ensure quality outputs
- Review our scholarship portfolio to support the recruitment of postgraduate students
- Focus on targeted postgraduate recruitment from our partner universities in Korea, Myanmar etc.
- Focus on areas of research that provide global solution and sustainability to get funding support from government, MNC, international bodies
- Establish Cotutelle Programmes with partner universities

OUTCOME THREE
Improve institution wide services for the administration and support for research and development

DESCRIPTION
Conducive research environment is created by providing institutional-wide support services that facilitate research activities

INITIATIVES
- Successfully develop and implement research administration and communication systems that meet the needs of all stakeholders, faculty and support staff
- Ensure reward schemes for research excellence and initiatives
- Ensure existing funds across campus are being used effectively

HOW DO WE GO ABOUT
- Conduct internal surveys to meet stakeholders’ needs and satisfaction with regards to research activities
- Examine and reduce bottlenecks in the entire R&D administration and communication system
- Ensure that there are no miscommunications to campuses with regards to R&D facilitation and services i.e. emails are promptly and accurately replied
- Facilitate and reward high quality applications for external research income to support research activities
- Introduce automatic research grant for newly appointed lecturers (all PhD)
- Create mentor/mentee for research groups/trainings
- Provide research assistants to non-grant holders based on quality eligibility
- Implement campus-wide research fund monitoring to stimulate major new interdisciplinary initiatives
- Establish proposal development office (specifically hunting for grants)
OUTCOME ONE
Ensure quality curricula and programmes that reflect the relevant graduate profiles meeting national and international needs and standards.

DESCRIPTION
The university strives to provide knowledge through quality curriculum and programmes for students during formative years and graduating class, which eventually increase employability demands for the graduates

INITIATIVES
• Develop UniKL Educational Model that reflects the quality profile of UniKL graduates
• Attain professional and quality recognition and standards for all programmes
• Develop sustainable curriculum relevant to needs of industry and employment
• Implement integrated, interdisciplinary and trans-disciplinary curriculum

HOW DO WE GO ABOUT
• Benchmark international best practices in holistic educational model and technology use in T&L
• Establish industrialmanship (continuous and rigorous attachment with industry for staffs and students)
• Engage sustainable industry experts in devising/revising curriculum
• Attain one professional certification per student
• Collaborate (smart partnership) with relevant local and international industries in terms of teaching factory, industrialmanship, lecturers’ industrial attachments
OUTCOME TWO
Strengthen learning and teaching excellence

DESCRIPTION
Outcome two seeks to implement the most effective integrated pedagogical approaches throughout the duration of studies to ensure knowledge is attained and applied especially during employment.

INITIATIVES
- Create and maintain a culture that supports learning and teaching excellence.
- Develop integrated pedagogical approaches and innovations for skills improvement of academic staff i.e. experiential teaching environment, flexible learning approach etc.
- Develop and implement comprehensive form of assessment that generates extensive information to improve teaching continuously i.e. student feedback, peer feedback, infra feedback etc.
- Strengthen instructional resources and support, so that academics have easy access to new pedagogies and ‘best practices’ to be effective teachers i.e. training in e-learning.

HOW DO WE GO ABOUT
- Deans and Heads of Divisions/Departments/Centres to act as role model in teaching excellence by giving talks/mini lectures on teaching excellence.
- Inclusivity - Making sure all academic staff are on board the integrated pedagogical approaches and innovations.
- All sectors to come up with customer service feedback mechanisms pertaining to learning and teaching.
- Benchmark best practices by peer universities in the use of innovative T&L technologies.
- Promote blended learning, mobile learning, Iptv, learning on demand.
- Introduce new policy: e-materials considered equally as publication.
- Enhance online infrastructure to increase accessibility to more services.
- Provide an integrated/centralised Advanced Learning Management system (1 UniKL LMS)
- NOTE: Integrated or stand-alone.
- Exercise continuous assessments across subjects (without formal final exams).
- Implement online assessments.
- Implement outcome - based assessment.
- Strengthen assessment vetting system.

OUTCOME THREE
Enhance and sustain academic professionalism

DESCRIPTION
Enhancement of academic professionalism means the need to promote and support academic professionalism in order to effectively deliver quality curricula during the formative years and to assist students’ achievement in their pre- and post-graduating days.

INITIATIVES
- Create coaching and peer mentoring programme for all academic units.
- Ensure all academicians attain competency in English language.
- Promote and support effective research-based teaching approaches in teaching and learning that help student achievement.

HOW DO WE GO ABOUT
- Coach and mentor TOTs.
- Establish in-house teaching team (pairing junior and senior lecturer).
- Establish peer review system.
- Establish PDP Merit System.
- Conduct English enrichment/re-training programmes for academicians.
- Establish Teaching and Learning Research Cluster that addresses current issues in education.
- Lecturers to use this approach through reward system/element to be used for promotion exercise.
- Utilize Flipped classroom techniques.
- Employ all-technology-based approaches (i.e. simulation based learning, computer aided learning).
- Establish lecturer’s e-portfolio as a tool for promotion exercise.
- Set up Centre for Language Development.
- Establish global mobility programme for staff.
- Start development of the industrial-led PBL model.
- Organize intellectual discourse in T&L/mini symposium at national level.
OUTCOME ONE
Strengthen industrial engagement

DESCRIPTION
A significant element for fostering reliable community engagement has to stem from its strategic partnership with the industrial community. This is achieved through direct collaborations based on shared transfer of knowledge to strengthen the university’s visibility and reputation as the leading technical education provider. The strategic partnership between the university and the industry enables the university to produce marketable graduates that fulfil the demands of the industry and ensure quality delivery of academic programmes that keep up with the current practice in the industry.

INITIATIVES
• Increase and enhance strategic partnerships between campus and the local community
• Enhance and maintain recurring short courses/professional certification with private & GLC companies, government agencies
• Invite industrial experts to conduct lectures that meet the transformational needs of the university
• Create and increase staff internship with partner industries, universities etc. Work closer with the key partners to identify shared aims and aspirations and provide regular opportunities for engagement and dialogue

HOW DO WE GO ABOUT
• Create new partners based on shared aims and direction.
• Revisit MOUs and MOAs outcomes and connect with the partners from time to time for more tangible, long-term outcomes
• Make available university expertise to key partners.
• Develop UniKL expertise database as key tool for active functional networks
OUTCOME TWO
Strengthen international engagement

DESCRIPTION
UniKL needs to heighten its visibility and capacity to engage internationally. Even more this can be materialized through collaborations and strategic partnerships. These strategies provide the path for exchange programmes and offshore opportunities that can further enhance students' value experience and reputation of the university globally. Through global strategic partnership, UniKL can be associated with reputable universities worldwide that signify quality education of world standards.

INITIATIVES
• Strengthen institutional relationship and partnership with key partners or potential partners from whom we can learn and contribute
• Develop close working relationship with partners by identifying shared aims and provide regular opportunities for engagement and dialogues
• Create new partners based on shared aims and direction

HOW DO WE GO ABOUT
• Increase visiting lecturers/professors (Outbound and Inbound)
• Increase international students mobility (short term(<3 MTH)) - inbound & outbound
• Increase international students mobility (INTRA)
• Ensure participation in international competition awards
• Create opportunities for international CSR
• Increase forum/dialogue session (management & staff) with UniKL partners
• Develop and sustain onshore and offshore campus establishment
• Explore and create new external funding and partnerships from international organizations
• Provide TDP to private/international students
• Participate in education exhibitions

OUTCOME THREE
Strengthen Local Engagement

DESCRIPTION
A contributing factor in increasing the intake and improving the visibility locally is through local engagement. Strengthening local engagement provides opportunities to demonstrate UniKL values via an increase in CSR, community projects and programmes. These initiatives will indirectly raise the level of awareness and interest among the local community on the programs and activities carried out by the university that can lead to an increase in admission quantity and quality.

INITIATIVES
• Increase stronger connections with key stakeholders via on and off campus events, engagements with schools, businesses, government and other key partners
• Explore opportunities for engagements with new stakeholders

HOW DO WE GO ABOUT
• Promote Professional Certification programme
• Increase forum/dialogue sessions with local institutions
• Increase CSR projects
• Create and sustain ALUMNI involvement for international programmes; TDP, Pre Foreign Programmes.
• Involve students in public/social engagements via study abroad, CSR, internships, working with local schools etc.
OUTCOME 1
Ensure and maintain an excellent customer service culture

DESCRIPTION
Creating a top notch and valuable customer service interface is one of the best ways to achieve sustainable growth. This can be done via leveraging on technology, new media and online accessibility.

INITIATIVES
- Ensure that we provide the kind of academic and extracurricular environment and services that are attractive and friendly to students
- Improve and provide high quality campus/university visit programmes for visitors

HOW DO WE GO ABOUT
- Improve the efficiency of online interface, system supports for students, staff and stakeholders
- Create off-campus residences management unit
- Implement customer service training and hospitality
- Upgrade service counter facade and counter system
- Introduce informative pictorial galleries related to UniKL programmes for each campus
- Increase outsider participation during on-campus events
- Develop a dynamic virtual campus tour for public appreciation on UniKL

OUTCOME 2
Grow a prolific/high profile student body (personal, social, physical, spiritual & academic development)

DESCRIPTION
The outcome seeks to develop the non-academic aspects of students by using measurable means in engineering future leaders who are globally relevant and equipped with a unique UniKL identity & pride.

INITIATIVES
- Ensure that the characteristics and expectations of students we wish to attract, retain and generate are well understood by everyone
- Ensure that our curricula reflect the relevant graduate profiles that meet global standards
- Identify and assist students of ability whose personal circumstances limit their chances to access and succeed at university
- Ensure a comprehensive campus life experience with the facilities to stimulate their growth
HOW DO WE GO ABOUT
- Implement student profiling system and focused approach on student development
- Incorporate GS/MPU/Co-Q subjects with experiential and project based assessments
- Re-engineer Course Structure to include introductory semester (Non CGPA assessed semester)
- Create awareness on MUET requirements
- Increase sports & voluntarism activities
- Increase student appreciation awards
- Increase student engagement initiatives
- Enhance and ensure the functionality of Yayasan UniKL
- Establish UniKL Campus Life Hub for student activities
- Establish a comprehensive sporting complex and qualified/certified coaches and managers (Sports Unit)

OUTCOME 3
Establish an elaborate and effective alumni fellowship

DESCRIPTION
Alumni relationship is an important part of an institutions’ advancement activity as it draws the impact of marketing, fundraising, employability and stronger loyalty to alma mater.

INITIATIVES
- Engage actively with alumni to seek their financial, political and societal support for UniKL to benefit future generations of students
- Celebrate the successes of our alumni and the ways in which the university has enhanced their lives

HOW DO WE GO ABOUT
- Establish an effective alumni corporation and policies
- Implement alumni appreciation and benefits (alumni card)
- Ensure participation of alumni in the design and development of curriculum
- Establish ‘alumni and friends’ – alumni’s active participation in academic and management-related activities in which alumni’s voices are needed
- Create an alumni directory to help them network with one another
- Provide an on-campus base of operation/centre for alumni
- Increase the recruitment efforts at MRSMs
- Each campus/programme to collaborate with qualified feeders (Kolej Matrikulasi, etc.)
- Create a tele-marketing team to handle all phone inquiries and follow-up calls.
- Establish a proper database system on potential students - enrolment and admission status - able to generate good report / statistics for analysis
- Develop videos and online content showcasing campuses, student lifestyle and details of programmes more suitable and appealing to students

OUTCOME 4
Expand the university’s local student population via strategic recruitment and enrolment

DESCRIPTION
A strategic and continued student enrolment by capitalizing all channels from direct to new media can open a wider reach for potential local students with the desired profile.

INITIATIVES
- Implement strategic marketing at all levels to recruit and retain the desired profile of students
- Increase the involvement of students and staff participating in student recruitment
- Establish long-term partnership with feeders

HOW DO WE GO ABOUT
- Increase the number of selected high school visits (i.e. related to program/campus)
- Participate in major/nationwide exhibitions. Skip low response events for more impact and generate ‘hype’ for younger generations
- Establish student ambassador programme
- Increase marketing to the non-MARA scholarship bodies (i.e. FELDA, ATM, Zakat, etc.)
- Enhance University’s promo materials through effective A&P (Branding)
- Increase new growth market (Urban)
- Increase the recruitment efforts at MRSMs
- Each campus/program to collaborate with qualified feeders (Kolej Matrikulasi, etc.)
- Create a tele-marketing team to handle all phone inquiries and follow-up calls.
- Establish a proper database system on potential students - enrolment and admission status - able to generate good report / statistics for analysis
- Develop videos and online content showcasing campuses, student lifestyle and details of programmes more suitable and appealing to students
OUTCOME 5
Build a strong international student recruitment programme

DESCRIPTION
International students are a significant resource at UniKL as they create different educational and cultural experiences for the university and community. Hence it is crucial to provide a standard that would be attractive for the global education market in terms of competitive programmes, international student-friendly processes and infrastructure.

INITIATIVES
- Ensure better refined policies and processes for promoting the university to such students to secure their interest and enrolment in response to their needs and sound research.

HOW DO WE GO ABOUT
- Review student application/admission processes for international students to encourage better assistance to them.
- Establish targeted region for international recruitment (SEA, ME, Indian sub-con).
- Participate in overseas exhibitions based on potential intakes.
- Establish good rapport with embassies (to initiate on government’s scholarship).
- Obtain country’s recognition on UniKL programmes (i.e. Jordan, Saudis, India etc.).
- Enhance the quality of infrastructure to meet international standards.