

**Strategy 1 : University management administration system as a whole with principal of good governance, flexibility, and transparency.**

✚ **Goal:** Managerial systems with good governance and increasing efficiency continuously.

**Strategic Guidelines :**

1. Improving managerial systems and academic support.
2. Building organization administrators leadership at all levels.
3. Improving the work system and the education management.

**Strategy 2 : Quality of teaching and learning management raising to the international standards.**

✚ **Goal:** Good moral, professional and academic graduates' readiness to the international level.

**Strategic Guidelines :**

1. Developing curriculum, teaching and learning management.
2. Developing capacity and competency of personnel.
3. Developing distance learning system and E-learning.

4. Developing English program, international program, curriculum and teaching.
5. Raising the quality of education management.
6. Supporting lecturers to the excellences.
7. Supporting and developing sciences teaching and industrial technology curriculum to the international standards.

**Strategy 3 : Raising of the quality and standards of researches, knowledge building, and innovations to the international level, including sustainable local and university development.**

✚ **Goal:** Increasing of quantity and quality researches, creations, and innovation.

**Strategic Guidelines :**

1. Empowering and developing the potential in research, knowledge, and innovation to the local and society.
2. Raising fund and supporting research development.
3. Supporting and to encourage the lecturers/researchers' regular publication in the national and international journal.
4. Linking research cooperation to the external, business and private sectors, and to raise the standard of OTOP, SMEs, and Thai wisdom to the development and the sustainable growths.

5. Developing further local researches to international standards.

**Strategy 4 : The development of the faculty, personnel, staff and students standard to the universal level.**

✚ **Goal 1 :** Personnel and graduates' awareness of ethics, and morality.

**Strategic Guidelines :**

1. Raising the faculty and staff standard.
2. Developing human resources management system.
3. Supporting and developing the faculty and personnel to be professional.
4. Supporting an environment conducive to formal and informal education through media and modern technology.
5. Developing compensation system, welfare and benefits.

✚ **Goal 2 :** Staff and graduates with common ethics and morality.

**Strategic Guidelines :**

1. Developing the system of health care, ethics, moral personality, health and welfare and maintain disciplines.
2. Improving the environment, facilities and recreations.
3. Supporting notable sport and activities, and Thai culture identity campaign and Thai mortal.

4. Supporting democracy participation.
5. Guiding and supporting creation and work during the study.
6. Strengthening students' desirable feature in the 21st decade.

### Strategy 5 : Environments, media, technology and learning sources development.

- + **Goal:** Development and renovation of the location, buildings, environments, technology, learning media and sources, and facilities.

#### Strategic Guidelines :

1. Improving the physical location of the buildings, classrooms, infrastructures, and the environment to be livable, beautiful, clean, and neat.
2. Upgrading and update the academic support and knowledge learning system.

### Strategy 6 : Raising the quality and standards technical services to response the local needs.

- + **Goal:** Provide quality technical services to meet the local demand.

#### Strategic Guidelines :

1. Creating quality of life in the communities, and society.
2. Transferring and develop the technology to communities.

3. Raising Thai wisdom, OTOP, SMEs to the international standard, and value added value and competition.

4. Building network of cooperation, and managing the environment and health of the city communities.

5. Conserving and supporting arts, culture and folk play.

### Strategy 7 : Information Technology Centre for Cultural Art and Culture development.

- + **Goal:** Cultural art development to cooperate both in country and overseas communities.

#### Strategic Guidelines :

1. Supporting and developing the arts and culture of the communities nearby.
2. Supporting and disseminating Thai art and culture to the international.

### Strategy 8 : raising the quality and standards of generating funds and incomes management.

- + **Goal:** To obtain the revenue from.

#### Strategic Guidelines :

1. Generating fund and incomes from technical services and researches.
2. Generating fund from the facilities services.



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## Strategic Plan Phranakhon Rajabhat University 2014 - 2018

**Vision :** Being the University of Quality and international standard of teaching and learning for Thai local sustainable development society.

**Goal :** To exemplify the spirit of freedom as a nation identity.

**Value :** To foster Thai wisdom and self-reliance based on community values.

