Siam University Partnerships and Societal Impact
Living Values for Sustainable Partnerships and Societal Impact

Professor Emeritus Chanita Rukspollmuang, Ph.D.
Vice President for Academic Development, Siam University, Bangkok, Thailand

Presented at the Magna Charta Observatory (MCO)'s session at the IAU conference, Kuala Lumpur, 14 November 2018
Global Higher Education Values

• MCO’s fundamental values
  – academic freedom, institutional autonomy, and the concomitant responsibility to society.
• Other values underpinning institutional missions
  – integrity and fairness
  – equity
  – creativity, innovativeness, and excellence
  – social responsibility and community service
  – diversity, pluralism, and inclusiveness
  – health, well-being, and a caring community
• Mentioned in drafting MCU 2.0
  – Sustainable development / SDGs
The 17 SDGs can be rearranged into 3 main core issues to be dealt with namely “People”, “Ecological” and “Spiritual”

Goals 1 to 10 are linked to humanitarian, inclusiveness and PEOPLE harmony.

Goals 11 to 15 are linked to sustainability, nature and ECOLOGICAL harmony.

And Goals 16 to 17 are linked to peace, partnership, values of SPIRITUAL harmony.

http://www.sdgpyramid.org/about-sdg-pyramid/
The most commonly found values in ASEAN Countries

- Unity and nationalistic values
- Ethics and civil duty
- Respect towards Head of the State
- Development, education, and health
- Multiculturalism and diversity
- Political ideology
- Values reflect “culture”

The Twelve Core Values for a Strong Thailand
(11 July 2014)

1. Upholding the three main pillars: the Nation, the Religion, and the Monarchy;

2. Being honest, sacrificial and patient, with positive attitude for the common good of the public;

3. Being grateful to the parents, guardians and teachers;

4. Seeking for knowledge and education directly and indirectly;

5. Treasuring cherished Thai traditions;

6. Maintaining morality, integrity, well-wishes upon others as well as being generous and sharing;

7. Understanding, learning the true essence of democratic ideals, with His Majesty the King as Head of State;

8. Maintaining discipline, respectful of laws and the elderly and seniority;

9. Being conscious and mindful of action in line with H.M. the King Rama 9’s royal statements;

10. Applying H.M. the King Rama IX’s Sufficiency Economy, saving money for time of need, being moderate with surplus for sharing or expansion of business while having good immunity;

11. Maintaining both physical and mental health and unyielding to the dark force or desires, having sense of shame over guilt and sins in accordance with the religious principles;

12. Putting the public and national interest before personal interest.
Founded in 1965.

1973 the Siam Technical College was formally established as a private, higher education institution with the authorization to grant degrees.

Siam University (SU) - the fifth largest private university with a student body containing over 16,000 students.

12 faculties, 1 international college (3 programs), Graduate school.
Employability
Diversity
Sustainability

Cooperative Learning

The Three Pillars of Siam University

Inclusive and International Education
Sustainable University, Sustainable District (SD + SEP)
The New Siam University Values and Students
“Desirable Characteristics” : General Education Program

Confidence

Social Mindfulness

Lifelong Learner

Freedom and Wisdom

Assumption: The values should not be imposed by the leadership of universities but should come from the students.
Priority Needs Index (PNI) of SU students from a Research Study (Chanita Rukspollmuang, et al., 2017)

Leadership and respectful
- Tolerance to uncertainty and ambiguity
- Lifelong learning
- Being adaptable to change and openness to new experiences
- Social mindfulness, engagement, and responsibility
- Commit and responsible to one own's decisions
- Positive thinking
- High ethical standards in personal and professional life
- Openness and responsiveness to new ideas and new situations
- Social manner and etiquette

Characteristics

Skills
- Thai and foreign languages proficiency
- Time management
- Problem-solving and reasoned decision-making
- Respect for diversity, ability to act and live in multicultural society and heterogeneous groups
- Initiative and entrepreneurial spirit
- Systematic thinking
- Teamwork and team building
- Conflict management
- Critical / Creative Thinking
- Digital and IT management skills

Literacy
- Legal and political literacy
  - Financial literacy
  - Health literacy
  - Literacy about SD and H.M. King Rama IX’s SEP
  - Scientific literacy
- ICT digital literacy
  - Environmental literacy
  - Art and aesthetic literacy
  - Literacy about Thainess
  - Literacy about multicultural living

SU Students
Examples of Partnerships and Societal Impact

Cases of Siam University
Case 1: Partnerships for SD and SEP
King Rama IX’s Sufficiency Economy Philosophy
<table>
<thead>
<tr>
<th><strong>Policy</strong></th>
<th><strong>• Sustainable University, Sustainable District</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strategy</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SD + SEP</strong></td>
<td><strong>• Sustainable Development + UN 17SDGs</strong></td>
</tr>
<tr>
<td></td>
<td><strong>• King Rama IX’s Sufficiency Economy Philosophy (SEP)</strong></td>
</tr>
<tr>
<td><strong>Targets</strong></td>
<td><strong>• Students</strong></td>
</tr>
<tr>
<td><strong>(The 3 Ss)</strong></td>
<td><strong>• Staff</strong></td>
</tr>
<tr>
<td></td>
<td><strong>• Surrounding Communities</strong></td>
</tr>
<tr>
<td><strong>Awareness Building</strong></td>
<td><strong>• Nurturing “Mindset” through “General Education” + training + “Living Lab” approach</strong></td>
</tr>
<tr>
<td><strong>Community Engagement</strong></td>
<td><strong>• USR projects, Academic, Research (e.x. Healthy Space Project)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>• Networking/ Partnership</strong></td>
</tr>
<tr>
<td><strong>Lifelong Learning Platform</strong></td>
<td><strong>• Knowledge Sharing (e.x. Virtual museum project)</strong></td>
</tr>
<tr>
<td></td>
<td><strong>• Learning resource center</strong></td>
</tr>
</tbody>
</table>
Some Active Partners of Siam University (Local/National/International)

Public
- The Bangkok Metropolitan Administration (BMA)
- Phasi-Chareon District
- Police/Military officers and related department

Non-Profit
- Utokapat Foundation, or the Water Foundation of Thailand under His Majesty’s royal patronage.

Private
- Private offices participated in work-integrated (coop) learning
- CPAll Public Company Ltd./ Kid-Kid Co. Ltd.

Local Communities
- 54 communities in Phasi-Chareon district
- Schools, Temples in the district

Academic Network
- SUN Thailand (Sustainable University Network)
- ACD-UN and ACD-RN
- IAU and IAU Higher Education for SD Working Group (SDG11)
Sustainable Development and UN 17SDGs
- Environment
- Economic
- Socio-cultural

General Education + “Living Lab” learning
- Project-based/
- Service and Experiential Learning Training

Research

USR Projects

H.M. King Rama IX’s Sufficiency Economy Philosophy (SEP)

Policy
Sustainable University, Sustainable District

Target Groups
Students, Staff, Community Members

Sufficiency Thinking (Mindset)

Engagement Activities in SD/SEP

SD/SEP Learning Network/Partnership

University-Community linkages

University – Public-Private- Educational Institutions Linkages

Local
National
International
Learning and Appreciating SEP
Lertsuksom Community
Community Problems

- Environment: “slum-like” area under the new highway flyover + polluted river.
- Social: weakening sense of belonging to the community, migrant members.
- Economic: income, losing areas for pandan farm, coconut trees, etc.
- SU Research Center for Community Development (RCFCD) runs the “Healthy Space” project funded by the Thai Health Promotion Foundation.

http://www.rcfcd.com
Learning center for under flyover management
Waste Water Management
Community Greening

Learning Center for SEP Application
Learning Center for Pandan and Organic Agriculture
From Under Flyover to Community Center for Cultural activities
Case 2: “Healthy Space and Learning Garden, Siam University”

This space had been developed collaboratively by the Research Center for Community Development, Siam University and people in the community turning the waste ground behind SU campus into open public ground for benefits of community’s activities such as exercises, meeting, seeking knowledge from books on shelves along the wall of the residence nearby. This is not only “The Living Lab” for S.U. students but also “The Model of Community’s Health and Learning Space” for other Bangkok Metropolitant’s communities.”
Case 3: Partnerships for Community Development
“Klong Bang Luang Model”

Aekkawit Chaiyawong, Wisut Pairoh, and Narumol Phosrithong, Siam University
Klong Bang Luang, an old community in Phasi-Chareon District, is situated on the bank of a canal. The community has a rich and long history dated back to late Ayutthaya Kingdom period (1351 - 1767).
Improvement of community museum and Old photo exhibition in community museum
Thai Traditional Puppet Show
Improvement of herbal garden by volunteer students
Case 4: Reduce and Reuse Single-Use Plastic Partnership with CP All Public Company Limited and 7-11 convenient stores around SU campus
Siam University students won the 2\textsuperscript{nd} runner up award for their project in reducing single-use plastics in the SUN Thailand Conference, September 25, 2018.
Thank You for Your Attention !!!

For more information: chanita@siam.edu