

Strategic Plan, South Eastern University of Sri Lanka 2014-2018



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The South Eastern University College of Sri Lanka (SEUCSL) was established by an order through Gazette Notification No. 88/9 of 26 July, 1995 under the provisions of section 24A of the University Act No. 16 of 1978 as amended by Act No. 07 of 1985.

By Gazette Notification 916/7 of 27th March 1996, the South Eastern University College became 10th National University of Sri Lanka under the corporate name of South Eastern University of Sri Lanka and Professor MLA. Cader was appointed as the founder Vice Chancellor of this University. The South Eastern University of Sri Lanka thus commenced its activities as a fully fledged University from 15th May, 1996.

At present South Eastern University of Sri Lanka is one of the National Universities with a student's population about 2650 internal and 7000 external. There are five faculties and fifteen academic departments with all facilities.





Foreword from The Vice Chancellor

The Strategic Plan 2014-2018 takes a courageous and visionary approach to the future of South Eastern University of Sri Lanka (SEUSL). It builds upon the spirit of the national strategies for higher education and the expectations of the stakeholders together with the needs of the region and the nation as a whole.

SEUSL is viewed by our students, staff and every other stakeholder as a progressive and flourishing institution that is playing a vital role in educating, and enhancing the competence and capabilities of the undergraduates. This is evident from the increase in the University's activities and reputation like opening of new faculty of Engineering, commencement of demand driven academic programs, conducting international research symposiums and increasing number of students' intake, signing of more MoUs etc.

Though the SEUSL has recognized the financial and other obstacles in its progress towards development it has also been successful in mobilizing funding from international sources. The University is committed for its effective governance, prudent financial management, and diverse sources of financing for development works which will ensure that the university is upgraded gradually to reach the superior standard.

Since its establishment, SEUSL has been always strived to be, and has become, a progressive model in the arena of higher educational institution in the country. The commitments and the intuitional will towards the provision of high quality and nationally relevant and globally recognized higher learning and research opportunities will aid us in accomplishing our vision to be an internationally renowned center in South Asia for higher learning.

Sri Lanka now seeks for exemplar and responsible educational institutions in order to be an internationally recognized higher educational hub. SEUSL with its dramatic prospects of growth will make this possible by improved governance, prompt planning, and apt curriculum revisions and updates. SEUSL is becoming well-placed to play a fundamental role, inspiring the minds of thousands of bright and talented youth, broadening their thinking and mindset towards respect for other cultures and the importance of social harmony and integration.

The philosophy of constant growth is strongly embedded in SEUSL's culture. The University will always attempt to become even better, and will work with its students, academics stakeholders, and regional and international associates to support their efforts to improve as well.

SEUSL will facilitate the delivery of key regional and national educational, research and development projects and assist in meeting regional and national development aspirations. The University aims to be recognised, trusted and admired as the think-tank of choice for the nation and a globally recognized centre of excellence in higher learning for technology and humanities and in flexible learning and teaching through the use of its state-of-the-art ICT facilities.

The Strategic Plan 2014-2018 is, therefore, committed to the transformation of SEUSL from a good to an excellent university. Since its existence from 1995, SEUSL has expanded, improved, and become one of the progressive universities in Sri Lanka, establishing an remarkable reputation in the process of its growth.

Quality adherence, Graduates Employability and international Recognition are the central overriding themes of this Strategic Plan.

This will require a change in mind-set to better and to keep improving things continually, build and strengthen teamwork, create greater cohesion, practice respect and apply values in our daily operations, and benchmark our performance against relevant national and international best practices. The Strategic Plan 2014-2018 intends to further strengthen SEUSL's administrative and governance arrangements

Prepared through a consultative process involving the Deans of the Fcaulties, Heads of the academic and administrative departments and Unit, Students leaders and the members of the Senate and the Council, this Strategic Plan will guide SEUSL's transformation as a success story.

Dr. SM. Mohamed Ismail Vice Chancellor



Our Vision

An internationally renowned center in South Asia for higher learning and innovations in sciences, technologies and humanities

Our Mission

To provide expanded opportunities for higher learning of international standards through generation and dissemination of knowledge and innovations focused on regional and national needs, social harmony and stakeholders' empowerment and satisfaction



Goals and Objectives

Goals

Goal	1	Being recognized for the excellence on quality assurance, accreditation and international presence, links and exchanges
Goal	2	Being recognized for outstanding research, publication and commercialization.
Goal	3	A University with expanded opportunities for higher education and improved employability of graduates.
Goal	4	Being efficiently equipped with state-of-the-art infrastructure effective for teaching, learning, research, sports and recreational activities of international standards
Goal	5	Being nationally recognized for localized response on social harmony and development through proactive collaborations with community and industry.
Goal	6	A national icon for good corporate governance



Goal 01: Being recognized for the excellence on quality assurance, accreditation and international presence, links and exchanges

Objective	1.1	recognized programs' standards as 06 in 2018
Objective	1.2	Obtain national/international quality accreditation for all eligible degree programs by 2018
Objective	1.3	Increase the number of ISO 9001-certified faculties and units from none in 2013 to 01 in 2014 and 06 in 2018
Objective	1.4	Improve University's rank in world Webometric ranking from 13850 in 2013 to 9000 in 2014 and 4000 in 2018
Objective	1.5	Increase academic and research collaborations with recognized international universities/research institutions from 02 in 2013 to 4 in 2014 and 20 in 2018
Objective	1.6	Increase the number of international students from none in 2013 to 6 in 2014 and 65 in 2018



Goal 02: Being recognized for outstanding research, publication and commercialization

Increase the number consultancy assignments newly undertaken

Objective	2.1	Increase the rate of utilization of research funds from 10% in 2013 to 30% in 2014 and 80% in 2018
Objective	2.2	Increase the number research articles annually published from 100 in 2013 to 200 in 2018 for refereed journals and from 8 in 2013 to 28 in 2018 for indexed journals
Objective	2.3	Establish 03 fully equipped research centers at relevant faculties by 2018
Objective	2.4	Increase the number of public/private partnershipin research, development and commercialization from 01 in 2013 to 2 in 2014 and 5 in 2018
Objective	2.5	Obtain 05 patent by 2018

from 01 in 2013 to 2 in 2014 and 6 in 2018

2.6

Objective



Goal 03: A University with expanded opportunities for higher education and Improved employability of graduates

Objective	3.1	Expand the opportunities for higher education by newly introducing 10 demand driven UG degree programs and 5 Post graduate Diploma/Degree programs and 5 Post graduate Research Degrees (M.Phil/Ph.D) by 2018
Objective	3.2	Increase average percentage of growth of undergraduate students enrolment as 5% in 2014 to 40% in 2018
Objective	3.3	Conduct 20 continuing professional development programs by 2018 to meet the needs of the local industry and the professional community.
Objective	3.4	Increase the employability ratio of graduates within one year after their graduation from 36% in 2013 to 45 in 2014 and 65% by 2018
Objective	3.5	Increase the PhD holders from 20% in 2013 to 40% in 2018
Objective	3.6	Provide opportunities for 30% of the staff to participate in at least one CPD programme every year
Objective	3.7	Improve gross staff satisfaction score from average to excellent
Objective	3.8	Increase participation of students in extracurricular activities from 30% in 2013 to 65%in 2018



Goal 04: Being efficiently equipped with state-of-the-art infrastructure effective for teaching, learning, research, sports and recreational activities of international standards

- Complete the University Master Plan for physical infrastructure development considering a 30 year planning horizon by 2014.
- Objective 4.2 Equip the University with common and faculty-specific infrastructure facilities for effective teaching, learning, research and recreational activities under Medium Term Development Framework
- **Objective** 4.3 Enhance the provision of auxiliary services required for effective and improved teaching, learning, research and recreational activities
- Objective 4.4 Improve the efficiency in assets utilization through implementation of 5S system in all faculties and administrative divisions by2016



Goal 05: Being nationally recognized for localized response on social harmony and development through proactive collaborations with community and industry

Objective

Increase the number of regional development —oriented collaborative activities conducted with industries annually from 6 in 2013 to 10 in 2014 to 2018

Objective 5.2

5.1

Increase the number of social harmony- oriented collaborative activities conducted with communities and civil societies annually from 4 in 2013 to 6 in 2014 to 2018



Goal 06: A national icon for good corporate governance

Objective	6.1	Improve the efficiency of general and financial administration by implementing web enabled communications and transactions by 2015
Objective	6.2	Enhance the internal systems for ensuring equity, equality, transparency and rule of law in all spheres of governance of the University
Objective	6.3	Institutionalize the implementation and monitoring mechanisms of the University Strategic Plan.



Goal 1: Being recognized for the excellence on quality assurance, accreditation and international presence, links and exchanges.

	Strategies
Objective 1.1	programs' standards as 06 in 2018
Objective 1.1	Increase the number of degree programs converted into globally recognized

- 1.1.1. Benchmark courses.
- 1.1.2. Ensure quality assurance in conducting academic programs.
- 1.1.3. Effective review and moderation of academic programs by local and international panels.
- 1.1.4. Promote Students Centered Learning
- 1.1.5. Carry out performance evaluation.
- 1.1.6. Implement academic policies and rewarding schemes
- Objective 1.2 Obtain quality accreditation for all eligible degree programmes by 2018

 Strategies
 - 1.2.1. Obtain proposed accreditation by UGC Quality Assurance and Accreditation Council.
 - 1.2.2. Pursue in obtaining national/international accreditation for professional degree programs.



Objective 1.3	2013 to 01 in 2014 and 06 in 2018
	Strategies
1.3.1.	Secure financial assistance for implementing quality management program and quality certifications
1.3.2.	Providing Training and awareness program for staff members on quality management practices and compliance requirements for ISO certification
1.3.3.	Defining quality management system for the University and Complete required documentation for applying for ISO 9001
	Harmonizing the existing system of the University in line with the requisites

- of quality manual
- 1.3.5. Become ISO certified and continue to conform to the quality standards
- **Objective 1.4** Improve University's rank in world Webometric ranking from 13850 in 2013 to 9000 in 2014 and 4000 in 2018

Strategies

1.4.1. Increase the contents of the SEUSL web



Objective 1.5	Increase academic and research collaborations with recognized international universities/research institutions from 02 in 2013 to 4 in 2014 and 20 in 2018
	Strategies
1.5.1.	Create an institutional environment within the University to facilitate, promote and maintain international links and exchanges
1.5.2.	Sign MoU with recognized international Universities and research institutions for exchange of technical expertise for academic and research enhancement
1.5.3.	Conduct Internationally collaborated conferences, seminars, workshops and training programs
1.5.4.	Promote internationally collaborated Research and Publication among the academic members of the university
Objective 1.6	Increase the number of international students from none in 2013 to 6 in 2014 and 65 in 2018
	Strategies
1.6.1.	Create an appropriate institutional arrangement to deal with international students intake
1.6.2.	Create an international visibility to the SEUSL
1.6.3.	Developing and Implementing a marketing plan for the international market of the SEUSL
1.6.4.	Create an attractive physical , recreational and supportive environment to cater international students (learning partners)



Goal 2: Being recognized for outstanding research, publication and commercialization.

		THE REPORT OF THE PARTY OF THE	
Objective 2.1		Increase the rate of utilization of research funds as 10% in 2013 to 30% in 2014 and 80% in 2018	
		Strategies	
2.1.1.		Set up/strengthen research promoting and monitoring bodies and research policies.	
0000	2.1.2.	Leverage research allowance Management Circular for promoting research.	
	2.1.3.	Enhance resources for research.	
Objective 2.2		Increase the number research articles annually published from 100 in 2013 to 200 in 2018 for refereed journals and from 8 in 2013 to 28 in 2014 for indexed journals	
		Strategies	
	2.2.1.	Provide incentives for staff for publication of research findings.	
	2.2.2.	Create more opportunities for staff to participate in research activities.	
	2.2.3.	University to be a regular publisher of research findings.	



- **Objective 2.3** Establish 03 fully equipped research centers at relevant faculties by 2018 Strategies
 - 2.3.1. Establish innovation and R&D centre in the University.

Increase the number public/private partnership newly initiated in research, **Objective 2.4** development and commercialization from 01 in 2013 to 2 in 2014 and 5 in

ejective 2.4 development and commercialization from 01 in 2013 to 2 in 2 2018

Strategies

- 2.4.1. Attract industry to establish research labs in the university.
- **Objective 2.5** Obtain 05 patent by 2018 Strategies
 - 2.5.1. Promote culture of innovation.
 - 2.5.2. Promote and facilitate obtaining/protecting Intellectual Property Rights (IPR).
- **Objective 2.6** Increase the number consultancy assignments newly undertaken from 01 in 2013 to 2 in 2014 and 6 in 2018

Strategies

2.6.1. Introduce mechanisms to identify industry R&D needs.



Goal 3: Expanded opportunities for higher education and Improved employability of graduates

Objective 3.1	Expand the opportunities for higher education by newly introducing 10 demand driven UG degree programs and 5 Post graduate Diploma/Degree programs and 5 Post graduate Research Degree (M.Phil/Ph.D) by 2018
	Strategies
3.1.1.	Introduce two demand driven new degree programs, one Post graduate Diploma/Degree program and one Post graduate Research Degree (M.Phil/Ph.D) by each faculty by 2018
3.1.2.	Establish in each faculty one department specializing in a field of study for which there is a definite market / regional/national need, by 2018
3.1.3.	Establish two new faculties by 2018 (Faculty of Education and Teacher Development and Faculty of Law)
Objective 3.2	Increase average percentage of growth of undergraduate students enrolment as 5% in 2015 to 40% in 2018
	Strategies
3.2.1.	Increase the students' intake through existing Internal and external UG programs.
3.2.2.	Increase the students intake through new Internal and external UG

programs



Objective 3.3	Conduct 20 continuing professional development programs by 2018 to meet the needs of the local industry and the professional community.
	Strategies
3.3.1.	Identify industry CPD requirements and design and offer professional short courses.
Objective 3.4	Increase the employability ratio of graduates within one year after their graduation from 34% in 2013 to 45 in 2014 and 65% by 2018
	Strategies
3.4.1.	Enhance Employability Skills of the undergraduates
3.4.2.	Create opportunities for internship/industrial trainings for all final year students to enable them to experience the World of Work.
3.4.3.	Enterprising University -
3.4.4.	Strengthen career development of undergraduates through curriculum based interventions.
3.4.5.	Improve English proficiency of Students
3.4.6.	Provide trainings and intensive preparative sessions for facing competitive selection process
3.4.6.	Enhance Trilingual Competency of Undergraduates



Objective 3.5	Increase the PhD holders from 20% in 2013 to 40% in 2018
	Strategies
3.5.1.	Encourage staff presently reading on Ph.D to complete their programme as scheduled
3.5.2.	Facilitate staff planning to go for Ph.D to obtain offer from globally recognized universities
3.5.3.	Facilitate the staff to obtain adequate financial assistance and support to successfully pursue their PhD programme
Objective 3.6	Provide opportunities for 30% of the staff to participate in at least one CPD programme every year
	Strategies
3.6.1.	Enhance systematic staff development services at the University.
3.6.2.	Provide customized staff training programme
3.6.3.	Provide knowledge, skills and confidence through staff development programs.
3.6.4.	Provide industry exposure to academic staff.
3.6.2.	Promote involvement donations and charity works



Objective 3.7	Improve gross staff satisfaction score from average to excellent
	Strategies
3.7.1.	Improve working environment of staff.
3.7.2.	Identify and introduce a mechanism for enhanced remuneration.
3.7.3.	Improve staff welfare.
Objective 3.8	Increase participation of students in extracurricular activities from 30% in 2013 to 65% in 2018
	Strategies
3.8.1.	Promote involvement in sports



Goal 4: Being efficiently equipped with state-of-the-art infrastructure and auxiliary services effective for teaching, learning, research, sports and recreational activities of international standards

Objective 4.1 Complete the University Master Plan for physical infrastructure development considering a 30 year planning horizon by 2014.

Strategies

Mobilize government's and other donor financial assistance for the

4.1.1. implementation of the master plan.

Equip the University with common and faculty-specific infrastructure facilities for effective teaching, learning, research, sports and recreational activities under Medium Term Development Framework

Objective 4.2

Strategies

Setting up State-of-the-art common infrastructure for efficiently supporting 4.2.1. teaching, learning and research activities



Put up State-of-the-art common infrastructure for enhancing sports and

4.2.2. staff and students welfare and recreation

Provide required new buildings for faculties and centres of the University

4.2.3. and refurbishment of existing facilities

Put in place reliable systems for providing uninterrupted and standard

- 4.2.4. electricity water and communication services
- 4.2.5. Put in place an organized traffic management and parking system.
- 4.2.6. Make SEU a garden campus.
- 4.2.7. Make SEU a clean campus.
- 4.2.8. Disaster Risk Reduction and Mitigation Strategies

Enhance the provision of auxiliary services required for effective and improved teaching, learning, research, sports and recreational activities

Strategies

- 4.3.1. Enhance student common service.
- 4.3.2. Enhance student common service.
- 4.3.3. Provide more bursaries.
- 4.3.4. Provide students with good quality support lecture material.
- 4.3.5. Introduce an insurance scheme for students.



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Provide entertainment facilities
Develop programs with alumni and well-wisher participation.
Enhance interaction of students of different faculties/cultures
Improve the efficiency in assets utilization through the implementation of 5s system in all faculties and administrative divisions by 2015
Strategies
5s Training and awareness programs for staff
Develop interior conducive for 5s culture
Institutional setting for sustainability and continues improvement of 5s environment



Goal 5: Being nationally recognized for localized response on social harmony and development through proactive collaborations with community and industry.

Objective 5.1	Increase the number of newly conducted regional development –oriented collaborative activities with industries from 6 in 2013 to 10 in 2014 to 2018
	Strategies
5.1.1.	Establishment of a Corporate Social Responsibility(CSR) division of the SEUSL
5.1.2.	Facilitate technology transfer and new product /business development
5.1.3.	Training for Regional Young Entrepreneurs and workers
Objective 5.2	Increase the number of newly conducted social harmony- oriented collaborative activities with communities and civil societies from 4 in 2013 to 6 in 2014 to 2018
	Strategies
5.2.1.	Facilitating the execution of Corporate Social Responsibilities of corporate sector entities
5.2.2.	Promote multi-cultural research and dissemination of cultural information
5.2.3.	Celebrate relevant international days
5.2.4.	Conduct thematic Training/workshops/seminars on Social Harmony
5.2.5.	Peace Village
F 2 6	Organize joint sports and recreational programs for staff and students to promote harmony within the organization
5.2.6.	namony within the organization



Goal 6: A national icon for good corporate governance

Objective 6.1	Improve the efficiency of general and financial administration by implementing web enabled communications and transactions by 2016
	Strategies
6.1.1.	MIS enabled business environment
6.1.2.	E-Procurement Control of the Control
6.1.3.	E-Appeal and Feedback Mechanisms for Improved Transparency
6.1.4.	Enhance capability of staff to cope with new systems



	Objective 6.2	Enhance the internal systems for ensuring equity, equality, transparency and rule of law in all spheres of governance of the University
		Strategies
	6.2.1.	Develop and document administrative and financial procedures.
1	6.2.2.	Develop/Update By-Laws for Examinations and Discipline
	6.2.3.	Develop/Update By-laws for the conferment of Degrees.
	6.2.4.	Develop operational procedures for the conduct of the Senate and the Faculty Board
	Objective 6.3	Institutionalize the implementation and monitoring mechanisms of the University Corporate Plan.
١		Strategies
	6.3.1.	Strengthening of the Mission Office
	6.3.2.	Make Corporate Strategy as a element in Internal Control
	6.3.3.	Sustainable scheme embedded with the system for implementation and monitoring of corporate strategies

Key Performance Indicators



Sr	Ob	· · · · · · · · · · · · · · · · · · ·						
.N o	Ref	KPI		2014	2015	2016	2017	2018
1	1.1	Number of UG Undergraduate degree programsconverted tointernationally recognized program standards (Cumulative)*	01	01	01	01	01	01
2	1.1	Number of PG degree programs converted to internationally recognized program standards (Cumulative)*		01	01	03	03	04
3	1.1	Percentage of compliance to the quality standards set to academic programme	N/A	50%	75%	85%	95%	99%
4	1.2	Number of degrees accredited by QAAC of the UGC *	N/A	04	08	10	15	20
5	1.2	Number of accreditations obtained from international recognized accrediting bodies*	00	01	02	03	05	06
6	1.2	Number of Certifications of exemptions (fully or partially) obtained from recognized professional bodies		02	03	05	06	80
7	1.3	Number of ISO certified -Faculties/Units	No	01	02	04	05	06
8	1.4	Webometric Rank (within)	13860	9,000	8,000	6,000	5,000	4,000
9	1.5	Academic and research collaborations with international universities/research institutions (Cumulative)	02	4	8	12	16	20
10	1.6	Number of International Students enrolled (Cumulative)	00	6	19	33	53	65
11	2.1	Rate of utilization of research funds		30%	50%	60%	70%	80%
12	2.2	Total Number of Research articles published (Annual target)	100	135	145	160	180	200
13	2.2	Research articles published in indexed Journals (Annua target)		15	19	24	26	28
14	2.2	Number of books published by the staff (Annual Target)	01	02	02	03	03	03
15	2.3	Number of research centers established (Cumulative)	00	01	01	02	02	03

Key Performance Indicators



16	2.4	Public-private partnership in research, development (Annual target)	01	3	4	4	4	5
17	2.5	Number of Patents obtained (cumulative)		-	3	7	8	2
18	2.6	Number of consultancy undertaken (Annual target)	01	2	4	5	6	6
19	3.1	Number of demand driven new UG degrees commenced (cumulative)		02	04	06	80	10
20	3.1	Number of demand driven new PG diplomas commenced (cumulative)	-	01	02	03	04	05
21	3.1	Number of demand driven new PG degrees introduced (cumulative)	-	-	02	03	04	05
22	3.1	Number of demand driven M.Phil and Ph.D degrees commenced	00	-	-	02	04	05
23	3.2	Average percentage of growth in Student Enrolment (2013 as the basis)	Basis	5	10	15	30	40
24	3.3	Number of continuing professional development programs conducted (cumulative)	01	03	05	10	15	20
25	3.3	Adoption of Student Cantered Learning	10%	25%	30%	50%	60%	75%
26	3.3	Outcome based Learning	25%	40%	45%	50%	60%	65%
27	3.3	Outcome based Research	25%	40%	45%	50%	60%	65%
28	3.4	Employability ratio of graduates within one year after their graduation	36%	45%	50%	55%	65%	75%
29	3.5	Number of staff holding PhD Degree qualification	20%	20%	-	30%	-	40%
30	3.5	Number of professors (Cumulative)	00	02	03	05	07	09
31	3.7	Percentage of staff participated in CPD programme (Annual target)	20%	30%	30%	30%	30%	30%
32	3.8	Gross staff satisfaction score	Aver age	Avera ge	Good	Exce Ilent	Exce Ilent	Exce llent
33	3.9	Rate of participation of students in extracurricular activities	20%	30%	40%	45%	55%	65%
34	4.4	Number of 5S implemented Faculties and Units (Cumulative target)	00	01	02	03	05	06
35	5.1	Number of regional development –oriented collaborative activities (Annual target)	06	10	10	10	10	10

Key Performance Indicators



26	F 2	Number of social barrens.	04	00	0.0	0.0	0.0	0.0
36	5.2	Number of social harmony oriented collaborative activities (Annual target)	04	06	06	06	06	06
37	6.1	MIS enabled business environment (progress)	No	50%	75%	100% MIS enabled	100% MIS enabled	100% MIS enable d
38	6.1	Percentage of Conversion to e-procurement	No	25%	30%	50%	60%	70%
39	6.1	E-Appeal and Feedback Mechanisms	No	enabled	enabled	enabled	enabled	enable d
40	6.2	University's administrative and financial procedure/ manual	40%	50%	In Place	In Place	In Place	In Place
41	6.2	By-Law for Students residence and discipline management	In Place (certain extent)	In Place	In Place	In Place	In Place	In Place
42	6.2	By-laws for the conferment of Degrees for all UG and PG	In Place (certain extent)	80%	In Place	In Place	In Place	In Place
43	6.2	procedures for the conduct of the Senate and the Faculty Board	In Place (certain extent)	80%	In Place	In Place	In Place	In Place
44	6.3	Percentage of capital expenditure aligned with corporate plan activities	50%	80%	100%	100%	100%	100%
45	6.3	Number of reviews of progress of Corporate Strategies conducted in a year	01	04	04	04	04	04