



**UPM**  
UNIVERSITI PUTRA MALAYSIA  
BERILMU BERBAKTI

**Universiti  
Putra  
Malaysia**



# **MESEJ NAIB CANCELOR**

**SEMPENA PERJUMPAAN BERSAMA  
PUSAT TANGGUNG JAWAB (PTJ)/ENTITI PEJABAT NAIB CANCELOR**

**16 Oktober 2023 | ISNIN | 2.00 – 3.30 petang**



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Putra TV

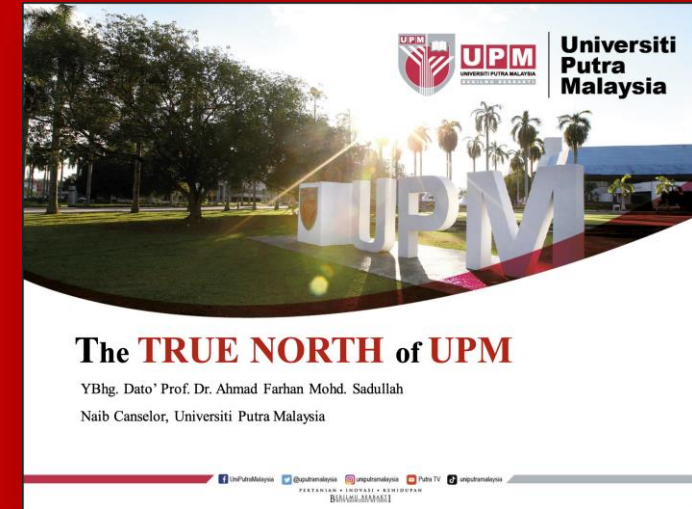
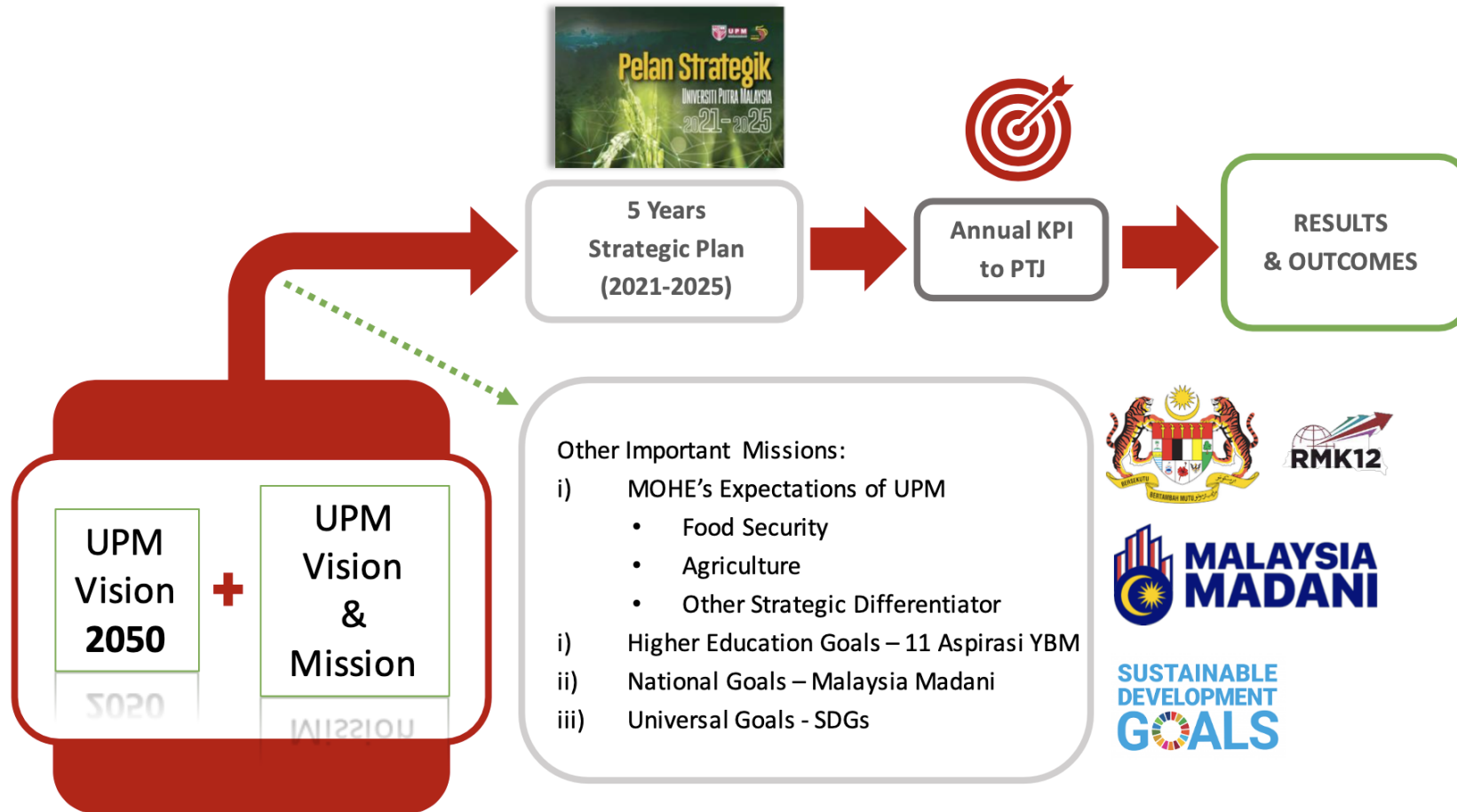


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BERILMU BERBAKTI  
WITH KNOWLEDGE WE SERVE

# UPM General Strategic Framework



- Mempastikan semua warga di UPM bersama ke arah SATU MATLAMAT
- Memberi kefahaman terhadap keperluan jajaran strategik
  - Matlamat jangka Panjang
  - Pelan Strategik 5 tahun
  - Sasaran dan pencapaian tahunan (KPI)
- Kepentingan pencapaian hasil



# PRELIMINARY STRATEGIC FRAMEWORK



# PRELIMINARY UPM STRATEGIC FRAMEWORK

## UPM's Vision and Mission

### Outcome Driven and Value-Infused

Services Exceeding the Expectation (Services and Testing)

Relevant and Impactful Research (Research and Innovation)

Appreciated by Community (Community Engagement)

Best Learning and Living Experience (Academic)

Thriving the Industry (Industrial Relevance)

Global Prominence

Excellent and Facilitating Talent Pool

Sustainable Resources

Effective and Facilitating Governance


Evidence and Intelligence Based (Strategic)

Positioning of UPM through Effective Branding and Marketing

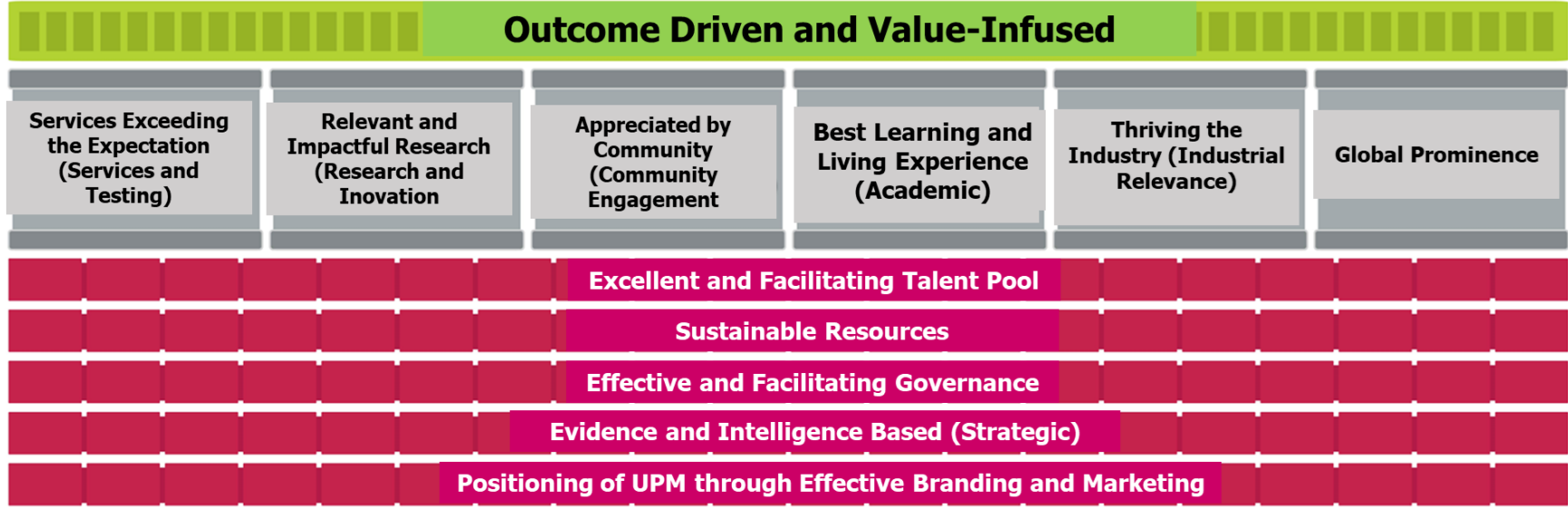
# PRELIMINARY UPM STRATEGIC FRAMEWORK

Other Important Missions:

- i) MOHE's Expectations of UPM
  - Food Security
  - Agriculture
  - Other Strategic Differentiator
- ii) Higher Education Goals – 11 Aspirasi YBM
- iii) National Goals – Malaysia Madani
- iii) Universal Goals - SDGs



## UPM's Vision and Mission



## QUALIFICATIONS

UPM's present VISION and strategic positioning (the true north) need to be guiding the university

In order to get our desired results, all initiatives must be outcome-based and value-infused

6 major pillars that needs to be in equilibrium. UPM must be the university of choice in all respects. This will ensure that everyone in the university can and will contribute

5 foundations that are critical to ensure that the university continue to function and to prosper. Without a firm foundation, the strategic house of UPM will collapse

# PRELIMINARY UPM STRATEGIC FRAMEWORK

## FIRST 100 DAYS APPROACH

### UPM's Vision and Mission

#### Outcome Driven and Value-Infused



Identifying strength, gaps and opportunities (via Narratives from PTJs)

Triangulation with official data

Critical Frameworks to be addressed

- Food Security
- Impact to Agriculture
- Other strategic differentiators

Recalibrating of 2021 – 2025 UPM Strategic Plan to ensure alignment to the TRUE NORTH of UPM and in preparation for the launch—pad for UPM Vision 2050 initiatives

Work to ensure attainment of outcomes for the calibrated 2021-2025 Strategic Plan





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**Let us  
work smart  
and effectively  
together**

