



**THIRD ANNUAL SEAIR CONFERENCE
15 - 17 OCTOBER 2003
BANGKOK
THAILAND**

**INSTITUTIONAL RESEARCH AND
QUALITY DEVELOPMENT IN
HIGHER EDUCATION**



Welcome Message from the SEAIR President



It is with pleasure that I extend warm greetings to you.

This is the 3rd Annual Conference of the South East Asian Association for Institutional Research to be held in the South East Asian region. The first two events were held in Kuching (2001) and Kuala Lumpur (2002), respectively. These two Conferences attracted academics from the various disciplines in many institutions.

Based on past experiences, the SEAIR Executive Committee and the Local Organizing Committee believe that your participation in the Conference will prove a rewarding and professionally enriching experience, enhancing your own perspectives on institutional research activities, and adding to your overall understanding of planning and management issues in tertiary education.

This forum offers an opportunity within South East Asia for interested individuals to take part in a conference devoted entirely to topics in institutional research.

We are planning for you, a varied program of plenary and small group sessions, encompassing keynote addresses, panel discussions, special interest papers and presentations, and a special purpose workshop. I trust that the discussions and debate associated with the formal program will contribute significantly to your on going professional development. The Conference is aimed at offering you the opportunity to actively participate in an informal interchange of perspectives and experiences on topics of mutual professional interest.

I look forward to welcoming you to Thailand, the Land of Smiles and in particular, to Bangkok, the City of Angels.

Best wishes,



Associate Professor Dr. Zoraini Wati Abas
President
South East Asian Association for Institutional Research

Invitation from the Chairman of the Organizing Committee



Dear distinguished colleagues and friends,

It is my great pleasure, on behalf of the SEAAIR 2003 Conference Organizing Committee, to invite you to attend the 3rd Annual Conference of the South East Asian Association for Institutional Research (SEAAIR) to be held in Bangkok, Thailand, during 15-17 October 2003.

A number of organizations that are vital players in the institutional research field are joining together to organize the SEAAIR 2003 Conference. These include SEAAIR, the Association for Institutional Research and Higher Education Development, and Sukhothai Thammathirat Open University (STOU). The co-organizers of this conference consist of the Southeast Asian Ministers of Education Organization Regional Centre for Higher Education (SEAMEO RIHED), the University of Minnesota, and the Commission on Higher Education, the Office for National Education Standards and Quality Assessment and the Office of the Education Council, Thailand. I would like to pay tribute to all these distinguished organizations for their strong commitment to ensuring the success of the SEAAIR 2003 Conference. In addition, I would also like to acknowledge the kind sponsorship of the UNESCO Asia and Pacific Regional Bureau for Education, Bangkok.

SEAAIR is a young but rapidly growing regional organization dedicated to the vital area of institutional research. In this year's event, we expect to build upon the successes of the previous SEAAIR annual conferences held in Kuching and Kuala Lumpur, thus further contributing to the enhanced planning and administration of institutions in the higher education sector. Under the main theme of 'Institutional Research and Quality Development in Higher Education', we will address a wide range of pertinent issues through a series of keynote speeches, paper presentations and panel discussions. I would also particularly like to draw your attention to an innovative new feature this year, the concurrent workshop, which will focus on 'Practical Quality Improvement in Higher Education'. The workshop should be of great benefit to administrators and policy makers engaged in planning the operations of institutes of higher learning.

I know that we all share the goal of improving quality and efficiency in higher education for the benefit of the citizens of our respective nations. With your active support and participation, I have no doubt that the 3rd SEAAIR Annual Conference will prove to be a highly fruitful event. I very much look forward to welcoming you to Bangkok in October.

With kindest regards,

A handwritten signature in blue ink, appearing to read 'T. Wongsothorn'.

Dr. Tong-In Wongsothorn
President of Sukhothai Thammathirat Open University
Chairman of the SEAAIR 2003 Conference Organizing Committee

SEAAIR Executive Committee – 2003

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About SEAAIR

SEAAIR was established following a series of discussions between Dr Raj Sharma and senior officials of the Association for Institutional Research (AIR). In early September 2000, an international group of senior academics from the region met at the International Medical University in Kuala Lumpur to discuss the possibility of forming a regional association for institutional research. The group decided the time was appropriate for the formation of such an organisation and undertook (i) to become the Interim Management Committee (see attached list of members) for the organisation and (ii) to organise a conference in late 2001 that would herald the birth of the organisation and would attract participants from education, government and public service and industry. Dr. Zoraini Wati Abas, then Director, Centre for Medical Education & Media, International Medical University, Kuala Lumpur agreed to be the Chair of the Committee.

It was decided that the inaugural conference would be held in Kuching and Professor Ken Heskin, Deputy Vice-Chancellor and CEO of Swinburne Sarawak Institute of Technology agreed to be Conference Chair. Delegates to the conference would automatically become members of SEAAIR and the SEAAIR Executive Committee would be elected at the inaugural General Meeting to be held at the conference. At that point, the Interim Management Committee ceased to exist and was replaced by the SEAAIR Executive Committee.

The major purposes of the South East Asian Association for Institutional Research shall be to benefit, assist and advance research leading to improved understanding, planning and operations of institutions of post-secondary education in the region. Research focused on a single institution and also research that is concerned with groups of institutions shall both fall within these purposes. In keeping with the dynamic nature of institutions of post-secondary education and the rapidly changing global environment in which they operate, the Association will encourage the application of appropriate methodologies and techniques from many disciplines. It will encourage comparative research into national higher education systems in South East Asia. It will publish and exchange information with respect to institutions of post-secondary education with a view to illuminating current and developing issues of common concern and raising the standard of post-secondary educational management, planning and policy development at all levels. Its aims shall include:

- The advancement of research leading to improved understanding, planning, and operation of institutions of post-secondary education;
- The dissemination of information and interchange of ideas on problems of common interest in the field of institutional research;
- The continued professional development of individuals engaging in institutional research, institutional management and post-secondary planning and policy development;
- The fostering of unity and cooperation among persons having interests and activities related to institutional research, management, policy and planning;
- The advancement of post-secondary education and the improvement of the quality of post-secondary educational outcomes.

Since its inception in 2000, SEAAIR has organized two major Conferences, in Kuching and Kuala Lumpur, respectively. SEAAIR is expected to grow and become a much respected Association for Institutional Research that will make waves not only in the region but globally.

Conference Program

Tuesday, 14 October 2003

16.00-17.30	Pre-Registration	
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Day 1, Wednesday, 15 October 2003

08.00-09.00	Registration	
09.00-09.45	Opening Ceremony - Remarks by Chairman of the Organizing Committee - Welcoming Address by SEAAIR President - Welcoming Remarks by President of AIRHED - Opening Address by His Excellency Dr. Ampol Senanarong, Privy Councillor	Convention Hall
09.45-10.45	Keynote Address 1 <i>Institutional Research and Education Reform</i> by Professor Dr. Nirwan Idrus	Convention Hall
10.45-11.15	Refreshments	
11.15-12.45	Parallel Session	Meeting Room 1, 2 and 3
12.45-14.00	Lunch	
14.00-15.30	Parallel Session	Meeting Room 1, 2 and 3
	Symposium Panel on <i>Using Cross-cultural and Cross-national Research Collaborations to Build Higher Education Institutional Research Capacity</i>	Meeting Room 5
15.30-16.00	Refreshments	
16.00-17.00	Parallel Session	Meeting Room 1, 2 and 3
	Symposium Panel on <i>Using Cross-cultural and Cross-national Research Collaborations to Build Higher Education Institutional Research Capacity (ctd.)</i>	Meeting Room 5
19.00-22.00	Conference Dinner	Convention Hall

Day 2, Thursday, 16 October 2003

09.00-10.00	Keynote Address 2 <i>Quality Excellence, Covering R&D in QA System, QA Development and Implementation, QA Policy on Higher Education</i> by Professor Dr. Surin Setamanit	Convention Hall
10.00-10.30	Refreshments	
10.30-12.30	Parallel Session	Meeting Room 1, 2 and 3
	Concurrent Workshop on <i>Practical Quality Improvement in Higher Education</i>	Meeting Room 5
12.30-13.30	Lunch	
13.30-15.30	Parallel Session	Meeting Room 1, 2 and 3
	Concurrent Workshop on <i>Practical Quality Improvement in Higher Education</i> (ctd.)	Meeting Room 5
15.30-16.00	Refreshments	
16.00-17.00	Parallel Session	Meeting Room 1, 2 and 3
17.00-17.30	SEAAIR Annual General Meeting	

Day 3, Friday, 17 October 2003

09.00-10.00	Keynote Address 3 <i>Trends in Higher Education in the Knowledge-based Society</i> by Professor Dr. Steve Yussen	Convention Hall
10.00-10.30	Refreshments	
10.30-11.30	Panel Discussion on <i>Institutional Research and Quality Development in Higher Education from an International Perspective</i>	Convention Hall
11.30-12.30	Closing Ceremony <ul style="list-style-type: none"> - SEAAIR Award - Best Paper Award - Conference Slide Show - Presentation on SEAAIR 2004 by People's Republic of China - Closing Remarks: President of SEAAIR President of AIRHED 	Convention Hall
12.00-14.00	Lunch	
14.00-18.00	Post-Conference Tour (Optional)	

Keynote Speakers



Professor Dr. Nirwan Idrus

Consultant, Quality Management in Higher Education

Nirwan Idrus has a PhD in Engineering from Monash University, Australia and is a Quality Lead Assessor from IQA London. He has practiced and taught Quality for over 20 years in Australia, New Zealand, Papua New Guinea and Indonesia. He is an assessor for the Institution of Engineers, Australia and an auditor at the Australian Universities Quality Agency (AUQA). He was President of the New Zealand Organization for Quality and was appointed a judge by the Minister of Business Development for the New Zealand Quality Awards for two consecutive years.

He was International Quality Assurance Specialist in Higher Education at an Asian Development Bank's project in Indonesia where he trained more than 1000 lecturers, heads of department and deans of faculties from both state and private universities around Indonesia.



Professor Dr. Surin Setamanit

Chairperson of the Committee for Development of Assessment System of Higher Education Quality, Office for National Education Standards and Quality Assessment, Thailand

Dr. Surin Setamanit is a professor emeritus of the Faculty of Engineering, Chulalongkorn University, Thailand, where he served for more than 30 years until his retirement in 1995. Among the positions he hold included Dean of Engineering, Director of Environmental Research Institute; and Vice President for Academic Affairs of the University. He once served as the Minister of Science, Technology and Energy (now Ministry of Science, Technology) of the Royal Thai Government.

Prof. Dr. Surin Setamanit still renders services to various government agencies as advisor and as committee member in environment as well as in higher education. Since November 2001, Prof. Dr. Surin Setamanit has been appointed the Chairman of the Committee for the Development of Higher Education Quality Assessment System of the Office of National Educational Standard and Quality Assessment. He is among those who help establish the system and guide education quality standards and assessment practices of the country.



Professor Dr. Steve Yussen

Dean, College of Education and Human Development, University of Minnesota, USA

Steve Yussen holds a B.A. in psychology from Swarthmore College and a Ph.D. in developmental psychology from the University of Minnesota. Steven's research has focused on cognitive development, memory development, metacognition, and reading. It has led to more than 50 scholarly research articles, book chapters, and edited books, and has earned him such recognition as a Spencer Fellowship, a Guggenheim Fellowship, Fellow status in two divisions of the American Psychological Association, and service on a number of journal editorial boards, including a term as associate editor of *Child Development*.

Concurrent Workshop

Practical Quality Improvement in Higher Education



Professor Dr. Nirwan Idrus

Quality in Higher Education Consultant

The world is changing rapidly in many areas including education. People are increasingly more knowledgeable and more exposed to more things from more places around the world. Technology has also changed the way education is delivered while producing new learners who are better skilled in computer-based search and hence able to access more information than their preceding generations. As a result the demand for “fitness for purpose” or quality in higher education as it moves into the knowledge-based economy has surged.

Some experts and practitioners claimed that quality was synonymous with higher education; after all they did tests, examinations and other types of assessments. This claim in fact is what was known as Quality Control, a concept that has been proven to be ineffective and costly to all concerned. Others abhor the application of a manufacturing concept in higher education. On the other hand yet others spend too much valuable time theorizing about quality in higher education and consequently did not apply it in practice.

This workshop presents an overview of a practical method developed by the Presenter to improve quality in higher education. The method applies to both the academic and the administrative arms of a higher education institution as well as the various sectional and management layers within it.

Target Audience

Participants of the SEAAIR Conference are welcomed. However, places are limited to 30 only.

Expected outcome

By the end of the workshop attendees will have an informed overview of Practical Quality Improvement in Higher Education and some exposure to:

- the concepts of quality, quality control, quality assurance, quality management, PDCA cycle and their applicability in higher education
- the development of practical methods of setting visions and missions
- a practical method of reducing costs without reducing quality to their institutions
- over 40 quality assurance standards in higher education and formulate the questions to ask that will help audit the institutional quality system and improve its quality
- a practical quality audit framework that can be applied to any section or department of a higher education institution and networked throughout the institution

Schedule of topics

- Quality Concepts
- Quality Requirements in Higher Education
- Prerequisites for Quality Improvement in Higher Education
- Quality Improvement methods in Higher Education
- Quality Audit Framework for Higher Education
- Quality Assurance Standards for Higher Education

Symposium Panel

Using Cross-cultural and Cross-national Research Collaborations to Build Higher Education Institutional Research Capacity”

One of the most important challenges for institutions of higher education across the world in the early years of the 21st century is to develop the research capacity of its faculty, especially junior faculty. A second and equally important challenge is to couple the development of this capacity with introducing young scholars to the arena of world-class collaborative research leading to (1) presentations at major international conferences and (2) ultimately to publication in prestigious refereed journals. The panel participants are individuals who have, over the past decade, participated in five such collaborative research projects that did indeed confront the two challenges outlined above.

The purpose of this symposium is to share the strategies, problems and issues faced by these individuals and their institutions in helping to develop increased world-class research capacity at their respective institutions. They will share specific aspects of the various projects upon which they collaborated including (1) the nine-nation Citizenship Education Policy Study (CEPS), (2) the seven society Citizenship Education Policy Study 2 (CEPS2), (3) the six society Pacific Rim Civic Education Project (PacRim), (4) the Citizenship Education Baseline Study (CEBS) and (5) the Schooling for the Future in the Asia-Pacific Region (SFFAP) project. All were all carried out between 1993-2003.

The goal of this symposium is to stimulate policy makers and researchers in higher education think about how they might approach these same challenges at their own institutions.

Convenor and Chairperson:

Professor Somwung Pitiyanuwat, Ph.D.
Director, Office of Educational Standards and Evaluation, Thailand

Panelists:

1. Professor John J. Cogan, Ph.D. (male)
Department of Educational Policy and Administration
University of Minnesota
2. Professor David L. Grossman, Ph.D. (male)
Dean, School of Foundations in Education
Hong Kong Institute of Education
3. Professor Meihui Liu, Ph.D. (female)
National Hualien Teachers College, Taiwan, Republic of China
4. Professor Kazuko Otsu (female)
Hokkaido University of Education, Japan

About Bangkok

Bangkok is the Orient's most cosmopolitan city and has attractions to stimulate even the most jaded travellers. Created as the Thai capital in 1782 by the first monarch of the present Chakri dynasty, Bangkok is a national treasure house and Thailand's spiritual, cultural, political, commercial, educational and diplomatic centre.



Bangkok, Thailand's major gateway, casts an irresistible spell of enchantment. To the Thais it is **Krung Thep, "City of Angels"**, and you'll find it a truly magical place, one that captivates the imagination.

More than anywhere else in the country, Bangkok expresses Thailand's uncanny ability to blend the old with the new. This lends a thrilling sense of discovery to one's sightseeing and adds an element of surprise when exploring what is the Orient's most fabled city.

Joyfully exuberant, Bangkok embraces modern development and presents an initial picture of thrusting office towers; of world-class hotels offering deluxe comforts; of glittering shopping plazas packed with treasures of the East such as silks and gemstones; of restaurants serving Thailand's acclaimed spicy specialities and virtually every other national cuisine worthy of the name; of neon-lit entertainment spots where the fare ranges from classical dance to laser disco.

Incredibly amidst this sybaritic world Bangkok manages to preserve its cultural heritage to an amazing degree. In the rich splendour of the Grand Palace, the Temple of the Emerald Buddha, the Temple of the Dawn and other historic shrines, you see images of Oriental wonder, the very stuff of Eastern fairytales.

The influence of the past is not limited to major monuments and it continues to colour daily life. Files of saffron-robed monks making their early morning alms round, for example, present a scene unaltered by the passing of time. Today's backdrop of highrise buildings only adds wonder to this and other enduring sights from which the city continues to draw definition.

Ultimately it is from the people that Bangkok derives its unique flavour. Fun-loving and easy going, they possess a rare tolerance which imbues the city with a real sense of freedom. It may appear at times hectic, yet what finally comes across is Bangkok's good natured acceptance of life with all its idiosyncrasies.

Thailand's "City of Angels" is, indeed, a magical place where possibilities are limited only by the imagination. You'll marvel at past glories, delight in present opportunities and love every minute of it.

CURRENCY



The currency of Thailand is called baht which consists of 100 satang. Copper coins are for 25 and 50 satang. Silver coins are in the denominations of 1, 5, and 10 baht. Banknotes are valued at 10, 20, 50, 100, 500 and 1,000 baht.

RELIGION

Thailand is predominantly Buddhist, although some are Christian, and in the South there are a significant number of Muslims.



Temple of Dawn (Wat Arun), Bangkok

ENTRY FORMALITIES

Visitors to Thailand who hold valid passports or travelling documents issued by any country included in an officially issued list of eligible countries are permitted one-month visa-free visits. If planning a longer stay, a Tourist Visa valid for 60 days must be obtained from a Royal Thai Embassy or Consulate abroad. Visa extensions can be applied for at the Immigration Department in Bangkok.

BANKING HOURS

Banks close at 15.30 but currency exchange booths usually stay open until 22.00. Bangkok Bank head office in Silom Road has a 24 hour currency exchange.

TIME

GMT + 7 hours

LANGUAGE

Thai, like Chinese and Vietnamese, is a tonal language meaning that the same word can have a completely different meaning depending on how it is pronounced. In total, there are 5 tones: Mid tone, high tone, low tone, rising tone and falling tone. A common example of the difficulty of tones in Thai is the word *mai* whose meanings include "wood", "not", "silk", "burn", and "new" depending on what tone is used to pronounce it.

English is widely understood in most major cities.

CLIMATE

Tends to be humid and hot throughout the year. Average annual temperature is 28 degrees C (83 degrees F).

Sunset is around 6.00 - 6.30pm all year round.



Wat Phra Si Sanphet, Ayutthaya

ELECTRIC CURRENT

Electricity in Thailand is 220 volts and 50Hz alternating current (AC).

SAFETY

In comparison to other major cities around the world, Bangkok is very safe and, in all probability, you will have no problem even if walking alone at night. Nevertheless, it always pays to use common sense.

HEALTH & VACCINATIONS

No vaccinations are needed for coming to Thailand. According to the World Health Organization (WHO) report of SARS, Thailand is considered not an affected area and is safe from SARS.

Post Conference Tour

Shopping is one of Bangkok's major attractions. The famous Chatuchak Weekend Market – a paradise for browsers and bargain-hunters alike – is a large open public ground covering approximately 35 acres on Phahon Yothin Road. Popular with locals and visitors alike, the market features over a thousand different local products including exotic fresh fruits, vegetables, handicrafts, paintings, ceramics, dress materials, furniture, toys, domestic utensils and pets. It is also where professional and amateur art-lovers and artists meet.



The Chatuchak market is now open on Fridays, Saturdays and Sundays from approximately 8.00 a.m. until 6.00 p.m.

A half-day tour to the Chatuchak market will be provided to the participants and accompanying persons from 2.00 – 6.00 p.m.



**THIRD ANNUAL CONFERENCE OF THE SOUTH EAST ASIAN ASSOCIATION
FOR INSTITUTIONAL RESEARCH (SEAAIR)**

Bangkok, Thailand, 15-17 October 2003

REGISTRATION FORM

Please type or use capital letters and tick where appropriate.

PERSONAL DETAILS	
Title:	<input type="checkbox"/> Prof. <input type="checkbox"/> Dr. <input type="checkbox"/> Mr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Others (please specify) _____
First Name	
Middle Name	
Last Name	
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
Institution/Organization	
Contact Address	
Province/State	
Post Code	
Country	
Telephone (Office)	
Fax	
E-mail	
Special meal arrangement required	
<input type="checkbox"/> Muslim <input type="checkbox"/> Vegetarian <input type="checkbox"/> Others (please specify) _____	
I am <input type="checkbox"/> SEAAIR Member <input type="checkbox"/> Non-SEAAIR Member	

ACCOMPANYING PERSON(S)	
Name (Mr./Mrs./Ms.)	
Name (Mr./Mrs./Ms.)	
Name (Mr./Mrs./Ms.)	
Name (Mr./Mrs./Ms.)	

CONCURRENT WORKSHOP	
<input type="checkbox"/> I would like to attend the concurrent workshop	
<input type="checkbox"/> I would like to attend the forum only	
Note: There are only 30 places available for the concurrent workshop, which will be allocated on a first come first served basis.	

ACCOMMODATION RESERVATION			
Hotel: The Convention Center, Chulabhorn Research Institute			
<input type="checkbox"/> Single <input type="checkbox"/> Twin <input type="checkbox"/> Double			
Date of Arrival		Flight No.	
Date of Departure		Flight No.	
Check in Date		Check out Date	
<input type="checkbox"/> I would like to take the airport-hotel transfer service.			
<input type="checkbox"/> I would like to share a room with _____			
<input type="checkbox"/> I do not wish to reserve hotel accommodation as I am making my own arrangements.			
Note: 1. The price is US\$25 per room including breakfast. 2. The Convention Center, Chulabhorn Research Institute has a limited number of rooms; therefore, early reservation is recommended.			

FEES	
<input type="checkbox"/> Conference Fee: <i>Before August 31, 2003</i> <ul style="list-style-type: none"> • ASEAN US\$150 • Non-ASEAN US\$300 <i>After August 31, 2003</i> <ul style="list-style-type: none"> • ASEAN US\$180 • Non-ASEAN US\$330 	
<input type="checkbox"/> Accommodation: US\$25 (per night)	
<input type="checkbox"/> Accompanying Person: US\$20 (Conference Dinner & Post Conference Tour)	
<input type="checkbox"/> Airport Transfers: US\$10 (per person)	
TOTAL US\$ _____	
Method of payment:	
<input type="checkbox"/> By cheque/draft in US dollars made payable to SEAAIR 2003 Conference <input type="checkbox"/> Bank transfer in US dollars to: Swift code: SICOTHBK Account name: SEAAIR 2003 Conference Account No.: 328-2-22700-2 Bank name: The Siam Commercial Bank Muangthongthani Branch 453 Moo 9, Bangpood, Pakkred, Nonthaburi 11120, Thailand	
NOTE: 1. The conference fee includes entry to all conference sessions, concurrent workshop, morning and afternoon refreshments and conference dinner. 2. Written cancellation received by 15 September 2003 will receive a 50% refund. No refund will be made after this date.	

Conference Organizing Committee

Prof. Dr. Wichit Srisa-an	Advisor
Assoc. Prof. Dr. Tong-In Wongsothorn	Chairperson
Prof. Dr. Somwung Pitayanuwat	Vice-Chairperson
Assoc. Prof. Sunee Silphiphat	Vice-Chairperson
Dr. Padoongchart Suwanawongse	Committee Member
Dr. Chantavit Sujatanond	Committee Member
Dr. Sumate Yamnoon	Committee Member
Assist. Prof. Dr. Byaporn Na Nagara	Committee Member
Assist. Prof. Dr. Suchart Tantanadaecha	Committee Member
Dr. Chinnapat Bhumirat	Committee Member
Assist. Prof. Dr. Sunee Raksakietisak	Committee Member
Dr. Amornwich Nakornthap	Committee Member
Assoc. Prof. Pornsit Patthanurak	Committee Member
Ms. Pensri Tipsuwannakul	Committee Member
Assoc. Prof. Dr. Wannapa Ponoy	Committee Member and Secretary
Ms. Sukanya Promphon	Assistant Secretary



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