

**CLIENT'S CHARTER REPORT (2014)**  
**UNIVERSITI SAINS MALAYSIA**

<b>Client's Charter</b>	<b>Remarks</b>	<b>Service Target</b>	<b>Percentage Achieved</b>
<b>Empowering students with the values and characteristics that are accepted in local &amp; global markets [HEPP – Students Development Sector]</b>	Graduate employability rates within 6 months after graduation	75%	2013 data has yet to be updated by the Ministry of Education (MOE)
<b>Empowering students to enhance future leadership talents to build a human capital that is holistic and sensitive to social issues and global changes in the process of nation building [HEPP – Students Development Sector]</b>	Prepare effective student personality development and leadership programmes in line with the motto "We Lead"	Implement Program Pimpin Siswa to produce graduates who are highly competitive and competent	40%
	Provide efficient and quality services to improve the quality of management, administration and services	Raising the level of student satisfaction of all the services provided	40%
	Provide a polite and courteous service according to the motto "Student Friendly"	Sending at least five BHEPP staff a year to pursue courses related to customer-friendliness	40%
	Produce and increase the number of USM student entrepreneurs	1.5% of the students become entrepreneurs after their graduation	1.3% of the students became entrepreneurs after their graduation in 2013 (TRACER study data and entrepreneurship database)
	Providing business premises for students on campus	To provide 50 student business premises on campus	92% of student business premises are ready on campus
	Produce USM entrepreneur	To train 40 USM entrepreneur	A total of 87.5% entrepreneur

	facilitators	facilitators	facilitators were trained
	Engaging external agencies in the involvement of entrepreneurial activities Eg: MARA	5 external agencies to be involved in the collaboration and entrepreneurial activities	80% of external agencies are involved in the collaboration and entrepreneurial activities
<b>Empowering researchers to produce more research &amp; innovations that are recognised and make an impact on the society and the continuity of a sustainable world</b>  <b>[Research &amp; Innovation]</b>	Number of publications in impact factor journals	3200	841 (26%)
	Number of conferences/seminars attended by researchers/lecturers	700	161 (23%)
	Number of products that were commercialised	7	0 (0%)
	Number of Higher Institutions' Centres of Excellence (HICOE)	3	2 (67%)
<b>Strengthening academic excellence through continuous professional development and advanced technology</b>  <b>[CDAE]</b>	Implement student development programmes for probation students in each semester (students who achieved below 2.0)	75%	20%
	Conduct and implement staff development programmes and training for all USM lecturers including those within and outside the country	85%	40%
<b>Educate and strengthen efforts to realise the sustainability agenda of the University</b>	Operating Healthy Campus through volunteerism, research and teamwork	5,000	3000

<b>[CGSS and Healthy Campus]</b>	Monitoring and evaluating the physical and social facilities available in USM regularly	5	2
	Providing information and guidelines to all campus community regarding aspects of sustainability	2	1
	Holding awareness campaigns on sustainability aspects in the campus. WEHAB +3	60	20
	Provide documentation regarding Healthy Campus progress and publish articles / documents related to sustainability	20	1
	Offering sustainability programmes at undergraduate level	100%	100%
	Offering sustainability programmes at postgraduate level	100%	80%
	Introduce sustainability ranking system	90%	50%
<b>Strengthening university collaborations in various local &amp; global strategic networks</b> <b>[Division of Industry &amp; Community Network (BJIM)]</b>	Mobilise efforts to expand the role of global networks to a level that can be proud of via collaboration with university partners in the Pacific region	At least three new partners per year	Being implemented
	Extending planned initiatives further by each network with the agenda and direction of	At least one activity per year	Being implemented

	the global network		
	Increasing external funding for implementation of projects at the national and international levels	At least one funding for one project per year	
	Increasing cooperation with external parties through collaboration projects at the national and international levels	At least five Memoranda of Understanding /Agreement are signed each year	Being implemented
<b>Strengthening the governance of the university through quality improvement &amp; continuous professional development</b> <b>[BPSM and PiPPA]</b>	Improve the provision of continuing professional development training programmes through MyCPD for staff in collaboration with Centres of Responsibility (PTJ)	At least 80% of the total number of staff achieving their MyCPD points through training involvement per year	40%
	Provide leadership governance training programme for department heads	At least three leadership training sessions are held per year	In the process of developing new modules
	Strengthening IT (information technology) knowledge and skill among staff	At least 12 IT skill training sessions are held per year	50%

Last Updated : 25 Nov 2014