General

UMPSA30 Strategic Plan focuses on 4 main strategic thrusts towards impactful excellence

Mon, 03/02/2026 - 12:50

GAMBANG, 13 February 2026 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) launched the Strategic Plan 2026–2030 (UMPSA30) focusing on four main strategic thrusts, namely Internationalisation, Sustainability, Advanced TVET, and Entrepreneurship, in support of the aspirations of the Malaysia Higher Education Plan (RPTM) 2026–2035, particularly in the aspects of graduate employability, impactful excellence, sustainability, and institutional resilience.

The plan is supported by six clusters, including talent, academic, research, students and alumni, finance, and eco-university.

The ceremony witnessed the Chairman of the UMPSA Board of Directors, Dato' Seri Abdul Razak Jaafar, and the Vice-Chancellor of UMPSA, Professor Ts. Dr. Yatimah Alias, officiating the Launch of the UMPSA Strategic Plan 2026–2030 held at Dewan Astaka, UMPSA Gambang.



According to Professor Ts. Dr. Yatimah, as a driver of transformation towards becoming a premier technology university, UMPSA will focus on the internationalisation agenda to strengthen global networks, international talent development, academic mobility, as well as research and innovation

excellence to enhance the university's global visibility and reputation.

"UMPSA30 also emphasises strengthening digital, environmental, and financial sustainability, alongside the development of translational research, the well-being of the university community, and the establishment of an inclusive and resilient campus ecosystem.

"As a university based on engineering, technology, and advanced TVET, UMPSA30 will focus on strengthening a higher education ecosystem that is relevant, responsive, and industry-oriented.

"To position UMPSA as an ASEAN Reference Hub for Advanced TVET, the university will undertake programme and curriculum restructuring based on industry needs, expansion of applied research, strategic collaboration with local and global industries, and enhancement of graduate employability in line with future economic demands," she said.

Focus is also given to cultivating innovation, entrepreneurship, and commercialisation within learning, research, and campus ecosystems through strengthened relationships with industry, community, and strategic partners.

According to Professor Ts. Dr. Yatimah, the university's mission is to excel in delivering high-level education, research, and technology services focused on solving real industry and societal problems.

"The university's philosophy places knowledge as a trust and values as the core of human development, forming the foundation for producing holistic graduates who are skilled, ethical, and competitive at national and international levels.

"In addition, the plan serves as an implementation instrument at the university level while ensuring inclusivity, sustainability, and values remain the foundation of institutional development.

"It was formulated by considering national and global landscape needs, including digital transformation, artificial intelligence (AI), changes in employment structures, as well as environmental and financial sustainability demands," she said during the Vice-Chancellor's 2026 Mandate.

The implementation of UMPSA30 is guided by the UMPSA30 Ivory Model, which integrates the university's core values, national policies, knowledge clusters, and institutional strategic priorities into a comprehensive and phased development framework.

This approach ensures alignment between the university's direction and national agendas, while strengthening strategic governance, implementation efficiency, and impact-based performance monitoring.

Each strategic thrust is supported by strategic objectives, implementation strategies, measurable key performance indicators (KPI), and clearly defined responsibility owners to ensure focused implementation, governance accountability, and continuous monitoring.

This approach aligns with RPTM's emphasis on performance-based management, outcomes, and national impact.

UMPSA30 is a university transformation instrument supporting the national agenda towards quality, inclusive, and sustainable higher education development.

The five-year plan serves as a strategic guide for the entire university community and stakeholders in realising UMPSA's role as a leader in technology education and advanced TVET that contributes to national competitiveness, societal well-being, and sustainable prosperity of Malaysia.

Meanwhile, in her mandate, Professor Ts. Dr. Yatimah announced four thrusts themed K.I.T.A comprising Kelestarian, Kewangan, and Keusahawanan (K), Inovasi dan Industri (I), TVET Termaju dan Bakat (T), and Akademik, Antarabangsa dan Alumni (A) to ensure UMPSA remains relevant and competitive in line with the aspirations of the Malaysia Higher Education Plan (RPTM) 2026–2035.

The four underlying elements of K.I.T.A are Kasih (heart), Intelek (mind), Tatakelola, and Amanah dan Akauntabiliti, which play an important role in ensuring UMPSA continues to excel on the international stage.

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