General

UMPSA develops Strategic Plan 2026-2030 (UMPSA30)

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KUANTAN, 7 March 2025 – The Centre for Strategic & Quality Management (PPSK), Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), has conducted a series of workshops to develop the UMPSA Strategic Plan 2026-2030 (UMPSA30) at Grand Darulmakmur Hotel.

The two-day workshop aimed to outline the university's strategic direction for the next five years.

The Vice-Chancellor of UMPSA, Professor Dr. Yatimah Alias, hopes that the development of the strategic plan is carried out holistically, taking into account the aspirations of all UMPSA members.



"As a step forward, the expansion of strategic collaborations will be synergised effectively to ensure that the community and target groups feel the benefits," she stated.

Meanwhile, the Senior Director of PPSK, Associate Professor Ts. Dr. Herma Dina Setiabudi stated that the UMPSA Strategic Plan 2026-2030 (UMPSA30) is a key document that will guide the university in facing current global challenges.

"With the goal of ensuring the university remains relevant and competitive, this workshop was also

held to develop a comprehensive, practical framework focused on strategic priorities that need to be achieved.

“The development of this strategic plan is not only the responsibility of the university management but is a collective effort of all UMPSA members to ensure that every step taken aligns with its founding purpose and supports the university’s broader goals.

“In fact, it is also to identify UMPSA’s strategic priorities as one of the universities under the Malaysian Technical University Network (MTUN), which is based on a technical background (UA Model 2),” she explained.

Additionally, the workshop, led by Professor Dr. Yatimah Alias, was conducted to enhance understanding and engagement among all UMPSA members in shaping the UMPSA30 Strategic Plan, ensuring that every initiative implemented receives full support from all department heads.

In 2024, a total of six engagement sessions were conducted involving industry representatives, the Ministry of Higher Education (MOHE) and relevant agencies, students, alumni, club and association representatives, UMPSA staff welfare organisations, rotational position holders, and department heads.

The workshop also discussed six key clusters, namely Advanced TVET as the Preferred Choice, Technology for Society, Financial Sustainability, Talent Excellence, Students as the Community’s Preferred Choice, and University Ecosystem Excellence.

All these clusters will contribute significantly to designing a comprehensive strategic plan under the UMPSA Strategic Plan 2026-2030 (UMPSA30) framework.

Also present were university management representatives, Assistant Vice-Chancellors, Faculty Deans, School Deans, Directors, and Managers of UMPSA.

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