



# **A**nnualreport **2020**

**SUAN SUNANDHA RAJABHAT UNIVERSITY**

# Message from the President Suan Sunandha Rajabhat University

Suan Sunandha Rajabhat University has identified the 15 year development plan to become “The International Niche Guru University” in 2032. Within the first 5 year plan (2017 – 2021) Suan Sunandha has focused to become “Smart Archetype University of the Society”, aiming to achieve the vision’s key performance index – maintaining the number 1 ranking among Rajabhat Universities; being the role model in terms of learning-teaching management, research, academic services and arts and culture conservation. A variety of strategies, goals, policies and development plans has been introduced to reach the set targets. In addition, the implementation and action plans as well as the monitoring process and performance evaluation are properly adjusted in order to be applied and used as the information to develop the university in a progressive way.

This information report has collected all data and compared it to the previous one in order to see the progress as well as what have to be improved. The operation under the four principle missions, namely, the management on education, the conduction of research, the provision on academic service, and the conservation on arts and culture. In addition, the managerial administration is also included. On behalf of the university’s executives, I would like to express my heartfelt thanks and deep appreciation to all faculty members and personnel for the utmost dedication and well cooperation for establishing standard and good instruction. I do hope to receive the continuous support for driving the university to become “Smart Archetype University of the Society.”

**Associate Professor Dr.Chutikarn Sriwiboon**  
**President**



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# PART 1

## GENERAL

“From the Royal Backyard Garden  
to the Royal Inner Court”



## Historical background

Originally, Suan Sunandha was once the royal garden in the precinct of Dusit Palace as a place for leisure of king Rama V and the royal family. The name “Uttayan Sunandha” or “Sunandha Royal Garden” was dubbed from name of Indra God’s garden in the paradise, and is also the name of King Rama V’s favorite and beloved queen – Queen Sunandha Kumareerattana. In the reign of King Rama VI, 32 buildings were built for being the residence of the royal consorts and concubines of King Rama V, including their courtiers. H.H. Princess Saisavali Bhiromya, one of the Royal Consort, founded a lady school “Nibhakarn”, aiming to train the royal etiquette and manner for the royal young ladies as well as the ladies from noble families. The Siamese Coup d’état of 1932 had made a big impact towards the Royal households. A lot of royal members and courtiers resided in Suan Sunandha felt unsecure about the situation; consequently, they left the place. The beauty and splendid of Suan Sunandha, including Nibhakarn School were no longer existed. It was until the reign of King Rama VIII, the once-decayed Suan Sunandha was back to life. The cabinet had made a consensus to make use of Suan Sunandha space as a lady school named “Sunandha Wittayalai School”, transforming the royal inner court to a national education institution, and having been developed and upgraded to Suan Sunandha Rajabhat University right now.

# University

## Timeline

1937

Suan Sunandha Wittayalai School



1975

Suan Sunandha Teacher's College



1992

Rajabhat Institute Suan Sunandha



2004

Suan Sunandha Rajabhat University



2020

83 st

Suan Sunandha Rajabhat University








## The Emblems of Suan Sunandha





The present university emblem depicts the Privy Seal of H.M. King Bhumibol Adulyadej, composing of the Octagonal Throne, the Discus (Chakra), in the middle of which is the symbolic letter “Unalome” insignia. Around the Chakra Discus, there are rays radiating in all directions. Above the Chakra Discus is the Seven-Tiered Royal Umbrella over the Octagonal Throne, meaning that His Majesty the King has sovereign power in the realm. The seal is circled by the name of the university in Thai and English.

### The symbolic meanings of the five colors in the emblem

-  signifies the monarchy
-  signifies the location Rajabhat Universities in the natural environment.
-  signifies the glory of local arts and culture.
-  signifies the glorious wisdom.
-  signifies the purity in thought of the wise men of the King.

### The Colors of the University

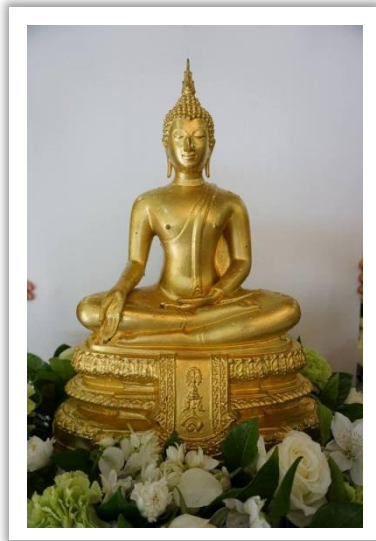
-  signifies the kindness of the Monarchy
-  signifies the kindness of King Rama V

### The Flower of the University



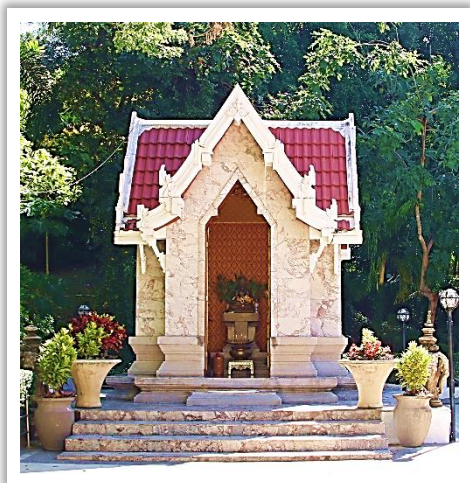
Rajabhat Strategy for Local Development Project, Network and operation performance, “Kaew Chao Chom Flower” is a species native to the Caribbean in which King Rama V brought from Java (Indonesia) when he paid a visit there; it was planted in the Sunandha Royal Garden and there is only one original left at the back of the Royal Monument of Queen Sunadha Kumareerattana

## The Sacred Places, Object and Symbolic Items



### “Phra Buddha Sunandhakorn”

Phra Buddha Sunandhakorn, in which the name was given by His Majesty the King in 1969, is highly worshipped by Suan Sunandha people. The Buddha image is now kept at the Office of Arts and Culture.



### “The shrine houses”

The shrine houses the Mara Vichaya Buddha Image named Sunandha Dibbayapatima Simangala, being worshipped by all staffs and students. The Buddha Image was given by H.R.H. Princess Maha Chakri Sirindhorn in 1985. The shrine is opposite the Sunandhanusorn Auditorium Hall.



### “ The Royal Monument of Queen Sunadha Kumareerattana”

The monument is situated in front of the Faculty of Education, being respected and spiritually centered of all staffs and students.

## Campuses



Nakorn Pathom Education Center with the total area of 275 rais (14 Program)

- College of Logistics and Supply Chain
- College of Hospitality Industry Management
- College of Communication Arts
- College of Politics and Governance



Udon Thani Education Center with the total area of 15 rais (2 Program)



Samut Songkhram Education Center with the total area of 80 rais (10 Program)

- College of Allied Health Science



Suan Sunandha Rajabhat University, Bangkok Main Campus with the total area of 62 rais (92 Program)

- Faculty of Education
- Faculty of Sciences and Technology
- Faculty of Humanities and Social Science
- Faculty of Management Science
- Faculty of Industrial Technology
- Faculty of Fine Arts
- Graduate School
- College of Innovation and Management
- College of Nursing and Health
- College of Architecture
- Suan Sunandha Rajabhat University Demonstration School



Ranong Education Center with the total area of 128 rais

- The Faculty of Humanities and Social Science
- College of Innovation and Management
- College of Logistics and Supply Chain

## SSRU Council Committee

1. Assoc. Prof. Dr.Luedech Girdwichai	President of the University Council
2. Dr.Anek Permvongseni	Vice President of the University Council
3. Dr.Kamoi Rodklai	Qualified Committee
4. Mr.Watcharakiti Watcharothai	Qualified Committee
5. Mr.Prateep Chalermpatarakul	Qualified Committee
6. Dr.Manoj Leethochawalit	Qualified Committee
7. Dr. Sombat Kurupan	Qualified Committee
8. Prof. Dr.Voradej Chandarasorn Royal Graduate	Qualified Committee
9. Dr.Choocheep Auekarn	Qualified Committee
10. Dr.Apa Ataboonwongse	Qualified Committee
11. Mrs.Narumon Siriwat	Qualified Committee
12. Mr.Wirote Kitgulanantaeak	Qualified Committee
13. Dr.Somchai Atsavaseranee	Committee for Promoting University Chairman
14. Assoc. Prof. Dr.Chutikarn Sriwiboon	President
15. Asst. Prof.Weera Chotithammaporn	Chairman of the faculty council
16. Assoc. Prof. Dr.Witthaya Mekhum	Representative of the Executive
17. Assoc. Prof. Dr.Nipon Sasithornsawapa	Representative of the Executive
18. Assoc. Prof. Dr.Bundit Phangnirand	Representative of the Executive
19. Assoc. Prof. Dr.Somkiat Korbuakaew	Representative of the Executive
20. Asst.Prof. Dr.Niyom Suwandej	Representative of the Executive
21. Mr.Sakul Jariyachamsit	Representative of the Executive
22. Asst. Prof. Dr.Jetsalid Angsukanjanakul	Representative of the Executive
23. Mr.Puttiwat Waiyawutthanapoom	Representative of the Executive
24. Assoc. Prof. Dr.Thanasuwit Thabhiranrak	Secretary of the University Council
25. Assoc. Prof. Banpot Pornprasert	Assistant secretary
26. Asst. Prof. Dr.Sirilak Ketchaya	Assistant secretary
27. Ms.Wanwioa Bamrungpong	Assistant secretary

## SSRU Academic Council Committee

1. Assoc. Prof. Dr.Chutikarn Sriwiboon	Chairman
2. Prof. Eakachat Joneurairatana	Committee
3. Prof. Dr.Poomthan Rangakulnuwat	Committee
4. Prof.Emeritus Dr.Ananta Rasmee	Committee
5. Prof.Emeritus Dr.Sint Punpinij	Committee
6. Dr.Somphoch Nophakoon	Committee
7. Assoc. Prof. Dr.Sukanya Buranadechachai	Committee
8. Assoc. Prof. Dr.Warangkana Chankong	Committee
9. Professor Emeritus Dr.Yubol Benjarongkij	Committee
10. Prof. Dr.Surasak Taneepanichskul	Committee
11. Prof. Dr.Chidchanok Lursinsap Royal Graduate	Committee
12. Assoc. Prof. Dr.Chaiyasit Dankittikul	Committee
13. Assoc. Prof. Dr.Yothin Sawangdee	Committee
14. Prof. Dr.Therdchai Choibamroong	Committee
15. Dr.Thongyu Khongkhan	Committee
16. Dr.Chavalit Meennuch	Committee
17. Assoc. Prof. Dr.Nipon Saaithornsawapa	Committee
18. Asst. Prof. Dr.Somsak Klaysung	Committee
19. Asst.Prof. Dr.Chutima Maneewattana	Committee
20. Asst. Prof. Dr.Kannika Bhiromrat	Committee
21. Asst. Prof. Dr.Sopid Sawangjit	Committee
22. Asst. Prof. Dr.Preechaya Krukaset	Committee
23. Asst. Prof. Dr.Ponpun Vorasiha	Committee
24. Assoc. Prof. Dr.Bundit Phangnirand	Committee
25. Asst. Prof. Dr.Somboon Vess	Committee
26. Assoc. Prof. Dr.Somdech Rungrisawat	Committee
27. Asst. Prof. Dr.Anat Thapinta	Committee
28. Dr.Chattrarat Hotrawaisaya	Committee
29. Asst. Prof. Dr.Marndarath Suksanga	Committee
30. Mr.Tonphon Sapnirund	Committee
31. Asst. Prof. Dr.Duangsamorn Runsawanpho	Committee
32. Asst. Prof. Dr.Nantiya Noichan	Committee & Secretary
33. Asst. Prof. Dr.Sittichai Thammasane	Assistant secretary
34. Ms.Suwanna Ngamwitroje	Assistant secretary
35. Mrs.Weeral Janpla	Assistant secretary

## Committee for Promoting University

1. Dr.Somchai Atsavaseranee	Chairman
2. PhraDhammaKittimethee (Kasem)	Committee
3. Lt.dr.Preda Wanjai	Committee
4. Dr.Tipawan Jakpetch	Committee
5. Dr.pannapha Raksanit	Committee
6. Dr.Pattita Toomkerd	Committee
7. Mrs.Chamaimas Chatmethakul	Committee
8. Mr.Tawee Poiprakhon	Committee
9. Ms.Nuanhong Aphithanakhun	Committee
10. Ms.Mallika Saenpakdee	Committee
11. Ms.Wassana Taweesaengsakulthai	Committee
12. Mr.Sakrapee Wadeesirisak	Committee
13. Mr.Suthep Thanyasit	Committee
14. Student Council President	Committee
15. Student Organization President	Committee
16. Vice-president for Student Affairs	Secretary
17. Asst. Prof. Siri-on Champatong	Assistant secretary
18. Mr. Niphon Chaiyaprukthon	Assistant secretary
19. Miss Naruemon Phromlok	Assistant secretary

## Executive Administrators



Assistant Professor  
Dr. Preecha Pongpeng  
Vice-president for Administration



Associate Professor  
Dr. Chutikarn Sriwiboon  
President



Associate Professor  
Dr. Nantiya Noichan  
Vice-president for Academic Affairs



Assistant Professor  
Dr. Suwaree Yordchim  
Vice-president for Research  
and Development



Associate Professor  
Dr. Wittaya Mekham  
Vice-president for  
Planning and Quality Assurance



Assistant Professor  
Dr. Chananart Meenanan  
Vice-president for Student Affairs

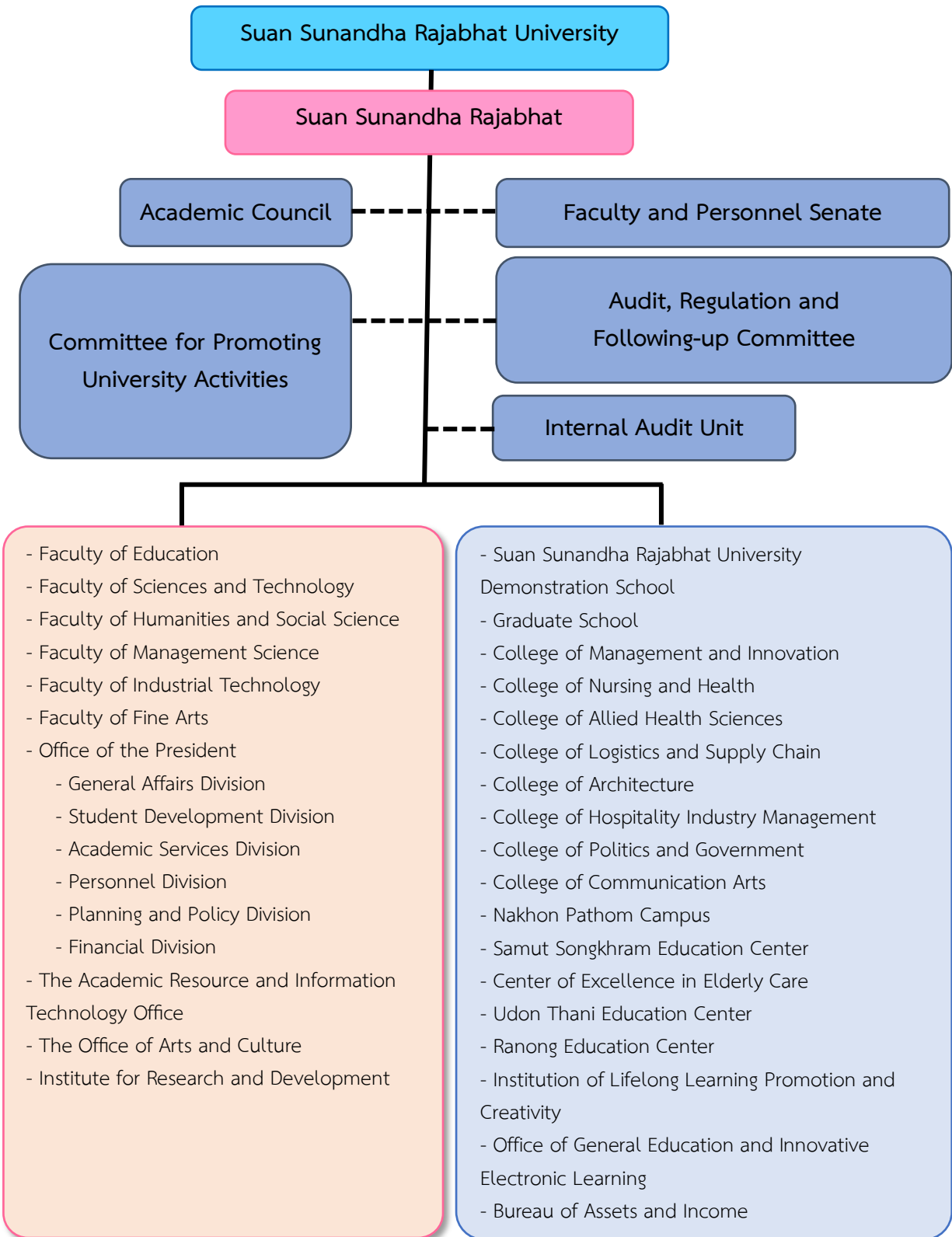


Assistant Professor  
Dr. Komsan Sommanawat  
Vice-president for  
Nakhon Pathom Campus

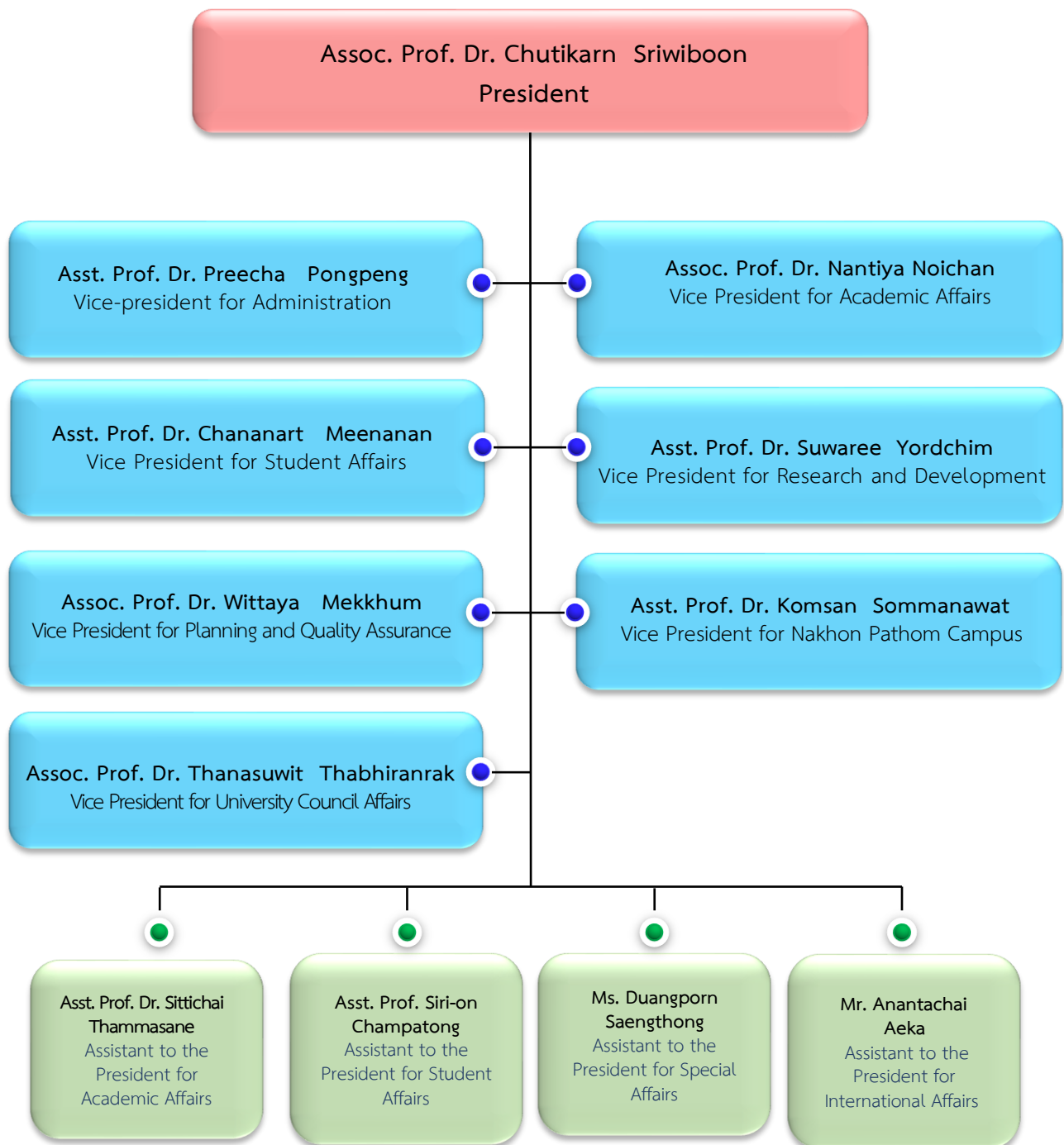


Associate Professor  
Dr. Thanasuwit Thaphirunrak  
Vice-president for  
University Council Affairs

## University Structure



## SSRU management structure



Note: the supervision of each unit is due to the assignment of the President



**Vision**

**“Smart Archetype University of the Society”**

Vision achievement:

*“Maintain the number 1 among the Rajabhat University group and is the leading role model in terms of on teaching, research, academic services, and arts and culture conservation”*

and the prototype of SMART based on “talent and attraction” as the followings:

**Smart**

<p><b>S</b> Students</p>	<p>“Good thinking, Good conduct, good communication and well grooming”</p>
<p><b>M</b> Smart Management</p>	<p>“Sharp and virtue conduct, Responsible to society and community; Quality-oriented management, with good governance operation”</p>
<p><b>A</b> Smart Academic</p>	<p>Smart academic – “Creative and useful productive courses, with excellent presentation and style”</p>
<p><b>R</b> Smart Research</p>	<p>“Creative-based research with social responsibility in terms of community’s benefits”</p>
<p><b>T</b> Smart Technology &amp; Teacher</p>	<p>“Modern technology application with effectiveness and efficiency; and role model qualified teacher with preferable characteristics”</p>

## Mission

- ◆ **To offer education** Produce graduates with concentration on niche guru knowledge including preservice teacher promote the continuing study buildup the global citizen responsible for the international to be future and possess the challenges spirit with no fear of failure.
- ◆ **To conduct research** Conduct research with determination to invest in niche guru fields for the benefits of the peacefulness and prosperity via creative research works.
- ◆ **To provide academic services** Contribute academic services in particular niche guru knowledge resolving and demolishing the social problems.
- ◆ **To conserve arts and culture** Conserve Thai arts and culture via developing and constructing Suan Sunandha culture being admired appreciated by.

## Engagement

- ◆ Produce Graduates with Front Row Quality
- ◆ Provide Academic Services and Transfer Technology to Communities and International Society
- ◆ Conserve and Develop Services Provision as the Center for Arts and Culture Service Center and Sustain the Thainess
- ◆ Conduct Research, Create Innovation and Develop Knowledge for Society
- ◆ Employ Modern Management System for Versatility with Concentration on Network Participation



## Core Pillars

1. Knowledge Capital
2. Morality
3. Partnership
4. Culture
5. Professionalism

## Corporate a Culture

“Goodness and Thai ways of practices,  
and respect the elderly”

## Identity

Good practitioner<sup>1</sup>, academic excellent individual, communication expertise<sup>2</sup>, skillful thinker and public consciousness contributor<sup>3</sup>

“Identity” is identified as follows:

**Good practitioner** is defined as a graduate who is capable for both academic and professional skills; has work commitment, employs his / her knowledge with ethics and morality; continually explores new knowledge; and develops oneself for career advancement.

**Communication expertise** is defined as a graduate who possesses analytical and synthetic thinking; and can effectively communicate and transfer those knowledge and skills to community and society via modern network system and information technology.

**Public consciousness contributor** is defined as a graduate with ethics and morality; willingness to share and help; and with virtue for the benefits of community, society and the country.

## Uniqueness

Concentrate on Royal-related transcendence<sup>1</sup>, cultivate knowledge, commit to ethics and turn into an international learning organization<sup>2</sup>

“uniqueness” is identified as follows:

**Concentrate on royal-related transcendence** is defined as the university which transcends the heritage of the royal households with concentration on conservation and publication; and is the academic resource on arts and cultures basis, in particular, the Rattanakosin period.

**Turn into an international learning organization** is defined as defined as the university with a variety of state-of-the-art academic resource centers; a capability to compete at national and international level; and with a response to all forms learning requested by the service users efficiently.

## SSRU Core Values and Goals for Development

W

Wisdom & Creativity

Creating the archetype university to gain acceptance: SSRU focuses on producing quality graduates to possess university's identity to be acceptable by the employers; and to become the niche students at national and international level

H

Happiness & Loyalty

Creating an image for recognition and acceptance: SSRU strives to develop an internal management system that is responsive to internationality, and build up a reputation to be recognized and accepted at the national and international levels

I

Integration & Collaboration

Creating participatory network for development: SSRU seeks for diversified networks of cooperation from outside and within the country, for mutual development and cooperation

P

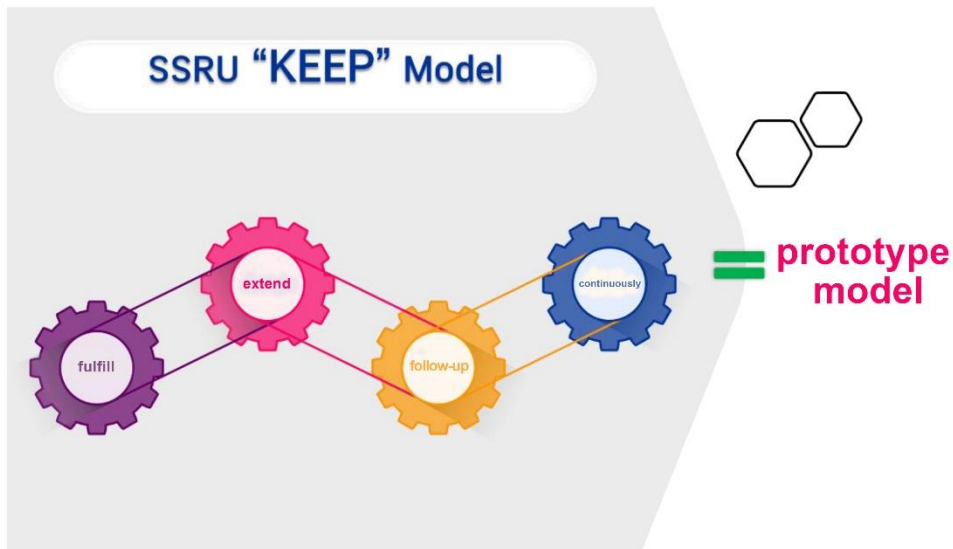
Professionalism

Producing academic publication and research to provide academic services: SSRU aims to produce academic publication to enhance the quality of education management, to produce research that serves the needs of funding source, to disseminate academic outcome at both national and international levels, including to utilize those as a learning center for academic service to society



## University Development Goals

SSRU has set the university’s management model – SSRU “KEEP” Model is introduced to fulfill the incomplete goal, to extend the existing knowledge and social capital; to continuously follow-up and monitor the working system, to continuously develop in all aspects, to lead to the “prototype model” specified in the 15-year vision of Suan Sunandha Rajabhat University – Smart Archetype University of the Society.”



From the university’s management model – SSRU “KEEP” Model, university’s goals have been set for development: “SWITCH” as follows



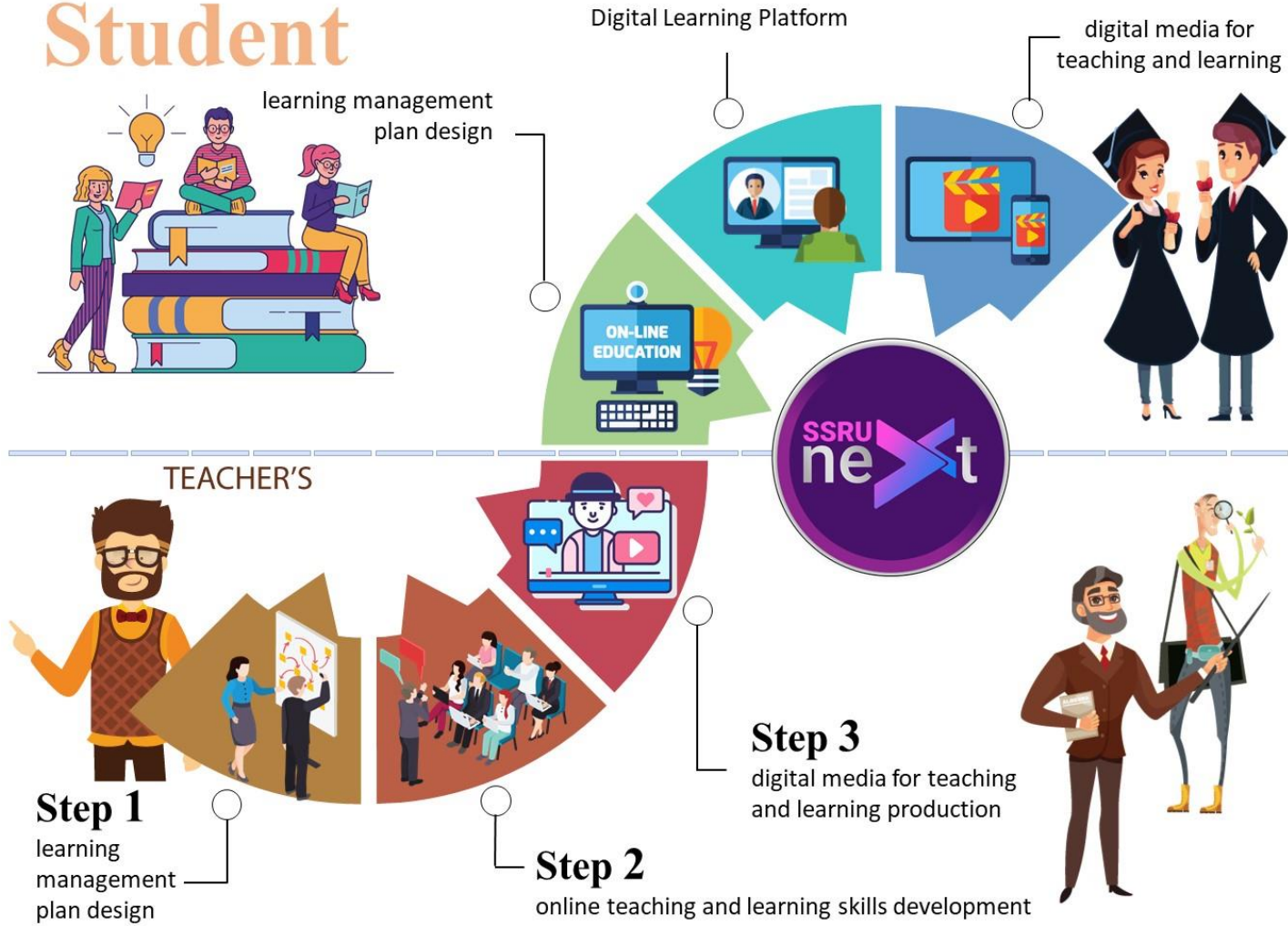
**PART 2**  
**THE NOTIFIED**  
**DEVELOPMENT IN 2020**

**“the knowledge capital extension”**



The knowledge capital extension, human resources development program and online instructional management SSRU Next

# Student





# Suan Sunandha Rajabhat University

## Nakhonpathom Campus Education Center

On the 14<sup>th</sup> of August 2015, SSRU Council approved the establishment of Nakhonpathom Campus (elevated from Nakhonpathom Education Center) as a part of Suan Sunandha Rajabhat University, aiming to provide academic services, conduct researches, and preserve the national arts and culture. “Nakhonpathom Campus” is located at 111/ 3-5, Klong Yong Sub-district, Phutthamonthon District, Nakhonpathom Province 73170. The campus is located approximately 13.4 kilometers from the west entrance of Salaya Sub-district, covering a total area of 246 Rais (97.23 Acres) – the north connected to Sri Kamol Road, the south to Liab Klong Chai Khan Road, the west to Salaya-Bang Pasri Road, and the east to Liab Klong Chai Khan Road.

The area is divided into 6 zones: 1. Academic zone; 2. Administration zone; 3. Academic Services zone; 4. Recreation zone; 5. Residential zone; and 6. Parking zone

The campus, then center, started providing teaching-learning activities in the 2016 academic year, having 3 colleges: 1) College of Logistics and Supply Chain; 2) International College; and 3) Suan Sunandha International School of Arts, with concentrations on creating learning learning, producing graduates with competitive ability, as well as providing academic services to local communities





# The passage to establishment Nakorn Pathom Education Center

## Suan Sunandha Rajabhat University



20  
20

SSRU Council approved the elevation from 'Educational Service Center' to "Campus"



College of Logistics and Supply Chain

started providing teaching-learning activities

20  
16



International College



Suan Sunandha International School of Arts



20  
15

SSRU Council approved the establishment of the Nakhonpathom Education Center

Build the education building for teaching-learning activities

20  
10





## Rajabhat Strategy for Local Development Project

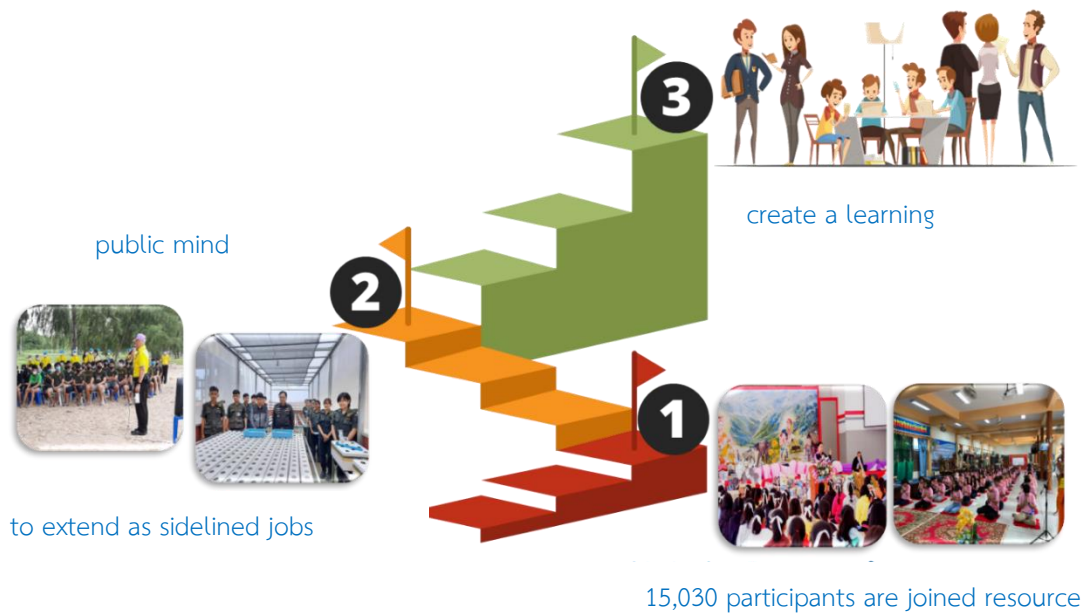
### 1. Career Skills Development Project for Boosting Income for Community



### 2. Local Community Product Development Project



3. Love, Unity, Understanding of Individuals and Others on Rights and Duties under the Democratic Society Basis with Sovereign Symbol Project

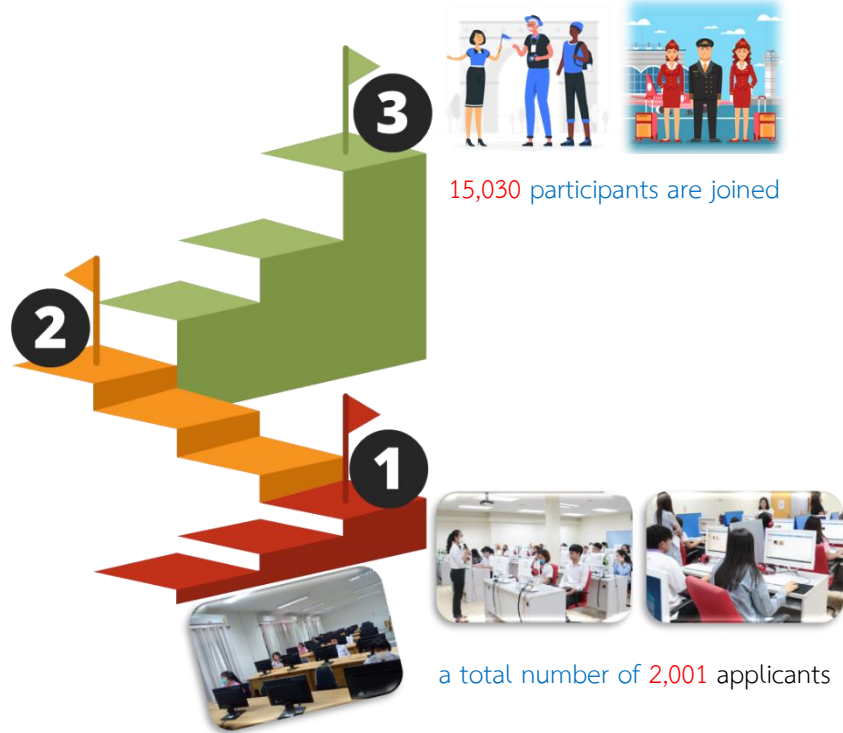
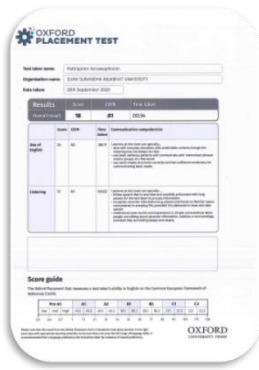


4. Quality of Life Development and Boosting Income to the Root-based Community



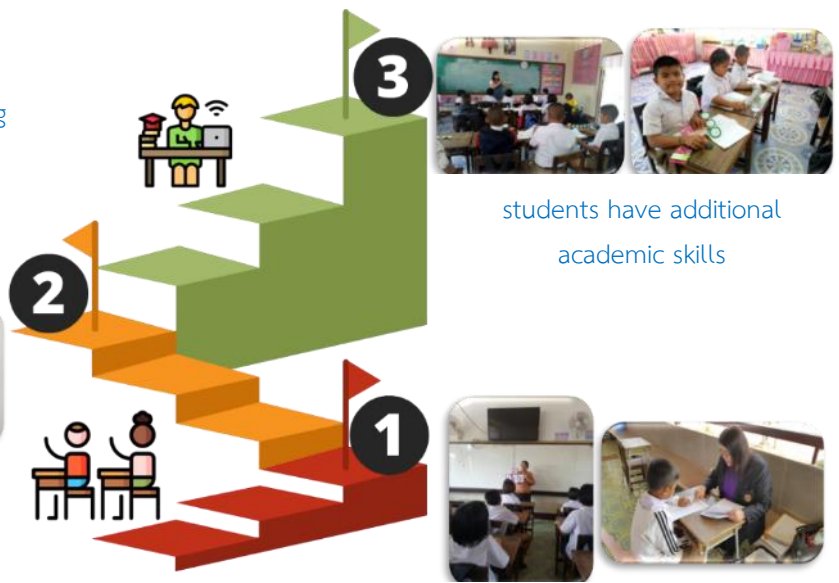
5. English Skill Development for the 21th Century Project Project

22.48% passed  
the set-criteria resource



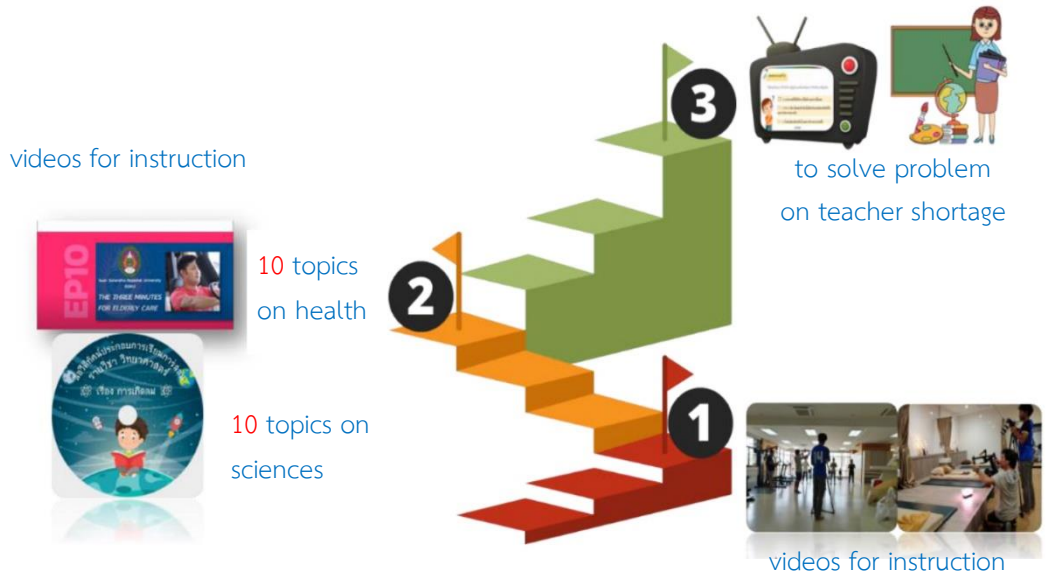
6. Improving the Quality of Reading and Writing Competency of Basic Education Students Project

innovation for language teaching



20 schools were attended

7. Teaching Aids and Materials Supply to Eliminate Problems on Teacher Shortage in Small-sized Schools Project



8. Sub-district Information System Development in the Province Project

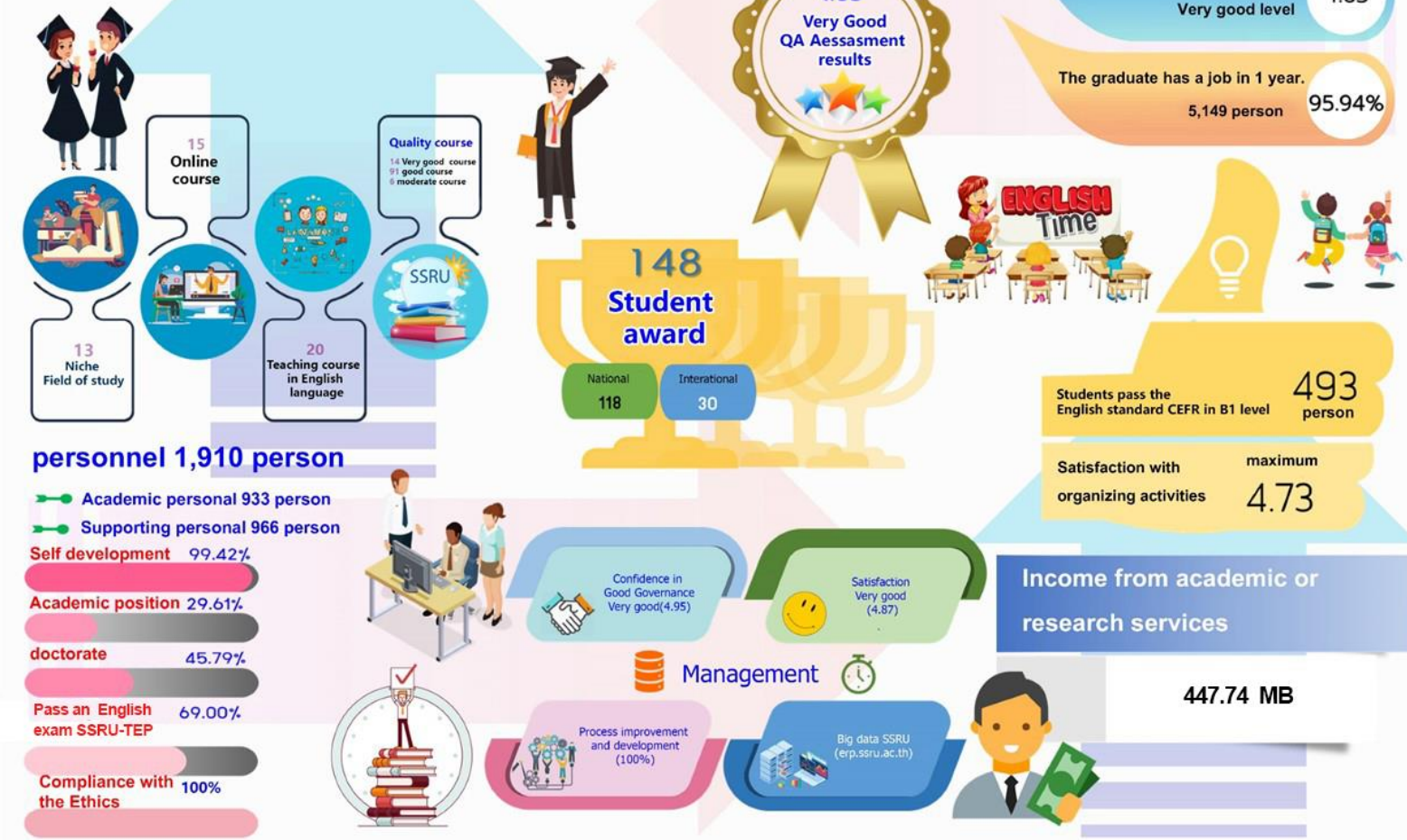


# PART 3

Performance according  
to the strategy

“The number 1 Rajabhat Universities”

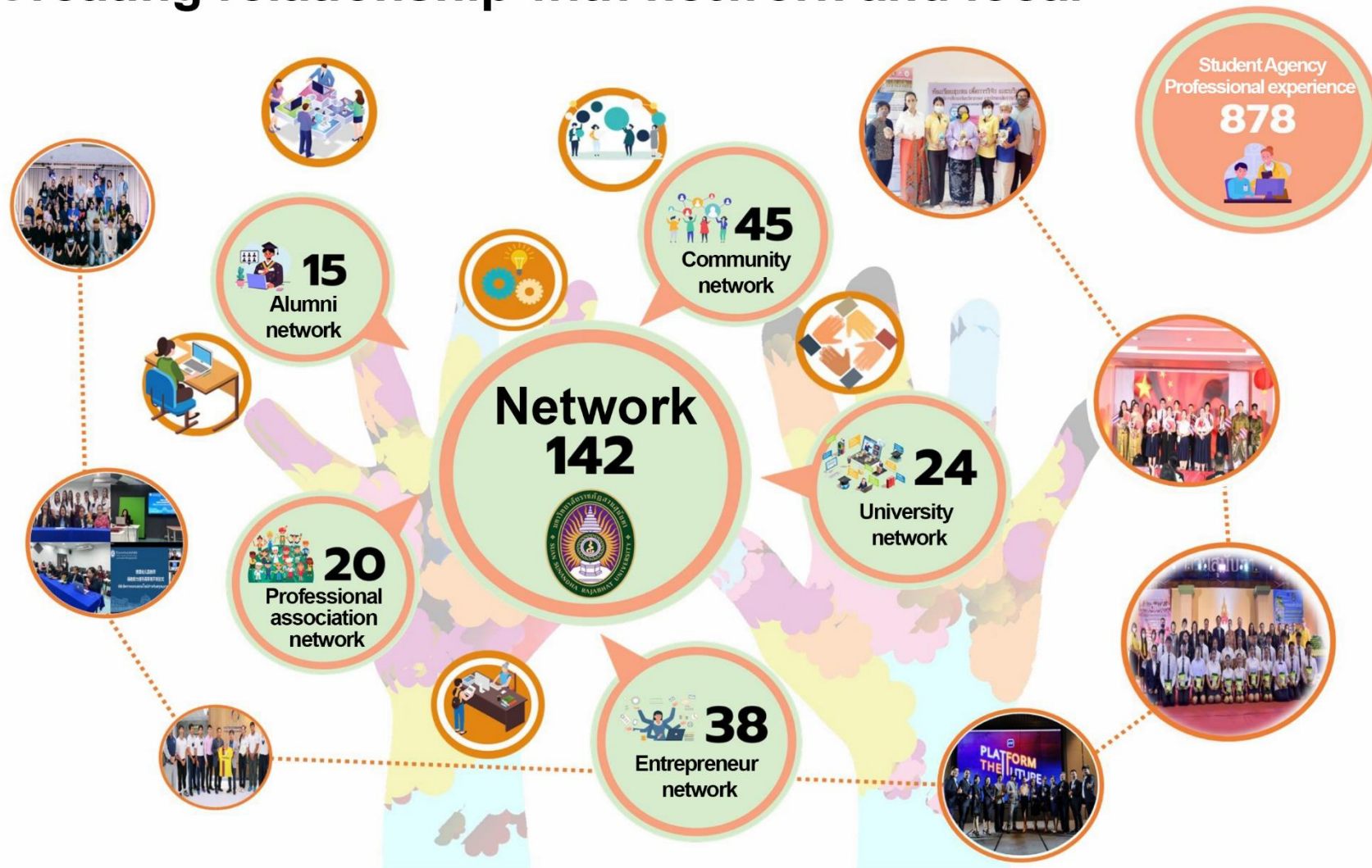
# strategy 1 Univeristy development to the niche Sustainable



## Strategy 2 To create academic works to raise the level of sustainable local wisdom



# Strategy 3 Creating relationship with network and local





**July 2020 RANKING WEB OF UNIVERSITIES**  
**SUANSUNANDHA RAJABHAT UNIVERSITY No. 1**  
 "Smart Archetype University of the Society"  
 12<sup>th</sup> time SSRU

### Strategy 4

Build up a reputation to be recognized and accepted at the national and international levels



**International**  
**31**

**National**  
**3**



**WORK from HOME**  
 บุคลากรมหาวิทยาลัยราชภัฏสวนสุนันทา

Foreigner student exchange	Thai student exchange	International student enrolled	Foreigner teachers
<b>315</b>	<b>43</b>	<b>40</b>	<b>30</b>

Website (Moodle)

ERP

SSRU Event

Smart Operation

Smart Student Service

Internet & Wifi

Academic Search

www.ssruc.ac.th

SSRU Mail

@SuanSunandhaUniversity

Meeting Personnel meeting

@OfficialSsruc

office Electronic office system

SSRU App

Kaew Chao Chom Journal

## Advisor

Associate Professor Dr. Chutikarn Sriwiboon	President of Suan Sunandha Rajabhat University
Assoc. Prof. Dr Witthaya Mekhum	Vice President for Planning and Quality Assurance

## Data Sources

Faculty of Education	International College
Faculty of Science and Technology	College of Innovation and Management
Faculty of Humanities and Social Science	College of Nursing and Health
Faculty of Management Science	College of Allied Health Science
Faculty of Industrial Technology	International School of Art
Faculty of Fine and Applied Arts	College of Logistics and Supply Chain
Graduate School	College of Architecture
Office of General Education and Innovative Electronic Learning (GE)	
Academic Resource and Information Technology (ARIT)	
Institute of Lifelong Learning and Promote Creativity (ILPC)	
Office of the President	Office of Arts and Culture
Institute of Research and Development	Nakhon Pathom Education Center
Udon Thani Education Center	SSRU Demonstration School
Ranong Education Center	Samut Songkhram Education Center

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Mr. Phibool	Phumuang	Acting-Head, Quality Assurance and Knowledge Management Section
Ms. Wanassanath	Prapala	Acting-Head, Job System and Performance Assessment Development Section
Miss. Prangthip	Keteklin	Acting-Head, Plan and Budget Section
Acting Sub Lt. Kanisorn	Boonrueng	Acting-Head, Administration Section
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Mr. Jamrat	Nimsamran	Policy and Planning Analyst
Mr. Kittipat	Bualek	Policy and Planning Analyst
Mr. Prapol	Suksuchom	General Administrative Officer



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