SATISFACTION SURVEY ON AU UNIQUENESS AND IDENTITY IMPLEMENTATION

Academic Year 2020

PROJECT ADVISOR:
PREECHA METHAVASARAPHAK, PH.D.

RESEARCHERS:
CHANANTON THANAKULTHEELADIT
RATIKORN CHUENSUKSOMBOON

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Preecha Methavasaraphak, Ph.D.

Project Researchers:
Chananton Thanakultheeladit
Ratikorn Chuensuksomboon

Preface

The Institute for Research and Academic Services(IRAS) has conducted the Satisfaction Survey on AU Uniqueness and Identity Implementation in order to check the notion and perception toward the AU's policy implementation from AU community and market employers. Moreover, the purpose of this research study is aimed to do accordingly to meet the standard criteria and indicators which determined by the Office for National Education Standards and Quality Asse ssment (ONESQA) and also for the AU community future benefits.

IRAS would like to thank the AU's personnel both lecturers and staff members from various faculties for assisting us in collecting data from students. Finally, IRAS would like to thank all those respondents who provided valuable and useful data.

Institute for Research and Academic Service

Executive Summary

The results of the Survey on AU Uniqueness and Identities Implementation were classified into 3 dimensions as follows:

- AU Uniqueness
- AU Identity Development
- AU Identity Output and Outcome

1. AU Uniqueness

The AU Uniqueness perceived by faculty and staff members. They gave a high satisfaction feedback with the mean scores of 4.47, Au Core Values was 4.26

When considering by classification of AU Uniqueness dimesions, the result shew that very high level satisfied in the Catholic University with the mean scores of 4.58, International University was 4.39, and AU Core Values with the mean scores of 4.26 respectively.

2. AU Identity Development

The AU Identity Development perceived by faculty and staff members. They gave a high satisfaction feedback with the mean scores of AU Integrity, Social Consciousness & Discipline was 4.48 respectively.

3. AU Identity Output and Outcome

3.1 AU Identites and Desired Output of education were presented by indicators and items. Students demonstrated that overall respondents were given the mean scores of 4.09 (High). Ethics with the mean scores 4.13, English proficiency was 4.05 and Entrepreneurial spirit was 4.08.

When considering by classification of level, the result were hight satisfied with the Integrity with the score of 4.19, Discipline with the score 4.17, Learning with the score of 4.12 respectively.

3.2 AU Identites and Desired Outcome of education were presented by indicators and items. AU's Market Employers respondents are 1,165 units and then holding 10 faculties of Assumption University. Assumption University's Identity score were 4.18. Market Employer is the most satisfaction with English Proficiency's overall score were 4.30 for the major satisfaction of English Proficiency is on Communicating (score: 4.37). Ethics score were 4.14,

and Entrepreneurial Spirit score were 4.10. This result reflects from Market Employer that Assumption University could be produce graduate with good language skills into the Labor Market.

Conclusion

The overall of stakehoders' (students, faculty members, staff memers, and market employers) satisfaction toward AU Uniqueness and Identity score as the following table:

Dimension	Mean	S.D.	Percentage
AU Uniqueness			
Catholic University	4.58	0.57	91.60
International University	4.39	0.65	87.80
Total	**4.47**	**0.58**	**89.40**
AU Identity			
Ethics	4.14	0.48	82.85
English Competency	4.30	0.56	85.96
Entrepreneurial Spirit	4.10	0.51	81.92
Total	**4.18**	**0.43**	**83.58**
Au Core Values	4.26	0.67	85.20
Integrity,Social Consciousness & Discipline	4.48	0.56	89.6

AU Identity Dimention	Output By Students (n=620)		Outcome By Employers (n=1,165)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.13**	**0.75**	**4.14**	**0.48**
Integrity	**4.19**	**0.82**	**4.20**	**0.57**
Empathy	4.22	0.89	4.10	0.68
Honesty	4.20	0.87	4.21	0.66
Nurturing Relationships Fully	4.15	0.90	4.30	0.70
Social Consciousness	**4.04**	**0.80**	**3.96**	**0.66**
Community Service Volunteering	3.95	0.92	3.96	0.81
Responsible Citizenship	3.95	0.97	3.76	0.88
Contributions to Group Effort	4.22	0.85	4.16	0.72
Discipline	**4.17**	**0.80**	**4.26**	**0.56**
Self-esteem	4.19	0.86	4.25	0.66
Self-discipline	4.10	0.91	4.21	0.67
Self-responsibility	4.21	0.85	4.32	0.64
English Proficiency	**4.05**	**0.78**	**4.30**	**0.56**
Communicating	**4.02**	**0.79**	**4.37**	**0.56**
Listening proficiency	4.10	0.87	4.45	0.64
Speaking proficiency	3.94	0.88	4.37	0.66
Reading proficiency	4.08	0.85	4.40	0.65
Writing proficiency	3.98	0.89	4.26	0.72
Under Standing	**4.06**	**0.87**	**4.30**	**0.69**
Ability to use communicative English proficiency to understand a cultural diversity	4.06	0.87	4.30	0.69
Learning	**4.12**	**0.84**	**4.24**	**0.69**
Ability to use communicative English proficiency to continuously search for new knowledge	4.12	0.84	4.24	0.69

Dimention	Output By Students (n=620)		Outcome By Employers (n=1,165)	
	Mean	S.D.	Mean	S.D.
Entrepreneurial Spirit	**4.08**	**0.73**	**4.09**	**0.52**
Leadership	**4.06**	**0.78**	**4.02**	**0.59**
Creative Thinking	4.02	0.86	4.06	0.69
Critical Thinking	4.06	0.84	3.95	0.69
Decision Making	4.10	0.84	4.05	0.72
Management Knowledge	**4.09**	**0.77**	**4.09**	**0.64**
Digital Literacy	4.13	0.81	4.04	0.78
Business Understanding	4.07	0.85	4.12	0.73
Marketability Understanding	4.05	0.84	4.11	0.72
Labor Omnia Vincit	**4.09**	**0.81**	**4.17**	**0.61**
Teamwork	4.10	0.86	4.21	0.71
Self-motivation	4.10	0.88	4.12	0.72
Problem Solving	4.07	0.91	4.19	0.70
Total Overall	**4.09**	**0.69**	**4.18**	**0.43**

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AU Community

Assumption University's Uniqueness and Identity

Uniqueness as an Institution Image

Assumption University of Thailand is an *International Catholic University* whose uniqueness as an educational institution is connected to its history, charism and mission. The University was founded by The Brothers of Saint Gabriel. This order was created by Saint Louis Marie Grignon de Montfort in La Rochelle, France in 1711, who opened schools for the poor, orphans and physically challenged. Education has been its priority and charism ever since. The word *charism* in general refers to a *gift* which comes from God. In a more specific way it refers to the unique beliefs that characterize an order of the church such as the Brothers of Saint Gabriel and its dedication to education. The Brothers of Saint Gabriel began its mission in Thailand in 1901. Assumption University of Thailand, founded in 1969, (better known as ABAC from its former name of Assumption Business Administration College) was the first university in Thailand to offer all classes in the English language. It became Thailand's first *international university*.

Even though it is an international university, its uniqueness is connected to its role as a Catholic university. We understand a *Catholic university* as a Catholic institution of higher learning characterized by shared Christian vision and goals, reflection in the light of faith, fidelity to tradition and commitment to service (*Association of Catholic Universities and Colleges). It* promotes *Catholic values.* These refer to the Gospel values expressed in the New Testament. The University emphasizes the core value of Christianity which is *love*.

Throughout the campuses, one encounters various *Catholic symbols* which express the University's charism. Throughout the university campus and its buildings and architecture there is a promotion of the teachings of Christ who proclaimed, "*I am the Way, the Truth, and the Life"(John14:6).* It has also given a prominent place to the teaching of Christ concerning the value of the individual: *"You are the salt of the earth… You are the light of the world..." (Matthew 5:13-14)*

The University uses the statute of Our Lady as its symbol. It is a tradition handed down for centuries that Christians venerate the Mother of Christ as "the Seat of Wisdom". (Sedes Sapientiae). According to Christian belief, Christ is the wisdom seated on the Throne. This implies, on the one hand, that the Mother of Christ is the Dwelling Place of the Supreme Wisdom of all science. On the other hand, the university is the Alma Mater, or our Mother who is also the "Dwelling Place of Knowledge". In this context, "Assumption" which, besides its religious meaning in glorification of the Mother of Christ, has yet another meaning in Thai, namely" the Abode of Abiding Knowledge" Rightly, "Assumption University" is the Seat of Wisdom.

Also in connection with its charism, the University has erected statues and named buildings after St. Louis Marie Grignon de Montfort (who was the founder of the order), St. Peter, St. Paul, St. John Paul II, St. John XXIII, St. Gabriel, St. Rafael, St. Michael, St. Martin de Tours, St. Vincent Mary, Bernadette de Lourdes, Assumption, St. Philip & St. Bernard, St. Albert, St. Laurence, King David, King Solomon, and Queen of Sheba.

There is also a standard use of the Crucifix throughout the campus. The crucifix can be understood not only as the death and resurrection of Christ, but also the need of everyone to *die* to their body concerns and be reborn into a spiritual wisdom. This too is one role of education. These symbols can have great meaning for students of all faiths and even those who are without a religious faith.

The University has in its history recruited its ***Catholic leaders*** and presidents from the ranks of the members of the Montfort Brothers of St. Gabriel.

The University chapels hold various ***Liturgical services*** and sacramental rites. Special mass is celebrated to mark the beginning of the new academic year, Assumption Day, the feast of St. Louis Marie Grignon de Montfort, Christmas, Holy Week, Easter in addition to daily mass.

Identity of its Graduates

As a Catholic university, AU emphasizes the formation process of its graduates, even as it recognizes the wide diversity of cultures and religions of its students. This formation process can be summarized by three E's.

Ethics

As a Catholic institution, the University emphasizes the teaching of ***Ethics***. This involves fostering the moral values and building the character of students through university courses, conferences and other activities and formation processes based on the promotion of Catholic values.

Among these values, the University promotes ***Integrity, Social Consciousness,*** *and* ***Discipline.*** Integrity refers to honesty, reliability, credibility and accountability. Social Consciousness refers to awareness of communal life with moral obligation to care, share and sacrifice for others. Discipline covers both self-discipline and social discipline. ***Self-discipline*** refers to the ability to control oneself to do things that should be done. ***Social discipline*** refers to respect for social norms and for the rights of others.

English Proficiency

English proficiency has always been a part of Assumption University's history and uniqueness. It continues to cultivate students' skills for global integration.

Assumption University prides itself as being the first ***international university*** in Thailand. It has always emphasized international programs, international scholars and students, and the importance of international recognition. An ***international program*** is understood as a program designed in line with international standards and curricula, using English as a medium of instruction, accessible to students worldwide and recognized by overseas universities and organizations. The University has always made a point to seek ***international scholars***, teachers and researchers of diverse nationalities and cultures, and has always prided itself on attracting many ***international students*** from diverse nationalities and cultures.

The University has invested heavily in its *learning environment.* One can see on a large scale at the Suwannabhumi campus which has materialized Brother Martin's vision of a campus in the park. It also refers to the integration of architectural design, facilities, and atmosphere conducive to learning among its international students.

International recognition refers to networking and overseas collaboration through formal memoranda of understanding with distinguished universities and organizations, including acceptance of students and graduates worldwide. The University also promotes international conferences to enhance these connections.

Entrepreneurial Spirit

As a leading business university in Thailand, the creation of an *entrepreneurial spirit* has always been emphasized. This refers to a mindset which combines creativity with the exercise of responsible leadership, and the ability to take initiatives based on the motto: *Labor omnia vincit* (Labor conquers all things). This refers to the belief that human persons justify themselves and their existence by the nobility of their work which includes industrious effort, commitment, determination, and courage to face adversity. *Leadership* refers to personal attributes that cover positive thinking, passion for success, critical and creative thinking. *Management knowledge* refers to knowledge concerning managerial functions in organization.

DEFINITIONS OF TERMS

Accountability refers to one of the four core values. An individual who is secure in their values and commitments will possess integrity and accountability. They will be able to take responsibility for their decisions, which is important to improving themselves and developing as good leaders. They will also be in a position to serve their society and excel in their careers.

Catholic leader refers to the President of the University who is a member of Montfort Brothers of St. Gabriel.

Catholic spirit refers to one of the four core values. The Catholic spirit is a spirit of service. This means that all AU members should always be ready to serve other people, beyond even the ordinary responsibilities of their professions and their roles in society.

Catholic symbols refer to the use of symbols invested with an inner meaning expressing Christian beliefs:

- Crucifix, statute of Christ ("*I am the Way, the Truth, and the Life*"), Our Lady (Sedes Sapientia – the Seat of Wisdom), St. Louis Marie Grignon de Montfort, St. Peter, St. Paul, St. John Paul II, St. John XXIII, St. Gabriel, St. Rafael, St. Michael, St. Martin de Tours, St. Vincent Mary, Bernadette de Lourdes, Assumption, St. Philip & St. Bernard, St. Albert, St. Laurence, King David, King Solomon, Queen of Sheba.
- "You are the salt of the earth…You are the light of the world…" (Matthew 5:13-14, on the Gate of Wisdom)

Catholic university is defined as a Catholic institution of higher learning characterized by shared Christian vision and goals, reflection in the light of faith, fidelity to tradition and commitment to service. *(Association of Catholic Universities and Colleges)*

Catholic values refer to Gospel values expressed in the New Testament. The university emphasizes the core values of Catholic spirit, accountability, righteousness, and excellence.

Discipline refers to the ability to control oneself to do things that should be done.

English proficiency refers to the acquisition of the four skills of English usage.

Entrepreneurial spirit refers to the mindset to exercise responsible leadership and take initiatives based on management knowledge through the motto: LABOR OMNIA VINCIT.

Ethics refers to acquired moral values and character of students and graduates through the formation process based on Catholic values.

Excellence refers to one of the four core values. Excellence is a quality of being exceptionally good. The AU faculty and staff members should always try to do their best in order to achieve excellence in everything they do.

Integrity refers to personal character adherent to honesty, reliability, credibility and accountability.

International programs refer to programs designed in line with the international curricula, using English as a medium of instruction, accessible to students worldwide, and recognized by overseas universities and organizations.

International recognition refers to overseas collaboration through memoranda of understanding with universities and organizations as well as acceptance of students and graduates worldwide.

International scholars refer to faculty members and researchers of diverse nationalities and cultures.

International students refer to students of diverse nationalities and cultures.

International university refers to an international learning community, with international recognition, composed of international programs, international scholars and students.

Labor Omnia Vincit The Latin slogan of AU which is printed in its letterheads and inscribed on its buildings is *Labor Omnia Vincit*. This translates as "*effort defeats everything*". Often in society, people merely accept what happens is a product of fate or fortune. But students at AU are taught to try to change their situation, to strive to overcome obstacles, not only through physical effort, but also by intellectual planning and critical thinking.

Leadership refers to personal attributes that cover positive thinking, passion for success, critical and creative thinking.

Learning environment refers to the integration of architectural design, facilities, and atmosphere conducive to learning among students of diverse nationalities and cultures.

Liturgical services refer to liturgical and sacramental rites. (Mass celebrated on different occasions, i.e., the beginning of the new academic year, Assumption Day, the feast of St. Louis Marie Grignon de Montfort, Christmas, Holy Week, Easter, Sundays, weekdays.)

Management knowledge refers to knowledge concerning managerial functions in organization.

Responsibility refers to the same thing as accountability as mentioned above.

Righteousness refers to one of the four core values. An individual who is educated with an attention to Truth and accountability will have developed a conscience and good will. They will be attentive to improving themselves and improving society in general. They will always be dedicated to justice.

Social consciousness refers to awareness of communal life with moral obligation to care, share and sacrifice for others.

Treasure within this refers to the inner potential of each individual. Education awakens this potential and allows it to develop. It allows to develop their innate skills and capacities and to overcome their weaknesses. If a student is committed to Truth, the education process will allow them to develop to their full potential.

Truth AU takes seriously its role as an International Catholic University. It is proud of its diverse faculty and diverse student body who come from every region of the world and every religion. So the University is supportive of the diversity of values. Yet, it is also dedicated to encouraging its students to rigorously strive for "Truth" in their education and in their individual lives. This Truth will differ based upon the background of the student, but it is crucial for creating a solid foundation for their values.

World Class University refers to one of the top 200 universities in the world university rankings by internationally recognized organization/agency.

AU Strategies for Uniqueness and Identity

Vision, Mission, Core Value, Uniqueness, Identity and Goals

AU Vision

Assumption University envisions itself in the next decade as:
1. an international community of scholars;
2. enlivened by Christian inspiration;
3. engaging in the pursuit of Truth and knowledge;
4. serving human society, especially through the creative use of interdisciplinary approaches and cyber technology.

AU Mission

Assumption University, an *International Catholic University*, is committed to be the light that leads learners and its internal stakeholders from all parts of the world towards wisdom, Truth, and Christian values and to discover "Treasure Within" themselves via effective teaching and research pedagogies of international standards as well as community engagement. The University aims to form individuals to be intellectually, morally, and spiritually sound, accountable, righteous, and service-minded citizens; excelling in serving communities comprising of diverse cultures.

AU Core Values

"CARE"
C = Catholic Spirit
A = Accountability
R = Righteousness
E = Excellence

AU Uniqueness

International Catholic University

Emphasis and Strengths reflecting AU Uniqueness
1. Catholic University
   - Catholic values
   - Catholic symbols
   - Catholic leader
   - Liturgical services

2. International University
   - International programs
   - International scholars
   - International students
   - International recognition
   - Learning environment

AU Identity

Identity of Assumption University students and graduates
1. Ethics
    - Integrity
    - Social consciousness & responsibility
    - Discipline
2. English Proficiency
3. Entrepreneurial Spirit
    - Leadership
    - Management knowledge
    - *Labor omnia vincit*

AU Goals

1. To be a leading international catholic university in the region
2. To produce graduates who excel in serving local and global communities

AU Strategies

Strategy 1: Strengthening education quality towards internationalization
Strategy 2: Gearing AU towards Digital Transformation
Strategy 3: Increasing social engagement within and beyond AU communities
Strategy 4: Ensuring AU sustainable development

Scoring and Interpretation of Scores

   The outcomes of the Satisfaction Survey towards AU Uniqueness and Identity Implementation are measured by the mean scores of what respondents determine the AU Community's effort in setting and implementing the policy that helps students develop their identities. The score interval of mean scores are interpreted as follows:

(Satisfaction)	(Scoring)
Most	5
More	4
Neutral	3
Less	2
Least	1

1.00	to 1.50	=	very low level
1.51	to 2.50	=	low level
2.51	to 3.50	=	moderate level
3.51	to 4.50	=	high level
4.51	to 5.00	=	very high level

AU Uniqueness and AU Identity Development

by

AU Community

Data collection

Data collection online questionnaires was done by the internal self-administration of each faculty and staff members, and took 4 months period to complete in collecting the data. Overall respondents participated in this survey were 915 people which comprise of 620 graduating students, 180 lecturers and 115 staff members.

Table 1 Number and Percentage of Faculty

Faculty	Graduating Students		Lecturers		Staff	
	Count	Percent	Count	Percent	Count	Percent
Martin de Tours School of Management and Economics	294	47.42	51	28.33	4	3.48
Theodore Maria School of Arts	106	17.10	60	33.33	2	1.74
Bernadette de Lourdes School of Nursing Science	54	8.71	4	2.22	2	1.74
Vincent Mary School of Science and Technology	14	2.26	4	2.22	5	4.35
Vincent Mary School of Engineering	22	3.55	7	3.89	3	2.61
School of Law	17	2.74	2	1.11	-	-
School of Biotechnology	9	1.45	3	1.67	-	-
Albert Laurence School of Communication Arts	66	10.65	5	2.78	1	0.87
School of Music	10	1.61	6	3.33	-	-
Montfort Del Rosario School of Architecture and Design	28	4.52	5	2.78	2	1.74
Not Specified Dept.	-	-	33	18.33	96	83.48
Total	**620**	**100**	**180**	**100**	**115**	**100**

Data analysis

Researcher used the program for analyzing statistic data, SPSS for Windows, to analyze the data that presented in descriptive statistics form such as number, percentage, mean and standard deviation to descriptive the data.

Table 2 Number and Percentage of Member Respondent by General Data

Variable	Sex	Frequency	Percent
Graduating Students (620)	Male	249	40.16
	Female	371	59.84
Lecturers (180)	Male	75	41.67
	Female	105	58.33
Staff (115)	Male	35	30.43
	Female	80	69.57

Table 2: The demographic information demonstrated that graduating students total respondents 620, they were 249 male (40.16%) and 371 female (59.84%), lecturers total respondents 180, they were 75 male (41.67%) and 105 female (58.33%), staff total respondents 115, they were 35 male (30.43%) and 80 female (69.57%) respectively.

Table 3 Mean and Standard Deviation by Satisfaction Level–Students and Employee

Dimention	Output By Students (n=620)		Outcome By Employers (n=1,165)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.13**	**0.75**	**4.14**	**0.48**
Integrity	**4.19**	**0.82**	4.20	0.57
Empathy	4.22	0.89	4.10	0.68
Honesty	4.20	0.87	4.21	0.66
Nurturing Relationships Fully	4.15	0.90	4.30	0.70
Social Consciousness	**4.04**	**0.80**	**3.96**	**0.66**
Community Service Volunteering	3.95	0.92	3.96	0.81
Responsible Citizenship	3.95	0.97	3.76	0.88
Contributions to Group Effort	4.22	0.85	4.16	0.72
Discipline	**4.17**	**0.80**	**4.26**	**0.56**
Self-esteem	4.19	0.86	4.25	0.66
Self-discipline	4.10	0.91	4.21	0.67
Self-responsibility	4.21	0.85	4.32	0.64
English Proficiency	**4.05**	**0.78**	**4.30**	**0.56**
Communicating	**4.02**	**0.79**	4.37	0.56
Listening proficiency	4.10	0.87	4.45	0.64
Speaking proficiency	3.94	0.88	4.37	0.66
Reading proficiency	4.08	0.85	4.40	0.65
Writing proficiency	3.98	0.89	4.26	0.72
Under Standing	**4.06**	**0.87**	**4.30**	**0.69**
Ability to use communicative English proficiency to understand a cultural diversity	4.06	0.87	4.30	0.69
Learning	**4.12**	**0.84**	**4.24**	**0.69**
Ability to use communicative English proficiency to continuously search for new knowledge	4.12	0.84	4.24	0.69

Dimention	Output By Students (n=620)		Outcome By Employers (n=1,165)	
	Mean	S.D.	Mean	S.D.
Entrepreneurial Spirit	**4.08**	**0.73**	**4.10**	**0.51**
Leadership	**4.06**	**0.78**	4.03	0.58
Creative Thinking	4.02	0.86	4.07	0.68
Critical Thinking	4.06	0.84	3.96	0.68
Decision Making	4.10	0.84	4.05	0.71
Management Knowledge	**4.09**	**0.77**	**4.09**	**0.62**
Digital Literacy	4.13	0.81	4.03	0.76
Business Understanding	4.07	0.85	4.12	0.71
Marketability Understanding	4.05	0.84	4.11	0.71
Labor Omnia Vincit	**4.09**	**0.81**	**4.18**	**0.60**
Teamwork	4.10	0.86	4.22	0.70
Self-motivation	4.10	0.88	4.13	0.71
Problem Solving	4.07	0.91	4.19	0.69
Total Overall	**4.09**	**0.69**	**4.18**	**0.43**

Table 3: AU Uniqueness and Desired Output of education were presented by indicators and items. Students in each indicator demonstrated that overall respondents were given the mean scores of 4.09 (High). Ethics with the mean scores 4.13, English proficiency was 4.05 and Entrepreneurial spirit was 4.08.

When considering by classification of level, the result were hight satisfied with the Integrity with the score of 4.19, Discipline with the score 4.17, Learning with the score of 4.12 respectively.

Outcome by employers in each indicator demonstrated that overall respondents were given the mean scores of 4.18 (High) . Ethics with the mean scores 4.14, English proficiency was 4.30 and Entrepreneurial spirit was 4.10.

Table 4 Mean and Standard Deviation by Faculty members and Staff

Indicators and Items	Lecturers (n=180)		Staff (n=115)		Total (n=295)	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
AU Uniqueness	**4.43**	**0.62**	**4.54**	**0.50**	**4.47**	**0.58**
Catholic University	**4.56**	**0.59**	**4.60**	**0.54**	**4.58**	**0.57**
AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	4.56	0.72	4.63	0.58	**4.59**	**0.67**
AU follows the values of a Catholic University and appropriately displays Catholic symbols.	4.59	0.65	4.58	0.62	**4.59**	**0.64**
AU is effectively managed by Catholic Leader.	4.50	0.72	4.58	0.59	**4.53**	**0.67**
AU arranges Catholic rites and functions for the AU community and the public.	4.59	0.66	4.61	0.57	**4.60**	**0.63**
International University	**4.33**	**0.72**	**4.49**	**0.52**	**4.39**	**0.65**
AU is an international educational institution with strong international programs.	4.36	0.77	4.55	0.62	**4.43**	**0.72**
AU has a diverse faculty of international scholars.	4.34	0.83	4.47	0.60	**4.39**	**0.75**
AU does not discriminate between Thai and international students.	4.36	0.88	4.47	0.65	**4.40**	**0.80**
AU is widely recognized by international organizations.	4.22	0.88	4.43	0.62	**4.31**	**0.79**
The overall learning environment is conducive for the students' learning.	4.35	0.80	4.51	0.60	**4.41**	**0.73**
AU Core Values	**4.20**	**0.72**	**4.35**	**0.57**	**4.26**	**0.67**
AU people have acquired the Catholic Spirit, namely, the spirit of service.	4.23	0.78	4.35	0.61	**4.28**	**0.72**
AU people are accountable and responsible persons.	4.26	0.75	4.36	0.62	**4.29**	**0.70**
AU people righteous and just persons.	4.20	0.82	4.34	0.65	**4.25**	**0.76**
AU people are always in pursuit of excellence.	4.09	0.87	4.37	0.63	**4.20**	**0.79**
Integrity, Social Consciousness, and Discipline	**4.47**	**0.58**	**4.49**	**0.54**	**4.48**	**0.56**
AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	4.44	0.69	4.50	0.60	**4.46**	**0.65**
AU fosters social consciousness of caring, sharing and sacrifice.	4.37	0.71	4.41	0.62	**4.39**	**0.67**
AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	4.51	0.66	4.48	0.60	**4.49**	**0.64**
AU promotes discipline e.g., punctuality, social norms, and respect for the rights of others.	4.47	0.68	4.51	0.55	**4.49**	**0.63**
AU promotes 3Es, namely, ethics, English proficiency, and entrepreneurial spirit.	4.54	0.65	4.54	0.53	**4.54**	**0.60**
Total Overall	**4.39**	**0.59**	**4.48**	**0.49**	**4.43**	**0.56**

Table 4: AU Uniqueness and AU Identity Development were presented by indicators and items. When considering the result shew that were also high satisfied in each indicator; AU Integrity, Social Consciousness & Discipline with the mean scores of 4.48, AU Uniqueness was 4.47, and Au Core Values was 4.26 respectively.

AU Identity Output and Outcome

By

AU Market Employers

AU's Identity: Performance by Items
Market Employer: University Level

Respondents' Profile

Category	Sub-Category	Frequency	Percent
Sex	Male	422	36.22
	Female	743	63.78
	Total	**1165**	**100.00**
Age	Lower than 30 years old	272	23.35
	30 - 39 years old	433	37.17
	40 - 49 years old	325	27.90
	50 - 59 years old	112	9.61
	60 years old or over	23	1.97
	Total	**1165**	**100.00**

1039 market employers answered to the questionnaires. They were 422 males (36.22%) and 743 females (63.78%). 272 market employers (23.35%) were younger than 30 years old, 433 market employers (37.17%) were 30 – 39 years old, 325 market employers (27.90%)were 40 – 49 years old, 112 market employers (9.61%) was 50 - 59 years old and 23 market employer (1.97%) were elder than 60 years old.

AU's Identity Score

	English Proficiency	Number of Respondents	Mean	S.D.
1	Listening proficiency	1165	4.45	0.64
2	Speaking proficiency	1165	4.37	0.66
3	Reading proficiency	1165	4.40	0.65
4	Writing proficiency	1165	4.26	0.72
	Communicating	1165	**4.37**	**0.56**
5	Ability to use communicative English proficiency to understand a cultural diversity	1165	4.30	0.69
	Under Standing	1165	**4.30**	**0.69**
6	Ability to use communicative English proficiency to continuously search for new knowledge	1165	4.24	0.69
	Learning	1165	**4.24**	**0.69**

AU's Identity: market employers generally had *high satisfaction* on all aspects of English Proficiency. The major satisfaction was on **Communicating**.

	Ethics	Number of Respondents	Mean	S.D.
1	Empathy	1165	4.10	0.68
2	Honesty	1165	4.21	0.66
3	Nurturing Relationships Fully	1165	4.30	0.70
	Integrity	1165	**4.20**	**0.57**
4	Community Service Volunteering	1165	3.96	0.81
5	Responsible Citizenship	1165	3.76	0.88
6	Contributions to Group Effort	1165	4.16	0.72
	Social Consciousness	1165	**3.96**	**0.66**
7	Self-esteem	1165	4.25	0.66
8	Self-discipline	1165	4.21	0.67
9	Self-responsibility	1165	4.32	0.64
	Discipline	1165	**4.26**	**0.56**

AU's Identity: market employers generally had *high satisfaction* on all aspects of Ethics. The major satisfaction was on **Discipline**.

	Entrepreneurship	Number of Respondents	Mean	S.D.
1	Creative Thinking	1165	4.07	0.68
2	Critical Thinking	1165	3.96	0.68
3	Decision Making	1165	4.05	0.71
	Leadership	1165	**4.03**	**0.58**
4	Digital Literacy	1165	4.03	0.76
5	Business Understanding	1165	4.12	0.71
6	Marketability Understanding	1165	4.11	0.71
	Management Knowledge	1165	**4.09**	**0.62**
7	Teamwork	1165	4.22	0.70
8	Self-motivation	1165	4.13	0.71
9	Problem Solving	1165	4.19	0.69
	Labor Omnia Vincit	1165	**4.18**	**0.60**

AU's Identity: market employers generally had *high satisfaction* on all aspects of Entrepreneurship. The major satisfaction was on **Labor Omnia Vincit**.

Satisfaction Scoring by Aspect

Aspect	Number of Respondents	Mean	S.D.
English Proficiency	1165	**4.30**	**0.56**
Ethics	1165	4.14	0.48
Entrepreneurship	1165	4.10	0.51

AU's Identity: market employers generally had *high satisfaction* on all aspects. The major satisfaction was on **English Proficiency**.

Overall AU's Identity Scoring

AU's Identity: market employers Satisfaction overall	Number of Respondents	Mean	S.D.
AU's Market Employers Satisfaction overall	1165	4.18	0.43

AU's Identity: market employers generally had *high satisfaction* on AU's Identity: Market Employers overall.

Appendix

Martin de Tours School of Management and Economics

Martin de Tours School of Management and Economics	Output By Students (n=294)		Outcome By Employers (n=581)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.07**	**0.76**	**4.08**	**0.52**
Integrity	**4.13**	**0.84**	**4.15**	**0.62**
Empathy	4.17	0.89	4.06	0.71
Honesty	4.13	0.90	4.15	0.70
Nurturing Relationships Fully	4.10	0.93	4.26	0.77
Social Consciousness	**4.01**	**0.79**	**3.89**	**0.74**
Community Service Volunteering	3.91	0.91	3.91	0.85
Responsible Citizenship	3.95	0.95	3.69	0.95
Contributions to Group Effort	4.18	0.90	4.08	0.80
Discipline	**4.07**	**0.83**	**4.20**	**0.58**
Self-esteem	4.10	0.90	4.19	0.68
Self-discipline	4.00	0.92	4.15	0.70
Self-responsibility	4.12	0.88	4.26	0.66
English Proficiency	**4.01**	**0.78**	**4.30**	**0.54**
Communicating	**4.00**	**0.79**	**4.39**	**0.54**
Listening proficiency	4.10	0.86	4.47	0.64
Speaking proficiency	3.89	0.92	4.42	0.65
Reading proficiency	4.06	0.83	4.41	0.62
Writing proficiency	3.96	0.92	4.28	0.70
Under Standing	**4.02**	**0.86**	**4.30**	**0.68**
Ability to use communicative English proficiency to understand a cultural diversity	4.02	0.86	4.30	0.68
Learning	**4.05**	**0.85**	**4.22**	**0.68**
Ability to use communicative English proficiency to continuously search for new knowledge	4.05	0.85	4.22	0.68
Entrepreneurial Spirit	**4.03**	**0.72**	**4.06**	**0.54**
Leadership	**3.99**	**0.78**	**3.99**	**0.60**
Creative Thinking	3.94	0.86	4.03	0.71
Critical Thinking	4.00	0.87	3.93	0.69
Decision Making	4.05	0.85	4.02	0.74
Management Knowledge	**4.07**	**0.77**	**4.06**	**0.63**
Digital Literacy	4.09	0.85	3.98	0.78
Business Understanding	4.07	0.83	4.11	0.73
Marketability Understanding	4.07	0.84	4.09	0.73
Labor Omnia Vincit	**4.03**	**0.78**	**4.13**	**0.63**
Teamwork	4.04	0.81	4.14	0.74
Self-motivation	4.02	0.91	4.08	0.72
Problem Solving	4.03	0.89	4.16	0.73
Total Overall	**4.04**	**0.69**	**4.15**	**0.44**

Theodore Maria School of Arts

Theodore Maria School of Arts	Output By Students (n=106)		Outcome By Employers (n=168)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.00**	**0.88**	**4.25**	**0.46**
Integrity	**4.07**	**0.94**	**4.30**	**0.55**
Empathy	4.13	1.06	4.20	0.70
Honesty	4.08	0.95	4.30	0.61
Nurturing Relationships Fully	3.99	0.97	4.39	0.61
Social Consciousness	**3.93**	**0.90**	**4.12**	**0.57**
Community Service Volunteering	3.84	0.95	4.07	0.79
Responsible Citizenship	3.83	1.09	3.89	0.84
Contributions to Group Effort	4.12	0.92	4.39	0.58
Discipline	**4.01**	**0.94**	**4.33**	**0.60**
Self-esteem	4.08	0.97	4.33	0.70
Self-discipline	3.89	1.09	4.29	0.67
Self-responsibility	4.07	0.95	4.37	0.66
English Proficiency	**3.91**	**0.90**	**4.41**	**0.60**
Communicating	**3.88**	**0.92**	**4.47**	**0.58**
Listening proficiency	3.91	1.06	4.56	0.61
Speaking proficiency	3.83	0.96	4.41	0.69
Reading proficiency	3.93	1.04	4.55	0.65
Writing proficiency	3.87	0.93	4.36	0.70
Under Standing	**3.91**	**0.99**	**4.41**	**0.69**
Ability to use communicative English proficiency to understand a cultural diversity	3.91	0.99	4.41	0.69
Learning	**4.02**	**0.93**	**4.36**	**0.70**
Ability to use communicative English proficiency to continuously search for new knowledge	4.02	0.93	4.36	0.70
Entrepreneurial Spirit	**3.95**	**0.87**	**4.18**	**0.45**
Leadership	**3.99**	**0.89**	**4.09**	**0.54**
Creative Thinking	3.93	1.04	4.15	0.61
Critical Thinking	3.98	0.94	4.00	0.65
Decision Making	4.05	0.92	4.12	0.64
Management Knowledge	**3.94**	**0.89**	**4.14**	**0.63**
Digital Literacy	3.96	0.85	4.11	0.75
Business Understanding	3.94	1.04	4.17	0.72
Marketability Understanding	3.91	0.90	4.16	0.65
Labor Omnia Vincit	**3.93**	**0.98**	**4.32**	**0.50**
Teamwork	3.98	1.05	4.40	0.57
Self-motivation	3.99	0.99	4.30	0.63
Problem Solving	3.82	1.13	4.26	0.61
Total Overall	**3.96**	**0.86**	**4.28**	**0.42**

Bernadette de Lourdes School of Nursing Science

Bernadette de Lourdes School of Nursing Science	Output By Students (n=54)		Outcome By Employers (n=20)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.57**	**0.49**	**4.41**	**0.43**
Integrity	**4.60**	**0.53**	**4.42**	**0.48**
Empathy	4.57	0.57	4.40	0.50
Honesty	4.63	0.56	4.50	0.51
Nurturing Relationships Fully	4.61	0.56	4.35	0.67
Social Consciousness	**4.55**	**0.50**	**4.22**	**0.66**
Community Service Volunteering	4.57	0.54	4.25	0.72
Responsible Citizenship	4.43	0.66	3.95	0.89
Contributions to Group Effort	4.65	0.52	4.45	0.60
Discipline	**4.57**	**0.56**	**4.58**	**0.46**
Self-esteem	4.56	0.60	4.60	0.50
Self-discipline	4.56	0.57	4.60	0.60
Self-responsibility	4.59	0.57	4.55	0.51
English Proficiency	**4.33**	**0.64**	**4.49**	**0.47**
Communicating	**4.31**	**0.64**	**4.46**	**0.49**
Listening proficiency	4.41	0.69	4.40	0.60
Speaking proficiency	4.22	0.69	4.45	0.60
Reading proficiency	4.35	0.68	4.50	0.51
Writing proficiency	4.26	0.71	4.50	0.51
Under Standing	**4.35**	**0.73**	**4.55**	**0.60**
Ability to use communicative English proficiency to understand a cultural diversity	4.35	0.73	4.55	0.60
Learning	**4.41**	**0.69**	**4.45**	**0.51**
Ability to use communicative English proficiency to continuously search for new knowledge	4.41	0.69	4.45	0.51
Entrepreneurial Spirit	**4.46**	**0.52**	**3.97**	**0.79**
Leadership	**4.42**	**0.56**	**4.00**	**0.80**
Creative Thinking	4.43	0.57	4.05	0.83
Critical Thinking	4.41	0.63	3.85	0.81
Decision Making	4.43	0.60	4.10	0.91
Management Knowledge	**4.48**	**0.52**	**3.83**	**0.89**
Digital Literacy	4.54	0.54	3.85	0.99
Business Understanding	4.46	0.57	3.80	0.83
Marketability Understanding	4.44	0.57	3.85	0.99
Labor Omnia Vincit	**4.48**	**0.61**	**4.07**	**0.83**
Teamwork	4.52	0.61	4.25	0.85
Self-motivation	4.44	0.66	3.90	0.91
Problem Solving	4.46	0.69	4.05	0.89
Total Overall	**4.47**	**0.48**	**4.29**	**0.48**

Vincent Mary School of Science and Technology

Vincent Mary School of Science and Technology	Output By Students (n=14)		Outcome By Employers (n=14)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.45**	**0.62**	**3.92**	**0.24**
Integrity	**4.55**	**0.66**	**4.00**	**0.39**
Empathy	4.64	0.63	3.86	0.36
Honesty	4.57	0.65	4.21	0.70
Nurturing Relationships Fully	4.43	0.94	3.93	0.62
Social Consciousness	**4.31**	**0.79**	**3.74**	**0.35**
Community Service Volunteering	4.14	1.10	3.79	0.43
Responsible Citizenship	4.14	1.03	3.57	0.51
Contributions to Group Effort	4.64	0.50	3.86	0.36
Discipline	**4.50**	**0.54**	**4.02**	**0.40**
Self-esteem	4.50	0.52	3.86	0.53
Self-discipline	4.36	0.84	4.07	0.62
Self-responsibility	4.64	0.50	4.14	0.53
English Proficiency	**4.62**	**0.46**	**3.82**	**0.57**
Communicating	4.59	0.45	**3.96**	**0.73**
Listening proficiency	4.57	0.51	3.93	0.73
Speaking proficiency	4.57	0.51	3.86	0.77
Reading proficiency	4.71	0.47	4.21	0.80
Writing proficiency	4.50	0.52	3.86	0.86
Under Standing	**4.64**	**0.63**	**3.93**	**0.62**
Ability to use communicative English proficiency to understand a cultural diversity	4.64	0.63	3.93	0.62
Learning	**4.71**	**0.47**	**3.57**	**0.65**
Ability to use communicative English proficiency to continuously search for new knowledge	4.71	0.47	3.57	0.65
Entrepreneurial Spirit	**4.23**	**0.69**	**3.75**	**0.59**
Leadership	**4.21**	**0.61**	**3.74**	**0.66**
Creative Thinking	4.07	0.47	3.64	0.63
Critical Thinking	4.36	0.63	3.57	0.65
Decision Making	4.21	0.97	4.00	0.88
Management Knowledge	**4.31**	**0.66**	**3.52**	**0.71**
Digital Literacy	4.57	0.51	3.64	0.93
Business Understanding	4.14	0.95	3.50	0.65
Marketability Understanding	4.21	0.89	3.43	0.65
Labor Omnia Vincit	**4.17**	**0.94**	**3.98**	**0.77**
Teamwork	4.21	0.89	4.07	0.83
Self-motivation	4.07	1.07	4.00	0.78
Problem Solving	4.21	0.89	3.86	0.95
Total Overall	**4.41**	**0.55**	**3.83**	**0.37**

Vincent Mary School of Engineering

Vincent Mary School of Engineering	Output By Students (n=22)		Outcome By Employers (n=18)	
	Mean	S.D.	Mean	S.D.
Ethics	**3.95**	**0.62**	**4.04**	**0.43**
Integrity	**3.86**	**0.77**	**3.96**	**0.63**
Empathy	4.00	0.82	3.61	0.85
Honesty	3.91	0.87	4.28	0.57
Nurturing Relationships Fully	3.68	0.99	4.00	0.77
Social Consciousness	**3.73**	**0.83**	**3.96**	**0.63**
Community Service Volunteering	3.36	1.14	3.94	0.73
Responsible Citizenship	3.73	0.98	3.89	0.68
Contributions to Group Effort	4.09	0.61	4.06	0.64
Discipline	**4.26**	**0.62**	**4.19**	**0.33**
Self-esteem	4.09	0.68	4.00	0.49
Self-discipline	4.32	0.72	4.11	0.47
Self-responsibility	4.36	0.73	4.44	0.51
English Proficiency	**4.11**	**0.56**	**4.08**	**0.54**
Communicating	**4.02**	**0.56**	**4.08**	**0.64**
Listening proficiency	4.32	0.57	4.06	0.73
Speaking proficiency	3.82	0.85	4.00	0.69
Reading proficiency	4.18	0.66	4.22	0.73
Writing proficiency	3.77	0.81	4.06	0.73
Under Standing	**4.18**	**0.73**	**4.06**	**0.64**
Ability to use communicative English proficiency to understand a cultural diversity	4.18	0.73	4.06	0.64
Learning	**4.41**	**0.59**	**4.11**	**0.76**
Ability to use communicative English proficiency to continuously search for new knowledge	4.41	0.59	4.11	0.76
Entrepreneurial Spirit	**3.82**	**0.69**	**4.23**	**0.47**
Leadership	**3.77**	**0.70**	**4.17**	**0.57**
Creative Thinking	3.73	0.70	4.11	0.58
Critical Thinking	3.77	0.75	4.11	0.83
Decision Making	3.82	0.73	4.28	0.67
Management Knowledge	**3.70**	**0.80**	**4.19**	**0.72**
Digital Literacy	3.86	0.83	4.17	0.79
Business Understanding	3.55	0.80	4.22	0.73
Marketability Understanding	3.68	0.89	4.17	0.79
Labor Omnia Vincit	**4.00**	**0.78**	**4.33**	**0.49**
Teamwork	4.05	0.79	4.28	0.57
Self-motivation	4.05	0.79	4.33	0.59
Problem Solving	3.91	0.92	4.39	0.70
Total Overall	**3.94**	**0.57**	**4.12**	**0.40**

School of Law

School of Law	Output By Students (n=17)		Outcome By Employers (n=48)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.41**	**0.60**	**4.29**	**0.45**
Integrity	**4.49**	**0.65**	**4.25**	**0.54**
Empathy	4.47	0.72	4.21	0.65
Honesty	4.59	0.71	4.29	0.58
Nurturing Relationships Fully	4.41	0.71	4.25	0.64
Social Consciousness	**4.22**	**0.73**	**4.17**	**0.58**
Community Service Volunteering	4.00	0.87	4.10	0.78
Responsible Citizenship	4.29	0.77	4.13	0.70
Contributions to Group Effort	4.35	0.79	4.29	0.65
Discipline	**4.51**	**0.60**	**4.45**	**0.45**
Self-esteem	4.35	0.79	4.42	0.54
Self-discipline	4.59	0.62	4.38	0.57
Self-responsibility	4.59	0.62	4.56	0.54
English Proficiency	**4.17**	**0.61**	**4.37**	**0.63**
Communicating	**4.04**	**0.68**	**4.39**	**0.63**
Listening proficiency	4.00	0.87	4.42	0.65
Speaking proficiency	3.94	0.75	4.46	0.62
Reading proficiency	4.12	0.70	4.33	0.72
Writing proficiency	4.12	0.70	4.33	0.75
Under Standing	**4.35**	**0.70**	**4.45**	**0.72**
Ability to use communicative English proficiency to understand a cultural diversity	4.35	0.70	4.45	0.72
Learning	**4.47**	**0.72**	**4.38**	**0.73**
Ability to use communicative English proficiency to continuously search for new knowledge	4.47	0.72	4.38	0.73
Entrepreneurial Spirit	**4.05**	**0.81**	**4.16**	**0.51**
Leadership	**4.16**	**0.83**	**4.13**	**0.56**
Creative Thinking	4.12	0.86	4.13	0.64
Critical Thinking	4.18	0.88	4.06	0.67
Decision Making	4.18	0.88	4.19	0.67
Management Knowledge	**3.98**	**0.80**	**4.13**	**0.57**
Digital Literacy	4.06	0.90	4.15	0.68
Business Understanding	4.00	0.79	4.13	0.67
Marketability Understanding	3.88	0.86	4.13	0.70
Labor Omnia Vincit	**4.00**	**0.99**	**4.22**	**0.58**
Teamwork	3.94	0.97	4.25	0.67
Self-motivation	4.00	1.00	4.13	0.73
Problem Solving	4.06	1.03	4.27	0.61
Total Overall	**4.21**	**0.63**	**4.27**	**0.42**

School of Biotechnology

School of Biotechnology	Output By Students (n=9)		Outcome By Employers (n=5)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.57**	**0.54**	**3.98**	**0.33**
Integrity	**4.67**	**0.50**	**3.93**	**0.49**
Empathy	4.67	0.71	3.80	0.45
Honesty	4.78	0.44	4.00	0.71
Nurturing Relationships Fully	4.56	0.53	4.00	0.71
Social Consciousness	**4.41**	**0.70**	**3.87**	**0.45**
Community Service Volunteering	4.44	0.73	3.40	0.89
Responsible Citizenship	4.33	0.71	4.20	0.45
Contributions to Group Effort	4.44	0.73	4.00	0.00
Discipline	**4.63**	**0.48**	**4.13**	**0.38**
Self-esteem	4.67	0.50	4.00	0.00
Self-discipline	4.67	0.50	4.20	0.84
Self-responsibility	4.56	0.53	4.20	0.45
English Proficiency	**4.19**	**0.72**	**4.05**	**0.56**
Communicating	**4.17**	**0.68**	**3.95**	**0.51**
Listening proficiency	4.33	0.71	4.20	0.45
Speaking proficiency	4.11	0.60	4.20	0.45
Reading proficiency	4.22	0.83	3.60	0.55
Writing proficiency	4.00	0.87	3.80	0.84
Under Standing	**4.22**	**0.83**	**4.00**	**1.00**
Ability to use communicative English proficiency to understand a cultural diversity	4.22	0.83	4.00	1.00
Learning	**4.22**	**0.83**	**4.20**	**0.45**
Ability to use communicative English proficiency to continuously search for new knowledge	4.22	0.83	4.20	0.45
Entrepreneurial Spirit	**4.22**	**0.60**	**4.04**	**0.32**
Leadership	**4.22**	**0.71**	**4.00**	**0.41**
Creative Thinking	4.22	0.67	4.00	0.00
Critical Thinking	4.22	0.83	4.00	0.71
Decision Making	4.22	0.83	4.00	0.71
Management Knowledge	**4.15**	**0.53**	**4.00**	**0.33**
Digital Literacy	4.33	0.50	4.40	0.55
Business Understanding	4.00	0.71	3.80	0.45
Marketability Understanding	4.11	0.78	3.80	0.84
Labor Omnia Vincit	**4.30**	**0.73**	**4.13**	**0.45**
Teamwork	4.33	0.71	4.40	0.55
Self-motivation	4.22	0.83	4.00	0.71
Problem Solving	4.33	0.71	4.00	0.71
Total Overall	**4.34**	**0.59**	**4.02**	**0.19**

Albert Laurence School of Communication Arts

Albert Laurence School of Communication Arts	Output By Students (n=66)		Outcome By Employers (n=117)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.17**	**0.69**	**4.25**	**0.45**
Integrity	**4.28**	**0.75**	**4.35**	**0.52**
Empathy	4.29	0.86	4.23	0.65
Honesty	4.32	0.81	4.32	0.65
Nurturing Relationships Fully	4.24	0.86	4.50	0.61
Social Consciousness	**3.99**	**0.78**	**4.03**	**0.63**
Community Service Volunteering	3.94	0.89	3.99	0.86
Responsible Citizenship	3.85	0.93	3.87	0.84
Contributions to Group Effort	4.20	0.79	4.21	0.65
Discipline	**4.24**	**0.71**	**4.38**	**0.48**
Self-esteem	4.32	0.79	4.43	0.56
Self-discipline	4.15	0.75	4.27	0.62
Self-responsibility	4.26	0.83	4.43	0.59
English Proficiency	**4.06**	**0.76**	**4.28**	**0.57**
Communicating	**4.05**	**0.76**	**4.32**	**0.54**
Listening proficiency	4.09	0.89	4.50	0.57
Speaking proficiency	3.98	0.81	4.33	0.67
Reading proficiency	4.08	0.81	4.34	0.68
Writing proficiency	4.05	0.83	4.09	0.75
Under Standing	**4.11**	**0.83**	**4.30**	**0.70**
Ability to use communicative English proficiency to understand a cultural diversity	4.11	0.83	4.30	0.70
Learning	**4.08**	**0.85**	**4.34**	**0.67**
Ability to use communicative English proficiency to continuously search for new knowledge	4.08	0.85	4.34	0.67
Entrepreneurial Spirit	**4.27**	**0.67**	**4.17**	**0.48**
Leadership	**4.23**	**0.71**	**4.06**	**0.61**
Creative Thinking	4.27	0.80	4.17	0.69
Critical Thinking	4.17	0.71	4.00	0.74
Decision Making	4.26	0.85	4.01	0.73
Management Knowledge	**4.23**	**0.72**	**4.22**	**0.59**
Digital Literacy	4.32	0.79	4.21	0.75
Business Understanding	4.20	0.77	4.21	0.68
Marketability Understanding	4.17	0.83	4.25	0.68
Labor Omnia Vincit	**4.34**	**0.71**	**4.24**	**0.54**
Teamwork	4.30	0.82	4.32	0.63
Self-motivation	4.38	0.72	4.19	0.72
Problem Solving	4.33	0.75	4.21	0.67
Total Overall	**4.18**	**0.60**	**4.24**	**0.41**

School of Music

School of Music	Output By Students (n=10)		Outcome By Employers (n=4)	
	Mean	S.D.	Mean	S.D.
Ethics	**3.86**	**0.50**	**4.06**	**0.14**
Integrity	**3.97**	**0.60**	**4.33**	**0.27**
Empathy	4.00	0.82	4.00	0.00
Honesty	4.00	0.67	4.00	0.82
Nurturing Relationships Fully	3.90	0.57	5.00	0.00
Social Consciousness	**3.73**	**0.72**	**3.83**	**0.33**
Community Service Volunteering	3.70	1.25	3.50	1.00
Responsible Citizenship	3.40	1.26	4.00	0.00
Contributions to Group Effort	4.10	0.57	4.00	0.00
Discipline	**3.87**	**0.53**	**4.00**	**0.00**
Self-esteem	4.00	0.47	4.00	0.00
Self-discipline	3.60	0.70	4.00	0.00
Self-responsibility	4.00	0.67	4.00	0.00
English Proficiency	**3.77**	**0.47**	**3.63**	**0.43**
Communicating	**3.73**	**0.49**	**3.88**	**0.14**
Listening proficiency	4.10	0.57	4.50	0.58
Speaking proficiency	3.70	0.48	4.00	0.00
Reading proficiency	3.70	0.67	3.50	0.58
Writing proficiency	3.40	0.97	3.50	0.58
Under Standing	**3.80**	**0.79**	**3.50**	**0.58**
Ability to use communicative English proficiency to understand a cultural diversity	3.80	0.79	3.50	0.58
Learning	**3.90**	**0.57**	**3.50**	**0.58**
Ability to use communicative English proficiency to continuously search for new knowledge	3.90	0.57	3.50	0.58
Entrepreneurial Spirit	**3.91**	**0.46**	**3.89**	**0.13**
Leadership	**3.70**	**0.60**	**3.83**	**0.19**
Creative Thinking	3.70	0.67	4.00	0.00
Critical Thinking	3.70	0.67	3.50	0.58
Decision Making	3.70	0.67	4.00	0.00
Management Knowledge	**3.93**	**0.47**	**4.17**	**0.19**
Digital Literacy	3.90	0.57	4.50	0.58
Business Understanding	4.00	0.47	4.50	0.58
Marketability Understanding	3.90	0.57	3.50	0.58
Labor Omnia Vincit	**4.10**	**0.42**	**3.67**	**0.38**
Teamwork	4.20	0.63	4.00	0.00
Self-motivation	4.00	0.47	3.00	1.15
Problem Solving	4.10	0.57	4.00	0.00
Total Overall	**3.85**	**0.42**	**3.86**	**0.19**

Montfort del Rosario School of Architecture and Design

Montfort del Rosario School of Architecture and Design	Output By Students (n=28)		Outcome By Employers (n=29)	
	Mean	S.D.	Mean	S.D.
Ethics	**4.08**	**0.65**	**4.14**	**0.43**
Integrity	**4.07**	**0.81**	**4.24**	**0.58**
Empathy	4.04	0.96	4.07	0.80
Honesty	4.04	0.84	4.31	0.54
Nurturing Relationships Fully	4.14	0.80	4.34	0.72
Social Consciousness	**3.89**	**0.78**	**3.91**	**0.45**
Community Service Volunteering	3.96	0.79	3.86	0.69
Responsible Citizenship	3.68	0.98	3.76	0.74
Contributions to Group Effort	4.04	0.84	4.10	0.62
Discipline	**4.27**	**0.72**	**4.28**	**0.56**
Self-esteem	4.21	0.74	4.28	0.75
Self-discipline	4.29	0.85	4.21	0.68
Self-responsibility	4.32	0.72	4.34	0.67
English Proficiency	**3.93**	**0.83**	**4.16**	**0.59**
Communicating	**3.90**	**0.81**	**4.31**	**0.57**
Listening proficiency	3.82	0.82	4.41	0.68
Speaking proficiency	4.00	0.86	4.34	0.67
Reading proficiency	3.93	0.90	4.41	0.63
Writing proficiency	3.86	1.01	4.07	0.70
Under Standing	**3.96**	**0.96**	**4.10**	**0.72**
Ability to use communicative English proficiency to understand a cultural diversity	3.96	0.96	4.10	0.72
Learning	**4.00**	**0.86**	**4.07**	**0.75**
Ability to use communicative English proficiency to continuously search for new knowledge	4.00	0.86	4.07	0.75
Entrepreneurial Spirit	**4.01**	**0.62**	**4.02**	**0.53**
Leadership	**4.07**	**0.71**	**3.92**	**0.55**
Creative Thinking	4.11	0.74	4.03	0.63
Critical Thinking	4.14	0.76	3.79	0.68
Decision Making	3.96	0.79	3.93	0.70
Management Knowledge	**3.98**	**0.64**	**4.06**	**0.60**
Digital Literacy	4.11	0.69	4.10	0.77
Business Understanding	4.00	0.77	4.03	0.73
Marketability Understanding	3.82	0.77	4.03	0.73
Labor Omnia Vincit	**3.99**	**0.69**	**4.09**	**0.62**
Teamwork	3.86	0.85	4.03	0.82
Self-motivation	4.11	0.69	4.07	0.75
Problem Solving	4.00	0.82	4.17	0.66
Total Overall	**4.02**	**0.62**	**4.11**	**0.45**

Questionnaire

Questionnaire: AU Uniqueness and Core Values 2020 (Lecturer/Officer)

Instructions: Please indicate your level of agreement or satisfaction with the following indicators which represent Assumption University's dedication to its Uniqueness and Core Values. Your honest input is highly appreciated, and your identity will be kept confidential.

Gender:	◯ 1.Male	◯ 2.Female	
Position	Faculty/Office		
◯1.Lecturer ◯2.Officer	◯ 1. MSME ◯ 4. Sci. and Tech. ◯ 7. Biotechnology ◯ 10. Architecture and Design	◯ 2. Arts ◯ 5. Engineering ◯ 8. Communication Arts	◯ 3. Nursing Science ◯ 6. Law ◯ 9. Music

AU Uniqueness	Level of Agreement				
	Strongly Disagree	←·······→			Strongly Agree
1. AU is an International Catholic University that dedicates itself to the pursuit of Truth and knowledge.	①	②	③	④	⑤
2. AU follows the values of a Catholic University and appropriately displays Catholic symbols.	①	②	③	④	⑤
3. AU is effectively managed by the Catholic Leader.	①	②	③	④	⑤
4. AU arranges Catholic rites and functions for the AU community and the public.	①	②	③	④	⑤
5. AU is an international educational institution with strong international programs.	①	②	③	④	⑤
6. AU is a diverse community of international scholars.	①	②	③	④	⑤
7. AU does not discriminate between Thai and international personnel.	①	②	③	④	⑤
8. AU is widely recognized by international organizations.	①	②	③	④	⑤
9. The overall learning environment is conducive for the students' learning.	①	②	③	④	⑤
AU Core Values					
1. AU people have acquired the Catholic Spirit, namely, the spirit of service.	①	②	③	④	⑤
2. AU people are accountable and responsible persons.	①	②	③	④	⑤
3. AU people righteous and just persons.	①	②	③	④	⑤
4. AU people are always in pursuit of excellence.	①	②	③	④	⑤
Integrity, Social Consciousness, and Discipline					
1..AU encourages students to develop their integrity: honesty, reliability, credibility, and accountability.	①	②	③	④	⑤
2. AU fosters social consciousness of caring, sharing and sacrifice.	①	②	③	④	⑤
3. AU promotes self-discipline e.g. hygiene, appropriate dress, and self-control.	①	②	③	④	⑤
4. AU promotes discipline e.g., punctuality, social norms, and respect for the rights of others.	①	②	③	④	⑤
5. AU promotes 3Es, namely, ethics, English proficiency, and entrepreneurial spirit.	①	②	③	④	⑤

Questionnaire: AU Students Identity 2020

Faculty

☐ 1. MSME ☐ 2. Arts ☐ 3. Nursing Science

☐ 4. Sci. and Tech. ☐ 5. Engineering ☐ 6. Law

☐ 7. Biotechnology ☐ 8. Communication Arts ☐ 9. Music

☐ 10. Architecture and Design

Sex ☐ 1. Male ☐ 2. Female

I have learned to be a person of great character.	Self-perception level				
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Ethics					
1. Empathy: I care for others.	5	4	3	2	1
2. Honesty: I am honest and straightforward.	5	4	3	2	1
3. Nurturing Relationships Fully: I have good relationships with others.	5	4	3	2	1
Social Consciousness					
1. Community Service Volunteering: I participate in community service projects.	5	4	3	2	1
2. Responsible Citizenship: I am active in political affairs.	5	4	3	2	1
3. Contributions to Group Effort: I participate in group works.	5	4	3	2	1
Discipline					
1. Self-esteem: I respect for myself.	5	4	3	2	1
2. Self-discipline: I can control myself.	5	4	3	2	1
3. Self-responsibility: I am responsible for myself.	5	4	3	2	1

I have learned to acquire English skills.	Self-perception level				
	Strongly agree	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
English proficiency					
1. Listening proficiency: I am good at listening skills.	5	4	3	2	1
2. Speaking proficiency: I am good at speaking skills.	5	4	3	2	1
3. Reading proficiency: I am good at reading skills.	5	4	3	2	1
4. Writing proficiency: I am good at writing skills.	5	4	3	2	1
5. Ability to use communicative English proficiency to understand a cultural diversity: I can use English proficiency to understand cultural differences.	5	4	3	2	1
6. Ability to use communicative English proficiency to continuously search for new knowledge: I can use English proficiency to continuously seek new knowledge.	5	4	3	2	1

I have learned to acquire the entrepreneurial spirit.	Self-perception level				
	Strongly agree	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
Leadership					
1. Creative Thinking: I have a creative mind.	5	4	3	2	1
2. Critical Thinking: I have a critical mind.	5	4	3	2	1
3. Decision Making: I can make decisions appropriately.	5	4	3	2	1
Management Knowledge					
1. Digital Literacy: I am able to deal with information through digital platforms.	5	4	3	2	1
2. Business Understanding: I understand business doing.	5	4	3	2	1
3. Marketability Understanding: I understand the essence of market ability.	5	4	3	2	1
Labor Omnia Vincit					
1. Teamwork: I have a teamwork spirit.	5	4	3	2	1
2. Self-motivation: I can motivate myself.	5	4	3	2	1
3. Problem Solving: I have problem-solving skills.	5	4	3	2	1

☺Thank you for your information☺

Part II
Market Employer

Questionnaire :AU Stakeholder Satisfaction Index (MARKET EMPLOYERS)

Part1 : Personal Data

Gender   1Male   2Female

Ages

1. Below 30 years old   2. 30 - 39 years old   3. 40 - 49 years old
4. 50 - 59 years old   5. 60 years old or above

Your current position in the company ………………………………………….

Your employment duration in the company …………………………………. year(s)

Type of company where you work…… ……………………………………………

Number of Assumption University's graduate(s) in your organization

[   ] Number of Bachelor level............... Faculty...Major..

[   ] Number of Master level ....Faculty................Major.........................

 [   ] Number of Ph.D. level ....Faculty...........................Major...............................

Part 2 Instructions: Please rate your level of satisfaction with AU graduates in terms of the following characteristics.

Ethics	Satisfaction level				
	Least	←·················→			Most
Integrity					
1. Empathy	1	2	3	4	5
2. Honesty	1	2	3	4	5
3. Nurturing Relationships Fully	1	2	3	4	5
Social Consciousness					
4. Community Service Volunteering	1	2	3	4	5
5. Responsible Citizenship	1	2	3	4	5
6. Contributions to Group Effort	1	2	3	4	5
Discipline					
7. Self-esteem	1	2	3	4	5
8. Self-discipline	1	2	3	4	5
9. Self-responsibility	1	2	3	4	5

English Proficiency	Satisfaction level				
	Least ←·················→ Most				
Communicating					
1. Listening proficiency	1	2	3	4	5
2. Speaking proficiency	1	2	3	4	5
3. Reading proficiency	1	2	3	4	5
4. Writing proficiency	1	2	3	4	5
Under Standing					
5. Ability to use communicative English proficiency to understand a cultural diversity	1	2	3	4	5
Learning					
6. Ability to use communicative English proficiency to continuously search for new knowledge	1	2	3	4	5
Entrepreneurship	Satisfaction level				
	Least ←·················→ Most				
Leadership					
1. Creative Thinking	1	2	3	4	5
2. Critical Thinking	1	2	3	4	5
3. Decision Making	1	2	3	4	5
Management Knowledge					
4. Digital Literacy	1	2	3	4	5
5. Business Understanding	1	2	3	4	5
6. Marketability Understanding	1	2	3	4	5
Labor Omnia Vincit					
7. Teamwork	1	2	3	4	5
8. Self-motivation	1	2	3	4	5
9. Problem Solving	1	2	3	4	5

Recommendation(s)

………
………
………

☺Thank you for your participation☺

References

1.) AU Student Competency and Effectiveness Index Academic Year 2019 ITS Online Questionnaire

2.) AU Teaching Competency and Effectiveness Index Academic Year 2019 ITS Online Questionnaire

3.) AU Stakeholder Satisfaction Index - Students ITS Online Questionnaire

4.) AU Stakeholder Satisfaction Index - New Graduates ITS Online Questionnaire

5.) AU Stakeholder Satisfaction Index - Parents ITS Online Questionnaire

6.) AU Stakehoder Satisfaction Index - Alumni ITS Online Questionnaire