[Special Edition] TQM in Tamkang's 30th Anniversary Celebration Series — Commemorating the 5th Anniversary of the Passing of Founder Clement Chang — ESG and Campus Sustainability Governance Symposium

Campus focus

Time: 09:00—16:30, May 25th, 2023
Venue: Chang Yeo Lan international Conference Hall at Hsu Shou-Chlien International Conference Center

[Special Lecture I] From TQM to ESG: Embracing the AI Humanities Sustainable Higher Education Innovation Era
Speaker: Dr. Si-Hua Wu, professor of the Institute of Technology Management and Intellectual Property at National Chengchi University
When quality management is implemented in education, the key to success lies in consistently delivering high-quality education. The paradigm of universities, as a relationship that co-evolves with society and the economy, originates from academic freedom and social conscience. In recent years, the educational goals have focused on connecting the research of universities with industries. In the context of overall university development, the governance of all universities is still based on the principle of "quality first." Only when we can consistently provide educational quality can we discuss international cooperation, industry-academia collaboration, and the promotion of projects such as social services.

【Special Lecture II】 The Journey of Sustainability: The Context of Sustainable Development and Climate Change
Speaker: Dr. Hsin-Cheng Yeh, professor of the Graduate Institute of Environmental Education at National Taiwan Normal University
What is the relationship between sustainable development, corporate sustainability, and climate change, which are of concern to everyone?

In fact, there is a historical context and sequence to the sustainability issues such as CSR (Corporate Social Responsibility), SD (Sustainable Development), ESG (Environmental, Social, and Governance), and SDGs (Sustainable Development Goals). CSR was first mentioned in 1953 when, in the aftermath of World War II, European and American countries rapidly recovered but also faced new challenges. The emphasis was on the idea that businesses should assume certain responsibilities, such as giving back to society and assisting various industries. By the 1980s, industrial and commercial development was progressing rapidly, and it became increasingly evident that human society was facing potential collapse.

Following that, the concept of SD (Sustainable Development) was established in the 1970s and 1980s. In 1987, the United Nations released the "Our Common Future" report, which emphasized the need for sustainable development. It wasn't until the early 21st century, specifically in 2004, that the concept of ESG was first introduced. In September 2015, the SDGs were adopted as a global framework and common language for promoting sustainable development from 2016 to 2030. Starting from 2021, they have been collectively referred to as "Sustainability Reports".

【Special Lecture III】The Benchmark and Success Factors of ESG Sustainable Governance in Universities
Speaker: Dr. Yong-Shuen Shen, Secretary-General of Mackay Medical College
Sustainability and social impact have become core strategic issues in international university development, with the implementation of SDGs as an important driving strategy. Through the disclosure of university sustainability information, strategies can be transformed, innovation can be guided, and social impact and competitiveness can be enhanced. Actively participating in domestic and international university sustainability reporting and social impact assessment activities helps cultivate a culture of sustainability on campus and enhance the image and value of the university. Responding to the manpower needs of businesses, developing corporate sustainability programs focusing on important issues helps nurture professionals who possess the necessary expertise for the emerging

sustainable knowledge economy.

【Special Lecture IV】 Creating a Cloud University City: Value Creation of Tamkang University's Third Phase of USR Project
Speaker: Dr. Hui-Huang Hsu, Vice President for Academic Affairs of Tamkang University

Tamkang University is currently actively implementing the institutional support for the USR project, including funding allocation, revision of support systems and measures, as well as integrating the higher education SPROUT project into the USR initiative. In the 2023-2024 academic year, the university's 5 current projects are as follows:

1. "Happy Aging in Tamsui and Yilan: Embracing the Joy of Self-Care" (守滬樂齡宜然自得): This project can be implemented in both the Tamsui and Lanyang campuses. It involves developing a mobile app called "AI Companionship for Love" that focuses on caring for the elderly, promoting their health and fostering a partnership between teachers and students. The project aims to apply interdisciplinary design thinking methods and generate elements of action-oriented design learning with the goal of "holistic health promotion for the elderly". The experiences gained from managing the Tamsui campus surroundings will be extended to other contexts, promoting interdisciplinary collaboration in humanities and technology, and demonstrating the depth and breadth of "holistic health promotion for the elderly".

2. "Walking for Joy: Inter-generational Collaboration for the Elderly" (為樂齡而行：跨代原力、青銀共創): This project aims to promote the holistic development of the elderly and cultivate professionals in the field of elderly care. The project's goals and implementation plan include the "Evergreen like Pines and Cypresses Program", which utilizes joyful aging activities to promote the physical, mental, and spiritual well-being of the elderly. Regular courses and activities such as positive development programs and lifelong learning courses are offered to enhance the social engagement of the elderly. In addition, an inter-generational learning module called "Youth-Silver Cross-Generation Learning" is implemented to

cultivate professionals in elderly care. This includes offering a credit-based program in promoting the health of the elderly and training professionals in elderly services, as well as organizing inter-generational learning courses.

3. "Agricultural Education and Sustainable Farming: Establishing a Sustainable Food and Farming Education Center in the North Coast" (農情食課：建構北海岸永續食農教育基地): This project aims to engage Tamkang University students, faculty, staff, and local youth as key stakeholders in the North Coast region. The implementation plan includes integrating regional resources, fostering collaborations between the university and local colleges, collaborating with government agencies and non-governmental organizations, and promoting regional economic development. The project also emphasizes community engagement by incorporating it into teaching and offering micro-credit courses in agricultural education. Additionally, efforts will be made to establish non-toxic farming bases in the community and support the development of the agricultural industry.

4. "Digitally Discovering the Charm of the North Tamsui : An Integrated Land and Sea Travel Experience" (淡北風情e線牽、海陸旅遊全體驗): This project aims to digitally preserve cultural assets and leverage creativity for local marketing. The implementation plan includes inventorying cultural elements and storytelling content, developing innovative applications for creative performances, promoting local experiences and specialty products, organizing marketing activities, utilizing social media platforms, as well as fostering the growth of derivative services and new ventures.

5. "A Better Life in Tamsui: Empowering Creative Design Actions for Mountains, Sea, and Rivers" (淡水好生活：山海河賦創設計行動): This project aims to serve as a model for university-city collaboration. The implementation plan includes utilizing sustainable design strategies to restructure the local ecosystem, establishing consensus among local stakeholders, implementing effective governance mechanisms for livability, creating a platform for resource sharing, and proposing innovative models. For example, through the "Living Lab," solutions to field-specific issues can be developed, and the practical experiences gained from these field

practices can be translated into innovative teaching methods within the university.

Next, our university will publish the Annual Report on USR. To enhance our participation in the USR project and integrate it into our institutional development, the 5 proposals have been incorporated into our institutional development plan. All 5 proposals have been approved by MOE, and we have received a grant funding of NT$ 27.25 million. In the future, in addition to the grant funding from the USR project, we will also utilize funding from the Higher Education SPROUT Project and fundraising efforts by the Sustainability Center. This will allow us to provide tangible benefits and rewards to the faculty members involved in implementing the projects through flexible salary arrangements. We will also encourage and recognize the outstanding contributions of our staff.

ESG＋AI＝∞

TQM
在淡江
30週年

全面品質管理在淡江三十週年

慶祝系列活動之四

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紀念張建邦創辦人逝世五週年 ESG 和校園永續治理研討會

淡江時報

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