



University : National Chin-Yi University of Technology
Country : Taiwan
Web Address : www.ncut.edu.tw

[SDGs 4] Quality Education 教育品質

[4.3.4] Does your university as a body undertake educational outreach activities (e.g. tailored lectures or demonstrations) beyond campus, e.g. in local schools, in the community, including voluntary student-run schemes?

NCUT actively engages in educational outreach activities to foster lifelong learning and connect with the community. Here are some of the ways the university extends its educational services beyond traditional students:

1. Chin-Yi Academy and Community-Based Learning

NCUT offers courses through the **Chin-Yi Academy**, which integrates university resources to promote lifelong learning in the local community. These programs focus on topics relevant to residents and encourage personal development through both credit-bearing and non-credit courses.

2. Family-to-College Activities

In collaboration with **local farmers' associations** in Taichung, NCUT organizes activities that promote education within families and the wider community. This initiative fosters connections between the university and local residents, promoting continuous learning and engagement.

3. Senior Citizen University Project

Recognizing the aging population, NCUT supports the **Senior Citizen University Project**, which offers specialized courses for older adults. These programs focus on lifelong education, helping seniors remain intellectually active and socially engaged.

4. High School Guidance and Admissions Outreach

NCUT conducts **educational workshops and guidance sessions** in high schools to help students make informed decisions about their careers. By participating in orientation sessions, lectures, and recruitment activities, NCUT introduces students to its programs and admission pathways, ensuring they are well-prepared for further education and career opportunities.

5. Collaboration with the Workforce Development Agency

NCUT collaborates with the **Workforce Development Agency** to organize educational programs aimed at industry employees. These initiatives offer opportunities for professional development through both credit and non-credit courses, aligning with the needs of the evolving labor market.

6. Localized Education Programs



NCUT leverages **regional resources** to plan courses that meet local needs, such as practical workshops and community-centered events. These efforts promote the localization of education, ensuring accessibility to diverse learners.

Through these outreach initiatives, NCUT promotes lifelong learning, community engagement, and professional development, making education accessible to individuals of all ages and backgrounds. This proactive approach reflects the university's commitment to fostering both personal growth and societal well-being.

NCUT's Overseas Education Exhibition

NCUT is committed to expanding its international presence and attracting talented students from around the world. The following strategies outline NCUT's comprehensive approach to strengthening overseas enrollment:

1. Participation in International Education Exhibitions

- **Strategy:** Engage in education exhibitions organized by China's overseas offices to showcase NCUT's offerings to prospective students and educational institutions abroad.

2. Partnerships with Foreign Educational Institutions

- **Strategy:** Visit key foreign high schools, vocational colleges, and universities to establish and strengthen cooperation through memorandums of understanding (MOUs).

3. Collaboration with Provincial Governments in Vietnam

- **Strategy:** Sign strategic enrollment cooperation agreements with local provincial governments in Vietnam to streamline the recruitment process and attract Vietnamese students.

4. Alumni Recommendations and Online Marketing

- **Strategy:** Utilize recommendations from overseas alumni to build a network of referrals. Implement targeted online marketing campaigns to reach potential students globally.

5. Scholarships and Bursaries

- **Strategy:** Offer generous scholarships and bursaries to international students to make NCUT an attractive option for higher education.

6. Excellent Learning Environment

- **Strategy:** Promote NCUT's excellent learning environment, including state-of-the-art facilities, diverse academic programs, and a supportive campus community.

Enhancing Quality and Visibility

1. Improve Quality and Quantity of International Students

- **Objective:** Increase both the quality and number of international students by expanding recruitment areas and improving the international visibility of NCUT.
- **Strategy:** Attract outstanding international students through a combination of strategic initiatives and marketing efforts.

2. Strengthen Recognition and Trust

- **Strategy:** Enhance the recognition and trust of NCUT by producing high-quality promotional videos and materials, and by participating in expos organized by relevant agencies.

3. Targeted Promotional Efforts

- **Approach:**
 - **Promotional Videos:** Create engaging and informative promotional videos highlighting NCUT's strengths and opportunities for international students.
 - **Promotional Materials:** Develop comprehensive and attractive promotional materials to distribute at international events and through online platforms.
 - **Expos and Events:** Actively participate in expos and educational events to directly engage with potential students and educational partners.

Expected Outcomes

1. Increased International Enrollment:

- Higher enrollment numbers from diverse geographical areas, contributing to a multicultural and dynamic campus environment.

2. Enhanced Global Presence:

- Greater international visibility and reputation of NCUT as a top destination for higher education.

3. Improved Quality of Applicants:

- Attraction of high-caliber students through competitive scholarships and a supportive learning environment.

4. Strengthened Institutional Partnerships:

- Formation of lasting relationships with foreign educational institutions and government bodies, facilitating ongoing student exchanges and collaborative programs.

5. Positive Alumni Impact:

- Leveraging the success and network of alumni to promote NCUT and enhance its reputation internationally.



By implementing these strategies, NCUT aims to build a strong international student body, enhance its global reputation, and foster an environment of academic excellence and cultural diversity.

NCUT Graduation Exhibition "Untitled" showcases the diverse creativity of graduates

The Department of Cultural and Creative Industries of NCUT held its 14th Graduation Exhibition at the National Information Library on December 14, showcasing the creativity and talents of 40 graduates under the theme "Untitled". This significant event brought together 15 groups of students from the three major fields of design, audiovisual, and marketing, displaying their unique perspectives and boundless potential.

The theme of this graduation exhibition, **"Untitled", was chosen to encourage students to break free from constraints, develop creatively, and surpass their own limitations.** Huang Shih-Chia, the head of the department, expressed his hope that students would explore freely and push their boundaries. He also highlighted that this exhibition marked the first time animation elements were incorporated, with students presenting their stories through social media platforms. **This innovative approach allowed the audience to gain a deeper understanding of the concepts behind the works through lively and engaging animations.**

Director Huang further mentioned that for a long time, marketing has heavily relied on print media. However, he believed that cultural creativity should be integrated with information. To achieve this, the animation teacher guided students to utilize animation for marketing purposes. This endeavor marked a small breakthrough for Bi Zhan in the past decade. Additionally, this year's opening ceremony was conducted in English for the first time, alongside Mandarin and Taiwanese, showcasing the diverse characteristics of the Department of Cultural and Creative Industries in both local and international cooperation.

Among the impressive displays of each group, the "Art of Research" subgroup within the marketing team drew inspiration from traditional amusement arrays to create unique and innovative mobile phone holders, guardians, and other peripheral products. The "Sasa pong pong" group personified spices and actively engaged with social media platforms to successfully promote spice knowledge and collaborate with the handmade snack industry, thereby distinguishing itself in the cultural youth market.

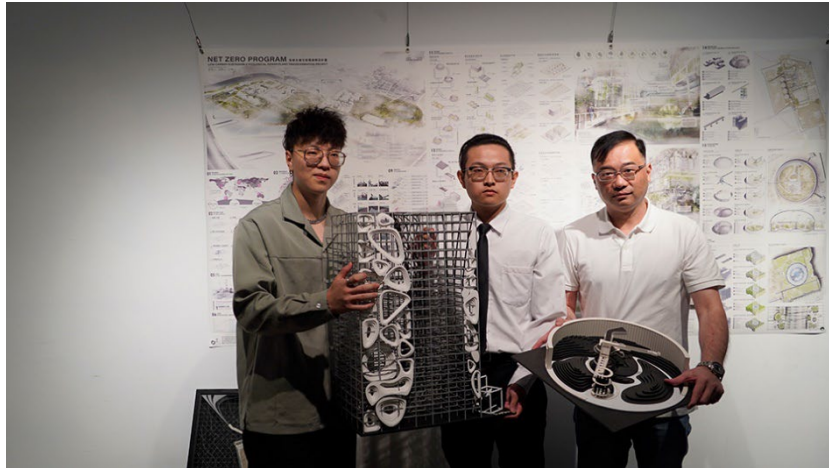
Wang, Yi-Shin, a classmate of "Sasa Pong Pong," explained that the concept behind this event is to establish a platform for promoting spice knowledge, enabling everyone to engage in discussions and experiences related to spices through character creation. With the kitchen as the central theme, they disseminated information about spices via social media and collaborated with brands from Taichung to further develop the brand.

The entire event venue is designed in a manner that incorporates broken lines, curves, twists, and turns, symbolizing the integration and intersection of the three major fields within cultural and creative endeavors, showcasing endless possibilities. The "Untitled" Graduation Exhibition will remain on display until December 24 in the Arts Corridor of the National Library of Public Information.

The public is cordially invited to attend and participate in this grand event.



The NCUT Landscape Department Achievements Exhibition is an annual event showcasing the accomplishments of current students (from freshmen to juniors) in the NCUT Landscape Department. Held from late March to mid-April each year, this exhibition is a regular public event organized by the department. As the Landscape Department is part of the design group, its daily activities differ from those of other departments on campus. The exhibition aims to present the knowledge and work of the Landscape Department to the NCUT community, enhancing students' understanding of environmental landscape and culture.



NCUT's Department of Landscape Architecture recently held its graduation exhibition titled **“The Inflationary Universe: Exploring the Infinite Growth of Us”** at the campus Art Center. The exhibition features 25 groups of student works, showcasing the innovative and creative approaches of the department's graduating students. Through these diverse projects, the exhibition reflects the students' exploration of growth, space, and design within the field of landscape architecture, symbolizing their journey towards expanding their professional horizons and pushing the boundaries of their creative capabilities.