



## Was there ever a word As heart racing as '*Beginning*'?

Excellence·Integration·Creativity

秀·融·創 Fostering Talent

秀·融·創 Leading the Research

The Transformation of **SNU-ENG** 'Begins' Now

‘Change’ itself holds no weight.

For it is destined to unfold in due time.

What matters is the ‘beginning’,

The starting point of change.

‘Who’ initiates it?

‘When’ does it start?

It is the ‘beginning’

That is the essence of ‘change’.

Over the past year, I have had the privilege of meeting and listening to nearly all 330 professors at SNU-ENG. Over 3000 lines of notes I had written during the meetings reflected complicatedly entangled **internal issues**, looming storms of **external crises**, as well as the complacency within SNU-ENG that was silently prevailing in us. As I empathized with professors who brought up each issue, many of which I had not previously considered, I was more convinced that I can contribute addressing and solving these issues.

It is because I have experiences in dealing with many issues such as **initiating the gatherings of junior faculty and conveying their voices** to the dean at the time, **facilitating healthy communication** among stakeholders for complex campus issues during my service as the dean and the vice dean of Office of Student Affairs at SNU headquarters, and **delivering constructive criticisms to the Korean government** as the leading representative of a NGO for science & technology (called 과실연). Through these experiences, I have also naturally accumulated the extensive internal and external network of people, I, KIM Young-Oh, aspire to be **the ‘beginning’ of unraveling SNU-ENG’s entangled problems, ‘beginning’ of proclaiming SNU-ENG’s confident voice, and ‘beginning’ of enhancing SNU-ENG’s internal and external virtues**.

To achieve this, I will **establish distinct character traits for SNU-ENG students** and declare them domestically and internationally, and **successfully solicit federal supports and private donations**. I will **expand our horizons outward**, widely promote SNU-ENG's unique values, and become a beacon of positive news. I will make sure these changes will result in direct investment to students and supports to professors, **making SNU-ENG a place where their students want to study and the professors want to work in**. Based on Seoul National University's Mission Statement Article 2, which declares "creating new knowledge, nurturing creative and dedicated talent, and contributing to the prosperity of humanity," I, KIM Young-Oh, aspires to be the **“beginning” of SNU-ENG’s transformation towards a scholarly community that embraces excellence, integration, and creativity**, through following:

- ➊ **Vision of SNU-ENG:** A Scholarly Community of Excellence, Integration, and Creativity (秀·融·創)
- ➋ **Character traits of SNU-ENG:** Global Leaders of Excellence, Integration, and Creativity (秀·融·創)
- ➌ **Motto of Strategic Implementation**

- ➍ 1 **Execution** (Immediately start all agendas upon the appointment)
- ➎ 2 **Collaboration** (Establish Government Affiliates & Industry Alliances)
- ➏ 3 **Communication** (Regularly hold open forums where any professor can propose ideas)

- ➐ **Performance Goals:** Double the Endowment Fund, Triple Welfare, Quintuple Exchange, Decuple Academic Promotion



## Agenda 01 SNU-ENG will Lead in Cultivating Individuals with Traits of Excellence, Integration, and Creativity (秀·融·創).

### 1-1 Declaration of SNU-ENG Character Traits and Establishment of 'Talent & Capability Center'

- ⦿ Current Situation: While it is the era of technological transformation, there has been a lack of discussion on which important character traits our future SNU-ENG members need to possess.
- ⦿ Our Action Plan : We will define SNU-ENG's unique character traits and declare it at the 50th anniversary of the Gwanak Campus in 2025. The 'Talent & Capability Center' within SNU-ENG will be responsible for recruiting the creative (創) talents, providing excellent (秀) education, and producing integrated (融) personnel.

### 1-2 Expansion and Restructuring of the Engineering Education Innovation Center into 'Curriculum Planning Team' and 'Learning Support Team'

- ⦿ Current Situation: The Engineering Education Innovation Center has been limited to performing the government funded Engineering Talent Development Project.
- ⦿ Our Action Plan : The Curriculum Planning Team will evaluate 50 general courses offered at SNU-ENG and continuously revise and improve them to align with the reality of what is needed. The Learning Support Team will introduce the 'Adaptive Learning System' and support personalized education for students by utilizing Big Data analysis.

### 1-3 Reduction of Annual Teaching Loads of SNU-ENG faculty to 9 Credits

- ⦿ Current Situation: Every candidates made the promise, but all failed to deliver.
- ⦿ Our Action Plan : I will reduce the annual teaching loads from the current 12 credits to 9 credits by making the thesis research course to count as an additional 3 credits at SNU-ENG.

## Agenda 02 SNU-ENG will Take the Lead in R&D in South Korea.

### 2-1 Establishment of 'SNU-ENG Think Tank Center (TTC)' with a Budget of 500 Million KRW under the Institute of Engineering Research

- ⦿ Current Situation: Currently, Institute of Engineering Research serves only in administrative management.
- ⦿ Our Action Plan : The newly established 'SNU-ENG TTC' will hire specially-appointed professors to publish the 'SNU Technology Outlook' diagnosing and forecasting the national engineering technologies. We will launch 10 leading engineering technology clusters to develop SNU-ENG's research achievements into national agendas and plan large-scale research projects in the form of Block Deals.

### 2-2 Transforming Industrial Alliance into a Private R&D Platform

- ⦿ Current Situation: SNU Engineering Consulting Center, a specialized institution for industry-academic cooperation, has gradually shrunk its role by focusing only on 'entrepreneurship support.'
- ⦿ Our Action Plan : We will establish a Knowledge Mapping platform based on Big Data analysis at the Engineering Consulting Center and actively initiate bidirectional industry-academic cooperation. We will attract member companies to become key posts in the Industrial Alliance. Entrepreneurship support will be tailored to provide practical assistance to SNU-ENG professors, and irrational regulations will be modified.

### 2-3 Significant Expansion of SNU-ENG's Own Research Funds and Distinguished Professorship Program

- ⦿ Current Situation: R&D budgets have been drastically reduced, intensifying competition for research funds.
- ⦿ Our Action Plan : We will allocate 10 billion KRW annually to the 'Fall down 7 times, get up 8 times(七顛八起)' research support project, which supports failed, rejected, unfinished, and challenging research. We will annually provide basic research funds of 20 million KRW per assistant professor (totaling 700-800 million KRW). We will launch a project to recruit 100 Distinguished Professors and realize 33 of them within the dean's term. The meetings for the heads of research institutes within our college will also be regularly held.

## Agenda 03 A New Dimension in Fundraising and Promotion for SNU-ENG.

### 3-1 Fundraising 36.5 Billion KRW for SNU-ENG endowment fund

- ⦿ Current Situation: SNU-ENG's own endowment fund brand power has been weak.
- ⦿ Our Action Plan : We will initiate the EXCEL (Education for X-Caliber Engineering Leader) fundraising project to develop 7 major endowment funds. When each department attracts funds, the college deans will also accompany and actively support the processes, and Donor Recognition program will be managed directly by the dean's office.

### 3-2 Strengthening the External Cooperation System

- ⦿ Current Situation: There is no college-level institutional support at SNU-ENG, and most cooperation efforts are results of the individual professors.
- ⦿ Our Action Plan : We will hold bi-monthly Alumni Forums inviting Government Affiliates, Industry Alliance, etc. We will utilize these forums as platform for future donations and industry-academic research projects. We will also launch events to invite alumni at successful start-up companies to foster exchanges of SNU-ENG Spirit among current students and young alumni.

## 3-3 10-fold Increase in Academic Promotion

- ⦿ Current Situation: Only 5% of SNU News Clippings are related with SNU-ENG. The SNU-ENG Facebook page has been inactive since May 28, 2021
- ⦿ Our Action Plan : I will expand and reorganize Public Affairs Office so it will proactively discover important SNU-ENG articles. We will employ technical writers that can disseminate comprehensively SNU-ENG's research achievements to general public.

## Agenda 04 SNU-ENG Becomes an Exciting Workplace.

### 4-1 A Supporting Workplace

- ⦿ Current Situation: I have seen many new professors who are unsure of whom to consult, and are worried about unintentional legal violations, and expresses the burdens and difficulties of child birth and child care.
- ⦿ Our Action Plan : We will establish dedicated counseling and complaint reception desk for new and assistant professors. We will provide personal protection services for professors in legal, labor, tax, and safety matters. We will tailor support for child birth and child care, including reducing teaching hours besides maternity leave.

### 4-2 Healthy and Comfortable Workplace

- ⦿ Current Situation: There is an increasing concern related to the health of SNU-ENG faculty members. Chronic issues with meals and parking trouble us daily, but there has been no public discussion.
- ⦿ Our Action Plan : We will increase support for health check-ups to 500,000 KRW per professor (approximately 2.5 times the current amount). We will open a dedicated space for professors in the first-floor of Duremidam restaurant. Following public hearing, I promise I will start the construction of centralized parking facilities at the New Engineering Building and Main Engineering Building (each with a budget of 25 billion KRW).

### 4-3 A Workplace Overflowing with Dialogue and Academic Exchange

- ⦿ Current Situation: As the size of the College of Engineering grows, the number of professors who do not know each other increases and also the number of small gatherings of faculty members have also decreased.
- ⦿ Our Action Plan : I will provide 50 million KRW annually (approximately 300 million KRW each for 15 groups) for organizing hobby and age-based clubs within the College of Engineering Professors' Association. We will also organize monthly Friday afternoon gatherings which are hosted by departments or research institutes. We will hold regular 'Open Forums' where any SNU-ENG professor can propose ideas.

## Agenda 05 International Exchange at SNU-ENG: Beyond MOUs, Focusing on Execution.

### 5-1 Establishment of a College-level Global Project Promotion Team

- ⦿ Current Situation: Despite the current government's interest and investment in global projects, SNU-ENG's preparation at the college level is insufficient.
- ⦿ Our Action Plan : We will establish a Global Project Promotion Team within the Engineering Research institute and hire professional research commissioners to support all aspects of SNU-ENG professors' Global Alliance Projects.

### 5-2 Planning to Attract Top-notch Undergraduates

- ⦿ Current Situation: Outstanding foreign students are being snatched by other leading Asian universities.
- ⦿ Our Action Plan : We will establish a global endowment fund to annually attract up to 50 outstanding undergraduate freshmen from developing countries and select more than 20 Summer Senior Research Interns.

### 5-3 Expansion and Restructuring of the International Office

- ⦿ Current Situation: The number of foreign exchange students has increased, but the number of personnel in the International Office remains almost the same as it was ten years ago.
- ⦿ Our Action Plan : We will double the size of the International Cooperation Office to provide full support for inbound and outbound students and professors. We will also appoint a dedicated staff member for social contribution-oriented appropriate technology exchanges with developing countries.

I have only included **the promises that can be executed**.

I propose **the establishment of a 'Development Plan Evaluation Committee'** within the College of Engineering, which will undergo evaluation of the dean's performance every semester.

I am ready and prepared. I will be the 'beginning' immediately upon taking the office.

The 'Beginning' Point of the Transformation of SNU-ENG, KIM Young-Oh

