



Subject:

Invitation to Participate in the University Performance Metrics (UPM) Developed by Vietnam National University, Hanoi

To: Taiwan Universities

Dear colleagues,

Warmest greetings from Hanoi!

It is pleased to introduce the **University Performance Metric (UPM) rating system**, now open to new participating institutions.

Developed by researchers at Vietnam National University, Hanoi (VNU), this new rating system aims to assess the responsiveness of universities in the era of the Fourth Industrial Revolution (4IR) through the five core indicators: *Entrepreneurial Spirit, Innovative Approaches, Digital Transformation, Student Mobility, and Ethical Values*.

UPM performance evaluation involves 54 indicators across 8 categories, including Strategic Governance, Education, Research, Innovation, Innovation Ecosystem, IT Infrastructure, Internationalization, and Community Services. These results will be presented in an overall score ranging from 1-5 stars and 5 stars ELITE. Institutions awarded with higher star numbers indicate exemplary reputation, the highest of which is at a competitive level corresponding to the Top 100 Asian universities.

This rating system could bring significant benefits to different stakeholders. Higher-education institutions can use it as a benchmark tool for strategic development, as well as evidence-based branding for attracting students and potential partners. Benchmarking results can be used by students and employers as a useful indicator for selecting study destinations and recruiting qualified human resources, respectively, and by national governments for future policy and decision making.

In particular, **for the ASEAN and TAIWAN UNIVERSITIES**, UPM could provide useful information for facilitating bilateral cooperation and regional networking.

UPM has already undergone its operation with the participation of forty universities in Southeast Asia (see at http://www.aunsec.org/pressroom_news125.php).

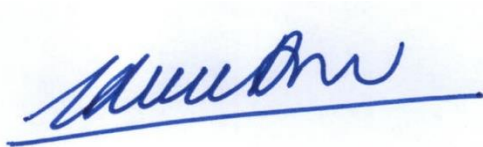
The results were announced at the University Performance Metrics Conference in August 2020, co-organized by The Vietnam National University (VNU), Hanoi and The ASEAN University Network (AUN) Secretariat at the presence of the Vietnamese Minister of Education and Training. All participating universities expressed their complete satisfaction with the number of stars awarded to them.

The Taiwan universities are now welcome to participate in UPM. The Introduction and Methodology template and the Rating fact file example are attached to this letter for your reference.

For more information about VNU, Hanoi and the full introduction of the UPM methodology, please visit <http://vnu.edu.vn/> and <https://upm.vn>.

Should you wish to take part in the UPM, please kindly contact the UPM Office at upm@vnu.edu.vn.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Huu Duc', is written over a horizontal blue line.

Prof. Nguyen Huu Duc
Former Vice President of VNU Hanoi
Manager