

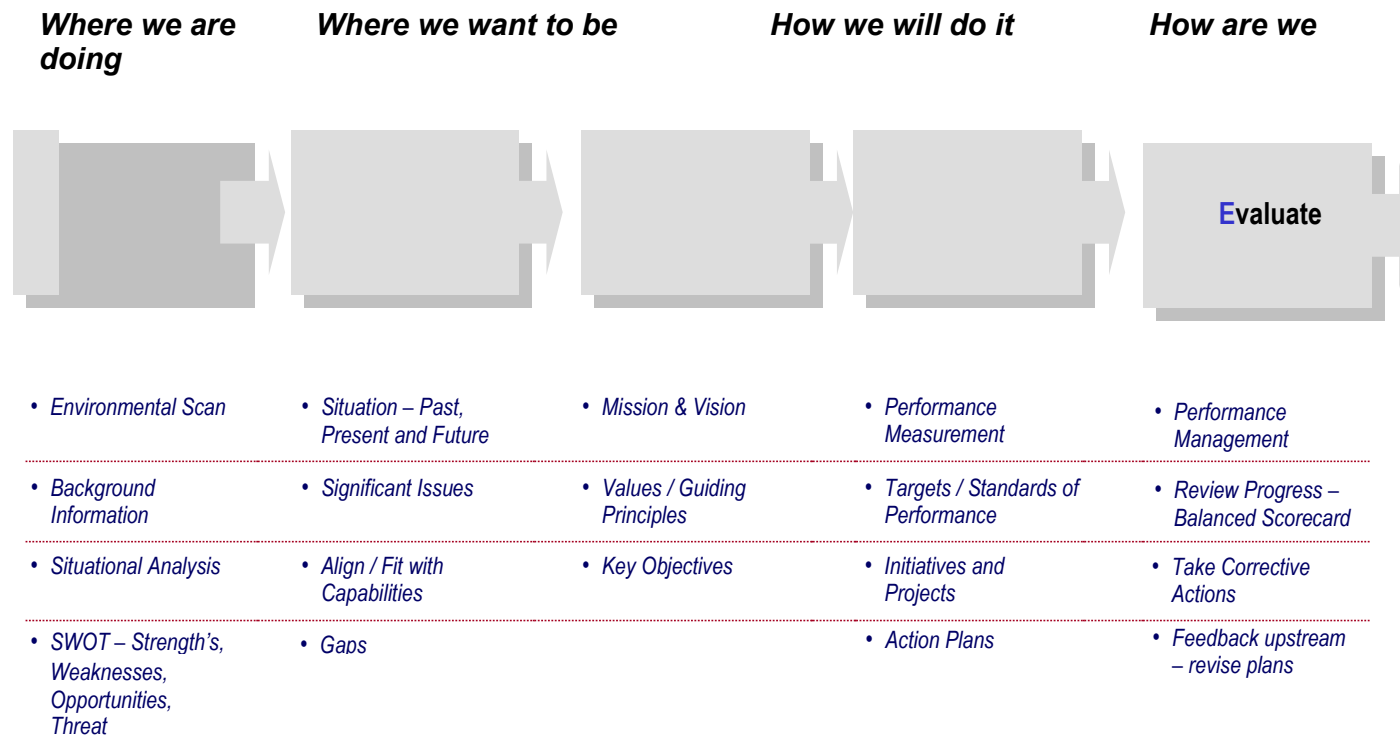


STRATEGIC PLANS
SYIAH KUALA UNIVERSITY
IP UNIT
2018-2022



STRATEGIC PLAN FORMAT and TEMPLATE

Strategy Development Process





Note: All Strategic plan proposals should be accompanied with a 'Table of Contents' and should be in the order depicted below.

Executive Summary

Give Brief outline of the Service

Lack of achievements and low of ownership of Intellectual Property Rights (IPR) in universities and R&D institutions are due to the poor understanding of IPR among researchers and the weak of IPR management in the institutions. Currently, not all universities and R&D institutions have established an IPR office that not only functions as information and registration office for IPR, but also responsible for the socialization activities, transfer of technology, and marketing of R&D activities. On the other hand, the funds disbursed by the Central Government through the Directorate General of Research and Community Service (DP2M) for R&D activities have grown in the last decade and opened wider opportunities to create excellent results which can be protected by the IPR. Hence, it is necessary to make certain efforts to protect the IPR object from other parties who are interested in taking the benefits unlawfully while the inventors of the IPR does not get any economic value from their work.

To overcome such issue, the Rector of Syiah Kuala University has established the new Center of IPR in 2017 to encourage, manage, and support the technology transfer activities within the university as well as to become one of the income generators for the university that will bridge both researchers and the universities with several related industries. It is expected that the center will be beneficial not only for the academic community but also for the Government of Aceh and the people of Aceh.

Right now, the activities carried out by the center are constrained by the lack of IP Policy and Guideline, lack of awareness of IPR among the researchers, limited infrastructures, and human resources to improve its services. But with the strong leadership and supports from the Rector and SPIRE projects, some of the limitations can be reduced. The IP Policy and Guidelines is expected to be finalized and endorsed in 2018. Serial and well plans training programs have improved the management capacity of the center.



Environmental Analysis

Internal Environment

[Internal Assessment: Organizational assets, resources, people, culture, systems, partnerships, suppliers, etc

Currently the number of faculty members at Syiah Kuala University who have registered and owned IPR is still very limited when compared to the total number of faculty members in the university. This is due to the lack of awareness of IPR and lack of knowledge on the procedure of registering IPR. With the growth of funds disbursed by the Central Government through the the Directorate General of Research and Community Service (DP2M) for R&D activities, the interest amongs researchers for IPR increased and has opened wider opportunities for them to have submit their research findings for IPR.

In 2017, the Center of IPR at Syiah Kuala University has prepared and drafted the IP Policy and Guideline. It is expected to be finalized and endorsed at the end of 2018. The center has also conducted several workshops to dessiminate to the faculty members and students the procedures to write a good IPR registration documents. Other related activities which will also be organized by the center are as follows:

- Strengthening human resource at Syiah Kuala University that can elucidate the procedure to prepare IPR documents by sending them to participate on trainings and visit other universities IPR office to learn,
- Finalizing and endorsing the IP Policy at the end of 2018,
- Conducting IPR workshops for the faculty members and students,

Providing coaching services and consultation for drafting IP documents and helping the inventors to market the IPR

External Environment

[External Assessment: social trends, technology, regulatory environment, economic cycles, etc]

Economic and infrastructure development are growing rapidly in the Province of Aceh during the rehabilitation and reconstruction process in 2006 to 2010. A successful peace process and the special autonomy of the province has provided a strong impetus to the economic and development in the Province of Aceh. However, it is inadequate to initialize and mobilize industry activities that can create new jobs and stimulate the development of new innovation and technology. Practically, there is no industry available in Aceh today. Most of the R&D activities are currently supported by the government funding and the low activity of R&D has influenced the number of IPR activities.



Gap Analysis

(Identify the gap between the optimized allocation and integration of the inputs, and the current level of allocation. This helps provide the institution with insight into areas which could be improved. The gap analysis process involves determining, 'where you are now' and 'where you want to be')

The establishment of the Center of IPR in Syiah Kuala University has been initiated since early 2000. However, the office was not managed properly due to (1) the lack of awareness of IPR and lack of knowledge on the procedure of registering IPR; (2) no representative office and very limited fund to support the IPR activities. There were some years in which the center has zero activity although research activities and findings at Syiah Kuala University increase significantly in the last few years.

Tsunami disaster in 2004, followed by the peace agreement between the Free Aceh Movement and the Indonesian Government has become a strong momentum for Syiah Kuala University to improve its Human Resources. Currently, 30% of the faculty members at Syiah Kuala University have completed their doctoral degree. Many researchers at Syiah Kuala University has successfully received funding from the government to do research works. In general, their understanding and awareness of the benefits of IPR filing is not as good as their understanding to publish papers to reputable journals or international conferences. To overcome such issue, the Rector of Syiah Kuala University has established the new Center of IPR in 2017 to encourage, manage, and support the technology transfer activities within the university as well as to become one of the income generators for the university that will bridge both researchers and the universities with several related industries. It is expected that the center will be beneficial not only for the academic community but also for the Government of Aceh and the people of Aceh.



Strategic Plan

The strategic plan should be communicated to all relevant individuals, including stakeholders and sponsors. It should include the following:

Vision

[What the org/dept wants to be; it should be compelling, vivid and concise,, challenges everyone to reach for something significant – inspires a compelling future; it is time bound. An organisation's **Vision** sets out its aspirations for the future. The Vision is the 'dream' of the future, a picture painted in words, which is intended to inspire people by appealing to the heart as well as the head.]

Becoming one of the most trustworthy and qualified information centers, services, and exploration of Intellectual Properties among universities in Indonesia

Mission

[Our purpose of existence; should be brief and to the point; it provides context for major decisions and capable of infinite fulfilment; it is not time bound)

1. Providing information about Intellectual Property,
2. Providing consultation for drafting, reviewing, proposing, and registering IPR,
3. Supporting the protection and marketing IPR
4. Exploring the potential of science and technology and regional excellence to obtain patent



MISSION Formulation

Answer each of these questions.

What Service and/or products will the service offer?

1. Becoming a facilitator for researchers and publics to the information of IPR,
2. Providing assistance related to the registration process of obtaining IPS,
3. Marketing the IPR to generate additional income for Syiah Kuala University,
4. Managing and responsible for the protected products from violation and againts the law,

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Who are the people who may use or benefit from this services or products?

1. Inventors/creators/researchers inside or outside Syiah Kuala University,
2. Students whose works/invents/creates can obtain IPR protection,
3. Local government (city/district)/companies that get the supports in the management of IPR,
4. Publics who are wanting to register patents, trademarks, copyrights, and industrial design
5. Industries who get benefit by utilizing / adopt the technologies,

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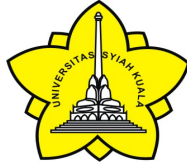
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What are the reasons for the service ?

1. Strengthening services and facilitating the researchers in the preparation, registration, ownership, and management of intellectual works including legal protection, marketing, licensing negotiations, and licensing audits and royalty acquisition procedures,
2. Facilitating the inventor / licensee to obtain protection and helping them to commercial it,
3. Protecting IPR in the form of supports to the owner of the IPR and protecting the object of IPR from violation,
4. Enhance the role of the university in improving the quality, efficiency, and cost of the technology/product.

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Why will the service exist?

To encourage knowledge based economy, bring innovation in the community, and independence technology. Government enlarge the portion of research funds to researchers at universities and research centers. The amount of funds disbursed by the Central Government through the Directorate General of Research and Community Service especially during the last decade has opened the opportunity to produce good works including new objects to be protected by the Copyright or Industrial Property Rights. The results have begun to appear that many innovative research results can be linked with various industries. Therefore, focussed efforts are needed to protect the object of IPR from other parties who are interested in taking the benefits unlawfully.

Now combine all the answers into one statement of purpose.

Organizing comprehensive service assistance to the researchers, students, and publics in preparing of, registering, and managing IPR. This includes the legal protection, marketing, licensing negotiation, licensing audits, and obtaining royalty.

Values

Values will guide every major decision making: it embodies the spirit of the org/ dept: revisit Vision and

The sponsors and researchers should get the proper benefits from the research. The sponsor can reallocate the fund for the continuation of the research in the future. For the researchers, the royalty can be treated as the reward for his/her hard work that simultaneously motivate other researchers to do the same,

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Strategic Objectives

List specific actionable results needed to support the vision and the mission. Use the mnemonic

SMART/ER S Specific

M Measurable

A Attainable

R Relevant

T Time bound

And

E Evaluate

R Reevaluate

1. IP Policy and Guideline are finalized and endorsed in 2018,
2. The number of students and researchers participating in the awareness raising workshops increase,
3. The number of students and researchers participating in the workshops on drafting IP documents increase,
4. The number of IPR documents submitted and granted grow, and
5. The number of MoU with third party in spinning-of project increase and its total value of royalty sharing also grows,
6. Annual report to the University and publication of bulletin twice a year.

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[These are actions that will lead to achievement of your objectives. often taking the form of **projects** or

Several important activities to be conducted as soon as possible are:

1. Finalizing and endorsing IP Policy and Guideline IP documents,
2. Conducting regular ~~and sustainability of~~ Awareness Raising workshops,
3. Conduction regularly workshop of searching and drafting ~~for of of~~ IP documents,
4. Preparing commercialization product unit that capable to evaluate market analysis for each IPR products, Protecting and evaluating IPR products regularly.

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Measures (KPI(s), Timeline and Deliverables

[These are objective, quantifiable methods for measuring success. Indicators and monitors of success. It includes; performance measurement, initiatives and projects and action plans.]

[Each Initiative has a supporting Action Plan(s) attached to it. Action Plans are geared toward operations, procedures, and processes They describe who does what, when it will be completed, and how the organization knows when steps are completed Like Initiatives; Action Plans require the monitoring of progress on Objectives, for which measures are needed]

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Organization Structure

[Organizational structure allows the expressed allocation of responsibilities for different functions and processes to different entities such as the department, workgroup and individual. Please provide a diagram]

Advisor	: Rector
Person in charge	: Head of the Research and Service Institution
Head of IP center	: Dr. Ir. Abdullah, M.Sc.
Secretary	: Zulfadhli, ST. MT.
Experts	:
	1. Dr. Sri Walny Rahayu, S.H. M.Hum. (Law)
	2. Dr. Ir. Izarul Machdar, M. Eng. (Engineering)
	3. Prof. Ir. Samadi, SP, M.Eng. (Agriculture)
	4. Prof. Rinaldi, S.Si., M.Eng. (Pharmacy)
	5. Dr. Taufik Fuadi Abidin, S.Si, M.Tech. (Computer Science)
	6. dr. Tristia Rinanda, M.Si. (Medicine)
	7. Ernawati, SP. M.Si. (Economy)
Administration staffs	



Resource

Personnel:

1. Dr. Ir. Abdullah, M.Sc. (Head of Center of IPR)
2. Zulfadli, ST. MT (Secretary)
3. Experts:
 1. Dr. Ir. Izarul Machdar, M.Eng (Engineering)
 2. Prof. Dr. Samadi (Agriculture)
 3. Prof. Dr. Rinaldi Idrus (Pharmacy)
 4. Dr. Taufik Fuadi Abidin (Computer Science)
 5. Dr. Tristia Rinanda (Medical)
 6. Dr. Sri Walni Rahayu, SH. M. Hum (Law)
 7. Ernawati, SE. M.Si. (Economic)

Finance/Budget:

The budget for the Center of IPR is currently solely supported by the Syiah Kuala University.

Facilities/ equipment

Facilities/ equipment

1. Office floor areas = 25 m²
2. Internet connection
3. Two units personal computers and a printer
4. Meeting table for 6 peoples



Summary (include a 5 years)

Lack of achievements and low of ownership of Intellectual Property Rights (IPR) in universities and R&D institutions are due to the poor understanding of IPR among researchers and the weak of IPR management in the institutions. Currently, not all universities and R&D institutions have established an IPR office that not only functions as information and registration office for IPR, but also responsible for the socialization activities, transfer of technology, and marketing of R&D activities. On the other hand, the funds disbursed by the Central Government through the Directorate General of Research and Community Service (DP2M) for R&D activities have grown in the last decade and opened wider opportunities to create excellent results which can be protected by the IPR. Hence, it is necessary to make certain efforts to protect the IPR object from other parties who are interested in taking the benefits unlawfully while the inventors of the IPR does not get any economic value from their work.

The establishment of the Center of IPR at Syiah Kuala University has been initiated since the early 2000s. The goal is manages and supports technology transfer activities within the university as well as to become one of the income generators that can bridge both researchers and the universities with related industries. It is expected that the center will be beneficial not only for the academic community but also for the Government of Aceh and the people of Aceh. Finally, the effort to strengthen the IPR management and IP Policy with the strong leadership and supports from the Rector and SPIRE projects can increase the awareness of the researchers and students to register and protect their IPR in the next 5 years.

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