HUMAN ECOLOGY SURVIVAL

WEAKNESSES

- not aligned with Soc 5.0
- not aligned with Agric
- unrecognized strengths
  - internal (within FEM)
    - e.g. legal
  - external (others)
- lack of internal collaboration
- translating research to policies/ other outputs
- staff x members of professional assoc/bodies
- lack of marketing
  - lack of visibility
  - unknown to others/public
- no team/ succession plan
- IP and commercialization
- lack of high impact outputs
  - networking
  - program/ interventions
- overlap/ duplication
  - in expertise
  - need bird's eye view
- x program/ minor in certain depts
- no growth in research programmes
  - no cumulating knowledge
  - no leadership
- human resource (effectiveness)

STRENGTHS

- COMMUNITY-BASED
  - Youth
  - Indigenous
    - potential for research group/ CoE
    - must be multidisciplinary
  - Homeless
  - Women
  - Consumers
- MULTI-DISCIPLINARY
  - evidence?
    - to what extent?
    - impact?
  - double-edged sword
    - can integrate
    - can disintegrate
- POLICY/ INDUSTRY REFERENCE
  - evidence?
- HUMAN-CENTERED & HUMANISTIC
  - individual processes
    - bio-psycho-social
  - lifelong
    - womb to tomb
  - socio-cultural processes
  - civilization
    - Islamic studies
      - highly sought
    - Politics and Government
      - high # of PGs
  - ecological
- ACADEMIC PROGRAMS
  - one of the earliest/ unique
    - human development
    - financial planning
    - PG in Music
  - community development
    - highly sought

STRATEGIES

- to combine and harness individual strengths
- social media to improve visibility
  - get people to tweet
- signature programmes to generate income
  - Taqwim 2019