

PRESIDENT FLORA C. I. CHANG: POSITIVE EVALUATION AS REMINDER—SPEEDING UP THE INTEGRATION OF COMPUTERIZATION AND GLOBALIZATION

President Flora C. I. Chang remarks on the latest evaluation of Webometrics that internet visibility and publicity is crucial to locating a university' s position in the global village, as well pointing out the direction for future development. In the future, TKU will dispatch representatives to attend the yearly World Universities Evaluation Conference, held in Shanghai Jiao Tong University, and invite internationally noted experts in cyber technology to give lectures, share and exchange upgraded info of cyber infrastructure.

President Chang acknowledges that TKU' s administrative infrastructure and management mode have put lasting emphasis on information-oriented efforts in various stages of development, including managing internet structure, upgrading software, holding international conferences, and inviting foreign scholars or speakers to increase the school' s visibility. However, President Chang confesses she has not recognized the popularity of the school' s cyber information in the global world. She asserts that this successful evaluation result of TKU is a high recognition of the school' s information-oriented, and globalized policy on the one hand, and a reminding for future efforts in the consistency of webpage styles among diverse departments, increasing the speed of access, upgrading quality of cyber infrastructure, and in speeding the integration of computerization and globalization on the other.

As to academic communication and cooperation, President Chang expects to put more efforts on better organization of teachers' and students' publication of researches, with a more continent interface for internet searching. President Chang observes that many local universities design

their web pages for foreign publicity, but neglect to target at foreign students; in contrast, the websites of many foreign universities emphasize on how to attract foreign enrollment. Hence, she points out that TKU will strengthen the development in this regard—not just to increase publicity in cyber evaluation, but also to introduce TKU to more foreign students for their better understanding. She adds that a recent official meeting for local university presidents, held by Joint Board, College Recruitment Commission, has decided to cancel “Universities Fair” to save resources—a decision to imply that in the future web demonstration will become more important in recruiting students. Every university will show efforts in renewing their website by effectively illustrating the structure and characteristics of the school and her diverse departments and institutes. President Chang also encourages related offices and staffs to collect related materials about the criteria of evaluations by Webometrics, for a better achievement in the near future. (~Chen Chi-szu)

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