

## Daytime Undergraduate Enrollment Rate Exceeds 101%: Outstanding Results

For the 2024 academic year, Tamkang University achieved a remarkable 101.1% enrollment rate for daytime undergraduate programs, setting a new high despite the challenges of a declining birthrate. President Keh praised the university's collective efforts, highlighting achievements such as the successful rocket team launch, the robotics team's 13th victory at the World Robot Olympiad, excellence in undergraduate research and faculty scholarship, and major awards including the Ministry of Education (MOE)'s Sports Torch Award, the 23rd National Quality Award of the National Sustainable Development Awards, and the Energy Conservation Gold Award from the Ministry of Economic Affairs. These successes have made Tamkang a top choice for students.

Many departments reached 100% enrollment, such as the Departments of Information and Communication, Water Resources and Environmental Engineering, Banking and Finance, Spanish, Diplomacy and International Relations, Educational Technology, and Education and Futures Design. Professor Tzong-Ru Tsai, Dean of Academic Affairs, attributed these results to curriculum innovation, recruitment strategy adjustments, and high school outreach initiatives. Alumni support has also been crucial, connecting high schools with Tamkang and showcasing the university's strengths. Moreover, a new MOE tuition subsidy for private universities has provided students with greater choice and access to resource-rich institutions like Tamkang.

Tamkang University has pursued AI+SDGs= $\infty$  with initiatives like the full cloud campus, online teaching platforms, and a smart energy-saving system, aligning education with future societal needs. Strong alumni support includes organizing orientation events and providing generous scholarships, enabling students to focus on their studies without financial concerns. Tamkang's promotional efforts now include department expos and social media outreach, enhancing visibility among high school students. To attract international students, Tamkang aims to create a

welcoming learning environment for foreign students.

Regarding student competitiveness, Dean Tsai emphasized flexible study options, encouraging students to acquire a second specialty; over 200 new students applied for this in the 2023 academic year. Tamkang University also supports study-abroad programs and internships to build robust skill sets. In terms of curriculum, the university promotes AIO (AI Optimization) by integrating academic disciplines with AI and planning AI ethics education courses to ensure students can fully apply AI within reasonable guidelines. Additionally, the plan includes integrating the USR program into the curriculum by establishing a Social Practice Academy, enabling students to utilize their expertise in social practice and collaborate with the university to fulfill its social responsibility.

Known for its strong tradition in information and communication technology, Tamkang has established Cloud Campus 2.0, Taiwan's first sustainable cloud platform, in collaboration with Microsoft Taiwan and FarEasTone. Emphasizing cross-disciplinary learning, the university offers extensive programs across the Department of Computer Science and Information Engineering, Department of Electrical and Computer Engineering, Department of Mechanical and Electro-Mechanical Engineering under the College of Engineering, Department of Information Management under the College of Business and Management, and the Department of Artificial Intelligence under the College of Artificial Innovative Intelligence, preparing students in IT, smart manufacturing, and cybersecurity. In terms of information application, the Departments of Information and Communication, the Department of Information and Library Science in the College of Liberal Arts, the Department of Educational Technology, and the Department of Education and Futures Design in the College of Education all showcase unique strengths in fostering information application skills. An annual joint exhibition for information-related departments is held, featuring themed competitions on campus with the participation of external experts. These events provide students with opportunities to fully demonstrate their learning achievements. Currently, the application of artificial intelligence on campus has been extended beyond the College of Informatics, integrating

AIO with various specializations. The university has garnered numerous awards in ICT-related competitions, achieving remarkable results. These efforts significantly enhance students' competitiveness after graduation.

The Department of Information and Communication Chair, Associate Professor Hui-Ju Lai, shared the department's student-focused admission strategy, considering high-school students' challenges in selecting a major and using animated information to capture their interest. Social media engagement, especially on Instagram, is also strengthened through events like campus fairs to connect with high school students and boost reach.

Associate Professor Ai-Ling Liu, chair of the Department of Spanish, highlighted the department's curriculum reforms, focusing on language skills, cultural literacy, and interdisciplinary studies to meet societal and professional needs. By promoting the program in high schools and through university fairs, more parents and students have become aware of the learning and career opportunities in the Spanish department. "This clear, practical vision attracts students to join us," she said.

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The daytime undergraduate program enrollment rate for the 2024 academic year at Tamkang University has exceeded 101%, achieving remarkable results.