

淡江文化



Tamkang University Culture

Tamkang University Culture, on the basis of the school motto, "Simplicity, Truthfulness, Firmness, Perseverance," has adopted the concept of three objectives of education, "Globalization, Information-oriented Education, and Future-oriented Education" and the spirit of "Overcoming Difficulties Slope" to compose Tamkangians' shared way of thinking: recognizing the future, adjusting to the future and even creating the future so that Tamkangians can stand at Tamkang University and take a broad view of the world.

Tamkang University Anthem

Lyrics: Tsou Lu

Music: Lu Chuan-sheng

O, grand Tamkang, roll out to seas.
You pave the way for exchange of thought.
In quest of learning, you never cease.
And worthy men are thus up brought with
humble heart for truth you seek.
Be true and brave.
Great deeds for speak.
O, young scholars, flowers of the time.
Bright stars that show the way.
Bear learning soul; by steps up climb.
Waste not your youthful day.

Tamkang University Flag & Colors

The university flag has as its base the blue color; on the center of the flag is the university logo; the three horizontal bars on both sides of the logo signify the Three Principles of the People, and the four characters below bear such name as "Tamkang University".

The university colors are red and white: Red stands for zeal and courage, indicating that those who are educated here must struggle for the nation, the society, and justice. White represents purity and unimpeachable, indicating that those who are educated here must be straightforward and upright, and frank and unselfish.



Tamkang University Motto

Such words as “Simplicity, Truthfulness, Firmness, and Perseverance” appearing in the university anthem are also the university motto. “Simplicity” means “unassuming plainness, sincerity and honesty”; “Truthfulness” represents “vigorous implementation, law abiding and thoroughness”; “Firmness” symbolizes “the blending of toughness, with uprightness and impartiality and gentleness”; and “Perseverance” signifies “courageous determination, with virtue and liberality of mind.” The motto is Tamkangians’ life objective, their fountain of life, and the fountainhead of their living water, flowing eternally.

樸實剛毅

Tamkang University Emblem

A school emblem represents the school. The Tamkang University emblem was designed by a well-known artist named Lan Yin-ting. It is in the form of a giant bell, which contemporaries used to call a clock. The two Chinese characters 「鐘鈴」 “Chung Ling,” which literally means “clock and bell,” are the same as 「鐘鈴」, the child name of my late father Chang Ming alias Ching-sheng. We use a bell (鐘鈴) as our university emblem, on the one hand, to commemorate my father and, on the other hand, to follow the ancient tradition of using a big bell for the purpose of education (see “Pa Yu” in Lun Yu). And according to the record, people in former times regarded Confucius as a master (木鐸). On top of the bell are two wings, symbolizing the spirit of “spreading the wings and flying high; soaring instantly and progressing swiftly.” Engraved on the bell are two Chinese characters “Tam Kang.”



Carrying on the Heritage and Paving the Way for the Future, Establishing a New Culture for Society and Nurturing Talents with Great Souls

The general planning of Tamkang University has taken into consideration how to cater to the demands of the nation and society and how to follow academic trends from around the world. In addition to providing an arena of education, research and service, Tamkang also aims to pass the human legacy to generations to come as well as renovate the social culture, in the hope of nurturing Tamkangians with innovativeness, professionalism, intelligence, morality, cross-cultural perspectives, modesty and fortitude.



Manifesting Educational Ideals of Private Schooling

Tamkang University is the oldest private institution in higher education in Taiwan. Born into chaotic times, Tamkang University grew up independently. Tamkang has created not only its own future but also new development approaches for all private universities and colleges to follow. Ever since its inception, Tamkang has nurtured numerous talents to support the political and economic development of the country, by making the best use of resources and being innovative in governance.



Creating an Exquisite and Prominent Academic Kingdom

Tamkang has developed in different locations from the Five-Tiger Hill in Tamsui to the Linmei Mountain in Yilan, establishing four campuses in total. The Tamkang campuses enjoy academic freedom and provide generalist and specialist subjects. Tamkang undertakes the mission of inheriting tradition, responds to the market, and further provides a healthy space with a great range of staff from diverse backgrounds. Tamkang has always aimed to achieve the ideal of the "Academic Kingdom" -- an exquisite and quality comprehensive university.



Tamkang Quality House



Three Circles and Five Disciplines of Education

Tamkang's design of education includes not only teaching, research and services, but also moral and school life education. The Tri-circle curriculums comprise professional courses, core courses and extracurricular activities. The five-discipline educations fuse moral, intelligent, physical, social, and aesthetic educations. The curriculum design and various disciplines help to foster students with professional excellence and mental strength.



The Symposium of Leaders in Students' Association of Tamkang University

Traditionally, Tamkang has already had some student associations of vital importance, like the Tanhai Tung-chou Association (淡海同舟社), established in 1966, which is virtually a seminar for students leaders. It is also Tamkang's student association that has the longest history and biggest membership. With "trying its best and creating far-sighted vision" as its goal, the association promotes and passes on the historical legacies to the younger generation. With a deep feeling of "we are on the same boat" and rigorous training, Tanhai Tung-chou Association not only draws the centripetal force of the members of all the associations towards our university, but also cultivates countless talents for the society.



Triple Objectives: Globalization, Information-oriented Education, and Future-oriented Education

The triple objectives of Globalization, Information-oriented Education, and Future-oriented Education are the foundation of Tamkang University's continuous management and development. Globalization is the spatial pattern of the future; Information-oriented Education, the life pattern of the future; and Future-oriented Education, the time frame of the future. As for the triple objectives, they are the time and spatial integration of Tamkang collective life system.



Historical Legacy and Wave-by-wave Development

The First Wave (1950-1980) is the Foundation Period, referring to the difficult times and hardships of Tamkang Junior College of English and those of Tamkang College of Arts and Sciences, adopting the policy of emphasizing “both quantity and quality.”

The Second Wave (1980-1996) marks the Positioning Period, referring to the period when Tamkang was elevated to the status of a university, emphasizing its policy of “quality over quantity.”

The Third Wave (1996-2005) signifies the Uplifting Period, referring to the university's forty-sixth founding anniversary, when the University Chueh-sheng Memorial Library was officially open, linking the university with international academic circles and marching toward the goal of becoming a first-rate world-class university.

The Fourth Wave (2005-) means the Transitional Period, referring to the year of 2005, when Tamkang University ventured onto the threshold of the Second Sigmoid Curve, inaugurated Lanyang Campus, and designated the day that campus recruited its incoming students as the starting point of the Fourth Wave. From that time on, Tamkang University has developed into a university with four campuses, including Tamsui Campus, Taipei Campus, Lanyang Campus, and Cyber Campus. Tamkang has also wisely utilized its manpower and material resources, tapped its innate capabilities, promoted the passing on of its historical and cultural features, and redoubled its endeavor, so as to upgrade its academic excellence and establish the Tamkang Academic Kingdom.

One Great University, Four Distinct Campuses

Tamsui Campus develops colleges balanced between teaching and research. It researches into cutting-edge subjects and produces excellent results through exploring “taught knowledge” and “applied knowledge.” It aims to be “The City of Intellect” with high academic value and reputation.



One Great University, Four Distinct Campuses

Taipei Campus aims to develop service-centered lifelong and extensive education. The Division of Continuing Education offers credited and non-credited courses. By teaching fundamental knowledge and combining with social resources, this campus aims to be “The Sea of Knowledge Navigators.”



One Great University, Four Distinct Campuses

Lanyang Campus develops teaching colleges. It offers British-style tutorial education, accommodations for teachers and students, a Junior Abroad Project, English taught courses and enhanced counseling services. Seeing a new model of holistic university education in Taiwan, the campus is “The Garden of Wisdom”.



One Great University, Four Distinct Campuses

The Cyber Campus offers synchronous and asynchronous local courses and distance courses received from internationally renowned universities. In addition, it has established the Department of Educational Technology and Global Chinese Business Management In-service Master Programs, making the digital education a “The Space of Knowledge Explorer.”



Four Models of Governance

The Collegial Model

This is the management model for Tamkang University's academic departments. Its special features are that faculty members administer their own affairs, exercise professional authority, share and participate in decision-making, stress on humane and educational change, maintain a problems orientation as the center of the decision model, and emphasize effectiveness not efficiency. Thus faculty members are intrinsically motivated.

The Bureaucratic Model

This forms the management model for Tamkang University's administration units. Its unique features include organizational hierarchy of authority, following rules and regulations, and the systematic application of them. Moreover, officials are subject to discipline and control; they emphasize both efficiency and effectiveness.

The Political Model

This constitutes the management model for Tamkang University's higher level leadership. Its special features are that conflicts are normal. The policy makers will be influenced and conflicts will arise between internal and external interest groups, and between limited resources and unlimited demand. Therefore, compromise, deals, negotiation, and emphases on efficiency and effectiveness are the necessary approaches to obtaining peace and solving problems.

The Market Model

This model is comprised of four major strategies: cost, efficiency, productivity, and effectiveness. Universities in the course of adopting this model to develop their academic curriculum are advised to make good use of the following as nucleus strategies: 1. Differentiation, 2. Individualization, 3. Focus, and 4. Globalization.

Goal-directed Evolution

Nature's evolution is a random trial-and-error process. Vast numbers of mutations occur randomly with no goal other than survival of the fittest. Artificial evolution (goal-directed evolution), on the other hand, has a goal set by humans. They have to state precisely what they want the evolution to achieve.

Tamkang University intends to cultivate Tamkangians that can recognize goal-directed evolution and develop potentiality, not those who blindly follow evolution, but those who are able to make the best choice and create the best future.



Total Quality Management (TQM)

The concept of “Total Quality Management” was introduced to Tamkang in 1992, when the Education Quality Control Committee was established, chaired by the President of Tamkang University. Other education quality management units were also set to implement TQM. Each year, the “Total Quality Management Seminar” and the “Seminar on Innovation in instruction and Administration” have been held, where both the teaching and administrative staffs can gather together to brainstorm on the most beneficial strategies for university development, and enhance the quality of teaching, administration and services. The Tamkang Quality Award was established in 2006 to accredit organizations achieving high TMQ performance.



The Blue Ocean Strategy

The advance of the university does not happen naturally. The university should fully recognize the circumstances, scrutinize its own capabilities, set goals at different stages and press on toward them with all efforts. In the fierce competition in higher education nowadays, Tamkang should cooperate with other universities and exchange resources to perform the win-win blue ocean strategy and create competitive advantages.



Mass Collaboration

“The more you share, the more you win,” said Brian Fetherstonhaugh.

In the era of Web 2.0, mass collaboration will transform the operation of organizations into innovation and value creation, through opening, peer production, sharing, and global action. Meanwhile, new organizing methods will replace traditional organizations to be the new momentum of wealth creation in the economic system. In light of this, mass collaboration will bring about cooperation among industry, government and academics, accelerate academic exchanges with international sister schools, and finally place Tamkang University at the center of the largest academic network.

Sigmoid Curve and the Second Curve

The development of any organization is made up of numberless “S” Curves plus total combination, beginning from the slowly growing “initiation period,” through accelerating growth, to reaching the apex of “maturity,” and then to gradual deterioration. If we wish an organization a continuous growth, then we have to realize that prior to the deterioration of the growth we have to make an attempt to build another new curve, which is the Second Curve, with the purpose that the First Curve won't fall into a “deteriorating period.” The trended development of Tamkang University is connected by a series of S-curves.

J Curve and the Solution to the Hindrance of Changing

The “J-Curve”, developed by Professor Jerald M. Jellison in USC, sheds light on perceiving employees' emotional reaction and performance curves when they face challenges. It helps leaders to precipitate effective change and elevate organization performance. The changing processes can be separated into four stages:

1. Plateau: the initial stable stage before changes are introduced
2. Cliff: the resisting stage in face of changes
3. Valley: the adapting stage with low performance
4. Ascent: growing familiarity with the new circumstances
5. Summit: the stage when performance shoots high

Matthew Effect and Vying for Social Resources

The Matthew effect was proposed by Robert K. Merton in *The Sociology of Science: Theoretical and Empirical Investigations*, edited by Norman W. Storer in 1973. The effect is the social phenomena of accrediting the winner, aiming to make individuals in a social group internalize the operation of the reward system and identified roles be pervasively recognized. In higher education, excellent departments, colleges and universities can win awards and grants, further encouraging positive competitions in the university and enhancing the university's academic reputation. Ultimately, a university acclaimed for its excellence will benefit from national and social resources and will be able to develop its features. A private university with limited resources needs to compete for resources actively.

Zoo Model and Panda

World-class professors and scholars invited to participate in the research and teaching can promote the reputation of the university. The effect can be compared to zoos vying for pandas to attract visitors. All teaching units in Tamkang University are also encouraged to foster masters of their own.



Organization Activation

To respond to challenges, Tamkang University has always readjusted its organization to recreate competitive advantages. Some years ago, the "Admissions Section" was installed in response to the multiple-admission program promoted by the Ministry of Education. The "Center of Learning and Teaching" was established to strengthen teaching and learning effects. Further, the position of "Vice President for International Affairs" was added to promote international exchanges and cooperation. These strategies have been adopted to encourage active organizations and enhance the capabilities to take up various challenges.

淡江大學
學習與教學中心
Center for Learning and Teaching

創新 · 合作 · 成長 · 卓越

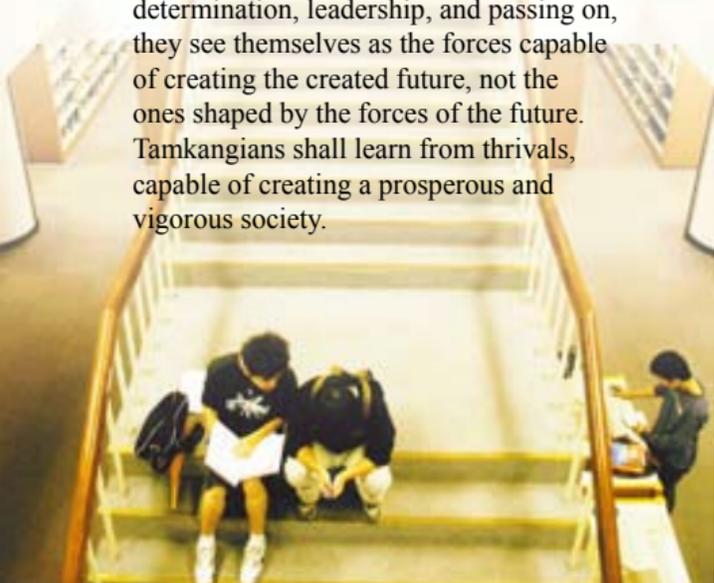
Wild Cards Effect

A wild card is the key in a poker game, often showing up unexpectedly with its special power. When a wild card appears, the effect is that a new concept, word or horizon will appear to change original circumstances and viewpoints and therefore increase leverage and competitiveness. Seizing upon the wild card effect can help the university create advantages and promote its reputation rank. For instance, the wild card effect took place when Tamkang was awarded with:

- the first place in the private university in the University Evaluation conducted by the Ministry of Education,
- the first place in “Most favorite private university” 11 years in a row in the Survey of the Top 1000 Enterprises’ Talent Strategy and Favorite College Graduates conducted by Cheers Magazine,
- the Best Futures Studies Research Institution,
- the champions of FIRA Robot Soccer World Cup, and
- the Green Building Certification and Mark for Lanyang Campus.

Thrival

Thrival means to live with quality, respect and honor. The world provides humans with a place to develop their potentiality, not to restrict them; time and space are resources not constraints. The thrival have already surpassed from their human rights struggle for survival to embracing a new global concept. And through images, determination, leadership, and passing on, they see themselves as the forces capable of creating the created future, not the ones shaped by the forces of the future. Tamkangians shall learn from thrivals, capable of creating a prosperous and vigorous society.



The Statue of Mr. Chang Ching-sheng

Mr. Chang Ching-sheng, Dr. Clement C. P. Chang's father, founded Tamkang English College in 1950, and died in National Taiwan University Hospital. In memorial of his father, Dr. Clement C. P. Chang erected his sculpture, standing on the square on the top of the Overcoming Difficulty Slope. Ex-president Yan Jia-gan, when he was Premier, left his hand-writing on the sculpture

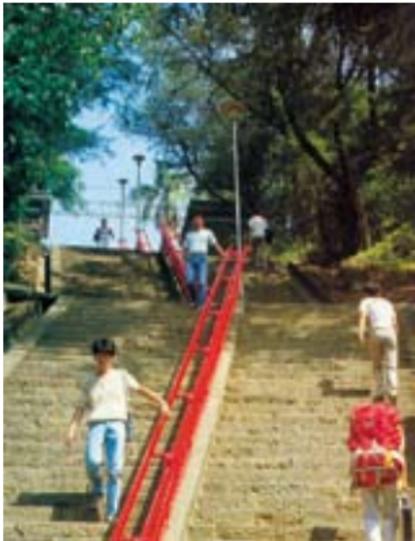
foundation to commemorate Mr. Chen Ching-sheng's incredible contribution to education.



Overcoming Difficulty Slope

The Overcoming Difficulty Slope is a steep slope made up of 132 stone steps built in 1953. Symbolizing “difficulties and hardships,” the slope was also the only path leading to Tamkang Campus in its initiation period, not only representing the school’s founding spirit of developing the mountain and the forest, but also testing

whether students could overcome difficulties; carry out “Simplicity, Truthfulness, Firmness, and Perseverance”; and testify to the fact that only with vigorous and strong body can we strive upward.



The Chinese Palace-style Classrooms

Built in 1954, the Chinese palace-style classroom buildings are architecturally modeled after Chinese classical palaces with green roof and red walls. They are the starting point of the permanent classroom buildings on the Tamkang Campus.



The University Commons

Situated in the center of the vast compound before the Ching-sheng Memorial Hall is the University Commons, built in 1986 and designed by our alumnus--Architect Lin Kuei-jung. The University Commons are in the form of four tablets of bamboo encircling one another, symbolizing books in ancient times, so they are called tzu chien (竹卷 meaning "books and scrolls").

Seen from above, the University Commons look like the pivot of a motor, turning unceasingly



Lucky Dolphins Milestone Statue

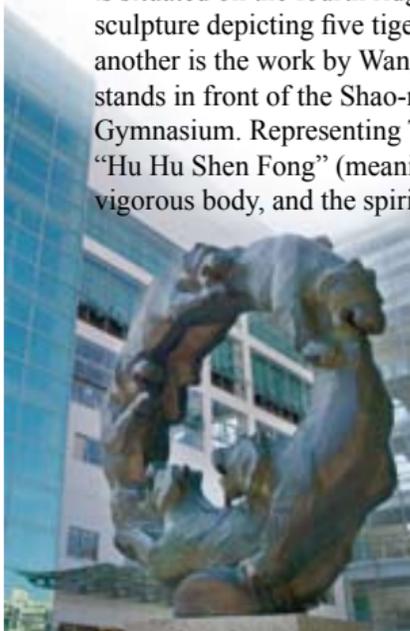
Situated in the roundabout at the top end of the Lantern Road is the work by a well-known contemporary sculptor Wang Shiu-chi. The dolphins were chosen as an auspicious symbol of our university as the result of a poll of students from all our campuses. Dolphins are the most agile and smartest mammals in the ocean; they are endowed with surprising innate ability to swim across the four seas. Engraved on the pillar-base of the milestone are four lines of phrases that Dr. Clement C. P. Chang often quote to encourage Tamkangians: "Let's establish a firm foothold at Tamkang University/ Hold the whole world in view/Grasp the latest information/and create a bright future."



The Bronze Sculpture of the Five Tigers

“The Five-tiger Hill” is the permanent location of our Tamsui Campus. The range of Mt. Tatuen wriggles downward up to the Hu-tou Shan (Mt. Tiger’s Head), which separates into five ridges. Our university is situated on the fourth ridge. The bronze sculpture depicting five tigers embracing one another is the work by Wang Shiu-chi and stands in front of the Shao-mo Memorial Gymnasium. Representing Tamkangians’ “Hu Hu Shen Fong” (meaning “vitality”), vigorous body, and the spirit of bravery. On

the pillar-base of the monument is Dr. Clement C. P. Chang essay: “The Five-tiger Hill: A Sketch.”



Tamkang Golden Eagle Award

The Tamkang Golden Eagle Award for the “Tamkang Elites” was initiated in 1987. As the highest honor of the university, the Award is set up to glorify Tamkangians that make a great contribution to the country, render useful services to the society, create welfare for humankind, and give feedback to the alma mater. The Award is in the form of a golden eagle spreading its wings, symbolizing Tamkangians, like the flying eagle in the sky, majestically overlooking the earth below.



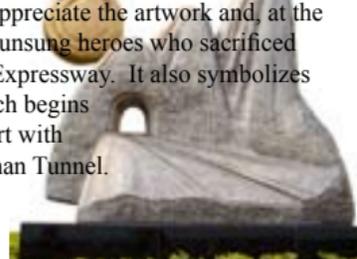
The Global Village Sculpture

Installed on the front ground of the Shao-mo Memorial Natatorium Complex are artworks by Yang Ying-fong, a renowned master sculptor from Ilan, Taiwan. The sculptural artworks in the form of square, round, and rectangular parts are made from glossy stainless steel, signifying the globe on which different peoples harmoniously live and representing the vision of globalization that our university is pursuing for.



Sculpture of Hsuehshan Tunnel: The Rising Sun Above Hsuehshan Tunnel (Love of Lanyang and Devotion to Tamkang)

The sculpture portraying the Hsuehshan Tunnel of the Taipei-Ilan Expressway was presented to me in 1990 by “The Association for Promoting Taipei-Ilan Rapid Transit System” and was designed by the famous Designer Zerman Hu and Lanyang Master-Sculptor Yu Yu Yang (Yang Ying-feng) under the commission of “The Ilan Association, Taipei Chapter.” The original sculpture was made from gilded stainless steel in the form of an ancient Chinese hieroglyph “山” (shan meaning “mountain”). In this artwork, the Hsuehshan Tunnel is located at the lower corner on the left of the shan, while at the upper corner on the left is the golden sun, just rising from the Pacific Ocean and shining over Lanyang. To celebrate the completion of the Lanyang Campus and the opening for public use of the Taipei-Ilan Expressway, we entrusted Arthur Yang, the son of Master Yu Yu Yang, with a task to enlarge the original sculpture into a stainless artwork of 241 cm high and 270 cm wide. The giant sculpture is installed on the lawn before the “Clement Chang International Conference Hall” on Lanyang Campus, so that the Lanyang residents, the faculty and the students of Tamkang University, as well as visitors from home or overseas may appreciate the artwork and, at the same time, pay respect to the unsung heroes who sacrificed in the course of building the Expressway. It also symbolizes that Tamkang University which begins at Tamsui is connected in heart with Lanyang through the Hsuehshan Tunnel.



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Cyber Campus

<http://cyber.tku.edu.tw>

