"Quality begins on the inside and then works its way out."

BOB MOAWAD

"Quality is never an accident, it is always the result of high intention, sincere effort, intelligent direction and skillful execution, it represents the wise choice of many alternatives"

WILLIAM A. FOSTER

TIM :

PENGARAH
LINDA PURNAMASARI

KOORD.
BAGUS SUMINAR

TIM REDAKSI
DIAN OKTARINA
SANTI WIDHIYANTI
YAZID IHSAN

Usulan & Saran Bapak/ Ibu/Saudara sangat kami harapkan. Silahkan hubungi Tim Redaksi di Ruang UPM No ext .113

HIMBAUAN :
Simpanlah newsletter ini untuk referensi di masa datang

The Secret of ...

SASARAN MUTU
berdasarkan ISO 9001 : 2008

- Sasaran mutu merupakan turunan dari kebijakan mutu. Oleh karena itu, sasaran mutu hendaknya lebih operasional dan dapat diukur ketercapaiannya.

- Sasaran mutu tidak boleh bertentangan kebijakan mutu, persyaratan akreditasi, dan perundangan yang memayunginya.

- Sasaran mutu unit kerja harus terintegrasi dengan sasaran mutu Institusi.

- Sasaran mutu hendaknya dibuat "SMART" (*Spesific, Measurable, Attainable, Realistic, & Timed*)

- Sasaran mutu yang telah disahkan akan menjadi acuan dalam pembuatan program kerja dan anggaran.

- Untuk mengetahui tingkat keberhasilan sasaran mutu, dibutuhkan indikator-indikator pencapaian dan cara pengukurannnya.

- Sasaran mutu yang belum tercapai, dievaluasi, dan diambil tindakan koreksi, korektif, dan preventif

STIE PERBANAS SURABAYA
(Sumber: RIP 2009-2013)

1. Nilai akreditasi Program Studi dan institusi
2. Persentase mahasiswa yang lulus dengan masa studi normal
3. Persentase lulusan yang mendapatkan pekerjaan dalam waktu maksimal 6 bulan
4. Persentase lulusan yang mempunyai IPK > 3
5. Hasil evaluasi Proses Belajar Mengajar (PBM)
6. Kuantitas publikasi karya tulis ilmiah di dalam jurnal nasional terakreditasi dan di dalam jurnal internasional
7. Persentase pendanaan Institusi yang berasal dari sumber pendapatan non mahasiswa
8. Persentase hasil penelitian yang diaplikasikan untuk kegiatan pada masyarakat

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

Caption describing picture or graphic.

Inside Story Headline

"To catch the reader's attention, place an interesting sentence or quote from the story here."

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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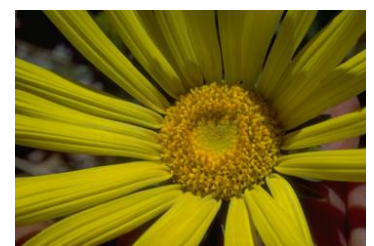
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Caption describing picture or graphic.

Organization

Your Organizations

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

We're on the Web!
example.com

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.
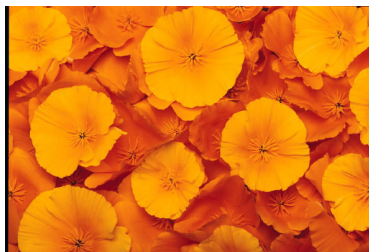
If space is available, this is a good place to insert a clip art image or some other graphic.

Caption describing picture or graphic.