

*“Bagilah ilmu
dengan yang lain
karena semakin
banyak ilmu yang
kau bagi maka se-
makin banyak ilmu
yang kau dapat”*

by DIAN O.

*“Sungguh banyak
orang yang tidak
menyadari betapa
hebatnya diri
mereka dengan
kapasitas satu
milyar sel-sel saraf
di dalam otaknya”*

by BAGUS S.

TIM :

PENGARAH
LINDA PURNAMASARI

KOORD.
BAGUS SUMINAR

TIM REDAKSI
DIAN OKTARINA
SANTI WIDHIYANTI

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

PERGURUAN TINGGI BERKUALITAS

PERGURUAN TINGGI DIKATAKAN BERKUALITAS BILA :

- ✍ Perguruan Tinggi mampu menetapkan & mewujudkan visinya melalui pelaksanaan misinya
- ✍ Perguruan Tinggi mampu memenuhi atau melampaui Standar Nasional Pendidikan
- ✍ Perguruan Tinggi mampu memenuhi kebutuhan *stakeholders*



Hanya Institusi yang memperhatikan kualitas yang dapat bertahan hidup dan memenangkan persaingan

MITOS LAMA vs MITOS BARU

MITOS LAMA ➡ MITOS BARU

1. Kualitas hanya merupakan tanggung jawab orang di Bagian Pengendalian Mutu	➡ Kualitas merupakan tugas semua orang
2. Pelatihan biayanya mahal	➡ Pelatihan bukan biaya, namun salah satu bentuk penghematan
3. Biaya awal program peningkatan kualitas sangat tinggi	➡ Tidak perlu biaya awal untuk program peningkatan kualitas
4. Kualitas yang tinggi akan meningkatkan biaya perusahaan	➡ Kualitas meningkat , biaya turun
5. Adalah manusiawi untuk membuat kesalahan	➡ Kesempurnaan dan kepuasan pelanggan total , merupakan standar yang harus dikejar
6. Kesalahan yang kecil dapat diabaikan	➡ Tidak ada cacat yang dapat ditoleransi
7. Perbaikan kualitas kecil yang dilakukan , langkahnya berkelanjutan	➡ Perbaikan kualitas , baik kecil atau besar, adalah perlu
8. Perbaikan kualitas perlu waktu	➡ Perbaikan kualitas tidak perlu waktu , malah menghemat waktu
9. Tergesa-gesa menghasilkan perbaikan	➡ Kecepatan yang cermat meningkatkan kualitas
10. Program kualitas terbaik berorientasi pada bidang-bidang tertentu seperti produksi dan manufaktur	➡ Kualitas penting di semua bidang , termasuk administrasi dan layanan
11. Setelah sejumlah perbaikan kualitas , pelanggan tidak lagi mampu melihat perbaikan tambahan	➡ Pelanggan mampu melihat semua perbaikan , termasuk pada harga, pengiriman, dan kinerja
12. Ide yang baik dapat ditemukan hanya di dalam organisasi	➡ Ide yang baik dapat ditemukan dimanapun termasuk di kegiatan pesaing dan pemasok
13. Pemasok harganya harus kompetitif	➡ Pemasok kualitasnya harus kompetitif



Caption describing picture or graphic.

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

Caption describing picture or graphic.



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.

Inside Story Headline

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

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.

Inside Story Headline



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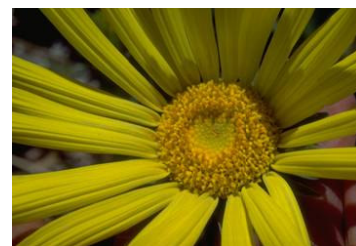
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Caption describing picture or graphic.



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.



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.

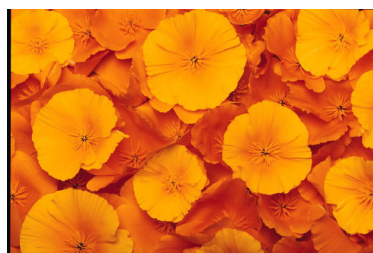
A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

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.