

**CAPACITY TO ENDURE A SUSTAINABLE FUTURE:
POINT OF VIEW OF HIGHER EDUCATION
INSTITUTIONS**

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ABSTRACT

There are currently many institutions, industries (corporations), as well as educational institutions facing performance and sustainability problems. The demand for productive performance is a necessity to excel or at least survive in difficult times like now, especially due to the pandemic. The important things are the role of students in understanding and implementing sustainability, the role of management in implementing governance and the role of lecturers in the *tridharma* to maintain sustainability. It is deemed necessary that we lecturers as part of community service (*Pengabdian Kepada Masyarakat/PKM*) want to carry out activities at a university in North Sumatra. This activity will discuss how to socialize sustainability in higher education institution settings, how to improve performance, especially in relation to the *tridharma* of higher education institution, as well as equip students to learn about corporate cases and the role of governance to achieve sustainability in an institution. This Community Service (*PKM*) was carried out at the Surya Nusantara Adventist College in North Sumatra. The response to this event was very good considering the benefits for students, lecturers, staff, and management. This was reflected in the response during the event and the response to the results of filling in the questionnaire.

Keywords: Sustainability, Corporate Governance, Performance, Higher Education Institution

1. INTRODUCTION

Sustainable Development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable Development aims to use resources more efficiently so that society not only reduces negative impacts on the environment, but also on the economy, while increasing social impacts both locally and globally to ensure a more equitable and sustainable future.

The United Nations (UN) has set 17 sustainable goals which are divided into 169 targets. The SDGs were established by the UN as a global development agenda until 2030. Indonesia is one of 193 countries in the UN that is committed to implementing the sustainable development goals/SGDs. Indonesia has aligned sustainability development goals/SGDs with national development goals together with the private sector & other communities.

Governments, companies, organizations, or institutions must consider every impact on the 3 pillars of sustainability: social, environmental & economic, when making decisions and implementing policies. As one of the institutions that develop human resources, it is very important for universities to know and understand sustainability so that in the end they will become agents in implementing sustainability.

Sustainability in business has been promoted for decades as an integrated and holistic business model, and for senior management to focus strategically on achieving the five Economic, Governance, Social, Environmental, Ethics (EGSEE) sustainability performance dimensions in co-creating value for all stakeholders (Rezaee, 2020). Sustainability performance & activities influence a company's financial performance, supply chain management and investment portfolio, and should therefore be considered in assessing operating and investment decisions.

There is a phenomenon in industrial and universities society, which is a decline in performance. Of course, a decrease in performance will also have an impact on

sustainability. Leaders complain that employee productivity is often inadequate. Productivity in the *tridharma* and its completeness, as well as the presence of technology are also aspects of learning that need to be carried out. Global and local institutions must be encouraged to empower work processes and technology as an instrument for work. Moreover, economics, accounting and management faculties will continuously need to make breakthroughs so that with limited job opportunities as accountants, there would be another breakthrough to empower and preserve the existence of Accounting and Management. It is also necessary to concentrate on the universities' governance so that ultimately the sustainability of higher education can be achieved. To create balance, lecturers, students, as well as staff and lecturers must be equipped with the understanding of governance.

Furthermore, students, faculty, and staff often haven't fully grasped the importance of understanding and implementation of sustainability. So, lecturers of Accounting and Management at the Faculty of Economics and Business (FEB) Universitas Pelita Harapan (UPH) need to proactively promote and think about the sustainability of higher education institution in general, and particularly the study programs. Through sharing sessions about sustainability with students, lecturers, and staff, it will hopefully provide greater insight and awareness about the importance of Governance in order to improve performance which will ultimately achieve sustainability in higher education institution.

2. LITERATURE REVIEW

A sustainability report is a document prepared by a company for the public, covering financial, economic, social, and environmental achievements in carrying out its operations in a sustainable manner (OJK, 2017). Sustainability reporting is also considered a form of corporate responsibility towards its stakeholders (Rezaee & Fogarty, 2019).

Corporate governance or what can be called corporate governance can be defined as a system or law or rule that manages the operational activities of a company (Setyahadi & Narsa, 2020).

Firm value is a key concept in finance and is often used to evaluate a company's overall performance and potential (Imronudin et al., 2023).

Growth in company value shows the business' success which can produce a positive impact on shareholders. This indirectly implies the potential for increasing wealth as the main goal of the company for share owners. From the perspective of investors, an increase in company value will attract and interest them in investing capital in this business (Faradila & Effendi, 2023).

Higher education has a significant contribution in improving the quality of human resources (HR) in a country.

3. METHODS

The implementation method is carried out by delivering a public lecture followed by a talk show. This event is held in one of the meeting rooms at Surya Nusantara Adventist College. This event that was held in a span of 2 days was attended by students, lecturers, and staff with around 40 participants. Responses from participants were collected by questionnaires they have filled in, before the end of the event.

4. RESULTS AND DISCUSSION

The training took place in one of the meeting rooms at Surya Nusantara Adventist College. Community service (*PKM*) activities in the form of seminars and talk shows are aimed at 40 people, that is made up of the school's principal, students, lecturers, teachers, and staff at Surya Nusantara Adventist College. This seminar has run well because of the collaboration of UPH

Accounting lecturers. Harmonious work between resource persons, moderator, host, and MC has been well organized.

This activity took place on Tuesday, December 6 2022, 10.00 – 13.00 WIB. And the other teams continued Thursday 9 December 2022 at 10-12.30. Preparations for this activity have been carried out quite well through coordination and communication between both parties at several meetings at the end of November and early December, as well as intensive discussions through the WhatsApp group chat. There were around 40 participants who registered. The expected benefits through this activity are as follows:

1. Participants will understand that there are many opportunities and room for progress.
2. Globalization must become an important agenda for every educational institution.
3. Participants will understand several ideas needed to improve schools and universities.

In implementing the event, tasks are divided to ensure the smooth running of the event. The duties of the Host and MC of the host are:

1. Provide a meeting room.
2. Oversee all activities and organize the event so that it runs in an orderly manner.
3. Check the incoming questions, to be informed to the moderator.

The Moderator's duties are:

1. Open the presentation session and lead the discussion.
2. Summarize the material presented by the speaker.

The Speaker's duties are:

1. Prepare materials according to the agreement.
2. Present the material at the specified session.

5. CONCLUSION

This event allows participants to gain deeper insight into the topic of sustainability and governance. Based on the results of the questionnaire given out to 40 participants regarding the material presented, there were 29 respondents. To improve the quality of the training program, suggestions regarding training were assessed by the participants with the following assessment information:

- (1) Strongly Agree
- (2) Agree
- (3) Disagree
- (4) Strongly Disagree

Objectives	The material presented answers the participants' needs/questions	The material presented was able to broaden the participants' insight	The speaker was able to convey the material well	The speaker masters the material presented	The speaker was able to answer questions asked by the participants
Result	Strongly Agree: 75% Agree: 25%	Strongly Agree: 81% Agree: 19%	Strongly Agree: 94% Agree: 6%	Strongly Agree: 94% Agree: 6%	Strongly Agree: 75% Agree: 25%

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