



PRESIDENT'S NEWS DIGEST

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MESSAGE FROM THE PRESIDENT

Welcome to the 34th issue of the President's News Digest.



On the evening of Wednesday, 22 June 2016, HRH Prince Salman bin Hamad bin Isa Al Khalifa, Crown Prince, Deputy Supreme Commander of the Bahrain Defense Force and First Deputy Prime Minister kindly visited the Majlis of the Late Abdulla Nass, God bless his soul, where he was received by the Chairman of the Board of Directors, Chairman of the Board of Trustees, BOT members, and the Director of Administration and Finance. Unfortunately I missed this golden opportunity to meet HRH due to my presence in Jordan on a business trip.

In this issue of the News Digest, I would like to remind colleagues that student recruitment for the next semester is a collective effort and we should all be promoting our university through our networks and it is worth noting that the competition for student recruitment is getting really tougher. Students usually join universities through word of mouth more than anything else. Marketing and Public Affairs have already started advertising our programmes in the written and seen press and social media. I am sure you would have seen our advertisement on Bahrain TV which will run for a month after Iftar.

On Monday, 20 June 2016, the New Programme Launch Committee that deals with the launch of new programmes with British Universities met and checked progress. All leaflets, brochures, marketing materials, video, web site, registration form, to get permission from HEC to advertise for new programs are ready and we are waiting to hear from the HEC before we start an aggressive student recruitment campaign for our new programmes.

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What's New?



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On Monday, 20 June 2016, the President and Ms. Edyta received the Chief Executive Officer of Silah Gulf, Mr. Ricardo Langwieder-Gorner and Mr. Matthew Sztukiewicz, Head of Silah Training Centre, to explore opportunities for collaboration. Silah Gulf (Silah) is a premium, multi-award winning customer experience solutions provider headquartered in the Kingdom of Bahrain.



Silah was launched in 2009 as a Joint Venture in the Middle East region by Bahrain's e-Government Authority and UK based Merchants (Dimension Data) and has operations in Bahrain, Kuwait and Saudi Arabia.

On Tuesday, 21 June 2016, the University Management Committee met for nearly 3 hours with colleagues from Administrative Sciences to check progress on the limited confidence programmes. It was reported that good progress has been made and that Professor Newton will spend a substantial amount of time during his July visit assessing progress and helping with some issues related to programmes improvements. The course portfolios for these programmes will be thoroughly checked over the next few weeks.

Between 22 and 23 June 2016, ASU President who represents Bahraini Universities attended the executive council meeting of the Association of Arab Universities in Amman Jordan. The focus of the meeting was on the preparation for next year AGM.



I would like to finish this message by thanking everybody who attended our Ghabghah on Friday evening, 24 June 2016; especially the Chairman of the Board of Trustees, and it was really pleasing to see the true ASU family spirit.

"GERGAOON"

On the evening of Sunday, 19 June 2016, ASU supported one of the popular activities in Ramadan "Gergaoon ". It is one of the most joyful celebrations in Ramadan especially for kids in Bahrain with all the candies and the treats they get that night. Gergaoon is celebrated in Bahrain and the other gulf countries at the 15th night of Ramadan. Children will wander from house to house while signing the traditional song of Gergaoon to ask for Gergaoon treats.



The celebration was patronized by Mr Yousif Al Thawadi member of the municipality council in collaboration with positive wings volunteer society. The event took place in Al Hidd/Muharraq and ASU Community Engagement Office was represented by Prof Saad Darwish and Ms. Hana Dowaisan who both distributed gifts to children. Many thanks to the VP Admin, Finance & Community Engagement, Dr. Mohammed Yousif for easing the financial donation for this event



ANNUAL MEETING FOR MEMBERS OF SME

On the evening of 21 June 2016, Prof Saad Darwish attended the annual meeting for the members of the Bahrain Small & Medium Enterprises Society (SMEs). Dr Abdul Hassan, Chairman of Bahrain (SMEs), gave a speech about the future programmes of the society. Mr. Khalid Al Zayani, First Deputy Chairman BCCI, Chairman of Old Manama Souq, gave a very futuristic view to develop the old Souq in a one square mile area. The new innovation will take place very soon to raise the standard of the old Souq to be a distinguished attraction for Bahrainis and tourists. This ambitious plan is supported by HH PM Khalifa Al Khalifa to contribute to the economy of Bahrain.



MEETING AT THE CAPITAL GOVERNORATE

On 21 June 2016, Dr. Faiza Zitouni and Ms. Edyta Przybyla met Yusuf Lori, Head of Strategic Planning and Projects Management at the Capital Governorate. The aim of the meeting was planning for cooperation between ASU and the Capital Governorate in terms of internships, student projects and opportunities of collaboration.



DR. MOHAMMAD AL-HAMAMI ACHIEVED THE PROFESSIONAL DIPLOMA IN DIGITAL MARKETING WITH (DISTINCTION)



Dr. Mohammad Alaa Hussain Al-Hamami achieved the Professional Diploma in Digital Marketing with (Distinction) from DM3 Institute the regional leader in the delivery of social media and digital marketing training and certification

programmes. This certificate presents the only course available carrying the coveted Digital Marketing Institute (Ireland) accreditation and associated brand recognition, which meets the growing requirement for certified digital marketing skills. Congratulations!



REMINDER OF THE WEEK

The course portfolios for limited confidence programmes will be thoroughly checked over the next few weeks.

QUOTE OF THE WEEK

“Innovation distinguishes between a leader and a follower”.

Steve Jobs



Enjoy Reading
