

PRESIDENT'S NEWS DIGEST

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ASU
جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY



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Office No: (+973) 16036161

Email: tania.kashou@asu.edu.bh

MESSAGE FROM THE PRESIDENT

Welcome to the 29th issue of the 3rd year of the President's News Digest.

In this issue of the News Digest, I will address the subject of “measuring the impact of universities”.



Universities play a major role in driving the economic cycles of many nations. They also have a significant social impact. In this message, I will be addressing the economic and social impact of universities within their regions and communities. There are currently many driving forces that are shaping the landscape of higher education in the Arab region and worldwide. These include: economic downturn, development of human capital, quality enhancement, skills for the future, educational and knowledge regional hubs, technological development, and innovation and entrepreneurship. All the aforementioned forces will impact universities and their performance. In the Kingdom of Bahrain we have many opportunities (arising from Vision 2030, Tamkeen, Economic Development Board, HEC Strategies, LMRA, Ministry of Labour and Social Development, Ministry of Education, and BQA amongst many others) that will drive the performance of public and private universities and their overall impact.

The Kingdom of Bahrain has witnessed many improvements in the areas of education, health, higher education and training, innovation and technological readiness over the last few years, as documented in the World Economic Forum reports and reported by the President in a presentation that was circulated to all staff. This will put us in a strong position to have confidence, as we are on the right track. The future is in areas like automation and artificial intelligence, robotics, cyber security, innovation and entrepreneurship, and environmental and sustainable aspects and we should all be prepared for these new developments. We should also teach our students how to think and analyse, not just to pass exams but to create impact. It is also important for us to measure the social and economic impact of the University and its various stakeholders in order to demonstrate that ASU can make a vital contribution to the economy of the Kingdom of Bahrain.

Universities, generally speaking, should start thinking about how to measure their economic and social impact. Many universities in the west, especially in the UK and USA, have already started demonstrating the benefits of their universities. In a recent report prepared by Oxford Economics for Universities UK in October 2017, the economic impact of UK universities in 2014-2015 was measured.

<http://www.universitiesuk.ac.uk/policy-and-analysis/reports/Documents/2017/the-economic-impact-of-universities.pdf>

The main findings of the report are as follows:

- UK universities, together with their international students and visitors, generated £95 billion of gross output in the economy in 2014-15
- Around £1 in every £34 of UK GDP is attributable to the activities of universities and their international students and visitors
- UK universities, together with their international students and visitors, supported £14.1 billion in tax receipts in 2014-15.
- In total, the economic activity of universities, the international students they attract and their visitors supported more than 940,000 jobs in the UK in 2014-15.
- In 2014-15, universities themselves employed 404,000 people, or 1.3 percent of all UK employment
- The impact of universities themselves, expenditure of the 437,000 international students who studied at UK universities in 2014-15 and the friends and family who visited them stimulated another 110,000 jobs.

The above report only measures the economic impact. However, it is important also to measure the impact on quality of life, and social, health, environmental, and cultural impact of universities.

With regard to ASU, we can measure the economic impact of the University through the number of graduates and their contribution to the economy and the expenditure on teaching and learning, research, staff development and community engagement, the number of jobs in the University and extra jobs created through supply chains, new facilities, and the contribution of current students including international students, and the contribution of the very large proportion of international staff to the real estate market.

INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Abdulqawi Ahmed Hezabr

Position: Academic Staff in the Department of Accounting and Finance

1. Tell us about yourself: (Your childhood, academic background)

I grew up in a rural area in Yemen; I finished my high school in our village.

I moved to Sana'a, the capital of Yemen to complete my undergraduate studies. I obtained my bachelor degree in Accountancy from Sana'a University. I worked as an accountant in a trading company and after that I worked as a Financial Officer.

I was granted a scholarship to study my master's and PhD degrees in Accountancy in India. After completing my studies, I went back to Yemen and joined the governmental University and, at the same time I took a role as a financial consultant in the Ministry of Defense. I then worked as an Executive Director for Housing Funds which is equivalent to a Deputy Minister level.

2. Tell us about your job at ASU

I joined my beloved University in the academic year 2013/2014. I'm teaching different courses in the accounting programme. I am a programme Coordinator and the Representative of the academic staff at the University Council.

Some initial calculations indicate that ASU contributes around BD 50 million annually to the Bahrain economy. In the area of human capital development, examples could include the number of HEA Fellows and Senior Fellows and the expenditure on research and staff development. Our social impact could be measured through the impact of financial aid which amounts to around BD 100,000 yearly, which can help in the education of deprived individuals in addition to our contribution to community engagement which can help improve the social conditions of individuals and communities of the University.

To conclude, measuring the impact of universities is vital in order to demonstrate their contribution to their nations. Deriving a formula for measurement is critical and this should include the social and economic impact amongst many other aspects.

APPLIED SCIENCE UNIVERSITY ACHIEVES THE ISO 9001:2015 QUALITY CERTIFICATION



On Sunday 13 May 2018, Applied Science University (ASU) officially received the ISO 9001:2015 Certification in Quality Management for its administrative provision from the certifying body RICCI (Resource Inspections Canada Incorporated). Four members of RICCI attended the ceremony to present the Certification.

Celebrating this success, the Chairman of the Board of Trustees of ASU, Prof. Waheeb Al-Khaja, congratulated all the University's employees on this milestone achievement and explained that the achievement is in line with the University's strategic plan which focuses on continuously improving the quality of University services and achieving the satisfaction of the students, its most important stakeholders.



Prof. Ghassan Aouad, President of the University, added that being ISO 9001:2015 certified shows that the University's well-defined Quality Management System (QMS) demonstrates ASU's commitment to consistency, continual improvement and student satisfaction.

3. Tell us about your aspirations for the University

In my opinion, ASU is considered the leading private university in Bahrain, and wish ASU prosperity and success.

4. What do you enjoy most about your job?

I enjoy doing my job perfectly as an Assistant Professor in Accounting and as a Programme Coordinator. I try to have my work ready, especially nowadays with the preparation for accreditation panel visit.

5. Tell us about your hobbies

I have only few hobbies like walking and swimming.

6. Tell us about your favourite food

A famous Yemeni food in almost all countries named (Mandi) and the Yemeni bread mixed with local butter, honey and Habat albarika.

7. Tell us about the book you are reading now

I prefer to read books related to my field in accountancy, and other books like economic or management books.

I also like to read the newspaper, poets and different wisdom sayings.

8. Final words

I'm so proud to belong to this great University and I wish ASU a prosperous future, especially nowadays with the accreditation process that is taking place next month.

This will be a significant help to the University in achieving HEC Institutional Accreditation in the next few months. Prof. Ghassan also explained the importance of having high quality administrative provision to support the academic delivery of the University and he thanked the ASU staff and the representatives from RIC1 for their contribution and for being part of this success.



In the same vein, Dr. Mohammed Yousif Abo Keir, Vice President for Administration, Finance and Community Engagement, explained that the aim of this initiative is to streamline administrative processes within the University in a more systematic, efficient and reliable way to help achieve the strategic plan of the University and to increase student and staff satisfaction.

He praised the efforts of ASU's units and departments to implement the ASU Quality Management System as per the guidance in the ISO 9001:2015 standard and he thanked the project coordination team who worked hard to obtain this international recognition.



He agreed with the President that providing quality administrative support is key for the University to achieve academic excellence and added that obtaining the ISO 9001:2015 certification is a major step towards this. Additionally, he emphasized that ASU is constantly developing its academic and administrative staff and is always looking for new talent to help achieve its vision of providing students with the best educational experience possible.

THE LAUNCH OF "STUDENTS ONLINE SERVICES - SOS" A GREAT INITIATIVE FROM THE DEANSHIP OF STUDENT AFFAIRS

On 16 May 2018, the Students Services Office at the Deanship of Student Affairs launched its new online system "Student Online Services - SOS" in the presence of Professor Waheeb Al Khaja Chairman of Board of Trustees, Professor Ghassan Aouad, University President, Vice Presidents, Deanship of Student Affairs, Director of Administration and Finance, Directorate of ICT, Directorate of Marketing and Public Relations and Student Council members.



This online user-friendly student services system is part of the continuous development of the Deanship of Student Affairs strategic objectives. In addition to our open doors policies, the system will enable all students at ASU to have easy access and communicate with the Deanship of Student Affairs staff anytime and from anywhere. The system offers the possibility to our students to place their requests, complaints, and suggestions, either related academically, or financially, health and safety matters and personal issues, and others. In addition, the system also offers access to Students with Special Needs where they can have direct contact with the Deanship anytime and anywhere, and report any updates. The System will indeed enable the voice of the student to be listened and responded promptly.

Professor Waheeb Al Khaja and Professor Ghassan Aouad were very pleased with this great achievement as this will tremendously affect the effectiveness and the efficiency of the Deanship in supporting our students during their student life at ASU. Great Appreciations and thanks were granted to the Deanship of Student Affairs for this great accomplishment and for the Directorate of ICT for their valuable and hard work in making this initiative to become true.



COMMUNICATION WITH ASU'S STUDENTS ABOUT ACCREDITATION

On Monday, 14 May 2018, the President of ASU, Professor Ghassan Aouad and the Senior Management Team, met with the Student Council members and a large number of students in order to highlight the importance of the accreditation visit, and the institutional readiness.



Students were very much interested and asked some questions to Professor Ghassan regarding the benefits of accreditation for the students and their role during the accreditation visit.

ADVISORY BOARD MEETING

The Master in Accounting and Finance held its Advisory board meeting for the second semester of the academic year 2017/2018 .

The board discussed topics related to the programme, and members provided recommendations to improve the programme to become one of the leading programmes in the region.



THE COMMUNITY ENGAGEMENT OFFICE ACTIVITIES

ASU Participated in Bahrain Authority for Culture and Antiquities Meeting

Within the framework of cooperation between the Community Engagement Office at Applied Science University and Bahrain Authority for Culture and Antiquities, the University participated in the coordination meeting that was organized in Bahrain Fort Site Museum on Sunday, 13 May 2018 for volunteers who are interested to take part in the activities with the UNESCO.



Mr. Thaer Mustafa AlRamini member of the Community Engagement Office and student care with a group of University students attended the meeting.

The Community Engagement Office to publish “رمضانيات” Series on its Instagram Account



As part Applied Science University social responsibility to the community and on the occasion of Ramadan, the Community Engagement Office will publish “رمضانيات” series on its Instagram account “@asu_bhce”. The series will include awareness advices and instructions that will be provided by a group of academic and administrative University staff.

The series will cover different topics about the Holy month of Ramadan, and there will be a competition by asking questions related to the series topics and winners will get prizes provided by the University.

REMINDER OF THE WEEK

Institutional Accreditation Inspection Visit: 24 to 27 June 2018 (5 weeks from today).

QUOTE OF THE WEEK

"The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires."

William Arthur Ward

