

PRESIDENT'S NEWS DIGEST

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ASU
جامعة العلوم التطبيقية
APPLIED SCIENCE UNIVERSITY



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MESSAGE FROM THE PRESIDENT

Welcome to the 5th issue of the 4th year of the President's News Digest.

In this issue of the News Digest, I will address the subject of “Social Media Presence”.



It is now just over one decade since the social media revolution took place. However, many universities have not reaped the benefits of such a revolution, especially in the area of students' recruitment.

Universities should develop social media strategies and policies in order to align such strategies with the overall strategy and aspirations of the academic institution. Clear KPIs should be defined and measured.

Universities should make the most of their social media profiles. This will help in students' recruitment and keeping in touch with their alumni. For instance, Cambridge uses both YouTube and Instagram to display photographs of the city in order to offer potential students the opportunities to explore the place before they join the university.

Our University should take advantage of the social media revolution and have strong presence using medium like Instagram, Facebook, SnapChat, LinkedIn, Twitter, and YouTube amongst many others. In addition, the web site, which is the first interface to the external world, should contain information about these social media tools.

The current generation is known as the social media generation. We have no choice but to speak their language and remain engaged with them through the tools they prefer to use.

<https://tophat.com/blog/social-media-for-universities-strategy/>

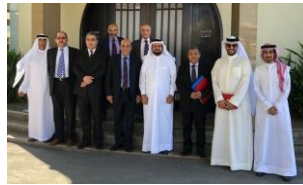
<http://www.qs.com/university-social-media-marketing-whos-getting-it-right/>



A VISIT FROM HEC



On Tuesday, 27 November, Dr Abdul Ghani Shuwaikh, Secretary General of the Higher Education Council visited the University and toured its facilities. Dr Abdul Ghani was received by Professor Waheeb AlKhaja, Chairman of the BOT, the University President, and senior Colleagues.



THE COMMUNITY ENGAGEMENT ACTIVITIES

ASU Hosted the Second Public Debate Titled “This Council Will Grant Maternity Leave to Parents”



Within the initiatives and activities of the Community Engagement Office at Applied Science University (ASU); the University hosted the second public debate titled “This Council Will Grant Maternity Leave to Parents”. The event was organized by Bahrain Talent and Creativity Society and the Community Engagement Office at ASU.



Public figures, media personalities, local community, University academic and administrative staff and students attended the event.



During the event, the participants, during their speech, thanked ASU for its efforts in supporting the community and youth in the Kingdom of Bahrain. At the end of the event, Bahrain Talent and Creativity Society thanked the University for supporting the Society in organizing its events.

The event which was a part of Bahrain Debates Project, was held at the Dome Hall in the University campus on Wednesday 28 November from 7 pm to 9:15 pm.



INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Muneera Khalifa Alshawi

Position: Administrator – VP Office for Academic Affairs and Development

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

I was born in Manama and I live with my family in Isa Town. I graduated from Isa town secondary girls’ school then I obtained a Management certificate. I have also attended many courses to help me get a job. Then I worked in the Human Resources and Accounts Section at Fort Worth IT Solutions Company.

In my childhood I was quiet and patient as my mother says.

2. Tell us about your job at ASU

I joined ASU in 2014 as Administrator in the library to help students in library services. Two years later, in 2016, I was transferred to the VP’s Office for Academic Affairs and Development to organize the office responsibilities with Ms. Diana.

3. Tell us about your aspirations for the University

I feel proud when I hear people talking about the university’s achievements and I wish ASU to be always in progress.

INTERVIEW WITH ALUMNUS



Name	Ali Ateya Alromaihi
Workplace	Ministry of Finance
Academic Degree	Bachelor
Academic Major	Accounting and Finance
Do you intend to pursue further Higher Education? What Major?	Yes, Masters in Business Administration (MBA)
Tell us about your Experience at ASU in terms of learning environment and teaching methods.	<p>I was lucky to get an opportunity to study at ASU, it was a perfect choice and I am glad that I made it. ASU was always committed to assist its students achieve success, not just academically, but also throughout their lives and prepares them for their future careers.</p> <p>The faculty were very respectful and would do their best to transfer knowledge to the students and their main objective was to create an environment in which a person can learn everything and in an effective and efficient manner.</p>
What did you enjoy the most about your experience at ASU?	<ul style="list-style-type: none"> ▪ My group of classmates and friends from other majors that became more than brothers to me. ▪ ASU's football league champions 2 years in a row. ▪ Participating in various events and workshops (in-house and external). ▪ ASU encouraged me to be part of its Alumni club board of directors' member as a treasurer in its 3rd cycle.
In your opinion, What are the improvement areas you would like to see at ASU in the future?	The knowledge I gained from studying Accounting and Finance at ASU Qualified me to work in the Ministry of Finance which is responsible for formulating and implementing the financial policies of the Kingdom of Bahrain within the overall vision of the Bahrain Government.
Final words	I suggest that ASU should offer higher education programs in English for the people that would like to continue their education in a language other than Arabic.

Interviewed By: Maheera Faisal, Alumni Affairs Committee Chair; ASU Alumni Club

4. What do you enjoy most about your job?

I enjoy working at an educational institution that graduates an educated generation for Bahrain.

5. Tell us about your hobbies

Reading stories and writing my special memories.

6. Tell us about your favourite food

Italian Food (Pizza – Pasta) and chicken wings

7. Tell us about the book you are reading now

“The Old Secret” - Story of the Kuwaiti Writer Mshari Bodraid

8. Final words

I want to thank everyone for their cooperation with me, especially my line manager Dr. Assem Al-Hajj.



QUOTE OF THE WEEK

“A sacrifice to be real must cost, must hurt, and must empty ourselves.”
Mother Teresa

Happy Reading!