

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 6th issue of the 4th year of the President's News Digest.

In this issue of the News Digest, I will address the subject of “Research Assessment”.



Research assessment is used to assess academic research and its impact. In the UK, the Research Excellent Framework is used to assess research performance in British universities around a 5 years cycle. In this framework: three components are assessed: Research Environment (weighting 15%), Publications (weighting 60%) and Impact (weighting 25%). The research environment covers strategy, funding, research labs, support for graduate studies, and future strategies. Publications are assessed for their content and rigor and can include refereed journal papers, book chapters, conference papers, and research books amongst many others. Impact is measured through case studies and can include economic, social and quality of life impact amongst many others.

At ASU, research should be assessed against the above criteria. The research environment should include measures that help creating a strong research culture including strategy, policy, handbooks, research profile, research groups and their relevance, labs, 3% funding, any external funding, training and development, support for Masters students, research scholarships, invited keynote speakers, professional memberships, organization of conferences, annual distinguished seminars, innovation, and link between research and teaching. With regards to publications, we should assess the quality of these publications and how many are published in Scopus and ISI listed databases. Publications can include refereed papers, refereed conferences, book chapters and research books. We should also assess the status of citations for every researcher using Scopus, ISI and Google scholars. Finally impact should be assessed in relation to social, economic, environmental, and quality of life measures.

I included a diagram I developed to capture KPIs that are relevant to research assessment, you may find it useful.

INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Ms Hessa Salem Ajaj

Position: Lecturer – College of Arts and Science

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

I have always loved art, painting and design since I was a child, I always watched drawing programs on TV and tried to draw like them. When I was in the middle school I learned Photoshop by myself from watching Photoshop tutorials on YouTube and I was designing my handbooks covers for the school and the gift cards for my friends.

So when I finished the school, I decided to study graphic design at ASU, and Alhamdulillah I finished it and got my bachelor degree in Graphic design and I received a scholarship from ASU where I got my Master degree in Design Management.

2. Tell us about your job at ASU

I am a lecturer in the Design and Art department. I like most when I am teaching the computer graphic design programs, such as (adobe Photoshop, adobe illustrator, adobe InDesign, etc..). Because I like graphic design so much; I enjoy delivering my knowledge in this field to the students and I feel proud and happy when I help the students to enhance their design knowledge and skills.

- Knowledge transfer
- Key research priorities Identification
- Key funding bodies
- Knowledge management and storage
- Keynote and invited lectures

- Infrastructure
- Intellectual Capital
- Innovation and market understanding, satellite, etc
- Innovation and research strategy
- Industry Links
- Interdisciplinarity
- Impact
- Ideas
- Imagination and creative minds
- Intelligence
- Inclusivity: social inclusion,
- International Excellence
- Integration with Teaching
- Interaction with Government and Community
- Innovative leadership and vision
- Innovative techniques

- Publications and Citations
- PhDs
- Profile, image and promotion
- Presence: at all levels: Regional, National, and International
- Policies and Procedures
- People: motivation and retention, support for young researchers, innovation awards, intellectual capital, addressing cultural issues.
- Participation and research agenda setting: series of innovation workshops, innovation leaders, key stakeholders
- Passion
- Professionalism, integrity and coherence
- Persistence and Focus

Key Performance Indicators

REIMAGINE EDUCATION CONFERENCE

Dr. Mohammed Yousif, VP for Admin, Finance and Community Engagement, attended the Reimagine Education Conference in San Francisco, USA held on 29 and 30 November 2018.



Reimagine Education is an international competition aiming to reward those most successful in creating transformational educational initiatives, enhancing student learning outcomes and/or employability.

Reimagine Education was attended by over 500 individuals seeking to improve education: teachers, academic faculty & leadership, edtech founders and investors, and representatives of top technology companies like Google, IBM, Harvard, Wharton & pedagogical innovators from all over the world.

7TH CULTURAL EDUCATIONAL EXHIBITION



On Sunday 2 December 2018, the Deanship of Student Affairs organized in collaboration with the College of Arts and Science its 7th educational exhibition on “Coexistence in Bahrain”, under the patronage of Shaikh Hesham bin Abdulrahman Al-Khalifa, the Governor of Capital Governorate, and the invitation from the President of the University Professor Ghassan Aouad.

A large number of students, staff and VIP guests attended this successful event, including Professor Waheeb Al khaja, the chairman of the board of trustees, and a delegation from the Palestinian embassy.



Everyone who attended this event was very much impressed by the creative, innovative and detailed work performed by our students.

Dr Rawya who organized this event, explained that the main goal of this exhibition is the use of modern learning models that encourage students to learn and develop their thinking skills by working in teams on various projects. The theme of the exhibition is “Coexistence in Bahrain” amongst various cultures, religious and ethnic backgrounds.



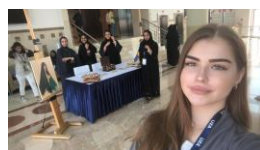
There were 14 cultures representing various countries including; Gulf Cooperation Council, South Africa, Hawaii, Mexico, Egypt, Turkey, Morocco, Iraq, Japan, India, Jordan, Switzerland Netherlands and Italy. Students exhibited various traditions, costumes, landmarks, foods and drinks, currency, and much more related material.

In addition, dancing spectacles were presented by Al Hawar school students in Abdulla Nass Hall showing the influence of Bahraini culture on art and traditions and a poetry was delivered by two of our students about coexistence.



BAHRAINI WOMEN'S DAY

The Women Club at the Deanship of Student Affairs organized last week on 1 December 2018, an event for the Bahraini Women's Day celebrating women success and achievements.



3. Tell us about your aspirations for the University

I hope for ASU to keep developing and succeed until becoming one of the most famous universities in the Arab region and the world.

4. What do you enjoy most about your job?

I like dealing with students every day and helping them if they have any difficulties in studying graphic design.

5. Tell us about your hobbies

Graphic design is my main hobby. I also like drawing and reading.

6. Tell us about your favourite food

My favorite food ever is pasta I can eat it every day

7. Tell us about the book you are reading now

Now I am reading “The design of everyday things”, it is a book that talks about the design, and how it serves as a way of communication with the users. It addresses the design problems and how they can be solved it or avoided.

8. Final words

I wish all the best for my lovely University (ASU), and I hope that I will always be part of it, and to give my best efforts as much as I can to contribute to the development and growth of ASU.



The club created a short video congratulating the Bahraini women on this day and emphasizing with a hashtag #we support her.

In addition, flower bangles and discount coupons were distributed on ASU female students appreciating them for their role within the community.



“HOW TO MARKET YOURSELF” WORKSHOP

On Wednesday 5 December 2018, the Career Development and Alumni Affairs office at the Deanship of Student Affairs organised an important workshop called “How to Market Yourself” and was delivered by Ms.



Maha AlSayed from Tamkeen. This career development workshop was aimed to prepare our graduating students and Alumni job seekers to the world of work. A large number of expected to graduate students and alumni attended this very useful and beneficial workshop.

PRIVATE SCHOOLS CONSULTATIVE VISITS

Mr Ali Mohamed, Assistant Director & Mr Abdulhameed Baqi, Marketing and Student Recruiting Acting Office Manager from the Directorate of Marketing and Public Relations,



conducted visits to, two international private schools, AMA & Al Naseem School (NIS), and delivered an awareness presentation to 220 students, highlighting the University’s British programmes including the admissions requirements, financial services & facilities, in addition to the future career path to each major that is offered.



The first visit took place at AMA International School, delivering an informative speech to 155 students covering 5 classes from the 12th grade. Students from different sections studying different

syllabuses (IGCSE, IB & High School Diploma) attended the presentation. The second visit took place at NIS, delivering a career consultative speech to 65 students from 2 classes from the 12th grade. This also included students from the syllabuses (IB & High School Diploma). Students from both schools showed their interest in the University programmes, facility, and campus, and enquired about enrolment procedures, EILTS score, while others showed their preferences towards Business Programmes, Computer Science and Engineering.

THE COMMUNITY ENGAGEMENT OFFICE ACTIVITIES

Applied Science University Health Day

Under the patronage of Professor Ghassan Fouad Aouad, the University President; the Community Engagement Office (CE), and the Deanship of Students Affairs organized “ASU Health Day” on campus, on Tuesday 4 December 2018, in cooperation with King Hamad University Hospital and Life Pulse BH Team.





The Health day comprised many activities such as blood donation campaign under the supervision of King Hamad University Hospital medical staff, in addition to comprehensive health checkups such as blood pressure, blood sugar, natural therapy, dental examination, and health education on various

topics such as public health, physiotherapy, sports therapy, mental health, and food hygiene conducted by Life Pulse BH Team, and eye examination by AlGhanim glasses. The Shifaa Al Jazira Hospital participated in providing tests to the attendees that included University academic and administrative staff, students, and local community.



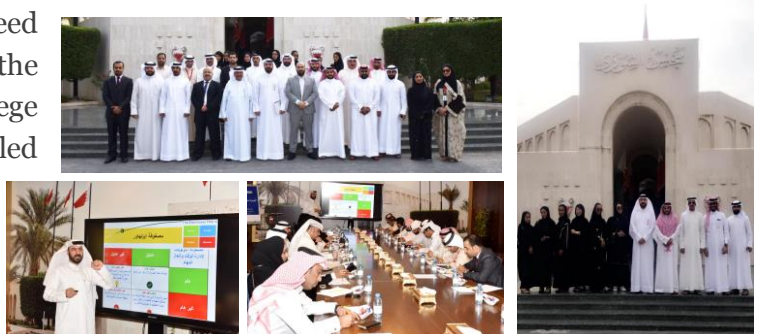
An entertainment program took place during the event, which included questions, competitions and prize distribution to the attendees including a ticket to Dubai.

At the end of the day, the President thanked the organizers and participants for taking part in the Health Day.



ASU Delivered a Lecture to the Secretariat of the House of Representatives

on Wednesday 5 December 2018, Dr. Saeed Hameed AlDulaimi, Assistant Professor from the Department of Business Administration – College of Administrative Sciences, delivered a lecture titled “Coordination, follow-up and secretarial skills” to the staff of the Secretariat of the House of Representatives in the presence of a number of students as part of the initiatives of the Community Engagement Office at ASU.



ASU Hosted a Lecture titled “Jurisdiction of the Bahraini Courts and the Procedure for Proceedings in Bahraini Civil Law”

The Community Engagement Office at ASU, in cooperation with the College of Law, organised a lecture titled “Jurisdiction of the Bahraini Courts and the Procedure for Proceedings in Bahraini Civil Law”, which was presented by the Secretary of the Court of Cassation - Legal Researcher First Professor Hussein AbdulRahim AlShuwaikh on campus on Thursday, 6 December 2018.



INTERVIEW WITH ALUMNUS



Name:	Abdulla Hamad Jabur Alnoaimi
Workplace:	Bahrain Defense Force
Academic Degree	Bachelor
Academic Major	Management Information Systems
Do you intend to pursue further Higher Education? What Major?	I still didn't decide yet, I am into Management Information Systems (MIS). Hopefully, in the near future I will pursue my education, as I am now into Media & public relations or human resource management.
Tell us about your Experience at ASU in terms of learning environment and teaching methods.	My experience at the University was wonderful, this is due to the efficiency and ability of the academic staff and the policies adopted by the senior management of the university, which gave me the ability to develop myself in relation to my field of scientific specialization.
What did you enjoy the most about your experience at ASU?	University life in general and especially when I was elected by my fellow students as their representative in the student council for its eighth cycle, where my personal and leadership experiences have grown to carry their trust in parallel with my academic experience, which has tremendously improved.
In your Opinion, What are the Improvement areas you would like to see at ASU in the future?	I hope to increase the practical education and focus on the technical aspects of the student, believing that the theoretical aspect cannot be established in the mind of the student without showing his/ hers practical skills, which increase the strength of the outcomes and their efficiency
Tell us a success story inspired by ASU.	As a kind of reciprocate to the university community, I was elected by the Alumni members for the second time to be the Chair of the Board of Directors of the Alumni Club for its third cycle.
Final words	I do not have final words for my precious University and its members, but I will use this field to express my thanks and sincere gratitude to all who have been and still support me, whether it is academic or administrative staff as well as the senior management and their constant trust in me. I will remain the permanent ambassador, who has always been proud to belong to this great society.

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

QUOTE OF THE WEEK

"The grass is greener when you water it."
Neil Barringham

Happy Reading!