

PRESIDENT'S NEWS DIGEST

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MESSAGE FROM THE PRESIDENT

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



Welcome to 3rd edition of the 3rd year of the President's News Digest. In this issue, I will be reporting on the 3rd MENA Higher Education Leadership Forum 2017, which was held in the UAE and organized by CLICKS (Centre for Learning Innovations and Customized Knowledge Solutions). The subject of the forum was: Strengthening the Dialogue between Higher Education, Government and Industry: Working Together Towards a Common Vision.

The Secretary General of the Association of Arab Universities and many universities presidents and senior academics and industrialists, and international quality agencies including the UK QAA and Saudi Arabia's NCAAA (National Commission for Academic Accreditation and Assessment) attended the Forum. Bahrain was well represented with attendance by the Presidents of University of Bahrain, Bahrain Polytechnic, BIBF and Applied Science University.



The forum started by Dr Narimane Hadj-Hamou, Chief Executive of CLICKS who provided insights into the changes in the Higher Education sector and the importance of building strong partnerships between Universities and Government, Private Sector, and Civil Society.

Prof. Mohamed Zairi, Executive Chairman, The European Centre for Best Practice Management (ECBPM), UK chaired the morning session with 2 keynote addresses. The first one was by Dr. Francisco Marmolejo, Lead, Global Solutions Group on Tertiary Education & Lead, Education Specialist for India, the World Bank, on strengthening the dialogue between Higher Education, Government and Industry: Working Together towards a Common Vision.

The key message from Dr Francisco was that learning should be at the centre of all what we do and undoubtedly partnerships with the public and private sectors and civil society and alumni will help the students in achieving their learning outcomes. Dr Francisco emphasized that collaboration between universities should start at local level first.

The second keynote address was by Prof. Max Lu, President and Vice-Chancellor, University of Surrey, UK on “Accelerating Innovation through Effective University-Industry Partnerships”. Professor Lu explained that what makes a great university is associated with: talented staff and students, excellence in teaching and research, exceptional student experience, and contribution to society through alumni and innovation. He then spoke about partnerships with public and private sectors and how the emphasis should be on the height (excellence in research and practice-centred education), and depth (focused global reach and partnerships to attract quality international students, diversified funding, and enhanced impact) and breadth (active engagement with alumni, donors, community, and business).

Following the 2 keynote addresses, a panel discussion took part about “Making Industry- University Partnerships Work: Lessons Learned from Successful Collaborations”. The panel consisted Prof. Yousef Al-Assaf, President, Rochester Institute of Technology-Dubai, UAE as chair and panel members: Dr. Abdullatif M. AlShamsi, Vice Chancellor, Higher Colleges of Technology, UAE, Ms. Sally Jeffery, Global Education & Skills Practice Leader, PWC, UAE, Dr. Yehya Al-Marzouqi, Executive Director, UAE Capability Development Special Projects, Tawazun, UAE, and Dr. Tod A. Laursen, President, Khalifa University of Science, Technology and Research (KUSTAR), UAE.

The Chair and panelists presented some interesting views about Industry-University collaborations taking into account the right balance between academic and professional qualifications, basic and applied research, and emphasizing that the next generation of graduates will need to understand how knowledge could be applied in a fast changing business world. There was a lot of emphasis about the importance of accreditation but not at the expense of developing practice-based programs dictated by market needs.

Prof. Jeff Michelman, Professor of Accounting and International Business, University of North Florida, USA chaired the afternoon session of the first day.

INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



Name: Hadeel Bucheerei

Position: Administrator at the Deanship of Student Affairs

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

I was born in Bahrain and grew up in a very lovely caring and thoughtful family.

I graduated from Bahrain Polytechnic with a bachelor degree in Business Management.

2. Tell us about your job at ASU

I joined the Deanship of Student Affairs, the Student Services Office at the beginning of 2016.

Working in the Deanship of Student Affairs is very enjoyable as it always requires dealing with students. Students are the center of all our activities in the Deanship (you can never get bored). Another factor that makes it enjoyable is working as a team with my colleagues in the Deanship.

3. Tell us about your aspirations for the University

I hope ASU goes more internationally bringing in more international programmes that add value to the University and become a leading private University in the Gulf.

In this session, a Keynote Address on “Rankings as a Tool to Improve Transparency and Accountability in Global Higher Education” was delivered by Mr Ashwin Fernandes, Regional Director – Middle East, North Africa & India, QS Intelligence Unit, UK. In this keynote, Mr Fernandes explained the difference between rankings and ratings. In ranking of universities, a limited number of parameters are considered whereas ratings go into more details.

The QS has a stars rating and it is the intention that our university should be assessed according to this rating mechanism before submitting an application for ranking. There were a lot of questions about whether a one size fits all is appropriate and about ethics and transparency in conducting the rankings of universities.

The chair of the morning of the 2nd day of the forum was Dr. Sandra Rizk-Jamati, Director, Honors and Freshman Programs, Lebanese American University, Lebanon. In this session, a keynote address on “Quality Assured: How UK Universities and Colleges Deliver Employable Graduates” was delivered by Mr Douglas Blackstock, Chief Executive, The Quality Assurance Agency for Higher Education (QAA), UK. In this keynote address, Mr Blackstock presented some data about employment and earnings in the UK. In 2015-2016, and after six months of graduation, leavers in work were 67%, leavers in further study 15%, leavers in unemployment 5%, and others 13%. Mr Blackstock emphasized the importance of strategic investment in students’ employability through specialized offices.

The second keynote was on “Quality 4.0 – The Magic Cure for the unrelenting Disruptive Effect Caused by the Digital Revolution” delivered by Prof. Mohamed Zairi, Executive Chairman, the European Centre for Best Practice Management. Professor Zairi spoke about the digital revolution and how this could cause disruption to some traditional approaches of teaching and learning. He emphasized the importance of Artificial Intelligence and Simulation tools in transforming the higher education sector in general and learning in particular.

Dr. Stephanie A. Gordon, Vice President for Professional Development, NASPA – Student Affairs Administrators in Higher Education, USA, delivered the third Keynote Address entitled “A Roadmap for Student Success”. In this keynote, there was a lot of emphasis on the student’s journey and how students could be supported in their extra curricular activities.

4. What do you enjoy most about your job?

Working with students is the most enjoyable thing about my job. Students make you feel lively and bring out all your energy. In addition to that, it is very nice to know and learn how to deal with different personalities / situations/issues.

5. Tell us about your hobbies

I enjoy reading books mainly biographies, shopping for shoes and outdoor gathering.

6. Tell us about your favourite food

Italian Food ☺

7. Tell us about the book you are reading now

“I am Malala” – The story of the girl who stood up for education and was shot by the Taliban

By Malala Yousafzai

8. Final words

I would like to thank my colleagues at the Deanship of Student Affairs and the higher management for their continuous support. I wish ASU all the best in all future endeavors.

Following the keynotes addresses, a Panel Discussion on “Improving Students’ Employability: Opportunities and Challenges in an Ever Changing Landscape“ was chaired by Prof. Jan Sadlak, President, IREG Observatory on Academic Ranking and Excellence, France with panel members: Prof. Riyad Y Hamzah, President, University of Bahrain, Bahrain, Dr. Karim Seghir, Chancellor, Ajman University, UAE, Prof. Muhammadou M.O. Kah, Vice President of Academic Affairs/Provost & Professor of Information Technology &

Computing, American University of Nigeria, Yola, Adamawa State, Nigeria and Prof. Ali Hamie, Assistant to the President for Quality Assurance & Dean, College of Engineering, Arts, Sciences & Technology University (AUL), Lebanon.

In this session, the emphasis was on internships, entrepreneurship in the curriculum, and the importance of having incubation facilities to support potential students and graduates entrepreneurs. There was a discussion about including practical and hands on experience in the curriculum and how industry could be engaged in helping designing appropriate curriculum.

The last session of the 2nd day was chaired by Dr. Larry Johnson, President and CEO, EdFutures, Inc and Senior Fellow, Center for Digital Education, USA and included a Keynote Address on “Developing a Sector Wide Approach to Employability” by Doug Cole, Head of Student Success, Higher Education Academy, UK. In this keynote address, Mr Cole emphasized the importance of producing graduates that are employable. He spoke about collaboration between universities, public and private sectors, and civil society, which will help in producing graduates that are ready for the market place.

The final panel discussion of the forum was on “The Relation between Research & Innovation and Industry: Creating Impact“ and chaired by Prof. Ghassan Aouad, President, Applied Science University, Bahrain with panel members: Prof. Amr Adly, Vice-President for Graduate Studies and Research, Cairo University, Egypt, Prof. Barry Winn, Vice-Chancellor, Sohar University, Oman, Prof. Hossam Hamdy, Chancellor, Gulf Medical University, Ajman, UAE, and Dr. Malak Al-Nory, Provost, Effat University, KSA. In this discussion panel, the emphasis was on economic, social, environmental, and policy impact as academic impact is usually measured through publications and citations. Identifying and measuring impact is not an easy task, but the UK research excellence Framework has developed guidelines about impact and its measurement.

Throughout the forum there were various groups addressing issues related to transferrable skills, students’ employability, and links with industry. The main emphasis throughout the forum has been on students experience, new ways of learning, links with public private and private sector and civil society in designing relevant curriculum, the importance of engagement with alumni, creating impact by conducting applied research, and the use of technology to revolutionize the learning process.

THE ROLE OF ACADEMIC GUIDANCE AND ASSISTANCE IN SUPPORTING WOMEN ENGINEERS TO KEEP ON PRACTICING WITHIN THE FIELD

On 3 October 2017, Applied Science University, represented by Dr Mohamed Mahgoub (Programme Coordinator, BEng Architectural Design Engineering) and students from the same college (Ms Muneera Al Kaabi and Ms Sara Rashed) attended the Education and Training Quality Authority (BQA) and supreme council of women in Bahrain Forum titled as “The role of academic guidance and assistance in supporting women engineers to keep on practicing within the field”.



The aim of the forum is to convey the Kingdom's experience in empowering Bahraini women in an attempt to monitor and analyze women's learning and work in the engineering sector in the public and private sectors by examining the current situation of Bahraini women engineers monitored by the Commission.

The sessions started by presenting the current status of engineering education in Bahrain in the light of the Education and Training Quality Authority (BQA) reviews through a working paper presented by the Director of Higher Education Reviews, Dr. Wafa Al-Mansoori.

This was followed by 2 main discussion sessions, the first one was on “The role of academic guidance and technical support in education and engineering work” and the other session was on "The role of higher education institutions in coordinating academic programmes with the needs of the future labor market".

At the end, Dr. Jawaher Al Mudhaki, Executive Chairman of the Quality Education and Training Authority, concluded that Bahraini women succeeded in becoming an influential social figure in the field of engineering as well as other fields that promote the country and adopt its generations and they are thankful to the support of Her Royal Highness Princess Sabika bint Ibrahim Al Khalifa, the wife of His Majesty the King and the President of the Supreme Council for Women. The forum is considered an attempt to chart a roadmap that contributes to the sustainability of the work of the Bahraini woman engineer to continue her path towards excellence, creativity and mastery.

ASU PARTICIPATES IN THE 2ND INTERNATIONAL BUSINESSWOMEN'S FORUM AND EXHIBITION

Her Royal Highness Princess Sabeeka bint Ibrahim Al Khalifa, Wife of His Majesty the King and President of the Supreme Council for Women (SCW), patronised the opening of the second International Businesswomen’s Forum and Exhibition held under the theme “Female Engineers in the Business World”. ASU represented by Dr Assem Al-Hajj (Vice President for Academic Affairs), Dr Ashraf Hendy (Dean of College of Engineering), Dr Islam Abohela (Head of Architectural and Civil Engineering Department) and 14 students from the College of Engineering and the College of Administrative Sciences participated in the Forum and Exhibition. The event was organized by Bahrain Businesswomen Society (BBS), and took place at the Four Seasons Hotel between 13 and 15 November 2017. ASU representatives participated in the Engineering to Entrepreneurship Panel which took place on 14 November 2017. The event featured an international business Forum, B 2 B meetings and business networking. One of the themes of the forum was Sustainability and Dr Assem Al-Hajj took this opportunity to invite the attendees of the forum to participate in The International Conference on Sustainable Futures which will take place this month at ASU between



26 and 27 November. ASU students found this event very useful and informative, they also highlighted that these events are eye opening for them to the opportunities and what awaits them in industry after graduation. Dr Islam Abohela asserted that ASU is keen on encouraging our students to participate in similar events which has a great impact on developing students’ soft skills. Dr Ashraf Hendy added that these events are very important for networking and seeking advice from industry. The team took this opportunity to approach the keynote speakers for potential future collaboration.

ISO 9001:2015 INTERNAL AUDIT TRAINING

On Thursday, 16 November 2017, the members of the ISO Quality Management Committee received a thorough training on Internal Auditing for the ISO 9001:2015 standard at the Dome Hall of the University.

The training was delivered by Mr. Asem Nazir, the consultant from RICI (Resource Inspections Canada Incorporated) who is accompanying the university in its efforts to obtain the ISO 9001:2015 certification.



Mr. Asem Nazir is a certified Tutor and Lead Auditor with an extensive experience in quality management systems spanning over 20 years.

The training was for an entire day and was composed of 2 parts:

- 1) The first part covered the seven auditable areas/clauses of the standard where the consultant not only reminded the participants of the requirements for each clause but also hinted for each area at which exactly the auditor will be looking for. The 7 clauses are: Context of the Organization, Leadership, Planning, Support, Operations, Performance evaluation, and Improvement, all of which fall under the very important PDCA process cycle (Plan – Do – Check – Act).
- 2) The second part of the training was dedicated to the ethics and practices of internal audit, such as the attributes of the internal auditor (ethical conduct, fair presentation, due professional care, independence and evidence-based approach) and the steps associated with an internal audit mission, be it the pre-audit activities, the audit activities or the post-audit activities.

Further to this training, the participants will prepare for an internal audit mission where they will engage in a cross-checking / peer-review activity in order to assess the readiness status of the various administrative departments under the scope of the ISO certification.



This training session was facilitated by Mr. Hatem Dammak, Head of the Internal Audit Unit and chair of the committee steering the university's efforts to obtain the ISO 9001:2015 certification. For more information, or to request the training material for your personal development, you can reach him at hatem.dammak@asu.edu.bh

HOW TO BE A GOOD WRITER SEMINAR

Prof. Saad Darwish, President's Advisor attended a seminar on 8 November 2017 run by Mr Mohammed Isa at BIBF describing and explaining how to be a good writer. The Bahrain Society for Training & Human Resources Development (BSTD), which is a Bahraini forum of HR and Management professionals invited professionals for this seminar. Bahraini Society for Training & Development is committed to enhancing the capability of the workforce through continuous people development and the promotion of excellence in people management. Mr Isa gave an excellent lecture and reflected his own experience and how he produced a book that was a success best seller.



BAHRAINI CHINESE SME CONFERENCE 2017

Prof Saad Darwish attended the Bahraini Chinese SME Conference 2017 in coordination with SME's Bahrain and Dragon City. The Conference took place in Manama at Gulf Hotel on 16 November 2017. The conference addressed issues on how to increase business with china and to reflect it on Bahrain economy in the future.

The Bahrain Dragon City project, is supported by both the Chinese and Bahrain government with the aim to invite Chinese enterprises to operate in Bahrain. The project is invested and constructed by DIYAR AL MUHARRAQ and operated by CHINAMEX.



Bahrain Dragon City, is a key project in the plan of Bahrain's Vision 2030, widely draw attention in both Bahrain and neighboring countries. Many institutions from the service industries of logistics, finance, e-commerce, insurance and law attended the Bahrain Investment Environment & Dragon City Project.

Participants paid great attention to the progress of the project implementation and expressed willingness to cooperate in the project and provide service for tenants together with CHINAMEX. The organizers gave insights about Foshan City in China which is a very attractive area for investment.

| DRAGON CITY ACHIEVEMENTS | |
|---|--|
| Trade (Import) Value: USD 200 million (2016) | |
| Re-export: 60% | |
| Varieties of commodities: approx. 100,000 (2016) | |
| Occupancy rate: 99.5% | |
| Operational Rate: 92% | |
| Company registered: 500 + (90% coming from China) | |
| Chinese Tenants with their Families: 1200 people | |
| Average Footfall: 13,000 weekday, 25,000 at weekend | |
| Peak Footfall: 35,000 | |
| Cross Boarder Visitors: 60% | |



The GDP of Foshan has been growing at an average rate of over 19% for 3 consecutive years. The city's manufacturing industry keeps prospering, and its logistics, exposition and commercial service sectors are all booming and obtain infinite business opportunities. Overseas

buyers are able to purchase high quality and cost effective commodities in Foshan, and the foreign investors could enjoy low investment costs, consummate industrial complementation and seek for partners for cooperation in the city. By making Foshan as the penetrating access to explore the huge Chinese market, foreign investors should fully share the benefit of soaring Chinese economy.

INDUCTION DAY FOR THE ALUMNI CLUB MEMBERS

The Board of Directors of the Alumni Club for its 2nd cycle and the Career Development and Alumni Affairs office organized an Induction Day for the Alumni Club members at ASU campus on 21 October 2017. The event was very successful, the Alumni Club Members introduced themselves, presented the Club's objectives and strategic plan for their annual cycle, they also mentioned the available committees for anyone who would be interested to join in.

In addition, the importance of the Alumni Membership cards and its privileges in different sectors was highlighted, following this, a great number of Alumni registered for Alumni Club membership.



This event was attended by Dr. Assem Al- Hajj, VP for Academic affairs and Development and Dr Faiza Zitouni, Dean of Student Affairs, in addition to other staff members to show their support for such important event.

REMINDER OF THE WEEK

International Conference on Sustainable Futures: 26-27 November, the Grove Hotel, Amwaj Islands

QUOTE OF THE WEEK

“A good plan violently executed now is better than a perfect plan executed next week.”

George S. Patton

