

President's News Digest

Message From the Editor

Welcome to the 14th issue of the 5th volume of the President's News Digest.

In this issue **Ms. Ruqaya Mohsin**, the Director of Marketing & Public Relations will address the subject of "2020 Marketing Trends"

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من روائع الشعر العربي

Message from a Colleague 2020 Marketing Trends

The higher education sector is becoming progressively competitive. Private universities within this region can no longer rely exclusively on their academic reputation to attract students; to appeal to today's cohorts they need to adopt a more critical approach to student recruitment and reach out to different segments with personalised content. In other words, a one-size-fits-all approach to student recruitment is no longer fit for purpose.

Therefore, Earning a University degree is a crucial step in life and considered a vital part of the better living standard. It is all about creating opportunities in life. Both undergraduate and postgraduate degrees prepare your intellect and social abilities for your adult life and career. Most people want to attend college, but they don't know why they should or how it will benefit their lives.

2020 will be the year of communication! We're seeing a massive shift in beliefs about what marketing actually is. As we're rapidly approaching the beginning of the year, it's a great time to look ahead at where we're going and the marketing trends we're likely to see more in this year.

Student Experience:

Marketing is no longer about trying to convince people to choose the service from or work with your institution. Instead, the priority has moved towards providing fantastic learning experiences that will keep students coming back for more. In a sense, when you focus on building a positive organizational culture and providing great service, "The marketing almost takes care of itself".

The growth of online content has given students and parents more power. They are no longer a passive party when it comes to learning about the educational providers. They're not waiting for us to tell how great our programmes are. Instead, they're going out and doing their own research. So we have to offer them something more than information. Student experience is already the hottest buzzword in the university marketing and recruiting circles, but it's more than just a passing trend, the majority of students say that positive experience is an important factor in their selection.

Moreover, efficiency, convenience, knowledgeable-friendly services, and easy payment options are what students and parents value most in their experience. In other words, we need to consider student experience in every aspect of our marketing strategy. This is how we can provide a great experience in order to keep students retained, and attract new ones.



Ms. Ruqaya Mohsin
Director of Marketing & Public Relations

Ms Ruqaya Mohsin is currently the Director of Marketing & Public Relations of Applied Science University. In addition to her side activity as a TV presenter at the Ministry of Information Affairs which made her stronger in terms of appearance and presence in media as an Educational Institution.

Ms Mohsin, has over 18 years of extensive experience in Media, Public Relations, Marketing Teaching, Research, Banking and Finance. In 2012 she was the Head of Media & Public Relation in the Ministry of Education (MOE) for Project of Skills Bahrain Competition. She was awarded as the best event planner for the competition compared to the 1st and 2nd GCC skills Competition and achieved the highest score in organizing and publicizing the 3rd GCC skills Competition. She served the (MOE) for 11 years as a Senior Teacher for Commercial Studies at high Schools and she was awarded as Employee of the year 2011/2012.

Ms.Ruqaya, worked for 3 years at Citi Bank Bahrain as a Processor in the Treasury Operation (offshore sector) and in 2001 as a Credit Analyst in Credit Centre. She was honored in her Bachelor in Business Information System from University of Bahrain in 2003. She was also certified in the Digital Marketing (ICDL) in 2018 and CIPR, Chartered Institute of Public Relations, UK in 2017.

Staff Engagement:

Our staff both academic and admin are the human face of the university culture; so concentrating on interactions between staff and students should be a key part of the marketing strategy. Great student experience can be ensured through healthy communication with staff. In fact, the number one factor that drives students away from a university is poor staff attitudes and lack of knowledge. When we're turning the responsibility of creating a great students service over to our employees and the key to this is by building a solid foundation of employee engagement and taking steps to ensure every employee understands and is aligned with the institution mission and values.

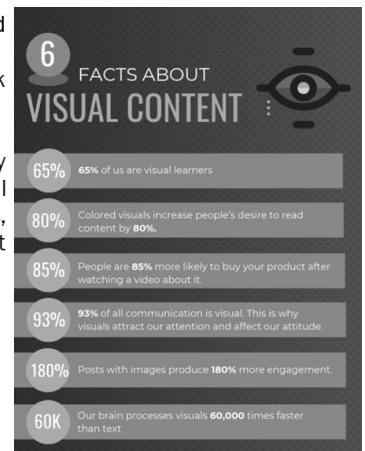
We can't expect the employees to care about our students if they're not happy at work and don't really believe in what they are doing. So achieving a high level of employee engagement is one of the most important steps in improving long terms student's experiences.

Visualization:

Research has shown that people particularly students prefer visual content to plain text as illustrated in the chart facts.

Furthermore, with the explosion of smart speakers and voice search in recent years, we don't think that "readable" content is more important than visuals and design these days!

In fact, this couldn't be supplementary from the truth. Advancements in voice search are certainly influencing the way that creates content for now and in the future, we shouldn't neglect visual content either. Visuals are also easier to remember than written content. Adding data visualizations, infographics, images, and videos to the text not only makes it more interesting and attractive, but it can help the message to be absorbed better too.



Reflecting on Sports Activities

I have been watching our three teams in the Universities' tournament namely the football team, the volleyball team and the basketball team and reflecting on their achievements. They play together as true teams, no selfishness and no self-interests. They are so eager to win, I can see it in their eyes and in their dedication. They are truly our best ambassadors, and we should support them. Of course after each win, they come to hug us with their sweats and we feel it is eau de toilette as I seem them as my sons.

If our students can excel in sports, then they should be able to excel academically and this is where I would like to highlight my observations. As educationalists we should spend more time helping our students even if we have to increase the office hours. When we see students struggling we should embrace them and give them more support as outstanding students don't usually need our help. The last thing in this life I want to do is to compromise quality and make them pass when they don't deserve it.

I am saying we should encourage our students to do better by supporting them and treating them like our children. Would any of us be happy to see their kids failing? Of course not and this is how we should feel about our students as without them we won't have jobs and we won't be able to educate our own kids. You may think that I am too philosophical or an idealist, but believe me this is how I feel about our students. It gives me the utmost satisfaction to see them succeed academically and in their extra-curricular activities.

In every game, I see the same faces of our colleagues who are supporting our students, for the younger ones they feel as if the students are their brothers and sisters whereas for the older ones they feel like they are their children.



Written By
Professor Ghassan Aouad
The President of Applied
Science University

Mr Mohamed Najjar is with them day and night and this gives them a lot of motivation and moral support. The presence of some senior colleagues also motivate them a lot. It is interesting to see the three teams supporting each other and to see many students and sometimes their parents, alumni and students council members present in every single game, and let's not forget رابطة جماهير العلوم التطبيقية, the band that is supporting us in every game. I would like to also acknowledge the great support from Prof Waheeb Al Khaja who is kept informed about every game and Mr Abdulla Al Khaja, member of the Bahrain Collegiate Athletic Association Board for all his support.

Our University is doing well Alhamdulillah, I keep saying that in order to succeed in life you need three ingredients: hard work, some elements of luck and a blessing from God. I strong believe that by supporting our students we will do even better.



Essential Study Skills for our Students

Many of my students study very hard and they feel frustrated because of the grades they get. When they come and raise certain questions with me regarding this issue, I always tell them that they need to study smart instead of studying hard. Study smart means a good and active study skills that help our students achieve more progress in their academic life.

The first thing students should know is that the earlier they study the notes, the better for them to understand the material. This helps the students to learn the information before the day of the test by transferring it to the long term memory.

The second thing students should know is that it is important for them to know the best way to comprehend the new information. Each student follows a special method in learning which is helpful for him/her. He /She must understand this method and follow it.

The third way is to understand the information rather than to memorize it. In order to understand any information, the students need to try their best to see what they learn from different angles. If they are asked about the information in a different way, they will be able to answer any raised questions. Students should bear in mind that not all lecturers ask direct questions but some of them ask the questions indirectly. If the students memorize the information and not understand it, it will be difficult for them to answer such kind of questions.

The fourth way is to understand the main ideas they want to learn. Students need to know not to memorize all the notes that they take in class and the material they read in the textbooks or the outside material. Instead, they must focus on the main points as much as possible and drag all the details from the main points. The most important thing is to reach the main points while revising.

The fifth way is to study from different sources and not to rely on the notes and the textbook. This will help to understand the material deeply and more comprehensively. Moreover, the internet and the library are good sources for reliable information.

The sixth way is to raise questions because the students will participate actively. The questions can be raised with the lecturers as well as with other students. Some students write questions while they are studying the material and try to answer them. Raising questions helps students to know the details of the material and its explanations. When the students interact with each other, they can memorize the information in a better way and improve their critical skills. Also, raising questions has to do with independent learning because students' minds get used to the habit of raising questions even if they are studying by themselves and this will reflect on them positively. To achieve this target, students can give the information to other students and ask them to raise questions or they can distribute passages to the students related to the curriculum and ask the students to write questions about the passage. They can discuss together the questions and answers. From my experiences, I have noticed that many students do not ask questions because there is no connection between the main ideas of the information they learn. Some of them do not have any idea about what the instructor is talking about and cannot interact. Others focus for a short period of time in the class and then they do not follow up with the lecturer. Some of the students feel very shy that their questions may sound silly and they avoid expressing any opinion or raising any questions. I have also noticed that some of my students ask something and they want to inquire about something else. In other words, they do not know how to form the questions in order to know what they want. In order to overcome the attitude of not asking questions, I ask my students to change their habit gradually and get used to asking questions step by step. Initially, they can come to my office and ask any questions privately and by time, they will get used to my attitude and ask questions in class. Also, I put my students into groups and ask them to write the questions and one student of each group raises the questions.



Written By
Mr. Hamzah Ramadan
Lecturer

The seventh way is to join a study groups because all studies show that joining students improves the educational process. When students are sitting into groups, they are interacting and helping each other in the educational process. Some of them forget to take certain notes during the lecture and when they sit together, they exchange information and learn new studying techniques. By reaching an agreement on the required material, they can learn more and focus in a better way.

In conclusion, as lecturers and educationalists, we need to focus as much as possible on the learning skills of our students. We must improve these skills according to the students' needs and this will reflect positively on their standard.

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The College of Arts and Science Social Gathering

on Thursday, Jan 30th , The Social Committee of the College of Arts and Science organized a gathering for the college members to tighten the good relationships between the college members and to get out of the work pressure, in order to give everyone a stronger impetus to move forward with what is required to be achieved by everyone. The gathering was held on the first floor, where everyone enjoyed their wonderful breakfast.

Prof. Ayman Al-Dmoor, the Acting Dean of the College of Arts and Sciences thanked the social committee for this activity on behalf of the college members and encouraged to organize more of these activities in order to strengthen the relations among the team members.

The two stars of the college: Ms. Latifa Fandi and Ms. Dana AlZari organized the breakfast decoration and arrangement, where they spread joy over the college with the presence of the college staff, some senior management members, and other colleagues who joined us in this gathering.

The College of Arts and Science staff, extend their sincere gratitude and appreciation to: Ms. Latifa Fendi, Ms. Dana Al-Zari ,for all their creativity and efforts.



Written by
Dr. Moaiad Khder
Head of Department Computer & Science , Asst Professor
College of Arts & Science



The Computer Science Department Staff attended IEEE Bahrain Section Awards launch dinner

On the 11th January, the Computer Science Department Staff attended IEEE Bahrain Section Awards launch dinner at BAPCO Club. Dr. Moaiad Khder- HoD of Computer Science, Dr. Yazeed AISbou- Dean of Research and Graduate Studies, Dr. Jamal AISultan- CS Programme Leader and Dr. Samer Shorman joined many IEEE members in this event.

Sh. Dr. Eshaa AIKhalifa Chair of IEEE-Bahrain Section announced a new activity organized by the local section and supported by IEEE to help academicians/students to be recognized and appreciated by the IEEE.

(IEEE Bahrain Section) announced the opening of the nomination for the annual awards of the association at the level of the Kingdom of Bahrain, which will be awarded to a number of academics and students, during the dinner party held at the BAPCO Club, and a number of academic professors from Bahrain's public and private universities participate in it.

In this regard, Dr. Eshaa bint Mohammed Al Khalifa, chair of the Society, said: "In order to raise the name of the Kingdom of Bahrain high, we have allocated four awards to encourage academics in the Kingdom of Bahrain to compete positively by offering them their best expertise and potential."

She said: "4 awards will be dedicated to the award for the best university lecturer, the award for best scientific research, the award for the best student group and the award for best community project in accordance with the international standards of IEEE."

"As for the award for the best university lecturer, we will adopt the international standards of the association, and who will receive the award. We can nominate him/her at the international level, and the applicant for the award must have worked in the Kingdom of Bahrain for a period of no less than a year."

She added: "Likewise with the Scientific Research Award, we have applied the international standards of the association so that the winner can compete at the international level, and that his research is related to the Kingdom of Bahrain in order to be nominated for the award." "With regard to the award for the best community project, we strive to motivate community members by giving and organizing workshops and conferences," she said.

The association aims to form student groups, as she said: "We are keen to form student groups that contribute to community service by holding training lectures, arranging workshops, and providing support and assistance to each other."



Written by
Dr. Moaiad Khder
Head of Department Computer & Science ,
Asst Professor College of Arts & Science

ASU Awarded Best Decorated Building for the 5th Time

For the 5th year in a row, the university was awarded as the best decorated building in the educational sector in the competition organised by the Capital Governorate under the patronage of HE Sheikh Hisham bin Abdulrahman Al Khalifa, the Capital Governor. Many institutions and companies participated in the competition held in conjunction with the Kingdom's glorious national day celebrations to maintain values of citizenship and belonging to the community.

Professor Ghassan Aouad, the University President received the award during the ceremony which was attended by Ms Ruqaya Mohsin, the Director of Marketing and Public Relations and Mr Abdulla Al Khaja, the Director of Administration and Finance.

The competition provided an opportunity for the government and private institutions to participate in the Kingdom's National Day celebrations by decorating buildings, highlighting the cultural and urban face of the capital city.

The President expressed his happiness with the University's victory and pride in participating in the competition. He praised the efforts made by all the University for this achievement, which reflect a great impression about the University culture.

He also thanked the Capital Governorate for organising such competition that promotes the values of citizenship and belonging to all segments of society. He pointed out that the University in its role as a Bahraini educational institution, is proud to share its celebrations of the national holidays.



Written by
Ms. Ruqaya Mohsin
Director of Marketing and
Public Relations



Interview with Alumnus



Name:	Sara Abdulla Alshakrani
Workplace:	Applied Science University
Academic Degree	Bachelor Degree
Academic Major	Bachelor of Management Information Systems
Tell us about your Experience at ASU in terms of learning environment and teaching methods.	I had an extraordinary experience and I learned a lot through my journey at this amazing environment full of motivation.
What did you enjoy the most about your experience at ASU?	That I keep learning new things each time I attended, with such a great knowledge from professional doctors & staff.
Tell us a success story inspired by ASU.	Here I am back again to enjoy gaining more experience as an employee this time under my major as Administrator of Management Information Systems Department.
In your Opinion, What are the Improvement areas you would like to see at ASU in the future?	ASU already improved all over the time as it has been shown in the media that the university progressed by obtaining the first position as the best private university in the kingdom of Bahrain.
Final words	Enjoy the little things in life because one day you will look back & realize they were the big things.



Interviewed By: Mrs. Noora Musalam, **Manager of Career Development & Alumni Affairs Office, Deanship Of Student Affairs**

Computer Science Students visit to ASU library

Dr. Moaiad Khder took his students in CSC241 – Scientific Research Methods course on a scientific visit to ASU library at our University on Wed, 29 Jan 2020. Dr. Ammar AlJalamneh, Director of ASU Library and Information Services along with library staff welcomed Dr. Moaiad and his students and presented a briefing about the University's library, available resources, books on the shelves, digital libraries. Library staff also showed the students how to create an accounts and activate them, how to search for a certain book or article. Such a visit motivated and helped the students to get a clear picture on how the available resource can help them in preparing their reports, and explore what library services are available in our university.



Written by :
Dr. Moaiad Khder
Head of Department Computer &
Science , Asst Professor College of
Arts & Science

Quote of the Week

“Marketing is telling the world you’re a rock star. Content Marketing is showing the world you are one.”

- Robert Rose

من روائع الشعر العربي

الخيَلُ واللَّيْلُ والبَيْداءُ تَعْرِفُنِي والسَّيْفُ والرَّمحُ والقُرطاسُ والقَلَمُ

-المتنبي