

# PRESIDENT'S NEWS DIGEST

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## MESSAGE FROM THE PRESIDENT

Welcome to the 22nd issue of the 2nd year of the President's News Digest.

I would like to start this edition by reminding our colleagues of the importance of marketing our new British Programs and keeping the web site up to date. It is vital to start these programs on solid grounds.



On Sunday, 26 March, we submitted our institutional accreditation application to the HEC. This is a milestone activity and achieving institutional accreditation is a top priority for all of us. We are now working on the SER report and all the supporting statements and evidence. Prof Newton and the accreditation group are working on finalising the draft report within the next few weeks. A copy will be shared with you once it becomes available. As you are aware, the panel will visit classes and observe the quality of teaching. Within the context of continuous process improvement and helping staff in their development, I asked Academic Affairs and Development to organise a "Good Teaching Workshop" on 6 April from 9:00-11:00am in Abdullah Nass Auditorium which will include presentations by: the President on providing context for good teaching; Dr Oday will present on the preparation of course portfolios; Mr Rifat will present on the use of technology to support good teaching; Dr Ramzi, Dr Murad and Dr Waseem will present as if they are teaching in the class rooms; and finally Dr Assem will present our findings from the class observations. I am grateful to Dr Faiza, Dr Adel and Ms Diana for the excellent preparation of this workshop. It is expected that all staff including academic and administrative should attend this workshop.

On Sunday, 26 March, under the patronage of HE, the Minister for Education, the University hosted the opening ceremony of Skills Bahrain Competition in the presence of HE the Secretary General of the HEC, Chairman of the BOTs and many dignitaries. The College of Arts and Science showcased many skills including graphic design, IT systems amongst many others.



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On 27 March, the President and Director of Marketing and PR attended the second day of this event at the Royal University for Women.

On 30 March, the results of the competition were announced by HE the Minister of Education in the presence of many university presidents and important dignitaries. It was pleasing to see our Director of Marketing and Public Affairs acting as the MC of the concluding ceremony. This competition was very useful in developing our students' skills in many academic disciplines. One of our students achieved a third position in the graphic design category.

On 26 March, the President and Head of Marketing and Student Recruitment visited the Editor in Chief of GDN, Mr George Williams to promote our new British Programmes and as a result, GDN conducted an interview with the President two days later.



On the evening of 27 March, the President and Director of Marketing and PR attended the 241st Independence Day of the USA. The event was hosted by HE the US Ambassador to Bahrain and held at the Diplomat Hotel.

On 29 March, the Chairman of the BOT, the University President and Mr Anwar Alnawaf from the College of Law, received Ms Hoda Almezhaa, President of the Bahrain Bar Association, to discuss opportunities for collaboration.



Last week, we hosted the 2nd phase of our HEA training organised by Dr Faiza and Dr Adel. The 3 days event was run by Dr Adrian Brocket from the HEA. This activity will lead to more fellows and senior fellows of the HEA. A strategic direction is embraced by the University to make all our academic staff professionally recognized. This week we will be hosting the Chief Executive of the HEA and our colleagues who achieved HEA status will be recognized in a special ceremony.

This week, we will be announcing the call for abstracts of our International Conference on Sustainable Futures to be held on 26 to 27 November under the patronage of HE the Minister for Education. The deadline for receiving abstracts is the 10 May 2017. It is expected that many colleagues submit their abstracts and then the full papers by the end of July 2017.

I would like to conclude this edition by reminding all colleagues to ensure that our students should be at the centre of all what we do. Providing them with a top and exciting learning experience should be our top priority.

## IRM/SENIOR FELLOW



Congratulations to Prof Saad Darwish for his appointment as a certified risk professional with IRM/Senior Fellow. This is a distinguished achievement in the profession of risk management where he has been a Fellow of this institute for nearly more than 25 years. IRM is a specialist institute that is recognized for its multi-disciplinary nature of risk management and is required to work together with other centers of risk expertise around the world. IRM actively worked with partner organizations to develop new educational programmers on leadership and continuing professional development in this important discipline. With growing demand for risk management expertise across the world, his achievement will reflect positively on his career and roles.

## BENCHMARKING WORKSHOP

Dr Assem Al-Hajj, VP for Academic Affairs and Development and Dr Radwan Kharabsheh, Advisor to QAAC Director, attended the training programme titled 'Benchmarking for Best Practices in Higher Education' between 7 and 9 March 2017, at Novotel Hotel, Dubai. The programme was organized by CLICKS and facilitated by Dr Mokhtar Benhadria.



The workshop focused on the systematic approach of benchmarking and covered in sessions numerous topics including the importance and phases of benchmarking. Session one discussed

benchmarking the rationale behind undertaking it. The discussion revolved around lining benchmarking to creativity and innovation and the CSF of benchmarking. The second session focused on the benchmarking process itself. Four different phases of benchmarking were discussed. The first phase was planning of benchmarking which described activities like benchmarking project conception, team responsibilities, process mapping and measurement. The participants discussed partner selection and covered partner's selection matrix, data collection methodology and conducting visits. The second phase which is conducting benchmarking GAP analysis covering topics like minding the gap, looking beyond numbers and projecting future performance. Phase three was concerned with communication and integration and covered topics like establishing results of benchmarking. The last phase, which is an revolves around developing action plans and fine-tuning goals and recalibrating.

The workshop included numerous exercises on real life benchmarking and many case studies that was analyzed and discussed among the participants who came from many established universities in the region.

For the benefit of ASU staff, benchmarking definition and main issues are summarised below:

### BENCHMARKING DEFINITION

“Benchmarking is the process of continuously measuring and comparing an organisation against business leaders anywhere in the world to get information that will help the organisation take action to improve its performance”

## INTERVIEW OF THE WEEK

We would like to feature the interview this week with:



**Name:** Abdulhameed Baqi

**Position:** Administrator in the Directorate of Marketing and Public Affairs

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

Well, I was born on 30 August 1982 in Manama and was raised in an open minded family, with a very peaceful atmosphere. I have a bother and 3 lovely sisters and I was a big fan of video games.

Moreover, I hold a Mini Master in Business Administration from the College of Boston & attained certified system engineer & V-hyper machines from Microsoft. Also I hold an English Certificate from IELTS in addition to other occupational degrees including my 4 Cambridge As levels.

### 2. Tell us about your job at ASU

I joined the Directorate of Marketing and Public Affairs of ASU in December 2016. I am responsible for observing, analyzing, anticipating & planning the market demand for all segments including overall University Events. My aim is to introduce new innovative methods to the university with the goal & objective to strengthen ASU's marketing capabilities & its potentials.

Benchmarking plays an important role in QA and Accreditation by providing a reference point to and validation of the performance and practices demonstrated by the institution over a period of time.

## Types of Benchmarking

A number of different types of benchmarking can be utilised to support an organisation's goal of continuous improvement:

- Strategic Benchmarking
- Performance Benchmarking
- Industry Benchmarking
- Functional Benchmarking
- Standards-based Benchmarking
- Process Benchmarking
- Internal Benchmarking
- International Benchmarking
- Generic Benchmarking
- Quantitative Benchmarking
- Qualitative Benchmarking

Source: Holmesglen: HESU/ 8-Jan-2014 Q:\Projects\Higher Edu\HESU\_Folders\Quality Management\Benchmarking\Benchmarking Guidelines\Benchmarking Guidelines V8.docx

## Benefits of Benchmarking

- Benchmarking enables universities to assess their performance and improve practice in a cyclical process involving both quality assurance and quality enhancement. Oliver, B. (2011b). Assuring graduate capabilities: Enhancing levels of achievement for graduate capability, from <http://boliver.ning.com/page/benchmarking-2>
- Helps discovery of innovative approaches and practices
- Benchmarking highlights problem areas and the potential for improvement, providing an incentive to change, and assists in setting targets and formulating plans and strategies. Meade, P. H. (1998). A guide to benchmarking. Dunedin, New Zealand: University of Otago.
- Benchmarking provides assessments of quality that identify measures that give a valid and balanced, current picture of the parameters that distinguish courses, universities or sections of a university. McKinnon, K. R., Walker, S. H., & Davis, D. (2000). Benchmarking: A manual for Australian universities. Canberra, Australia: Department of Education, Training and Youth Affairs, Higher Education Division.

### 3. Tell us about your aspirations for the University

I picture ASU as one of the top private universities that supports the real-world learning & delivers highly intensive programmes for graduate students with advanced knowledge and skills.

### 4. What do you enjoy most about your job?

Firstly my team, secondly the students & thirdly the level of respect we share.

### 5. Tell us about your hobbies

Reading, Arts and retro games collections.

### 6. Tell us about your favourite food

Spicy Thai Green Chicken Curry & for seafood Chili Mud Crab.

### 7. Tell us about the book you are reading now

Rules for Radical "Saul Alinsky".

### 8. Final words

Stars can't shine without darkness so be a "Star".

- Beyond the potentially humbling learning experience of benchmarking, the networking creates opportunities for further collaboration.

## Selecting a Benchmarking Partner

Successful benchmarking entails looking for partners that meet your criteria. The five steps listed below should help the process of benchmarking go smoothly and returns remarkable results.

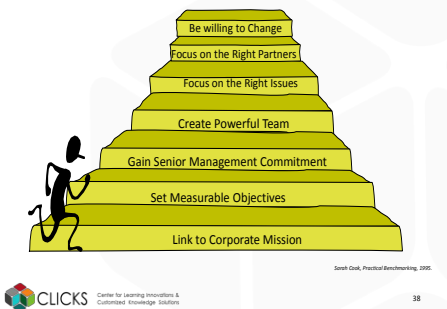
1. Start the selection process with a clean slate
2. Establish well-defined criteria upfront for benchmarking partners
3. Define what "best practice" means at your organization, then pursue partners accordingly
4. Use secondary research to identify potential benchmarking partners
5. Weed out the best from the rest

Author: Vicki J. Powers, a communications specialist at Houston-based American Productivity & Quality Center.

## The role of executive leadership in Benchmarking

1. Demonstrate commitment and support for the project
2. Provide the needed resources to the team
3. Set the stage for benchmarking by determining core business processes and by defining the project scope and objectives
4. Provide adequate funding

### 7 CRITICAL SUCCESS FACTORS OF BENCHMARKING



## PRODUCTIVITY CONGRESS

Prof Saad Darwish participated and represented ASU in the World Productivity Congress on 2 April 2017.

The World Productivity Congress has been hosted 17 times in several countries since the first congress took place in the United Kingdom in 1969. For the first time in the World Productivity Congress hosting history, the 18th Congress was hosted in the middle east and in particular in the Kingdom of Bahrain.



The Congress brings together a distinguished group of leading businessmen, industrialists, scholars, politicians, administrators and productivity experts from around the globe and from all sectors of industry, commerce and public service. It is this breadth of expertise and experience that makes the Congress an important event for shaping future governmental approaches to productivity development, and for shaping future organizational strategies."

## DR UDAI AL-JUBOORI RECEIVES CERTIFICATE

Dr Udai Al-Juboori received a certificate upon completion of the programme requirements of Autodesk Certified Professional: 3ds Max.



## QUOTE OF THE WEEK

*"Once you replace negative thoughts with positive ones, you'll start having positive results".*

**Willie Nelson**

*Happy Reading*