



# PRESIDENT'S NEWS DIGEST

27 NOVEMBER 2016 – VOLUME 2 - ISSUE 4



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## MESSAGE FROM THE PRESIDENT

Welcome to the 4th issue of the 2nd year of the President's News Digest.

I would like to start this edition by congratulating everybody on the announcement that the University is now listed on the National Qualifications Framework (NQF) Register by the National Authority for Qualifications & Quality Assurance of Education & Training (QQA) following the approval of the Cabinet of Ministers.



ASU’s commitment to quality education is noted again which is such a significant accomplishment by the University.

I would like to extend my sincere appreciation to all ASU staff for their hard work, and contribution in achieving this goal. I would also like to congratulate our Chairman of the Board of Trustees, Prof Waheeb Alkhaja for his continuous support.

Congratulations to all!

On 27 November and under the patronage of Shaikha Hala bint Mohammed Al-Khalifa, the Director of the Directorate of Culture and Arts, the 5th Cultural Educational Exhibition organized by Dr Rawya took place.

The Exhibition displayed 15 of the world’s different cultures where our students put their best efforts to exhibit a number of countries stalls, showcasing cultural performances and unique customs from around the world.

The aim was to enhance communication and cultural exchange between the students regardless of their religion, background, race, sex, color and in line with the vision of His Majesty King Hamad bin Isa Al Khalifa to promote a culture of tolerance and peaceful co-existence.

This is really important from an accreditation point of view as the students exhibited their academic work. When the accreditation panel visits us, they will be interested in innovative teaching and learning practices and this is a good example.



## IAU CONFERENCE

Dr. Mohammed Yousif, Acting VP for Administrative, Financial Affairs and Community Engagement and on behalf of Prof. Ghassan Aouad, the University President, attended the “International Association of Universities” which was held in Thailand from 13-16 November 2016. The



conference was entitled “A Catalyst for Sustainable and Innovative Societies” with more than 60 speakers from around the world and a large number of Higher Education Institution heads and other senior delegates who participated in this Conference. Commemorating the 100 years of the Thai University System on the campus of the oldest university in Thailand, participants discussed various strategies and practices that demonstrate how HEIs contribute to innovation and sustainability and what more can be done, especially through IAU, to



become a true catalysts for change.

In addition, Dr. Mohmamed Yousif took part in the voting for this year’s presidency of IAU.

## WORKSHOP ON STRESS MANAGEMENT

The Training Centre arranged a workshop for the administrative staff titled “Stress Management”. The workshop discussed job burnout and stress in epidemic proportions. This workshop explored the causes of such stress, and suggests general and specific stress management strategies that employees can use every day.



## “COMMUNICATING WITH IMPACT” WORKSHOP



The Training Centre delivered a workshop designed to focus on the most essential foundational communication skills of listening, asking insightful questions and understanding the power of body language and non - verbal communication. Participants were

trained on the importance of rapport and how building proper rapport using simple NLP techniques like pacing and leading can dramatically improve their overall communication skills that are directly translated into positive results.



## PROJECT MANAGEMENT PROFESSIONAL QUALIFICATION (PMI / PMP)

The Training Centre in collaboration with a third party training service provider arranged an 8 days long workshop that covered the PMI®'s PMBOK® Guide process groups comprising of Initiation, Planning, Execution, Monitoring & Control and Closing. Covering the entire project life cycle, this workshop is built around the best practices currently used in today's fast-paced business environment.

The participants secured solid understanding of project management methods with this comprehensive course and are ready to take the PMP® Certification Exam. We wish the participants all the success in their upcoming online PMP examination.



## INTERNSHIP

On Thursday, 24 November 2016, the internship supervisor for MIS Programme, Dr. Adeb Hamdoon has visited one of the intern students on site in Salahuldain primary school for Boys. He met with the school principal who gave positive feedback and evaluation on the performance of the trainee.



## ASU STUDENTS VISITED THE UNO HOUSE IN THE KINGDOM OF BAHRAIN

The students of Political Science Department have visited the department of Public Information of the U.N.O in the Kingdom of Bahrain. This activity took place as a part of the International Organizations course programme under the supervision of Dr. Khaleel Ibrahim. The Ambassador Sameer Al Darabea received the students, and welcomed them. He briefly explained the main objectives of the United Nations and its institutional structure in the region and the world. Dr. Khaleel Ibrahim and the students effectively participated in the discussion and posed some questions.



## DR. ALJANABI AWARDED BY THE PAKISTANI AMBASSADOR

Dr. Murad AlJanabi, the Associate Professor in the College of Law has been recognised by the Pakistani Ambassador during the event of the Poet and Philosopher, Mohammad Eqbal that was held at Bahrain Society of Engineers on 25 November 2016.



## DR. AL-HAMAMI'S PARTICIPATION IN BAHRAIN VOLUNTEER MEDIA FORUM



Dr. Mohammad Al-Hamami, the Manager of Community Engagement office participated in Bahrain Volunteer Media Forum that was organized by Bahrain Voluntary Work Society and United Nations Information Centre for Arabian Gulf Countries under the patronage of H.E. Dr. Shaikh Khalid Bin Khalifa Al-Khalifa the Vice Chairman of Board of Trustees and Executive Director of Isa Cultural Centre.

The forum included several knowledge sharing sessions and workshops about the relationship between voluntary work and media and the best practices of using different kinds of media in voluntary campaigns and activities. The form was held at Isa Cultural Centre for two days on 26 and 27 November 2016.



## DR. AL-HAMAMI A MEMBER OF THE TECHNICAL COMMITTEE FOR SMMF 2017

Dr. Mohammad Al-Hamami, the Assistant Professor at Management Information Systems and Manager of Community Engagement office at ASU was appointed as a member of the Technical Committee for the Social Media Masters Forum 2017 that will be organized by the Social Media Club in Kingdom of Bahrain.



The Technical Committee members in addition to Dr. Al-Hamami are: Dr. Abdulla Althawadi an ICT and Telecommunications Consultant at ComTec Consultancy Bahrain and Adjunct Professor at University of Bahrain, Mr. Nezar Maroof the Director of Government Support Projects at Information and eGovernment Authority, Mr. Salah AlBinJasim an Information Security and Protection consultant and the President of Bahrain Information Technology Society, Mr. Ali Sabkar the President of the Social Media Club, Mr. Abdullah AlDosary a member of Board of Directors at Social Media Club and Senior Computer Technician in the Ministry of Education, and Mr. Mohamed AlQassab a youth Information Security Professional.

The first meeting of the Technical Committee was held at the Gulf Hotel on Saturday 19 November 2016 to discuss the subjects and issues related to the preparation for the Social Media masters Forum 2017.

## ASU HOSTED “ENGINEER YOUR LIFE” FORUM



ASU Community Engagement Office with the collaboration of Etqan Voluntary Team organized “Engineer Your Life” Forum on Saturday, 19 November 2016. The event included workshops titled “The Effective Change” delivered by Mr. Osama Bahar and another one entitled “Life skills” delivered by Coach Esra Hamed. There were a number of competitions and prizes, in addition to other activities. The number of participants was 173 and their interaction was very significant. Dr Al-

Hamami in his speech thanked everyone who participated in organizing this forum from CE Office, Etqan Voluntary Team, ASU students, and Mr. Thaer Mustafa for the extra efforts in making this forum successful.



## THE PRESIDENT ATTENDS EDEX HIGHER EDUCATION MENA CONFERENCE

From 22 and 24 November, the President attended the EdEx Higher Education MENA Conference in Dubai. Some very interesting presentations were delivered by David Lock of LFHE, Warren Fox of KHDA, Prof Nadia Badrawi of Arab Network Quality Assurance, Paul Fear of British Accreditation Council, amongst many others. Below is a summary of the key points from all presentations:

### David Lock, LFHE

1. Tension between long and short term objectives
2. Balance of education for the benefits of students and the benefits of community
3. Curriculum which is interdisciplinary, Innovative and entrepreneurial
4. Technology where appropriate should be deployed
5. Critical thinking for students to be employable
6. Internationalization of universities: study abroad, but be locally sensitive
7. Costs of education is rising
8. Students voice: strategic planning and operation.
9. Teaching informed by research
10. Increased number of students: viability
11. Competition is getting harder
12. Institutional autonomy and academic freedom
13. Change, pedagogy, structure, strategy, more effective communication. sophisticated risk management

### Paul Fear, Chief Executive Officer, British Accreditation Council

Different things to different people: quality assurance  
 Triangulation methods: Documentation + visits  
 Purpose of the institution  
 How do we know education meets the needs of the students, students are seen as customers  
 Brilliant in Maths, but terrible teacher  
 Students guidance: advising, career,  
 Principles of QA applied, but must be contextualized  
 ENQA is important  
 Students are stakeholders  
 Contextualization

### Warren Fox, KHDA

1. Arizona state university: access to more students through entrepreneurship, largest university in the United States
2. Increasing access to students while maintaining quality
3. International partnerships
4. Free zones
5. Regulation and quality assurance
6. International branch campuses, fit for purpose model for Dubai
7. University quality assurance international board
8. KHDA is 9 years old

### Danish Faruqi, E&Y

How do you build a \$b university  
 Marketing

### Panel Discussion

- Employable graduates
- School leavers join universities
- Difference in quality
- Different ways of learning
- Managing institutions as business
- Gender gap
- Public private universities
- KPIs for attracting students

### Campus operations Dean Hoke

- 77 countries hosting branch campuses
- Dubai more market oriented
- Different maturity levels



### Panel discussion

- Dissatisfaction of employers in the GCC with graduates
- Skills expected and skills delivered: real world professional
- Teaching
- Course design and management
- Assessment
- Alignment of purpose
- Curriculum: soft skills more important than hard skills
- Soft skills could be taught
- Teaching: learning rather than teaching, what they can do with what they learnt
- Discovery
- Internship
- Shake up the classrooms
- Course management
- Leading by example, rejection of broadcasting and spoon feeding
- Responsible citizens
- Assessment
- Inflation for grading
- Over reliance on single assessment tool is dangerous
- Education is much bigger than training
- Vocational and educational can live side by side
- Education from different perspectives
- Experience and age and wisdom
- Deja vous
- 30 years the same discussion
- GCC unique
- 17th century to teach aristocracy: origin of universities
- Lecturers who have been in the workplace less than 10%
- Change the way our universities are structured
- Role of families had changed
- How the future would look like?
- 40% of the jobs didn't exist in 2004
- Techniques and tools not enough, more emphasis on soft skills
- Large universities find it more difficult to innovate because of the size
- Carnegie Mellon charge 58,000 dollars a year
- Conflicting objectives: teaching, research, administration
- Portfolios of people, not just PhDs qualifications
- Part time professors are needed
- Broadcasting model is still dominant

### Professor Nadia Badrawi, Vice President, Arab Network for QA in HE

Rankings will stay and grow in importance

Influence parents, students, decision makers

Global, regional, national within the same ranking

Do we need a regional ranking system?

Accreditation vs Ranking

### Doug Cole HEA

Employability not employment

Jobs for the future

How do we prepare students?

Dedication, passion, commitment, motivation,

### How education will look like in 2025 Stanford University, videos

Impact labs

Missions not majors

Alumni

Calibrate, elevate, activate

Activate to test skills

Hubs to looks at skills from different regions

### Summary 6 points (David Lock)

1. Higher education is a diverse sector, we need to determine our mission carefully and this mission should be informed by values, region, and context
2. Communicate mission accurately
3. Engage more closely with stakeholders including external ones, in particular, employers and internal especially students to support their employability agenda
4. We should give more thoughts to innovation, have the courage to innovate
5. Research: learn from others and collaborate with them
6. Faculty training to deliver mission



### Panel discussion

- Higher Education is a global game
- Collaboration vs competition
- Quality and happiness of students
- Regulators
- BAC, British Accreditation Council, non-government finance, established in 1994, institutional quality assurance in 17 countries outside the UK
- Quality assurance means different things to different people
- Student mobility
- Transparency
- Students experience
- Teaching assessment framework: quality of teaching, a new approach in the UK
- Students choice
- Capacity to deliver good curriculum
- Students experience: value added, ability to move around the world
- Partnership agreements
- Speed of innovation, private universities
- Online delivery should be as good as the face to face delivery
- Students centric model, Research centric is getting harder
- Peer review of teaching
- Competition between public and private sectors
- London school of economics more private funding than government
- Quality assurance models
- Research and development
- Scholarships
- Labor market
- Research intensive universities in Abu Dhabi
- Research and innovation
- Quality faculty criteria, from top 500 universities, studied, worked, etc
- Ranking of universities
- Employability of students
- Scholarship funds percentage as a measure of quality
- Quality assurance and ranking
- International
- Vision Students should be at the heart, choice will lead to quality
- Corporate governance is very important
- Right faculty, pay them at the right level
- Students learning
- Part time teachers
- Board of trustees should not be managing but governing
- Finance
- Faculty student staff ratio
- Annual monitoring: some statistics
- Admission of students
- Students engagement
- QAA universities reviews
- U.K. Quality maturity in comparison with developing nations

### Walid Hadsan, Thomson Reuters

#### Key indicators

- Research
- Teaching
- Reputation
- Employability
- Reputation
- Loyalty of students
- Community based
- Mission
- Parents perception
- Marketing and social media
- Integrity
- Mission and vision
- Curriculum
- Branding the personality
- Ethics
- Employability
- Consensus of definition
- Industry role
- Curriculum
- Internships
- Clubs
- Research
- Collaboration with public universities for private institutions
- Impact of research
- RSA motivation
- YouTube video

#### Internationalization panel

Internationalization of the curriculum

Online engagement with other students



## TWO-DAY ADVANCED CAPACITY BUILDING PROGRAMME 2

Over the rainy weekend, on Friday 25 November and Saturday 26 November 2016, 25 members of ASU academic staff, led by Dr. Assem Al-Hajj, VP Academic Affairs and Development, and supported and coordinated by Ms. Diana El Hageova, actively participated in the two-day advanced capacity building workshop. This was the second batch of academic staff to attend and the workshop was supported by Arabic translation. A thank you goes to Prof. Hilal for assisting Mr. Fuad from Ta'seel in the translation.



The participants received a practical in depth working knowledge of developing qualifications which meet NQF requirements and mapping qualifications to appropriate NQF levels, for consideration for placement to the NQF. Participants got to write learning outcomes, devise assessment and map qualifications to the NQF level descriptors.

The workshop was facilitated by Dr. Ian Morris, a Senior Consultant with Ta'seel in Bahrain. The workshop was well received by ASU staff. Participants received certificates upon completion.

### QUOTE OF THE WEEK

*“Don't watch the clock; do what it does. Keep going.”*

***Sam Levenson***

*Happy Reading*