



PRESIDENT'S NEWS DIGEST

24 JULY 2016 – Issue 38



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MESSAGE FROM THE PRESIDENT

Welcome to the 38th edition of the President's News Digest.

Students Recruitment remains our top priority and we should work collectively to achieve our ambitious student's targets. It is important that every single call is answered and our marketing campaign gets even more aggressive. Students are our bread and butter and we need to recruit them in order to be sustainable as a University. The competition is becoming tough and we should use every single opportunity including social media, traditional means, open days, and our words of mouth to maximize student's recruitment. I will be taking some short breaks during the summer holidays, but I will keep an eye on this activity by receiving daily reports from admissions and registration and I agreed with Prof Waheeb that if I need to be available in the University for a certain and short period of time during the summer to ensure that students recruitment is progressing according to plans, I will need to plan my holidays to fit this purpose. We can't afford to start the next academic year without achieving our student's targets. Please give this activity the attention it needs.



Professor Robert Newton visited us last week and he spent a great deal of time helping us with many academic and administrative aspects including accreditation, programmes with limited confidence and organizational and committee structures. Our work on accreditation is progressing according to plan and I am grateful for all the great efforts of the Accreditation Committee, and in particular Dr Roy, Ms Monia and Ms Mariam.

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As you know the holiday season is about to start and most academic staff will be away from the University until the end of August. It is important to make sure that we all know where we are before we have the visit from the HEC in September to check our readiness to launch the new programmes with LSBU and Cardiff Met.

We ought to ensure that MOAs with LSBU and Cardiff Met are in place and that all leaflets, brochures and detailed marketing plans are ready and approved by HEC.

In addition, offices for the college of engineering and Cardiff Met programmes should be ready, plans for physics and chemistry labs should be ready as well as recruitment of technicians.

Web site page for new programmes, application forms, check lists for admissions and registration and reception team is fully equipped to receive calls and provide direction.

Preparation for year 1 should be completed including courses to be taught, books, English preparation, and it is important to ensure that our Foundation and English arrangement for year 1 including reading lists is consistent with LSBU and Cardiff Met regarding English subjects to combine cohorts in the first year at least to make the programmes sustainable.

The team has met and discussed a plan for all the above last Thursday to ensure readiness but remember time goes fast and we want to make sure that the HEC visits us before the end of September in order to have enough time to recruit for a January start.

With regards to programmes with limited confidence, a plan has been produced. It is expected that Dr Assem, Dr Ziad, Dr Ramzi, Dr Radwan and QAAC Centre, programmes coordinators and Prof Newton will ensure that the perfect preparation is in place in order to turn these programmes into full confidence.

Last week, the University's Council met and approved proposals for budget, operational plans and KPIs and some minor changes to the organizational structure amongst many others to be submitted to the BOT for their final approval in September.

With regards to the induction of new staff, I asked Dr Assem, Dr Mohamed and Ustaz Abdulla to put an induction plan. The new staff induction day which is also a must attend event for returning staff will take place on the 7th of September.

Finally, I was very active last week talking to the English and Arabic press about my Honorary Doctorate which was a golden opportunity to promote the University I had interviews with Akhbar AlKaleej , Al Bilad,, Alwatan, GDN, Gulf Weekly and Daily Tribune. These interviews will start appearing throughout this week, many thanks to Ms Ruqaya, Ms Edyta and Mr Bahaa for all their efforts in organizing these interviews.

Enjoy your summer breaks and come back recharged with energy, new ideas, enthusiasm, and innovation.



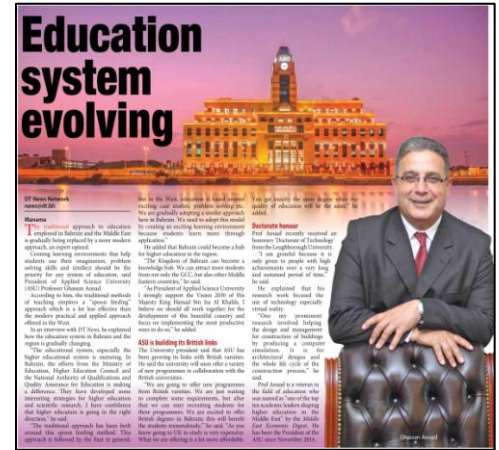
RECEPTION

On 18th July 2016 a reception took place to celebrate the Honorary Doctorate of Technology received by the president from Loughborough University in the UK. It is one of the major achievements for Prof Ghassan and definitely a great pride for the University. The reception was attended by the Chairman of the Board of Trustees Prof Waheeb AlKhaja, Academic and Admin staff.



INTERVIEWS WITH GULF DAILY NEWS, GULF WEEKLY AND DAILY TRIBUNE

On 20th and 21st July 2016 Prof Ghassan Aouad gave interviews to the English press: Gulf Daily News, Gulf Weekly and Daily Tribune. He talked about his honorary doctorate of technology from Loughborough University in UK as well his great achievements through the life career, new English programmes with London Southbank and Cardiff University as well the existing ones current recruitment, education system in Bahrain and supporting the vision of His Majesty the King of Bahrain 2030.



A WORKSHOP ON MANAGING SOCIAL MEDIA ADVERTISING

Applied Science University with the coordination of Dr. Mohammad Alaa Al-Hamami Director of Community Engagement Office, hosted a workshop entitled "Managing Social Media Advertising" on 23 July 2016. The workshop was organised by Social Media Club Bahrain Chapter and presented by Mr. Marwan Daher, the Founder and Managing Director of Connect-to-net Lebanon-KSA, a Lebanese entrepreneur who has 10 years' experience in the digital field and 7 years in social media where he invested in a different dark social apps that added value to the social media communications.

Dr. Mohammad Alaa Al-Hamami (Director of CE Office), Dr. Hooreya Mohamed Aldeeb (Member of CE Office), Dr. Ahmed Mohamed Arbab, Dr. Atheelah Yaseen Alazzawi, Dr. Saeed Hameed Al-Dulaimi, and Ms. Monia Mensi attended the workshop.

This workshop came within the social media programme for professionals, launched by Social Media Club in collaboration with Applied Science University, which aimed to reach 250 professional Bahrainis in the field of social media and enhance their knowledge and





skills. It provided unprecedented opportunities to the trainees to gage their information and engage in fruitful discussions with international experts conducive to see the rich and benefit from their experiences.

REMINDER OF THE WEEK

All course portfolios should have been submitted

QUOTE OF THE WEEK

“If the scholar feels that he must know everything about any topic, he is in trouble - and will not publish with a clear conscience”

Kenneth L. Pike



Enjoy Reading
