

ENABLERS



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The sustainability of AGU enterprise is underpinned by having a resilient infrastructure which includes specialized consultation centers, fund raising strategies, communications, marketing, and information technology (IT). To maintain the infrastructure, it is imperative to develop strategies for financial management, information and communication technology (ICT), learning resources, and facilities to maximally utilize alumni resources and specialized consultation services. The university aims to continue to focus on those financial strategies that reduce its budgetary dependence on the proportional financial support from the GCC states.

ICT INFRASTRUCTURE

Enabler 1 - ICT is a key enabler for transforming higher education and research. Innovative universities are supported by sound ICT infrastructure in order to develop interactive learning environments and support collaborative research teams.

ICT plays a pivotal role in shaping the future of higher education. Learning and data mining hinges on instituting integrated ICT systems to support research and development.

This plan requires strategic investment in platforms for online and digital learning and sets investment targets in ICT infrastructure that would enhance online and distance learning programs.

ICT contributes to enhance the quality and excellence in education by facilitating interactive discussions and running simulation laboratories to become an integral part of a high caliber educational system. The plan envisions opportunities in developing web-based processes for student activities including online registration, student portals and networking with students and alumni through the use of social media. ICT is crucial for

building collaborative research at global and regional levels. The strategic plan sets milestones to develop certified online short courses for professionals to achieve GCC training goals at much reduced cost.

Up-to-date computer laboratories, including high-fidelity clinical simulation labs for medical school, are essential curriculum support tools. Development of web-based, social media and blended learning would bring added value to all AGU. The university's effectiveness, efficiency and relevance are all dependent on having sound knowledge management systems enabled by ICT systems. ICT supports AGU's connectivity to alumni and society by sustaining loyalty and a community of practice to support AGU's open innovation networks.



ENABLERS (CONTINUED)

FINANCE AND ASSETS

Enabler 2 - The financial sustainability and independence of AGU is to be founded on diversified sources including the introduction of new programs, endowment chairs, funded research, consultation centers and fundraising.

AGU has a number of endowment chairs supported by GCC state members which contribute to maintain the core competencies of AGU in biotechnology, education, environment, health and technology. The strategic plan aims to garner support for a new chair for innovation management to support the culture of innovation and build innovation networks and research in GCC.

The plan aims to optimize AGU's tangible and intangible assets through collaborations and commercialization of its patents and intellectual property. Also, the strategy sets targets to enhance efficiency and cost optimization in all processes and systems.

It is crucial for AGU to harness its GCC-mandated advantage by providing policy and technical advice to national, regional and global

agencies to promote the sustainable development and the well-being of its people. It is envisioned that consultations and certified programs constitute a key component for sustaining a funding source with contracted research and clinical and diagnostic services provided by the Al-Jawhara Center and University Medical Center presenting a sustainable business model for AGU.

The strategic plan also calls to capitalize on the success of the MBA program at French-Arabian Business School (FABS) by adding further GCC priority specialty Tracks to the program. The strategy aspires to transform FABS into the 3rd constituent college of the AGU.



ENABLERS (CONTINUED)

ALUMNI

Enabler 3 - AGU alumni represent valuable human and intellectual capital. AGU is keen to harness this potential for effective partnerships, networking and resource mobilization.

AGU has a rich and diverse community of medical professionals and graduates from technology, business and education dispersed throughout the region. The plan aspires to unlock the potential of alumni through networking, internships, fund raising and enhancing the quality of programs. It is imperative to cultivate the intellectual capital of alumni by developing programs for social responsibility, entrepreneurship, and community service.

The plan envisions opportunities in developing strategic alliances and partnerships with AGU alumni to engage them in AGU initiatives and academic faculty renewals. The strategies for media, marketing, and financial

sustainability are to be aligned with an engagement strategy with AGU alumni. The strategic engagement with alumni is designed to foster a sense of loyalty, develop a community of practice, and create a network of professionals for policy advice, program development, and community service.

AGU's corporate image and brand are shaped by the level of strategic engagement with AGU alumni that ensure social and institutional sustainability. Thus, the strategic plan calls to sustain relationships with AGU alumni so as to harness open and user innovation.



AGU ALUMNI
رابطة الخريجين
جامعة الخليج العربي

ENABLERS (CONTINUED)

SPECIALIZED CONSULTATION CENTERS

Enabler 4 - AGU's business model should be underpinned by providing niche services to various stakeholders to cultivate intellectual capital in health, education, technology, and business.

It is imperative to utilize the expertise of the AGU staff to develop the professional capacity of the business community in the GCC. Consultation centers are envisioned to play a central role in building the capacity of educators in gifted education, distance learning and special needs education. Likewise, the plan aims to form partnerships with key industries to develop certified short programs in health, safety, risk and cyber-security. Additionally, AGU consultation center aspires to collaborate with selected strategic partners both regionally and globally to develop professional programs.

Resource mobilization and financial sustainability can be achieved through providing policy advice and technical consultations to public and private sectors to support sustainability and prosperity in the GCC. The plan

calls to reposition AGU centers to act as catalysts for capturing knowledge and expertise through developing training modules based on market needs. Innovative programs will also be developed to serve small and medium-sized enterprises (SMEs), and start-ups to nurture a culture of innovation and professionalism in the GCC.

AGU's strategy sets targets to establish an innovation center, a climate change unit and an environmental economic center of excellence to build the capacity for youth in technical skills including information technology, business, public health, technology audits, technology foresight, climate change assessment, mitigation, and adaptation.



ENABLERS (CONTINUED)

REGIONAL LIBRARY

Enabler 5 - AGU plans to utilize its competitive advantage of being a regional university through consolidating inter-library access within GCC countries to ensure effective and efficient access of learning materials to students.

The library is central in providing an enabling environment for innovation, research and learning. The plan aims to invest in expanding online learning resources. It is crucial to promote the culture of research by providing adequate space for individual and group study. The plan aspires to enrich the learning

experience of students in research skills, ethics and professionalism. Building on global and regional networks, it is vital for the AGU library to capitalize on forming alliances and networks to improve its services and operations.



ENABLERS (CONTINUED)

MEDIA AND MARKETING

Enabler 6 - Marketing AGU's services and programs is critical to attract high caliber talents from both global and regional markets.

Media and marketing are crucial for communicating the contributions of universities. The plan calls to promote AGU programs and services by effective use of media. The plan sets targets to raise the visibility of AGU by communicating its contributions, events and activities to global and regional media outlets. Research findings and knowledge outcomes from AGU graduate programs in health, education, business and technology are to be promoted in a professional and effective manner.

Access to web-based technologies is a key enabler for learning and research. The strategic plan calls for promoting AGU through social media. The plan highlights the value of enriching the AGU website as a platform for

communication, knowledge management, and the documentation of AGU activities and initiatives.

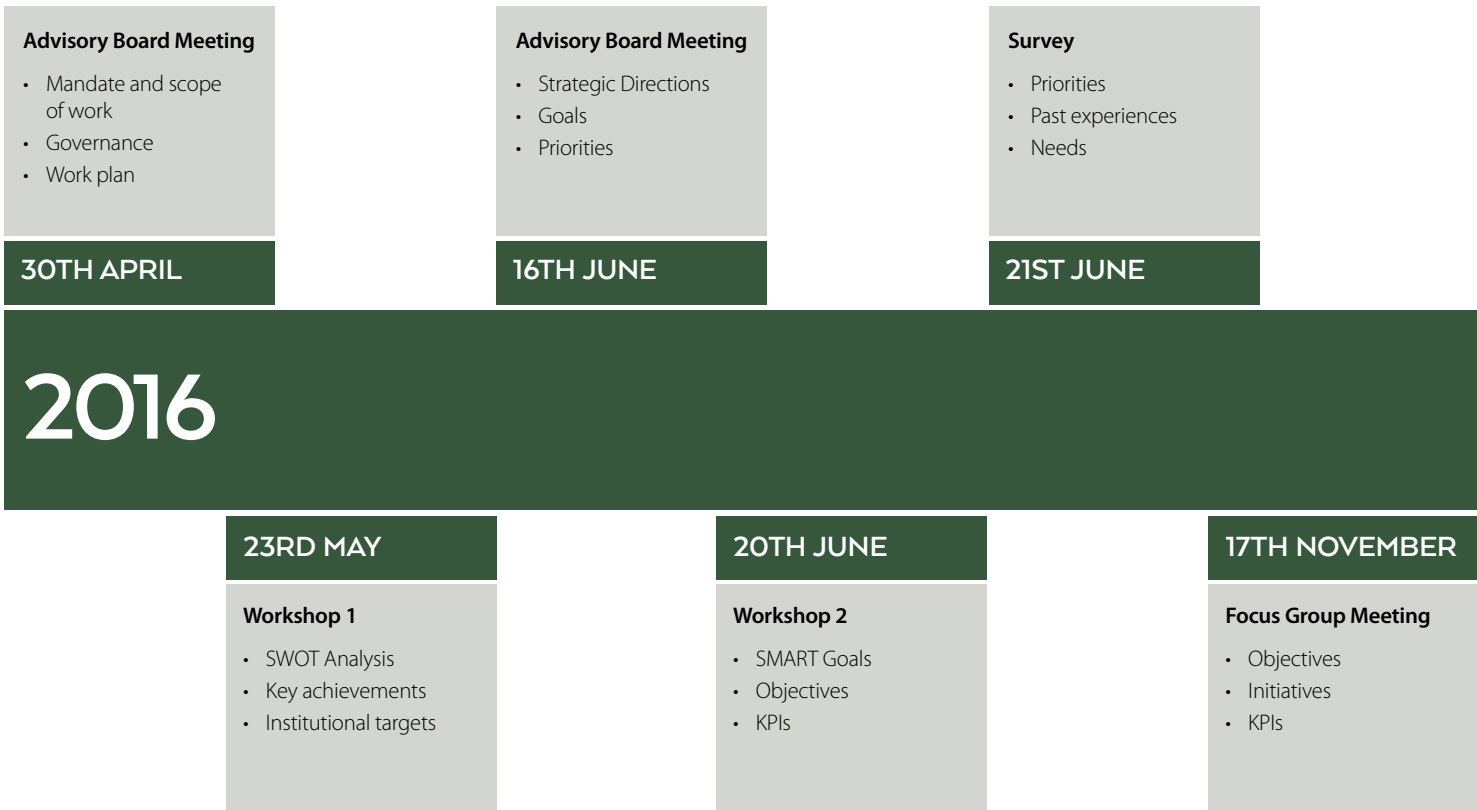
The plan aspires to strengthen its partnership with alliances and regional media sources to promote AGU's visibility. It is crucial to develop a marketing strategy to cultivate AGU's partnerships and networks with alumni, students and media sources to leverage AGU brand, programs and research findings.

The strategic plan further aspires to capitalize on the relationship of the university with its alumni for marketing, resource mobilization, corporate and social responsibility.



ANNEX 1

The Process of AGU Strategic Planning 2017 - 2021



Advisory Board Meeting

- Operation Plan
- PESTEL overview

30TH NOVEMBER

Advisory Board Meeting

- Goals
- Innovative university context

4TH JANUARY

Draft Strategy

- Guiding principles
- Enablers
- Monitoring plan

30TH APRIL

2017

14TH DECEMBER

Workshop 3

- The activities and KPIs for each goal.
- Timeframe for each activity

5TH JANUARY

Planning Team Meeting

- Operation plans.
- Targets and milestones

18TH MAY

Review strategy

- Final AGU Strategy
- Communication plan