AU Strategic Direction 2003-2007

Presented at a Seminar on

AU Consolidation in Strategic Planning

and Development III

by

Bro.Bancha S.

On April 10, 2006

09.00-09.45 hrs.

AU Phases of Development

Phase I   : Stabilization (2003-2006)

Every aspect of the university life will be put in proper perspective

Phase II : Raise the bar of quality (2007-2011)

Phase III : Attain Excellence (2012-2020)

Strategic Questions

1. Where are we now ?

2. Where do we want to go ?

3. How can we get there ?

Our Achievements (2003-2005)

a) The Quality Assurance System -> stabilized

- The University (as a whole)

- Different units (both academic and depending on supporting units)

Our Achievements (2003-2005)

b) The establishment of 6 sets of the University index :

1. SAR Performance Index (SPI) ...2002

2. Stakeholders Satisfaction Index (SSI)...2004

3. Service Quality Satisfaction Index (SQSI) ...2005

Our Achievements (2003-2005)

4. Instructors' Competency and Effectiveness Index (ICEI)...2006

5. Students' Competency and Effectiveness Index (SCEI)...2006

6. Resource Providers' Competency and Effectiveness Index (RPCEI)...2007

AU Institutional Mission

- Services to Humanity

- Education Excellence

AU Strategic Direction

The strategic direction for AU towards a balanced approach to "Education Excellence" in the Phase I is defined as :

" Laying and strengthening AU foundation leading to Education Excellence "

A Balanced Approach

a) ❑ **Revenue Mix ...**

   - a composite of innovative educational *products* and *services* offered,

b) ❑ **Educational Excellence ...**

   - a composite of quality students, faculty, curricula, facilities and infrastructure, and

A Balanced Approach

c) ❑ **Operational Excellence ...**

- a composite of the administrative excellence, processes conducive to growth & development and learning of a person…

Strategic Themes

To achieve its Phase I, strategic direction, AU has defined these strategic themes that serve to guide the University towards its vision as follows :

- **Theme 1 : Teaching & Learning**

  - Creating and strengthening quality in learning and teaching

- **Theme 2 : Academic & Research Achievement**

  - Furthering quality in academic and research achievement

- Theme 3 : Services

- Developing stakeholders-University engagement

- Theme 4 : Resources

- Developing and managing resources

- Theme 5 : Core and Support Services

- Improving core and support processes

- Theme 6 : People

- Valuing people and creating a high-performing organization

Theme 1 : Teaching & Learning

Strategic Goals :

1. Create a positive learning environment.

2. Create curricula meeting highest standards

3. Programs should develop students' competency and effectiveness

Theme 1 : Teaching & Learning

4. Continually improve the quality of our program offerings and their delivery

5. Develop a system for academic advising that meets the needs of the students and leads to academic success

Theme 2 : Academic & Research Achievement

Strategic Goals :

1. Create a culture of assessment and evidence based decision making

2. Develop mechanism to insure that teaching and learning are consistent at an acceptable level

Theme 2 : Academic & Research Achievement

3. Emphasize on research as means to teaching and services excellence

4. Initiate interdisciplinary and multidisciplinary research

5. Graduates and alumni should be recognized leaders in their respective careers.

Theme 3 : Services

1. Develop relationships with various sectors

2. Develop closer and effective partnerships with other universities

Theme 4 : Resources

1. Operate according to planning and review processes that drive achievement as set in strategic objectives

2. Maintain the University commitment to financial sustainability

Theme 4 : Resources

3. Provide facilities and infrastructure that supports teaching, learning, and research of the highest quality

4. Identify areas of wasted resources and get rid of them

Theme 5 : Improve Core and Support Services

1. Maintain and improve on an annual growth rate of full-time equivalent students

2. Create a distinctive international and educational experiences for AU students

3. Nurture personal and intellectual growth of students by building up community in diff areas

Theme 5 : Improve Core and Support Services

4. Provide technologies to meet the needs

   and requirements

5. Develop or update strategic plan of each

   unit

6. Identify AU traditions & culture, values

   etc... to create an identity of its own

7. Create a community of service culture

(Cont'd)

Theme 6 : Valuing People

1. Promote higher faculty and student interaction through a clear and open line of communication

2. Focus on Faculty and staff development and performance expectations to maximize the effectiveness of human resources

Theme 6 : Valuing People

3. Create environment conducive to teaching, learning and research that support personnel to reach their full potential

Implementation

i) Understand the University Strategic

Plan 2003-2007

ii) Develop unit's five year Strategic Plan

and one-year Action plan

Implementation

iii) Align your five-year and one-year

Plan on the following inputs :

- AU Strategic Plan 2003-2007

- Unit's SAR and Internal Audit Reports of 2002-2005.

- Unit's existing annual reports