

# PRESIDENT'S NEWS DIGEST

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## MESSAGE FROM THE PRESIDENT



Welcome to the 43<sup>rd</sup> edition of the 2<sup>nd</sup> year of the President's News Digest. In this issue, I will be covering the topic of "Quality Culture". Quality is a process of ensuring that the highest standards are achieved. This is measured by the satisfaction of various stakeholders including, students and their parents, staff, alumni, regulatory bodies and employers. It is widely accepted that quality is not a mechanistic approach that could be copied from one place to another. Learning from others is acceptable, but quality should be part of the culture of a successful organization be it a university, a company or other entities.

Quality should be embedded in our culture, values and daily practices. It should cover all aspects from recruiting staff and students to delivery of teaching and research, physical infrastructure, and bylaws and policies amongst many other things. Quality is the backbone of all our activities and should be at the heart of all what we do. Let's take a specific example. One good example is delivering a lecture to our students. We need to prepare quality lecture notes, deliver a quality lecture by quality lecturers, and help our students achieve "quality" learning outcomes by engaging with them through quality interactions. Quality is the key word in all these components. When quality is embedded in our thinking and behavior, we will deliver our business to the highest standards and to the best of our abilities.

Quality assurance and enhancement are mechanisms to measure and monitor quality. Mature organizations operate more with the quality enhancement mindset having achieved a strong culture of quality by putting systems, policies and bylaws in place. For relatively young universities, quality assurance systems are needed to ensure that the quality benchmarks are met and according to acceptable standards. Quality Assurance Centers exist in most universities and our University is no exception. It is the duty of our center at ASU to create a strong quality culture that's well understood and practiced by all our colleagues. The whole life cycle of the student's experience from registration until graduation is very much influenced by the quality of our teaching, our staff, and the physical infrastructure. Quality should be embedded in the preparation of our lecture notes, course portfolios, the delivery of our teaching and in our publications, the recruitment of our staff, and all other activities.

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The commitment of leadership to quality culture development is a key in creating such a culture. When this is combined with strong and appropriate communication mechanisms, fruitful results are expected. Quality, leadership and communication can complement each other when they are interlinked.

In order to nurture a quality culture, we should all work together as a team by embracing and sharing each other's good practices. When our students see quality faculty teaching them, they will start to realize that quality is their key to success. They will see first hand that we practice what we preach. Embracing the quality concept will help us in creating and enhancing a quality culture.

All program reviews, accreditation tasks, and annual and periodic program reviews, and student, staff and stakeholders' surveys are conducted with quality at the heart. When our daily tasks are done to the highest quality, the outcomes be it a review, a program development, or any other activity will reflect such high quality.

A quality culture could be created through professionalism, rigorous work, ethics, evidence-based approach, continuing reading and writing, being up to date with recent developments in the field, and most importantly through compliance with policies, systems, bylaws and any other quality requirements. Quality should not be seen as a burden, but as an enabler that helps us achieve our objectives. Quality should be a natural phenomenon in all what we do. We don't need to think about it, it should be embedded in our thinking and all practices.

Quality should always be our very top priority. This will help us in recruiting good staff and talented students, which will help us ultimately in meeting our financial requirements while enjoying a strong reputation. Successful organizations have always embraced quality and made it part of their culture. It is not good enough to produce quality documentation for any academic reviews or standards related activities, but to ensure that everybody in the institution speak and practice the language of quality.

It is good to see that a strong quality culture is now embedded in all our activities at ASU. This is reflected in the successful validation visits by LSBU and Cardiff Met, the full confidence in all our programs in Administrative Sciences that undertook program reviews, our NQF institutional listing, the reopening for Admissions for our Masters in Law, Commercial Law, and Business Administration, amongst many other activities.

Quality should be considered as the oxygen that we breathe everyday. If all inputs are of good quality, then our outcomes and outputs will naturally be of good quality; examples of these include quality of teaching, quality of graduates, and program reviews amongst many other things.

## **AL EKER HIGH ACHIEVING STUDENTS CEREMONY**

On Saturday the 26 August 2017, the University President attended as a patron the Ceremony of Recognising High Achieving Students of Al Eker Area. The ceremony was organized by Al Eker Charitable Organisation and in the presence of HE the Deputy Governor of the Capital Governorate. Primary, secondary, and universities' students were recognised during the ceremony for their outstanding performance in their schools and universities. ASU has always been keen on supporting

the local community and one of its core objectives is Community Engagement. Universities help in generating economic and social development within their surrounding communities and ASU is very proud to play an active role in this important area.



## QUOTE OF THE WEEK

*Ensuring quality higher education is one of the most important things  
We can do for future generations*

*Ron Lewis*

*Happy Reading*

