College Strategic Plan

Nowadays, Applied Colleges (previously named as Community Colleges) represent an innovation in the educational field in the Kingdom of Saudi Arabia. Many applied colleges have been established all over the Kingdom during the past two decades to fulfill the needs and requirements of the Saudi communities and meet job market demands. In addition to coping with modern international development trends, applied colleges take part in providing quality education, job training and experience opportunities, and enhancing personal and job skills of community members, thus complementing the role of universities in education and research.

In order to perform the above-mentioned tasks, KAU-AC (King Abdulaziz University Applied College) had first developed its strategic plan in 2008. The implementation of its strategic plan had resulted in KAU-AC being a pioneer applied college in Saudi Arabia. KAU-AC's standards and accomplishments had soon become a benchmark for many applied colleges nationwide. In 2022 ,2016 ,2011 King Abdulaziz University (KAU) developed and started the implementation of its second, third and fourth general strategic plans with the involvement of its stakeholders, local and international bodies and associates.

KAU developed its strategic plans to cater for all its academic institutions. It mandated its colleges to implement its general strategic plan to ensure that the efforts of all KAU institutions are synchronized to fulfill the main objectives of the University. At the same time, KAU allowed its colleges to develop their own sub-strategies. Consequently, KAU-AC was one of the first colleges at KAU to develop its own unique strategic plans which complement the general strategic plans of KAU. KAU-AC participates in KAU's strategic plan by taking an active role in fulfilling its vision, mission, general and specific goals and KPIs (Key Performance Indicators) which are related to its role. Moreover, by integrating the general KAU strategic plans with its own plans, KAU-AC ensures that its strategic plans cater directly and precisely for its particular needs and reflects its goals of serving the community and providing professional training opportunities for its students in areas that fulfill job market needs, in addition to developing their knowledge, skills, attitudes and abilities. Since 2008, KAU-AC has been simultaneously implementing the general strategic plans of KAU and its own particular strategic plans.

KAU-AC realizes the importance of strategic planning for educational, vocational and training institutions and establishing priorities for the applied (community) colleges. Therefore, it continuously evaluates its progress according to its strategic plan. Moreover, KAU-AC examines - in regular and systematic bases and with the involvement of all stakeholders - the effectiveness of its vision, mission and objectives through workshops, periodic meetings and discussions. For the key performance indicators (KPIs), KAU-AC uses electronic systems and databases (called MARZ & EQAUP) to evaluate the progress of the College toward achieving its strategic objectives and the implementation of its related projects.

KAU-AC Strategic Plan

Both KAU and KAU-AC strategic plans are fully developed and documented with the involvement of stakeholders through comprehensive workshops, meetings, discussions, surveys, formation of committees, ...etc. The strategic plans contain the institutions' vision, mission, values, major objectives (tracks), sub objectives, executive projects, KPIs, implementation needs, electronic and personal monitoring and evaluation system, and periodic feedback.

🚀 Mission

Providing students with adequate knowledge and professional skills for the workplace.

👓 Vision

The leading applied college nationally, associated with academic excellence and professional qualifications.
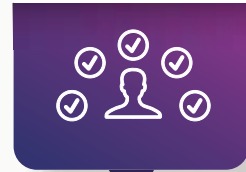
💎 Values
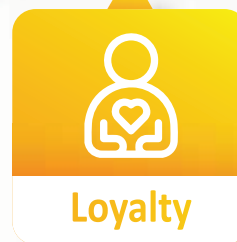
Innovation

Productivity

Professional

Pioneering

Loyalty

Tracks

| Teaching and learning | 01 | Social Responsibility | 02 | Research, innovations, and leadership | 03 | Cooperation locally and internationally | 04 | Funding | 05 |

General and Specific Goals (Objectives & strategies for achieving objectives)

Goal's Number	General Goals	Goal's Number	Specific Goals	Project's Number	Executive Projects
1	**Teaching and learning** Enhance teaching, learning and educational services to raise the efficiency of learning outcomes			1	Qualifying graduates to enter the professional tests of scientific societies and Measurement and Evaluation
				2	Completion of academic accreditation for all educational programs that are not qualified yet
		1	Measure the effectiveness of the curriculum in the labor market	3	Completing the National Accreditation programmatic requirements
		2	Rehabilitation and employment of college students in the labor market	4	Study the effect of educational outcomes in the labor market.
		3	Pioneering in providing international professional certificates	5	Training faculty members on teaching skills
		4	Attract distinct and sustainable faculty members	6	Attract distinguished educational staff (rehabilitation and training and development).
		5	Develop students' activities and services in the college	7	The development of technical skills
		6	Develop curriculum and learning environment	8	The development of educational programs for the associate degrees
		7	Skills Improvement for teaching and technical staff members	9	Developing distance education programs and e-learning.
		8	The development of e-learning system	10	Rehabilitate students intellectually and behaviorally for university life
				11	Developing the effectiveness of the academic advisor as well as the electronic one (application guide program)
				12	Improving student services: 1 - Graduates' Association 2. e-student card
2	**Social Responsibility** Activating community participation and provide outstanding contributions to community service			13	Distinctive projects provided by scientific departments in the area of specialization to serve the community
		9	Optimizing the society's perception towards the community college	14	Provide Award for Best Post College / department / member / administrative / student in community service
		10	Raising the level of job satisfaction for employees of the college	15	The establishment of an annual exhibition in the University for Social Responsibility
		11	Active participation in finding solutions to the problems of a community	16	Activation of the college's role in addressing community issues
		12	The development of community volunteer work	17	Dissemination of the college's achievements and activities in the media
		13	Mechanisms to promote social responsibility within the College	18	Increase student collaborative projects and training to serve the community
		14	Defining the college's programs and outputs in the media	19	Raise the level of voluntary work to serve the community
				20	Promote positive stimulus for distinctive employees
				21	Activation of community activities among the employees of the college
3	**Research, innovations, and leadership** Enhance Applied Research and raise the level of creativity in educational programs and support innovation and leadership among students and teaching staff	15	Improving creative skills of faculty and students	22	Encourage and support patents
		16	Promote creativity, innovation and distinctive applied research	23	Create a support and assistance to researchers (overcoming logistical obstacles)
		17	Expansion in providing professional certificates in various disciplines	24	Activate and develop entrepreneurship
		18	Encourage faculty members to obtain professional certificates	25	Attract and follow-up talented students
4	**Cooperation locally and internationally** Strengthen local and international cooperation with international standards			26	Support partnerships with various ministries and government sectors
		19	Establish cooperation and partnership with the relevant sectors in the Kingdom	27	The establishment of agreements with providers of international professional certificates
		20	Establish cooperation with a number of international scientific bodies	28	Activating "Altajseer" agreements between the college and local together with international universities
		21	Promote student exchanges between the college and universities other	29	Graduates contribution in college events (day career, meetings, forum)
		22	Strengthen the relationship between the college and the graduates	30	Participation of people with expertise from local sectors in academic works and extra-curricular
5	**Funding** Invest in college activities and programs to diversify Funding programs			31	Providing courses and advisory services specialist
		23	Develop college's dependent resources	32	Developing distance education and e-learning programs
		24	Encourage and prepare students for entrepreneurship	33	(Exam Center) Provide professional tests
				34	Register college's halls and labs as central laboratories

- **KAU Mission:** "Promoting society through pioneering educational and research excellence".
  KAU-AC Mission: "Providing students with adequate knowledge and professional skills for the workplace".
- **KAU Vision:** "A leading international university that contributes to the realization of the Kingdom's vision".
  KAU-AC Vision: "The leading applied college nationally, associated with academic excellence and professional qualifications".
- **KAU Objectives:** KAU 4th strategic plan is stretched over four years (2025-2022).
  KAU Ultimate Strategic Aim (Objective): "A global beacon of knowledge, leadership and innovation whose graduate is the preference of the workforce market".
- **KAU-AC Objectives:** Similarly, KAU-AC 3rd strategic plan covers the same period of four years (2025-2022). There are 5 major tracks/goals **(objectives)** to the KAU-AC strategic plan. They are:

  - ■ **Effective Teaching and Learning:** reinforcement of teaching, learning, and academic services to improve the quality of academic outcome.
  - ■ **Social Responsibility:** activation of social participation by college staff and providing outstanding contribution for serving society.
  - ■ **Innovation, Pioneering and Research:** the development of a stimulating and supportive environment for creativity, pioneering, leadership and innovation, and supporting entrepreneurship and research efforts of staff and students.
  - ■ **Local and International Partnership:** Cooperation with local and international educational institutions to implement best practices and standards.
  - ■ **Funding:** Diversification of income using KAU resources, programs and activities.

- **Strategies for achieving the objectives:** Both KAU and KAU-AC strategic plans have detailed action plans and practical projects to achieve the general and specific objectives and sub-objectives. KAU identifies 135 initiatives (projects) while KAU-AC adds 34 initiatives/ projects to be initiated and completed by the end of the strategic plan in 2025.
- **Current and projected financial resources:** KAU is a governmental University that obtains its annual budget from the government. As one of KAU institutions, KAU-AC shares the university's financial resources that provide a basis for initiatives specified in its strategic plan. In addition, KAU's strategic plan aims to diversify its current income resources with a target of %5 annual increase in net profit while applying spending efficiency targets and strategies.

KAU-AC has formed a special committee to facilitate the implementation process of KAU's strategic plan and coordinate all related efforts in this regard. It is important to bear in mind that while adopting the general strategic plan of KAU, KAU-AC has also developed its own strategic plan with its own vision, mission and objectives.