

AUS Strategic Plan





Replica of an astrolabe made by Ibrahim ibn Said al-Sahli (d. 479 H/ 1086 AD) in Al-Andalus and preserved in the natural science collections in Kassel, Germany.

Photo courtesy of Sharjah Museum of Islamic Civilization
Sharjah, United Arab Emirates

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The Ruler's Mandate



His Highness Sheikh Dr. Sultan Bin Mohammad Al Qassimi

American University of Sharjah (AUS) was founded in 1997 by His Highness Sheikh Dr. Sultan Bin Mohammad Al Qassimi, member of the Supreme Council of the United Arab Emirates and Ruler of Sharjah. His Highness Sheikh Dr. Sultan articulated his vision of a distinctive institution against the backdrop of Arab-Islamic history and in the context of the aspirations and needs of contemporary society in the UAE and the Gulf region.

AUS was mandated to:

- reinforce the efforts of the leaders of the UAE "to ensure that science and education regain their rightful place in the building and advancement of our society and shaping the lives of our children"
- join other institutions of higher education in seeking "to reshape fundamentally the minds of our youth to enable them to address the challenges of life using the scientific method"
- become a "center for educational development and the solution of social problems"
- become "organically linked" to the economic, cultural, scientific and industrial sectors of society in "productive cooperation"
- exercise the "independence and objectivity in teaching and research" necessary for the achievement of these goals

Mission

American University of Sharjah (AUS) is a comprehensive, independent, non-profit, coeducational institution of higher education that fosters excellence in teaching, learning and research. Based on an American model of higher education and grounded in the culture of the Gulf region, AUS fosters a community that embraces cultural diversity and whose members are committed to the ideals of open intellectual inquiry, ethical behavior and social and civic responsibility. An engaged, productive and effective member of society, AUS educates lifelong learners who display mastery in the core competencies of their areas of specialization, and who communicate clearly, think critically and solve problems creatively.

American University of Sharjah (AUS) will be the region's leader in higher education, known for excellence and innovation in teaching, learning, research and service.

Vision

Strategic Direction

Academics

Priorities

- teaching and learning excellence
- strength in research
- relevance to the region
- international exchange experience

AUS provides an academic environment that fosters **innovative** teaching, learning and research; offers educational **programs of relevance** to its setting; and educates **lifelong learners** who display **mastery** in the core competencies of their areas of specialization, communicate clearly, think critically, solve problems creatively, and who demonstrate commitment to the ideals of **academic integrity**.



Students who experience other cultures firsthand through our international exchange programs are better able to understand the world around them.



The laboratory-rich learning environment enables students to conduct research along with their professors.

Strategic Direction

Building the Campus Community

Priorities

Campus community facilities

Cultural and sports events

Student activities

Alumni engagement

AUS fosters a **diverse** and **culturally vibrant** community that embraces the ideals of open intellectual **inquiry**, **ethical** behavior, and social and civic **responsibility** and that provides **meaningful engagement** for students, faculty, staff, alumni and the public.



Hands-on community service projects such as renovating a home for orphans create a greater sense of civic and social responsibility among our students.



The vibrant multicultural campus community is showcased in student-led events such as the Global Day Festival.

Strategic Direction

Building Mutually Beneficial External Relationships

Priorities

Outreach

Conferences, competitions, events

Training programs

Professional development

AUS **contributes** to the development of its **external environment** by building mutually **productive** and **sustainable strategic** relations with key partners and stakeholders.



Our athletic teams take top spots in international athletic tournaments, including the International Sports Tournament in Greece.



AUS's strong relationships with the UAE business community are based on its mandate to become organically linked to the economic, cultural, scientific and industrial sectors of society in productive cooperation.

Strategic Direction

Institutional Effectiveness

Priorities

Sustainability plan

Financial strength

Personal and professional growth

advancing strategic directions

AUS enhances organizational and operational structures that ensure the **efficient utilization of physical, human and financial resources** in achieving the university's academic goals.



The installation of solar panels on campus is one part of the university's focus on environmental and efficiency aspects of sustainability.



Our graduates are highly sought-after by the scores of international companies and organizations that attend the annual Career Fair on campus.

I- Strategic Direction: Academics

AUS provides an academic environment that fosters innovative teaching, learning and research; offers educational programs of relevance to its setting; and educates lifelong learners who display mastery in the core competencies of their areas of specialization, communicate clearly, think critically, solve problems creatively, and who demonstrate commitment to the ideals of academic integrity.

- Goal 1:** AUS will continuously improve the quality of undergraduate and graduate teaching and learning.
- Goal 2:** AUS will address regional needs for intellectual capital, skilled leadership, professional development and continuing education.
- Goal 3:** AUS will enhance the quality, volume and reputation of research produced by AUS faculty and students.
- Goal 4:** The senior administration, with assistance from the offices responsible for institutional research, institutional assessment and strategic planning, will structure and implement planning and assessment mechanisms to ensure that AUS can make informed decisions.

II- Strategic Direction: Building the Campus Community

AUS fosters a diverse and culturally vibrant community that embraces the ideals of open intellectual inquiry, ethical behavior, and social and civic responsibility and that provides meaningful engagement for students, faculty, staff, alumni and the public.

- Goal 1:** Based on continuous assessment of AUS's social and physical environments, the Provost and Vice Chancellors will work to enhance the quality of campus life and support greater involvement of students, faculty, staff and alumni in the activities of the university.
- Goal 2:** The senior administrators will oversee establishing ties with external institutions whose social and civic activities contribute to enhancing the quality of campus life for the AUS community.
- Goal 3:** The senior staff will foster the development of an environment that values, enhances, and reinforces ethical behavior and responsibility.
- Goal 4:** The senior administration, with assistance from the offices responsible for institutional research, institutional assessment and strategic planning, will structure and implement planning and assessment mechanisms to ensure that AUS meets its campus community goals.

III- Strategic Direction: Building Mutually Beneficial External Relationships

AUS contributes to the development of its external environment by building mutually productive and sustainable strategic relations with key partners and stakeholders.

- Goal 1:** The Office of Public Affairs and the Office of Development and Alumni Affairs will promote events that develop mutually beneficial relationships between AUS and the external community by proactively working with the Chancellor, Provost, Vice Chancellors and Deans to identify and partner with strategic external organizations and institutions.
- Goal 2:** The Media and Printing Department will enhance communications that tell the AUS story to the external community by working proactively with the Chancellor, Provost, Vice Chancellors and Deans.
- Goal 3:** Academic departments, the colleges and school, the Office of Development and Alumni Affairs, the Office of Enrollment Management, the Office of Student Affairs and other AUS groups will work with local business, governments and other entities to assess local needs and respond through services such as providing consultancy, conducting basic and applied research, engaging in creative activities, promoting leadership and community service, and strengthening relationships with educational sectors.
- Goal 4:** The senior administration, with assistance from the offices responsible for institutional research, institutional assessment and strategic planning, will structure and implement planning and assessment mechanisms to ensure that AUS meets its external community goals.

IV- Strategic Direction: Institutional Effectiveness

AUS enhances organizational and operational structures that ensure the efficient utilization of physical, human and financial resources in achieving the university's academic goals.

- Goal 1:** The Provost and Vice Chancellors will assess, develop and implement initiatives to enhance the physical, operational and governance infrastructures that support the teaching, learning, research and service mission of the university.
- Goal 2:** The Office of Development and Alumni affairs will secure the long-term funding necessary to attract and retain outstanding faculty and staff, increase financial grants and graduate stipends, and revitalize the campus by working proactively and collaboratively with the Provost, Deans and Vice Chancellors.
- Goal 3:** The senior staff will lead efforts to build a campus community that supports and encourages personal growth and the professional development of students, faculty, staff and alumni.
- Goal 4:** The senior administration, with assistance from the offices responsible for institutional research, institutional assessment and strategic planning, will structure and implement assessment mechanisms to ensure that AUS meets its institutional effectiveness goals.



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