

# STRATEGY 2021-2025



**EXCELLENCE IN MAKING  
A DIFFERENCE**



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# **AU Mission, Vision, Core Values & Objectives**

# AU MISSION, VISION, CORE VALUES AND OBJECTIVES

## VISION

To be among Kuwait's leading higher education institutions recognized for its leadership, academic excellence, student-centered approach, and innovative research.

## MISSION

The Australian University is a private higher education institution in the State of Kuwait that offers Bachelor's Degrees (0-4) and Diplomas (0-2) with bridging Bachelor's Degrees (2+2) particularly in Business, Engineering, Maritime, and Aviation disciplines. Through our experience-rich programs and research-informed pedagogies, we educate students to become socially responsible citizens who will make an impact nationally and regionally. We are passionate about advancing and exchanging knowledge by fostering Learning, Research, and Innovation.

## VALUES

**We take PRIDE in who we are.**

### PROGRESSIVE

We ensure that all our work and activities are progressive and serve our staff, faculty, students, and community.

### RESILIENCE & ADAPTABILITY

We give our students the necessary skills which will allow them to become resilient and adaptable as they navigate the different stages of their careers and lives.

### INTEGRITY

Our conduct is based on the principles of integrity and fairness. We maintain the highest possible ethical standards on honesty and cooperation.

### DEDICATION

We are dedicated to supporting our students, faculty and staff in their journeys while building a diverse environment that supports growth and development.

### EXCELLENCE

We are committed to providing an education that changes our students' lives and achieves impact through the application of novel pedagogical approaches.

# AU CORE VALUES



Figure 1 AU Values 2021-2025



# **STRATEGIC PILLARS, GOALS, & OBJECTIVES**

# STRATEGIC PILLARS, GOALS, AND OBJECTIVES

The Strategic Plan is based on the following four main pillars:



Figure 2 AU Strategic Pillars and Goals 2021-2025

## STRATEGIC PILLAR

# 1. GROWTH AND SUSTAINABILITY

The University is building strong foundations for its growth.

Through the provision of a sustainable environment that nurtures students' faculty and staff capabilities, the University is well positioned to contribute to the nation's growth and prosperity and meet the demands and skills of the job market.

The University is also embedding resilience in its systems so that it can continue to grow and prosper.

As the landscape of the higher education sector is rapidly evolving, AU is planning to grow and upgrade all its facilities, infrastructure, and programs of study to keep pace with the competition and societal needs and to increase its efficiency. AU is building new classrooms, laboratories, offices, students' study spaces and new areas and services as part of its expansion plan.

### **Goal 1.1 Grow our programs of study, number of students, and infrastructure**

As AU grows, its strategies are adapted to support the expansion of the University 's student intake with the addition of new streams of study along with building the necessary infrastructure and technologies that will enable it to expand horizontally and vertically.

### Goal 1.1 Objectives

<b>Objective 1</b>	Develop new academic programs for Diplomas and Bachelors (2+2 Model)
<b>Objective 2</b>	Introduce 4-year Bachelor Model and Master's Programs
<b>Objective 3</b>	Introduce new modes of Teaching & Learning such as Blended/ Hybrid Learning
<b>Objective 4</b>	Expand and optimize campus facilities, human resources, offices and student spaces, and infrastructure to accommodate and sustain the growth

## Goal 1.2 Promote a sustainable environment for AU

AU's strategy aims to maintain a sustainable working and learning environment and contribute to Kuwait's economic growth while ensuring the learning and research programs remain relevant to AU's mandate and all stakeholders.

### Goal 1.2 Objectives

<b>Objective 1</b>	Maintain and seek additional institutional and program accreditations and certifications
<b>Objective 2</b>	Foster an underlying philosophy based on the principles of social responsibility embedded in all of the University's operations
<b>Objective 3</b>	Maintain campus facilities and sound financial stability and sustainability
<b>Objective 4</b>	Attract and retain talented students, faculty, and staff

## STRATEGIC PILLAR 2. EXCELLENCE IN TEACHING AND LEARNING

The University believes that learning is a personalised journey that should be active, and career focused.

One of AU's priorities as a university is to provide excellence in teaching, and learning. AU's curricula, programs, learning journey and all practices must be at the highest level of quality and innovation to deliver an educational experience built on an international platform of excellence and a research-driven approach.

Our students can be confident that through their journey at AU, they will develop professional knowledge and necessary skills such as leadership, teamwork, analytical and critical thinking skills. We teach our students that in order to be successful, they will need to be adaptable, creative, problem solvers, and excellent communicators.

We also prepare them to become socially responsible citizens who can navigate uncertain times. Our programs of study are also delivered using the latest technologies.

## ✓ Goal 2.1 An Innovative Student-Centered Approach to Teaching & Learning

AU's innovative approach to Teaching & Learning will ensure graduates possess a range of skills and competencies that include adaptability, resilience, and agility.

### Goal 2.1 Objectives

<b>Objective 1</b>	Develop innovative curricula and teaching methodologies and engage the students in their learning pathways
<b>Objective 2</b>	Align graduate attributes with the demands of local, regional and international industry
<b>Objective 3</b>	Prepare graduates to become work ready and students for life
<b>Objective 4</b>	Ensure quality assurance practices, assessments, and teaching and learning methodologies are regularly evaluated and updated

## ✓ Goal 2.2 Support Lifelong Learning

Learning does not stop once an initial degree is completed. AU's goal is to provide a nurturing environment that supports the growth and development of lifelong learning among staff, students, and alumni.

### Goal 2.2 Objectives

<b>Objective 1</b>	Foster an environment that develops lifelong learners who are able to contribute to the growth of the knowledge-based society
<b>Objective 2</b>	Provide professional development and lifelong learning opportunities for staff, and students, through collaborations with industry
<b>Objective 3</b>	Provide resources for AU graduates and alumni that support lifelong learning

## STRATEGIC PILLAR

### 3. RESEARCH, INNOVATION & IMPACT

To have an impact locally and internationally, AU's approach is to foster a research culture that will enable the delivery of maximum social and economic benefits to our community.

The University will identify and address areas of high impact research within its Schools to promote national priorities, economic prosperity and societal problems.

Providing state-of-the-art facilities and infrastructure are essential for producing high impact research. The University will be investing in upgrading its research facilities including its data management systems.

By promoting the relevance and importance of our research, the University will be able to attract world-renowned researchers and build a reputation based on excellence in quality research.

In addition, AU aims to work closely with the industry through transformative partnerships that translate research into tangible outcomes.

#### **Goal 3.1 Foster an ecosystem that leads to knowledge creation and research**

Research is an engine for economic development. AU aims to attract talented researchers and conduct research projects with impact in collaboration with local and international institutions.

<b>Objective 1</b>	Attract and retain talented researchers
<b>Objective 2</b>	Conduct research in areas of key priorities as per the New Kuwait Vision 2035
<b>Objective 3</b>	Engage undergraduate students with faculty in research projects
<b>Objective 4</b>	Develop and upgrade the University's research data management system and research facilities

## ✓ Goal 3.2 Develop Knowledge Exchange Pathways

AU aims to develop a comprehensive knowledge exchange scheme in order to work closely with leading industries and research experts in different sectors to share expertise, exchange up-to-date information, collaborate and network.

<b>Objective 1</b>	Explore knowledge exchange pathways with the public/private sector and industry, as well as local and international higher education institutions
<b>Objective 2</b>	Engage faculty and staff in knowledge exchange schemes
<b>Objective 3</b>	Develop collaboration and cooperation network with industry
<b>Objective 4</b>	Support students, staff, and faculty participation in local and international conferences, competitions, and exchange programs

AU

## STRATEGIC PILLAR

# 4. INCLUSION, WELLBEING AND ENGAGEMENT

Inclusion, Wellbeing and Engagement are essential for AU's success.

Building an inclusive and engaging environment that unlocks human potential is critical for achieving excellence in teaching, learning and research. All of our faculty, staff and students are encouraged to act inclusively.

The University also believes that wellbeing is a precursor for a healthy workplace and a successful student experience. There are many factors that contribute to students, faculty and staff wellbeing. To this end, AU will concentrate on driving people-focused initiatives.

Through these initiatives, the University will focus on staff/faculty and students' development and engagement, talent management, and wellness. Every member of AU's community plays an important role in advancing the University.

### Goal 4.1 Unlock Human Potential

AU's motto has always evolved around enabling human potential within a culture of care. The University believes that its people are its most important asset. Hence, supporting their growth and development will strengthen the University's connectedness and elevate the human experience.

<b>Objective 1</b>	Maintain and recruit highly qualified faculty and staff with strong teaching and research capabilities according to international standards
<b>Objective 2</b>	Expand activities for share management and personal growth and broader engagement
<b>Objective 3</b>	Develop talent strategies for all stages of employee progression

## ✔ Goal 4.2 Nurture a Holistic Student Experience

Employees and entrepreneurs of the future will require confidence and resilience to view constant change as an opportunity for continued growth.

<b>Objective 1</b>	Provide academic advising for students throughout their scholastic journey at the University
<b>Objective 2</b>	Support graduates and students in seeking jobs and facilitate internships through the University's specialized centers
<b>Objective 3</b>	Utilize emerging technologies across all schools in the University.





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