

Main themes, strategic objectives, action plans, and executive tasks

Main Theme	Strategic Objectives	Action plans	Executive Tasks
Students	1st Objective Improve University students' inputs and their competitive capabilities (academically, socially and personally) as well as enhance student services and activities	Attract outstanding students and support the diversity structure of the student community	<ul style="list-style-type: none"> • Offering incentives to attract and receive outstanding students
			<ul style="list-style-type: none"> • Setting programs to support and integrate international students into university activities
			<ul style="list-style-type: none"> • Organizing a program for hosting outstanding secondary school students to make them aware of the various PU programs
			<ul style="list-style-type: none"> • Setting a program for visiting secondary schools to increase students' awareness about the PU programs.
			<ul style="list-style-type: none"> • Encouraging student exchange programs with various Arab and foreign universities
		Bolster student academic, psychological, and social counseling	<ul style="list-style-type: none"> • Reviewing academic counseling regulations to enhance their effectiveness
			<ul style="list-style-type: none"> • Setting specific regulations for students' behavioral, psychological and social counseling
		Enhance student activities	<ul style="list-style-type: none"> • Reviewing the mechanism of incentives to outstanding students in the field of students' activities
			<ul style="list-style-type: none"> • Reviewing the mechanism of organizing the activities of sports and arts festivals
<ul style="list-style-type: none"> • Setting regulations to issue a periodic newsletter under students' supervision 			

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			<ul style="list-style-type: none"> • Activating the student clubs through a well defined mechanism
			<ul style="list-style-type: none"> • Establishing a link on the University's website to facilitate communication between alumni and the University • Celebrating the international students' national occasions as part of the students activities
		Enhance student services	<ul style="list-style-type: none"> • Improving services rendered to students (transportation from and to the University, health, nutrition services, and others)
		Establish a package of incentives to retain competent faculty	<ul style="list-style-type: none"> • Develop a faculty saving system connected with the services at the University • Activating the sabbatical leave system through a mechanism connected with promotion and academic research • Reconsidering the salary scale and subsidies to retain competent faculty • Developing a long-term contract system based on the faculty performance and the University regulations • Reviewing the summer session remuneration system • Reviewing and activating outstanding faculty members' award regulations at the level of all University programs

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<p align="center">Academic and Administrative Staff</p>	<p align="center">2nd Objective Attract outstanding faculty, develop their capabilities, motivate, and retain them</p>	<p align="center">Develop the capabilities of the Faculty</p>	<ul style="list-style-type: none"> • Activating induction program for new Faculty members
		<ul style="list-style-type: none"> • Developing a periodic training system for faculty to enhance the education process and scientific research 	
		<ul style="list-style-type: none"> • Developing a mechanism for national and international exchange of faculty 	
		<ul style="list-style-type: none"> • Developing a mechanism that facilitates communication and the exchange of expertise among faculty in various disciplines at PU 	
		<p align="center">Expand the scholarship programs for graduate studies</p>	<ul style="list-style-type: none"> • Establishing academic programs that meet local and regional needs
		<ul style="list-style-type: none"> • Establishing partnership and cooperation agreements with high caliber universities and research centers 	
<ul style="list-style-type: none"> • Increasing the number of scholarships for graduate studies 			

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	<p>3rd Objective Enhance the performance of technical and administrative staff and improve their skills</p>	Recruit appropriate technical and administrative staff and develop them	<ul style="list-style-type: none"> • Developing a mechanism to attract distinguished technical and administrative staff members • Developing a mechanism to train administrative staff members and improve their performance
<p>Teaching and Learning</p>	<p>4th Objective Enhance the quality of academic programs and curricula to be accredited locally and internationally and improve the student's role as a center for the teaching and learning process</p>	Review and develop academic programs periodically	<ul style="list-style-type: none"> • Developing a plan for periodic studies of local and regional market needs for human resources in the light of PU academic programs and setting necessary marketing plans for these programs • Devising a mechanism to evaluate and monitor teaching and learning outcomes
		Enhance students' professional and personal skills	<ul style="list-style-type: none"> • Incorporating personal skills (communication, critical and innovative thinking, problem solving and others) in the curricula
		Support students' training inside and outside the university	<ul style="list-style-type: none"> • Reviewing regulations and practices pertaining to the experimental courses in the academic programs
			<ul style="list-style-type: none"> • Reviewing regulations for students training in public and private sectors institutions

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		Expand the utilization of educational technology in teaching and learning	<ul style="list-style-type: none"> • Enhancing the use of IT in the teaching and learning process
		Develop means and mechanisms for distance learning and lifelong learning	<ul style="list-style-type: none"> • Developing a training program in the field of distance learning • Developing distance learning materials based on a specific plan • Incorporating components in the curricula that help students acquire lifelong learning skills
Academic Research and Innovation	5th Objective Improve academic research and graduate programs and develop ways and means to support creativity and innovation	Support the culture of academic research and authorship at the University	<ul style="list-style-type: none"> • Adopting a system for the distribution of funds generated from funded research and providing incentives to researchers
			<ul style="list-style-type: none"> • Conducting training programs on writing research proposals and conference management and issuing a manual for this purpose
			<ul style="list-style-type: none"> • Activating the cooperation of PU with various universities to benefit from the various outside funds (e.g., funds provided from the Higher Council of Science and Technology, the Ministry of Higher Education's Fund for Scientific Research, the European Union programs and others)
			<ul style="list-style-type: none"> • Motivating joint research programs at PU
			<ul style="list-style-type: none"> • Adopting unified mechanism for the periodic organization of specialized conferences
		Offer graduate programs that enhance academic research and satisfy market and	<ul style="list-style-type: none"> • Setting a mechanism to attract highly qualified faculty in the emerging fields • Developing and maintaining laboratories needed for

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		community needs locally and regionally	new graduate programs
		Encourage creativity, innovation and entrepreneurship and pay due care for the talented students	<ul style="list-style-type: none"> • Conducting feasibility studies for offering new graduate programs
			<ul style="list-style-type: none"> • Reviewing and activating regulations for awarding creativity and innovation at PU
			<ul style="list-style-type: none"> • Setting a mechanism to search for talented students and support them
		Establish research centers and industrial, agricultural and business incubators	<ul style="list-style-type: none"> • Activating the functionality of the scientific centers and business incubators at the University
Governance and Administration	6th Objective Enhance transparency and fairness, define a proper job description and enhance the decision making process	Maintain the implementation of laws and regulations pertaining to University procedures, academic and administrative staff and students objectively and transparently	<ul style="list-style-type: none"> • Reviewing student's handbook and making it accessible to all students
			<ul style="list-style-type: none"> • Updating the University regulations manual including those for recruitment, promotion and complaint and make accessible it to all stakeholders
			<ul style="list-style-type: none"> • Conducting a periodic survey on the satisfaction of all PU staff regarding the University rules and regulations
		Enhance faculty and students' involvement in the University councils	<ul style="list-style-type: none"> • Reviewing the regulations adopted for the participation of faculty and students in the University councils and committees and adopting a mechanism to monitor them
		Adopt a code of conduct at the University	<ul style="list-style-type: none"> • Setting codes of conduct that are binding for academic and administrative staff and students

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		<p>Develop the University organizational structure and a comprehensive job description for all academic and administrative positions and clarify the communication channels and the administrative hierarchical order</p>	<ul style="list-style-type: none"> • Reviewing the job description of all academic and administrative staff at the University and defining their duties and responsibilities
		<ul style="list-style-type: none"> • Reviewing the University organizational structure to be in harmony with work requirements 	
		<p>Expand the relationships of the University nationally and internationally</p>	<ul style="list-style-type: none"> • Conducting periodic assessments to compare the University academic programs with other local and international universities
		<ul style="list-style-type: none"> • Establishing and developing programs for joint cooperation with other universities and research centers 	
		<p>Develop the quality assurance systems pertinent to academic and administrative staff and other stakeholders</p>	<ul style="list-style-type: none"> • Adopting special forms for periodic monitoring of risk management in the fields of University strategic, operational, and marketing issues.
		<ul style="list-style-type: none"> • Building a data base for regulations and bylaws that facilitate decision making regarding all University operational activities 	
<p>Physical and Financial Resources</p>	<p>7th Objective Maintain the development in the University physical structure</p>	<p>Provide a secure and motivating educational and research environment for students, academic and administrative staff</p>	<ul style="list-style-type: none"> • Developing a plan to maintain the physical resources including assessment, supply, and maintenance
<ul style="list-style-type: none"> • Reviewing the plan for security and safety measures and procedures at the University 			

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	and provide a motivating environment for teaching and learning		<ul style="list-style-type: none"> • Preparing manuals and brochures for the utilization of the University physical resources
		Enhance the University internet connectivity and computer services (an integrated electronic information management system)	<ul style="list-style-type: none"> • Developing the wireless internet connectivity at the University campus
			<ul style="list-style-type: none"> • Updating the faculty computers and other relevant appliances (printers, scanners) or replacing them according to a specific schedule
			<ul style="list-style-type: none"> • Adopting a mechanism to monitor and update, periodically, the material published on the University website
	8th Objective Develop and diversify the financial resources and maintain their sustainability	Develop the University funding resources and enhance their efficiency	<ul style="list-style-type: none"> • Increasing the University investments (in the field of real estate and others)
			<ul style="list-style-type: none"> • Creating special endowments through the University public and international relations offices
<ul style="list-style-type: none"> • Setting a system to attract endowment chairs from local, regional, and international donors 			
Interaction with the community	9th Objective Maintain an effective interaction between the University and the community	Enhance the cooperation mechanisms with the local community	<ul style="list-style-type: none"> • Developing mechanisms for cooperation with the local community
		Maintain continuous support for the community services	<ul style="list-style-type: none"> • Providing suitable financial support to the University activities in the local community

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		Enhance the mechanisms used for marketing the University	<ul style="list-style-type: none"> • Developing a mechanism for marketing the University
		Maintain a mechanism for a networking system between the University and the industrial and business sectors	<ul style="list-style-type: none"> • Securing the training opportunities for students through agreements with the relevant companies and factories
Accreditation and Quality Assurance	10th Objective Adhere to the implementation of accreditation and quality assurance standards	Enhance the implementation of local and international accreditation standards	<ul style="list-style-type: none"> • Developing training and awareness programs for the faculty members in the field of accreditation and quality assurance
		Develop self-evaluation and quality assurance procedures at the University	<ul style="list-style-type: none"> • Setting criteria for periodic reviews (self assessment) of academic and administrative units and monitoring their implementation • Developing plans for the University engagement in the external evaluation processes
		Develop standards for the academic and administrative staff evaluation	<ul style="list-style-type: none"> • Reviewing the standards of performance evaluation for the academic and administrative staff in accordance with the international standards • Reviewing the standards used by students to evaluate faculty, curricula and University services
		Develop mechanisms for rewarding academic and administrative excellence	<ul style="list-style-type: none"> • Activating the rewarding system for academic and administrative excellence and reviewing their standards

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			<ul style="list-style-type: none">• Reviewing standards of participation in international conferences