



جامعة الأمير محمد بن فهد
PRINCE MOHAMMAD BIN FAHD UNIVERSITY



PMU | RE-SHAPING FUTURE

INSTITUTIONAL
STRATEGIC PLAN
2022 - 2026

IE/PR/PRT/RSFR0001_2022

CREATIVE MINDS... TRANSFORM THE WORLD ▶

INTRODUCTION

We are proud to present the new Strategic Plan for Prince Mohammad Bin Fahd University: **“PMU: Re-Shaping Future”**. This plan will guide our institutional progress from 2022 through 2027.

“PMU: Re-Shaping Future” is the result of a full year of discussions, deliberations and many common vision elements established by the different stakeholders at a time of global recovery and vital lessons learned from the COVID-19 pandemic. The plan is collective vision of our community on how to reshape the institutional future, impacting the future of our local and global communities through education and innovation.

“Re-Shaping Future” presents five priority areas deriving from our institutional vision statement. The PMU Strategic Planning Council steered the efforts during the year 2021 towards laying the foundation of this strategy based on feedback and participation of faculty, students and staff, employers and community members, businesses and industries, keeping the fast changing global landscape in eyesight. Those efforts produced the road map presented in this strategy that carries the collective ambitions of our community members. We all envision for PMU to grow as a leading, forward-looking university nurturing

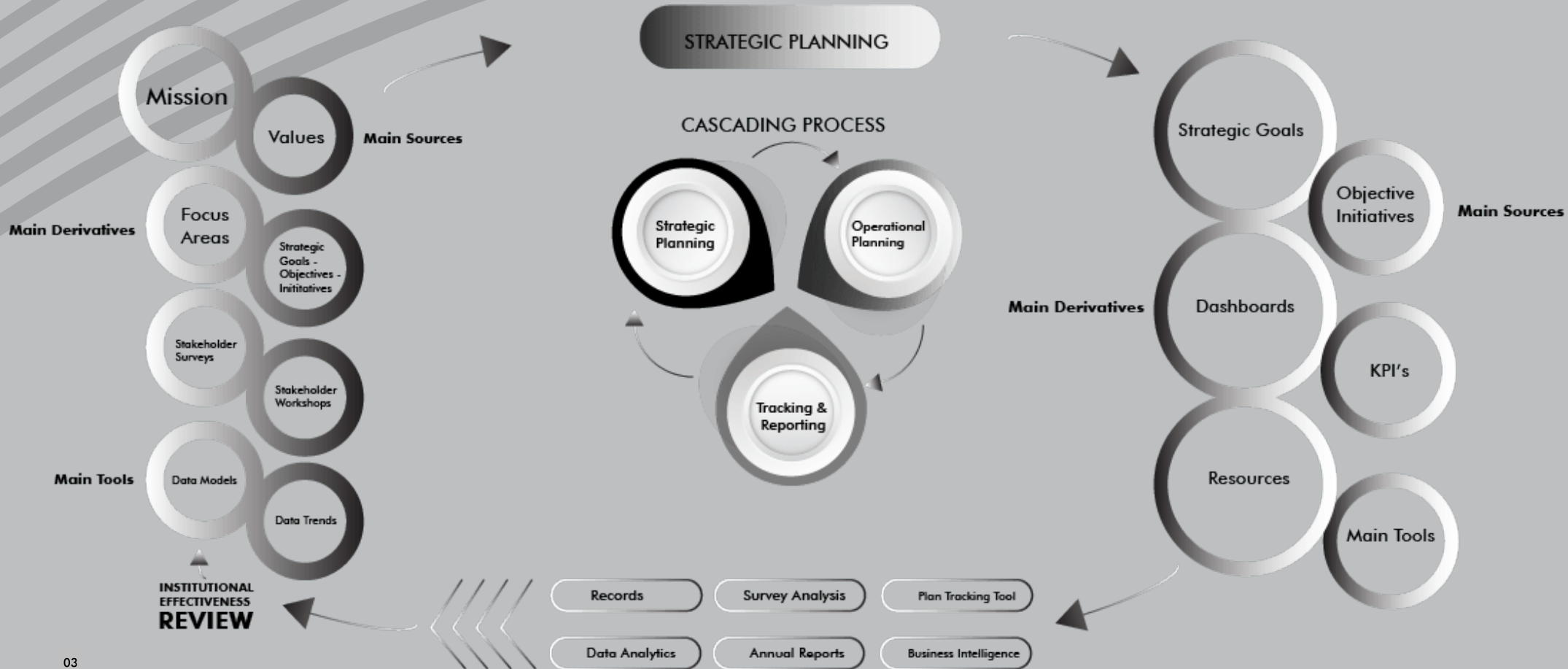
We thank the Strategic Planning Council, the Institutional Planning and Research team, our faculty and staff, and our brilliant students for their valuable contributions, their thoughts, and their visions and dreams that shaped this planning process; we believe indeed that **Creative Minds Transform the World!**

METHODOLOGY

This section describes briefly the full process of planning, and consequently the reporting system adopted for this strategy.

Starting from surveys and workshops, multiple levels of gap analysis with previous plans, as well as data analysis from across the institution revealing valuable trends, the process cascaded from our mission down to priority areas, strategic goals, objectives and initiatives. These initiatives or projects constituted at a second stage the elements of the operational planning process. The cycle was completed by a full reporting frequency at monthly, quarterly and annual basis depending on the reporting level, thus producing a full 5-year cycle described in the subsequent section and diagrams.

METHODOLOGY



PLANNING

- Institutional
- Institutional
- Institutional
- Institutional
- Institutional
- Departmental
- Departmental

VISION MISSION

Every institutional action and decision will ultimately be contributing towards this mission and vision. This is the general direction and destination of the institution.



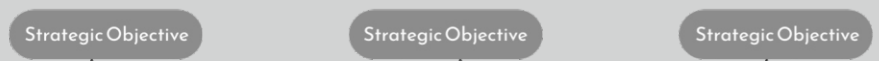
Values are institutional principles that create a sense of unified core beliefs that everyone shares & embraces.



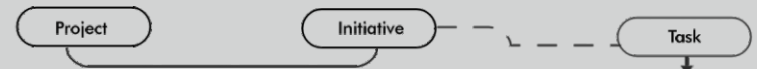
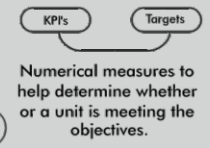
High-level categories that PMU will be focusing on as we move towards the institutional Vision. They should not have a metric or deadline.



This is the desired result that the PMU seeks to achieve, it should be broad and long-term



These are more specific than Goals, they are measurable and are tied to deadlines. Each objective contains at least one or two KPIs to help measure whether or not PMU is close to reaching the desired outcomes (Objectives) and to achieve the overall goal.



Specific things a unit will deliver to realize the set of objectives specified. They should have clear owners and start and end dates. These are one of the most critical elements in strategic planning; they state exactly what actions will be taken to deliver against the Objective.

Specific steps are planned to complete a Project or initiative. They are based on collaboration and have start and end dates with the dates of the Projects. They carry specific weights depending on the importance and duration required from initiation to completion. The completion of all steps is a compilation of their weight to 100%.

5-YEAR STRATEGIC PLAN REPORT

5 ANNUAL REPORTS

DASHBOARDS, 3-MONTHS UPDATES

ACTION PLANS MONTHLY UPDATES

REPORTING

FROM THE --- PRESIDENT

The last couple of years has presented major obstacles to the enterprise of higher education as it has existed in our modern technological era. Yet by embracing the power of educational technology and skillfully adapting our pedagogy, we are continuing to meet our goal at PMU as a service provider of higher education by aligning with the latest practices and advancements. The pandemic has changed the world, and we at PMU have changed in response both pedagogically and technologically. We are doing our part to help usher in a bright future for our global society. The world's response to the coronavirus shows how a deep embrace of modern science's insights and cutting-edge medical technology can address the most severe challenges, such as once-in-a-century pandemics. But just like with so many of the other serious challenges we all face, thinking ahead and rethinking past approaches via the lens of futures studies can help ensure that we move forward prosperously as a global society. One thing higher education institutions today cannot overlook anymore, is their role in global crises and the level of dynamics required to respond to such dire situations. We had no choice toward the change imposed by the pandemic; the only choice we had is how fast to react to the challenges presented to us. Three years into the pandemic, the world has radically changed. However, change is far from halting with the virtual world coming at us at full speed. From Technology to modern space exploration, we should not only be prepared for the racing challenges ahead, but we should most importantly equip our youth to take on this global responsibility as future leaders. To our faculty and staff, a note of appreciation for the patience and steadiness, the hard work and the collective determination towards our institutional success stories.

DR. ISSA H. ALANSARI

UNIVERSITY PRESIDENT

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ABOUT PMU

As a fast growing institution of higher learning, Prince Mohammad bin Fahd University (PMU) has created history since it was launched. This university, with its highly innovative student-centered approach to impart education, offers chance to students to explore genuine paths to learn and innovate when being groomed for their future roles as hardcore professionals.



VISION

PMU's vision is to be a higher education institution having a transformative impact on society through sustainable innovation in education, research, and creativity.



MISSION

PMU is committed to sustaining world-class excellence in education, research, and service by advancing the state of discovery, development, and application of knowledge.



OUR

CORE

VALUES

DEDICATION

A reflection of our unique work principles and our commitment to quality.

IMPACT

To solve critical issues faced by national and international communities.

COMPASSION

To deal with others empathetically and transcend self-interest.

INCLUSIVE COMMUNITY

To show respect for ethics, cultural and religious diversity, and freedom of thought.

SUSTAINABILITY

Our ability to maintain institutional capabilities in educational, social, environmental, and financial performance.

CREATIVITY

To be innovative by providing original ideas and knowledge.

CITIZENRY

Maintaining strong commitments to local, national, and global communities.

FUTURISTIC OUTLOOK

To participate in shaping the future: its techniques, its resources, societies, and economics.



PRIORITY AREAS

1. TRANSFORMATIONAL EDUCATION

- 1.1 Admission
- 1.2 Career Services
- 1.3 Academic Programs
- 1.4 Alumni Relations
- 1.5 Campus-life Programs
- 1.6 Student Success

2. RESEARCH & INNOVATION

- 2.1 Research
- 2.2 Entrepreneurship
- 2.3 Patents
- 2.4 Innovation
- 2.5 Research, Infrastructure & Resources

3. A SUSTAINABLE INSTITUTION

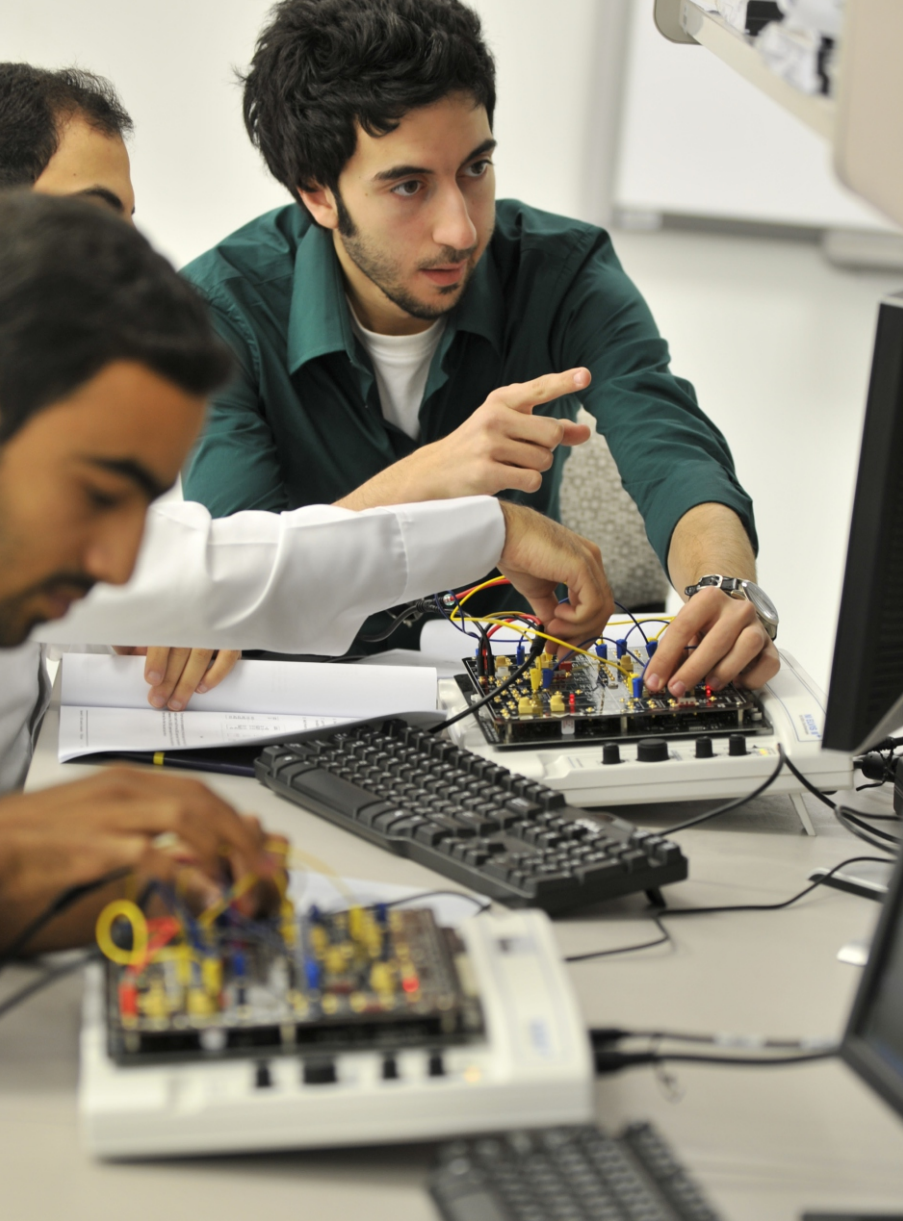
- 3.1 Environment
- 3.2 Sustainability
- 3.3 Diversify Revenue
- 3.4 Governance
- 3.5 Risk-management
- 3.6 Compliance
- 3.7 Quality
- 3.8 Accountability

4. A VIBRANT COMMUNITY

- 4.1 Facility Development & Infrastructure
- 4.2 Technology
- 4.3 Expansion Projects
- 4.4 Support Services
- 4.5 Human Capital

5. ENGAGEMENT & IMPACT

- 5.1 Community Programs
- 5.2 Community Service
- 5.3 International Relations
- 5.4 Business & Industry Partnerships



PRIORITY AREA 01

TRANSFORMATIONAL EDUCATION

GOAL 1 - PROMOTE GRADUATE & PROFESSIONAL EDUCATION

OBJECTIVES

1. DEVELOP A GLOBALLY RECOGNISED GRADUATE
2. BUILD A CULTURE OF INCLUSIVE ADVISING & PROFESSIONAL DEVELOPMENT
3. FOSTER ACADEMIC INNOVATION IN UNDERGRADUATE & GRADUATE PROGRAMS
4. BUILD A SUCCESSFUL CAREER GUIDANCE SERVICE FOR THE STUDENT COMMUNITY

GOAL 2 - REENFORCE TRANSFORMATIONAL EDUCATION & STUDENT SUCCESS

OBJECTIVES

1. DEVELOP PATHWAYS FOR SUCCESSFUL ADMISSION
2. INCREASE GRADUATION RATES
3. INCREASE FIRST-YEAR RETENTION
4. FOSTER LIFELONG SUCCESS
5. ENHANCE THE QUALITY OF THE ACADEMIC SYSTEM

TRANSFORMATIONAL EDUCATION

GOAL 1 PROMOTE GRADUATE & PROFESSIONAL EDUCATION

OBJECTIVE 1 - DEVELOP A GLOBALLY RECOGNISED GRADUATE

objective PA1GT1OB01

INITIATIVES

1. Diversify graduate programs and offerings
2. Attract high caliber candidates for undergraduate programs and ensure their development, support, and professional growth
3. Attract high caliber candidates for graduate programs and ensure their development, support personal & professional growth
4. Enhance engagement with graduate and professional alumni as life-long learners through events & programs
5. Develop extension and international professional certification programs for students & graduates
6. Developing international student programs & activities for global exposure

OBJECTIVE 2 - BUILD A CULTURE OF INCLUSIVE ADVISING & PROFESSIONAL DEVELOPMENT

objective PA1GT1OB02

INITIATIVES

7. Expand offerings of graduate & undergraduate programs in all colleges
8. Expand offerings of career service and professional development programs to enhance student career success
9. Train faculty and staff for career advice, coaching, and mentoring of undergraduate and graduate students
10. Refine career guidance and job placement programs for senior and graduate students

**OBJECTIVE 3 - FOSTER ACADEMIC INNOVATION
IN UNDERGRADUATE & GRADUATE PROGRAMS**

INITIATIVES

- 11. Develop infrastructure and support services to ensure a state-of-the-art learning environment
- 13. Diversify evening programs to provide opportunities for employees to pursue further education
- 14. Enhance professional and personal development programs for students, including a focus on core values such as leadership and global competencies for lifelong learners
- 15. Enhance student research opportunities
- 16. Enhance student innovation recognition
- 17. Provide student mobility programs

objective PA1G1OB03

**OBJECTIVE 4 - BUILD A SUCCESSFUL CAREER
GUIDANCE SERVICE FOR THE STUDENT COMMUNITY**

INITIATIVES

- 18. Develop tutoring and mentoring programs for supervising and supporting students' potential academic needs
- 19. Identify International job opportunities and career guidance for the students
- 20. Identify and attract talent among potential students from High Schools in the region
- 21. Involve alumni in career guidance programs
- 22. Plan and implement events to enhance alumni activities
- Support a life-long academic and professional relationship with the alumni
- 23. Enhance the alumni online services

objective PA1G1OB04

TRANSFORMATIONAL EDUCATION

GOAL 2

REENFORCE TRANSFORMATIONAL EDUCATION & STUDENT SUCCESS

OBJECTIVE 1 - DEVELOP PATHWAYS FOR SUCCESSFUL ADMISSION

objective PA1G2OB01

INITIATIVES

24. Enhance outreach and support to families, high schools, and community colleges
25. Increase financial aid and scholarship opportunities through endowed giving & financial programs
26. Work side by side with counselors and instructors in high schools on professional development opportunities
27. Enhance active high school bridging program to reach new potential students
28. Create & develop new admission tests based on PMU faculty perspective and needs
29. Form an internal college level admission committee
30. Develop and implement new initiatives to support recruiting local and international students

OBJECTIVE 2 - INCREASE GRADUATION RATES

objective PA1G2OB02

INITIATIVES

31. Enhance engagement with students to prevent enrollment interruptions
32. Strengthen ongoing academic and engagement programs and develop additional support structures
33. Facilitate course re-design of high enrollment courses to boost student success
34. Enhance academic support to students at risk

OBJECTIVE 3 - INCREASE FIRST-YEAR RETENTION

INITIATIVES

- 35. Coordinate a university-wide first-year experience in coordination with higher-level students and actively connect to academic and student support services
- 36. Implement changes in curriculum policies, academic pathways, and other programs to help students identify their best-fit choice of major as soon as possible
- 37. Support student engagement and proven well-being activities that increase first-year retention
- 38. Enhance and expand professional development for staff and faculties to equip them with knowledge, skills, and tools they need to support all students

OBJECTIVE 4 - FOSTER LIFELONG SUCCESS

INITIATIVES

- 39. Support student engagement and transformational learning experiences, including internships, research experiences, international experiences, student leadership development
- 40. Better integration of academic and co-curricular learning experiences, for more leadership and personal development opportunities in specific fields
- 41. Elevate career center programming and academic partnerships and broadly publish successful career outcome
- 42. Develop innovative campus life programs to enhance mastery of the global competencies among students
- 43. Provide professional development courses, conferences, seminars & special events which supports our university values

OBJECTIVE 5 - ENHANCE THE QUALITY OF THE ACADEMIC SYSTEM

INITIATIVES

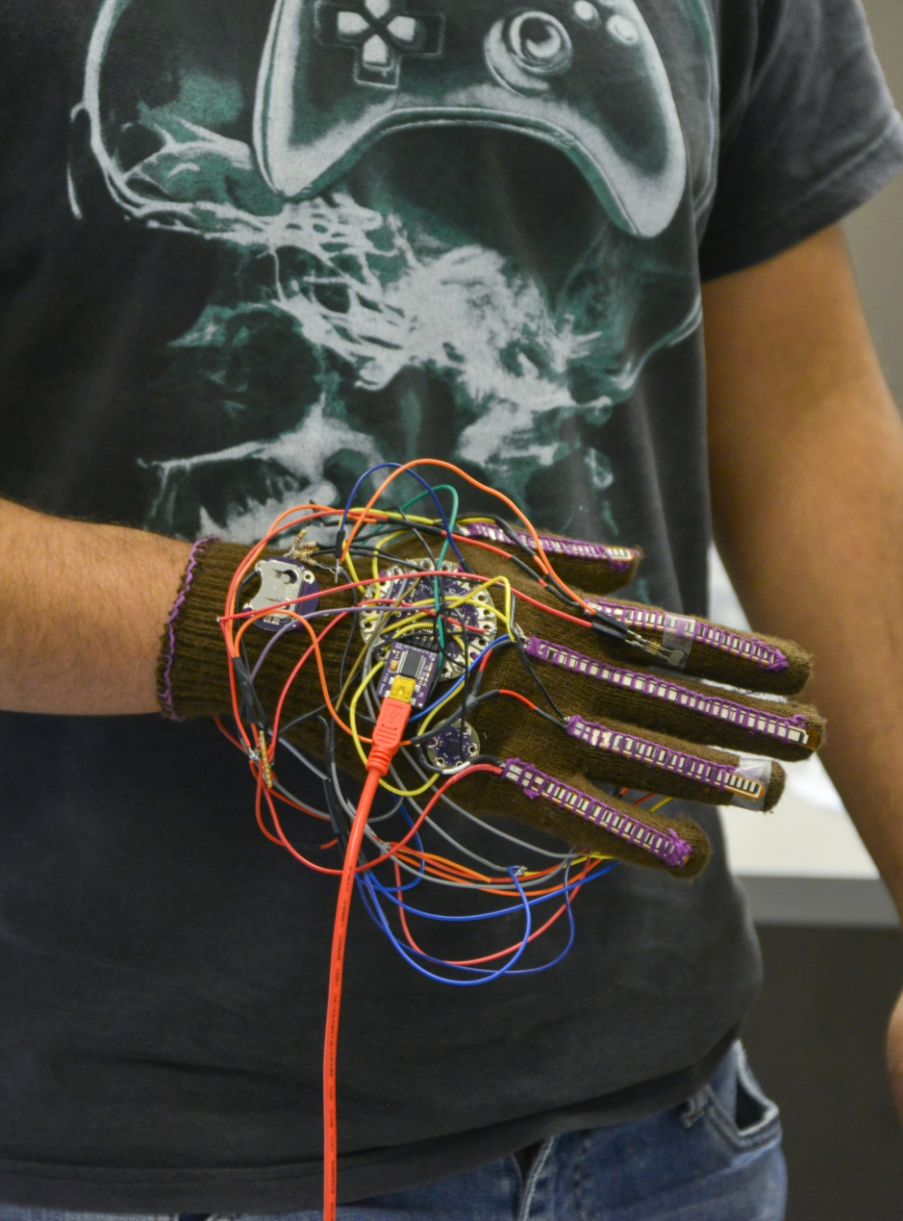
- 44. Develop & produce internal audit documents
- 45. Enhance quality communications & services
- 46. Renew & maintain all quality & accreditation certifications
- 47. Regularly Review & publish all policies & procedures



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PRIORITY AREA 02

RESEARCH & INNOVATION

GOAL 1 - STRENGTHEN OUR RESEARCH

OBJECTIVES

1. INCREASE THE BREADTH & SCOPE OF RESEARCH
2. EXPAND THE IMPACT OF PMU RESEARCH IN THE REGION & BEYOND

GOAL 2 - ENCOURAGE CREATIVITY & INNOVATION

OBJECTIVES

1. EXPAND EXISTING & NEW RESEARCH CENTERS
2. ENCOURAGE PATENTS INNOVATION & COMMERCIALIZATION
3. ENHANCE RESEARCH FACILITIES
4. DEVELOP RESEARCH COLLABORATIONS

RESEARCH & INNOVATION

GOAL 1 STRENGTHEN OUR RESEARCH

OBJECTIVE 1 - INCREASE THE BREADTH & SCOPE OF RESEARCH

INITIATIVES

- 48. Encourage and support ground-breaking research that impacts the future in various fields
- 49. Invest in infrastructure and tools including facilities, labs and technologies to support research innovation
- 50. Invest and support research in arts, humanities, and social sciences
- 51. Support collaborations across disciplines with adequate resources for multidisciplinary research
- 52. Build partnership with external organizations to expand the breadths of our research
- 53. Increase the visibility of our research impact and our researchers internally and externally through promotion and recognition
- 54. Engage students of all levels and specialization in research and scholarly activities to prepare them as future thinkers, leaders innovators
- 55. Provide access to resources and data to all stakeholders
- 56. Promote data-driven and informed decision making through research and analytics
- 56. Cultivate and reward faculty with high research involvement and productivity
- 57. Reduce workload to support researchers at all levels

objective PA2G1OB01

OBJECTIVE 2 - EXPAND THE IMPACT OF PMU RESEARCH ON THE REGION AND BEYOND

INITIATIVES

- 58. Strengthen our abilities to respond to the needs and opportunities of today and tomorrow and critical areas such as cyber-security and resilience
- 59. Lead the creation of knowledge to meet the current and the future challenges in areas such as artificial intelligence, digital humanities, energy, futuristic s and climate change
- 60. Recognize and support the commercialization of successful research products to maximize the impact

objective PA2G1OB02

RESEARCH & INNOVATION

GOAL 2

ENCOURAGE CREATIVITY & INNOVATION

OBJECTIVE 1 - EXPAND EXISTING & NEW RESEARCH CENTERS

objective PA2G2OB01

INITIATIVES

- 61. Equip existing research centers with adequate HR resources from researchers to RA's & students
- 62. Enhance technologies & equipment in current research centers
- 63. Establish new research centers in areas of focus of the research strategy

OBJECTIVE 2 - ENCOURAGE PATENTS INNOVATION & COMMERCIALIZATION

objective PA2G2OB02

INITIATIVES

- 64. Increase & encourage registration of patents among faculty
- 65. Encourage patents among students
- 66. Provide innovation programs to students & faculty through the PTCCE
- 67. Commercialize registered patents yearly

OBJECTIVE 3 - ENHANCE RESEARCH FACILITIES

objective PA2G2OB03

INITIATIVES

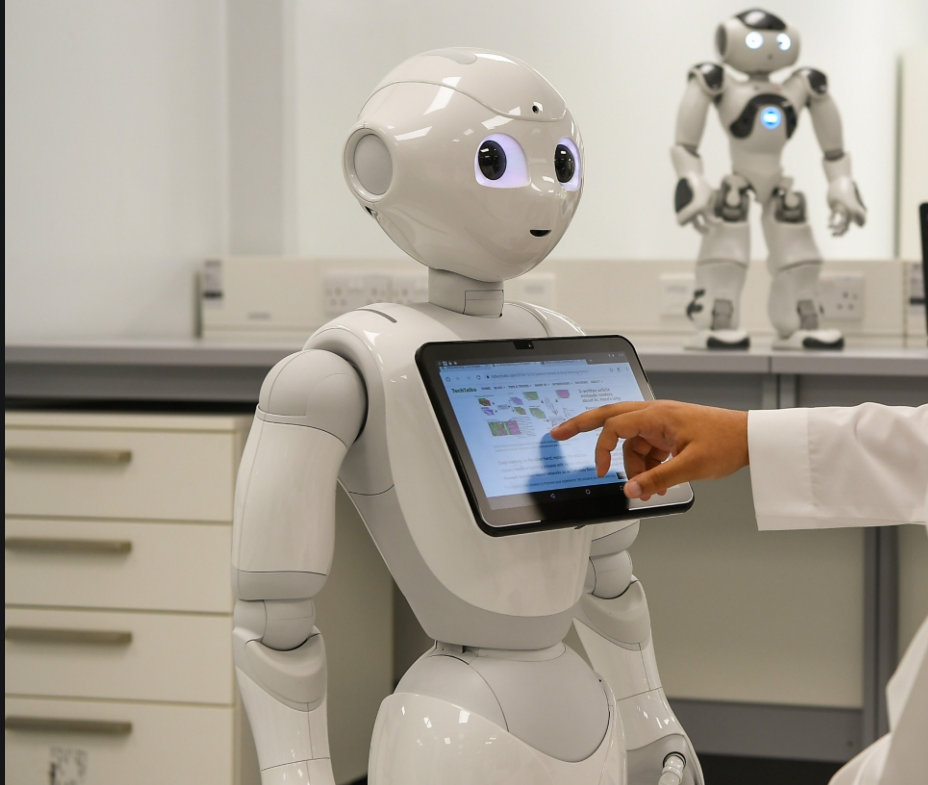
- 68. Invest in new research labs for the research strategy
- 69. Upgrade lab equipment in the existing labs
- 70. Develop a partnership with local research facilities to support experiential research

OBJECTIVE 4 - DEVELOP RESEARCH COLLABORATIONS

objective PA2G1OB02

INITIATIVES

- 71. Develop international research collaborations projects in all colleges
- 71. Encourage multidisciplinary research internally & internationally
- 72. Encourage faculty/students research projects
- 73. Develop a partnership with local research facilities to support experiential research



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PRIORITY AREA 03

A SUSTAINABLE INSTITUTION

GOAL 1 - INTEGRATE SUSTAINABILITY & ENVIRONMENTAL PROTECTION INTO THE CAMPUS CULTURE

OBJECTIVES

1. SUPPORT SUSTAINABLE THINKING & APPROACH ACROSS THE INSTITUTION
2. INVEST IN ENVIRONMENT AWARENESS ACROSS THE INSTITUTION AND BEYOND

GOAL 2 - ENHANCE THE INSTITUTIONAL GOVERNANCE MODEL

OBJECTIVES

1. DIVERSIFY INSTITUTIONAL REVENUE
2. CONTINUE TO ENHANCE THE GOVERNANCE MODEL
3. BUILD A STRONG ADMINISTRATIVE SYSTEM THAT SUPPORTS INFORMED DECISION MAKING
4. ENHANCE AN INSTITUTION-WIDE COMPLIANCE SYSTEM
5. DEVELOP A COMPREHENSIVE RISK-MANAGEMENT

A SUSTAINABLE INSTITUTION

GOAL 1

INTEGRATE SUSTAINABILITY & ENVIRONMENTAL PROTECTION INTO THE CAMPUS CULTURE

OBJECTIVE 1 - SUPPORT SUSTAINABLE THINKING & APPROACH ACROSS THE INSTITUTION

objective PA3G1OB01

INITIATIVES

- 74. Develop sustainability awareness programs for the internal & external communities
- 75. Engage students in community programs related to sustainability and SDG's
- 76. Connect with international institutions on sustainability projects & initiatives
- 77. Be recognized in the community as a sustainability hub
- 78. Develop training for student's as future sustainability leaders

OBJECTIVE 2 - INVEST IN ENVIRONMENT AWARENESS ACROSS THE INSTITUTION AND BEYOND

objective PA3G1OB02

INITIATIVES

- 79. Implement the green Saudi initiative within the campus
- 80. Implement the recycling culture on the campus
- 81. Spread sustainability awareness across the institution and beyond
- 82. Work towards a sustainable campus through all practices (Sustainable water, clean energy, sustainable procurement, sustainable warehouse, etc)



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A SUSTAINABLE INSTITUTION

GOAL 2 ENHANCE THE INSTITUTIONAL GOVERNANCE MODEL

OBJECTIVE 1 - DIVERSIFY INSTITUTIONAL REVENUE

objective PA3G2OB01

INITIATIVES

- 83. Expand technology transfer centers
- 84. Expand industry collaboration to market university research
- 85. Expand university business by creating assets for generating revenue

OBJECTIVE 2 - CONTINUE TO ENHANCE THE GOVERNANCE MODEL

objective PA3G2OB02

INITIATIVES

- 86. Increase clarity and transparency across the institution and to the public
- 87. Increase faculty and staff understanding of shared governance practices
- 88. Increase faculty and staff collaboration, teamwork, and leadership approach
- 89. Ensure that roles and responsibilities are aligned and clearly defined in the job descriptions
- 90. Empower elected students, staff & faculty bodies
- 91. Automate planning & reporting practices
- 92. Issue reports of committee & council performance

OBJECTIVE 3 - BUILD A STRONG ADMINISTRATIVE SYSTEM THAT SUPPORTS INFORMED DECISION MAKING

objective PA3G2OB03

INITIATIVES

- 93. Implement internal control processes and institutional document management
- 94. improve the level of Saudization
- 95. Collect and implement backlog archives
- 96. Publish analytics reports and develop training programs in analytics
- 97. Publish annual facts & figures and annual report
- 98. Develop and publish the strategic plan
- 99. Establish and operate and institutional survey unit

A SUSTAINABLE INSTITUTION

GOAL 2

ENHANCE THE INSTITUTIONAL GOVERNANCE MODEL

OBJECTIVE 4 - ENHANCE AN INSTITUTION-WIDE COMPLIANCE SYSTEM

INITIATIVES

- 100. Ensure that policies are understood and widely known by all faculty, staff, and students
- 101. Establish online training related to health & safety
- 102. Provide compliance-related education and training programs
- 103. Create professional development courses, conferences, and special events that are based on university values
- 104. Implement management reviews and issue compliance reports
- 105. Involve legal advice on compliance matters
- 106. Renew and maintain all quality & accreditation certifications
- 107. Review and update current policies and procedures

objective PA3G2OB04

OBJECTIVE 5 - DEVELOP A COMPREHENSIVE RISK-MANAGEMENT

INITIATIVES

- 107. Manage and mitigate risk by committing to a financial, operational, and compliance audit process
- 108. Implement, manage and control an effective risk management system across the institution
- 109. Provide training and guidelines to administrators to comply with the management practices
- 110. Update risk registries and implement remedial measures across the institution

objective PA3G2OB05



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PRIORITY AREA 04

A VIBRANT COMMUNITY

GOAL 1 - BE A MODEL PLACE TO LIVE, WORK AND LEARN

OBJECTIVES

1. PRIORITIZE PHYSICAL, EMOTIONAL, AND SOCIAL WELL-BEING
2. FOCUS ON FACILITY DEVELOPMENT & CAMPUS EXPANSION
3. PROVIDE A STATE-OF-THE-ART UNIVERSITY INFRASTRUCTURE

GOAL 2 - INVEST IN THE HUMAN CAPITAL

OBJECTIVES

1. INVEST IN AND RETAIN OUR CURRENT FACULTY
2. RECRUIT EXCEPTIONAL FACULTY
3. SUPPORT CAREER PROGRESSION FOR ALL FACULTY
4. STRENGTHEN LEADERSHIP CAPABILITIES
5. AMPLIFY EMPLOYEE GROWTH AND DEVELOPMENT

A VIBRANT COMMUNITY

GOAL 1

BE A MODEL PLACE TO LIVE, WORK AND LEARN

OBJECTIVE 1 - PRIORITIZE PHYSICAL, EMOTIONAL, AND SOCIAL WELL-BEING

INITIATIVES

- 111. Create a culture that supports a healthy work-life balance, instills family-friendly practices, and promotes self-care
- 112. Focus on mental wellness and increase awareness of and access to mental health resources
- 113. Develop inclusive opportunities for social engagements, networking, service, and community outreach
- 114. Cultivate a sense of teamwork that values the roles of faculty and staff in the success of the university
- 115. Better integrate facility services into the university's culture
- 116. Increase satisfaction with the campus physical environment and food service offered by offering healthy, sustainable food service on campus

objective PA4CT1OB01

OBJECTIVE 2 - FACILITY DEVELOPMENT & CAMPUS EXPANSION

INITIATIVES

- 117. Identify, prepare and equip a dedicated venue for holding workshops and events with round-tables that can allow hands-on activities
- 118. Utilize the existing space on campus to develop new buildings and facilities
- 119. Expand & develop classrooms & laboratories
- 120. Improve and develop the campus through the renovation of the buildings and annexes
- 121. Enhance and improve the outdoor areas within the campus and the housing
- 122. Expand & improve existing operational resources
- 123. Implement new initiatives & projects to improve the campus infrastructure

objective PA4CT2OB02

A VIBRANT COMMUNITY

GOAL 1

BE A MODEL PLACE TO LIVE, WORK AND LEARN

OBJECTIVE 3 - PROVIDE A STATE-OF-THE-ART UNIVERSITY INFRASTRUCTURE

objective PA4CT1OB03

INITIATIVES

- 124. Upgrade IT Services to respond to the PMU needs
- 125. Implement new software to support students, staff & faculty needs
- 126. Develop online courses & sessions to improve students, staff, & faculty skills
- 127. Develop new apps to support staff and student's services
- 128. Ensure Full automation of financial affairs services and workflow
- 129. Publish academic and administrative guides, tutorials, videos and electronic database
- 130. Expand resources to serve the learning environment
- 131. Automate administrative and academic services and enhance the PMU web services

A VIBRANT COMMUNITY

GOAL 2 INVEST IN THE HUMAN CAPITAL

OBJECTIVE 1 - INVEST IN AND RETAIN OUR CURRENT FACULTY

objective PA4-G2OB01

INITIATIVES

- 132. Elevate the culture of faculty recognition at the university and increase nomination for national and international awards
- 133. Enhance professional development programs
- 134. Improve faculty productivity and retention by removing unnecessary administrative burdens
- 135. Revise faculty evaluation and promotions processes
- 136. Reward leadership and engagement in university strategic initiatives and professional leadership beyond the university
- 137. Strengthen faculty shared governance by recognizing and rewarding faculty and administrators participating in shared governance and university-related services activities

OBJECTIVE 2 - RECRUIT EXCEPTIONAL FACULTY

objective PA4-G2OB02

INITIATIVES

- 138. Strategically increased and diversify faculty- at all ranks- who elevate national and international recognition of the university
- 139. Recruit faculty who support inter-disciplinary scholarship as well as strategic research
- 140. Recruit faculty who support student learning through creative and evidence-based pedagogical approaches

A VIBRANT COMMUNITY

GOAL 2 INVEST IN THE HUMAN CAPITAL

OBJECTIVE 3 - SUPPORT CAREER PROGRESSION FOR ALL FACULTY

INITIATIVES

- 141. Enhance leadership development opportunities and programs for current and future academic leaders
- 142. Increase career-long mentoring and training to support continued faculty success
- 143. Establish a program to re-invest in mid-career faculty to grow the research enterprise and improve faculty retention

OBJECTIVE 4 - STRENGTHEN LEADERSHIP CAPABILITIES

INITIATIVES

- 144. Ensure the university has personnel with the critical skills, talent, and know-how knowledge for institutional success
- 145. Implement talent succession plans for leaders and employees across the institutions
- 146. Standardize evaluation systems including tools for leadership identification and development
- 147. Address staff to student ratios to accommodate campus growth pattern

OBJECTIVE 5 - AMPLIFY EMPLOYEE GROWTH AND DEVELOPMENT

INITIATIVES

- 148. Enhance respect and values and embrace diversity
- 149. Create a growth and development plan for each employee
- 150. Provide opportunities for continuing education and training including support of degree pursuit
- 151. Establish career ladders and develop position competency profiles
- 152. Value, recognize and celebrate contrition and accomplishment of the employees
- 153. Foster positive communication and strengthen work relationships
- 154. Develop an appraisal plan for task, duties and reports for evaluating the employees performance at each promotional level



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PRIORITY AREA 05

ENGAGEMENT & IMPACT

GOAL 1 - ENGAGE PMU WITH THE LOCAL COMMUNITY

OBJECTIVES

1. EMBRACE AND REFINE OUR MISSION AS A SAUDI UNIVERSITY WITH INTERNATIONAL STANDARDS
2. ACCELERATE COMMERCIALIZATION AND ENTREPRENEURSHIP
3. DIFFUSE MEDIA MATERIAL TO WIDEN THE INSTITUTIONAL REACH TO THE LOCAL COMMUNITY

GOAL 2 - ENGAGE PMU WITH THE INTERNATIONAL COMMUNITY

OBJECTIVES

1. ENHANCE INTERNATIONALIZATION EFFORTS ACROSS THE CAMPUS PROGRAMS & ACTIVITIES
2. DEVELOP SOLID BUSINESS DEVELOPMENT & INDUSTRY PARTNERSHIPS
3. ENHANCE THE MEDIA PRODUCTION IN ALL ITS FORMS TO IMPROVE DEFUSION THROUGH LOCAL AND INTERNATIONAL COMMUNITY

ENGAGEMENT & IMPACT

GOAL 1 ENGAGE PMU WITH THE LOCAL COMMUNITY

OBJECTIVE 1 - EMBRACE AND REFINE OUR MISSION AS A SAUDI UNIVERSITY WITH INTERNATIONAL STANDARDS

INITIATIVES

- 155. Extend knowledge in all its forms (Leadership, Training, continuing education, workforce development) to benefit communities and constituencies beyond the university
- 156. Utilize the knowledge we gained through discovery and innovation to meet the needs of Saudi citizens in rural and urban communities
- 157. Share and apply our research discoveries and innovations through knowledge transfer, commercialization, and partnerships
- 158. Coordinate among stakeholders for community outreach
- 159. Encourage and foster a strong and effective presence in the external community
- 160. Plan and implement internal and external events to enhance community outreach

objective PA5G1OB01

OBJECTIVE 2 - ACCELERATE COMMERCIALIZATION & ENTREPRENEURSHIP

INITIATIVES

- 161. Weave education into the commercialization mission by integrating both internal and external resources cohesive education program
- . Provide support and programs for students
- 162. interested in careers in commercialization and entrepreneurship
- 163. Provide training for faculty, staff, and students on start-ups, intellectual property and business development
- 164. Drive innovation and entrepreneurship through the university that will encourage start-ups, social entrepreneurship and business development by faculty, staff, students, and alumni
- 165. Enable the commercialization of faculty research and success by taking them from the bench into the community where the impacts of our scholarships be realized

objective PA5G1OB02

OBJECTIVE 3 - DIFFUSE MEDIA MATERIAL TO WIDEN THE INSTITUTIONAL REACH TO THE LOCAL COMMUNITY

INITIATIVES

- 166. Produce promotional videos that focus on academic and administrative developments in the campus
- 167. Produce a series of videos that highlight faculty and alumni achievements
- 168. Improve PMU presence in all social media platforms and in traditional media channels
- 169. Expand and develop the Media Production resources

objective PA5G1OB03

ENGAGEMENT & IMPACT

GOAL 2

ENGAGE PMU WITH THE INTERNATIONAL COMMUNITY

OBJECTIVE 1 - ENHANCE INTERNATIONALIZATION EFFORTS ACROSS THE CAMPUS PROGRAMS & ACTIVITIES

INITIATIVES

- 170. Build a stronger and more constructive relationship with our regional and international community
- 171. Reactivate and develop existing partnerships
- 172. Implement the Study Abroad Program (SAP) opportunities and encourage students participation
- 173. Initiate collaborations with international institutions to host conferences & encourage student's engagement in international programs
- 174. Encourage participations & international book fairs & conferences

objective PA 5G2OB01

OBJECTIVE 2 - BUSINESS DEVELOPMENT & INDUSTRY PARTNERSHIPS

INITIATIVES

- 175. Develop local and international partnerships in industrial relations
- 176. Commercialize Patents for faculty and students
- 177. Provide entrepreneurship prizes and competition programs
- 178. Develop a high-tech business center
- 179. Develop and fully operate the operations of companies in all areas of institutional expertise
- 180. Incubate student projects/companies

objective PA 5G2OB02

OBJECTIVE 3 - ENHANCE THE MEDIA PRODUCTION IN ALL ITS FORMS TO IMPROVE DEFUSION THROUGH LOCAL AND INTERNATIONAL COMMUNITY

INITIATIVES

- 181. Produce global media campaigns using innovative visibility approach to showcase institutional profile globally
- 182. Increase media production resources

objective PA 5G2OB03



GOVERNANCE

Re-Shaping Future is a theme that PM adopted during the global recovery from the recent pandemic and the new approach to education that the world is witnessing. With a broad group of committed faculty and staff, we formulated our strategic goals and road maps that will move our institutional strategy forward daily. We continuously track metrics against our goals through KPIs; we monitor, and measure our efforts for impact and effectiveness. With such clear governance approach, we remain driven and focused on our strategic institutional vision.

The Priority Areas described in the Strategic Plan and detailed in the Dashboards, are governed for effectiveness. The President chairs the Strategic Planning Council that oversees the process.

The various departments report in a timely manner the progress on the implementation of annual dashboards quarterly

Reporting Levels & Stages

Reporting on Action Plans

Monthly progress on the Action Plan that reflect actual achievements and is measurable and verifiable.

Reporting on Dashboards

Quarterly progress on the dashboard, for Q1, Q2, Q3 and Q4. Percentages reflect actual achievements and

Regular meetings discuss concerns, resources and adjustments if needed, areas for improvements and

Reporting on Action Plans

The Annual Report presents the culmination of the reporting of each year. It details yearly the achievements per priority area presenting figures, statistics, metrics and analyzing them. Any challenges faced during the year are presented as part of the governance cycle and actions to overcome those challenges become part of the next set of dashboards for the subsequent year.

Reporting on the Strategic Plan

The cumulative reporting at the end of the 5-year period will present the material and information required for the 5-year Strategic Plan Report which constitutes an element for the upcoming Strategic Planning university-wide exercise involving all stakeholders. This includes an Internal Management Review, and Effectiveness Assessment Report, A gap and SWOT Analysis, that closes the loop for sound institutional decision-making, leading to the development of a new 5-year Strategic Plan.

جامعة الأمير محمد بن فهد

**CREATIVE
MINDS...
TRANSFORM
THE
WORLD**





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PRINCE MOHAMMAD BIN FAHD UNIVERSITY

INSTITUTIONAL STRATEGIC PLAN

2022 - 2026

IE/PR/PRT/RSFR0001_2022