

Execution Plan  
Umm Al-Qura University  
1439- 1440

### **The First Strategic Goal: Excellence in Teaching and Learning**

The first primary strategic objective: Applying the Learning Organization Model

(The leader of the first strategic objective: The University Vice Rector for Educational Affairs)

Secondary objective	Secondary objective leader	The Initiative	Initiative Executive Director
Developing the performance of the teaching staff	Dean of Academic Development and Quality	Developing teaching staff abilities in the fields of active learning and teaching, assessment methods and the English language	Dean of Academic Development and Quality
		Attracting distinguished teaching staff to join the University	College Deans
		Increasing the number of social meetings among teaching staff	Director for Teaching Staff and Employee Affairs  University Vice Rector for Female Student Affairs
		Introducing annual awards for distinguished teaching staff	University Vice Rector for Educational Affairs  University Vice Rector for Female Student Affairs
		Appointing and qualifying male and female Teaching Assistants and sending them on scholarships	College Deans
Improving the student's experience	Dean of Student Affairs	Activating student councils in all colleges	Dean of Student Affairs
		Activating student club activities in all colleges	Dean of Student Affairs
		Establishing student counselling and guidance centers in all colleges	Dean of Student Affairs

		Adopting an educational system based on student competencies in all study programs	College Deans
		Developing the students' performance in the English Language	Director for the English Language Center
		Improving student research	College Deans
		Preparing students for internal and external student competitions	Dean of Student Affairs
		Establishing of an alumni association for all colleges	Dean of Academic Development and Quality
		Improving learning resources and supporting the Deanship of Library Affairs with more books and reference books, both in print and electronically	Dean of Library Affairs
		Codifying and improving the procedures for admitting students to the BA level	Dean of Admissions and Registration
		Codifying and improving the procedures for admitting students to Graduate Studies	Dean of Graduate Studies
Updating the colleges' teaching programs to meet job market demands	University Vice Rector for Educational Affairs	Establishing new quality colleges	University Vice Rector for Educational Affairs
		Developing current BA programs	University Vice Rector for Educational Affairs
		Suspending, merging and closing certain BA programs	University Vice Rector for Educational Affairs
		Establishing new qualifying programs	University Vice Rector for Educational Affairs

		Establishing new quality graduate studies programs	Dean of Graduate Studies
		Updating certain programs and courses to be given electronically	Dean of E-learning and Distance Education
		Offering a new course supporting the culture of innovation, creativity, and entrepreneurship for all college programs	Dean of Innovation and Entrepreneurship
		Offering a new course on the issues of Hajj and Umrah as a part of all programs	College Deans.

### **The Second Strategic Goal: Sustainability of Scientific Research**

The second primary strategic objective: The sustainability of scientific research and improvement of its outputs in order to respond to the needs of the community

(The leader of the second strategic objective: The University Vice Rector for Graduate Studies and Scientific Research)

Secondary Objective	Leader of Secondary Objective	The Initiative	Initiative Executive Director
Increasing quality scientific publications	Dean of Scientific Research	Setting research goals and priorities for the University	Dean of Scientific Research
		Increasing funded research and obtaining research grants for the University	Dean of Scientific Research
		Increasing the percentage of faculty publications in prestigious international journals and periodicals	Dean of Scientific Research
Developing the research environment and improving scientific research output	University Vice Rector for Graduate Studies and Scientific Research	Creating more jobs for researchers and assistant researchers	University Vice Rector for Graduate Studies and Scientific Research
		Increasing the number of centers for excellence and research chairs	University Vice Rector for Graduate Studies and Scientific Research
		Obtaining more patents for the University	University Vice Rector for Development and Entrepreneurship

### **The Third Strategic Goal: Strengthening/Promoting Responsibility towards the Community**

The third primary strategic objective: The effective participation in volunteer work and provision of services for the community, pilgrims, and Umrah performers

(The leader of the third strategic objective: The Dean of Community Services and Continuous Education)

Secondary Objective	Leader of secondary objective	The Initiative	Initiative Executive Director
Edifying and educating the community	Dean of Community Service and Continuous Education	Inaugurating innovative community service projects	Dean of Community Service and Continuous Education
		Introducing vocational training units and expert consultative groups	Dean of the Institute for Research and Consultative Studies
Spreading and adoption of the culture of volunteer work	Dean of Community Service and Continuous Education	Establishing units for volunteer work within colleges and supporting deanships	Deans of Colleges and Supporting Deanships
		Intensifying participation in volunteer works during Hajj and Umrah seasons	Dean of the Custodian of the two Holy Mosque Institute for Hajj and Umrah Research

### **The Fourth Strategic Goal: Improvement of the Infrastructure**

The fourth primary strategic objective: The completion of the infrastructure and projects

(The leader of the fourth strategic objective: The University Vice Rector)

Secondary objective	Leader of secondary objective	The Initiative	Initiative Executive Director
Completing stalled projects	University Vice Rector for Campuses	Completing and improving colleges and supporting deanships buildings	University Vice Rector for Campuses  University Vice Rector for Female Student Affairs

		Completing the university hospital	Dean of College of Medicine
		Developing the university medical center building and opening buildings for specialist clinics	University Medical Center Supervisor Specialist Clinics Buildings Supervisor
		Improving the teaching staff residences	University Vice Rector for Campuses
		Developing and improving technological networks	Dean of Information Technology
Starting new projects	University Vice Rector for Campuses	Constructing sports and social clubs	University Vice Rector for Campuses
		Constructing Umm Al-Qura University simulation hospital	Dean of College of Medicine
		Extending green areas and afforestation	University Vice Rector for Campuses
		Increasing the number of shaded car parks	University Vice Rector for Campuses
		Improving traffic services at the University	Director for University Security Administration
		Developing public transport services to the University and among its campuses	University Vice Rector for Campuses
		Opening nurseries and schools at the University campus	University Vice Rector for Campuses University Vice Rector for Female Student Affairs

### **The Fifth Strategic Goal: Leadership, Administration, and Technical Affairs**

The fifth primary strategic objective: The development and improvement of the performance of leaders, administrators, and technicians and of their scientific, innovative, and intellectual abilities

(The leader of the fifth strategic objective: The University's Vice Rector)

Secondary objective	Leader of secondary objective	The Initiative	Initiative Executive Director
Leadership development	Dean of Academic Development and Quality	Developing a mechanism for the selection of male and female leaders	University Vice Rector University Vice Rector for Female Student Affairs
		Developing leadership skills	Dean of Academic Development and Quality
		Spreading the culture of strategic planning	Dean of Academic Development and Quality
		Establishing offices for following up the implementation of the strategic plan	Dean of Academic Development and Quality
Administrative development	University Vice Rector	Redesigning the organizational structure and distribution of authority	University Vice Rector
		Publishing guidebooks of procedures and policies	University Vice Rector
		Publishing the Charter of Ethics	University Vice Rector
		Administrative training for male and female employees	University Vice Rector University Vice Rector for Female Student Affairs
Technical development	University Vice Rector	Developing technicians' skills and qualifications	University Vice Rector for Female Student Affairs
		Increasing the number of the technical staff	University Vice Rector





### **The Sixth Strategic Goal: Quality Assurance and Improvement**

The sixth primary strategic objective: The establishment of an integrated quality management system  
(The leader of the sixth strategic objective: The University's Vice Rector for Development and Entrepreneurship)

Secondary objective	Leader of Secondary Objective	The Initiative	Initiative Executive
Attaining national academic accreditation	Vice Rector for Development and Entrepreneurship	Attaining institutional academic accreditation	Dean of Academic Development and Quality
		Attaining national academic accreditation for certain programs	Dean of Academic Development and Quality
Attaining international academic accreditation for certain programs	Dean of Academic Development and Quality	Attaining international academic accreditation for the College of Medicine	Deans of Medical Colleges
		Attaining international academic accreditation for the Colleges of Engineering and Computing	Dean of College of Engineering Dean of College of Computing
		Attaining international academic accreditation for the College of Applied Sciences	Dean of College of Applied Sciences

### **The Seventh Strategic Goal: (7) Increasing External Collaboration**

The seventh primary strategic objective: Negotiating local, regional, and international agreements and partnerships with different organizations

(The leader of the seventh strategic objective: The University's Vice Rector for Development and Entrepreneurship)

Secondary objective	Leader of Secondary Objective	The Initiative	Initiative Executive Director
Negotiating local agreements	University Vice Rector for Development and Entrepreneurship	Negotiating agreements with local universities	University Vice Rector for Development and Entrepreneurship
		Negotiating partnerships with different public sectors	University Vice Rector for Development and Entrepreneurship
		Negotiating partnerships with different private sectors	University Vice Rector for Development and Entrepreneurship
		Negotiating agreements with the third sector	University Vice Rector for Development and Entrepreneurship
Negotiating regional agreements	University Vice Rector for Development and Entrepreneurship	Negotiating agreements with regional quality universities	University Vice Rector for Development and Entrepreneurship
		Negotiating partnerships with regional specialist training centers	University Vice Rector for Development and Entrepreneurship
Negotiating international agreements	University Vice Rector for Development and Entrepreneurship	Negotiating agreements with international quality universities	University Vice Rector for Development and Entrepreneurship
		Negotiating partnerships with international specialist training centers	University Vice Rector for Development and Entrepreneurship

### **The Eighth Strategic Goal: (8) Media and Market Promotion**

The eighth primary strategic objective: Promoting the University and its programs and activities with the aim of making the University a recognized academic name

(The leader of the eighth strategic objective: The Director for Public Relations)

Secondary Objective	Leader of Secondary Objective	The Initiative	Initiative Executive Director
Improving the University's image for the people concerned	Director for Public Relations	Forming a Unit for Customer Relationships	Director for Public Relations
		Holding regular conferences, symposia, and colloquia	University Vice Rector for Graduate Studies and Scientific Research
Promoting the university's programs and activities	Director for Public Relations	Updating the University website	Dean of Information Technology
		Creating active accounts for the university in social media	Dean of Information Technology

### **The Ninth Strategic Goal: Investment and Knowledge Economy**

The ninth strategic objective: Developing the university's own financial resources

(The leader of the ninth strategic objective: The University's Vice Rector)

Secondary Objective	Leader of Secondary Objective	The Initiative	Initiative Executive Director
Benefiting financially from the University's own facilities	University Vice Rector for Campuses	Investing in University buildings inside the Haram borders	University Vice Rector for Campuses
		Constructing a University shopping center	University Vice Rector for Campuses
		Building an on-campus hotel	University Vice Rector for Campuses
		Opening a series of international restaurants in the University campuses	University Vice Rector for Campuses
		Establishing an on-campus gas station	University Vice Rector for Campuses
		Reducing financial waste and adopting the concept of lean financial management	University Vice Rector
Investing in knowledge economy	University Vice Rector	Increasing investment in Wadi Makkah (Makkah Valley) Company for technology	Executive Director for Wadi Makkah Company
		Opening Umm Al-Qura oasis for consultations	Dean of Institute of Research and Consultative Studies
		Opening a training and continuing medical education building	Dean of Institute of Research and Consultative Studies
		Establishing the Umm Al-Qura Museum	Dean of Institute of Manuscripts and Islamic Heritage

		Establishing the Umm Al-Qura Center for printing, information, and publishing	University Vice Rector for Campuses
		Establishing Umm Al Qura Tourist Bus	University Vice Rector for Campuses

## Operational Objectives Schedules

## The Execution Plan for the first year (1439 AH)

## The First Strategic Goal: Excellence in Teaching and Learning

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### The Execution Plan for the first year (1439 AH)

### **The Third Strategic Goal: Strengthening/Promoting Responsibility towards the Community**

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Intensifying participation in volunteer works during Hajj and Umrah seasons					
Developing a plan for the university's participation in volunteer work during Hajj and Umrah season					
Creating an organizational mechanism for the participation of colleges and supporting deanships in Hajj and Umrah volunteer work					
Beginning volunteer work					

## The Execution Plan for the first year (1439 AH)

## The Fourth Strategic Goal: Improvement of the Infrastructure

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Attaining international academic accreditation for the Colleges of Engineering and Computing					
Communicating with international commissions that grant international accreditation to the Colleges of Engineering and Computing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Deciding on an accredited international commission that grants international accreditation to these colleges				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Developing the executive procedures plan according to the standards					<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

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### The Execution Plan for the first year (1439 AH)

## The Seventh Strategic Goal: Increasing External Collaboration

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

## The Execution Plan for the first year (1439 AH)

### The Eighth Strategic Goal: Media and Market Promotion

Name of Initiati	Operational Procedures	Month																											
		Muharra				Safar				Rabie I				Rabie II				Jumad I				Jumad II				Rajab			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Forming a Unit for Customer Relationships	Designing a complete plan of the unit	•	•	•	•	•	•	•	•	•	•	•	•																
	Writing the job descriptions of its employees													•	•	•	•	•	•	•	•								
	Launching the unit and starting its business																					•	•	•	•				
Holding regular conferences, symposia, and colloquia	Analyzing the society's priorities and needs from the cultural and scientific perspective	•	•	•	•	•	•	•	•	•	•	•	•																
	Establishing a clear schedule for conferences, seminars,													•	•	•	•	•	•	•	•								

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Opening a training and continuing medical education building		Phase 1				Phase 2				Phase 3				Phase 4				Phase 5				Phase 6				Phase 7				Phase 8				Phase 9				Phase 10			
Task	Sub-task	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4				
Opening a training and continuing medical education building	Choosing the land	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																								
	Allocating the budget									•	•	•	•	•	•	•	•	•	•	•	•																				
	Developing a complete plan for the project and obtaining the necessary permits																	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				
Establishing the Umm Al-Qura Museum	Choosing the land	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•																								
	Allocating the budget									•	•	•	•	•	•	•	•	•	•	•	•																				
	Developing a complete plan for the project and obtaining the necessary permits																	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•				



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	annually and taken into consideration when renewing contracts for non-Saudis.																																																					
Attracting distinguished teaching staff to join the University	Setting up contracting committees responsible for travelling to countries where contracts are to be made				●	●			●	●	●	●			●	●	●	●			●	●	●	●																														
	Attracting academically and internationally distinguished faculty members and providing them with all the necessary resources														●	●	●	●			●	●	●	●																														
	Collaborating with visiting														●	●	●	●			●	●	●	●			●	●	●	●			●	●	●	●																		





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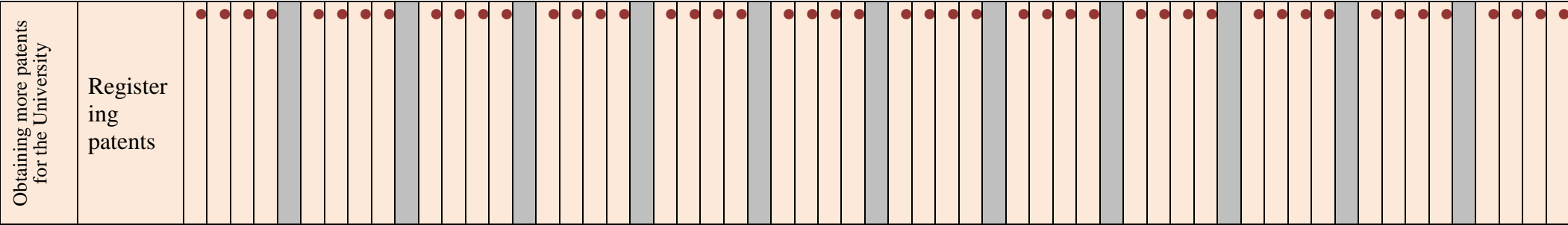




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**The Execution Plan for the second year (1440 AH)**

**The Third Strategic Goal: Strengthening/Promoting Responsibility towards the Community**

ز	ا	ح	Month
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[illegible]

[illegible]



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## The Execution Plan for the second year (1440 AH)

## The Fourth Strategic Goal: Improvement of the Infrastructure

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]





## The Fifth Strategic Goal: Leadership, Administration, and Technical Affairs

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]



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## The Execution Plan for the second year (1440 AH)

## The Sixth Strategic Goal: Quality Assurance and Improvement

[illegible]

[illegible]

[illegible]

[illegible]

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### The Execution Plan for the second year (1440 AH)

## The Seventh Strategic Goal: Increasing External Collaboration

[illegible]

[illegible]



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## The Execution Plan for the second year (1440 AH)

### The Eighth Strategic Goal: Media and Market Promotion

Name of Initiati	Operational Procedures	Month																											
		Muharra				Safar				Rabie I				Rabie II				Jumad I				Jumad II				Rajab			
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Forming a Unit for Customer Relationsh	Launching the unit and starting its business	•	•	•	•	•	•	•	•	•	•	•	•																
Holding regular conferences, symposia, and colloquia	Holding the events	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Updating the University website	Publishing the news of the university on the university's website daily	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Highlighting the students' activities on the university's website daily	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Designing a special video about the university and																	•	•	•	•								

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### The Execution Plan for the second year (1440 AH)

## The Ninth Strategic Goal: Investment and Knowledge Economy

Name of Initiative	Operational Procedures	Month																																													
		Muharram				Safar				Rabie I				Rabie II				Jumad I				Jumad II				Rajab				Shaban				Ramadan				Shawwal				Thu Al-Qida				Thu Al-Hijja	
		1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2												
Investing in University buildings inside the Haram borders	Starting the investment	●	●	●	●					●	●	●	●					●	●	●	●					●	●	●	●					●	●												
Constructing a University shopping center	Designing the blueprints	●	●	●	●					●	●	●	●					●	●	●	●														●	●											
	Executing the project																	●	●	●	●					●	●	●	●					●	●												
Building an on-campus hotel	Designing the blueprints	●	●	●	●					●	●	●	●					●	●	●	●														●	●											
	Executing the project																	●	●	●	●					●	●	●	●					●	●												

Opening a series of international restaurants in the University campuses	Designing the blueprints	<div><div></div><div></div><div></div><div></div></div>
	Executing the project	<div><div></div><div></div><div></div><div></div></div>
Establishing an on-campus gas station	Designing the blueprints	<div><div></div><div></div><div></div><div></div></div>
	Executing the project	<div><div></div><div></div><div></div><div></div></div>
Reducing financial waste and adopting the concept of lean financial management	Executing the plan	<div><div></div><div></div><div></div><div></div></div>
Increasing investment in Wadi Makkah (Makkah Valley) Company for technology	Opening new fields for investment in the company	<div><div></div><div></div><div></div><div></div></div>

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