MSA STRATEGY

2018/2019 - 2023/2024

NEW DIRECTION TO TRANSFORM OUR FUTURE

WHO WE ARE

MSA University is founded on a distinctive ethos that places our students at the centre. We provide an environment of academic excellence, discovery and development for the next generation of global professionals and leaders.

As one of Egypt's pioneer private universities, we have always thrived on the investment that our students make in their own future, the commitment of our staff and the support from a strongly engaged community. The exceptional quality of our students' experience has always been a hallmark of MSA University.

We are committed to educational excellence, deep engagement between academics and their students, and the personal and transformative development of MSA people.

OUR STUDENT EXPERIENCE

We have built a vibrant, supportive and dynamic culture that welcomes every student and gives them the opportunity to join a connected, passionate and close-knit cohort. We believe in the importance of cross-disciplinary experience and the development of broad and transferable professional skills, including involvement in entrepreneurial practice to give an applied and market focus to our students' discipline-specific knowledge. We focus on critical thinking, communication, leadership and ethical thought and action to help our students develop the skills and attributes that prepare them for success professionally and personally. Employability skills for our graduates are deeply embedded within our curricula and we work with every student to map out personal pathways for realizing his or her career goals.
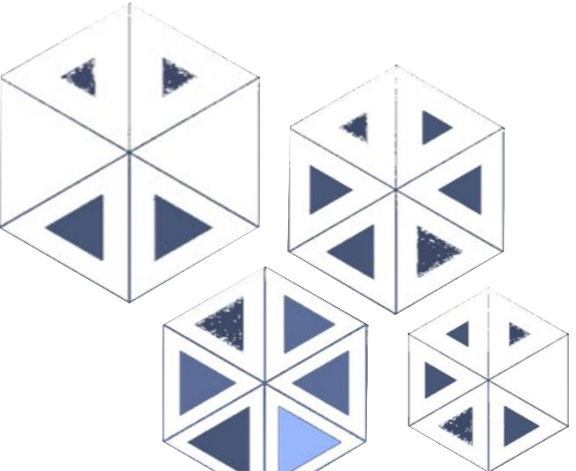
OUR CULTURE

OUR VISION

October University for Modern Sciences and Arts (MSA) will be among the top five hundred universities worldwide leading Education, Scientific Research and Community Service.

جامعة أكتوبر للعلوم الحديثة والآداب ستكون ضمن أفضل خمسمائة جامعة على مستوى العالم، وتحقق الريادة في التعليم والبحث العلمي وخدمة المجتمع.

MISSION

MISSION

October University for Modern Sciences and Arts (MSA) is a leading Egyptian private higher Educational institution with solid British universities partnerships, offering advanced undergraduate and graduate academic programmes that support entrepreneurship, meet job market needs, and run applied scientific research, in addition to providing distinguished community service, enhancing its affiliates' competencies, using contemporary technology and administrative systems, and complying with local and international quality standards".

جامعة أكتوبر للعلوم الحديثة والآداب مؤسسة تعليمية مصرية رائدة في مجال التعليم العالي الخاص، بشراكة مع جامعات بريطانية، وتقدم برامج تعليمية متطورة للمرحلة الجامعية الأولى والدراسات العليا تدعم ريادة الأعمال وتلبي احتياجات سوق العمل، وتقوم بالبحث العلمي التطبيقي، وتوفر خدمة مجتمعية متميزة، وتنمي كفاءات منتسبيها، وتستخدم أنظمة إدارية وتقنيات حديثة، وتلتزم بمعايير الجودة.
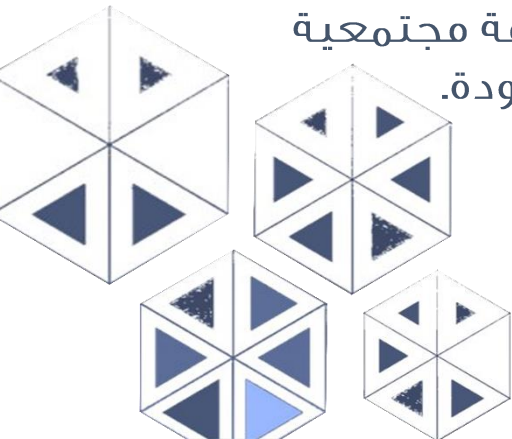
CORE VALUES

WHO WE ARE ?

WHAT WE BELIEVE IN

The nature of education, learning, research, engagement and community service is changing. As we plan our future, we will be constantly challenged to respond to disruptive technologies, global trends, changing student expectations, new requirements of our graduates,' market, and the broad influence of legislative reform. Hence we live by those Values

OUR VALUES

Credibility
المساءلة

Entrepreneurial Spirit
روح الريادة

Commitment to Quality
الالتزام بالجودة

Accountability
المصداقية

Inclusiveness
العدالة وعدم التمييز

Student Centred
محورية الطالب

Institutional Loyalty
الولاء المؤسسي

STRATEGIC THEMES

STRATEGIC THEMES

01

Academic Excellence

التميز الاكاديمي

02

Exceptional Research

بحوث علمية أكاديمية وتطبيقية مميزة

03

Transformative Student Experience

تجربة حياة جامعية مؤثرة

04

Community Outreach, Engagement & Partnership

خدمة المجتمع وتعزيز الشراكات مع مؤسساته

05

Sustainability

التنمية المستدامة

06

Institutional Effectiveness

الفاعلية المؤسسية

ASPIRATIONAL OBJECTIVES

In seeking to achieve our mission and vision we will pursue SIX strategic objectives, each of which has a clear target ambition for the end of the strategy period.
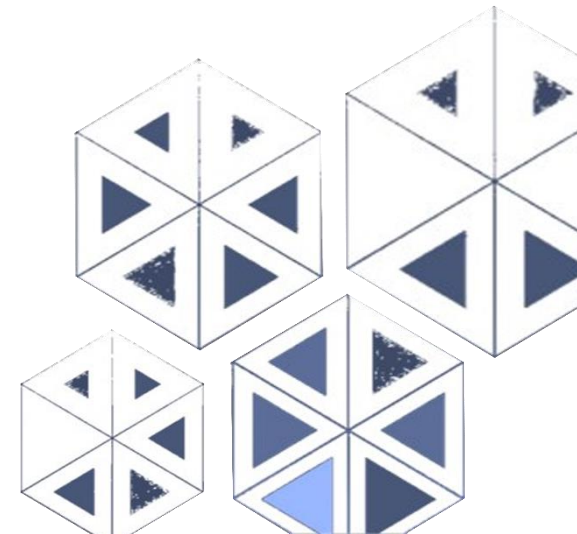
Pathway to Success

Offer Agile and Exceptional Education to deliver an outstanding student-centred learning experience with a responsive research-led curriculum at its core.

Sub-Objectives

1. Cultivate **Responsive Agile Programmes.**
2. Attain and Maintain **Educational Quality** through national and international validation and accreditation;.
3. Optimize **Educational Processes** towards efficiency
4. Build our suite of innovative, market-led **postgraduate programs.**
5. Strengthen Student **Academic Support**

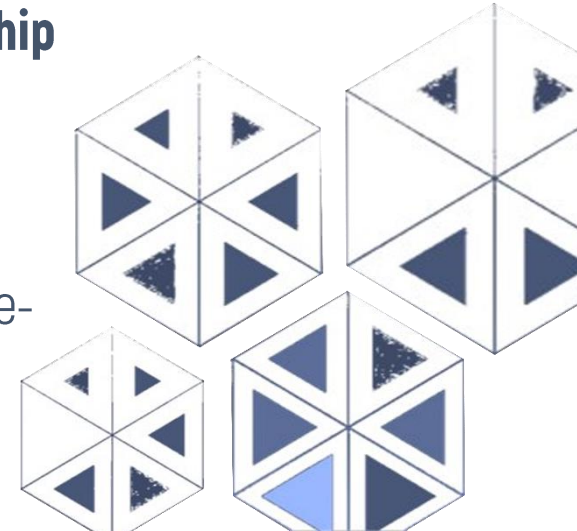# Pathway to Success

OBJECTIVE

02

Exceptional Research

بحوث علمية أكاديمية وتطبيقية مميزة

Promote and Increase Research Publication and Activities to utilize Innovation and Entrepreneurship for Commercialization and Societal Impact purposes.

Sub-Objectives

1. Optimize **research governing processes** to increase research **volume and publications** in terms of quantity and quality.
2. Develop and sustain **research funds and grants** and allocate operational budget for research internally.
3. Promote **Innovative** research environment to encourage **Entrepreneurship for Commercialization and Societal Impact** and support **Sustainability.**
4. Build, maintain and agree on **memoranda of understanding (MOU) with research stakeholders.**
5. Empower scholars and researchers with skills and **sufficient** state-of-the-art **tools and technology.**
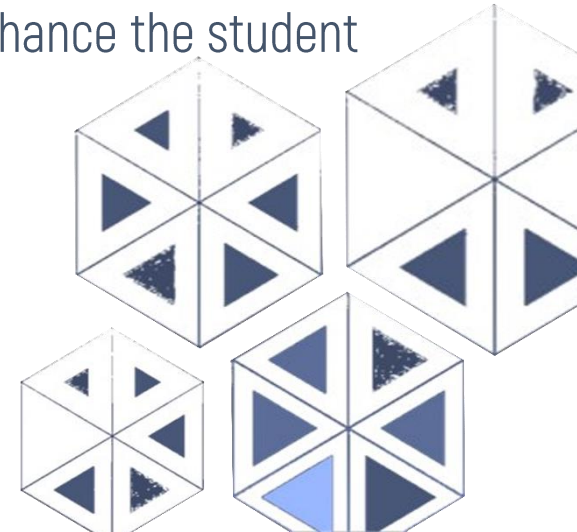
Pathway to Success

MSA University

Promote a dynamic and diverse university community and provide a Transformative Student Experience committed to student engagement and loyalty.

Sub-Objectives

1. Grow Enrollment and Increase Retention

2. Nurture attributes and adopt a multifaceted approach to **Foster Student Engagement and Loyalty** through extracurricular activities.

3. Enhance Student **Healthy Life Style** which will support the student's happiness.

4. Ensure a **Vibrant Social Experience** within the university community to enhance the student journey prior to application stage until graduation.

5. Provide various **Financial Aid** for social support and benefits.
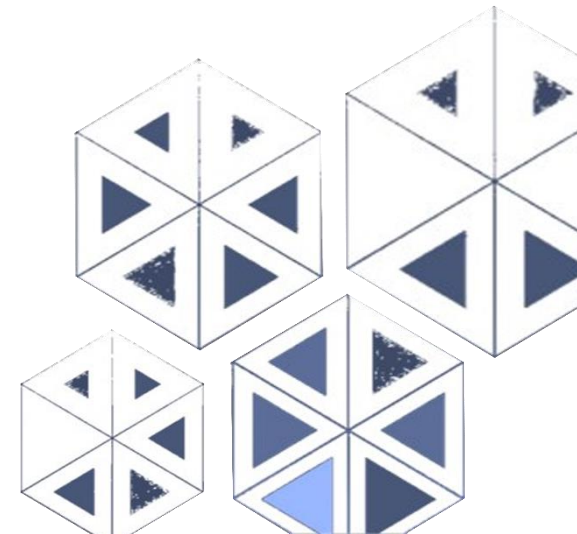
Pathway to Success

OBJECTIVE

04

Community
Outreach,
Engagement
& Partnership

خدمة المجتمع
وتعزيز الشراكات
مع مؤسساته

Enhance **Community Outreach, Engagement, Impact and Partnership** to distinguish our University within the market by our commitment to innovative practices which improve student experience and graduate outcomes, and emphasize our intellectual contribution.

Sub-Objectives

1. **Develop an Engagement Plan to** conceptualize and constitute social, cultural and economic value to our **Local** neighboring communities.
2. **Build Partnerships and create value for the international community** through an informed and creative engagement on global issues.
3. **Strengthen engagement with our Alumni** and enlist their **success** and support to advance the university's impact.
1. Shift from **University Social Responsibility (USR) to**

   **University Social Innovation (USI).**

Pathway to Success

Institute Sustainability Plans that will be a road map for operating a healthier and more sustainable University, including responsible management, for students, staff, and the local community.

Sub-Objectives

1. Embed **Sustainability as a key driver** in the University operations.
2. Diversify and **increase additional financial** resources in collaboration with Faculties and S.S Departments
3. Support **sustainable community.**
4. Maintain **Financial Health and Sustainability.**
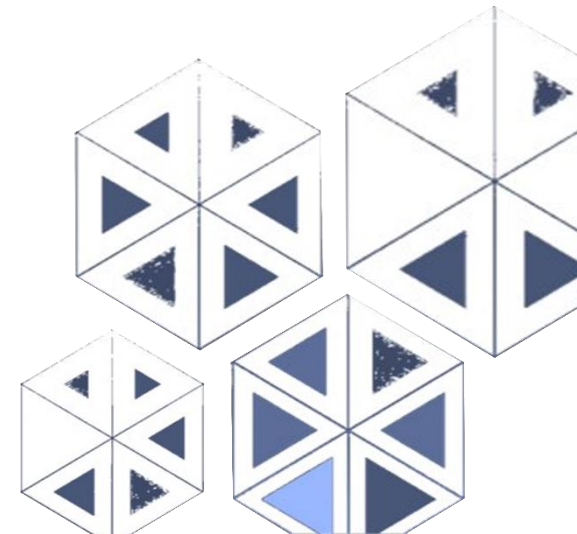
Pathway to Success

Establish MSA as a "University of Choice" by Enriching Organizational Effectiveness and Excellence through developing Talent and optimizing operation and physical resources to achieve the university's goals.

Sub-Objectives:

1. **Engage** our workforce, fostering a **culture** of Multidisciplinary efforts focused on performance and goals.
2. Attract, develop and retain **MSA-Talent**, to ensure harnessing the abilities, commitment, and cohesiveness of our workplace.
3. Maintain a robust suite of **tangible facilities, learning** spaces and state-of-the-art infrastructure and services to ensure meeting the current and evolving needs of the University.
4. Increase the effectiveness and impact of **Organizational Stewardship and Excellence.**
5. Promote MSA's **Identity**, raise our reputation and brand.
6. Foster MSA **SMART transformation.**
7. Build a strong foundation of **diversity, inclusion and equity** to provide an environment in which all can thrive academically and professionally.
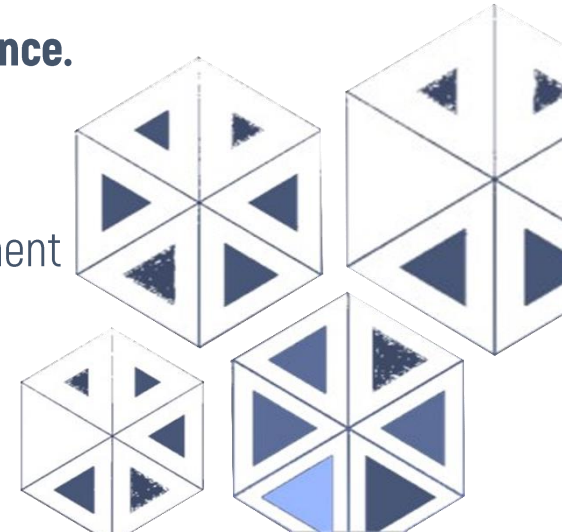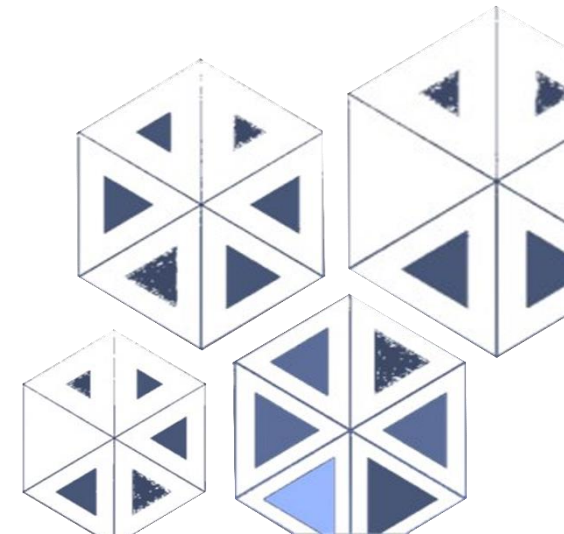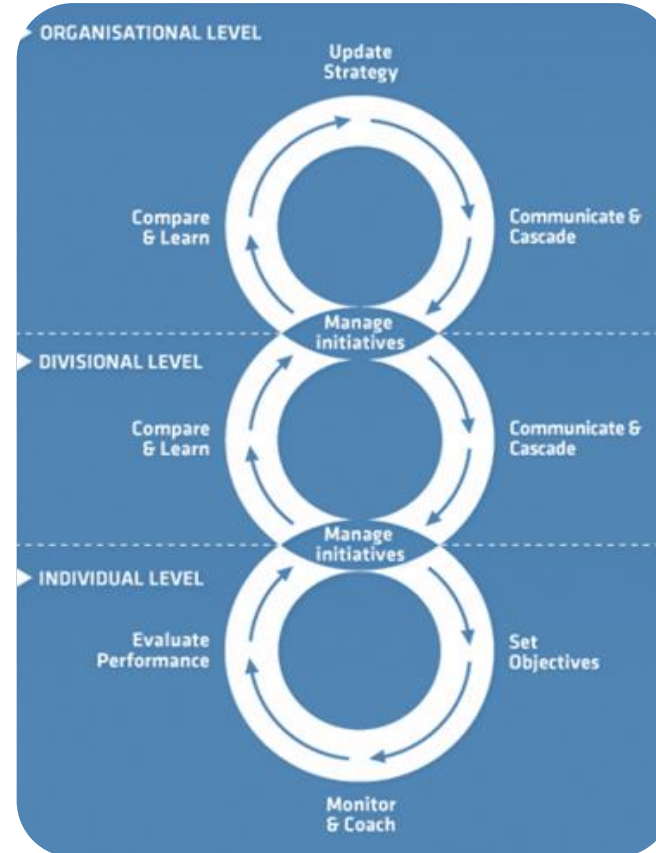
Strategic Plan Supporting Process

Implementation Process

Cascading Process

Strategic Plan Implementation

The University has a well-established cycle for business planning and review, which will be used to implement this strategic plan using the balanced scorecards system.

An annual operation plan is drawn up each academic year, it follows the structure of the objectives set out in the strategic plan and collected form projects, initiatives and tasks set by each sub-objective.

The University annual wide operation plan is submitted in draft to the President for approval each August ahead of the academic year start.

Progress in delivering the operation plan and the key performance indicators set for the strategic objectives are reviewed by the President during the University Council meetings on monthly basis.

Moreover, an additional mid-academic year and a final end of academic year consolidated progress reports are to be submitted in February in July respectively.

Consequently , each Academic Faculty and Professional Services Division extract its annual operating plan setting out how they will take forward the University strategic objectives and operation plan.

Strategic Plan Implementation

Each Academic Faculty will also include its medium-term vision for the development of the Faculty and its constituent subject communities within its operation plan. Such as the submissions of new course proposals to the Academic Affairs Committee, etc.

Measures and ownership will be set for each significant development project identified in the operational plan for accountability and progress monitoring by University Executives.

Finally, individual- level objectives are cascaded from the relevant Academic Faculty and Divisional objectives and operational plans and will provide the platform for the employee annual performance management system.

The University also has a set of thematic strategies to support specific aspects of this strategic plan:

- Academic Strategy

- Research Strategy

- Sustainability Strategy

- People Strategy

- Finance Strategy

- Information Technology Strategy

Your Future Partner