



ALDAR UNIVERSITY COLLEGE

Community Engagement Strategy (CES)

Community Engagement is one of the most important and Integral part of any academic Institution as the primary purpose of existence for an academic Institution is to serve the society for its socioeconomic development and promotion of knowledge and learning. The Vision and Mission of ALDAR acknowledge and reflect the same philosophy.

In order to fulfill its commitment towards society as per its Vision and Mission, ALDAR has planned its CES. The CES of ALDAR is aligned to the key areas from Vision and Mission statements and further contribute to its specific Strategic Goals and Objectives.

The Key areas from Vision are “knowledge society and sustainable development of the United Arab Emirates and the Region.”

The Key areas from Mission are “To engage with the society in the creation of knowledge and promotion of research to achieve local and regional development.”

The Specific Goals and Objectives fulfilled by the ALDAR Community Engagement Strategy are as follows:

Goal 1- Provide academic excellence and innovative learning experience for a diverse student body.

Objective 1.3: Ensure that current and emerging trends are embedded in the curricula through experiential and active learning

Goal 2- Enable graduates to pursue life-long learning and develop their careers.

Objective 2.2: Provide opportunities for student to participate in research through student-faculty collaborative scholarship programs



Objective 2.3: Strengthen the Internship Program by entering into agreements (MOUs) with business organizations and supporting career counseling activities

Goal 3- Contribute to the sustainable development of the UAE and the region through knowledge driven partnerships and collaboration with local and regional communities.

Objective 3.2: Promote environmental sustainability through green initiatives, reduced energy footprints and other initiatives

Goal 4- Maintain and enhance commitment to recruit and retain diverse faculty and staff within a supportive and collegial work environment

Objective 4.2: Promote a challenging intellectual environment by providing professional development opportunities and encouraging freedom and productive dialogue within and across academic and non-academic departments

The CES of ALDAR is based on the following modes of Engagement:



Empowerment:

The awareness and participation is further strengthened by the empowering the individuals and the group with the necessary resources to achieve the intended objectives. The empowerment can be in terms of training the individual and group with a certain set of skills and competencies in order to prevent and solve certain social issues and problems.

One of the major issue of employability of graduating students can be mitigated by empowering the students with additional skills and training apart from academic degree.



Collaboration:

The Collaboration provides an opportunity of sharing the knowledge which leads to research and innovation. It contributes to the fulfillment the ALDAR Vision and Mission and increase the presence of ALDAR and its commitment towards community welfare. The collaboration can be with the Government institutions, Business Organizations and Academic Institutions.

Awareness:

ALDAR realizes the importance of awareness among the community in order to mitigate any socioeconomic issues and problem. The major issues of modern society like Drug abuse, Sustainability, Health issues, Civic sense and abiding with the law of the land etc can be reduced up to a major extend by awareness generation among the community.

ALDAR has conducted various activities in the year 2018-19 and are ongoing in the year 2019-20. The table summarizes the conducted and planned activities and their relation with the ALDAR Vision, Mission and Strategic Goals and Objectives.



ALDAR Community Engagement Log

S. No	Title of the Activity	Date	External / Internal	
1	Students from ALDAR attended the Finland Cultural & Design Thinking Week	11 January 2018	External	
2	Preparing the Self-Assessment Report Academic Programs	16 January 2018	external	
3	Meeting between the President, Vice President and the students.	29 January 2018	Internal	
4	Signed partnership agreement with Mari State University and North Caucasus Federal University	25 February 2018	External	
5	2018 International Conference on Computer Auditing	17 March 2018	External	
6	Prof. Dr. Toshifumi (seminar)	17 March 2018	Internal	
7	International Conference on Computer Aided Auditing	18 March 2018	external	
8	Participation of students in Government Innovations Exhibition	12 April 2018	External	
9	Hosting the BMA International Training Workshop	10 July 2018	External	
10	Signs a cooperation agreement with The Red Crescent	31 July 2018	External	
11	ADUC participated in the Career Fair	28 November 2018	External	
12	participating in the Wetex 2018	25 October 2018	external	
13	Dubai museum visit	29 October 2018	Internal	
14	Dr. Tawfik Zeki (Seminar)	30 October 2018	Internal	
15	UAE National Flag Day	01 November 2018	Internal	
16	"To stay" by Public Relations Campaign students	04 November 2018	Internal	



17	Dr. Khaliq Uzzaman Khan (Seminar)	06 November 2018	Internal	
18	Election for the Head of Student Council	11 November 2018	Internal	
19	Block Chain (Seminar) (Dr. Hena Iqbal)	13 November 2018	Internal	
20	Dr. Sunitha (Seminar)	14 November 2018	Internal	
21	Students Picnic	18 November 2018	Internal	
22	Civilization & Cultural Aspects in 17th Century in Syria (Mr. Sadeq Telfah)	20 November 2018	Internal	
23	Visiting Sharjah Media Corporation	21 November 2018	Internal	
24	Guest lecturer - IEEE young profession	24 November 2018	Internal	
25	Guest lecturer - Dept of Economic Development	24 November 2018	Internal	
26	Market Research (Dr. Anu Vij)	27 November 2018	Internal	
27	ADUC participated in the Career Fair held at Al Ansar International School	28 November 2018	External	
28	Visit to the Dubai School of Modern Education	28 November 2018	external	
29	ALDAR Celebrate National Day	28 November 2018	internal	
30	Public Relations students visit Solar Energy Decathlon	29 November 2018	Internal	
31	Disadvantage of Social Media (Khalid Ibrahim)	04 December 2018	Internal	
32	Students Picnic	10 December 2018	Internal	
33	Strategic / Project Management (Dr. Om Bohra)	11 December 2018	Internal	
34	Artificial Intelligence (Dr. Intisar Al-Obaidi)	08 January 2018	Internal	
35	Signing of a cooperation agreement with the Third Millennium Training Center	09 January 2019	external	
36	Signing a cooperation agreement with the Third Millennium Training Center	09 January 2019	external	



37	"Social Media - Zawaya"	11 December 2018	Internal	
38	Public Relations and Quality Culture (Dr. Maha Abdalaziz)	15 January 2019	Internal	
39	Students participate in Finland cultural & design thinking week	11 January 2019	External	
40	Sports activities (Table tennis)	12 February 2019	Internal	
41	EIAS Orientation (Mr. Waseem Ahmed)	12 February 2019	Internal	
42	Faculty Orientation	17 February 2019	Internal	
43	Celebrating the silver jubilee	24 January 2019	Internal	
44	Female student's picnic	27 February 2019	Internal	
45	Innovation Week	February 24 - 28, 2019	Internal	
46	Innovation Event at Dubai Airport T3	February 26-27, 2019	External	
47	Innovation event at Hall 201	26 February 2019	Internal	
48	Innovation event at World Trade Center	28 February 2019	External	
49	Blood donation campaign	25 February 2019	Internal	
50	Data Mining Techniques: Managing Big Stores Department Locations (Tawfik)	12 March 2019	Internal	
51	Generation Mobile Communication Networks(Dr. Naeem Zafar)	19 March 2019	Internal	
52	Global day	20 March 2019	Internal	
53	Tolerance Festival	01 April 2019	external	
54	Islamic Civilization Impact on the West (Mr. Sadeq Telfah)	02 April 2019	Internal	
55	Campaigns against Drugs Addiction and Video Games Addiction	09 April 2019	Internal	
56	Cultural Innovation (Dr. Entisar Al-Obaidi)	09 April 2019	Internal	



57	Standards of Public Relations Professional (Maha Abdelaziz)	16 April 2019	Internal	
58	Climate Change (Fatma Taktak)	23 April 2019	Internal	
59	IBM Developers Day	11 June 2019	external	
60	Issuing Al Dar Students 'Magazine on Line	16 July 2019	Internal	
61	Registration for First Semester of 2019-2020	07 September 2019	Internal	
62	Faculty Orientation	12 September 2019	Internal	
63	Orientation Day	Sept 22, 2019	Internal	
64	Meet the supervising committee of elections with college students	01 October 2019	Internal	
65	Best Professor Award	10 October 2019	external	
66	Election for the Head of Student Council	07 October 2019	Internal	
67	Dubai Solar Show	21 October 2019	external	
68	Research Seminar (Dr. Enoch)	21 October 2019	Internal	
69	Sharjah Book Fair	30 October 2019	external	
70	Research Seminar (Dr. Iqbal)	28 October 2019	internal	
71	Protectors of the Flag	29 October 2019	Internal	
72	Breast Cancer Awareness	29 October 2019	Internal	
73	Research Seminar (Dr. Riktesh)	05 November 2019	Internal	
74	High School Students Recruitment and University Awareness	06 November 2019	Internal	
75	13th Dubai International Food Safety Conference	11 November 2019	external	
76	Sharjah International Book Fair	11 November 2019	Internal	



77	Workshop on AMOS software for PhD Students	18 November 2019	external	
78	Research Seminar (Dr. Nahil Abed Odeh Abdallah)	26 November 2019	Internal	
79	Academic Writing workshop	27 November 2019	external	
80	Innovation and entrepreneurship Exhibition	09 December 2019	external	
81	The Festival of Innovation	18 December 2019	Internal	
82	Organizing of Thalassemia Conference	18 December 2019	Internal	
83	An interview in a cultural program at Sharjah T.V.	29 December 2019	external	
84	EIAS Orientation	12 February 2020	Internal	
85	Faculty Orientation	17 February 2020	Internal	
86	Global Education Supplies & Solutions Dubai 2020	25 February 2020	Internal	
87	Emergency Fire Evacuation Drill	27 February 2020	Internal	