ALBALQA APPLIED UNIVERSITY
STRATEGIC PLAN

For 2011 and Beyond
ABOUT BAU

BAU was founded in 1996 by a Royal Decree and has since grown in size and stature to become one of the most prestigious universities not only in the country but the region as a whole.

It is a foremost institution of Applied Learning, known for its innovative approach to prepare students to be highly trained, knowledgeable workers who are equipped with the technical and problem-solving skills necessary in our ever-changing world.

Our faculty members are experts in their fields, our staff is among the most dedicated, and our students are a colorful community not only from Jordan but the entire Arab region and various parts of the world. This gives BAU its unique air of unity in diversity.

BAU is an effective member at the Higher Education Council (HEC), and at the Arab Universities Union (AUU) as well as the International Universities Association (IAU)

Over history of 12 years, BAU has been characterized as a university of distinction. BAU reputation is shaped by internationally recognized strength in research and an enduring commitment to quality teaching and learning, environmental sustainability, and equity and diversity.

Over the next 10 years, the growth in student numbers and the community's desire for a university to call its own led to the University becoming an autonomous institution. Today some 45,000 students are enrolled in programs across eighteen faculties. Over 85 undergraduate programs are on offer and the range of postgraduate study options is continually growing.
**UNIVERSITY VISION**

“A leading institution in qualifying human resources in both levels of higher education (vocational and technical) and endorsing significant research for local communities socio-economic Development”

**UNIVERSITY MISSION**

The university is hard at work at serving the local community through its vibrant scientific research and through providing its graduates with quality education that emphasizes and recognizes the importance of the applied aspect of their specializations.

The university's visualization of service tends to cover not only Jordan, but the region as a whole and the world.

Its mission today is focused on:

- Providing the domestic, regional and international market with exceptional graduates, who are well trained and have received proper applied training.
- Keeping abreast with technological advancements in the fields of Information Technology and Communication
- Maintaining direct supervision over community colleges and improving the quality of their academic, Applied and vocational faculties.
- Assisting outstanding students in realizing their full potential and continuing their studies regardless of their economic or social situation.
- Achieving accreditation and international recognition and improving the university’s ability to compete with other universities.
- Modernizing curriculum and ensuring its compatibility with other universities.
- Strengthening the university's position as the premium source for excellent, well trained graduates and providing the proper frame work for its faculties' capabilities.
- Encouraging and improving the quality of scientific research
In order to achieve these goals, the university's administration is working diligently to improve its facilities and services to its students and surrounding community. It is also working on implementing an effective system of administration that enables follow up and evaluation away from bureaucracy and red tape. The university's administration encourages active involvement with students and faculty alike and believes in the importance of democracy, transparency, team work and utilizing the university's different resources as a means of achieving its main goal of serving our Jordanian community and contributing to its welfare.

**OUR VALUES**

We will value creativity and innovation in the pursuit of excellence. We will value the potential of every person. We will be accessible and flexible to deliver a high quality student experience to the widest possible range of students: to enhance learning, build confidence and create opportunity. We will value the skill and expertise of our staff and will support and reward their contribution to our success. We will value responsiveness and will be demand-led and customer focused.

We will value partnership and will form strong and enduring collaborations where we can achieve more by working with others than we can alone.

**DEGREES:**

BAU’s offered certificates in the academic degrees (Associate, Bachelor, and degree certificates) to different majors accredited by the Council of Higher Education in Jordan, the Arab Association of Universities and all of the Local and International Academic Corporations.

The university offer (107) diploma academic programs, (46) bachelor academic programs, (3) high diploma academic programs, and (12) master academic programs.
BAU is looking for providing Training and Continuous Education opportunities in different Applied, Human, Natural and Art Sciences fields to students, employees and all society categories that contributes in developing knowledge and supplying the community with specialists trying to solve its economic and social problems on both the local and the international level.

FACULTIES AND COLLEGES
BAU consist of (19) Faculty and university college, five faculties in the main campus in Alsalt, fourteen university colleges distributed through the Kingdom from north to south. BAU was mandated to patronize, monitor and supervise (51) public and private community colleges deliver multi diploma educational programs in Jordan.
TOTAL NUMBER OF STUDENTS

NUMBER OF CURRENT STUDENTS 2012

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
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<tbody>
<tr>
<td>Diploma</td>
<td>11948</td>
</tr>
<tr>
<td>BSC</td>
<td>31329</td>
</tr>
<tr>
<td>High Diploma</td>
<td>103</td>
</tr>
<tr>
<td>Masters</td>
<td>653</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>44033</strong></td>
</tr>
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</table>

THE GROWTH IN STUDENTS ENROLLMENT

![Graph showing the growth in students enrollment from 2000-2001 to 2010-2011.](image-url)
## Comparative University Profile

<table>
<thead>
<tr>
<th></th>
<th>1999</th>
<th>2011</th>
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<tbody>
<tr>
<td>Enrollment</td>
<td>15187</td>
<td>44033</td>
</tr>
<tr>
<td>Research Projects Supported</td>
<td>5</td>
<td>157</td>
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<tr>
<td>Faculty</td>
<td>182</td>
<td>1408</td>
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<tr>
<td>Classes</td>
<td>32</td>
<td>3,529</td>
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<tr>
<td>Buildings</td>
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<tr>
<td>Accrediting Agencies</td>
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<td>1</td>
</tr>
</tbody>
</table>

## The Growth Faculty Members

![Bar chart showing the growth of faculty members from 1999 to 2011](chart.jpg)

1999-2010: 1408
2000-2009: 1356
2001-2007: 1253
2004-2005: 1133
2005-2006: 942
2006-2007: 675
2007-2008: 573
2008-2009: 473
2009-2010: 418
2010-2011: 316
2011-2012: 228
2012-2013: 182
**BAU STRATEGIC PURPOSES**

- To increase the BAU ability in supplying the markets with qualified human resources.
- To endorse organizational culture by innovating and implementing effective managerial systems.
- To create ideal academic environment.
- To strengthen the public service mission of the university.
STRATEGIC PRIORITY 1.0

To Increase the BAU ability in supplying the national and international markets with academically, technically, and vocationally qualified human resources.

SUPPORTING GOALS AND POLICIES 1.0

Goal 1.1— to supply the local, regional, and international market with talented and distinct graduates equipped with Practical knowledge aligned with the changing labor market needs.

Policy - Matching the education on offer with the skills needed in the local, regional, and international labor market

Policy - Alignment between educational curricula on offer and local labor market needs.

Policy - Strengthening alignment through international Cooperation.

Goal 1.2— to focus on applied education to keep tag "applied" title for the novelty.

Policy - capacity building for technical teaching staff, especially in courses that are needed in the labor market;

Policy - curricula development, especially of courses that are needed in the labor market;

Policy - upgrading of workshops and laboratories of technical courses which are currently under-resourced and are relying on theory, but in which practical skills
are essential to produce graduates who already have these skills when they enter the labor market.

**STRATEGIC PRIORITY 2.0**

To endorse organizational culture by innovating and implementing effective managerial systems

**SUPPORTING GOALS AND POLICIES 2.0**

**Goal 2.1**— Optimize organizational performance.

*Policy* — to organize human resources and developing quality assures training programs.

*Policy* — Establish a stable and committed senior leadership team accountable for executing BAU’s strategy and modeling a culture of accountability

**Goal 2.2**- to ensure operational excellence while maintaining financial integrity.

*Policy* — Recruit and hire outstanding employees at all levels.

*Policy* — Establish and ensure ongoing processes for the collection, analysis, and reporting of data to continuously assess progress and support sound decision-making.

**Goal 2.3**- to create more effective managerial processes for the monitoring and enhancing of organizational performance.

*Policy* — Create and maintain a harmonious, diverse, inclusive, and high-performing work environment.
STRATEGIC PRIORITY 3.0

To create ideal academic environment that will be professionally oriented and designed to support each student to achieve a qualification and to develop the self-confidence, ability and attributes which will make them highly employable.

SUPPORTING GOALS AND POLICIES 3.0

Goal 3.1—Achieve excellence in the physical campus environment.

Policy — Repair, reprogram and maintain campus facilities at a level consistent with a world class academic enterprise.

Policy — Ensure a safe and secure campus.

Goal 3.2—Foster a spirit of service excellence.

Policy — Achieve excellence in the sustainable campus environment

Goal 3.3—Foster academic excellence.

Policy — Attract and retain outstanding and diverse faculty and staff with nationally competitive salaries
To strengthen the public service mission of the university

**SUPPORTING GOALS AND POLICIES 4.0**

**Goal 4.1—Synergistic Community Relationships**

**Policy**—Develop and execute a strong, consistent, and integrated infrastructure and plan for BAU public relations, marketing, and communications.

**Policy**—Establish an infrastructure capable of meeting, involving, linking, and nurturing relationships with key internal and external community partners, such as parents; retirees; alumni; tribes, and nations; elected and appointed decision-makers; business communities; and urban and rural communities throughout the kingdom.