GJU strategic Plan 2022-2024

» THE BEST OF BOTH WORLDS! «

GJU VISION

To be internationally recognized as an Applied Science University, and a leader in education, research, innovation and entrepreneurship and to be a role model in strengthening the bridges between Germany and Jordan.
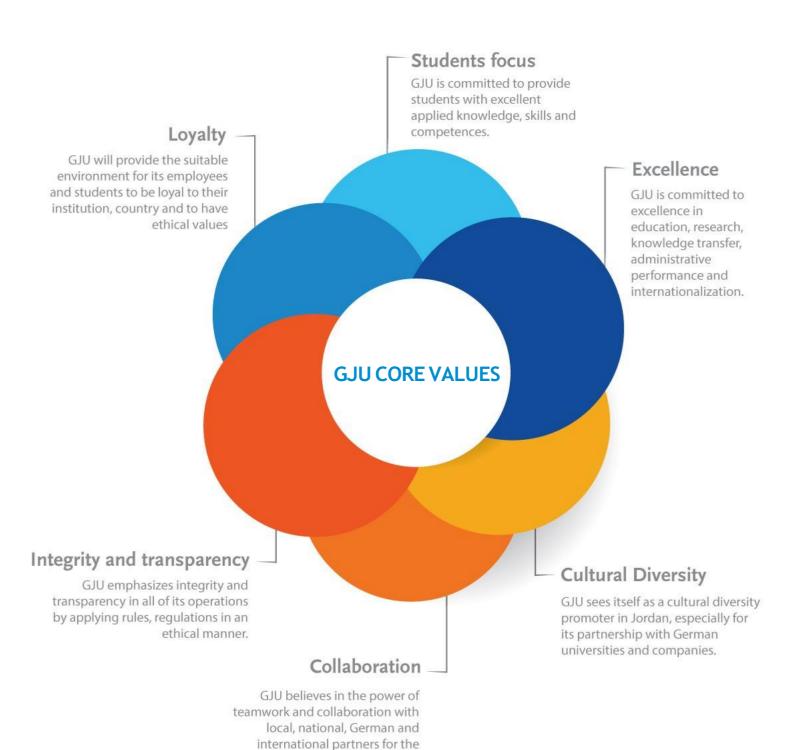
GJU MISSION

GJU will continue to develop its personnel to be citizens for lifelong learning in a global society through applied education and research, enhanced German dimension, and industrial involvement; in an enabling environment to satisfy international educational quality standards

Students focus

GJU is committed to provide students with excellent applied knowledge, skills and competences.

Loyalty

GJU will provide the suitable environment for its employees and students to be loyal to their institution, country and to have ethical values

Excellence

GJU is committed to excellence in education, research, knowledge transfer, administrative performance and internationalization.

GJU CORE VALUES

Integrity and transparency

GJU emphasizes integrity and transparency in all of its operations by applying rules, regulations in an ethical manner.

Cultural Diversity

GJU sees itself as a cultural diversity promoter in Jordan, especially for its partnership with German universities and companies.

Collaboration

GJU believes in the power of teamwork and collaboration with local, national, German and international partners for the advantage of all stakeholders.

GJU STRATEGIC PILLARS

1. Provide **applied** education to students
2. Nurture **research**, innovation and entrepreneurship culture and develop quality research outputs.
3. Develop **technical, multilingual and multicultural professionals** who are capable of contributing to the global competitive market
4. Support **community engagement** and attain positive relationship with university society and stakeholders.
5. Achieve excellence in **administrative performance towards sustainable growth.**

Key Performance Indicators

1. Improve GJU's academic programs which meet the ever-changing demands of industry and market.
2. Engage students in technology, practicing on-based education, and developing innovative projects.
3. Improve practical expertise the teaching professionals.
4. Enhance the German-related dimension of applied education
5. Improve the infrastructure that supports conducting research and innovation
6. Adapt Learning in a multicultural environment.
7. Graduating university students with higher employment rates
8. Build and strengthen relationships with alumni and the community locally, nationally and internationally.
9. Implementing administrative systems designed to support administrative Functions
10. Assuring the university's long-term financial sustainability.
11. Increase the participation of students in extracurricular activities by providing them with all necessary services.
12. Develop the Human Resources function in support of the Mission and Vision
13. Providing services that help students receive better services / better University life.
14. Enhance the university's internal operations.
15. Providing professional consultants and training courses

First Pillar | Provide Applied Education to Students

Related Strategic Objective	Initiatives
1.1 Develop and update both undergraduate and graduate study programs to meet ever-changing industrial and market need	1.1.1 Develop curricula with more emphasis on joint University/Industrial curriculum design
	1.1.2 Encourage courses related to creativity, problem solving, critical thinking and teamwork
	1.1.3 Design and develop project-based courses
	1.1.4 Get the German Accreditation
	1.1.5 New program in the university
1.2 Develop hands-on experience, and conduct practice-based education	1.2.1 Arrange and host in house seminars by guest speakers
	1.2.2 Conduct Field Trips
	1.2.3 Develop workshops, seminars, and courses
	1.2.4 Engage students in mobility programs (outside German year)
1.3 Improve practical expertise of the teaching staff	1.3.1 Engage industrial professors and faculty members with practical experiences
	1.3.2 keep staff members updated in practice
	1.3.3 Support having workshop, training programs, professional certificates
	1.3.4 Encourage participating in the train the trainers (TTT) programs and flying professors
1.4 Encourage students to be engaged more in employing technology	1.4.1 Train students on software packages related to the specialization
	1.4.2 To adopt the e-learning
1.5 Strengthen German related dimension of applied education	1.5.1 Keep the German Year obligatory
	1.5.2 Design and develop Dual study programs (work-based collaborative educational programs)

Second Pillar | Nurture research, innovation and entrepreneurship culture and develop quality research outputs.

Related Strategic Objective	Initiatives
2.1 Enhance the impact and the dissemination of research	2.1.1 Develop innovative research projects leading to entrepreneurship, and motivate strong internal and external research collaboration
	2.1.2 Establish research clubs and research databases
	2.1.3 Attract and retain top faculty, researchers, and technical & research assistants (TAs and RAs)
	2.1.4 Design an attractive incentive system for scientific publications, inventions, innovation, winning international prizes, and for research projects in collaboration with industry
2.2 Build campus-wide research culture amongst faculty, students, and research assistants	2.2.1 Support students and faculty participation in national and international conferences, and in scientific meetings and events
	2.2.2 Encourage interdisciplinary research projects.
	2.2.3 Organize research seminars, symposiums, and research days
	2.2.4 Encourage the participation of graduate and undergraduate students in research activities through funding graduation projects and graduate theses.
	2.2.5 Encourage GJU personnel to attend seminars and workshops related to research
2.3 Build campus-wide Innovation and Entrepreneurship Culture	2.3.1 Training and general awareness related to on innovation and entrepreneurship
	2.3.2 Coaching to entrepreneurs and innovator
	2.3.3 Technical development (Proof of Concept) / Product Design
	2.3.4 Celebration of entrepreneurs and innovator
2.4 Enhance the presence of the university capacity building projects	2.4.1 Encourage academics to apply and grant capacity building projects

Third Pillar | Develop technical, multilingual and multicultural professionals who are capable of contributing to the global competitive market

Related Strategic Objective	Initiatives
3.1 Create a multilingual and multicultural learning environment	3.1.2 Involve international faculty members to participate in GJU programs
	3.1.3 Encourage international joint and exchange programs
	3.1.4 Encourage participation in the GJU staff mobility program
	3.1.5 Encourage participation in the flying faculty
	3.1.6 Increase the No. of exchange students from Germany
3.2 Develop multilingual and technical professionals (students and academic/ administrative staff)	3.2.1 Develop and offer German/English/ Arabic language courses
	3.2.2 Design and offer soft skills courses (emotional intelligence, personal development, communication skills … etc)
3.3 Prepare students/ faculty members to lead successful professional careers in the local, regional, and international market	3.3.1 Organize international scientific and professional conferences and training course
	3.3.2 Encourage students to carry out graduation projects with international and local partners
	3.3.3 Encourage and support projects and theses in collaboration with local and international industry/ international partner
	3.3.4 provide effective career services
	3.3.5 increase employability

Fourth Pillar | Support community engagement and attain positive relationship with university society and stakeholders.

Related Strategic Objective	Initiatives
4.1 Enhance Alumni engagement	4.1.1 Support the Alumni club
	4.1.2 Maintain an Up-To-Date Alumni database
	4.1.3 compile regular Alumni surveys on student employment status
4.2 Increase local and international Industry links and relationships.	4.2.1 Build sustainable network with industrial partners in Jordan/Germany and other global networks
	4.2.2 Attract funding from industrial sector graduate research.
4.3 Support social events and contribute in solving problems related to the community	4.3.1 Create events targeting local community
	4.3.2 Engage community in terms of funding, training and staff time
4.4 Providing services that help students receive better services / better University life	4.4.1 Establishing new student clubs
	4.4.2 Establishing initiatives that support partisan activities

Fifth Pillar | Achieve excellence in administrative performance towards sustainable growth.

Related Strategic Objective	Initiatives
5.1 Develop skills and qualifications of the employee	5.1.1 Encourage and develop professional workshops and trainings courses
	5.1.2 Create collaboration for knowledge transfer with different institutions in Germany and Jordan
	5.1.3 Encourage qualified staff to get professional memberships (e.g., IEEE etc.)
5.2 Continue to develop a full ERP system that serves both the educational and administrative processes in GJU	5.2.1 Develop a ERP system components for different departments and schools
	5.2.2 Deliver IT services in a timely and professional manner
5.3 Develop and maintain comprehensive quality management system (QMS) that complies with HEAC and German Accreditation regulations to enhance study programs and raise national and international	5.3.1 Review and develop existing SOP's and develop the GJU quality manual
	5.3.2 Increase the awareness of QA culture in all the departments and school
	5.3.3 Gain national and German accreditation for different study programs
	5.3.4 Work on indicators and measures that improve national and international ranking results
5.4 Enhance the Financial Stability and Sustainability	5.4.1 Use result oriented budget in budgeting process to increase the financial abundance of the university.
	5.4.2 Use linked excel forms to budgeted to increase the financial abundance of the university.
	5.4.3 Insert the actual financial position for the previous four years within the budget form, and calculating the actual average expenditure for three years for the purpose of not exceed the average expenditure except with actual needs
	5.4.4 Develop cost center for all school department to include all expenditure and revenue to carry out feasibility study for new project or program
	5.4.5 Work on investment projects (e.g., activate the investment fund)
5.5 Sustain Infrastructure in good condition and encourage environmentally -friendly campus	5.5.1 towards smart and green campus
	5.5.2 Deliver different services for students and staff (clean services, transportation services, cafeteria, …., etc)
	5.5.3 Develop recycling system

5.6 Encourage students' engagement in extracurricular activities and meet their expectations regarding provided services	5.6.2 Encourage students' engagement in extracurricular activities
5.7 Enhance the university's internal operations	5.7.1 Executed operations
5.8 provide professional consultants and training courses	5.8.1 Conduct professional consultations s and training courses
5.9 Enhance integrity, transparency and Justice in all university's procedures and activities	5.9.1 Conduct transparency and Justice in all university's procedures and activities