

Standard 11: Relationships with the Community

Overview: Department of Continuing Education / Department of Public Relations

The multi-faceted working relationship between the Department of Public Relations and the Department of Continuing Education serves as the lynchpin between the needs of the University and the educational needs of the surrounding community. For this reason, the Directors of these two departments have jointly prepared this document for impending analysis.

In the summer of 2009, key Executive Administrative decisions were initiated to address both the expanding role of Al Yamamah University's Continuing Education Department, and the resulting goals and objectives of this newly renovated organization. These over-arching objectives have close ties with meeting the needs of citizens of Saudi Arabia in general, and the capitol city of Riyadh in particular.

Specific executive decisions have included the expansion of the role of Continuing Education to: a.) meet the anticipated professional needs of the business community at large, as well as (b.) to accommodate the predicted expansion of Al Yamamah University's student body in order to meet students' needs for the upcoming terms. Although the newly configured Department is a fledgling organization, major in-roads have taken place to advance the organizational structure of this department to meet the challenges of providing the highest quality instruction for incoming students. Fortunately, current personnel numbers within Continuing Education are commensurate with the carrying capacity of the department's workload. Specified directives and other related measures to renovate and upgrade the infrastructure of this department are being met at a highly satisfactory level.

Overview: An Analysis of the Relationship Between the Department of Continuing Education and the Saudi Arabian Community

Since its inception in 2005, Al Yamamah University has concerned itself with its key role as a leading educational facility in the central region of the Kingdom. A major thrust of the Mission Statement of Al Yamamah University has focused, to a significant degree, on how this institution must provide goods and services to the populace of the Kingdom.

In 1960, available statistics indicated that the population of Riyadh was approximately 150,000 people. Since that point, the city has grown exponentially, with a resulting need for higher education viewed as crucial to Saudi Arabia's emergence as a major stakeholder in international affairs. In 2008, Riyadh's population grew to 6,400,000 and is expected to reach 8,800,000 by the year 2011 ([http://en.wikipedia.org/wiki.Riyadh.](http://en.wikipedia.org/wiki/Riyadh)) To this end, the Ministry of Education has allocated funds designed to fortify the expertise not only of established businesspeople, but also those individuals emerging from regional business schools who anticipate their inclusion in the existing / developing job market. These two targeted groups form the basis for a continuous

appraisal of needs-driven analysis of data collection, and the subsequent, judicious implementation of those findings.

Needs-based data collected has consistently underscored the primacy for a forward-thinking approach to supply and demand. In this respect, Al Yamamah has taken a leadership role in providing special services to address core needs of the expanding business-related workforce. Such projects include (but are not limited to)the following:

- ** Free educational lectures by top educators and professionals involved in expanding the knowledge-base of younger, business-oriented individuals (both men and women) anticipating joining the job market.
- ** International Scholars / lecturers who address issues considered pertinent to advancing the mission of the university. A typical example would be Nobel Peace Prize winning researcher in chemistry, Dr. Ahmed Zuwael, who spoke on femtochemistry.
- ** The International English Language Symposium (2008) which was hosted by Al Yamamah University and conducted over a period of three days in various venues throughout the campus. Topics ranged from I.E.L.T.S. testing procedures to doctoral studies in grammar-based research, and featured speakers from throughout the Arab world. This event provided an opportunity for both lecture style presentations and interactive workshops. It was considered a definite success, and underscored Al Yamamah's importance as a top level venue for academic studies.
- ** Career Day activities are well attended and are designed to assist would-be candidates for the job market by providing them one-on-one consultation by professionals active in their field of expertise, who can address questions students may have with constructing their professional pathway.
- ** Public Awareness Programs, such as presentations by various health organizations disseminating information about Swine Flu, Avian Flu, and other communicable diseases, provide important information for the general public. Some of this material is designed not only to inform, but to make alterations in previously unrecognized and potentially threatening cultural norms related to sanitation.

Further, this University's study of community-based needs analysis recognizes the importance of:

- ** Technological programs as a conduit for students' interests and aptitudes in this field. Recently, the President has announced that an additional three Diploma courses will be offered in Computer Infrastructure and Networking, Enterprise Resource Planning, Software Quality Assurance and Testing. These advanced courses will build upon the I.T. courses already in place. One of the key elements to these funds is that they specifically cater to the needs of unemployed Saudi youths, who hold a high school certificate in Computer Technology. As an example, Insurance Diploma Group #4 has constructed sub-components to the general curricula. Y.U. will soon offer courses teaching I.T., Microsoft Windows XP, Internet, Word, Power Point

presentations, Excel, and Access. Such topics are expected to elevate the status of Diplomas, as employers reap the rewards of advanced levels of professionalism among their employees.

While bolstering the professional knowledge base of local businessmen and women, Al Yamamah University also expects its educational offerings to have positive international repercussions. Proposed courses in law, computer science, tourism, TOEFL test preparation, health, and telecommunications present opportunities for students and businessmen to engage themselves in an international arena. Such courses illustrate the University's aim to fulfill the vision of King Abdullah, who has sought to expand Saudi Arabia's role as a prominent force in global affairs through heightened levels of socioeconomically-oriented educational pursuits.

The Department of Public Relations has been responsible for forming a bond between the goals of the University and the needs of the Riyadh community. In 2009, teams of educators from various departments throughout the campus joined with Student Council leaders to meet directly with young people at their respective school sites. Young college men assumed a leadership role in these ventures, and provided high school graduates with information related to an extensive list of professional options available to them. Even the high school instructors themselves may soon benefit from the Y.U. Community Outreach initiative, as Teacher Training courses are currently being slated for immediate consideration in upcoming course scheduling. Research and writing efforts have produced a first, "clean" draft for fine-tuning, and implementation by Spring Semester, 2010.

To serve as an illustration of Riyadh's business needs, examples of current Diplomas are indicated below, and are then further broken down into subdivisions:

1. Insurance Diploma 3 (The 3th time that our department has offered this Diploma)
 2. Human Resources Management Diploma
 3. Banking Management Diploma
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(The following information is an itemized breakdown of educational outreach programs, for which the Department of Continuing Education issues Diplomas.)

Insurance Diploma #3

General information:

Aim:

Insurance Diploma is designed to provide a comprehensive course for post-graduate, entry / mid level business men. Course work is tiered to provide a wide base of knowledge and skill-building in: Computer Applications and usage, terminology in both English and Arabic, extended language skills in English, introductory / intermediate / Jr. Executive scaffolding of principles of insurance, mathematics, property, health, motor vehicles, general liability, health, and

advisement. Once completed, students participate in training sessions prior to employment.

Duration:

The Diploma will be implemented in eight months.

-The First term will start on (28 Feb. 2009) 2009 and ends on (30 June 2009).

-The second term starts on(03 Oct. 2009) 2009 and ends on 23 Jan. 2010)

Total numbers of training hours are 640 hours, divided as follow:

Insurance	Soft skills	English language
256	128	256

Human Resources Management Diploma

General information:

Aim: This course is designed for Saudi Nationals (Men and Women) who hold a Bachelor's Degree and who are currently unemployed. Course objectives include: I.T. Skill-Building, General English, Intensive Courses in Human Resource Management, H.R. "Tool. Kit" policies, procedures, and operations, as well as component in varying "soft skills."

No follow-up training is established, as of yet. No official hiring addendum is attached at

Duration:

The Diploma will be implemented in eight months.

-The First term will start on 28 February 2009 and ends on 30 June 2009.

-The second term starts at 29 September 2009 and ends on 26 January 2010. Award granted: Post graduate diploma

Funding Sponsor: H.R.D.F (Human resources development funds).

The H.R.D.F is Saudi governmental institution that provides a financial support and funding for projects and institutions aiming to qualify train and employ Saudi nationals in the private sector. <http://www.hrdf.org.sa>

Human Resource Management Diploma

General information:

Aim:

This course is designed for Saudi Nationals (Men and Women) who hold a Bachelor's Degree and who are currently unemployed. Course objectives include: I.T. Skill-Building, General English, Intensive Courses in Human Resource Management, H.R. "Tool. Kit" policies, procedures and operations, as well as component in varying soft skills".

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

Human resource planning.

- Workforce .
- Managing job movement
 - Promotion.
 - Transfer
- Compensation and benefits
- Discipline
- Employee rights and complains
- Work ethic
- HR professional code of ethic
- HR training and development
 - Training program designing.
 - Choosing training sites and methods.
 - Training budgets.

- TQM for training.

Banking Management Diploma

General information:

Aim:

This course is designed for Saudi Nationals (Men and Women) who hold a Bachelor's Degree and who are currently unemployed. Course objectives include: I.T. Skill-Building, General English, Intensive Courses in Human Resource Management, H.R. "Tool. Kit" policies, procedures and operations, as well as component in varying soft skills".

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

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-The second term starts at 29 September 2009 and ends on 26 January 2010.

Total numbers of training hours are 640 hours, divided as follow:

Banking	Soft skills	English language
256	128	256

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Aim:

This course is designed for Saudi Nationals (Men and Women) who hold a Bachelor's Degree and who are currently unemployed. Course objectives include: I.T. Skill-Building, General English, Intensive Courses in Human Resource Management, H.R. "Tool. Kit" policies, procedures, and operations, as well as component in varying soft skills”.

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

Titles of the Proposed Diplomas:

1. Insurance Diploma 4 (The 4th time that our department will offer this Diploma)
2. Tourist Ticketing Diploma.
3. Tourist Programs Designer Diploma.
4. Tourist Guide Diploma.
5. Tourism (Accountant).

Insurance Diploma 4

General information:

Aim:

Comprehensive course for Post-Graduates. Course work is tiered to provide a wide base of knowledge and skill-building in: Computer Applications and usage, terminology in both English and Arabic, extended language skills in English, introductory / intermediate / Jr. Executive scaffolding of principles of insurance, mathematics, property, health, motor vehicles, general liability, health, and advisement. Once completed, students participate in training sessions prior to employment.

Duration:

The Diploma will be implemented in eight months.

-The First term will start on (19 DEC. 2009) 2009 and ends on (3 April 2010).

-The second term starts on(10 April 2010) 2009 and ends (19 OCT. 2010)

Total numbers of training hours are 640 hours, divided as follow:

Insurance	Soft skills	English language
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256	128	256
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The student may choose from one of the following three majors:

A) Underwriting

no	Subject Name	No of hours
1	Principles of Insurance	64
2	Property	32
3	Motor	32
4	Liability	32
5	Reinsurance	32
6	Health	32
7	Underwriting Essentials	32
8	Math for Insurance	64

*Total 320 hours

B) Claim Adjusting

no	Subject Name	No of hours
1	Principles of Insurance	64
2	Property	32
3	Motor	32
4	Liability	32
5	Health	32
6	Loss Adjusting	64
7	Math for Insurance	64

*Total 320 hours

C) Sales and Marketing

no	Subject Name	No of hours
1	Principles of Insurance	64
2	Property	32
3	Motor	32
4	Liability	32
5	Giving Customer Advice	32
6	Risk Management Advice	64
7	Math for Insurance	64

*Total

320 hours

Award granted: Post graduate diploma

Funding Sponsor: H.R.D.F (Human resources development funds).

The H.R.D.F is Saudi governmental institution that provides a financial support and funding for projects and institutions aiming to qualify train and employ Saudi nationals in the private sector. (<http://www.hrdf.org.sa>)

Insurance Diploma

General information:

Aim:

This Diploma aims to equip students with the relevant knowledge, skills and mindsets to prepare them for the challenges of the dynamic and promising insurance industry. This program is the first step for a career in the insurance field. The sections of the insurance diploma consist of four major areas: Insurance courses, English language, computer skills, and soft skills. The program is 10 months long (1 academic year).Students attend classes for the first 8 months before they get enrolled in co-op training at insurance companies.

no	Subject Name	No of hours
1	Principles of Insurance	64

2	Property	32
3	Motor	32
4	Liability	32
5	Reinsurance	32
6	Health	32
7	Underwriting Essentials	32
8	Math for Insurance	64

*Total

320 hours

B) Claim Adjusting

no	Subject Name	No of hours
1	Principles of Insurance	64
2	Property	32
3	Motor	32
4	Liability	32
5	Health	32
6	Loss Adjusting	64
7	Math for Insurance	64

*Total

320 hours

C) Sales and Marketing

no	Subject Name	No of hours
1	Principles of Insurance	64
2	Property	32
3	Motor	32
4	Liability	32

5	Giving Customer Advice	32
6	Risk Management Advice	64
7	Math for Insurance	64

*Total 320 hours

TOURISM - Ticketing and Reservation Diploma

General information:

Aim:

This course addresses the needs of Saudi National High School Graduates who are currently unemployed. Coursework includes: Processing financial transactions, processing reservations, selling products to customers, handling passenger and complete aircraft dispatch duties.

General + "Job Specific" English courses are attached to this program. Core-courses are taught in Arabic.

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

Duration:

The Diploma will be implemented in eight months.

-The First term will start on (19 DEC. 2009) 2009 and ends on (3 April 2010).

-The second term starts on(10 April 2010) 2009 and ends (19 OCT. 2010)

Total numbers of training hours are 640 hours, divided as follow:

Ticketing and reservation	IT	Specified English language	General English language
120	160	240	400

TOURISM - Ticketing and Reservation Diploma

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General + "Job Specific" English courses are attached to this program. Core-courses are taught in Arabic.

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

TOURISM – Tourist Programs-Designer Diploma

General information:

Aim:

This course addresses the needs of Saudi National High School Graduates who are currently unemployed. Coursework includes: Participating in planning promotions, conducting market research, selling products to customers, performing administrative staff tasks, organizing cargo and assessing cargo requirements.

General + "Job Specific" English courses are attached to this program. Core-courses are taught in Arabic.

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

Duration:

The Diploma will be implemented in eight months.

-The First term will start on (19 DEC. 2009) 2009 and ends on (3 April 2010).

-The second term starts on(10 April 2010) 2009 and ends (19 OCT. 2010)

Total numbers of training hours are 640 hours, divided as follow:

Ticketing and reservation	IT	Specified English language	General English language
120	160	240	400

Course Information:

Course Name	Group Name	Funding Sponsor	Starting Date	Ending Date	Current Status	Current # of Students	Instructor(s)
Tourism	Program Designer	H.R.D.F	19 DEC. 2009	19 OCT. 2010	Pending	Fund calls for (25 Males)	TBA
		(Tourism Authority)					Arabic Instructor
							SILC English - T.B.A.

TOURISM – Tourist Programs Designer Diploma

General information:

Aim:

This course addresses the needs of Saudi National High School Graduates who are currently unemployed. Coursework includes: Participating in planning promotions, conducting market research, selling products to customers, performing administrative staff tasks, organizing cargo and assessing cargo requirements.

General + "Job Specific" English courses are attached to this program. Core-courses are taught in Arabic.

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

TOURISM – Tourist Guide Diploma

General information:

Aim:

This course addresses the needs of Saudi Nationals, High School Graduates who are currently unemployed. Course work includes: Instruction on leading a tour, planning tours, preparing and presenting commentaries, participation in promotions-planning, providing tourism information, selling products to customers, source and package tourism products. General English and "Job Specific" English courses are attached to this program. Core-courses are taught in Arabic.

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

Duration:

The Diploma will be implemented in eight months.

-The First term will start on (19 DEC. 2009) 2009 and ends on (3 April 2010).

-The second term starts on(10 April 2010) 2009 and ends (19 OCT. 2010)

Total numbers of training hours are 640 hours, divided as follow:

Ticketing and reservation	IT	Specified English language	General English language
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General + "Job Specific" English courses are attached to this program. Core-courses are taught in Arabic.

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

TOURISM – Accounting Diploma

General information:

Aim:

This course addresses the needs of Saudi Nationals, High School Graduates who are currently unemployed. Course work includes: Processing accounts (payable and receivable), maintaining and ordering stock, computer reservation system(s), billing settlement plans, promotion of products and services.

General + "Job Specific" English courses are attached to this program. Core-courses are taught in Arabic.

No follow-up training is established, as of yet. No official hiring addendum is attached at this point.

Duration:

The Diploma will be implemented in eight months.

-The First term will start on (19 DEC. 2009) 2009 and ends on (3 April 20010).

-The second term starts on(10 April 20010) 2009 and ends (19 OCT. 2010)

Total numbers of training hours are 640 hours, divided as follow:

Ticketing and reservation	IT	Specified English language	General English language
120	160	240	400

TOURISM – Accounting Diploma

General information:

Aim:

This course addresses the needs of Saudi Nationals, High School Graduates who are currently unemployed. Course work includes: Processing accounts (payable and receivable), maintaining and ordering stock, computer reservation system(s), billing settlement plans, promotion of products and services.

General + "Job Specific" English courses are attached to this program. Core-courses are taught in Arabic.

No follow-up training is established, as of yet. No official hiring addendum is attached at this point, although final decree by the President is pending.

Summary Statement: Linking the Local and Global Educational Community

Formal initiatives and their implementation are not confined to Continuing Education and Public Relations. Where applicable, various departments, including the Executive Masters in Business Administration Department, have sought and found partners in their efforts to offer a truly "world class" program of studies. Our existing, site-based faculty consists of a plethora of multi-ethnic educators from all corners of the earth, who bring with them an international perspective through their own pedagogical efforts in their field(s) of specialization.

In order to enhance diversity of perspectives, a globally-based cadre of international instructors is being assembled to fortify an already richly textured fabric of intra/ interdisciplinary course offerings. Oxford University, Portland State University, Cambridge University, and (possibly) Georgetown University and University of South Florida, are among participating schools in this endeavor. Additionally, our campus has recently been visited by groups from Harvard University and England's Department of Higher Education seeking to further enhance their own international programs by studying Al Yamamah University's approach to course programming.

Co-operative ventures (offered as extended-studies / on-the-job training programs) are often attached to existing and anticipated Diplomas and Degree programs. Simon Frasier University in Canada is an example of an "external co-op": 2009) whereby students are exchanged between two campuses in order to expose young business professionals to various cultural and educational institutions in the West.

Al Yamamah's students have also taken a leadership role in Y.U.'s Community Outreach initiative. The Student Council has conducted independent surveys serving as a barometer for how well the student body's educational needs are being met. The Council has spearheaded efforts to connect to the needs of our surrounding community by directing their attention to the creation of public-forum for continued discussion. They have developed presentations that emphasize Y.U.'s preoccupation with meeting the needs of a wide range of social, economic, and professional groups seeking advanced levels of business-focused education.

On another level, a groundswell of activity has developed through student involvement in less formal settings off campus. Two examples are as follows:

In 2009, an instructor working for Saudi Interlink Language Center at Al Yamamah suggested that the Sadaqah Project be created to put their religious convictions into tangible, measurable, social action. In this instance, students used their own 'free-time' and money to purchase carloads of hot lunches for unemployed, migrant construction workers actively seeking jobs. As an informal, yet well organized group, they repeatedly assembled on the weekends in order to distribute food to the needy. This type of extra-curricular activity has helped serve to bond individual class members, through purposeful social interaction, with those less fortunate.

In this same vein, a growing number of students and instructors have joined "One Society," an organization of volunteers who work with local Riyadhi orphanages on weekends. By serving the needs of children struggling to come to grips with their lived-experiences, students gain an

appreciation for how education can be extended into the community at large. As with the Sadaqah Project, students have remarked that these activities have been instrumental in fostering an appreciation for proactive involvement with the local community. In many cases, students have reported that such initiatives have taught them to see the wider benefits of their individualized educational pathways by widening their perspectives above and beyond the realm of their own personal concerns.

As emphasized in the guidelines for accreditation (Standard 11,) "institutions should ensure that their activities and services are well publicized, understood, and valued by the community, and that their reputation is enhanced." In meeting and exceeding this stipulation, Al Yamamah University now stands at the vanguard of those educational facilities truly committed to reaching their highest degree of potential. Y.U. has taken its philosophical and educational foundation to the next level by broadening the scope of its efforts well beyond the confines of the classroom and out into the community, where education can be shared with those in dire need of its far-reaching benefits.