The BRITISH UNIVERSITY IN EGYPT

FACULTY OF ENGINEERING

FACULTY OF ENGINEERING STRATEGIC PLAN 2023-28

FACULTY OF ENGINEERING

AUGUST 2023

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FOREWORD

The Faculty of Engineering at The British University in Egypt was established in 2005 by a Presidential Decree, as the result of inter-governmental agreement between Egypt and the UK. The British University in Egypt is a private university within the framework of Egyptian educational law and regulations, providing a British style of education with an ethos consistent with UK quality assurance and academic standards.

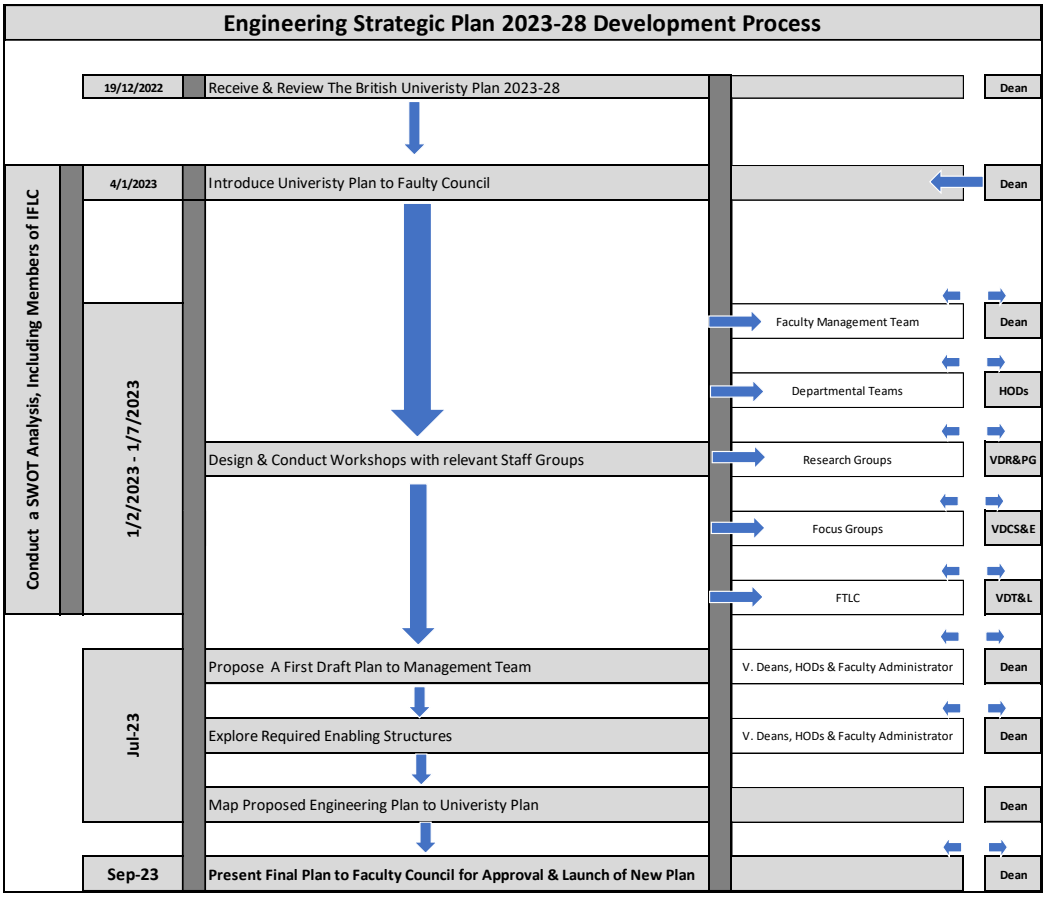
Over the past sixteen years the Faculty of Engineering has established its academic programmes underpinned by a university wide robust quality assurance system. The faculty started with five programmes and about 60 students and today it houses eight undergraduate programmes in addition to four post graduate programmes. The student population reached 2000 students and the staff reached 300 members between academics, teaching assistants, lab engineers and administrative staff.

The faculty has maintained, over the years, the validation of its programmes by our UK partners through its intricate quality assurance procedures. With the recent development of the new university strategy 2023-28, in support of UN SDGs and Egypt's vision Egypt-2030, it is imperative that the Faculty of Engineering develops a new strategic plan to ensure its alignment with the strategic interests of the university and the whole country. Several workshops were held across the faculty to engage staff in formulating the new faculty strategies for the upcoming five years.

STRATEGIC PLAN DEVELOPMENT PROCESS

The University launched its new strategic plan covering five years starting 2023. The faculty developed a new process aiming at the design of the new strategic plan to be aligned with the following:

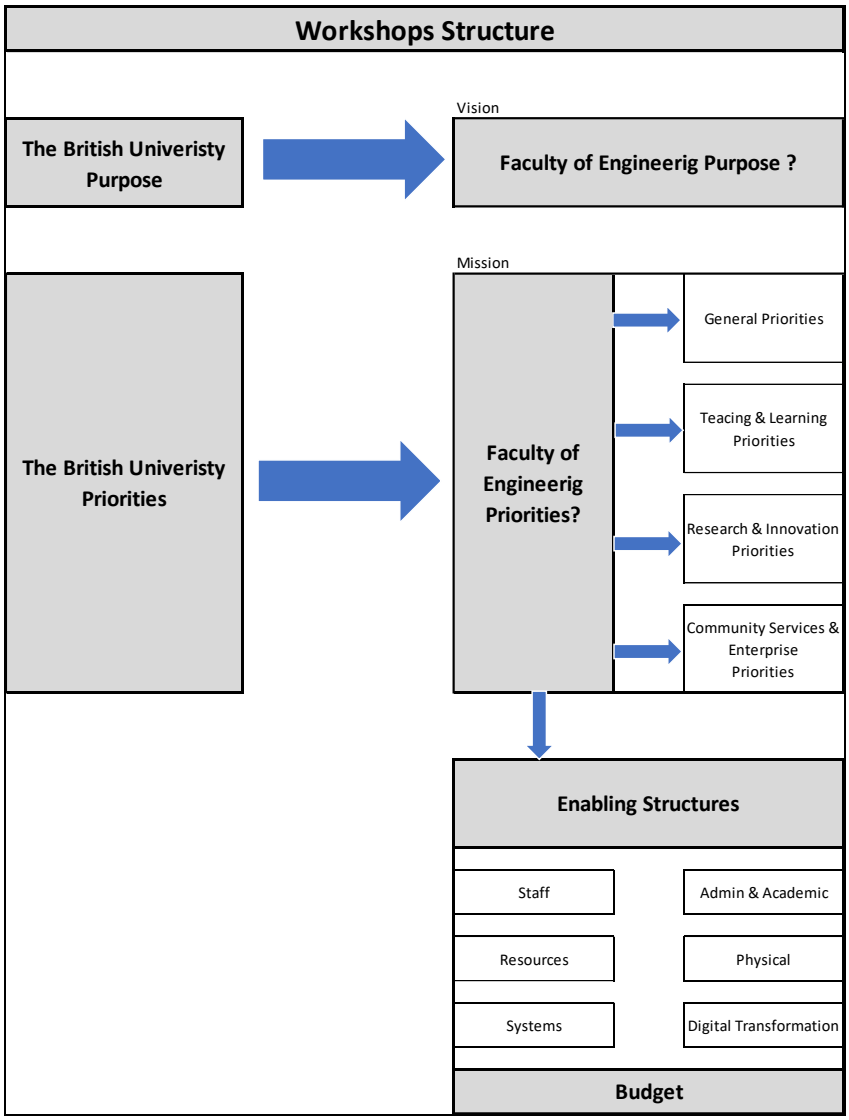
- The University Strategic Plan 2023-28.
- United Nations Sustainable Development Goals (SDGs).
- Egypt 2030.
- SWOT Analysis results, conducted by the faculty.



Strategic Plan Development Process

The new process comprises a set of workshops that ensures the participation of all staff in the development of the new plan. The following focus groups are invited to participate in separate workshops according to a pre-set agenda:

1. Top Management Team, Dean
2. Departmental Academic Staff, HOD
3. Research Groups, VDR&PG
4. Focus Groups, VDCS&E
5. Programme Directors, VDT&L



Strategic Plan Workshop Structure

Each workshop discussed and proposed the main purpose of the Faculty of Engineering, which corresponds to our vision. Then it discussed a set of priorities each in their relevant area, i.e., Teaching & Learning, Research & Community Services.

In addition, the faculty conducted a SWOT analysis that included several groups to identify the areas of Strengths, Weaknesses, Opportunities and Threats. Such analysis results informed the development of the new strategy. The following groups were targeted for conducting the SWOT analysis survey:

1. Stakeholders
2. Students
3. Staff

A final proposal, for the plan, was formed by the top management team and circulated among all working groups for feedback. The final version is presented in this document and shall be submitted to the Faculty Council for final approval and start of implementation in September 2023.

ACHIEVING OUR AMBITION

The Faculty of Engineering's ambition is underpinned by a clear purpose and a set of strategic priorities that are mapped to the university's purpose and priorities.

THE **UNIVERSITY'S** PURPOSE

To become a leading student-centred university that educates students for citizenship with a global perspective and for active participation in society, in a research active environment.

THE **FACULTY'S** PURPOSE

The Faculty of Engineering strives to be globally recognized as a leading student-centered faculty dedicated to develop life-long learning graduates and engineering pioneers with both local and global prospective to benefit the society.

THE **UNIVERSITY'S** STRATEGIC PRIORITIES

U1. Develop lifelong learners and well-rounded citizens with outstanding knowledge skills and abilities that support them throughout their careers.

U2. Support the implementation of SDGs.

U3. Become a partner in implementing Egypt's Vision 2030.

U4. An evolving applied research environment with student centricity at its core.

U5. Extended partnerships and internationalization.

U6. Sustained and managed growth across all faculties.

THE **FACULTY'S** STRATEGIC PRIORITIES

F1. Develop life-long learners with impowered outstanding competencies and practical skills.

F2. Promote critical thinking and applied research activities.

F3. Create innovative ideas and solutions to support SDGs and Egypt 2030 initiatives.

F4. Support opportunities for collaborative international experiences.

F5. Enhance employability and alumni engagement.

F6. Offer market driven state-of-the art programmes.

F7. Encourage enterprise and entrepreneurship culture.

F8. Sustain expansion of national and international accreditations.

F9. Embed Digital Transformation Systems in management procedures.

CORE VALUES

To promote our unique identity through:

- Mutual respect in a multicultural environment.
- Academic honesty and integrity.
- The maintenance of high academic standards.
- Continuous quality improvement.
- The development of the faculty's community and contribution to society.
- The full engagement and involvement of staff, students, and alumni.
- Open and transparent leadership and management.
- Concern for sustainability.

OPERATING PRINCIPLES

In accordance with the founding principles, our operating principles are characterised by:

- Governance that ensures dual Egyptian/British Awards and a credible system that guarantees transparency and academic independence.
- Quality assurance mechanisms that ensure that standards are equal to those of the British validating institutions and that students have a comparable experience to those in the UK.
- State of the art relevant programmes that underpin our graduates' abilities to achieve their potential in a highly evolving and developing profession.
- Emphasising student's self-learning and critical thinking, to allow them the ability to excel and continuously develop their creative problem-solving skills.
- A research lead education with our staff and students engaged in state-of-the-art relevant research that informs the students' educational journey.
- Industrial engagement and integration with the faculty's activities and objectives.

CONTEXT

1. THE SIZE & SHAPE OF THE FACULTY

The Faculty of Engineering student population in March 2023 reached 2,020 students in eight Programmes: Architectural Engineering (16% of students), Chemical Engineering (4% of students), Civil Engineering (16% of students), Construction Engineering & Management (10% of students), Electrical Engineering (10% of students), Computer Engineering (10% of students), Mechanical Engineering (15% of students), and Mechatronics and Robotics Engineering, launched in 2021 (5% of students), in addition to the Preparatory Year with 336 students representing 16% of student population.

It is important to note that over the past two years several challenges emerged because of the changes in the Higher Education Scene in Egypt. Such challenges are discussed later in the analysis of the conducted SWOT analysis and are expected to inform the new strategic plan.

Currently the Faculty offers four M.Sc. degree programmes in Renewable Energy, Advanced Materials, Sustainable Design and Construction and Communications & Information Engineering. The faculty also offers four M.Eng. degree programmes in the same specialty areas. The student population in these programmes is about 100 students. New post graduate programmes are planned to be developed and presented for approval during the planning period.

To support the student population and maintain the staff student ratio within agreed norms, the faculty is continuously updating its academic staff base which has now reached 79 fulltime staff members, about 30 part-time staff members, 143 teaching assistants with 12 of those studying for their master's and PhD degrees abroad, 31 lab engineers and 11 administrative support staff.

By the end of the planning period, the faculty should continue to grow by introducing new undergraduate and post graduate programmes.

2. VALIDATION & ACCREDITATION OF ENGINEERING PROGRAMMES

All engineering degree programmes are accredited by the Egyptian Supreme Council of Universities (SCU). Accreditation of programmes also will be sought from International Professional and Statutory Bodies, where appropriate.

As a strategic objective, all undergraduate engineering students shall be eligible, on entry to the faculty, to study on a dual degree track and obtain an Egyptian degree and a UK degree awarded by a leading UK partner University, subject to satisfying the regulatory requirements for the award of each degree. The faculty continues in partnership with London South Bank University as its main strategic partner in validating all undergraduate and post graduate programmes. This partnership also extends to joint PhD programmes, research collaborations, staff, and student exchange programmes. Other potential partners are also sought for joint research collaborations and a range of staff and student exchange programmes.

The faculty achieved the quality accreditation by the National Authority for Quality Assurance and Accreditation (NAQAAE). During the upcoming planning period the faculty shall apply for individual programme accreditation as the new NAQAAE regulations stipulates.

The faculty successfully designed a new set of bylaws, following the new Supreme Council Regulations, that would allow students to complete their engineering studies in four years. Such a step is a pivotal stage in raising the competitive edge of the faculty since several new International Branch Campuses are now established in Egypt and are offering 3- and 4-year engineering programmes.

3. RESEARCH FRAMEWORK

Faculty of Engineering academic staff are currently pursuing research in a broad range of areas across all departments. This is strongly encouraged and supported by the faculty through several incentive and support mechanisms. There are key research areas aligned with our stated mission and the faculty wishes to see critical mass established (or existing critical mass maintained) in these key areas.

In addition to the individual research plans and activities within each department, the faculty continue to encourage members of multi-disciplinary research groups to ensure the writing and acquiring of research grant proposals, in addition to encouraging multi-disciplinary research activities.

4. KNOWLEDGE TRANSFER & COMMERCIALISATION

The faculty continues to work, through its industrial linkage platform, with its industrial partners to engage them with the research community within the Faculty of Engineering. The platform is designed to achieve several objectives, as follows:

- Engagement of industry in developing and updating our programmes.
- Directing our research activities to solve industrial challenges.
- Engaging our senior students in developing innovative solutions to persistent industrial challenges.
- Offering our consultation expertise to solve challenges and/or design innovative products.
- Offering our lab facilities to all our industrial partners.
- Offer our expertise through knowledge transfer media to relevant industries.

5. INTERNATIONALISATION

The current internationalisation undertakings are only through individual and personal contacts engaged in research collaboration activities. During the upcoming planning period the faculty intends to extend such unstructured collaborations into a structured mechanism that includes staff and student exchange, research collaborations and multi-disciplinary student engagement activities.

6. SWOT ANALYSIS

The faculty conducted a SWOT analysis that comprised several categories of staff, students, and stakeholders. The following provides a summary of the most important collated responses from all categories regarding, Strengths, Weaknesses, Opportunities and Threats:

STRENGTHS

a. Structure and governance
b. Dual Degrees
c. Health & Safety procedures
d. Quality of staff
e. The library
f. Student activities
g. Staff Student Liaison Committee
h. Internships
i. Research incentives
j. Graduation Projects
k. Student support and career development services

WEAKNESSES

a. Lack of a faculty annual conference
b. Lack of a faculty scientific journal
c. IT infrastructure
d. Low student participation in module evaluations
e. Lab facilities upgrades
f. Lack of social spaces in faculty buildings

OPPORTUNITIES

a. Imminent community
b. Wide range of offerings
c. Dual Degrees with more partners
d. Industrial links

THREATS

a. Governmental regulations
b. Changes in the Higher Education scene
c. 4-Year engineering programmes in the market
d. Academic standard of student intake
e. Regional competitive offerings

STRATEGIC OBJECTIVES & TARGETS

The Faculty of Engineering has identified strategic priorities and corresponding objectives to achieve its purpose. The identified objectives are then broken down into specific tasks and classified into three main areas that represent the platform for the faculty's activities. In addition, the required enabling structures and systems are also identified to provide the needed support for achieving such objectives and targets.

Each of the set objectives is mapped to the relevant priorities of the university strategic plan, to ensure and demonstrate alignment of both plans, this is indicated between brackets at the end of each objective to reflect the priority number and thus the corresponding objective.

I. TEACHING & LEARNING (T)

Enhancing the quality of the student experience is a primary goal of the Faculty of Engineering, that will help raise our profile as a faculty of high quality and standards. There are several facets to achieving this status: attracting the highest quality students; attracting a multitude of research active academic staff capable of delivering UK higher education in accordance with the British ethos and standards; developing effective, communicative, and innovative teaching; providing a learning environment that stimulates our students to become independent learners and to realise their potential.

OBJECTIVES

T1 Employ Immersive Interactive Learning techniques (U1, F1, F3, F5)
T2 Engage students in an innovative learning environment (U1, F1, F2)
T3 Instil Research skills in educational activities (U1, U4, F1, F2)
T4 Enhance hands-on experiences through cutting edge FabLab applications (U1, F1, F3)
T5 Enrich students' experiences through Scientific Competitions (U1, F1, F2)
T6 Integrate Sustainable Engineering approaches in all programmes (U2, U3, F3)
T7 Lead Smart and Green Campus transformations (U2, U3, F2, F3)
T8 Establish Staff & Student International Exchange Programmes (U5, F1, F4)
T9 Promote participation in international summer schools (U5, F1, F4)
T10 Expand the range of Internship opportunities (U1, F1, F5)
T11 Arrange relevant technical Site visits to support module delivery (U1, F1, F5)
T12 Explore International internship opportunities (U5, F1, F4)
T13 Encourage participation in international Competitions (U5, F1, F4)
T14 Organise engineering employment fairs (U1, F1, F5)
T15 Engage industrial partners in proposing new or enhancing current programmes (U1, U3, F6)
T16 Promote entrepreneurial culture (F5, F7)
T17 Sustain National Accreditation for all undergraduate and postgraduate programmes (U1, F8)
T18 Maintain and expand UK Validation of all academic programmes (U1, U5, F8)
T19 Seek International Professional Accreditation for academic staff and programmes (U5, F8)

TARGETS

T1-1 Establish a Virtual Reality immersive learning facility.
T1-2 Develop at least five Software applications to utilise the established facilities.
T2-1 Establish at least two flexible learning venues.
T2-2 Increase modules employing Students' centred techniques by 20%.
T3-1 Ensure at least 30% of all modules encompass research skills development activities.
T4-1 Increase utilisation of FabLabs in at least 50% of Students' projects.
T5-1 Participate in at least 2 students' competitions annually.
T6-1 Ensure design and relevant modules consider sustainability aspects by the end of the planning period.
T7-1 Propose coursework activities to promote smart and green solutions for campus buildings.
T7-2 Organize an annual competition to solicit ideas/designs for smart and green campus buildings.
T8-1 Create an internationalisation team.
T8-2 Develop a model for staff & student exchange programmes.
T8-3 Implement the developed model with at least five partners.
T9-1 Create a database for all previous students' international engagements.
T9-2 Conduct regular sessions to promote Students' participation in international summer schools.
T10-1 Establish at least ten new internship opportunities annually.
T11-1 Conduct at least five yearly site visits per programme.
T11-2 Organise one visit to a national mega project each year.
T12-1 Establish a focal point for international Students' exchange organizations (IAESTE, or similar organizations).
T13-1 Design, develop, and implement a range of international competitions in relevant areas of interest.
T13-2 Identify relevant international competitions for potential participation.
T14-1 Arrange an annual Engineering employment fair.
T14-2 Analyse and track the outcome of the employment fair.
T15-1 Conduct regular Market surveys targeting Stakeholders for all programmes.
T15-2 Develop contemporary specialisations/programmes to cater for evolving job markets.
T15-3 Design cutting edge relevant Post Graduate programmes.
T16-1 Design and develop at least one Entrepreneurship workshop per year.
T16-2 Organise at least one Hackathon annually.
T16-3 Invite at least two TEDX style events.
T17-2 Secure regular accreditation of all programmes from National accreditation bodies.
T18-1 Preserve regular validation of all programmes from relevant UK partners.
T18-2 Pursue additional International Academic Accreditation.
T19-1 Identify relevant professional bodies to accredit our programmes.
T19-2 Develop a mechanism to support staff applications for professional memberships.
T19-3 Design a timeline for programmes' applications.

II. RESEARCH (R)

The Faculty of Engineering is aiming to position itself, among the academic institutions in Africa and the Middle East, as a research-led and student-centred faculty where teaching is informed by the research activities of its academic staff, while engaging students in the core of such research activities. The faculty promotes applied research as a necessary and vital part of its role within academic, industrial, and wider communities, which results in innovative solutions to persisting community and global challenges.

The Faculty of Engineering conducts broad-based, internationally competitive research that is relevant to the technological development of Egypt and the MENA region. It is building a strong academic base for interacting with industrial and local communities for research-based problem solving, education, knowledge transfer and commercialisation.

OBJECTIVES

R1 Engage Undergraduate students in a range of research activities (U4, F2, F3)
R2 Promote industry-inspired graduation projects (U4, F3)
R3 Employ critical thinking to support innovative Engineering solutions (U4, F2, F3)
R4 Support students to apply for graduation project funds (U4, F3, F7)
R5 Pursue external research grants (U4, U5, F2)
R6 Disseminate research outcomes in various channels (U4, F3)
R7 Embrace multi-disciplinary applied research through established research groups (U4)
R8 Support international Joint research collaborations (U4, U5, F4)

TARGETS

R1-1 Include at least ten students in staff research projects annually.
R1-2 Publish at least ten papers co-authored by students annually.
R2-1 Invite Industry Faculty Liaison Committee (IFLC) members to propose at least ten industrial challenges annually.
R2-2 Seek several relevant research topics through the annual Industrial Linkage seminar and other channels.
R3-1 Embed critical thinking in at least 25% of coursework activities in the first two study levels per Programme.
R3-2 Offer at least two critical thinking workshops annually for senior students.
R4-1 Offer a training workshop to develop proposal writing skills for senior students.
R5-1 Organise one proposal writing workshop for staff each year.
R5-2 Submit at least five proposals to external funding agencies per year.
R6-1 Organise a multi-disciplinary conference biennially.
R6-2 Establish a multi-disciplinary peer reviewed international journal within the planning period.
R6-3 Maintain publishing a journal summarising the top students research outcomes every year.
R7-1 Organise one workshop on multi-disciplinary topics among relevant faculties every year.
R7-2 Submit at least two joint multi-disciplinary proposals to external funding agencies per year.
R8-1 Seek research collaborations that include mobility funds.

III. COMMUNITY SERVICES & ENTERPRISE (C)

The Faculty of Engineering has launched a multifaceted professional dialogue with several industrial partners which resulted in the engagement of both sides in a fruitful collaborative scheme. This led to a range of successful collaborations through graduation projects in solving persistent industrial challenges. In addition, the faculty is aiming at identifying a range of services that could be offered to the community considering its current expertise.

Within this broad strategy, the Faculty of Engineering will be recognized as an active supporter of new and established SMEs (small and medium size enterprises) using the expertise of both the students and the staff by:

- Promoting enterprise (i.e., the ability to innovate, recognise and create opportunities, work in a team, take risks and respond to challenges).
- Assisting new and existing entrepreneurs to launch and grow their own ventures, by providing the necessary technical support.
- Working with stakeholders in Egypt, often with reference to curriculum and programme development, to advance opportunities for students and graduates, fund professorships and sponsor the upgrade of current facilities, etc.

OBJECTIVES

C1 Align Graduation Projects with UN-SDGs and Egypt 2030 themes (U2, U3, F3)
C2 Promote Smart sustainable cities culture (U2, U3, F3)
C3 Advance gender equality and inclusion (U2, U3, F3)
C4 Offer a range of relevant Alumni workshop Programmes (F5, F7)
C5 Engage Alumni in various activities & events (F5, F7)
C6 Expand Industrial network (U3, F2, F5)
C7 Emphasize employability (F5)
C8 Establish triangular Transdisciplinary Partnerships (U4, U5, F2, F7)
C9 Offer Professional capacity building workshops for industry (U5, F7)
C10 Create a set of professional enterprise services to support industry (U5, F7)
C11 Support commercialisation of staff and students' outcomes (U5, f7)
C12 Deepen local industries through Technology Transfer and Product Development (U5, F7)

TARGETS

C1-1 Organise an annual workshop to introduce SDGs and Egypt 2030 vision.
C1-2 Ensure that at least 50% of all projects address local & global challenges.
C1-3 Design Transformative education activities in 5% of modules in each programme.
C2-1 Facilitate an annual Smart Sustainable City public seminar.
C2-2 Offer at least five Smart Sustainable Cities continuing education short courses.
C2-3 Launch at least two new programmes that support the design of Sustainable Smart Cities.
C3-1 Organise events to promote engineering education to schoolgirls.
C3-2 Offer summer camps for schoolgirls to raise interest in engineering education.
C4-1 Design and develop number of technical workshops that target senior students and alumni.
C5-1 Organise an annual Alumni reunion day.

C5-2 Establish loyalty programme for alumni.
C6-1 Identify at least ten new industrial partners annually per Department.
C6-2 Broaden Industrial partner agreements.
C6-3 Establish at least three new MoUs annually.
C7-1 Design and offer internal workshops for senior students and alumni for resume writing, interviews, and LinkedIn.
C7-2 Maintain social media coverage for Graduation Projects.
C7-3 Invite at least four guest speakers from Industry for “Career Planning” annually.
C8-1 Pinpoint a relevant sector for triangular transdisciplinary partnership.
C8-2 Explore potential UK partner University and a relevant industrial partner.
C8-3 Propose transdisciplinary undergraduate and/or postgraduate Programmes.
C9-1 Develop a handbook for capacity building workshops & update it annually.
C10-1 Prepare & circulate a list of labs’ services for industrial applications.
C10-2 Develop portfolio for previous and potential consultations.
C11-1 Design & develop one annual workshop for staff and students on research commercialisation.
C11-2 Activate “entrepreneurship committee” to identify potential outcomes to be incubated in the Science Park.
C11-3 Develop and maintain a virtual exhibition for Engineering projects.
C12-1 Organise at least two events that involve industry, governmental organisations (e.g., IMC) to match-make challenges relevant to staff expertise.

ENABLING STRUCTURES (ES)

Delivering and sustaining our academic ambition, purpose and strategic priorities will be dependent on the provision of an effective and efficient supporting infrastructure that relates to several key areas:

- To our **human resource capital**, including staff management, development, progression, and reward.
- To our **governance, leadership, and management** structures, including sound financial **planning** and securing the requisite **resources** to ensure sustainability.
- To our **physical estate**, by providing a high-quality learning and research environment that supports the student and academic experiences.
- To our **internal and external relations**, including our marketing, public relations, and communication strategies.
- To our **internationalisation** strategy, by expanding our range of **UK and other global partnerships.**

OBJECTIVES

ES1 Strengthen and embed Governance and Leadership across the faculty.
ES2 Seek various sources of revenue.
ES3 Ensure that our marketing, public relations, and communications activities are targeted to meet our developing activities.
ES4 Support a robust programme of maintenance and upgrading for classrooms and laboratories.
ES5 Ensure our human resources are adequate and capable of delivering all planned objectives.
ES6 Strengthen and develop our data collection and analysis mechanisms, to inform planning and decision making.

TARGETS

ES1-1 Establish a seamless transparent management model.
ES1-2 Develop policies for staff retention and reward.
ES1-3 Organize leadership skills development workshops for staff.
ES2-1 Update financial planning mechanisms to ensure the availability of needed funds to cover all faculty's activities.
ES2-2 Develop a portfolio of potential enterprise services.
ES2-3 Each department to offer at least one technical workshop each year.
ES3-1 Establish a social media working group.
ES3-2 Develop a marketing strategy in collaboration with MARCOM team.
ES3-3 Organize at least two events every year to promote current and new programmes.
ES4-1 Revise lab facilities upgrading plan, annually, to ensure any deferred items are considered.
ES4-2 Update the lab facilities management framework, annually, to ensure maintenance procedures are implemented and consumables are purchased in a timely manner.
ES4-3 Update health and safety risk assessments for all lab facilities, regularly, to accommodate the new additions.
ES5-1 Update the staff development plan, annually.

ES5-2 Update staff recruitment plan annually.
ES6-1 Design a mechanism to collect and analyse relevant management data.

SYSTEMS (S)

It is important to develop systems that would digitise all faulty procedures and activities. Such a priority coincides with the UN SDGs in converting all faculty functions to form a paperless environment. The following objectives summarise the areas where digital transformation could establish a seamless faculty management system.

OBJECTIVES

S1 Embed Digital applications for management procedures.
S2 Set in Digital Applications for student processes.

TARGETS

S1-1 Create a digital repository for all central documents.
S1-2 Develop a monitoring tool for managerial tasks.
S1-3 Design digital templates for all meeting minutes.
S1-4 Design a digital template for departmental requests.
S2-1 Develop a Graduation Project management tool.
S2-2 Create an automated feedback tool.
S2-3 Establish a student complaint platform.
S2-4 Launch a Digital Platform for SSLC management.

UNDERLYING IMPLMENTATION PLANS AND MONITORING MECHANISM

To achieve the set targets and objectives, several detailed implementation plans shall be developed as follows:

1. Teaching & Learning plan
2. Research plan
3. Enterprise and Knowledge Transfer plan
4. Internationalisation plan
5. Enabling and Support Services plan

It is essential to monitor the performance of implementation plans to ensure the results are in line with the projected targets. The following sections outline the mechanism for monitoring the implementation plans and ways to amend and adjust the strategic plan during its implementation.

IMPLEMENTATION PLANS MONITORING

To ensure the achievement of all targets and objectives, the faculty management team shall monitor the execution of all underlying implementation plans. The monitoring review is completed once every year to capture the performance of the faculty through the development of the annual faculty report.

To formulate an accurate image of the faculty annually, based on its performance, the following steps need to be completed:

1. Data Collection

The monitoring stage relies on sets of data that are usually collected at the end of each academic year. Data collection is conducted by communications with relevant central departments. Further data may be extracted from several online sources that are necessary to supplement the decision-making process in some instances.

2. Data Analysis

The next stage that follows data collection is to conduct a thorough data analysis, which is important to achieve two main objectives. The first, relates to identifying recurring trends, anomalies, and new beginning trends. The second is correlating relevant performance indicators to paint a complete image of the faculty's effectiveness and performance and would isolate potential solutions to under-performing indicators.

3. Feedback

The results of data analyses are expected to render potential recommendations that need to be taken into consideration within the decision-making process in order to reflect on an improved performance of the faculty in the following planning period, i.e., the following year.

FULL TERM STRATEGIC PLAN MONITORING

The full-term monitoring cycle is conducted at the completion of the strategic plan term. Currently, the Faculty is following a five-year strategic plan term. During the five-year term, annual implementation cycles are expected to have been conducted and resulted in updates to some or all of the developed action plans. Such amendments, updates and recommendations shall be grouped under main categories such as: proposals, new targets, amendments, etc. Such recommendations are then normally employed in informing the development of the new strategic plan for the following planning term.

REPORTING

The results of the planning mechanism, as explained in the previous sections, are communicated to the senior management, and discussed in relevant committees and administrative bodies within the faculty through a reporting system structured as follows:

ANNUAL REPORTS

The faculty management team shall compile annual reports, submitted, and discussed at the industry Faculty Liaison Committee and the Faculty Council. Both referred committees include external members representing the industrial and academic communities in Egypt. The approved final report shall be submitted to the BUE president to inform the senior management about the status of the faculty. Such annual reports mainly evaluate the execution of the strategic plan and the progression of all set targets. The report includes a section about new initiatives which might include recommendations for additions and/or amendments to the current implementation plans.

FULL TERM REPORT

The faculty management team shall compile a full-term report linking all proposals and recommendations made through all previous annual reports. Further analysis and data collections are expected, at this stage, to extract strategic implications of proposed amendments and recommendations. In addition, the Faculty Management Team might suggest one or all the following and engage the whole community, internal and external, in providing feedback and recommendations:

- Amended vision of the faculty.
- New targets in all Faculty's activities.
- Introduction of new programmes to reflect external changes.
- Terminate programmes that might not be operating at the expected standard.
- Reposition the Faculty because of its perceived reputation.
- Internationalisation activities.