

**Strategy Plan of Al Esraa University College 2020 - 2026 Preliminary** Currently, higher education witnesses numerous transformations and challenges that require a review of the academic and technological programs and their suitability to continuously changing labour market. The aim is to access high quality education system according to world specifications and that is able to provide efficient national human resources. This system should cope with the knowledge development and achieve sustainable development and is able to enjoy competitive features In correspondence with the recommendations of the Higher Education Ministry, the strategy plan of Al Esraa University College was set to guarantee the continuation of the program that adheres to render the best services and programs based on the most updated pedagogy plans and the qualified cadres both scientifically and academically. Hence a strategic planning committee was formed to include :

- 1. Asst. Prof. Dr. Abdul Razzaq Al Majidi - head of the committee**
- 2. Prof. Dr. Ashoor Mahmoud Al Sa'edi- Asst. Dean**
- 3. Asst. Prof. Dr. Akram Ali kanbar- Asst. Dean**
- 4. Asst. Prof. Dr. Kholoud Al Saraf – Head of Pharmacy Dept. and Quality Assurance Manager**
- 5. Asst. Prof. Dr. Yousif Doulab – Head of Accounting Dept.**
- 6. Asst. Prof. Dr. Jassim Mushatat Dawai – Head of Business Management Dept.**
- 7. Instruct. Muhammed Jabbar Al Shamarri – Admin. Supervisor**
- 8. Asst. Instruct. Jalal Al Majidi – PR & Media Manager**
- 9. Asst. Instruct. Reem Muhanned Hameedd - Strategy Specialist**

The Plan was circulated from the top to the bottom of the strategic pyramid in order to be a reference framework for precisely and objectively circulating the thoughts and suggestions of the years 2021 - 2026.

**First : The College Strategic Orientation :**

**It depends on :**

**1. Vision:**

**We attempt to achieve development and improvement of our pedagogical outputs to consolidate our beneficiaries satisfaction.**

**2. Mission:**

**We are committed to the academic accreditation to improve our academic outputs and activate the training programs stemmed from potentials building and procedural control according to quality assurance system of ISO. This is to guarantee the consolidation of the sustainable development principle to achieve the scientific resilience.**

**1. Goals**

**1. To consolidate the culture of quality assurance and academic accreditation**

**2. To promote the team work through the active participation of workers in all programs and plans.**

**3. To achieve requirements of beneficiaries and labor market**

**4. To activate the competitive spirit in our academic outputs.**

**5. To develop and improve the quality of the academic processes, community service, sustainable development and work mechanism assessment through the revision reports to the higher management.**

**6. To win our clients' satisfaction for the good quality of our programs and academic outputs.**

**7. To activate the programs of the institution by means of teaching and learning.**

**1. Values**

**2, Continuous Development**

**3. Teamwork**

**4. Governance (Transparency, Justice and Checking)**

**5. Initiative**

**1. Priorities**

**2. Scientific Research and Invention**

**3. World Rating**

**4. Teaching & Learning**

**5. Support of the Professional future of students**

**6. Quality Assurance and Accreditation**

**Second : Environmental Survey of the College's Reality:**

The environmental survey stage is considered one of the most important stages of developing the strategic plan. Through the general framework of the strategic plan, the environmental survey stage aims to analyze the internal environment (strengths and weaknesses) and analyze the external environment (opportunities, threats or challenges).

**Strengths**

**1- Efficient teaching staff who hold graduate degrees (Master's, Ph.D., holders of scientific titles and holders of international certificates).**

**2. The geographical location of the college, which is located in the heart of the capital.**

**3- The facilities provided to students through unique academic programs in education and innovation in learning**

**4- Marketing campaigns to attract students with targeted marketing strategies.**

### **Weaknesses**

- 1. Competing with other colleges in attracting teaching staff and students.**
- 2. The lack of space, which affects the registration of more students**
- 3. The lack of benefit from some of the existing cadres in some departments.**

### **Opportunities**

- 1. To motivate the teaching staff financially and morally to write researches and publish them in Scopus.**
- 2. Work to open postgraduate studies in some specialties to provide the necessary staff, facilities and capabilities (human, material, financial resources) in accordance with the controls and instructions.**
- 3. Increasing the number of departments according to a plan studied by the senior management in the college, which started from six departments since the beginning of the establishment of the college until the current year to twenty-one departments and working continuously to open new departments for this academic year.**
- 4. Transfer from a college to a university to meet all the requirements and conditions required in the transformation process to include (Faculty of Dentistry, College of Pharmacy, College of Administration and Economics, Law, Engineering, Arts, etc.)**
- 5. Continuous and diligent work to enter the international classifications**
- 6. The college occupies the highest ranks at the level of public and private universities in the number of research published within the international containers Scopus and Clarivate.**

### Threats/Challenges

1. Lack of clarity in some of the regulations and laws to which private colleges are subject, which causes confusion in their application and adherence to them.
2. The impact of the Corona pandemic on the general health situation in the country, which is reflected in the college and its academic activities and community activities.
3. The college, like the rest of the colleges, resorted to e-learning as an alternative to in-person education, which led to a drop in the level of education for some students, despite all methods being taken to avoid the negative aspects of e-learning.

### Third / the strategic axes of the strategic plan of Al Esraa University College

The First Axis ( Teachers): / The college promotes its role of strategic planning in academic activities through developing academic programs and creating new academic specialties to keep pace with recent developments and the changing labor market, and constantly raising the level of scientific research for all faculty members, motivating them and encouraging their skills and abilities to carry out solid research in Scopus , and continuing to train staff teaching members by opening training courses and activating their activities by holding workshops and seminars and participating in local and international conferences.

The Second Axis (Students) : Al Esraa University College seeks to create a university environment conducive to creativity and discrimination centered on students through the facilities provided to them, embracing their talents, supporting and nurturing them, and motivating them to distinguish creatively in education, strengthening channels of communication and strengthening the college's relationship with graduate students by providing employment opportunities through the appointment of the top firsts in the college.

**3. Facilities and Infrastructure Axis** : Al Esraa University College seeks to rehabilitate the various college buildings and adapt them to the external environment and implement future projects that keep pace with the development of the college and its departments to achieve an appropriate academic climate in terms of classrooms, laboratories, workshops, conference rooms and seminars. And it works to provide security and safety for the college's buildings and infrastructure and to sustain them to deal with exceptional cases and emergency conditions, in addition to its constructive ideas in constructing a wonderful edifice befitting the college's position and reputation.

**4. The Public Relations and Media Axis** : The Department of Public Relations and Media is the college's window on society and the link between the college and its internal audience of students and workers and its external audience from the segments of society. It seeks continuous electronic updating and logistical support, in addition to being present in all social media sites to transmit facts and events transparently and accurately in order to build trust between the college and the community, in addition to the department's endeavor to conclude international memoranda of understanding and agreements and open a local radio station for the college.

**5. Community Services Axis** : The college works hard to activate its role in community service through activating the role of the Higher Committee for Activities and Community Service, activating the role of volunteer work committees within the college, spreading cultural and health awareness on campus, and striving to adopt emerging pioneering projects.

**6. Curriculum Axis** : Curricula are updated in coordination between the college departments and the corresponding departments in government colleges with which they have a (twinning) relationship. This usually happens every year through the Deans' Committee.

**7. Financial Axis and Revenues** : Al Esraa University College depends in its revenues on the tuition premiums paid by the beneficiary students and education services. The college supports students financially in the form of

**reducing tuition fees (brothers, children of martyrs and the afflicted), in addition to adopting the first top students in high school free of charge and for all years and work to their acceptance in the (Dentistry Department and Pharmacy Department).**

**8. Axis of Development and Growth : Al Esraa College seeks to achieve its vision on the axis of development and growth through continuous development and improvement in all effective tools in the college, the most important of which are the teacher and student, and working to improve their abilities to reach outputs that keep pace with the development of the labor market and serve the community in all the specializations available in the departments of the college**