

Abasyn University

Strategic Plan
Vision 2020

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Glossary

Advisory Council

The Advisory Council is a group of representatives of Abasyn University main stakeholders who advise the University on the design, delivery and follow up of the strategic plan.

Metrics

Metrics are the key indicators for assessing progress against the strategic plan. The Advisory Board will identify specific metrics to assess progress toward the fulfillment of the goals in the Strategic Plan.

Mission Statement

The mission statement describes what Abasyn University is committed to do and why it is going to do that. While the vision statement conveys a long-term dream, the mission statement inspires us to specific actions to achieve that dream.

Strategic Planning Advisory Committee (SPAC)

SPAC is an advisory body representing Abasyn University's leadership established in 2016 to oversee the strategic plan development, implementation and follow up. The SPAC comprises 7 members and a secretary who acts as an observer.

Strategic Plan 5-Year Goal

Abasyn University's goal arises directly from its vision and mission statements; it responds to the challenges it faces; it reflects the priorities in its Vision of Excellence. It is fundamental to the University's future and will remain an integral element of our future direction.

Strategic Objectives

Strategic objectives constitute the main focus of the Vision of Excellence. These objectives set tangible targets for improvement within the University system. Together, these complementary objectives will help the University

achieve its mission.

Strategic Initiatives

Strategic initiatives are selected means through which the strategic objectives will be met. They may require some iteration as their effectiveness is measured in terms of their contributions and relevance towards the strategic objectives they support. These initiatives will be given priority resource allocation as part of the implementation and follow up phases.

Stakeholders

Abasyn University's main stakeholders are individuals and organizations who are directly affected by the University's decisions. These include staff, faculty, alumni, students, corporate partners and regulatory bodies.

Vision Statement

The vision is Abasyn University's dream. The statement articulates Abasyn University's hopes for a better, prosperous future. The statement helps clarify the organization's belief and governing principles.

Introduction

Abasyn University is a vibrant private University in KPK Pakistan. Since 2007, the University has built a reputation for quality teaching, innovation and progressive learning environments. While the University has not disseminated and promoted a coherent mission and strategic objectives, Abasyn's leadership emphasizes educational excellence, leadership and quality delivery as the driving forces behind the growth of the organization. The highly competitive environment in the private sector education eventually results in significant impact on the way private universities operate in Pakistan. Therefore, an urgent need was felt to analyze the severity of the current environment and develop proactive, comprehensive and strategic actions that will mitigate the negative and undesirable consequences of the post anti-terror war's climate in KPK.

As such, it is highly imperative for Abasyn University to determine its strategic priorities and future direction having carefully assessed the external environment. Without a sustainable and integrated approach towards the emerging political and economic environments, Abasyn University's reputation might be negatively affected. Abasyn University has a unique opportunity to strengthen its brand, introduce innovative programs and adapt its approach, ensuring an informed and calculated response to the transition phase. The University must sustain its strategic position as a frontrunner and consolidate its strengths as it enters a challenging period.

This strategic plan outlines Abasyn University's vision of excellence for the years 2016-2020. The ideas presented here are as a result of ongoing consultations with the full range of the organization's stakeholders, including staff, students, alumni and regulators. A major milestone for the development of the strategic plan included holding meeting with diverse participants to develop the strategic objectives and solicit actionable ideas for implementation. This document will remain a living document, overseen by the Strategic Planning Advisory Committee (SPAC) and further developed into action strategies by the respective departments across the University. Through collective and coherent actions, it is anticipated that Abasyn University will make significant inroads towards academic excellence by the year 2020.

Values

The primary and overarching value of Abasyn University is dissemination of knowledge. Abasyn University will strive to become an iconic institution in expanding knowledge through teaching and research. We will strive to transform knowledge and education into productive assets that can ultimately contribute to social, economic and intellectual well-being of the students.

University community.

Abasyn University is also committed to enhancing a culture of innovation across our programs, ensuring the introduction and application of best practices, progressive processes and approaches. Generation of new knowledge

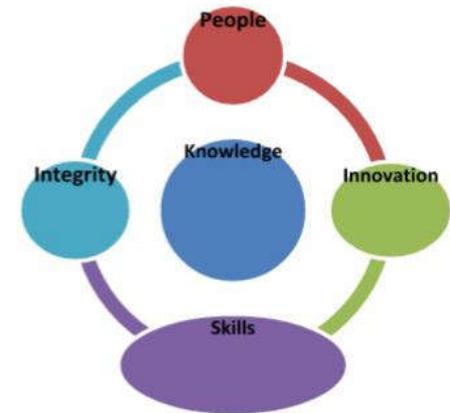
and innovation will require intensive efforts towards transforming them into professional skills. Abasyn University will strive towards playing an active part in maximizing the full potential of our human capital at the local and national stage. Since its establishment, Abasyn University has placed the right people at the forefront of our work, results and achievements. Our people are our most vital assets, who are critical actors in shaping our long-term strategic direction. We will continue to invest in the well-being, intellectual growth and professional development of our people over the upcoming years.

Vision Statement

The Vision of Abasyn University is 'To become a marvel of excellence in higher education, inspiring knowledge and growth'.

Mission Statement The Mission of Abasyn University is 'to build a nationwide knowledge community through quality education, relevance, critical thinking, creativity, research and high sense of social responsibility'.

A major focus of both the strategic document and the vision and mission statements is on education. Award of HEC charter presents the University with a formidable challenge and opportunity to further enhance its academic quality. Similarly, the University is committed to ensuring student professional excellence through career development, research and extra-curricular activities. Overall, these statements reflect Abasyn University's commitment to educate a new generation of skilled leaders who can contribute meaningfully towards Pakistan's economic growth and prosperity.



5-Year Strategic Goal

The 5-year strategic goal of the University is to create an enabling environment for academic excellence through strengthened student growth, faculty development, research initiatives and sustained innovation. To achieve this goal, we will continue to develop priority policies and procedures while ensuring an enhanced public engagement effort.

Strategic Objectives and Commitments

1. Student Professional Excellence

Rationale: Despite massive achievements in student enrollment and retention, there is a need to attract the country's best and brightest minds. Significant reform and improvements are required at the registration, admissions and retention procedures in order to ensure exceptional student experience at Abasyn University. Effective student retention will require emphasis on extracurricular activities and intellectually rigorous initiatives such as research seminars, symposiums and student-centered events. Based on student and alumni survey findings, the University must make additional investments in infrastructure development and upgrading of key facilities. Such responsive measures will help lay the foundation of an efficient, cost-effective and smart administrative system that will appropriately reflect the academic excellence, organizational values and overarching University brand. Ultimately, every effort must be made to transform the University into a student-centered institution.

Our students are among the University's greatest assets with specific needs and aspirations. While improving our institutional systems and policies, we will train our employees to offer the most exceptional academic and professional services to the University's students and alumni. At the most fundamental level, we will strengthen and streamline our information and student services to address the immediate and critical student needs. We will work to significantly improve our teaching methodology, ensuring a modern and interactive learning approach through the reinforcement of group work, practical work, self-directed exercises and role plays, among others. We will earnestly work to provide them with facilities for sports and leisure to groom them into fine human beings.



Strategic Objective 1:

To enhance student professional growth through the design and delivery of rewarding and intellectually rigorous academic programs and services.

Key Actions

1. Strengthen the industry immersion into the classrooms through case methods, workshops, expert speakers, and alumni engagement.
2. Enhance student counseling on areas related to subject selection, specialization and thesis development
3. Increase the scope and access to the library resources.
4. Increase co/extra-curricular activities with a focus on sports clubs, debate clubs and inter-university competitions
5. Enhance student engagement, recognition and appreciation through rewards, certificates, merit and need based financial scholarships and sponsoring research initiatives.
6. Explore avenues for value-added learning and interaction across the University

2. Faculty and Research Excellence

Rationale:

Attracting and maintaining a diverse and balanced pool of talented faculty members is the University's top priority. As the University expands, there is a need to recruit, develop and sustain a group of qualified and experienced faculty members who are devoted to the University's mission and values. The University's faculty have played a critical role in the strengthening the University's academic reputation. Moving forward, greater resources and investments need to be allocated to faculty selection and development. Key progress must be made in strengthening faculty development,

management and administration systems and policies, ensuring consistency and continuous faculty improvement. In addition to exceptional faculty recruitment and development, there is a need to introduce and implement a comprehensive faculty performance-based appraisal system. Over the years, faculty performance management has been either lacking or fragmented leading to limited results in faculty motivation and retention. Abasyn University also remains committed to developing a research culture at the student and faculty levels. As such, we will prioritize interdisciplinary research development mobilizing students and key faculty members. We will invest in technical and financial resources towards streamlining and strengthening research development. We will help the faculty and students navigate their way in interdisciplinary research through connecting them to resources, community, and think-tanks. We will seek to constantly adapt, innovate and exceed the expectations of our students and communities we work with. We will be renowned as a catalyst for social change, building on our long-standing contributions towards the economic growth of Pakistan through the introduction of highly skilled and talented professionals.

Strategic Objective 2:

To nurture and foster a talented faculty from diverse backgrounds, ensuring continuous professional development and faculty research excellence.

Key Actions

1. Establish and sustain the Faculty Development Center to streamline faculty training, development and mentoring.
2. Improve teaching and learning methodologies, through case studies, research-based assignments, internships, and other experiential learning options.
3. Enhance the faculty development initiatives, including through research seminars, orientation and trainings.
4. Enhance student and faculty research capabilities including research publication in reputed journals.

3. Design and Delivery of Market-Driven Academic Programs

Rationale:

Launching new and dynamic academic programs constitutes a fundamental organizational value at Abasyn University. Achieving academic excellence will require relentless innovation and growth to ensure the University meets the educational challenges and opportunities in Pakistan. To ensure a system-wide impact through careful design, delivery and follow-up processes, Abasyn must focus on design and delivery of market-driven academic programs; tapping into the latest teaching and learning best practices with a particular focus on technological innovation in teaching.

Strategic Objective 3:

To foster an environment of sustained innovation and growth with a focus on academic innovation

Key Actions

1. Strengthen a participatory management approach, including student inclusion in decision-making
2. Ensure the international accreditation of key academic programs, including computer science, engineering and law.
3. Transform Abasyn University into a digital university
4. Establish and strengthen the Abasyn Center of Excellence (KCE) including quality assurance and Monitoring and Evaluation sections;
5. Develop and implement new and demand-driven academic programs, short-term courses and faculties
6. To construct a fully-fledged new campus equipped with modern facilities in Peshawar to cater to the needs of new academic programs

4. Streamlining Policies and Procedures

Rationale: Abasyn University is an upcoming and vibrant institution and keeping in view the potential for future expansion, it requires responsive and practical policies to guide its operations, programs and services.

Lack of such critical guiding documents will limit the University's potential, impact and productivity, resulting in overlaps and inefficiencies. Key policies that must be developed and updated include: A) Student Services; B) Registrar; C) Academics D) Administration, E) Human Resources; and F) Internal and External Communications.

Improved policies and procedures will help the University transform its staff and student experience, resulting in increased efficiencies across the University. As such, we will commit to an efficient, respectful and responsive approach to understanding, analyzing and responding to the student, staff and faculty concerns. In everything we do, we will adopt a student-centric approach, recognizing that our long-term success hinges on our ability to efficiently and effectively serve our constituencies.

Strategic Objective 4:

To streamline and enhance the University policies, procedures and mechanisms towards effective collaboration and student success

Key Actions

Develop and streamline critical organizational policies and procedures focusing on administration, academic, registrar and student services.

5. Establishing Industry Linkages

Rationale:

Since its inception in 2007, Abasyn University has earned a strong reputation as a competent academic institution among the stakeholders. Abasyn University's students, alumni and partners represent a critical mass of individuals who can effectively advance the University's mission. Greater emphasis needs to be placed on forging academic and industry linkages while ensuring that the University's "ambassadors" are fully engaged in advancing the University's outreach goals.

As a key strategic pillar, the public engagement efforts will seek to cultivate stronger, sustainable connections in ways that together these assets contribute towards the Vision of Abasyn. We will work together with the other University departments to raise Abasyn University's status as the "accredited" institution committed to achieving academic excellence. We will also support opportunities for students, faculty and departments across the University to share their achievements, cultivate new partnerships and advance their specific priorities.

University's Selected Strategic Initiatives

1. Strengthening Abasyn University's Quality Enhancement Cell to ensure high academic standards.
2. Transforming Abasyn University into a Digital University, reducing reliance on manual and paper-based operations.
3. Consolidating Abasyn's pivotal role in the corporate social responsibility proceedings.
4. Establishment of Abasyn Faculty Development Center.
5. Construction of another state-of-the-art Abasyn University campus in Peshawar

Strategy Implementation

The Strategic Plan will be implemented through target programs and action plans developed by each department at Abasyn University. Each department must articulate its action plan based on the mission, strategic objectives, action

points and strategic initiatives outlined in this document. The SPAC will be responsible for the review and approval of the annual plans. Orientation of the strategic plan to the department focal points clarifying the critical elements and requirements for a departmental action plan. Department-wide consultation and development of action plans ensuring a participatory and inclusive approach across the University. Review and approval of the action plans at the SPAC level Action plan implementation and follow up with a quarterly reporting to the SPAC by the heads of the department, full stakeholder engagement on the strategic plan through the website, campaigns and communication of major milestones. For the plan to be successful, the University community must own and advance the plan, committing to taking the necessary measures to realize the objectives. The MER process will be central to keeping the strategic plan relevant, focused and achievable.

Assessing Progress

We will monitor progress against our strategic objectives and actions using relevant performance indicators, benchmarks, and targets. Through this we will maintain focus on the Strategic Plan, ensuring that it continues to meet academic needs, enables us to respond to the external environment, and is updated as appropriate.

Key Actions

Establish an independent Monitoring & Evaluation Unit to manage the Vision 2020 progress and iterations as well as monitor/evaluate operational activities, Develop a comprehensive Monitoring & Evaluation Plan for Vision 2020 ensuring appropriate orientation, guidance and follow up with the key departments.

Conclusion

The Strategic Planning 2016-20 articulates Abasyn University's future direction and commitment to achieving academic excellence. Successful implementation of this plan will require coordinated actions, collaboration and focused approach towards the strategic objectives. The SPAC will continue to oversee the plan implementation,



iteration and effective implementation to ensure Abasyn University remains competitive, innovative and impactful over the long-term. The Vision Statement will remain a testament of Abasyn University's pursuit of excellence in everything which comes under its domain.



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