

Perspective 3: Stakeholders

Strategic Goal 3: Promoting Stakeholders' Satisfaction and DAU's Image

Strategic Objectives	Strategic Initiatives
Strategic Objective 3.1: Increasing Stakeholders' Satisfaction	<p>3.1.1 Maintaining Continuous Relationships with Stakeholders through Strong Communication and Targeted Activities</p> <p>3.1.2 Enhancing Management of Alumni Relationships, Engagement, and Services</p> <p>3.1.3 Enhancing Educational Performance Standards to Attract Highly Qualified Students</p> <p>3.1.4 Enhancing Students Experience and Satisfaction</p>
Strategic Objective 3.2: Developing New Services	<p>3.2.1 Launching of New Programs in Line with the Saudi Vision 2030 and New Labor Market Requirements</p> <p>3.2.2 Attracting Graduates of Tuition-Based Diploma Programs in Public Universities</p> <p>3.2.3 Exploring Partnership Opportunities with Reputable Foreign Universities</p>
Strategic Objective 3.3: Enhancing DAU's Image and Reputation	<p>3.3.1 Developing and Implementing Positioning Strategy for DAU to Enhance its Competitiveness in the Private Higher Education Market</p> <p>3.3.2 Launching Effective Marketing Campaign to Enhance DAU's Image Using Modern Media and Communication Channels Targeting Potential Stakeholders</p> <p>3.3.3 Improving University National and International Ranking</p>