جامعة دار العلوم
Dar Al Uloom University
لعلوم تواكب العصر

General Director of Planning, Development
and Quality Assurance
Strategic Plan office

اعتماد
NCAAA

Perspective 3: Stakeholders												
Strategic Goal 3: Promoting Stakeholders' Satisfaction and DAU's Image												
Strategic Objectives	KPI Codes	KPI Names	KPI Baseline 2022	Targets					Strategic Initiatives	RACI Matrix			
				2023 Target	2024 Target	2025 Target	2026 Target	2027 Target		R	A	C	I
3.1 Increasing Stakeholders 'Satisfaction	KPI_L3_3.1_01	Satisfaction of visitors with university website information.	UV	UV	UV	UV	UV	UV	3.1.1 Maintaining Continuous Relationships with Stakeholders through Strong Communication and Targeted Activities	M&ECD	UV-P	ITD	UP
	KPI_L3_3.1_02	Number of stakeholders communication events organized at institution and program levels	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_03	Number of stakeholder communication activities via social media	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_04	Number of stakeholder communication activities via e-newsletters and mass e-mails	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_05	Number of Alumni communication events organized at institution and program levels	UV	UV	UV	UV	UV	UV	3.1.2 Enhancing Management of Alumni Relationships, Engagement, and Services	AA&CGU	UV-P	M&ECD	UP
	KPI_L3_3.1_06	Percentage of alumni with updated contact information	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_07	Number of services and lifelong learning activities offered to DAU's alumni	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_08	Graduates' satisfaction with alumni services and communication	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_09	Graduates' employability and enrolment in postgraduate programs	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_10	Graduate salaries	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_11	Number of support programs for gifted, creative and talented students.	UV	UV	UV	UV	UV	UV	3.1.3 Enhancing Educational Performance Standards to Attract Highly Qualified Students	T&LU	UV-P	GDPD&QA	UP
	KPI_L3_3.1_12	Proportion of newly enrolled students with weighted score 80% and above	UV	UV	UV	UV	UV	UV					

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				2023 Target	2024 Target	2025 Target	2026 Target	2027 Target		R	A	C	I
	KPI_L3_3.1_13	Number of graduating students getting employed through the university	UV	UV	UV	UV	UV	UV		DAR&SA	UV-P	DQA	UP
	KPI_L3_3.1_14	Students' satisfaction with the offered services	UV	UV	UV	UV	UV	UV	3.1.4 Enhancing Students Experience and Satisfaction	DAR&SA	UV-P	DQA	UP
	KPI_L3_3.1_15	Graduation rate for undergraduate Students in the specified period	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_16	Students' evaluation of quality of the learning experience in the programs	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_17	First-year students retention rate	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.1_18	Number of students withdrawing from the university	UV	UV	UV	UV	UV	UV					
3.2 Developing New Services	KPI_L3_3.2_01	Number of new proposed programs at the university	UV	UV	UV	UV	UV	UV	3.2.1 Launching of New Programs in Line with the Saudi Vision 2030 and New Labor Market Requirements	GDPD&QA	UV-P	SP&ESC	UP
	KPI_L3_3.2_02	Number of diploma programs graduates admitted to DAU	UV	UV	UV	UV	UV	UV	3.2.2 Attracting Graduates of Tuition-Based Diploma Programs in Public Universities	M&ECD	DAR&SA	UV-P	UP
	KPI_L3_3.2_03	Student exchange and cooperative training	UV	UV	UV	UV	UV	UV	3.2.3 Exploring Partnership Opportunities with Reputable Foreign Universities	T&LU	UV-P	RSU, DAR&SA	UP
	KPI_L3_3.2_04	Faculty exchange	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.2_05	Number of proposed programs in partnership with internationally ranked universities	UV	UV	UV	UV	UV	UV					

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Strategic Objectives	**KPI Codes**	**KPI Names**	**KPI Baseline 2022**	**Targets**					**Strategic Initiatives**	**RACI Matrix**			
				2023 Target	**2024 Target**	**2025 Target**	**2026 Target**	**2027 Target**		**R**	**A**	**C**	**I**
3.3 Enhancing DAU's Image and Reputation	KPI_L3_3.3_01	Stakeholders' perception score	UV	UV	UV	UV	UV	UV	3.3.1 Developing and Implementing Positioning Strategy for DAU to Enhance its Competitiveness in the Private Higher Education Market	GDPD&QA	UP	UV-P	CEO
	KPI_L3_3.3_02	Number of marketing activities and events	UV	UV	UV	UV	UV	UV	3.3.2 Launching Effective Marketing Campaign to Enhance DAU's Image Using Modern Media and Communication Channels Targeting Potential Stakeholders	M&ECD	GDPD&QA	UV-P	UP
	KPI_L3_3.3_03	Budget percentage growth dedicated to marketing campaigns	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.3_04	Website stakeholders' interaction growth rate	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.3_05	DAU national educational category ranking	UV	UV	UV	UV	UV	UV	3.3.3 Improving University National and International Ranking	GDPD&QA	UV-P	CEO	UP
	KPI_L3_3.3_06	DAU national comprehensive category ranking	UV	UV	UV	UV	UV	UV					
	KPI_L3_3.3_07	DAU international ranking	UV	UV	UV	UV	UV	UV					