

## DAU-1-1 DAU Vision, Mission, and Values Policy

Policy Code	Policy Name		
DAU 1-1	Vision, Mission, and Core Values		
Responsible Executive	Current Revision Date	Next Revision Date	
General Directorate of Planning, Development and Quality Assurance	10/2023	10/2027	

### 1. Policy Purpose

This policy serves as an informative document that outlines the vision, mission, and values of Dar Al Uloom University (DAU) for both internal and external stakeholders.

### 2. Policy Scope

All Internal and External Stakeholders of DAU.

### 3. Policy Statement

#### DAU Mission Policy:

- DAU's mission defines its purpose, aligning with its nature, the needs of the community, and national trends.
- DAU's goals are directly linked to its mission and are clear and realistic.
- The mission and goals of DAU are formally approved by the University Council and Board of Trustees.
- The mission of DAU serves as a guiding principle for all institutional operations, including planning, decision-making, resource allocation, and academic program development.
- DAU upholds a set of values that guide the work and behavior of its employees.
- The mission statement of DAU is published in various university publications such as the DAU Undergraduate and Graduate catalogues, Faculty Handbook, the university website, and other relevant materials.
- The mission statement undergoes a review process during each strategic planning cycle.
- The mission statement of DAU reflects a consensus among stakeholders, achieved through a comprehensive consultative process involving faculty members and academic administrators.
- The mission statement of DAU is reviewed and updated every five years.
- The university's mission statement serves as the foundational basis for strategic planning at DAU.

**DAU Vision Statement:** *"To be a world-class university"*

**DAU Mission Statement:** *"To inspire professional and personal success of our graduates through excellence in education, research, and community engagement"*

#### DAU Values

- *Academic Excellence:* A commitment to providing quality and excellence in all educational processes.
- *Innovation and Creativity Nurturing:* A commitment to the development of original ideas and innovative approaches to solving complex problems.
- *Knowledge Empowerment:* A commitment to the expansion and deepening of knowledge to give graduates greater power over both their professional and personal lives.
- *A Welcoming Community:* A commitment to maintaining a strong sense of community among students, faculty, and staff.
- *Fostering Ethical Conduct:* A commitment to providing a values-based education and to promote the development of ethical judgment and behavior.

## DAU Strategic Goal and Objectives

- **Strategic Goal 1: Build State of the Art Learning Environment:**  
Strategic Objective 1.1: Enhancing Staff's Competences, Development, and Satisfaction.  
Strategic Objective 1.2: Advancing IT Tech. and DAU's other Infrastructures.  
Strategic Objective 1.3: Modernizing Learning Resources.  
Strategic Objective 1.4: Nurturing a Conducive Organizational Culture.
- **Strategic Goal 2: Develop Excellent Learning Processes:**  
Strategic Objective 2.1: Enhancing the Quality of Educational Processes.  
Strategic Objective 2.2: Increasing Productivity in Research Process.  
Strategic Objective 2.3: Enhancing Engagement with the Community.  
Strategic Objective 2.4: Improving Operational Effectiveness.  
Strategic Objective 2.5: Promoting Entrepreneurship, Innovation and Knowledge Transfer.
- **Strategic Goal 3: Promote Stakeholders' Satisfaction and DAU's Image:**  
Strategic Objective 3.1: Increasing Stakeholders' Satisfaction.  
Strategic Objective 3.2: Developing New Services.  
Strategic Objective 3.3: Enhancing DAU's Image and Reputation.
- **Strategic Goal 4: Enhance DAU Financial Performance:**  
Strategic Objective 4.1: Increasing Admission and Enrolment.  
Strategic Objective 4.2: Diversifying Income Sources.  
Strategic Objective 4.3: Reducing Cost of Operations and Improving Assets Utilization.

## 4. Related Policies/ Documents/ Forms

DAU 1-2 DAU Mission Development, Approval and Review Policy.

DAU 1-3 Planning Policy.

## 5. Document History

Version	Issue/Rev. Date	Updated Information/ Summary of Changes
1	2017	1 <sup>st</sup> issue of the policy
2	10/2023	Clarifying the DAU's New: Vision, Mission, Values, Strategic goals, and Strategic Objectives