

DAU 1-3 Planning Policy

Policy Code	Policy Name		
DAU 1-3	Planning Policy		
Responsible Executive	Current Revision Date	Next Revision Date	
General Directorate of Planning, Development and Quality Assurance	10/2023	10/2027	

1. Purpose of Policy

DAU has established both short-term and long-term strategic plans to effectively pursue its goals and objectives. The long-term strategic plan, spanning five years, outlines strategies with clear goals, objectives, and successful performance indicators. A timeline framework is also specified to guide the achievement of these goals. These strategic plans undergo regular reviews and updates to ensure their continued relevance and effectiveness.

2. Policy Scope

All Academic and Administrative units at DAU.

3. Policy Statement

DAU has formulated a comprehensive five-year strategic plan encompassing various initiatives within its Academic and Administrative units.

4. Policy Procedures

DAU Strategic Plan Rules and Regulations

- The current strategic plan's duration can be extended upon a University Council decision.
- The strategic plan of DAU encompasses well-defined strategic objectives, which are linked to specific performance indicators that serve as benchmarks for measuring their achievement.
- The strategic plan of DAU includes an assessment of potential risks and outlines mechanisms to effectively address them.
- DAU establishes operational and execution plans for all its units, utilizing the strategic plan as a guiding framework.
- DAU employs specific mechanisms to monitor the implementation of the strategic plan, prepares regular progress reports, and adjusts the plan as necessary based on reviews, evaluations, and changing circumstances.
- Each unit or program within DAU defines its mission and outcomes aligned with the university's overall mission. Additionally, they develop assessment tools to measure the effectiveness of their outcomes.
- Every department is required to submit an annual progress report, covering all relevant aspects of their operations. The report includes an evaluation of activities, lessons learned, and proposed enhancements or modifications.
- A comprehensive annual progress report encompassing the entire institution is prepared and submitted to the University Council. This report provides a summary of the university's performance in relation to its plan, the impact of implementation, and recommendations for the future. The assessment of the university's effectiveness involves surveys, forms, and reports, leading to recommendations for both short-term and long-term improvements.
- DAU and its academic departments regularly conduct internal and external environmental analyses, considering the university's strategic directions, with the aim of changing existing programs or introducing new ones.

- DAU's mission is periodically reviewed with the development and implementation of the university's five-year strategic planning cycle. During the final year of each strategic cycle, a comprehensive evaluation of the university's strengths, weaknesses, aspirations, and overall performance is conducted.
- DAU actively engages in ongoing, integrated, and institution-wide planning and evaluation processes based on research and data.
- The efforts associated with the strategic plan involve a systematic review of the institutional mission, goals, and outcomes, fostering continuous improvement in the quality of the institution and demonstrating DAU's effective fulfillment of its mission.
- DAU has demonstrated great effectiveness in formulating and implementing new strategic plans that will drive significant improvements in the university's ability to achieve its mission.

Time Frame of DAU Strategic Plan

The strategic plan is initially developed for a five-year period, unless circumstances arise that necessitate a revision of the timeline. In such cases, the strategic plan's duration can be extended based on a decision made by the university council, considering any specific requirements or variables that may warrant an adjustment.

Determinants and References of the DAU Strategic Plan

The university's strategic plan is formulated with careful consideration of key determinants and references that align with the mission and goals of the institution. These references should encompass, at a minimum, the following:

- The evolving trends in higher education within the Kingdom - Factors such as changes in educational policies, emerging technologies, and evolving student needs and expectations are considered.
- The strategic plan of the Ministry of Education - The university's strategic plan should be aligned with the broader goals and initiatives outlined by the Ministry of Education, ensuring coherence and synergy with national educational priorities.
- The development plan of the Kingdom - The university's strategic plan should be in line with the overall development plan of the Kingdom, considering socioeconomic factors, infrastructure development, and regional aspirations.
- The specific characteristics of the geographical scope of Riyadh - As the university operates within the city of Riyadh, the strategic plan should reflect an understanding of the local context, demographic trends, economic dynamics, and other relevant factors specific to the city.
- Results of the Status Quo Analysis - Various analytical tools such as SWOT Analysis (identifying strengths, weaknesses, opportunities, and threats), PESTLE Analysis (analyzing political, economic, social, technological, legal, and environmental factors), and Porter Analysis (evaluating competitive forces) are utilized to assess the current state of the university and its external environment. The findings from these analyses inform the strategic planning process.
- Results of the University's self-studies - Internal assessments, self-evaluations, and self-studies conducted by the university provide valuable insights into its strengths, weaknesses, opportunities, and challenges. These findings are considered when formulating the strategic plan, ensuring a realistic assessment of the university's capabilities and areas for improvement.

Stakeholder Participation

All internal and external stakeholders are involved in preparing the strategic plan.

Operational Plan

For each initiative outlined in the strategic plan, it is essential to prepare an Operational Plan that provides detailed guidance on its implementation. The Operational Plan should include the following components:

- Time Frame: Clearly defines the timeline for each stage or phase of the initiative. This helps to establish a structured approach and ensures that progress is monitored effectively. The time frame should specify start and end dates for each stage, allowing for a comprehensive understanding of the initiative's duration.

- **Targets:** Set specific, measurable, achievable, relevant, and time-bound (SMART) targets for each stage of the initiative. These targets should align with the broader objectives of the strategic plan and provide clear milestones for tracking progress. The targets should be specific enough to guide action and measure success.
- **Responsibilities:** Assign clear roles and responsibilities to individuals or teams involved in implementing the initiative. This ensures accountability and facilitates effective coordination among stakeholders. Each task or activity should have a designated employee who is responsible for its execution and delivery.
- **Indicators of Achievement:** Establish key performance indicators (KPIs) or metrics used to assess the initiative's progress and success. These indicators should be aligned with the objectives of the strategic plan and provide quantifiable measures of achievement. They should be relevant, measurable, and meaningful in evaluating the impact of the initiative.

Strategic Plan Approval

Following the formulation of the strategic plan, it undergoes a formal approval process before implementation. The approval typically involves two key bodies within the university: the University Council and the Board of Trustees.

- **University Council Approval:** The strategic plan is initially presented to the University Council, which is a governing body that oversees the overall operations and decision-making of the university. The University Council reviews the strategic plan in detail, assesses its alignment with the university's mission and goals, and evaluates its feasibility and potential impact. After careful consideration and any necessary modifications, the University Council approves the strategic plan.
- **Board of Trustees Approval:** Once the strategic plan receives approval from the University Council, it is then presented to the Board of Trustees. The Board of Trustees is typically a higher-level governing body, composed of influential individuals who provide strategic guidance and oversight to the university. The Board of Trustees thoroughly examines the strategic plan, ensuring its alignment with the university's long-term vision, values, and strategic direction. After a comprehensive review and any required discussions or revisions, the Board of Trustees grants final approval for the implementation of the strategic plan.

DAU Strategic Plan Publicization

Once the DAU Strategic Plan is finalized and approved, it is announced on the university's official website in both Arabic and English. This ensures that the plan is accessible to all stakeholders, including students, faculty, staff, and the public. By publishing the plan on the official website, the university demonstrates transparency and provides a central platform for disseminating information about the strategic direction of the institution.

Furthermore, the strategic and operational plan is circulated to all university units. This ensures that all departments, faculties, and administrative units are aware of the plan and can align their activities and initiatives accordingly. By sharing the plan with the various university units, it enables a unified understanding and commitment to the strategic objectives and initiatives outlined in it. This dissemination ensures that everyone within the university community is informed and can actively contribute to the successful implementation of the plan.

Follow-up Plan

DAU recognizes the importance of monitoring the progress in implementing the operational plan initiatives related to the strategic plan. To ensure effective tracking and evaluation, the following measures typically take place:

- **Monitoring Mechanisms:** DAU establishes specific mechanisms to monitor the implementation of the operational plan initiatives. These mechanisms may include regular progress meetings, periodic reviews, milestone tracking, and performance assessments. These activities enable continuous monitoring of progress and identify any deviations or challenges that may arise.

- **Progress Reports:** DAU prepares annual reports that provide a comprehensive overview of the progress made in implementing the operational plan initiatives. These reports evaluate the level of progress achieved, assess the extent to which the objectives have been met, and highlight key accomplishments, challenges, and lessons learned during the reporting period. The reports serve as a valuable tool for assessing the effectiveness of the plan and informing future decision-making.
- **Performance Indicators:** The operational plan includes predefined performance indicators that serve as benchmarks for measuring progress and success. These indicators are regularly tracked and reported on to evaluate the achievement of objectives. By monitoring these indicators, DAU can assess the effectiveness of the initiatives and make informed adjustments or improvements as necessary.
- **Review and Evaluation:** The annual reports and progress monitoring activities provide a basis for conducting comprehensive reviews and evaluations of the strategic plan implementation. These reviews assess the overall effectiveness of the plan, identify areas of improvement, and inform decision-making for future alterations of the plan.

5. Related Policies/ Documents/ Forms

DAU 1-1 DAU Vision, Mission, and Core Values Policy
DAU 1-2 DAU Mission Development, Approval and Review Policy
DAU 1-4 DAU Organizational Structure Policy

6. Document History

Version	Issue/ Rev. Date	Updated Information/ Summary of Changes
1	10/2023	1 st issue of the policy