



Center for Learning Innovations &  
Customized Knowledge Solutions



Webinar on

**COMMUNITY ENGAGEMENT IN  
HIGHER EDUCATION DURING  
AND POST-COVID-19 PANDEMIC:  
PRACTICES AND  
FORWARD-LOOKING  
STRATEGIES**

4 Hours ▶  zoom



19<sup>th</sup> October, 2021

10:00 – 14:00 Beirut Time



## Webinar Overview

Universities have always been connected to the community by virtue of their long-standing mission and commitment to deliver quality teaching, research and service to society. However, since the COVID-19 pandemic started early 2020, these core areas have been profoundly disrupted, forcing institutions to rethink their business model in ways to sustain these contributions and stay relevant now and in the future. Having said that, the effects of the crisis has arguably further reinforced the priority of community engagement during and post-COVID-19. This emphasis has been evident from the ways in which universities around the world have quickly mobilized their knowledge and resources to respond to the crisis by addressing a range of societal needs. There have been outstanding examples of researchers and professionals engaging with the media to share expertise, and finding opportunities to participate in research on SARS-CoV-2. Online learning has

become central to the institution's teaching model. Many institutions established funds, deployed emotional and mental support resources for students in need and communities in crisis. To ensure sustainability and impact of these practices, the webinar will discuss two important questions: (i) how to institutionalize engagement (which includes issues of measurement, rewards/recognition, infrastructure, faculty development etc.), and (ii) how to create effective community-campus partnerships.

During this webinar, you will be engaged to discuss how community engagement as a strategy (not a program) can be instrumental in your institution's mission during crisis; how to effectively plan activities and leverage mutually beneficial partnerships with tangible outcomes; how to deploy internal resources and core capabilities to target communities' specific need.

## Who is this Webinar for?

The webinar is relevant to anyone involved in delivering or overseeing online learning including:

- Vice Presidents of Community Engagement
- Directors and Staff working in community engagement programs.
- Deans of Colleges/ Faculties

## Webinar Objectives

By the end of the webinar participants will:

- Discuss community engagement as a strategy during crisis.
- Recognize the value of partnership as a critical success factor in community engagement.
- Discuss how institutions leverage their core competencies to maximize impact on the community, student learning and the curriculum
- Share methods of engagement for effective community engagement planning and communication.

## Webinar Facilitator



**Mokhtar Benhadria**

CLICKS's International Associate,

Head of Quality Assurance Division at  
International Centre for Education in  
Islamic Finance (INCEIF), Malaysia

Educated in the UK and having worked internationally for over fifteen years, Mr. Mokhtar expertise and professional experience span areas such as organizational excellence, corporate planning, business process improvement and quality assurance.

In his professional career, he has provided leadership in facilitating policy-making and governance, strategy development and implementation, and quality assurance and accreditation. He has also developed institutional frameworks to initiate and implement various change programs aimed at improving performance in institutions of higher learning.

## About AUF

The Agence universitaire de la Francophonie is a worldwide association for institutions of Higher Education and research. Founded more than 60 years ago, it groups more than 900 institutions of Higher Education and research spread over five continents in more than one hundred countries. It is also the operator of the Francophonie Summit for Higher Education and research.

### AUF STRATEGY IN THE MIDDLE EAST

87 institutions of Higher Education and research in the region from 16 countries: Saudi Arabia, Cyprus, Djibouti, Egypt, United Arab Emirates, Ethiopia, Iran, Iraq, Jordan, Lebanon, Pakistan, Palestine, Syria, Qatar, and Yemen. AUF established its strategy of action in the Middle East to accompany its member institutions based on the following five axes:

- Developing a partnership policy in universities which is consistent with the requirements of the socio-professional world and setting up an entrepreneurial approach,
- Reforming teaching methods through educational innovation by using digital tools among others,
- Developing expertise and innovation skills through research and meeting the societal challenges which represent a priority for the region,
- Establishing an institutional, or even a national approach, in favor of quality and evaluation,
- Strengthening the role of universities as actors of global development, including through intercultural dialogue and mediation.

For many years, AUF has been strongly committed to supporting its member institutions in the digital transformation and development of Higher Education, a commitment that makes all the more sense today.





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## About CLICKS

The Center for Learning Innovations and Customized Knowledge Solutions (CLICKS) was established in 2012 as a boutique training and consultancy firm supporting the healthy growth and development of the Higher Education sector in the Arab region through providing training services; offering fit-for-purpose consultancy services; developing relevant and innovative knowledge solutions and providing guidance and support in a wide range of areas in line with its five core areas of expertise. Over the years, the center expanded to cover multiple Non-Arab geographies in Africa and Asia. During the past eight years, CLICKS has consulted for more than 140 Higher Education.

Institutions and has trained, through its public and 'In-House' services, nearly 6000 Higher Education professionals from over 40 countries. In addition, CLICKS has partnered with several international organizations and associations including AUF-Moyen Orient, The Arab Association of Universities, The Association of Afghan Private Universities, the UK QAA, The European QA Agency among others.

### Services Include:

- Public and 'In-house' Training Programs
- Consultancy Services
- Coaching and Mentoring
- Summer Leadership Institutes
- Conferences and Networking Events
- R&D and Research Activities



## Contact for Registration

To register in the webinar, please email  
Cynthia Al Feghaly Zaarour at [cynthia.zaarour@auf.org](mailto:cynthia.zaarour@auf.org) prior to  
the 17<sup>th</sup> October, 2021 as limited seats are available and based  
on first come first served

<https://www.auf.org/moyen-orient/>