

AUK

CHRONICLE

SPRING 2015

A color photograph of an elderly man with light-colored hair and glasses, wearing a blue and white striped shirt. He is gesturing with his right hand while speaking. The background is a bright, slightly blurred indoor setting.

**AUK RISE
HOSTS NOBEL
PRIZE WINNER
SIR RICHARD ROBERTS**

**AUK I.T.
TEAM WINS
INNOVATION
AWARD**

**AUK BIDS FAREWELL
TO DR. CAROL ROSS**



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The **AUK Chronicle** is a fully licensed magazine dedicated primarily to issues of Higher Education in Kuwait and the region. Published on a quarterly basis, it features editorials and opinions, research articles, and subjects of concern to Higher Education. The aim is to give Higher Education a voice and forum, whereby achievements, challenges, and debated issues can be published and discussed openly in an effort to further improve our knowledge and implementation of Higher Education. The AUK Chronicle is open to all faculty, staff, and other personnel working in academia, as well as major corporate stakeholders, to take part in sharing their research and articles and ensuring that Higher Education attains the appropriate attention as a tool of social change.

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Message from the President

With the Board of Trustees authorization in June 2014, I have appointed an Institutional Strategic Planning Steering Committee consisting of Deans, Vice Presidents, the Assistant to the President for Institutional Planning, the Director of Finance, the Chief Officer of IT, the Director of Human Resources, the Director of AALSS, the Director of Campus Services, student representatives, and alumni representatives. The Steering Committee also includes member of the Board of Trustees to AUK, Mr. Samer Khanachet, and chaired by myself.

We have worked endlessly since last September, involving the entire University's academic and non-academic departments in the planning process as much as possible and holding 16 meetings so far. I am pleased to report in this issue of the Chronicle that the strategic "plan-to-plan" document, which includes processes, structures, guidelines, assumptions, SWOT analysis, TOWS analysis, and strategic goals initiatives have been completed. What remains are a few measures of the strategic goal initiatives which we are aiming to finalize in the coming weeks. It is our hope to submit the "plan-to-plan" strategic document to the Board of Trustees for consideration in May 2015. I would like to take this opportunity to sincerely thank all members

of the Committee for their excellent commitment and contribution, as well as all academic and non-academic departments for completing what was requested of them up to this point. The document, if approved, should serve as a guiding plan for all of AUK's departments to develop their full strategic plans.

Aside from my message, I extend a personal invitation to each one of you to read about the University's activities which are reflected in the various topics, themes, events, articles, and faculty and staff highlights published in this Spring Chronicle. We greatly appreciate all those who have contributed to this issue and we are indeed thankful for the AUK Chronicle staff's continued efforts in that regard.



Dr. Nizar Hamzeh
President

COVER FEATURE



RISE Hosts Nobel Laureate, Sir Richard Roberts

Sir Richard Roberts, Nobel Prize Winner

The Center for Research in Informatics, Sciences, and Engineering (RISE) hosted distinguished Nobel Laureate Sir Richard Roberts as part of the RISE Lecture Series at the American University of Kuwait (AUK) on April 2nd. Sir Richard Roberts, 1993 winner of the Nobel Prize in Physiology or Medicine, spoke about his success and how he became interested in science at his talk “The Path to the Nobel Prize”. The talk was organized in collaboration with the Kuwait Foundation for the Advancement of Sciences (KFAS).

The RISE Lecture Series seeks to bring local and international experts from a wide variety of disciplines to give talks and workshops at AUK. Dr. Rawda Awwad, Dean of the College of Arts & Sciences, introduced Sir Roberts to the attendees and pointed out why the lecture was both timely and important. “His presentation comes at a time when knowledge - the acquisition and the creation of new bodies of knowledge - is vital for our communal, regional, and global growth; for progress and constructive change,” she said.

Sir Roberts spoke to the audience about his early involvement with science and how he became interested in science and problem solving, including his fateful discovery of the book *The Thread of Life: An Introduction to Molecular Biology* by John Kendrew – the book that would inspire his Nobel Prize-winning work. He emphasized the value of hard work, but also the role of luck in a successful career; Sir Roberts believes he owes much of his scientific success to “doing the right experiments at the right time.”

“I want to make that discovery, but I would be equally happy if any one of you [students] did”

The lecture walked the audience through Sir Roberts’ life, from early childhood to his research today at New England Biolabs. In the question and answer session following the lecture, Sir Roberts encouraged the students in the audience to find their passion and follow it, no matter what others may say, and to look at failure as a doorway to discovery. He also stressed that innovation should be shared in the scientific community. “I want to make that discovery, but I would be equally happy if any one of you did,” he added. Sir Roberts is currently studying

methylation in bacteria and using his scientific expertise for a variety of humanitarian projects.

Dr. Amir Zeid, Director of RISE, expressed the level of importance the lecture carries for RISE. “The lecture of Sir Richard is the highlight of the RISE international lecture series for the academic year 2014-2015. I am pleased to see such a diverse audience engage in a positive way. Among the audience we had people from different private universities, Kuwait University, schools and general public. We are looking forward to have similar events and collaboration with other research institutes in the future.”

Sir Richard Roberts is the winner of the 1993 Nobel Prize in Physiology or Medicine (with Phillip Sharp) for his groundbreaking discovery of split genes. Roberts was also instrumental in isolating most of the world’s first known restriction enzymes. As a pioneer in this field, requests for lists of these enzymes came flooding in, eventually leading to the formation of a database named REBASE (Restriction Enzyme dataBASE), containing a listing of not only all the restriction-modification enzyme systems, but also the genes encoding these.

Sir Richard was educated in chemistry at Sheffield University and molecular biology at Harvard University. He worked for 20 years at Cold Spring Harbor Laboratory where his group discovered RNA splicing for which he was awarded the Nobel Prize in 1993. In 1992 he moved to New England Biolabs as Director of Eukaryotic Research before becoming Chief Scientific Officer in 2005. He has had a long-standing interest in bioinformatics, which most recently had been applied to his research on restriction enzymes. ★



CENTER FOR RESEARCH IN INFORMATICS,
SCIENCES, AND ENGINEERING

AMERICAN UNIVERSITY of KUWAIT

The AUK Center for Research in Informatics, Sciences, and Engineering (RISE) serves as AUK's primary source for multidisciplinary research and development (R&D) activities. The Center employs a holistic approach to R&D by integrating academic disciplines, and forging connections between local & international innovators, academia & industry, and technology & society.



Dr. Amir Zeid, Director of the RISE Center (AUK)



Dr. Rawda Awwad, Dean of the College of Arts and Sciences (AUK)



Group Photo featuring (from left) Dr. Ali Charrara, Dr. Amir Zeid, President Hamzeh, Sir Richard, Dean Awwad, Dr. Neamat Mosaad, and Dr. Detlef Hummes.



A full-house attendance composed of students, academics, researchers, and the general public.





KIPCO Sponsors 31st NUKS-USA

The National Union of Kuwaiti Students – United States Branch (NUKS-USA) held its 31st Conference in San Francisco, California, this year, under the sponsorship of H.H. the Prime Minister, Sheikh Jaber Al Mubarak Al Hamad Al Sabah. KIPCO was the Platinum Sponsor of the event for the fourth consecutive year.

The company's sponsorship reflects its responsibility as a Kuwaiti company to promote leadership and education amongst Kuwaiti youth while recognizing rising talents across a wide range of fields.

Marina FM is a member of the KIPCO Group and is Kuwait's most popular tier one radio station. It was on board as the Media Sponsor of the conference. The team reported live on a broad range of activities, engaged the audience in activities and games, and encouraged students to share their experiences with their listeners in Kuwait.

In the week leading up to the conference, Marina FM aired its popular 'Nagham Al Sabah' morning show from San Francisco, providing a unique radio experience to its listeners and engaged the students in discussions and activities. The Marina FM team included Nawaf Al Nejada, Talal Malik, Salman Al Nejadi, Shoula Al Qurashi and Hashim Mohammed.

Kuwaiti students who are living in the US connected to Marina FM through its smartphone application, which provides a number of features that allow users to tune in to the live broadcast, choose a wide selection of their favorite songs, receive updates, and replay any programs they may have missed.

As part of its sponsorship, KIPCO also sponsored a standup comedy show, which over 3,000 Kuwaiti students attended. The standup comedians – Ibrahim Khairallah and Moayad Alnfaie of Saudi Arabia – gave an outstanding two-hour performance that entertained the audience. The MC for the evening was Salman Al Nejadi of Marina FM.

ABOVE: Ms. Eman Al Awadhi (*far left*) receives commemorative plaque from Kuwait's Ambassador to the US. Photo courtesy of KIPCO.

Speaking at the opening ceremony, Ms Eman Al Awadhi, KIPCO's Group Communications Director, explained that Kuwait's youth represent the country's most valuable asset. She said, "The success of our nation in the future depends on people like you. Aspiring students like yourselves, who seek knowledge from the world's top universities, are the core foundation of Kuwait's successful future. As part of KIPCO's corporate ethos, we strongly believe in developing young leaders' careers and equipping them with the necessary skills to accommodate the many roles needed by Kuwait's private sector."

Throughout her opening remarks she stressed KIPCO's commitment to continually investing in the development of the upcoming generation. "KIPCO continues to reiterate its underlying support to the young generations to truly bring out their best abilities and develop them to become the decision makers of tomorrow. The ultimate aim is to realize the returns of a skilled human capital investment that is dedicated to achieving higher levels of success." she added.

During the event, KIPCO took part in the career fair, where it was represented by Burgan Bank, the largest member of the KIPCO Group. Representatives from the bank interacted with the participating students as they focused on identifying talented individuals that are interested in Kuwait's expanding banking sector.

Burgan Bank presents a successful model of a private sector firm's ability to attract young, ambitious Kuwaitis, and provide them with the skills through structured training and development programs to mold them into successful bankers. ★



The Marina FM Team (from left): Talal Malik, Salman Al Nejadi, Hashim Mohammed and Shoula Al Qurashi. Photo courtesy of KIPCO.



KIPCO Group representatives with H.E. the Minister of Education and H.E. the Ambassador of Kuwait in the USA. Photo courtesy of KIPCO.



The **KIPCO Group** is one of the biggest holding companies in the Middle East and North Africa, with consolidated assets of US\$ 31.3 billion as at 31 March 2015. The Group has significant ownership interests in over 60 companies operating across 24 countries. The group's main business sectors are financial services, media, real estate and manufacturing. Through its core companies, subsidiaries and affiliates, KIPCO also has interests in the education and medical sectors.

“ KIPCO continues to reiterate its underlying support to the young generations to truly bring out their best abilities and develop them to become the decision makers of tomorrow **”**

Eman Al-Awadhi



From left: Charlotte Kama'i and Alexis Hill

Coming This Spring to an Office Near You: Dartmouth Students

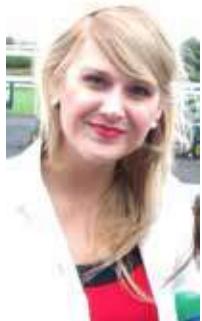
Charlotte Kama'i and **Alexis Hill** joined AUK this March and will stay until the end of May. Both of them have taken several terms of Arabic at Dartmouth.

Charlotte is from Northern California and will graduate in 2016. A government major with an international focus, Charlotte is also minoring in Arabic language while pursuing interests in the Middle East and human rights. She is captain of the women's varsity swim team and is active in leadership of the Dartmouth Greek community. She also works for the Admissions Office and Government department. After college, Charlotte plans to attend law school or join the Foreign Service in order to pursue her passions of gender equality and human rights through a career in international law and advocacy.

Alexis, from Southern California, will graduate in 2017. She is a double major in Studio Art and Middle Eastern Studies. After graduation she hopes to pursue a career in the arts or international development. Her extra-curricular activities include work at the Dartmouth college magazine and tutoring students in the Department of Spanish. Alexis is an intern in the Office of Public Affairs, the Intensive English Program and the Department of Arabic & Foreign Languages. Both Charlotte and Alexis will be studying in Rabat, Morocco, after their time in Kuwait as part of a language learning program at Dartmouth.

NEWS OF INTERNS PAST

Photos courtesy of Dartmouth College



JENNIFER (JEN) KRIMM - interned at AUK Spring 2005 – Graduated from Dartmouth in 2006.

Jen interned with AUK PR/Marketing in the Media and Dialogue Center and also tutored in the Intensive English Program. She was present in Parliament when the women of Kuwait got the right to vote.

Jen states: “After graduating from Dartmouth, I received a Fulbright to Doha, Qatar, to study new Arab media, but ended up spending much of my time working with Qatari women interested in international affairs and political participation. I then made my way to campaign politics and Capitol Hill where I worked as the Policy Advisor and Communications Director for a member of Congress. [A state senator from Kentucky – where she is from.] When the Arab revolts of 2011 swept the region, I left Washington, DC, and moved to Tunisia to conduct research on women and their role during the revolts in Tunisia, Syria, Libya, Egypt, Bahrain and Yemen. While doing research, I started picking up political, democracy and governance consulting opportunities, moved to Yemen, and through an international NGO, worked with Yemeni women who wanted to become political candidates. I am now living in South Sudan and continuing to do political consulting.”

CHRISTINA (YANJIAO) CHEN – interned at AUK Fall 2010 – Graduated from Dartmouth in 2012

Christina was the lone intern in the Fall of 2010. She worked in the Office of Student Life, the Arabian Heritage Project and the Department of Computer Science. She also took part in the music recital put on each term by the Heritage Project.

Christina states: “Since graduating in 2012, and taking a three-month break to explore South East Asia, I have been working in New York City for the Civilian Complaint Review Board (CCRB) as an Investigator. My city agency investigates allegations of New York Police Department (NYPD) misconduct ranging from discourteous language to excessive physical force. It is an exceptionally interesting position to be in, especially given the significant court decision made in 2013 deeming NYPD stop and frisk procedures unconstitutional. Efforts have been made to change the police force, and my work is deeply affected by it. In addition to my role as a civil servant, I spend a lot of time



enjoying the city. The restaurants around me are fantastic, not to mention the theatres, museums, and nightlife. As a young person in my twenties, it's fun to be surrounded by lights, ideas, and progress, and to absorb as much of it as I can before age calcifies me. Although I had a tremendous four years in college (three lovely months of which were spent at AUK), the real world isn't so bad. I hope to visit Kuwait again in the near future, and get me some of that shawarma and fattoush.”



TRAVIS CRAMER - interned at AUK Spring 2011 – Graduated from Dartmouth in 2012

Travis was also a lone intern at AUK. One of his placements was in the Office of Dean of the College of Arts and Sciences, where he worked on forming the bylaws for the faculty and other academic groups, helped plan a liberal arts conference, and researched and made recommendations for student illness protocols. He also spent time at the Student Success Center, the Writing Center and the Intensive English Program. Outside of AUK, he experienced the largest sandstorm in decades, went desert camping with a friend and visited Jordan. He was in Kuwait at the start of the Arab Spring and was able to hear first-hand the perspectives of many people whose countries were affected.

Travis states, “Since graduating from Dartmouth, I have worked to improve educational opportunities for children in disadvantaged communities. For two years, I taught in an urban elementary school in New Jersey. Currently I am conducting research on school programs aiming to improve students' scholastic and social-emotional development. I am applying to doctoral programs to continue investigating this area. On a personal note, I am also recently engaged!”



Dartmouth College in Hanover, New Hampshire, is the international partner institution to the American University of Kuwait (AUK), as defined by the Private Universities Council of the State of Kuwait (Resolution no. PUC (5/21-2/2005). Dartmouth and AUK have worked closely together since 2003, when the two institutions signed a Memorandum of Understanding that facilitated a series of advisory, consultative, and cooperative projects. The initial agreement was renewed for a third time in April 2013 to extend through 2018.

AUK Bids Farewell to 'DCAR'



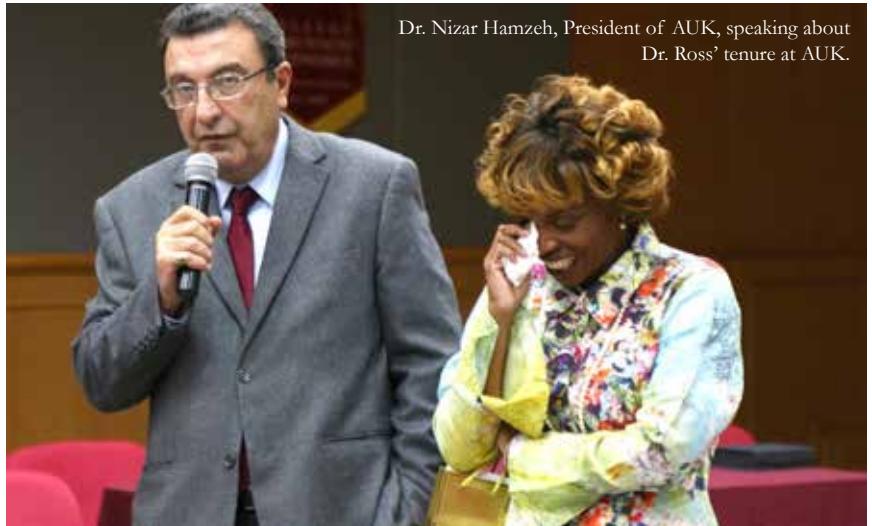
“ I want my contribution [to AUK] to be a foundation that is grounded in trust, vision, knowledge and expertise, and hope for AUK’s future **”**

The American University of Kuwait bid farewell to one of the members of its start-up team, Dr. Carol Ross, Vice President for Student Affairs, after 11 years of dedicated service at a gathering held in the Auditorium. The gathering was attended by the President of AUK, Professor Dr. Nizar Hamzeh, along with members of the University's faculty and staff and well-wishers, many of whom took the opportunity to share personal anecdotes with Dr. Ross, who also shared some of her own memories from her experience at AUK. "I cherish the memories, the lessons, the friendships and the love of this awesome family," she said.

Dr. Carol Ross holds an Ed.D. in Higher Education Administration from Florida State University. She has over 20 years of extensive experience in student services in the United States and Kuwait. In 2004, Ross joined AUK as part of the University's start-up team, where she contributed to building and developing the Student Life program at AUK. During an interview for the AUK Chronicle to mark AUK's 10th Anniversary in 2014, she was asked to identify contributions she would like to be remembered for at AUK, Dr. Ross explained that "I want my contribution [to AUK] to be a foundation that is grounded in trust, vision, knowledge and expertise, and hope for AUK's future. And it has to be a foundation on which lots of people can stand!"

Following Dr. Ross' departure from AUK, Dr. Hanan Muzaffar has been appointed as Acting Dean of Student Affairs. Dr. Muzaffar joined AUK in Fall 2014 as an Assistant Professor of English. ♦

Dr. Nizar Hamzeh, President of AUK, speaking about Dr. Ross' tenure at AUK.





Q | A

STAFF HIGHLIGHT

Amer El-Assaad
Director, Public Relations & Marketing
Office of Public Affairs (AUK)

Please introduce yourself.

I'm Amer El-Assaad. I am half Lebanese, and half Kuwaiti...I believe I have the best of both worlds. I am the Director of PR & Marketing in the Office of Public Affairs. I have been a member of the AUK community since 2003 as a member of the start-up team. I graduated from Florida International University with a BS degree in Mass Communications in 2002.

You've completed 11 years with AUK. What is your story with AUK?

I started my tenure at AUK as a member of the HR team dealing with recruitment. I joined HR at AUK because it offered me an opportunity to work in a university environment, which was something I was looking for. During my university years, I experienced working in that environment in various areas, and I found that I liked it. I stayed with HR for one year before an opportunity in the Marketing Department presented itself and I applied for it. I am happy that I have been working in that field at AUK ever since.

How was your first year at AUK?

It was very welcoming. I joined AUK during the early stages of development, during the start-up phase. At that time, there were only a handful of employees, most of whom knew each other, such Ms. Amal Al-Binali, Ms. Noushig Momdjian, and Dr. Farah Al-Nakib, who are all still working here. They were friendly and approachable from day one, and made me not feel so much like the "new guy". This helped set the professional dynamic we have with each other and we helped each other wherever we could, even when it was not within the restrictions of our professional roles.

What was your position at AUK when you first started? How did your career at AUK evolve?

As I mentioned earlier, I started in the HR Department as an HR Coordinator. After spending about a year with the team, I started working as the Media & Communications Coordinator when the opportunity arose. I have been a member of the Marketing Department ever since, progressing from that position to Senior Coordinator for Publications, Planning & Design, to Assistant Director of PR & Marketing, until I reached my current position as the Director of PR & Marketing. It was a learning experience. Each position taught me necessary skills that I can apply and implement in the next position. My mentor, Ms. Amal Albinali, is directly responsible for my professional evolution. Based on her vision and direction, I was able to gain the experience and knowledge I needed to arrive to where I am now.

On a personal level, what has AUK offered you?

On a personal level, AUK has offered me an opportunity to establish meaningful friendships with people I would not have met under normal circumstances. When I first joined, I was not what you would consider a very social person, but working within the walls of AUK allowed me to become more comfortable with communicating with people on both a professional and a personal scale.

In your opinion, what is unique about AUK?

What I find unique is that although we have a comparatively small campus, our achievements go beyond the limits of the University's physical size. The size of the campus also makes working here feel more comfortable, like I am at home; everyone and everything is within my reach. And I think our location is perfect because it is set in an urban environment.

At what point did you feel that the AUK start-up phase had ended?

I think after the graduation of the Class of 2008. That class was the first official class of students to join AUK, of which my brother was a part. During their four years of study, I feel we were still in that phase of growing, developing, and maturing as a university. The graduation ceremony signified the results of our efforts as a start-up team.

What would you like to tell your 80-year old self?

It's time to retire from AUK!

Is there anything else you would like to add?

I am looking forward to many more years at AUK and for it to offer even more to the community by introducing more majors, more community activities and outreach. Also, I would like to add that I love AUK; the only way I would leave this place is if I ever leave the country. ☺

“although we have a comparatively small campus, our achievements go beyond the limits of the University's physical size”

Dr. Nelida Fuccaro (SOAS), during the opening of the 2nd Gulf Studies Symposium.



Center for Gulf Studies (CGS) Holds 2nd Gulf Studies Symposium (GSS)

From 13th-15th March 2015 the Center for Gulf Studies (CGS) at the American University of Kuwait held a three-day Gulf Studies Symposium (GSS) on the theme ‘*Knowledge-Based Development in the Gulf?*’ The GSS is a meeting of worldwide Gulf scholars and researchers hosted biennially by the CGS, inaugurated in 2013. Each symposium is based on a particular scholarly theme that is timely both to the region and to the field of Gulf studies. The GSS is a venue for scholars who conduct original, qualitative, and in-depth research to share and receive critical feedback on their work, and to learn more about what other scholars in their field are working on.

According to the Director of the CGS, Dr. Farah Al-Nakib, in her opening remarks: “Our goal is to help shape the Gulf studies research agenda by constantly identifying and drawing attention to the subjects on which the most unique and interesting research is being pursued.” The CGS identified that several Gulf scholars have been investigating the relationship between knowledge, education, and development in the rapidly expanding Gulf economies. The theme of “Knowledge-Based Development” was therefore selected to bring these diverse scholars together to unpack the complex and often paradoxical experiences, challenges, and opportunities facing the states of the Gulf in their quest to move away from natural resource dependency towards “knowledge-based” development. The phrase “knowledge economy” is repeatedly used in development plans and strategy reports throughout the region (although in some states more commonly than others). By definition, a knowledge economy is one where knowledge, skills, and

innovation are the key drivers of economic success and competitive advantage. However, what exactly constitutes “knowledge economy” is not always clear, and there is limited research about the on-the-ground negotiations, experiences, challenges, successes, and failures that go into this form of development. It was precisely these complexities that the 2015 GSS addressed.

The three-day symposium brought together a total of 33 leading scholars from Kuwait, the Gulf, India, the United Kingdom, and the United States to present current and innovative research on knowledge-based development in the Gulf. Many participants were scholars who work within the Gulf and used their own first-hand participation in the region’s knowledge economy to carry out their research. The symposium consisted of seven panels (of three to four paper presentations each), two roundtable discussions (with two to four presentations each), one moderated panel discussion with five students from around the region, and one special presentation. Throughout the three days, historians, anthropologists, political scientists, economists, architects, educators, and other scholars engaged in a vibrant and rigorous interdisciplinary discussion on diverse issues related to knowledge production, dissemination, and development in the Gulf. ★



Dr. Farah Al-Nakib, Director of the Center for Gulf Studies and Assistant Professor of History at AUK



AMERICAN UNIVERSITY of KUWAIT

The **Center for Gulf Studies (CGS)** is a research center under the College of Arts and Sciences at the American University of Kuwait. CGS aims to promote greater cultural understanding of and increased intellectual interest in the Gulf, by facilitating free and open academic discourse on a range of issues that both shape and challenge this critical region of the world. The goal of CGS is to enable scholars as well as political and civil society actors both within and outside the region to contribute and add value to the burgeoning field of Gulf Studies. To this end, CGS seeks to encourage, support, and cultivate interesting and original research on the Gulf, and to create an environment in which our students and faculty can interact and collaborate with researchers and activists from around the world in creative and engaging ways.



AUK Intensive English Program Receives Re-accreditation by



The Intensive English Program (IEP) at the American University of Kuwait (AUK) is a language program designed for students whose English language skills require strengthening, to help them gain sufficient mastery of the English language and successfully begin their careers as undergraduate students at AUK. The Intensive English Program was established in 2004, and in 2009 it received its first accreditation from the U.S.-based Commission on English Language Program Accreditation (CEA) – only the second institution in the Middle East to receive the accreditation. In 2014, it was re-accredited for a period of ten (10) years by CEA.

“This significant accomplishment is indicative of exceptional teamwork, a program capable of building upon its strengths and successes, and of the standards that the College of Arts and Sciences (CAS) upholds in the delivery of education,” said Dr Rawda Awwad, Dean of the College of Arts and Sciences at AUK. “My appreciation goes to the IEP faculty and staff, and former Directors of the IEP, Ms. Rebecca Loomis, Ms. Debra Hoffer, and the current Director Sandra Stein who participated in this process. My appreciation also goes to all University departments and units that supported this effort.”

IEP received its first accreditation in 2009 after a rigorous two-year examination process through which a team of international evaluators conducted an onsite review that included financial audits, student services assessment and a survey of all procedures. Based on the entire process and the team’s report to the CEA Accrediting Commission, IEP was granted international accreditation in August 2009.

To receive re-accreditation in 2014, the University submitted to the Commission a letter of intent in April 2012 in order to pursue the distinguished designation. In November 2013, the IEP team submitted a self-study report to the CEA. All program materials were sent for review to internationally recognized subject specialists chosen by the CEA. Standards addressed included the mission, curriculum, faculty, length and structure of the program, program development, planning and review, facilities, administrative and fiscal facilities, student services, recruiting, student achievement and student complaints.

Based in Alexandria, Virginia, CEA was founded in 1999 by English language professionals as a specialized accrediting agency. Its purpose is to provide a means for improving the quality of English language teaching and administration through accepted standards. CEA conducts accreditation reviews in the U.S. and internationally.

CEA is recognized by the United States Department of Education, whose approval attests to the high quality of CEA as an accrediting agency. The recognition allows English language institutions in the United States to use CEA accreditation for purposes of certification to admit international students. ♦

Latest Book Releases by AUK Faculty

DR. RAYMOND FARRIN, RELEASES A BOOK: STRUCTURE AND QUR'ANIC INTERPRETATION



Dr. Raymond Farrin, Chair of the Department of Arabic and Foreign Languages at the American University of Kuwait (AUK), and Associate Professor of Arabic Language and Literature, released his latest book, *Structure and Qur'anic Interpretation: A Study of Symmetry and Coherence in Islam's Holy Text* in 2014, published by White Cloud Press.

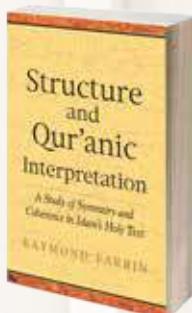
In his book, Dr. Farrin illustrates how the Qur'an, whose structure has often been regarded as unsystematic, does in fact feature a comprehensive design, one that is characterized by a network of symmetries.

Dr. Farrin's book was welcomed with acclaim from a number of scholars. Dale F. Eickelman, Ralph and Richard Lazarus Professor of Anthropology and Human Relations at Dartmouth College wrote: "Structure and Qur'anic Interpretation draws on social anthropology, literary analysis, and a wide reading of predecessors and contemporaries to offer an engagingly readable account of how structure relates to content in Islam's key text. Simultaneously emphatic and critical, Farrin's new book invites readers to understand the Qur'an from a fresh perspective."

In November 2014, Dr. Farrin was interviewed by Abdur-Rahman Abou Almajd for Alukah.net, a website dedicated to intellectual and cultural exchange among scholars and experts. In the interview, Farrin explained that while he was conducting his research in classical Arabic literature and poetry, he was inspired to look into the fundamental text in Arabic: the Holy Qur'an. Given his interest and background, he decided to take a literary approach. He explained that he was surprised to find that many scholars criticize the Qur'an for lacking structure, when in fact it doesn't. He proceeded to identify some verses as examples of where structure can be found in the Qur'an.

"Following the work of researchers such as Michel Cuypers and Mustansir Mir, who have discovered symmetrical patterns in parts of the Qur'an, I proceeded to look for a similar structural logic in the Qur'an as a whole," Farrin explained.

Dr. Raymond Farrin studied Arabic in Cairo and received a Ph.D. in Near Eastern Studies from the University of California, Berkeley. He is the author of *Abundance from the Desert: Classical Arabic Poetry* (Syracuse UP, 2011). In 2014, he helped launch the Faculty Speaker Series at AUK, an initiative that offers the opportunity for members of the AUK faculty to share their scholarly activities, and discuss books that they have released.



DR. HESHAM AL-AWADHI'S NEW BOOK PROVIDES ANALYSIS OF POLITICAL ISLAM IN EGYPT

BY: MARIA BEDROSSIAN

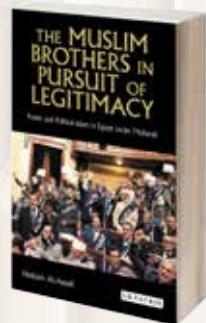


The Muslim Brothers in Pursuit of Legitimacy: Power and Political Islam in Egypt Under Mubarak is the latest book by Dr. Hesham Al-Awadi, Associate Professor of Political Science & History at the American University of Kuwait (AUK). In the book, he discusses ways in which the Mubarak era served

as a platform for the emergence of the Muslim Brotherhood as the most influential political force in Egypt.

Dr. Al-Awadhi explains in the book that the Brotherhood's steady growth occurred under Mubarak's leadership through their involvement in syndicates and unions and their participation in local elections and social services. He argues that the period preceding the Arab Spring was portrayed as one of conflict between the Brotherhood and the Mubarak regime, during which the Brotherhood's struggle towards legitimacy clashed with the government's illegalization of the movement. The book further explains that the Brotherhood's increase in informal social legitimacy in the Mubarak era inspired confidence among party leaders and supporters following the Arab Spring, provoking thought on the complex nature of coexistence between religion and the state.

Professor James Piscatori of the School of Government and International Affairs at Durham University reviewed *The Muslim Brothers in Pursuit of Legitimacy: Power and Political Islam in Egypt Under Mubarak*. He described it as "a work of considerable insight [which] contributes to knowledge, both by presenting exciting new material on the Muslim Brotherhood in particular and by elucidating the choices of an Islamist movement in general."





MEDEA Roundtable Discussion on Design Management

AUK Hosts MEDEA Symposium

The American University of Kuwait (AUK) hosted its first Middle East Design Educators Association (MEDEA) Symposium in December 2014. The two-day Symposium held on campus in the AUK Library Conference room and was divided into three major events; the MEDEA Board Meeting, the Student Workshops, facilitated by MEDEA Board Members, and the Roundtable Discussion on Design Education.

AUK welcomed MEDEA Board members who came from participating universities around the MENA region, including the Applied Science University in Jordan, Virginia Commonwealth University in Qatar, several American Universities from Abu Dhabi, Dubai, Egypt, Kuwait and Lebanon, as well as the Dar Al-Hekma College in Saudi Arabia. Maryam Hosseinnia, AUK Associate Professor of Graphic Design, explained that such initiatives are important to the design community. "MEDEA created a sense of design community, locally and regionally," she commented.

Sixty-five AUK design students participated in the four workshops: Islamic (Universal Design) with Associate Professor Julia Townsend from AUD, Calibrate before you Collaborate with VCUQ Professor, Muneera Spence, Styling Workshop with Dina Kattan, Assistant Professor from Dar Al-Hekma University, and Design Parameters for Bilingual Publications with Diane Mikhael Assistant Professor from VCUQ. Following the sessions, student volunteers displayed the results of the workshops for discussion in one of the main lecture halls on campus. AUK Graphic Design major Michael Zahar participated in one of the workshops and said that the experience helped him learn how to apply himself in group situations.

Kuwait's design educators and selected design professionals were invited by the AUK Graphic Design Department to take part in a roundtable discussion; the third event took place during the symposium. Participants were faculty from local universities such as



MEDEA Board Meeting



Group photo of MEDEA Board Members with Dr. Nizar Hamzeh, AUK President, & Dr. Rawda Awwad, Dean of the College of Arts and Sciences.

Kuwait University, Gulf University of Science & Technology and Box Hill College. In addition to faculty, AUK invited a select group of creative directors from AUK's GDES Internship employers. The discussion covered such topics as how MEDEA can become research support for design educators, present and future teaching and learning styles in the Middle East, and the methods, challenges and opportunities MEDEA can provide to the design industry and those who educate the next generation of designers.

The MEDEA Symposium in Kuwait provided an opportunity for AUK Professors Maryam Hosseinnia, William Andersen, and Marcella Kulchitsky to be part of a panel discussion on Contemporary Portfolio Preparation at the Tasmeem Conference, a biennial international design conference that focuses on unique and contemporary themes in art and design in Doha, Qatar on March 11, 2015. This event was organized by the Kuwait Representative for MEDEA, AUK's Professor Marcella Kulchitsky, for students and new professionals in the field. The theme of this year's conference was 'playfulness', as expressed by the Arabizi (Anglo/Arab) word 3ajeeb! (pronounced "ahh-jhee-b"), which means "strange in a strange way, cool in a cool way, and slightly weird in a slightly weird way." The week-long conference was held at VCUQ (Virginia Commonwealth University Qatar) and was attended by hundreds of designers, students and faculty from the MENA region and abroad.

Marcella Kulchitsky, AUK Assistant Professor of Graphic Design, Founding Board Member of MEDEA, and MEDEA Representative in Kuwait, described the MEDEA Symposium as an opportunity to continue the conversation about design education in the region. "We are planning continued events on both the student and educator level: join us and become a part of the discourse in Kuwait and in the region. The Art and GDES Department has recently instituted regular assessments of AUK student portfolios and this is one way to organize, participate and offer our expertise to MEDEA," she explained.

The Symposium presented to the students and faculty opportunities for collaboration and networking, recognition, and social engagement with the design community in the Region.

The success of this event opened doors for AUK to continue as the leader in Kuwait for promoting dialogue in the Graphic Design community. As such, AUK is planning to hold future events, such as the "MEDEA Day in Kuwait", which aims to bring together students and faculty from MENA region to highlight MEDEA as a resource and platform for collaboration, publication and advancement of teaching and research activities in Graphic Design. MEDEA Day-Kuwait is scheduled to take place in the fall of 2015, and it will be aired live via Adobe Connect. This event will involve students and faculty collaborating in Kuwait on a project to be developed in conjunction with other schools in the region at the same time, with the results on display at Virginia Commonwealth University in Doha, Qatar. 



Middle East Design Educators Association
اتحاد أساتذة التصميم في الشرق الأوسط

The Middle East Design Educators Association (MEDEA), founded in 2008 and serves as an inspirational and informational platform for design educators in the Middle East. MEDEA provides an opportunity to share ideas, methods, challenges and opportunities, and to foster dialogue between the design industry and those who educate the next generation of designers. MEDEA is affiliated with the AIGA (American Institute of Graphic Arts) Design Educators Community located in the United States. www.me-dea.org

AUK Inaugurates Electrical and Computer Engineering Laboratories and Holds First AUK-IEEE Student Branch Elections

The Department of Electrical and Computer Engineering (ECE) at the American University of Kuwait (AUK) inaugurated its electrical and computer engineering laboratories in a ribbon cutting ceremony held at AUK in March. The event was co-organized by the AUK-IEEE Student Branch and featured a pre-event seminar, an awards ceremony, an IEEE talk, various laboratory demonstrations, the IEEE Student Branch Elections, and a closing social event. The event was attended by AUK's President, Dr. Nizar Hamzeh, the Vice President of Admissions & Public Affairs, Ms. Amal Albinali, and the Dean of the College of Arts and Sciences, Dr. Rawda Awwad, as well as several select invitees from IEEE Kuwait, including Dr. Feda Al-Shahwan, Ms. Khuloud Al-Hindi, and Ms. Hanan Al-Awadi.

Dr. Awwad commenced the ceremony by commending the teamwork involved in creating the new labs, explaining that the success of the new labs' completion is a direct result of successful teamwork and inter-departmental partnerships that brought scientific and technical know-how together. Following the commencement, Dr. Issam Damaj, Chair of the Department of Electrical and Computer Engineering (ECE), officially announced the labs' inauguration and explained that the process of establishing the new labs began a few years ago and involved many AUK departments and units. He also identified the principles, requirements, and parameters of the designs adopted for the ECE Laboratories and highlighted the various roles of faculty members and servicing units during the laboratory set-up project.

During a presentation by Dr. Feda Al-Shahwan and Ms. Khuloud Al-Hindi, the IEEE Kuwait members provided an overview about the IEEE Section in Kuwait and encouraged the students to engage in the different activities they organize to consolidate their education and strengthen their credentials as future engineers. Among the activities mentioned in their presentation were competitions, collaborations among different branches and chapters, and the 25th Anniversary Celebration of the IEEE Kuwait Section. Ms. Hanan Al-Awadhi took this opportunity to also introduce the IEEE Engineering in Medicine and Biology Chapter in Kuwait to the attendees. Ms. Al-Awadhi informed the attendees of several upcoming activities, such as the diabetes awareness campaign, regional discussions on healthcare technology regulations, and different outreach conferences and expos.

The attendees were then escorted to the new labs for the official ribbon-cutting ceremony and lab demonstrations. AUK President Professor Dr. Nizar Hamzeh cut the ribbon, marking

the official opening of the labs and accompanied the attendees on the lab tours, which were guided by Dr. Damaj. The inaugurated ECE Laboratories featured updated machines, power systems, control, data acquisition, and instrumentation. The tour included demonstrations by ECE students and briefings by ECE faculty members.

Young AUK engineers and visitors attended the seminars and workshops, among which was a workshop offered by Dr. Detlef Hummes, Assistant Professor of Electrical Engineering, who teaches a course entitled "Technical Writing for Engineers". The workshop focused on the skills of writing, referencing, citing, formatting, and reviewing technical reports. The seminars included an IEEE awareness session conducted by AUK Engineering Students and members of AUK-IEEE Student Branch, Athari Al-Farhoud and Afrah Almutairi. The seminar offered information on the Student Branch, the IEEE, and the various benefits of joining both.

The Q&A session that followed the presentations were interactive, wherein attendees competed in an electronic textile game - Sew Electric. The game required the participants to divide into three groups, each group with a different textile project involving LEDs, a coin cell battery, conductive thread, felt decorations and 30 minutes to complete the design. Moderators evaluated the projects to determine the winning, factoring in time elapsed, functionality and quality of workmanship.

The half-day event concluded with closing remarks by AUK engineering student Reem Al-Shamiry, who shared that the results of the IEEE Student Branch Elections would be announced the following day. A social gathering which featured music and a banquet dinner marked the end of the inauguration ceremony.

The results of the IEEE Student Branch elections were announced the following day, as below:

- **President:** Athari Al-Farhoud
- **Vice President:** Mahdi Modhaffar
- **Secretary:** Zeinab Mohammed
- **Treasurer:** Amr Lotfy

The Department of Electrical and Computer Engineering strives to provide high-quality engineering education centered around the key principles of liberal arts, specifically, lifelong-learning, critical thinking, and effective communication. The department prepares students to become successful engineers, and be able to contribute effectively to their profession and community. ★



Opening remarks by Dean Rawda Awwad



Opening remarks by Dr. Issam Damaj



Ribbon cutting by AUK President,
Dr. Nizar Hamzeh



Lab demonstrations by Dr. Issam Damaj



Lab demonstrations by Dr. Detlef Hummes

Dr. Carol Ross, former VP for Student Affairs, along with AUK students and staff at the start of the “Traffic Takeover” event



AUK Volunteers Organize *Traffic Takeover*

Students and employees of the American University of Kuwait (AUK) took to the streets of Kuwait in an initiative to urge everybody in the community to observe responsible driving habits as part of the Save the Children campaign. The volunteers stood at each traffic light between Marina Mall and Kuwait Towers on Gulf Road in a Traffic Takeover, where they raised posters conveying such messages as “Beep if You’re Buckled” and “Love Your Kid? Use a Car Seat!” This initiative was led by **AUKause**, a community service student organization that was established in 2014.

The campaign was supported by Kuwait’s Ministry of Interior and was considered well-received, as many drivers interacted with the volunteers and reacted to the messages the volunteers were conveying. Save the Children was inspired by statistics published in the Kuwait Times, which stated that 333 people died as a result of road accidents in Kuwait during the first 9 months of 2014. “Statistics have also shown that not using child seats increases the death rate among children in car accidents,” explained Dr. Carol Ross, former Vice President for Student Affairs.

After the success of the campaign, AUKause participated in the Qout Market at Arraya Mall by setting up a booth at the popular monthly venue for local businesses in January 2015 and asked parents to sign pledges to practice safe driving habits.

Members of AUKause planned a series of other activities throughout 2015 that included a cartoon marathon for children and a carnival for children with special needs and their families. In April, volunteers flew to Nepal during Spring Break to engage in numerous service activities to benefit children. They later in the semester, will also conduct a CPR class for kids and organize a book drive for the Kuwait Association for the Care of Children in Hospital (KAACH). ☀



A professional portrait of Dr. Athmar Al-Salem. She is wearing a bright yellow blazer over a black top, gold hoop earrings, and a necklace. She is smiling and looking directly at the camera.

Q | A

FACULTY HIGHLIGHT

Dr. Athmar Al-Salem

College of Business and Economics (AUK)

Associate Professor, Management

Department Chair, Department of Management & Human Resources

Internship Director, Business Program

Please introduce yourself.

I am Dr. Athmar Al-Salem, Associate Professor of Management in the College of Business and Economics, and I am the Chair of the Management Department. I am also the Internship Director.

Describe your experience being part of the AUK Decade of Accomplishments.

It was interesting to be part of AUK from the beginning, as it gave me a sense of being part of a family. I have been involved with all of the University's committees at one point, including some steering committees, and a Policies & Procedures committee last year. Over time, I saw the growth of the University and the Business School. I keep in touch with my graduated students and provide them with recommendations for post-graduate studies, such as Masters or PhD programs. My future interest would be to track the success of our graduates in the business world locally and internationally. Some of my graduates still keep in touch, and I'm very proud of their successes. The positive feedback on our curriculum comes after graduation, when they appreciate the hard work, and time we spent with them during the semester. It's reflected in their post graduate studies, or their work experience.

At what point did you feel that start-up phase was over and AUK was able to stand on its own?

After the first 5 years, I got a sense that AUK was strong enough to stand on its own. Leading up to that point, we were taking baby steps, and each step made us stronger.

What, in your opinion, sets AUK apart from the other universities in Kuwait?

Our instructors and our campus set us apart from other universities here. We have quality professors coming from places all around the world, each with extensive teaching experiences. Although our campus is small, it is small and cozy, which makes it easier for students to feel the AUK spirit more intensely.

How would you describe the typical AUK student?

Our students are similar to students everywhere else in the world in that they are eager to learn and graduate, then contribute to society and the community.

In what ways do you think the AUK community has changed over the past ten years?

Well, at one point we were a small group of people, so it was easier to interact with and know everybody working here. As the University grew in size and more departments and units

were formed, I found that it was easier to mingle with people from my own area. That being said, AUK holds many functions where the members of the university community have the opportunity to meet and get to know each other, so we do manage to stay in touch.

What has your experience at AUK given you personally?

On a personal level, my experience here has introduced me to many people who have now become friends that I value having in my life.

What do you hope to contribute to AUK in the future?

As a CBE professor, I would like to somehow contribute to us obtaining our second accreditation for the College of Business & Economics. We are working hard to get our second accreditation for the College of Business and Economics from the Association to Advance Collegiate Schools of Business (AACSB).

Where do you see AUK in 10 years' time?

I would like to see us keeping our momentum and follow our University's vision until we become one of the top ten universities in the region.

Is there anything you would like to add in commemoration of AUK's 10th Anniversary?

Well done AUK!

“ Our instructors and our campus set us apart from other universities here. We have quality professors coming from places all around the world, each with extensive teaching experiences ”



AUK Holds Faculty Recognition Evening

During the Fall 2014 semester, the American University of Kuwait (AUK) held its annual Faculty Recognition Evening, a ceremonial dinner to celebrate the scholarly contributions made by AUK faculty members. The event took place at Marina Hotel's Six Palms restaurant and was attended by AUK faculty and some members of staff. Mr. Samer Khanachet, Group Chief Operating Officer of KIPCO Holding and member of the Board of Trustees at AUK, and former board member Dr. Jawad Behbehani, the Dean of the College of Dentistry at Kuwait University, also attended the event.

AUK President, Dr. Nizar Hamzeh, welcomed the faculty members and guests to the Recognition Evening. In his opening remarks, Dr. Hamzeh stated that AUK continues to provide conference funding and research grants to support AUK faculty's professional development. "Our research and scholarship productivity has increased by 30% from that of last year," he said, attributing the increase to faculty members who have made significant contributions throughout the last year.

At the event, AUK recognized 62 members of its faculty, whose research and creative work produced four books, seven book chapters, 45 journal articles, four book reviews, 90 conference papers, and 28 other accomplishments, such as exhibitions, designs, and performances. AUK also acknowledged faculty members who received external grants and fellowships.

Below are the names of members of the AUK faculty who received recognition at the event:

Dr. Abid Vali
 Dr. Ahmad Rabaa'i
 Dr. Ahmed Mostafa
 Dr. Aly Mansour
 Dr. Amir Zeid
 Dr. Andrei Zavaliy
 Dr. Antonia Stamos
 Dr. Ashraf Zaher
 Dr. Athmar Al-Salem
 Dr. Ayman Haddad
 Dr. Bashar Zogheib
 Dr. Detlef Hummes
 Dr. Farah Al-Nakib
 Dr. George Bauer
 Dr. George Irani
 Dr. Ghazi Nassir

Dr. Gholam Vatandoust
 Dr. Hesham Al-Awadi
 Dr. Inas Mahfouz
 Dr. Issam Damaj
 Dr. James Lambert
 Dr. James Rose
 Dr. John Russell
 Dr. Juliet Dinkha
 Dr. Karim Jallad
 Dr. Kathleen Downs
 Dr. Kathy Nixon
 Dr. Lisa Urkevich
 Dr. Marcelline Fusilier
 Dr. Mark Speece
 Dr. Michael Aristidou
 Dr. Mohamed Cader

Dr. Mohammed El-Abd
 Dr. Mohsen Bagnied
 Dr. Mostaq Hussain
 Dr. Mounib Khanafar
 Dr. Muath Eleswed
 Dr. Nicholas Scull
 Dr. Rafiqul Bhuyan
 Dr. Ralph Palliam
 Dr. Raymond Farrin
 Dr. Roman Kulchitsky
 Dr. Rosalind Buckton-Tucker
 Dr. Seyed Ebrahim Esmaeili
 Dr. Shoma Munshi
 Dr. Stephanie Cheng
 Dr. Subhra Chakrabarty
 Dr. Wafaa Sbeiti

Mr. Ben Crace
 Mr. William Andersen
 Mr. Yacoub Al-Jaffery
 Ms. Agnieszka Fajga
 Ms. Ghaidaa Mohamad
 Ms. Hanan Arnous
 Ms. Lisa Waite
 Ms. Marcella Kulchitsky
 Ms. Maryam Hosseini
 Ms. Rachel Sage
 Ms. Reena Mathew
 Ms. Rima Ezzeddine
 Ms. Sandra Stein
 Ms. Sharon Lawrence

Group photo of faculty awardees





The Future of CCE:

A Conversation with Director, Buthaina Al-Khubaizi

Buthaina Al-Khubaizi is the Director of the Center for Continuing Education (CCE). Before joining AUK, she had spent 15 years in the Oil & Gas industry, working in Strategic Planning & Communications Management for the Kuwait Petroleum Corporation in Kuwait, and the Royal Dutch Shell in Holland. She has been part of the AUK community for 18 months, during which time she has overseen the rebranding of CCE and the development and delivery of its courses to professionals and corporations, as well as offering exam preparation courses for students.

Having just celebrated your first year as Director of the Center for Continuing Education at AUK, share with us a summary of your experience at the Center.

Well, we started the year with a mission to make CCE the leading center for training in Kuwait; one that is dedicated to the needs of the local labor market, from young professionals to corporations, and offers courses and programs that serve the career and personal development of young professionals. To achieve this, we were supported by many of the resources that are available to us here in AUK, such as great instructors, campus facilities, and access to the latest technology to help us deliver the top quality training we promise our clients. We offered a variety of different courses ranging from basic language training to training young executives. We offered training to the employees of some of Kuwait's leading companies and organizations, such as Burgan Bank, Zain Telecom, the Ministry of Health, and the American Embassy, among many others. The fact that these companies and organizations keep returning to train some of their employees with CCE reassures me and my team that we are on the right path.

We have great facilities and our campus is very convenient for all; it resides in the heart of Kuwait City and our classrooms are comfortable and equipped with the latest technology setup. But, we also offer to run our courses and workshops in-house for our clients.

We are blessed to have great relationships with our clients, who keep returning to benefit from our services. Our key clients during the past year have been Burgan Bank, Gulf Bank, Kuwait Finance & Investment Company,



Group photo of CCE's
"Driven From Within"
leadership program, with
Burgan Bank

the Kuwait Fund, Schlumberger, Zain, the Ministry of Health, Khorafi National, the British Council, Alghanim Industries, the American Embassy, Khatib and Mutawa, among others.

Last summer, CCE launched a rebranding campaign. What was the purpose of this move and what has it brought to CCE?

I joined AUK just around the time the University was celebrating its ten-year anniversary. To commemorate this, we decided it was time to give the center a new, fresher look. Learning and education are lifelong processes, so we came up with the idea of incorporating the infinity symbol into our new logo to signify that, which is truly the essence of the existence of the center. The project also included the design and launch of a new interactive microsite to improve accessibility of our training programs and information to our clients. The campaign was a reflection of new services, partnerships and ways of working. Now, the new brand is strong and fit to compliment the AUK logo.

Tell us about the “*Driven from Within*” and the “*Emerging Leaders*” programs introduced by CCE last year.

I am especially proud of these two programs, as they were both developed in-house and are exclusive to AUK.

“*Driven from Within*” is a certified leadership program that was developed specifically to train Burgan Bank employees who have displayed leadership qualities and are prospective managers. The program was tailored with the banking industry in mind, but its objectives were set by Burgan Bank. It covers the strategy of Burgan Bank and offers the participants an opportunity to create and develop a project that may enhance the Bank’s performance and deliver results across the organization. The program is run annually.

As for “*Emerging Leaders*”, it is the signature program for CCE. It is also a leadership program, but it is designed for professionals

with 5-10 years’ experience working in any industry. The program aims to build core functional skills and help individuals develop personal leadership philosophies. The best part about this program is that it is not restricted to managers only; the skills it helps hone can be applied across a wide professional and personal spectrum. The program adopts a holistic approach that works on both the intrapersonal and interpersonal aspects of a leader; on the one hand focusing on skills like human intelligence and well-being, while on the other hand building job performance-related skills.

What are your plans for the coming period? Is CCE introducing any new programs/courses?

Our training programs run throughout the year and we develop new programs every semester in line with local and international learning and development trends. For Spring and Summer 2015, besides offering our signature workshops and popular courses, we are very excited to launch a few new ones:

“*Emerging Leaders*” is composed of 8 modules on leadership and covers areas such as Communication in the Workplace, Building and Leading High Performance Teams, Conflict Resolution, Exceptional Customer Care, Creative Problem Solving, Motivational Leadership, Achieving Successful Results, Human Intelligences and Wellbeing and Carving the Leader Within.

We are also offering courses for teachers and potential teachers who want to develop expertise in Communicative Language Teaching (CLT). Many teachers elect to take this course in preparation for the Cambridge Teaching Knowledge Test or as a teacher development course on its own.

“*Fundamentals of Finance & Accounting for Non-Finance Professionals*” is a course we will be launching in May 2015. It will teach team leaders and managers how to effectively and efficiently manage cash flow and budgets in their units/departments. We will also be introducing a two-way translation program, in English and Arabic, in May 2015.



Al-Khubaizi presenting an award of appreciation to British Council (Kuwait), a long-standing corporate & educational partner with CCE.

Additionally, we are currently in the process of developing a small business start-up program, a Business Diploma and a Mini MBA that will be offered in the near future.

Which audience does CCE cater to?

We cater to anyone with a passion for learning and self-development, but we generally cater to individuals who want to prepare for English language proficiency tests, such as for the TOEFL, IELTS, or GMAT, and teachers and parents. We also cater to Junior to Middle Management professionals working in the government and private sectors.

How do you identify the needs of your clients and plan your offerings?

Our course and program offerings are generally driven by two factors; our clients' needs, and international training trends. We conduct in-house assessments on all our program applicants, which helps us determine their skills/gap analysis.

We also try to achieve a balance by bringing the latest trends in professional training to Kuwait, while at the same time listening to our clients' needs and offer customised solutions and programs to satisfy those needs.

Based on your experience, which training and development areas are most popular in Kuwait, and why?

There is high demand in Kuwait for programs to improve English language and communication skills, especially pertaining to presentations, negotiations, public speaking, and business writing. I think the reason behind that is the existing gap between government education and private sector requirements for English language proficiency. Our clients choose to come to us because we have a team of very competent native English speakers who are specifically experienced in teaching English to non-English speakers. In addition, we have introduced the 'Bridge' program, which, as the name suggests, bridges the language gap and prepares high school graduates to apply to universities like AUK, where the language of instruction is English.

What are your wishes for CCE in the coming year?

In 2014, we had 1100 students complete training programs at CCE, we ran over 90 programs in diverse topics and we introduced the program-customization approach for corporations, whereby we develop courses that serve specific needs.

For the coming year, I see us continuing to welcome our clients, new and returning ones, to the CCE and offering them the courses and programs that will support them in achieving their personal and professional goals. We are also looking forward to new collaborative opportunities with talented instructors who will help us create and further develop our offerings. We will also be partnering with key youth organizations and government bodies to deliver development opportunities to their employees and support the local professional community. ★



Group photo of the participants of the 2015 "Emerging Leaders" leadership program

Attendees of the “Investigative Journalism” workshop, with Mr. Yosri Fouda (center)



AUK Supports National Journalistic Excellence Initiative for 3rd Consecutive Year

The American University of Kuwait (AUK) sponsored the Sheikh Mubarak Al-Hamad Al-Sabah Award for Journalistic Excellence in 2015. This marked the third consecutive year for AUK to sponsor this initiative, which is organized annually by the Kuwait News Agency (KUNA) with the aim of encouraging journalists in Kuwait to observe best practices in delivering news to the public. AUK supported the initiative by offering a venue for a media workshop held by the Thomson Foundation; the world's longest established international media development organization. AUK's contribution comes as part of the institution's commitment to Corporate Social Responsibility initiatives that supports maintaining professional standards in journalism across the Arab world and encouraging young journalists to achieve their career objectives.

“AUK has consistently been supportive of this competition, which aims to promote best practices within the different fields in journalism and to develop the skills of young Kuwaiti journalists,” explained Mr. Ayman Al-Ali, Chairman of KUNA Labor Syndicate and the Award Organizing Committee. “After a third successful year of AUK’s sponsorship of our winners, we look forward to further collaboration opportunities with AUK this year and in the years to come,” he added.

The Dean of the College of Arts & Sciences, Dr. Rawda Awwad, expressed that AUK always is eager to sponsor such initiatives that help in the development of professional integrity. “At AUK, we pride ourselves in the quality of education we offer our students and we are committed to initiatives that give us opportunities to share our knowledge and skills with our community,” she said.

The 5-day workshop, themed “Investigative Journalism”, was delivered by the renowned investigative journalist Yosri Fouda, and it covered a wide range of topics including: the use of research methods in investigative reporting, verifying credibility of sources, tools and techniques in conducting interviews, and risk calculation, among others. The workshop included interactive exercises where participants had the opportunity to practice some of the techniques they learned and received feedback on their performance.

The workshop, which was specifically designed for professional journalists, took a holistic approach to journalism by displaying how different components of a news item could come together to create a comprehensive story. According to Fouda, investigative journalists must possess not only a high level of inquisitiveness, but also a passion for the story they are investigating, and the vigilance to deliver it with integrity. Although it may involve time, effort, and risk, investigative reporting offers journalists a rewarding sense of accomplishment as it contributes to societal well-being, Fouda explained.

In addition to the workshop, Fouda conducted a lecture to AUK students entitled “Arab Media in a Changing Arab World”. AUK students took the opportunity to attend and express their views about the political climate in the Arab world and how it influences current media practices. This talk was co-organized by the AUK Center for Research in Informatics, Sciences, and Engineering (RISE), along with the PR & Marketing Department and REACH Club.

Following the workshop, a ceremony was held for participants to receive their Certificates of Completion from the Thomson Foundation. The closing ceremony was attended by Yosri Fouda on behalf of Thomson Foundation, along with Ms. Amal Al Binali, AUK Vice President of Public Affairs, Dr. Ali Charara, Associate Dean of the College of Arts & Sciences, and Mr. Ayman Al Ali, Chairman of the Journalistic Awards Committee.

“I’ve had a most pleasant experience on AUK campus. It’s not every day that one feels that young and cheerful coming across students, faculty and staff who take education seriously but not forget to have fun in the process. With my best wishes to all, I’ll be looking forward to visiting AUK once more, hopefully in the near future”, Fouda said of his experience.

Yosri Fouda is an award winning pioneer of Arab TV investigative journalism and author of a number of books, including *Top Secret* and *In Harm’s Way*. Previously, Fouda held the positions of Editor/Presenter at the Egyptian TV network, ONTV; Senior Investigative Correspondent and London Bureau Chief of Al Jazeera; Middle East Deputy Editor at APTV; and Senior Roving Reporter at BBC. He is also a visiting professor at The American University in Cairo (AUC).

The Sheikh Mubarak Al-Hamad Al –Sabah Award for Journalistic Excellence was founded 2008 and was named after the late Sheikh Mubarak Al-Hamad Al-Sabah, under the patronage of His Highness Sheikh Jaber Al-Mubarak, Prime Minister, who has spared no effort in developing this award. Last year, AUK offered a 3-day workshop to contest winners conducted by AUK professors of communications, Dr. Mohamed Satti and Dr. Mohammad Akbar. The workshop covered Broadcast Journalism and Integrated Marketing Communications. ★



World-class journalist, Mr. Yosri Fouda, covered a wide range of topics of investigative reporting during the 5-day workshop.



Mr. Ayman Al-Ali (right), Chairman of KUNA Labor Syndicate presenting an award of appreciation to Mr. Fouda.

“AUK has consistently been supportive of this competition, which aims to promote best practices within the different fields in journalism and to develop the skills of young Kuwaiti journalists**”**

Ayman Al Ali



Mr. Fouda during the “Arab Media in a Changing Arab World” public lecture.

Mr. Rusty Bruns and Mr. Hussein Diab at the Ellucian LIVE Conference.



AUK I.T. Team Wins Innovation Award at the Ellucian LIVE Conference In New Orleans (USA)

The Information Technology (IT) Department at the American University of Kuwait (AUK) was awarded the 2015 Ellucian Innovation Award at the Ellucian Live conference in New Orleans, USA. The award highlights customers (over 1,200 colleges and universities) who use Ellucian solutions and services in innovative ways to provide students with the tools they need to succeed. Ellucian recognized AUK for specifically addressing student challenges in both registration and communication – both of which improved the overall student experience. AUK is the first non-US award winner.

AUK IT was initially invited to the conference to present about its implementation of Ellucian technology at the university over the past two years. Ellucian Live is a technology conference that brings together over eight thousand participants from higher education institutions around the world to discuss technology in education. Rusty Bruns, Chief Information Officer, and Hussein Diab, Database Operations Manager, presented on behalf of AUK; one of only two presentations from the Middle East. Their presentation, "Workflow – Going Green," highlighted the implementation of Ellucian's Banner Workflow, software constructed to help streamline processes and reduce paperwork, and shared other steps the University has been taking to minimize its environmental footprint.

Ellucian offers a wide selection of products and services aimed at facilitating processes in institutions of higher education. To help streamline the process of course override requests, AUK turned to Workflow, software that automates the process, eliminating paper waste and improving processing time. In the Fall 2014 semester, the Office of the Registrar received and processed nearly 2,000 overrides, each one required multiple signatures on the paper-based requests – a time consuming and environmentally irresponsible process. After implementing

Ellucian Workflow, which is fully integrated with AUK's Banner System and is completely electronic, the processing time for overrides was reduced from a 2-day process to a 10-minute one.

Applying the Workflow software is part of an ongoing effort by AUK to be more environmentally conservative. In 2011, AUK began phasing out inkjet printers and replacing them with Xerox multifunction printers that require security codes to operate. This enabled the University to track the usage of printers and monitor paper consumption, reducing printing by approximately two million pages after one year, saving the equivalent of 250 trees and effectively cutting the cost of printing by half, making AUK eligible for refunds worth thousands of dollars from Xerox. AUK has also been encouraging instructors to start using Moodle, software that allows them to personalize their coursework electronically, as an alternative to paper-based teaching methods. As a result, there are now almost 54,000 documents uploaded to Moodle and around 57 faculty members teaching 123 sections on the software.

The 2015 Ellucian Innovation Award recognized two specific innovations at AUK: the use of Banner Workflow to replace the manual course override process and the use of Ellucian Mobile, where students can see news feed messages including grades, schedules, events and maps all on their mobile phones. Ellucian Live provided a platform for AUK to share these eco-friendly technological strategies it has been applying with other educational institutions, and to support efforts to reduce waste and increase productivity worldwide. The event also included a variety of keynote speakers such as Sal Khan, Founder of Khan Academy, and Reshma Saujani, Founder of Girls Who Code and a learning lab where participants can test-drive a number of cutting edge educational technologies. ♦

AUK NEWS

FACULTY AND STAFF



AUK Organizes Open Day for Government Schools

The American University of Kuwait (AUK) organized an information session for approximately 200 government high school students from five different government schools. During the event, the different University units gave presentations highlighting the world class programs offered at AUK, the diverse student population, as well as student life and campus activities.

The visit was a good opportunity to inform prospective students about future academic and career prospects after they graduate from AUK. Faculty members from the different AUK colleges provided full information on career and graduate study options that graduates can pursue after earning a degree from AUK.

The Center for Continuing education highlighted college preparatory coursework offered to high school seniors prior to college entry exams, while the office of Admissions briefed them about the AUK admissions requirements and took them on campus tours.

Campus life was among the main topics of interest to prospective students. The AUK Office of Student Life highlighted various clubs & organizations, sports programs, and on-campus events that students can take part in during their study term at AUK.

Following the presentations, the visitors had the chance to engage in lively exchange with various members of the AUK community, discussing their inquiries about the government scholarship and Admissions requirements at AUK.

The Office of Admissions at AUK is planning a series of other events this year to raise awareness about the academic offerings, and university life at AUK. "This is the first of many AUK community events; our next event will host private high schools in Kuwait in late November" says Maher Dabbouseh, Director of Admissions.

The American University of Kuwait, located in the heart of Salmiya, offers 15 distinct programs under the College of Business and Economics and the College of Arts and Sciences. AUK includes a diverse student population of over 44 different nationalities. Graduates of AUK pursue varied careers and continue on in graduate studies all over the world. ★

NEWSNEXUS



AUK Students Visit Kuwait Center for Mental Health

The Kuwait Center for Mental Health hosted students from the American University of Kuwait (AUK) on a tour of their facilities to learn about mental disorders in Kuwait. The fieldtrip was organized by Dr. Juliet Dinkha, Associate Professor of Psychology at AUK. The purpose of the trip was to give the students an opportunity to learn about mental disorders in Kuwait, as well as their treatments.

The tour started with a lecture conducted by Dr. Abdullah Al-Hammadi, Psychiatrist, inside the lecture hall of the facilities. He introduced the students to the services offered by the center and identified the types of disorders the center generally deals with. According to Dr. Al-Hammadi, the services of the Center include in-patient and out-patient care, catering to a number of subspecialties and divisions, such as geriatric, child, adolescent, and general psychiatry. The facilities also include an addiction center and a rehabilitation center.

Following the lecture, the students visited the different hospital wards. Their first stop was at Al-Manara, the children and adolescents unit. They were shown the layouts of the rooms, which were basic and consisted of two beds and a table in between. The students had the opportunity to see the play therapy room, where children of a young age engaged in constructive activities.

The students' next stop was the adolescent male unit, Almanara, where the nurse explained that the most common cases in the unit were schizophrenia, ADHD, borderline personality disorder and autism. As the students were leaving the unit, two of the patients exhibited interest in interacting with the students and waved goodbye to them as they moved on to the following unit.

The students then made their way to the Acute Unit, which specializes in adult cases. In the female ward, the nurse explained that bipolar disorder, schizophrenia, and adjustment disorder are the common cases treated in the ward. The students were not permitted to visit the male ward, because the male in-patients are prone to acting inappropriately.

NEWSNEXUS

The field trip experience showed the students the non-invasive and more commonly used treatment methods implemented at the Center. “The students were able to observe what a mental institution looks like nowadays; an open environment, surrounded by trees and caring people that follow principles that ensure the protection of mental health patients,” explained Dr. Dinkha.

While on the tour, the group got to speak with a few nurses, occupational therapists, and clients. They asked questions to help them better understand what services are available at the Center. The students also learned steps to take if someone around them begins to exhibit psychiatric symptoms or appears to require a psychiatric follow-up. Furthermore, the students had a chance to briefly sit in on a demonstration of new technology, conducted by visiting scholars from the US, of a virtual device that enables individuals to experience delusions and hallucinations, similar to those experienced by schizophrenic patients.

The tour offered the students the opportunity to meet with professionals and ask them questions. One of the topics they discussed was how steroid use among bodybuilders can induce schizophrenia-like symptoms. They also discussed the stigma attached to mental health in Kuwait, and how families with members who have been diagnosed with a mental illness are often ashamed, and use the hospital as a hideaway.

“Seeing the situation in real life was an eye-opener for the students to see the situation unclouded by stereotype and prejudice. All of the students enjoyed this unique privilege to visit the Kuwait Center for Mental Health,” concluded Dr. Dinkha. ★





AUK CHRONICLE

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