



STRATEGIC PLAN

2021 - 2025



DEAN'S MESSAGE

Scientific College of Design sets an engaging environment for a dialogue of art & design education among students, practitioners, academics, and the community at large. It is an honor to present to you the Scientific College of Design 4th Strategic plan 2025/2021. It sets a framework of the college long term priorities to be underpinned with specific annual operational plans. The plan articulates the strategic themes, goals, and strategies required to address the overarching institutional mission and vision. Key performance indicators were specified for strategies to measure effectiveness.

The College Council will review realization of strategic goals annually. In its governance role, the Board of Trustees and Board of Directors will also closely monitor the progressive implementation of Strategic Plan 2025/2021 at the end of each academic year.

Internal and external stakeholders have been consulted during the drafting of the plan to be inclusive. I am proud of the Scientific College of Design distinctive strengths and

determination to address weaknesses for continuous efforts towards academic excellence and good practices of higher education. I am grateful for SCD constituents' collaboration and contributions and look forward to effective realization of our goals.

Sincerely,

Mona Ismail, PhD
College Dean

Dr. Mohamed Adel, Board of Directors Chairman launched the Strategic Planning initiative in Fall 2020/2019 to identify long term goals and develop a framework to work with over the next five years. A Strategic Planning Committee (SPC) was formed by the College Council which consisted of member of academic departments as well as an administrator.

Dr. Mona Ismail, College Dean

Eng. Imad Adel, Deputy Dean for Students Affairs

Dr. Harini Methuku, Quality Assurance & Enhancement Unit

Ms. Ruqaiya Al Riyami, Architecture and Interior Design Department

Dr. Sylvia D'mello, English, Humanities, and Basic Sciences Department

Mr. Ali Ahmed, Fashion Design Department

Ms. Bashayer Al Zidjali, Graphic Design Department

Mr. Noor Adel, Administration & Human Resources Department

Mr. Abed Obed, Fine Arts Department

In continuous efforts for academic excellence and higher education institutions' good practices, SCD Strategic Planning Committee served as an advisory body to represent the views of faculty and staff. The SPC developed a clear sense of direction from the Board of Directors, Board of Trustees, faculty, staff, students, employers, etc. The first phase was screening of Ministry of Higher Education Reports, Oman Authority for Academic Accreditation Reports as well as consultation with Boards of Trustees and Directors, and College Council to seek

directives yielded the following shared strategic themes:

Theme 1: Institutional Effectiveness

Theme 2: Student Success

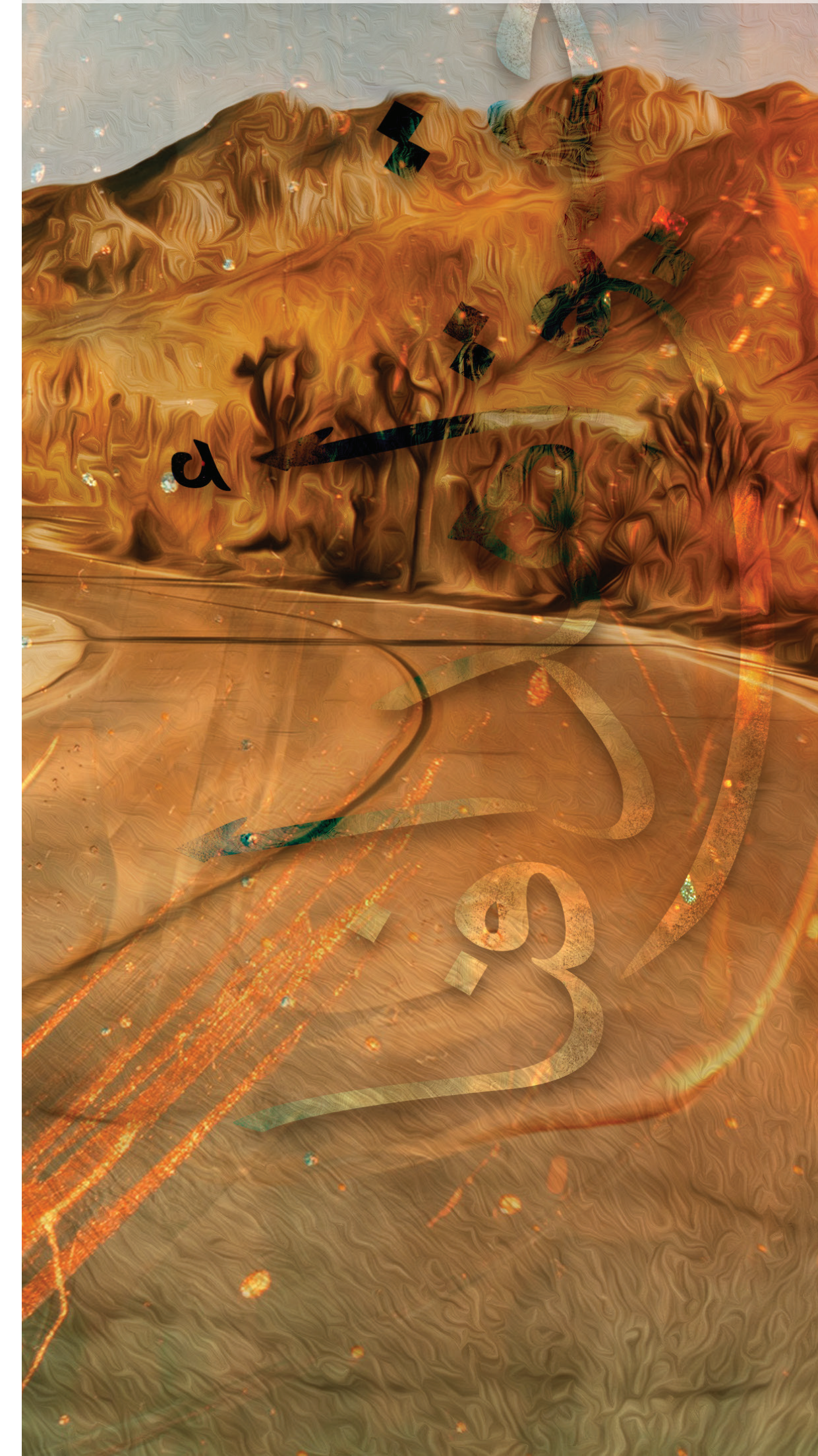
Theme 3: Capitalize on Partnership

Theme 4: Art & Design Hub

The second phase of strategic planning was to review SCD Mission, vision, values, objectives, graduate attributes, and institutional learning outcomes. Mission, vision, and values statements were amended to reflect closer on college activities. The new statements were approved from the College Council and Board of Trustees. The third phase was to screen the internal and external environment. The SPC prepared a detailed SWOT analysis identifying strengths, weakness, opportunities, and threats.

The fourth phase was to develop the themes into goals and strategies to have a clear plan. A subcommittee was formed to draft goals and determine strategies as well as seek feedback from stakeholders. The final phase was to develop key performance indicators to outline the implementation and quantitative measures to capture of activities proposed. A balance score card was developed to map the strategic goals against the strategic themes and financial, customer, internal, and education and growth perspectives.

MEETING OUR MISSION: STRATEGIC PLANNING





VISION, MISSION, VALUES & OBJECTIVES

VISION

Scientific College of Design aspires to occupy a preeminent position among regional art and design institutions and shape a generation of professional artists and designers.

MISSION

Scientific College of Design is committed to academic excellence, student centeredness, and offers art & design education in an engaging environment to prepare students for creative careers and empower the community at large.

VALUES

Scientific College of Design is guided by these set of values in conducting its daily activities and in planning future activities.

Excellence

Strive to uphold academic integrity including fairness, trust, respect, honesty and accountability.

Integrity

Strive to uphold academic integrity including fairness, trust, respect, honesty and accountability.

Professional Ethics

Foster a community of artists and designers who uphold a strong sense of professional ethics and moral responsibility.

Lifelong Learning

Promote continuous acquisition of knowledge to achieve professional development throughout one's lifetime.

Transparency

Maintain a culture of transparency among all SCD stakeholders.

OBJECTIVES


Maintain academic excellence through robust policies, operational plans and procedures.

Empower students to attain their intellectual and creative potentials through application of their theoretical and practical knowledge.

Provide a state of the art infrastructure and educational resources that keep abreast of artistic advancements.

Encourage faculty for professional development and research activities.

Foster a culture of community engagement to ensure productive relationships with external stakeholders.



GRADUATE ATTRIBUTES

Academic Excellence

- Apply acquired knowledge & skill.
- Defend and critique Art and Design projects.
- Use research to explore theoretical and historical precedent.

Professionalism

- Promote competence and creativity.
- Demonstrate application of technology in the field.
- Apply effective communication skills.

Lifelong Learning

- Stay abreast with technological advances in the field.
- Maintain sustainability in the market.
- Seek knowledge through lifelong learning.

Ethical Responsibility

- Enforce value of personal and academic integrity.
- Be able to work in culturally diverse settings.
- Promote moral responsibilities and respect to others.

STRATEGIC THEMES: GOALS & STRATEGIES

THEME 1: INSTITUTIONAL EFFECTIVENESS

Goal 1.1: Embrace a sound governance and management framework.

Strategies

- i) Review governance and management systems to improve decision-making processes and accountability.
- ii) Adhere to an effective operational planning system which is aligned to long-term strategic goals.

Goal 1.2: Strengthen our commitment to academic excellence.

Strategies

- i) Embrace appropriate teaching methods to promote theoretical and practical knowledge.
- ii) Recruit and retain a diverse pool of distinguished faculty with a sound professional background.
- iii) Embrace a culture of entity assessment to strengthen continual institutional improvement.
- iv) Upgrade infrastructure with well-organized physical resources to facilitate operational systems.

Goal 1.3: Ensure academic program quality for viability and relevance.

Strategies

- i) Ensure periodic program assessment for market sustainability.
- ii) Establish an internal audit system to ensure compliance to national program assessment standards.
- iii) Ensure programs are nationally relevant and accredited.
- iv) Obtain international program accreditation to ensure compliance to international art and design program standards.

Goal 1.4: Enhance research and creative works in respective disciplines.

Strategies

- i) Foster a culture of research initiatives and art exhibitions to contribute to their respective disciplines.
- ii) Facilitate academic research teaching nexus to enrich the curricula.

Goal 1.5: Provide a conducive environment for professional development.

Strategies

- i) Provide structured professional development opportunities based on needs analysis.

- ii) Implement Omanization strategy embedded in the Human Resource plan to recruit, retain and support local talent.

THEME 2: STUDENT SUCCESS

Goal 2.1: Provide adequate student support services to enrich student experience.

Strategies

- i) Enhance academic support services to facilitate students' educational goals.
- ii) Enhance non-academic support services to address overall students' well-being.
- iii) Foster a positive college climate by engaging students outside the classroom.
- iv) Empower Student Advisory Council leadership to develop opportunities for academic and social purposes.

Goal 2.2: Support a college-wide awareness culture of career choices.

Strategies

- i) Educate students on effective career planning pursuits.
- ii) Encourage students to explore entrepreneurial career alternatives.

STRATEGIC THEMES: GOALS & STRATEGIES

iii) Explore marketing opportunities to support students to display and sell their creative work.

Goal 2.3: Embrace student engagement in academic and administrative decision making process.

Strategies

i) Maintain conducive procedures for student representation in decision making processes.

THEME 3: CAPITALIZE ON PARTNERSHIP

Goal 3.1: Develop collaborative relationships with the community to support achievement of SCD mission.

Strategies

i) Expand collaborative engagements with the industry and professional bodies to enrich academic programs.

ii) Develop constructive relationships with national and international HEIs to provide educational links.

iii) Provide a range of engagement

opportunities for alumni network and feedback systems.

iv) Share expertise and resources by creating stronger connections and networks to empower the community.

Goal 3.2: Plan collaborations with international organizations to enhance regional competitiveness.

Strategies

i) Develop multifaceted and productive partnerships with regional institutions for student recruitment.

ii) Seek SCD program recognition at regional level.

THEME 4: ART & DESIGN HUB

Goal 4.1: Enhance SCD profile to optimize institutional reputation nationally and regionally.

Strategies

i) Position SCD as an academic advocate for art & design education to affirm branding.

ii) Build recognition in creative industries through artistic and cultural engagements.

iii) Use expertise within the college to offer training services focused on creative thinking.

Goal 4.2: Improve visibility of the

breadth and depth of SCD art and design programs.

Strategies

i) Explore channels to enhance scholarship opportunities.

ii) Demonstrate impact of academic programs to ensure stability and sustainability in the community.