



# Awards Arab World 2024

## Student Recruitment Campaign of the Year

<b>Institution Name</b>	King Fahd University of Petroleum and Minerals
<b>Submission title or project name</b>	From Dhahran to the World: The KFUPM Explorers/Ambassadors Programme
<b>Nominee / key personnel</b>	
<b>URL</b>	
<b>Submission</b>	<p>King Fahd University of Petroleum and Minerals (KFUPM) stands at the forefront of fostering academic excellence both locally and globally through innovative campaigns and initiatives. The Deanship of Student Affairs initiated the KFUPM Explorers/Ambassadors Programme to promote greater diversity within its community and promote global engagement. It aims to empower students as explorers/ambassadors of the university's unique spirit, to learn, discover and engage meaningfully with diverse communities worldwide.</p> <p>KFUPM Explorers is a programme tailored for outstanding undergraduate senior achievers, while the Ambassadors programme is for graduate students who travel to various campuses globally, exchanging academic and cultural activities to inspire and encourage students and collaborators to join our community. The programme enabled us to achieve a more diverse and dynamic community bringing the number of international students to 1,600, made up of 64 nationalities, with a significant rise from regions previously under-represented in our student body.</p>



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## Student Recruitment Campaign of the Year

<b>Institution Name</b>	University of Hertfordshire hosted by Global Academic Foundation
<b>Submission title or project name</b>	Enhancing the volume and academic diversity of the student body
<b>Nominee / key personnel</b>	Mrs Hanan El Saadawi, Director of Business Development, University of Hertfordshire hosted by Global Academic Foundation; Mrs Marian Makary, Director of Marketing
<b>URL</b>	
<b>Submission</b>	<p>The University of Hertfordshire launched its branch in Egypt in 2019, so the challenge of growing student numbers while maintaining quality and diversity is ever present. After the 2022 recruitment cycle, we changed our approach to aim for a minimum 50% increase in 2023 in applications from students with a more diverse range of qualifications and backgrounds. This was achieved by a 10-point objectives-and-key-results-based strategic plan coordinated between the student recruitment and marketing teams. The ability to track application data and respond to market needs in an agile way provided new opportunities for engagement with prospective students and especially with key school partners.</p> <p>The outcome of the approach was a 55% increase in student recruitment into the international foundation year and greater brand awareness in market, partly driven by our social media presence. We also observed interest from students wishing to transfer in to level 4 and level 5 of study.</p>



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<b>Institution Name</b>	Port Said University
<b>Submission title or project name</b>	Innovative Strategies in University Recruitment: Broadening Horizons and Embracing Diversity
<b>Nominee / key personnel</b>	<p>Professor Dr Rawya Rizk, Vice-President for Postgraduate Studies and Scientific Research</p> <p>International Student Administration Team: Dr Mona Nashaat, marketing platform coordinator; Dr Basma Elmowafy, postgraduate student affairs coordinator; Dr Nouran Nabil, undergraduate student affairs coordinator</p>
<b>URL</b>	
<b>Submission</b>	<p>Port Said University has responded to the changing landscape of higher education by implementing innovative recruitment strategies aimed at attracting diverse student demographics. A comprehensive rebranding effort highlighted the institution's commitment to diversity and academic excellence, expanding its applicant pool and enriching campus diversity. Collaborative marketing initiatives with governmental bodies and external stakeholders extended the university's reach through various channels, including social media and outreach programmes. Persistent tracking of campaign performance revealed significant increases in international student enrolment and field-specific applications, indicating the success of these efforts.</p> <p>Port Said University's innovative approach prioritises inclusivity and fosters a dynamic learning environment, aligning with its mission to empower individuals from all backgrounds through education.</p>



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<b>Institution Name</b>	Abu Dhabi University
<b>Submission title or project name</b>	Shaping Futures: ADU's Pioneering 20th Anniversary Campaign
<b>Nominee / key personnel</b>	Mr Bassam Mura; Ms Laila Kroma; Mr Amit Sharma; Ms Noor Almasri; Dr Ghassan Aouad; Dr Hamad Ebrahim Ali Odhabi; Mr Stephen D'Cunha; Ms Merlyn Kulapurath
<b>URL</b>	<a href="https://www.adu.ac.ae/adu-20th-anniversary">https://www.adu.ac.ae/adu-20th-anniversary</a>
<b>Submission</b>	<p>ADU's 20th Anniversary campaign redefined higher education marketing, departing from traditional methods. The tagline "20 years of shaping the future" embodies our ethos of fostering leadership through knowledge and wisdom. Unlike typical recruitment strategies, our approach engaged a wide range of stakeholders, including students, alumni, parents, partners, staff and faculty. Chancellor advocacy further promoted our institution's uniqueness.</p> <p>Embracing a diverse audience, our multifaceted strategy used kick-off videos, partner messages and faculty spotlights. Customised recruitment plans offered diverse career exploration avenues. The student hub streamlined enrolment with personalised support. Leveraging media channels, our campaign showcased achievements and inclusivity through impactful videos and social media formats. By highlighting international diversity, we appealed to a broader student base. Through personalised narratives and global representation, we established emotional connections, emphasizing our commitment to excellence and inclusivity.</p>



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## Student Recruitment Campaign of the Year

<b>Institution Name</b>	An-Najah National University
<b>Submission title or project name</b>	Nawwarat An-Najah: Students' Excellence and Empowerment Journey Campaign
<b>Nominee / key personnel</b>	Mr Ahmad Al Sarghali, President's Advisor for Public Relations and Marketing Communications
<b>URL</b>	<a href="https://nawwarat.najah.edu/en/">https://nawwarat.najah.edu/en/</a>
<b>Submission</b>	<p>An-Najah National University launched the Nawwarat An-Najah campaign in 2023/24, aiming to attract, retain and support students. Amid Palestine's challenges, it offers hope to high-school graduates, showcasing the university's environment and motivating academic excellence. Through scholarships and stories of success, it fosters communication and community engagement. Innovative marketing, including social media and influencer partnerships, reached over 15 million. Welcome kits greeted 5,000 newly admitted students, and cultural events drew crowds.</p> <p>The campaign's name, Nawwarat An-Najah, gained traction, symbolising student brilliance. It continues to focus on student-centric initiatives and inclusivity, actively involving students with disabilities. After graduation, tailored support aids graduates' transition, especially in fields like artificial intelligence.</p>



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<b>Institution Name</b>	American University in Cairo
<b>Submission title or project name</b>	Recruiting the Best: The AUC Excellence Scholarship Programme
<b>Nominee / key personnel</b>	
<b>URL</b>	<a href="https://www.aucegypt.edu/admissions/scholarships/excellence-program">https://www.aucegypt.edu/admissions/scholarships/excellence-program</a>
<b>Submission</b>	<p>The American University in Cairo (AUC) is a strong proponent of making high-quality world-class education accessible to outstanding students regardless of financial status. Since excellence is multifaceted, in 2023, AUC launched a new student financial support model - the AUC Excellence Scholarship Programme - which became an integral student recruitment tool. The programme considers both merit and financial need, while the former being a necessary eligibility factor.</p> <p>The programme is used to recruit diverse students who excel in various fields, come from different socio-economic backgrounds, graduate from different high-school education programmes, and come from different parts of Egypt and the world. It has six strategically designed categories: Academic Achievement, Talent, Leadership and Community Service, Liberal Arts Majors, National Certificates, and International Diversity. The categories are stackable, thus could provide a total tuition coverage from 20% up to 100% throughout the student's journey at AUC on condition of meeting applicable maintenance criteria.</p>



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## Student Recruitment Campaign of the Year

<b>Institution Name</b>	The University of Jordan
<b>Submission title or project name</b>	One Home campaign
<b>Nominee / key personnel</b>	His Excellency Professor Dr Nathir Obeidat, President; Professor Dr Faleh Sawair, Vice President for Global Rankings and International Accreditation; Dr Zaid Obeidat, Director of International Program, Alumni and Marketing Unit; Dr Ala Saleh, Director of International Programme and Marketing Department; Mrs Ghadah Al-Zubaidi, Head of International Marketing Section; Miss Mayy Salah, Head of Logistic Support Section
<b>URL</b>	<a href="https://ipmd.ju.edu.jo/Home.aspx">https://ipmd.ju.edu.jo/Home.aspx</a> ; <a href="https://www.youtube.com/@ipmdju2117">https://www.youtube.com/@ipmdju2117</a>
<b>Submission</b>	<p>The University of Jordan (UJ) embraces diversity through its One Home campaign, fostering a sense of belonging among students, faculty, staff and alumni. UJ actively recruits students from diverse nationalities and backgrounds, enriching the learning environment and promoting collaboration and mutual respect. Through direct marketing efforts like school visits and educational fairs, as well as partnerships and digital marketing initiatives, UJ extends its reach globally, attracting students from various backgrounds. As a result, UJ has seen a significant increase in student diversity, with representation from 84 nationalities, ensuring educational opportunities for all and contributing to the university's growth and success.</p>



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## Student Recruitment Campaign of the Year

<b>Institution Name</b>	Heriot-Watt University Dubai
<b>Submission title or project name</b>	Climate Hub
<b>Nominee / key personnel</b>	
<b>URL</b>	<a href="https://www.hw.ac.uk/dubai/climatehub/">https://www.hw.ac.uk/dubai/climatehub/</a>
<b>Submission</b>	<p>The Climate Hub campaign, launched during COP28 in Dubai, significantly boosted student applications with a 30% increase in enrolments. It emphasized the university's commitment to sustainability and education, securing over 12 million impressions and 347 new enrolments globally through digital campaigns. The campaign's international impact was amplified when the UK's King Charles III made a visit to Climate Hub campaigners at COP28, highlighted by widespread media coverage. Targeted media campaigns showcased the university's programmes, attracting diverse prospective students and affirming the campaign's effectiveness in meeting objectives. This success underscores Heriot-Watt University Dubai's leadership in sustainable education and global outreach.</p>