

*Welcoming Remarks*

*By*

*Dr. Haifa Jamal Al-Lail*

*President of Effat University*

*For*

*The Academic Year Class of*

*2014-2015/ 1453-1436*

*Effat Restaurant*

*Sunday September 21st, 2014*

بسم الله الرحمن الرحيم والحمد لله رب العالمين والصلاة والسلام على سيدنا محمد  
أشرف الأنبياء والمرسلين وعلى آله وصحبه أجمعين

Dear Provost, Deans, Vice Deans, Department Chairs, distinguished  
faculty and staff, fellow students...

Effat Family!

السلامُ عليكم ورحمة الله وبركاته ،،،

Good morning everyone, and congratulations on being here! I'm  
delighted to welcome back our continuing students, faculty and  
staff and say Ahlan we Sahlan to the new staff, faculty and  
students.

Warm welcome to all of you at Effat University!!

This is a particularly promising time at Effat. We are about to open brand new two buildings that all Effat family members had clamored for! Effat Library and cultural Museum and the new engineering buildings😊 and more insha Allah to come in the following years.

What I'd like to do in the next few minutes is to give our students my personal perspective on this grand adventure they've embarked upon.

Things have changed so much in higher education since I was in your shoes, that it's hard to believe only a few short decades have gone by. One thing that has changed markedly is how students learn now and then and what rules and protocol govern the students relationship to their faculty no and then.

When I was an undergraduate student at KAAU, it was a matter of teacher-centered interactive learning approach of teaching and learning. Respect and obedience is what expected with very small rooms for debate and negotiation. Our studies relies heavily in

memorizing and understanding lots of books, theories and equations for any exchanges of ideas and communication. This is my generation...we are the television, typewriters, mainframe computers with punch cards and the communication by memos generation but we are your faculty and educators of today!

You as a new generation of learners have grown up with video games and other digital technologies. I do not think you have to rely on your memory in quite the same way my generation did. You are navigating a world of monitored and updated databases. You probably cannot even imagine a world without the Internet - **and frankly, at this point, neither can I!**

Given the different life experiences between your generation, which everybody calls the digital native generation of learners (Borne into the culture that speaks the digital language), and our generation who represent the majority of educators, which we call the digital immigrants (foreign to computers), a potential generation gap and paradox of learning styles and preferences has

developed. Mentioning few of these differences in characteristics states that, we are comparing between conventional speed vs lighting speed; linear processing vs parallel processing; step by step vs random access; text first vs graphics (picture, sound, video) first; work-oriented vs play-oriented; stand-alone vs connected; patience vs payoff; technology as a foe vs technology as a friend; reality vs fantasy; passive vs active; single task vs multi-task; logical sequencing vs random access; independent & individual vs interactive & networked; disciplined vs engaging and last but not least deliberate vs spontaneous. I often think how remarkable it is that - despite the vastness of all these differences - the essence of being an educator hasn't moved an inch.

Dear Students, Effat Ambassadors,

Education is a very old profession that at its core remains what it has aspired to be since ancient times: a commitment to transfer knowledge to other people. So how to make knowledge interesting to the new generation is the key to our success!!!

As we all know with these differences in characteristics, a whole set of different challenges have also started to rise calling for a new model of learning to make our students better learner and ambassador in this fast changing world. Pedagogically speaking, educators and learners have more responsibilities toward each other to make this relationship an enriching and rewarding experience. Educators on one hand, should understand the life experiences of today's students, incorporate educational games and simulations into the classrooms and move away from lectures, test taking, and transfer the classroom into fun, immersive interactive learning environments.

In my opinion, and I think lot of our faculty and students -off course- can share my opinion. In addition to the learner-centered approach, case study approach and project based approach that all the colleges at Effat are following under the leadership of our provost. I encourage and call today for the integration of games and simulation into Effat classrooms because games and

simulations will attract our students by speaking their language. Games can present content in ways that were previously unavailable, thus facilitating new understandings of traditional and new learning materials, creating innovative avenues for research and assessment, and energizing discussions about the future of higher education. I do not think this is difficult for Effat University as we are equipped with the best faculty and educators that I am sure can instill those central digital principles in our classrooms and bridge the generation gap between themselves and their students.

Students on the other hand, should be determined to learn as much as they can because it is a fun experience. Within Effat University, there are four major characteristics to graduate you as Effat Ambassador. Each characteristic indicates and outlines how students can apply technologies while learning at Effat and what they should be able to achieve by the completion of four to five years at Effat. The characteristics are guidelines where the students are aware of the university goals and standards. The characteristics are as follows:

**ITQAN:** It means student should work to achieve perfection as possible as they can. Students should apply digital tools to plan, organize and gather information, in order to be able to inquire, analyze, organize and evaluate information. Students however, should also use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources. Students should also demonstrate a sound understanding of technology concepts, systems, and operations so they are able to select, transfer, understand and troubleshoot various systems and applications productively and effectively.

**IHSAN:** It means high ethical values and digitally responsible citizen. Student should demonstrate personal development to be lifelong learners and should be aware of the human, cultural and social issues related to technology and they should practice ethical and legal digital behavior.

**STEWARDSHIP:** It means leadership and responsible creativity and innovation. Using creative thinking and innovative technology to demonstrate and develop models and simulations to explore and identify complex systems and forecast possibilities as well as they use existing knowledge to generate new ideas and creative thoughts.

**AMBASSADOR:** It means student should represent herself, her family and her nation, reaches out to others with major Islamic and universal principles of communication and collaboration. Students should also should apply these Islamic and universal principles in using digital media and environments to collaborate, communicate and interact with other students, teachers and professionals. They should also engage in a cultural and global awareness and contribute to project teams to produce original works or solve problems.

These characteristics will help you navigate your college years at Effat University, make you hold fast to the ideals that inspired you to go into professional career and chart the path for future generations. Why? Because you are Effat Ambassadors!

I am sure you will find in our curriculum, co-curriculum and extra-curriculum activities a particular form of excitement here. Tremendous vitality. A palpable sense of dedication to the institution and all those it serves. Effat Ambassador Program, Student government, student Shura and student clubs are where you need acquire and engage to get your full potential.

You need to aspire to achieve!

Dear members of Effat Family,

A chief source of that uniqueness is our legacy. Queen Effat Legacy... Queen Effat is our founder, who was married to the late King Faisal God rests their souls in peace). Queen Effat established the first high school for girls in 1955 (Dar Alhanan School) with the

aim to establish a higher education institution when is permitted by the kingdom rules and regulation. God granted her this wish and kept her alive until she gave her last gift to Saudi Society, Effat College in 1999/ Effat University now.

The sons, daughters, the grandson, and the grand daughters of Queen Effat and King Faisal are our founders and trustees. Their highnesses are luminaries nationally and internationally.

**Princess Sara**, our chair of the Board of Trustees established the first charitable organizations in Saudi Arabia, Al Nahda Philanthropic Society. HRH established also the private Al Tarbeya Al Islamiya Schools in 1964, named as a member of the Consultative Assembly and in May 2013, King Abdallah awarded HRH King Abdulaziz Medal of First Class for her activities.

**Prince Saud Alfaisal** is the foreign minister of Saudi Arabia. HRH is a graduate of Princeton University with a Bachelor of Arts degree in economics.

**Prince Khaled Alfaisal** served, as a governor of the Asir Province, a governor of the Makkah Province and now HRH is our minister of education. HRH is a graduate with of Oxford University.

**HRH Prince Mohammad Alfaisal** is the founder of the Faisal Islamic Bank of Egypt in Cairo in 1977 and also a founder of Dar Al Maal Al Islami Trust in 1981. HRH is a graduate of Menlo College in California.

**Prince Turki Alfaisal** is the chairman of the King Faisal Center for Research and Islamic Studies in Riyadh. HRH graduated from Edmund A. Walsh School of Foreign Service at Georgetown University and served as an Advisor to the Royal Court, the Director General of the General Intelligence Directorate for 23 years, an Ambassador of Custodian of the Two Holy Mosques to the United Kingdom and Republic of Ireland then as an Ambassador to the United States. HRH co-chaired the C100 Group in World Economic

Forum for couple of years and HRH is involved in a number of cultural and social activities nationally and internationally.

**HRH Princess Lolowah Alfaisal**, our Vice Chair of the Board of Founders and Board of Trustees, and General Supervisor got her early education in Lausanne, Switzerland. From 1990 to 1999, she assisted Queen Effat in supervising the Dar Al Hanan School in Jeddah, the first private female high school in Saudi Arabia. Along with Queen Effat and HRH brothers and sisters, helped found Effat College (now Effat University) in 1999. She was involved in all the phases of the college's founding, from raising funds, developing the curriculum, overseeing construction to the hiring of faculty and staff. In addition to advocating more education and work opportunities for Saudi women, she also works against misconceptions about women in Saudi Arabia that exist in the west. HRH has also represented Saudi Arabia at various international forums and served as a member of the Committee of International Trade of the Saudi Chambers of Commerce and Industries, as a co-chair of the C100 Group, which has been affiliated with the World

Economic Forum since 2003 and in 2006, she led a delegation of Saudi businesswomen to Hong Kong.

**HRH Princess Haifa Alfaisal**, is the honorary chairperson of Zahra Breast Cancer Association and leading HRH is also leading the Al Bayda Project in Saudi Arabia. The project aims to develop a sustainable design demonstration system for how the Bedouin people who have been settled for 20-30 years in very basic conditions, can develop their own villages and manage their environment for an area of land, roughly 35 x 20kms (700km<sup>2</sup> in total) containing 9 villages.

This shows you how God blessed us with founders and trustees who are visionaries, civil servants to the Saudi society, and represent great educational forces in Saudi society. It is really a **Royal Education....**

14 years of commitment to the same mission in a wonderful family environment full of changes, challenges, loyalty and fun. That is really quite something, don't you think?

Our speakers of the month ranges from Queen Rania, Ambassador James Smith, Shaikh Zaghlool AlNajjar and more I could probably keep you here for the rest of the week citing examples of the great speakers and visitors who came and spoke here. Every year, Effat University has surprises...new programs, more accreditation, more recognition, more research, more national and international collaborates with more students and more faculty and staff.

Please stay tune for our new **Bachelor of Science in Design** with three tracks: Environmental Design, Interior Design and Product Design and the new Graduate Program, the **Master of Science in Urban Design**. Try to familiarize yourself with the new tracks of the Computer Science program: Computational Visualization and interactive and Game Design. Discuss with you advisors career possibilities for choosing Information Security and Enterprise Systems and Data Management as a track if you chose Information Systems as your major. Take advantage of our new courses that our **new General Education Program** offers with its four pillars of

Modern Liberal Arts Education: Literacies, skills Development, Cultivating Positive Disposition and Interdisciplinary Research.

It is a truly astonishing legacy of education with wide arrays of possibilities– It is Effat legacy to which, I have no doubt, and you will be adding your own accomplishments one day.

So what will all of this means for you these next four years? I think it means that you have come to the best possible place to become who you want to be. An important part of our job, as faculty, is to help you figure out exactly who that is. We want you to emerge from your studies at Effat University with a sense of passion - having defined what you believe in most profoundly and what brings you the deepest joy.

I want the Effat University degree you receive from us to be just the beginning of something wonderful: a calling where you get to experience the immense satisfaction of transferring knowledge to other people, in ways that perpetually enrich your own.

Go on Effat Ambassadors!

**Today and on this great day,** I want to seize this opportunity and thank special people who served Effat University with their hearts and souls.

I start by thanking Dr. Kathleen Guillaume for her leadership to the college of humanity and social sciences over the past three years. Dr. Kathleen, All of us appreciate your commitment to Effat excellence and love to Effat Family.

My special thanks also goes to those who left Effat, thank you Dr. Rafa Koki, Dr. Karima Saci, Dr. Kholoud Ashgar, Dr. Hafid Aguram, Dr. Azza Amer! Their efforts and contribution to Effat is highly appreciated and will be remembered by all of us.

My sincere appreciation and gratitude goes to our Doktorah in the business College Dr. Willma Mayhew.... who is leaving us sadly this

## President Office

coming October. Her presence through visit of NCAAA is really valued, praised and appreciated by all members at Effat University. This shows how sincere, loyal and professional she is. Dear Dr. Wilma, Your generosity and commitment to the recognition of Effat will be carved in all Effat College of business documents in particular and Effat University as a whole.

I would like also to take this opportunity to welcome Dr. Jannat Alabbasi as a Dean of Students Affairs and welcome her as part of our senior leadership team wishing her great accomplishment and success.

***A big Thank you*** to our great maintenance, building and ground team, our admission and registration fall, winter , spring and summer teams, PR and Communication team, Finance & HR staff, residence and restaurant, all faculty and staff and all people who worked behind the scenes and made the beginning of this academic year smooth and a huge success! Your professionalism, cooperative spirit, and attention to detail show how Effat is fortunate to have such an outstanding family spirit.

Wish you wonderful joy and great achievement. Lets play our academic year 2014/2015 with God blessing, with joy and happiness; with love and compassion!

في أمان الله ورعايته ...