

Ellucian Welcoming Speech

Remarks By

President Haifa Reda Jamal Al-Lail

At

**Effat University**

**Effat Library and Cultural Museum**

**Wednesday 21<sup>st</sup> March 10.00 – 10.30.**

“Bismillah-ir-Rahman-ir-Rahim”

In the Name of God, Most Gracious, Most Merciful and Peace with blessings be upon our Prophet Muhammad "salla allah alahi wa salam" and his followers and companions.

**David Penberthy**

**Vice President for Customer Success**

**Excellencies,**

**Distinguish Guests,**

Alsalamo Alaikom We Rahmato Allah We Barkatoh and good morning to everyone.

Welcome to Jeddah, a city as old as time, and welcome to Effat University, a university that was built on a foundation of clear vision, love of learning and a great belief in the potential of every individual.

Our gathering today only proves that when great minds meet, greater things happen.

It is a gathering of infinite possibilities, open doors, and never ending opportunity.

Historically people travelled far and wide for knowledge. And now knowledge comes to us, and is at the tip of our fingers. That of course did not happen without plenty of dedication and hard work.

Today is a celebration of the efforts of companies such as yours, companies who utilized their knowledge and experience in serving the sector of education.

Effat university, its management, faculty and students would like to extend their appreciation to Ellucian today for firstly gracing us with their kind presence and for the solutions they

developed that fit the innovative mind-set of Effat University perfectly.

It comes as no surprise that Effat University was one of the very first users of the Ellucian ERP solutions. In its continuous efforts to move forward, innovate and create, Effat University found its match when presented with the ideas and solutions of Ellucian. Ellucian and Effat University have another shared vision. That learning is for everyone. There is no limit, not age nor gender nor social norms and occupation that should or could stand against a mind that is hungry for knowledge. Learning and knowledge must be there for every seeker to benefit from. That is the vision of Effat's founders and the vision we carry to this day.

It is not enough for us to see our students go home at the end of their experience carrying diplomas. We make sure that the road to getting that diploma is full of challenge and fond memories.

Every person is a world on his own, this is a firm belief we have.

Every individual is also a world of potential. With the right trigger, the right environment, hard work and belief every individual can write his or her own success story in the end.

Many students come to university only because it is a step in life they must take. We find that it is a responsibility we enjoy to give them the right feeling and tools that encourage them to tap into their own potential. Many are more courageous than all of us here, for they were never told they could be great but still went against all odds and found meaning in learning.

I say all of that knowing that we have not even scratched the surface. With the potential technology provides and with the

potential our amazing students have we know that our goals will be ever changing, ever pushing the limits and ever challenging what we now think of as our maximum.

In 2003 with only 70 students on board Effat University courageously invested in Banner. Back then the investment happened through ITS, a local branch. We then moved on to partner directly with the mother company Sunguard Banner who today are Ellucian. Banner is the core part of the technology we use for the finance and student information systems. We have also invested in the latest technology for the human Resources systems, in blackboard for learning management systems. We have the latest library KOHA system and looking to invest further in solutions for research and development and in student assessment solutions such as Task Stream.

We now are opening new areas of research that go hand in hand with the era we live in. Because we know we want to be contributors and definitely not bystanders.

We in cooperation with you, Ellucian, want to put technology to work. Through technology we want to rise to the challenge our country has presented to us. The vision 2030 will be realized, our young people will be great and we hope to be there to look upon them proudly knowing as they will that there is more to be attained and more technology and innovation to be utilized in the fantastic journey of learning and research.

Thank you again for this kind visit and we hope for a long standing partnership that takes us both to achievements beyond what we can now imagine possible.