



Center for Learning Innovations &  
Customized Knowledge Solutions

Webinar on

# Community Engagement in Higher Education: High Impact Practices and Forward-Looking Strategies



**17<sup>th</sup> October 2024**

11:00-15:00 UAE Time

Online Via: zoom



# Webinar Overview




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Higher Education Institutions (HEIs) have always been connected to the community by virtue of their long-standing mission and commitment to deliver quality teaching, research and service to society. Their role has grown in importance, not only in uplifting communities in need but also in fostering meaningful university-community-industry collaborations.

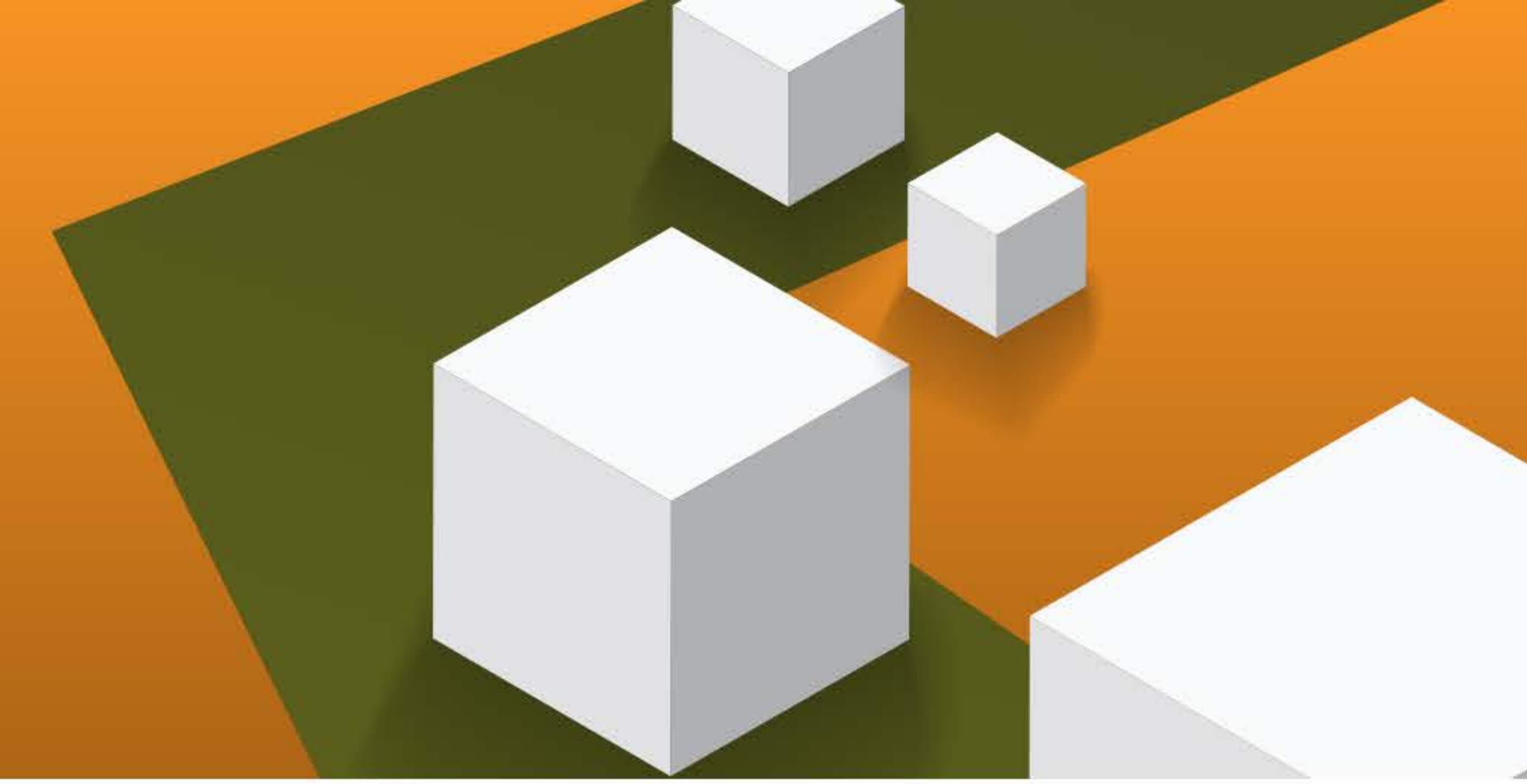
Community engagement can be an integral part of HEIs Social Responsibility (USR) strategy, where leaders leverage the collective efforts of the institution to foster positive societal change through teaching, research, and services. This form of engagement can provide many benefits for the HEIs including improved education quality, demonstrated commitment to the UN's Sustainable Development Goals, increased student success and sense of belonging, enhanced faculty scholarship, and improved reputation and visibility. However, for community engagement to be truly successful, it needs to be well-planned and strategic, conducted with a genuine commitment to social justice and community empowerment.

During this webinar, you will explore how community engagement as a strategic approach (not merely a program or scattered set of activities) can be instrumental in your institution's mission. You will learn how to effectively plan activities based on community needs assessments, leverage mutually beneficial partnerships with tangible outcomes, and deploy internal resources and core capabilities to address specific community needs. The webinar will also emphasize how to assess the impact of community engagement using well-considered indicators.





# Webinar Outcomes



## By the end of the webinar participants will:

- Recognize the value of partnership as a critical success factor in community engagement.
- Analyze how institutions leverage their core competencies to maximize their impact on the community.
- Identify community needs and integrate them into the strategic development of community engagement initiatives.
- Apply methods and good practices in planning, implementing, and measuring the impact of community engagement.
- Identify how service learning can be instrumental in enriching the curriculum and fostering a culture of mutual engagement with the community.

## Key Topics

### Key topics discussed during the four-hour webinar will include:

- + Why Community Engagement Matters?
- + Challenges in Delivering High-Value Community Engagement
- + Identifying Community Needs
- + Developing Your Community Engagement Strategy
- + Maximizing Community Engagement Impact by Leveraging Your Institution's Core Competencies
- + Building Mutually Beneficial Partnerships for the Greater Good
- + Integrating Community Engagement in the Curriculum to Achieve Students' Learning Outcomes (Service Learning)
- + Measuring Impact of Community Engagement Activities
- + Sustaining Long-Term Community Engagement Initiatives
- + Best Practices and Case Studies in Community Engagement



# Target Audience

## This webinar is designed for:

- Directors and Staff Working in Community Engagement Programs.
- Faculty Involved in Community Engagement or In Service Learning
- Students' Affairs – Deans and Directors Involved with Engaging Student with Community

# Webinar Fees and Discounts

- The registration fee for **4-hour webinar is 125 USD**. An early bird discount of **100 USD** is available for those who complete their registration before the cut-off date of 10<sup>th</sup> of September 2024
- Upon registering online participants will receive an invoice with the payment options available.
- Group registration discounts ranging from 10 to 20% are available for groups of (5) and above.
- For online Individual Registration, **click here**.
- For online Group Registration, **click here**.
- Registration is only confirmed upon receiving the full registration fee and is based on a first come first served basis.
- Participants attending the full session will receive their certificate of attendance at the end of the webinar.

Regular Fee  
**125 USD**

Early Bird  
Registration Fee  
**100 USD**

(Prior to 10<sup>th</sup> September 2024)



LIMITED SLOTS  
AVAILABLE

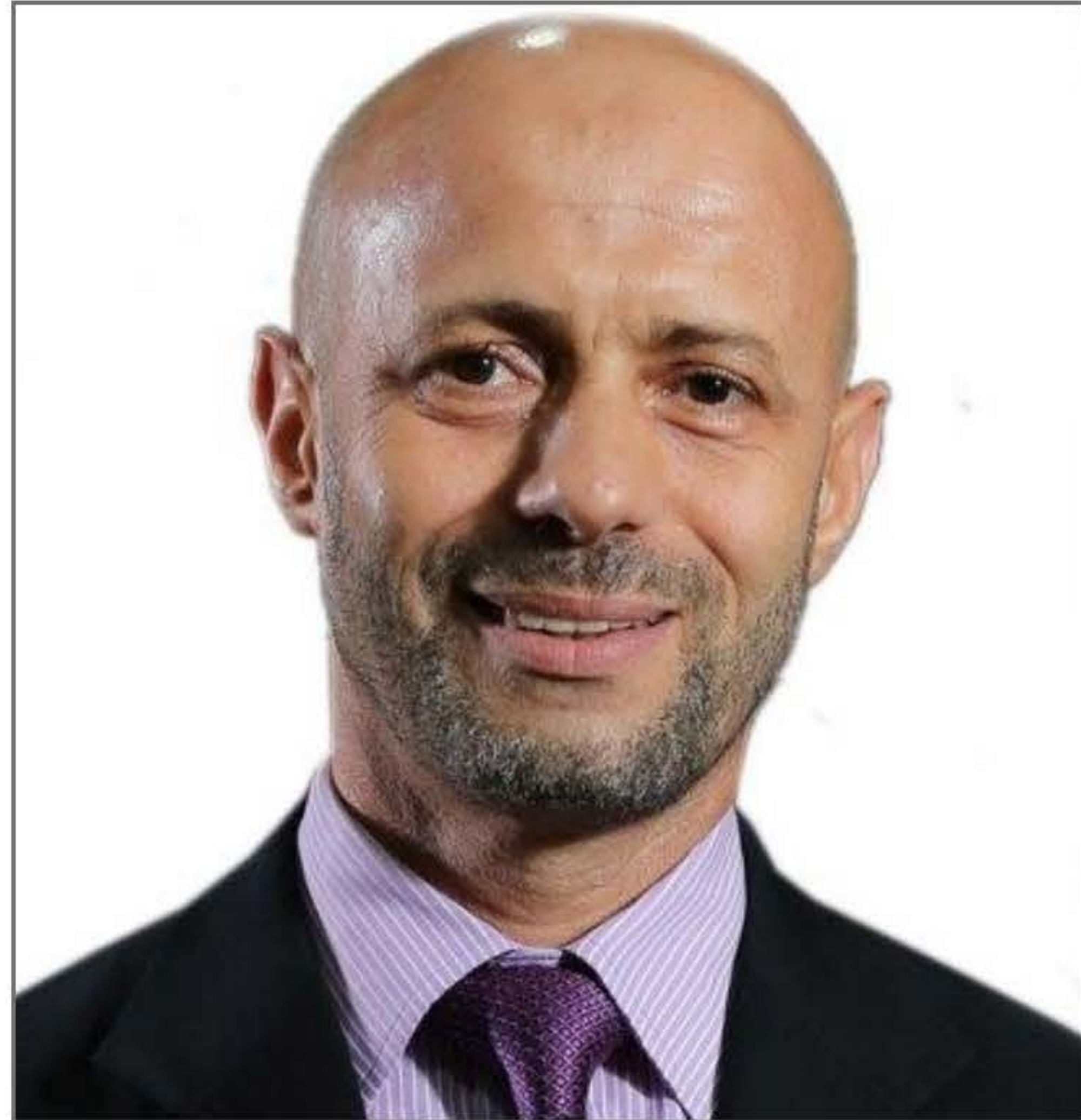


# Webinar Facilitator

## Mr. Mokhtar Benhadria

CLICKS's International Associate & Head of Quality Assurance Division,  
International Centre for Education in Islamic Finance (INCEIF), Malaysia

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Educated in the UK and having worked internationally for more than twenty years, Mokhtar's expertise and professional experience span areas such as organizational excellence, strategic planning, business process improvement, quality assurance and accreditation with a specific application to institutions of higher learning.

In his professional career, Mokhtar has provided leadership in a large number of situations requiring managerial interventions for improving organizational performance. In recent years, he has focused particularly on developing policies and strategic frameworks for driving innovation and improving the effectiveness of the education institutions. He has designed and delivered training programs and consultancies to several colleges and universities in Malaysia, UAE, Oman and Saudi Arabia.

His most recent engagement has been with the International Centre for Education in Islamic Finance (INCEIF) in Malaysia, where he has been instrumental in the university's achievement of the AACSB International accreditation. His training approach is context-specific, learner-centric and seeks to engage the participants in the process of finding solutions to real-life problems.





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