CLICKS

Center for Learning Innovations & Customized Knowledge Solutions

In Collaboration with

جامعة الأخوين

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AL AKHAWAYN UNIVERSITY

Face to Face Workshop

Experiential Learning: Student Employability, and the Future of Higher Education

28th & 29th May, 2025

Al Akhawayn University in Ifrane, Morocco

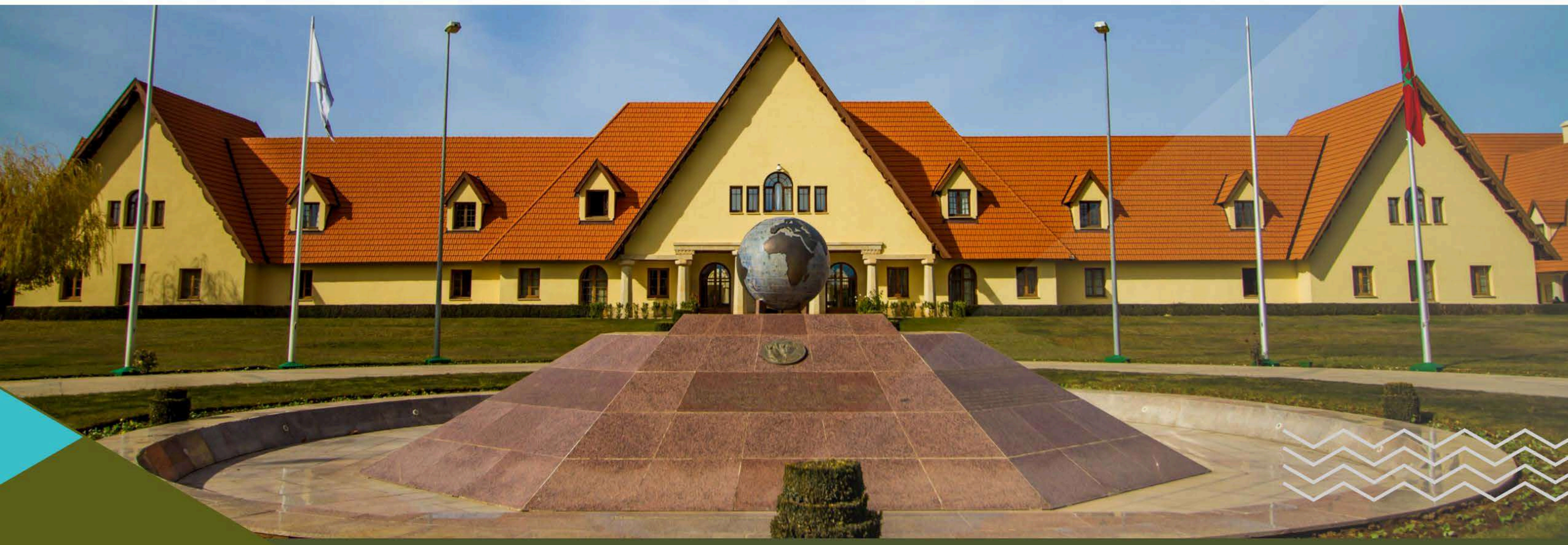
Open to HEIs in Morocco and Beyond

Workshop Overview

In today's rapidly evolving educational landscape, experiential learning stands out for its practical approaches, offering innovative and effective methods that actively engage students in real-world application and authentic experiences. By immersing students in real-world experiences, experiential learning cultivates critical thinking, problem-solving, and interpersonal skills essential for success in today's rapidly changing world. More importantly, it plays a pivotal role in enhancing student employability by bridging the gap between theoretical knowledge and workplace expectations. As higher education institutions increasingly focus on preparing students for the future workforce, integrating experiential learning becomes essential in equipping graduates with the competencies and adaptability required in dynamic job markets.

This highly interactive two-day workshop is designed to equip participants with the knowledge and practical skills necessary to seamlessly integrate experiential learning in higher education (beyond the curriculum) and more specifically into teaching and learning practices. Through a dynamic blend of theory and hands-on application, participants will also learn how to develop/review their course plans to integrate experiential learning opportunities that align with their teaching styles and disciplines, enriching their overall students' learning experience and fostering their career readiness.

Participants will explore the fundamental concepts and principles of experiential learning, emphasizing its profound impact on student engagement, academic achievement, and preparation for future careers. They will apply Kolb's cycle for experiential learning, explore diverse ways for integration, and learn strategies for teaching reflective skills through the examination of existing models. Additionally, they will review their course plans, including outcomes, learning activities, and assessment tools, to ensure alignment with the unique nature of experiential learning and its role in improving students' transition into the workforce.



Workshop Outcomes

By the end of the workshop participants will:

- Gain a deep understanding of the fundamental concepts and principles of experiential learning, emphasizing its profound impact on student engagement, academic achievement, and future career readiness.
- Evaluate the impact of Industry 4.0 on the evolving job market and the necessary educational shifts required to meet these changes.
- Apply experiential learning principles and Kolb’s theory to design and implement effective learning experiences.
- Discuss effective methods for integrating experiential learning into higher education settings.
- Assess the benefits and challenges of experiential learning and devise institutional strategies to maximize its advantages while addressing potential obstacles.
- Review course plans, including outcomes, learning activities, and assessment tools, through a reflective lens, ensuring they effectively integrate experiential learning opportunities that contribute to students’ employability.



Workshop Key Topics

DAY 1: Foundations and Fundamentals of Experiential Learning in HE

- Trends Shaping Higher Education and Workforce Expectations
- Adapting to Industry 4.0: Evolving Job Market and Educational Shifts
- What is Experiential Learning (EL)? Why is it Important?
- The Implementation of EL across Higher Education
- Trends and Innovations in Experiential Learning Adoption
- Principles of Experiential Learning & How they Link to Employment
- Advantages and Opportunities Offered by Experiential Learning
- Common Challenges and Strategies for Overcoming Them
- Exploration of Diverse Experiential Learning Opportunities (i.e., Internships, Service Learning, Clinical Education, Study Abroad, Undergraduate Research, Co-Ops, etc.)
- Institutionalizing Experiential Learning – Strategies for Integrating Experiential Learning into Institutional Culture and Policies
- Creating Supportive Structures and Resources for Experiential Learning Initiatives

DAY 2: Building Experiential Learning into Your Course

- The Changing Role of Learner and Instructor – Empowering Students as Active Participants in the Learning Process
- The Experiential Learning Process: Kolb's Cycle of Learning
- Designing a Course to Integrate Experiential Learning (addressing Learning Outcomes, Content, Structure, Activities, and Resources in Course Design)
- Creating Engaging and Meaningful Experiential Learning Experiences
- Assessment for Experiential Learning
- Feedback Mechanisms and Performance Evaluation in Experiential Learning Contexts
- Practical application on a 'simulated' course.

Workshop Fees and Discounts

Regular Fee

545 USD

Early Bird Registration Fee

504 USD

(Prior to 28th April, 2025)

LIMITED SEATS AVAILABLE

- The registration fee for the 2-day workshop is **545 USD**. An early bird discount is available for those who complete their registration before the cut-off date of **April 28th, 2025**.
- Upon registering online participants will receive an invoice with the payment options available.
- Group registration discounts ranging from **15%-20%** are available for groups of 3 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 serve basis.
- Participants attending the full workshop will receive their certificate of attendance at the end of the workshop.

Workshop Facilitator

Dr. Narimane Hadj Hamou

Founder & CEO, CLICKS, UAE



Dr. Narimane is the Founder and CEO of the Center for Learning Innovations and Customized Knowledge Solutions (CLICKS). Prior to this, she served as the Assistant Chancellor for Learning and Academic Development (Provost) at Hamdan Bin Mohammed Smart University in Dubai, UAE. In this role, she established and led the academic, research, and eLearning vision for the first online university recognized and accredited. by the UAE's Ministry of Higher Education and Scientific Research (now the Ministry of Education).

With a career spanning over 20 years, Dr. Narimane has held several leadership positions, including Provost, Dean of Student Affairs, Dean of Learning and Teaching, and Director of e-Learning. She has also served as senior advisor to numerous universities and as a consultant for prominent organizations such as UNESCO and the European Training Foundation. Additionally, Dr. Narimane is an active member of various organizations and university advisory boards including the Times Higher Education (THE) regional advisory board.

Dr. Hadj-Hamou's vast expertise spans technology integration and e-learning in higher education, teaching and learning, quality assurance and accreditation, and governance. She has been a driving force in promoting online. education and blended learning in the region since 2004, leading many pioneering projects and initiatives.

Her contributions to quality assurance are noteworthy; she has served as an external reviewer for many quality assurance agencies and participated in over 40 institutional and programmatic accreditation reviews since 2012, either as a chair or a review member. She was also involved in reviewing and providing expertise on the Saudi eLearning Standards for Higher Education in 2020 and designed and delivered a training program for certifying external reviewers under the direction of the NCAAA during 2021-2023. Dr. Narimane trains and consults extensively in quality assurance and in supporting universities with developing internal quality systems.

She is the founder of several regional initiatives and projects; she was the founder and first elected President of the Middle East e-Learning Association (MEeA) in 2008-2010, and led the establishment the MENA Higher Education Leadership Forum in 2013 which she chairs to date and the Arab Consortium of Teaching and Learning Centers in 2024.

Over the years, Dr. Narimane has delivered more than 120 keynote addresses worldwide, including in the USA, China, the UK, KSA, India, Bahrain, Kuwait, Egypt, Lebanon, Germany, Algeria, Morocco, Hungary, Kazakhstan, Oman, and Qatar, among many others. She has also led numerous round-tables and panel discussions. She has facilitated and delivered over 300 workshops on governance, strategic planning, policy development, quality assurance, innovative pedagogies, online learning, and other topics to various target audiences, including university presidents and vice presidents. Dr. Hadj-Hamou has also been active in publishing articles, book chapters, and case studies and was the founder and editor of the International Journal of Excellence in e-Learning for several years.

CLICKS

Center for Learning Innovations &
Customized Knowledge Solutions

The Center for Learning Innovations and Customized Knowledge Solutions (CLICKS) since 2012 has been working across the region and beyond in helping higher educational institutions of all types address strategic issues pertinent to governance, quality assurance, teaching and learning, strategy formulation, technology integration among others.

CLICKS has been involved in training and consulting for over 180 higher education institutions and has developed a robust portfolio of professional development programs ranging from webinars, short courses and workshops to certificate programs. In addition, to its diverse range of industry specific fit-for-purpose consultancy services.



CLICKS works with several international partners to deliver its programs and services. In addition, the center is actively engaged in establishing dynamic platforms where people come together to discuss issues of relevance to the sector; this includes the establishment of the MENA Higher Education Leadership Forum in 2013, the initiation of the In-conversation with CLICKS virtual panels in 2020, The Zairi International Awards for Excellence in Higher Education in 2021, the Arab Consortium for Teaching and learning launched in 2024 among others.

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AL AKHAWAYN UNIVERSITY

Al Akhawayn University in Ifrane (AUI) is a leading institution, established by a Royal Decree in 1993, modeled on the American Liberal Arts & Sciences system. Offering instruction in English, AUI emphasizes Excellence (at an international level) and Identity (Moroccan), fostering intellectual freedom through critical thinking, global perspectives, and interdisciplinary learning. AUI is accredited by the New England Commission for Higher Education (NECHE).

With programs in Engineering, Business Administration, Social Sciences, Humanities, and Arts, AUI prepares its students to contribute value to their organizations through entrepreneurial leadership and to pursue professional success within a framework of meaningful and personally fulfilling lives.

The Center for Teaching and Learning (CTL) at AUI provides opportunities for T&L innovation in line with AUI strategic plan. The CTL provides its services and implements its activities following international quality assurance standards and recognized best practices in relation to the following areas:

- Faculty Readiness: Professional development workshops, onboarding programs, international certificates, and knowledge-sharing experiences.
- Technological Readiness: Learning applications, platforms, and technologies.
- Quality Assurance: Effective T&L data management, reporting, and decision-making.
- Online Course and Program Development: Digital resources development, educational video recording, and multimedia production.

The CTL aims to become a catalyst in leading institutional strategies and plans for faculty development and engagement to promote a growth mindset, and support AUI’s endeavors to provide students with innovative learning experiences that meet the expectations of Gen Z and contribute to their self-fulfillment, well-being, and success.

For more information, visit www.aui.ma

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