



**Yarmouk University**

**Strategic Plan of  
ELearning Center and Open  
Education Resources**

**2021 – 2025**

## About the center

The main objective of establishing the e-learning center at Yarmouk University is to fully manage the e-learning subject at the university, using the latest methods and technologies to train, equip and empower faculty members from various disciplines at the university to start developing online courses, which will develop over time into full programs. It is offered online for various academic degrees, from diploma and bachelor's to master's and doctoral degrees, when the required number of courses is available. An essential part of the center's work will be directed towards designing and developing online courses in Arabic that are specifically directed to attract students from all Arab and Islamic countries whose population now exceeds 1.5 billion people, with a focus on South Asian countries; Indonesia and Malaysia, in addition to Turkey, are showing an increasing interest in learning Arabic and Islamic law.

The establishment of the center is fully in line with the strategic objectives and vision of Yarmouk University in reaching students all over the world. The center is also considered promising from the economic side, as it constitutes an initial step in the digital transformation of the university, which will allow it to move at an accelerating pace in which the capacity, performance and financial revenues are multiplied every year based on scientific predictions confirmed by the well-known Moore's law of technology growth.

## Center Management and Departments

The center's management consists of a center director, an assistant director of the center, and the administrative office. In order to implement the various programs and tasks, there are currently three departments in the center that follow up and carry out the various tasks of the center. The following table shows the center's departments and the number of employees in each department.

Table 1: Centre Departments and Number of Employees

Department	Number of Employees
Centre management	2
Administrative Office	2
Department of Academic Programs	1
Department of Electronic Services	3
Department of Computerized Exams	3

## The Center's Vision and Mission

### **The Vision**

The Center of e-Learning and Open Education Resources at Yarmouk University aims to become a world-renowned institution that provides high quality e-learning that contributes to the advancement of the educational system in Jordan, the region and the world.

### **The Mission**

Establish an independent academic e-learning center at Yarmouk University that uses state-of-the-art methods and technology to train and empower faculty to be able to create high-quality electronic content.

## The Center's Goals

1. Promote and spread the culture of online e-learning among faculty, staff and students at Yarmouk University.
2. Gain the recognition of excellence from the scientific and international society in online e-learning which will return with benefits on the Jordanian community.
3. Become a pioneer in the production of high-quality electronic content that meets international standards and uses state-of-the-art methods and technology to benefit the higher education sector in Jordan and the region, which can eventually be translated into applications, technologies or products.
4. Contribute to Yarmouk University's digital and informational transformation in terms of university education and graduate studies.
5. Strengthen Yarmouk University's position as a reliable and active leading university in online e-learning in close collaboration with higher education in Jordan and the region.

## The Center's Governing Values

1. **Quality and Excellence:** Pursuing high standards and pursuit of excellence by adhering to the highest quality standards in teaching, learning and innovation.
2. **Leadership and Teamwork:** Commitment to strengthening individual and collective leadership roles with commitment to professionalism, responsibility and teamwork.
3. **Freedom of Initiatives and Activities:** Encouraging scientific initiatives, activities and practices in all aspects of scientific and academic activities.
4. **Justice and Integrity:** Commitment to the principles of social justice, equal opportunities, and commitment to the highest levels of honesty, respect and professional ethics.
5. **Transparency and accountability:** Adhering to standards of transparency in transactions and procedures and supporting the requirements of accountability and integrity.
6. **E-Learning and Continuous Development:** Commitment to support continuous e-learning to accommodate technological developments and promote continuous intellectual growth and sustainable development.

## The Main Parts of The Strategic Plan and Performance Indicators

### ➤ First Part: Governance

Sub-strategic goal	Performance indicators
Reviewing and updating the procedures in the center and documenting them	<ul style="list-style-type: none"><li>▪ Reviews on quality procedures.</li><li>▪ Reviews the executive plan of the center.</li><li>▪ Review the organizational structure.</li><li>▪ Documenting the decisions of the center</li></ul>
Continuous monitoring of the performance of the center's departments	<ul style="list-style-type: none"><li>▪ Annual and semi-annual reports of the Center's departments.</li><li>▪ Performance reports for administrative staff.</li></ul>
Promoting integrity, transparency, excellence and fairness at work	<ul style="list-style-type: none"><li>▪ The number of courses for the center's staff.</li><li>▪ The number of administrators who have been promoted.</li><li>▪ The number of administrators who have been punished.</li></ul>

## ➤ Second Part: Training

Sub-strategic goal	Performance indicators
Creating training courses needed by faculty members at the university.	<ul style="list-style-type: none"> <li>▪ The number of courses held in proportion to the needs of the faculty members and those related to the center.</li> </ul>
Develop and expand the use of e-learning and distance learning	<ul style="list-style-type: none"> <li>▪ The number of distance taught courses per semester.</li> <li>▪ Actions taken by the Center to improve the e-learning process.</li> </ul>
Develop and improve teaching and e-learning strategies at the university	<ul style="list-style-type: none"> <li>▪ Applying modern strategies in distance learning</li> <li>▪ Activating the means of interaction between teachers and students</li> </ul>
Involve experts in building and developing programs and plans	<ul style="list-style-type: none"> <li>▪ Participation of faculty members and labor market representatives in preparing programs and plans</li> </ul>
Ensure continuous improvement through feedback from students and faculty	<ul style="list-style-type: none"> <li>▪ Receiving feedback from students and faculty members via the center's e-mail and social media</li> </ul>
Providing recordings, instructional videos, and awareness raising for students and faculty members	<ul style="list-style-type: none"> <li>▪ Number of provided videos and recordings.</li> </ul>



### ➤ Third Part: Human and Administrative Resources

Sub-strategic goal	Performance indicators
Developing and qualifying the administrative staff in the center	<ul style="list-style-type: none"><li>▪ The number of administrators who received a promotion.</li><li>▪ The number of administrators transferred from one category to another.</li><li>▪ Number of administrators participating in practical courses.</li></ul>
Attracting competencies specialized in e-learning	<ul style="list-style-type: none"><li>▪ Number of employees with experience in exam preparation, design, montage and network security who have been hired.</li></ul>

## ➤ Fourth Part: Infrastructure

Sub-strategic goal	Performance indicators
Enhance of the infrastructure of the center	<ul style="list-style-type: none"> <li>▪ Continuous maintenance of public facilities in the center.</li> <li>▪ Work to improve the external and internal appearance of the offices and facilities of the center.</li> </ul>
Providing a secure and smart environment in the center	<ul style="list-style-type: none"> <li>▪ The number of offices for which the wireless network has been strengthened.</li> <li>▪ The presence of a monitoring system inside the corridors of the center.</li> </ul>
Establishment new examination laboratories	<ul style="list-style-type: none"> <li>▪ The number of laboratories that will be used to hold computerized examinations within the university.</li> <li>▪ Providing laboratories with surveillance cameras and additional screens</li> </ul>
Establishing new studios for designing electronic courses.	<ul style="list-style-type: none"> <li>▪ Creating a studio room and providing it with modern technologies and technological means for designing electronic courses.</li> </ul>
Enhance the Exam platforms	<ul style="list-style-type: none"> <li>▪ The capacity of each platform, the quality and speed of preparing and submitting exams.</li> </ul>

## ➤ Fifth Part: Social Responsibility and External Relationships

Sub-strategic goal	Performance indicators
Cooperation and partnership with community institutions and international institutions	<ul style="list-style-type: none"> <li>▪ Number of agreements with local and national authorities.</li> </ul>

## ➤ Sixth Part: Students

Sub-strategic goal	Performance indicators
Activating the means of communication with students and promoting awareness in e-learning	<ul style="list-style-type: none"> <li>▪ Messages sent to students</li> <li>▪ Number of advertisements</li> <li>▪ Number of students interacting with the center's website</li> </ul>
Announcements for exams and student accounts	<ul style="list-style-type: none"> <li>▪ Activating communication with students and informing them of everything related to e-learning</li> </ul>
Providing guidance to students	<ul style="list-style-type: none"> <li>▪ Providing and advertising guidance</li> <li>▪ The number of students using the system</li> </ul>
Enhancing electronic awareness and necessary technological skills	<ul style="list-style-type: none"> <li>▪ Publish the link to the center's Facebook page and use it to raise student awareness</li> <li>▪ Number of courses held with students</li> <li>▪ The technological skills acquired by the students</li> </ul>
Working to provide interactive means between the teacher and students	<ul style="list-style-type: none"> <li>▪ The use of faculty and students for the means of interaction</li> <li>▪ The number of methods used</li> </ul>

## ➤ Seventh Part: Accreditation and Quality Assurance

Sub-strategic goal	Performance indicators
Strengthen the scope and culture of quality in the center.	<ul style="list-style-type: none"><li>▪ Holding workshops and seminars to raise awareness of quality procedures and standards.</li><li>▪ Involve all departments of the center in the preparation and development of quality plans and their implementation.</li><li>▪ Monitor and improve the quality system in the center.</li></ul>