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# **QASPIR Consulting in partnership with Abu Dhabi University**

*Presents:*

**Assessment in MENA (AIM) 2019 Conference:  
Developing a Culture of Effective Assessment for  
Continuous Improvement.**

**April 7-8, 2019**

***Abu Dhabi University, U.A.E***

**\*\*KEYNOTE SPEAKERS: DR BELLE WHEELAN, PRESIDENT & CEO, SACSCOC;  
PROF PETE BOYD, UNIVERSITY OF CUMBRIA, UK \***



## OVERVIEW

Higher education is becoming more and more challenging for institutions as they struggle to demonstrate excellence to compete for student enrolment, funding and accreditation at both program and institution level. Consequently, the focus on assessment is heightened to provide accountability, which makes this area a driving force throughout institutions.

**Our conference in partnership with Abu Dhabi University: Developing a Culture of Effective Assessment for Continuous Improvement** provides an opportunity to learn from practitioners how best practices can improve institutional and program effectiveness, to network with peers and get a glimpse at what other institutions are doing to stay current in the cultivation of continuous improvement.

Whether your institution has recently begun to develop an assessment process or well into its IE plan, having reliable data and being able to understand and take action becomes an integral part. This conference offers ample opportunities to gather new knowledge and insight to put a strong assessment system and impact framework into place. Additionally, areas such as evaluating distance learning and developing co-curricular learning outcomes are areas that are becoming increasingly important for institutions and these areas will also be discussed.

The conference provides a practitioner's approach to building a comprehensive assessment system, that focuses on five key components:



*Setting Goals and Outcomes: planning assessment objectives*

*Mapping Learning Opportunities: curriculum and assessment mapping*

*Assessing Goals and Outcomes: review measures and continual improvement processes*

*Analysing and Discussing Results: reviewing, analysing and interpreting qualitative and quantitative statistical data*

*Use Data for Improvement: action plans and closing the loop*

In addition to concurrent sessions, the conference also includes a workshop component designed so that all attendees are able to start at one segment of the assessment cycle and move through the entire process over two days.

Our highly acclaimed keynote speakers Dr. Belle Wheelan, President of SACSCOC is speaking for the **first time in MENA** on Developing a Culture of Continuous Improvement, along with Prof. Pete Boyd from University of Cumbria, UK. Guest speakers include Dr. Alexis Brooks-Walter from Virginia State University, Dr. Lee Waller from AURAK and Dr. Mohammed Parakandi from Abu Dhabi University.

***[To register click here](#)***



## AGENDA | Sunday, 7 April

- 7:00 - 8:30** Registration, breakfast
- 8:30 - 9:15** Inaugural opening by the President of Qaspir & Chancellor of Abu Dhabi University
- 9:15 - 10:00** Establishing an effective quality assurance/continuous quality improvement system at both institution and programme level.
- Dr. Mohammed Parakandi, Director Accreditation & Associate Professor of Management Abu Dhabi University**
- 10:00 - 10:15** Coffee break
- 10:15 – 11:00** 30 min Presentations
- 11:00 - 12:30** Workshop master classes:
- Setting Goals and Objectives
  - Mapping Learning Opportunities
  - Assessing Goals and Objectives
  - Analysing and Discussing Results
  - Using Data for Improvement
- 12:30 - 1:30** Lunch
- 1:00 - 2:00** **Keynote: Enhancing Assessment and Feedback in Higher Education**
- Prof. Pete Boyd, University of Cumbria, United Kingdom**
- 2:00 - 2:45** 30 min Presentations
- 2:45 - 3:00** Coffee Break
- 3:00 - 4:00** A Practitioner's Approach for Meeting the Expectations of US Regional Accreditation in Regard to Institutional Effectiveness
- Prof. L. Rusty Waller, American University of Ras Al Khaimah**
- 4:00 - 5:30** Workshop master classes:
- Setting Goals and Objectives
  - Mapping Learning Opportunities
  - Assessing Goals and Objectives
  - Analysing and Discussing Results
  - Using Data for Improvement
- 6:00** Gala Dinner & Networking Event

## **AGENDA** | *Monday, 8 April*

- 7:00 - 8:00** Registration, breakfast
- 8:00 – 09:30** Workshop master classes:
- Setting Goals and Objectives
  - Mapping Learning Opportunities
  - Assessing Goals and Objectives
  - Analysing and Discussing Results
  - Using Data for Improvement
- 09:30 – 10:30** Strategies for Developing Effective Assessment of Student Learning
- Dr. Alexis Brooke- Walter, Virginia State University**
- 10:30 - 10:45** Coffee Break
- 10:45- 12:15** Workshop master classes:
- Setting Goals and Objectives
  - Mapping Learning Opportunities
  - Assessing Goals and Objectives
  - Analysing and Discussing Results
  - Using Data for Improvement
- 12:15 – 1:00** Lunch
- 1:00 - 2:00** **Keynote: Developing a Culture of Continuous Improvement**
- Dr. Wheelan President, of the Southern Association of Colleges and Schools Commission on Colleges**
- 2:00 - 2:15** Coffee Break
- 2:15 - 3:45** Workshop master classes:
- Setting Goals and Objectives
  - Mapping Learning Opportunities
  - Assessing Goals and Objectives
  - Analysing and Discussing Results
  - Using Data for Improvement
- 3:50 - 4:35** Panel Discussion, Closing remarks.

*[To register click here](#)*



## Keynote Speakers



**Dr. Belle Wheelan** *President and Chief Executive Officer of the Southern Association of Colleges and Schools' Commission on Colleges (SACSCOC).*

Dr Wheelan currently serves as President of the Southern Association of Colleges and Schools Commission on Colleges and is the first African American and the first woman to serve in this capacity. Her career spans over 40 years and includes the roles of faculty member, chief student services officer, campus provost, college president and Secretary of Education.



**Prof. Pete Boyd** *University of Cumbria, UK*

Pete Boyd is Professor of Professional Learning and Director of the Learning, Education and Development Research Centre based at the University of Cumbria in England. He is also Visiting Professor of Academic Development at Newman University. Pete's specialist professional field is teacher education and he has worked extensively in academic development, leading a taught programme for lecturers new to higher education and researching into higher education, focusing on academic identities and on assessment practice. He currently teaches on Education Studies and Teacher Education programmes and supervises doctoral educational research by teachers and lecturers. He is currently part of the academic developer team for the UK HE Advance Degree Standards project and facilitates national training courses for external examiners.

## Guest Speakers



**Prof. Waqar Ahmad** *FACSS PhD BA | Chancellor, Abu Dhabi University*

Professor Ahmad is the Chancellor of Abu Dhabi University. He was previously Deputy Vice Chancellor Academic at Middlesex University, with responsibility for faculty, academic development, teaching and learning, research, knowledge transfer, academic quality and the university's campus in Dubai. He has been a Professor at the University of Leeds, and has held academic posts at Universities of York, Bradford, the Open University, University College London and the University of Oxford. His experiences as the Chief Social Scientist at the Office of the Deputy Prime Minister, UK, and as Vice Chairman of the North Bradford Primary Care Trust, reflect his keen interest in policy. As a senior social scientist, he is an elected Fellow of the Academy of Social Sciences. Until recently, Professor Ahmad was a Trustee of the Woolf Institute Cambridge and was involved in the relaunch of the Muslim Institute London.

**Publications:** (<https://scholar.google.co.uk/citations?user=nC7tOdoAAAAJ&hl=en>)



**Dr. Alexis Brooks-Walter** *Associate Director of Institutional Effectiveness, Virginia State University, USA*

Dr. Alexis Brooks-Walter has worked in higher education for over 20 years and currently serves as Associate Director of Institutional Effectiveness at Virginia State University. In this role, Dr Brooks-Walter is intricately involved with university assessment, faculty development, accreditation, and institutional research. She served as a pivotal role in development of the institutional quality enhancement plan for leadership and the reaffirmation of the University by the Southern Association of Colleges and Schools Commission on Colleges





**Prof. Lee “Rusty” Waller, PhD** *Dean of Student Services & Enrolment Management*  
*American University of Ras Al Khaimah*

Prof. Lee “Rusty” Waller joined AURAK in August of 2014 as the founding director of the Teaching and Learning Centre, served as the Director of the Office of Institutional Effectiveness, and now serves as the Dean of Student Services & Enrolment Management. He earned his BS in Education and MS in Mathematics from Stephen F. Austin State University in Nacogdoches, Texas. He completed a PhD in Higher Education Administration from the University of North Texas. Rusty began his professional career as a public school teacher, spent 17 years in the American community college system, and served for 9 years at Texas A&M University Commerce before joining the AURAK family. He has an extensive track record for digital textbooks, scholarly publications, and presentations.

His teaching and research focus on digital learning, strategic educational leadership, and effective assessment of student learning. Prof Waller was recently awarded (2014) the Effective Practice Award for Excellence in the Utilization of Emerging Technology by the Online Learning Consortium (formerly Sloan-C). He was also awarded (2012) the Excellence in Teaching Award by Sigma Alpha Pi, The National Society of Leadership and Success and is a recipient (2011) of the Texas A&M University Chancellor’s Award for Instructional Excellence.

Lee is an active contributor to Multimedia Educational Resource for Learning and Online Teaching (MERLOT) sponsored by California State University



**Dr. Franz Reneau** *Director of Assessment – Office of Academic Effectiveness*  
*Georgia Institute of Technology*

Dr. Reneau is a Higher Education Professional with over a decade of experience working in the field. In his current role as Director of Assessment in the Office of Academic Effectiveness at Georgia Tech, he is charged with the responsibility of providing leadership and oversight of the institution's academic assessment processes. He plays a critical role in helping to build the Institute's capacity to use best practices in assessment as a tool for the sustainable and continuous improvement of student learning. Throughout his career, Reneau has conducted numerous accreditation self-study reviews and has supported many academic and non-academic programs in their re-accreditation preparation. His higher education academic experiences include college student retention efforts, academic advising, institutional effectiveness, and program and project evaluation. A native of Belize, Reneau is committed to student success and use of data to inform higher education decision-making. Reneau's research interests span the broad areas of faculty work, faculty administrator relationships, and doctoral level teaching preparation.



**Dr. Mohammed Parakandi** *Director Accreditation & Associate Professor of Management*  
*Abu Dhabi University*

Dr. Parakandi is the Director of Accreditation at Abu Dhabi University, leading all the national and international accreditation activities. He has more than 18 years of experience in the fields of teaching, academic administration, consulting, and training. Prior to his current role, Dr. Parakandi served as Associate Professor of Management and Accreditation Coordinator at ADU's College of Business and led the AACSB and EQUIS accreditation projects and successfully achieved them in record time. His other roles at ADU have included MHRM Program Coordinator, Accreditation Coordinator and Research Coordinator.

Dr. Parakandi received his PhD in Management from Kannur University, and holds three Master Degrees: Master of Business Administration, MS. in Psychology, and Master of Commerce (Finance). Prior to joining Abu Dhabi University, Dr. Parakandi worked at Kannur University and University of Calicut. His teaching and research interests include Executive Soft-skills, Leadership and Communication, Human Resources Development, Organizational Behavior, and Entrepreneurship.



**Dr. Willis Walter** *Dean of Education, Virginia State University*

Dr. Willis W. Walter II, is currently the Dean/Associate Professor of the College of Education at Virginia State University, where he assisted in the preparation of professionals that are Competent, Caring and Culturally Responsive in the areas of Teacher Education, Counseling, Sport Management & Educational Leadership. As an Assessment/School Improvement Advocate during 2007-2014 he served as Vice President of Research, Planning and Institutional Effectiveness at Bethune-Cookman University. From 2014-2017 Dr. Walter served as Vice President of Community Affairs, K-16 Initiatives and Dean of the College of Education. He has a long history of working with and solving educational concerns and school reform.

Dr. Walter has also served as an Assistant Dean/Assistant Professor for the College of Education at Florida A&M University and provided consultation to the National Council for the Accreditation of Teacher Education/Department of Education accredited programs throughout the nation. He has also served as a K-12 teacher and school administrator. Prior to joining the faculty ranks, Willis was a tenured principal in the Birmingham City Public School District, where he had the opportunity to assist in the development, implementation, and monitoring of school improvement activities. One of Dr. Walter's greatest professional honors came in 1998, when as Principal his school received the "Governors Award for Student Achievement."



**Dr. Amal Bou Zeineddine** *Associate Director for the Center for Teaching and Learning, American University of Beirut*

Dr. Amal BouZeineddine has earned her doctoral degree in Bilingual Education from Boston University in Massachusetts, United States of America. She is the Associate Director for the Center for Teaching and Learning at the American University of Beirut and a full-time faculty member in the Department of Education at the University. She teaches graduate and undergraduate courses in elementary education with focus on teaching of language arts, curriculum design and children's literature.

She is the chair of the Practice Teaching Committee, Chair of Revising the BA program and Chair of the Comprehensive Examination-Elementary Education. In addition, Dr. BouZeineddine is the convener for Elementary Education and currently the Technical Coordinator of RACE II/DFID project with MEHE. Dr. BouZeineddine has been a consultant for educational institutions and has conducted in-service training and professional development activities for both pre-University and higher education faculty in Lebanon and the region in places such as Egypt, Jordan, Qatar, KSA, UAE, Kuwait, Bahrain, Oman and Sudan. Dr. BouZeineddine's research interests include assessing learning outcomes at both the program and course levels. In addition, she developed and reviewed research-based training manuals. Dr. BouZeineddine is the co-founder and the organiser of the Education Pledge Ceremony, the Educators' Award and founder of the award for Excellence in Practice Teaching. She has also attended and given presentations at international conferences.

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### **Program registration & fees**

The registration fee for the 2-day conference is USD \$540 per person which includes breakfast, lunch, coffee breaks; gala dinner, documentation, Professional Development Certificate, and also annual membership to the QASPIR community.

Registration for the conference will open on December 1, 2018 and close on March 14, or upon filling seats. Please note that only 200 seats are available and as such you are strongly encouraged to register early.

10% Early bird registration discount is available for registrations completed before January 10, 2019.  
CODE: EarlyBird

Please note that registration is only complete once full payment has been received.

All registrations are to be completed prior to the program.

***[To register click here](#)***

### **Accommodation**

The Shangri La hotel and Traders Hotel in Abu Dhabi Gate City, UAE has extended a special rate for Assessment in MENA delegates. Rooms need to be booked directly with the hotel and quote reference: Assessment in MENA conference.

[Shangri La Hotel \(5 Star\)](#)

Rate at AED 575+++ / 705.75 net per room per night, inclusive of buffet breakfast (single occupancy)

### [Traders Hotel \(4 star\)](#)

Rate at AED 350+++ / 433.50 net per room per night, inclusive of buffet breakfast (single occupancy)

## **Transportation**

Abu Dhabi Gate City is very close to Abu Dhabi International Airport. Taxis are available outside the arrivals area and take approximately 10 minutes to reach Abu Dhabi Gate City.

There will be free shuttle buses running to and from the Traders Hotel and Abu Dhabi University on April 7 & 8.

## **QASPIR Online Community**

With registration, each member will have access and login details to an exclusive online community, through the QASPIR website. Members will receive news, notifications, jobs postings, webinars, surveys, workshops and regular updates of higher education in the MENA region and across the world.



**Quality Assurance, Strategic Planning, Institutional Research**

## **ABOUT US**

QASPIR is a provider of conferences, workshops and campus-wide consulting for Continuing Professional Development, Strategic Planning, Assessment, Risk Management and Institutional Effectiveness.

Since 2014, the founders of QASPIR have been working closely with a number of institutions in the Middle East and USA helping streamline their assessment and planning processes for academic accreditation. During this time, it has become clear there is a strong need to provide clarification and training on areas such as Quality Assurance, Effective Assessment, Strategic Planning, Risk Management and Institutional Research.

QASPIR's works on a solution-based model; we remain continuously engaged with our clients throughout the consultative process until we are satisfied that the institution has well established processes and trained staff to continue the work.

Our process starts with a customizable and comprehensive diagnosis within the specific area for the institution. This is followed by onsite consultation that will enable institutions to meet accreditation standards; measure outcomes-based learning goals and institutional objectives for continuous improvement; as well as risk management; health & safety and other aspects of accreditation.

The QASPIR Conferences and Workshops are based on instruction. How to get the best processes for your institution and be able to share the knowledge we have provided. This is followed by working with partner institutions to support the process related to strategic planning, assessment planning, ongoing program review, risk management, health & safety, and the development of accreditation-related documents. This means that every program, department, college, and institution will have access to our highly qualified consultants for assessment plans, submitting program review documents, authoring self-studies, and includes any documentation custom to the process.

It is our goal to continuously work with the institution over the coming years in providing a trusted source of training and development for any need that may arise.

For more information please visit [www.qaspir.com](http://www.qaspir.com)

## Biographies of QASPIR Consulting Partners



### Prof John Ryder

John Ryder holds a Ph.D. in Philosophy from Stony Brook University of the State University of New York (1982) and serves as the Provost and Professor of Philosophy at the American University of Malta. He has served previously as Professor of Philosophy and Provost at the American University of Ras Al Khaimah, United Arab Emirates (2012-2016), Rector of Khazar University in Baku, Azerbaijan (2010-2012), and for 30 years held a range of positions at the State University of New York, from Dean of Arts and Sciences and Professor of Philosophy at SUNY Cortland to Director of the Office of International Programs and Director of the Centre on Russia and the United States at the State University of New York System Administration.



Ryder's expertise in higher education administration is in the areas of accreditation, university start-ups, academic outcomes assessment, and general issues of university organization and management.



### **Stuart Blacklock**

Stuart Blacklock has been working in assessment for higher education since 2009. During this time, he has worked with many institutions around the world in helping them create effective assessment processes, portfolios and strategic planning.

Stuart has presented in the UK, UAE, OMAN, Singapore and the USA. He has undergone extensive training on course assessment, designing effective rubrics, strategic planning and learning various international accreditation requirements.

Prior to working in higher education Stuart spent 10 years in conferences and media, where he was involved in organising international conferences, workshops, websites and publications.

As well as a degree in English, Stuart has a diploma in copywriting and certificates in Designing Assessments to Measure Student Outcomes; and Creating Effective Strategic Plans to Enable Continual Improvement.



### **Rachel Redhead**

Rachel has been involved in marketing and media in higher education, lifestyle media and B2B for over 15 years. In her role, Rachel has organised conferences, hosted webinars, developed successful marketing campaigns, award evenings and run online communities.

Rachel has a degree in Media Communications and a diploma in copywriting. In her spare time Rachel is a keen runner, and mother of two.

RRedhead@qaspir.com

### **External QASPIR Consultants**

QASPIR currently has a pool of 22 freelance consultants that work with institutions on every facet of continual improvement and accreditation and IR. From strategic planning, academic and non-academic planning, program reviews, accreditation reviews, etc, QASPIR has consultants that cover every area to assist the institution.

***[www.qaspir.com](http://www.qaspir.com)***