BUILDING WORLD CLASS UNIVERSITIES
AN EIGHT COURSE KNOWLEDGE TRACK
DIGITAL SHORT COURSES FOR UNIVERSITY LEADERSHIP, FACULTY AND STAFF
Knowledge E’s digital Building World Class Universities knowledge track supports institutions to begin or continue the journey of becoming a world-class university. This knowledge track is organised into three core and five supplemental courses that keep information simple and direct, so strategies are immediately applicable.

All courses are led by expert instructors and filled with compelling examples, interactive worksheets, and opportunities for reflection. They have been carefully designed to support collaboration between university leadership, faculty, and staff whose work impacts their university’s ranking.

The core courses were developed in collaboration with César Wazen, the Director of the International Affairs Office at Qatar University. He designed and implemented the ranking strategy that Qatar University has used to dramatically improve their university rankings.

### COURSE DESIGN

**Audience**
Supports university professionals, including faculty and staff with roles that impact the university’s ranking strategy.

**Pedagogy**
Combines short, self-paced design with expert delivery of instruction and practical, engaging learning activities.

**Subjects**
Focuses on integral components of university ranking strategy in order to support the creation of a unique ranking strategy.

### COURSE FEATURES

- **Outcome-based**
- **Instructor-led videos**
- **Case studies**
- **Interactive content**
- **Guided exercises**
- **Knowledge checks**
- **Reflection opportunities**
- **Action plans**

### COURSE EXPERTS

The courses in this knowledge track are presented by three leading industry experts. They bring an invaluable wealth of knowledge to their courses, compounded from decades of consultancy experience in academic strategy, international affairs, university marketing, and programme design.
COURSE OVERVIEW

Let our outcome-oriented approach empower your faculty and staff to enhance your university’s ranking strategy!

COURSE 1: Foundations of University Ranking

THE World University Rankings Methodology

Teaching (Part-time/Full-time)
- Reputation survey 30%
- Staff-to-student ratio 4.5%
- Doctorate-to-bachelor’s ratio 2.25%
- Institutional income 2.26%
- Citations (volume, income and reputation) 30%
- International outlook (knowledge transfer) 6%

Research (income, economic and reputation)
- Reputation survey 30%
- Research productivity 6%
- Industry income (stat, students, research) 5%
- Proportion of international students 2.5%
- International collaboration 2.5%

COURSE 2: Foundations of Bibliometrics

Module 1: Introducing Bibliometrics

HiCi (20%)
The number of Highly Cited Researchers selected by Clarivate.
- ARWU uses the list issued in November of the previous year for current year rankings (usually out in August). Only the primary affiliations of Highly Cited Researchers are considered.

Module 2: Introducing Rankings Indicators

SciVal

Selected metrics:
- Field-Weighted Citation Impact (FWCI)
- Author (overall)
- Author/totals articles
- Outputs in top percentiles
- International collaborations
- Academic/corporate collaboration

Rankings:
THE/QS

Module 3: Introducing Metrics for Journals

This course equips users with key bibliometrics terminology associated with university research and citations as they relate to university ranking agencies’ methodologies. Foundations of Bibliometrics best supports university leadership, faculty, and staff whose work is related to university ranking.
Module 1: Utilising Conferences and Workshops

Module 2: Increasing Local and International Collaboration

Module 3: Taking the Next Steps

This course outlines a short-term strategy for increasing university visibility by enhancing local and international collaboration. Increasing Visibility best supports university faculty, events managers, and members of the External Relations, Public Relations, and Communications Departments.

Module 1: Enhancing Research and Publications

Module 2: Managing External Funding

Module 3: Developing Scholarship

This course examines a long-term strategy for enhancing research and publications with the aim of empowering users to develop their own strategy in order to positively impact their university rankings. Maximising Research best supports university faculty, Deans for Research, and the university’s Research Office.

COURSE 3: Maximising Research

Task 1: Facilitate the logistics of the matter by securing funds for airline tickets, accommodation, and per diem for the event.

The second task is even more difficult as it includes a lot of negotiation. Freedom is very important to academics, especially in research interests. They are rarely influenced by top management to go in one direction or the other. Here is where the national funds (whenever present) can support your ability to find perfect research topics that are of interest to both management and academics. The steps from the same starting point of having all logistics dealt with. This can be funded by industries nearby.

COURSE 4: Increasing Visibility

Module 1: Utilising Conferences and Workshops

Module 2: Increasing Local and International Collaboration

Module 3: Taking the Next Steps

This course outlines a short-term strategy for increasing university visibility by enhancing local and international collaboration. Increasing Visibility best supports university faculty, events managers, and members of the External Relations, Public Relations, and Communications Departments.

2. Internationalisation Strategies

In Module 1, we discussed Objectives 1-3, which focused on international visibility related to conferences, exercises, and workshops.

Now, let’s look at the next two objectives. These will focus on collaboration as a strategy for internationalisation. We will continue using Qatar University as an example of a successful implementation of these strategies to improve international visibility and university rankings.

Objective 4: Modify internationalisation strategy to include collaboration with Europe, the Middle East and Africa

Universities in the MENA region are often geared towards collaboration with Anglo-Saxon universities. Qatar University does this as well but ensures collaboration extends to the Middle East and Africa as well. The reason? Diversifying ensures more chances at getting positive votes in both QS and THE surveys. QU’s results on both indicators are direct proof that this strategy is effective. Take a look at the maps below to see the difference.

Consider the ways your university can collaborate internationally to improve visibility.
Module 1: Writing Degree Presentations
Module 2: Defining Your Point of Difference
Module 3: Naming Your Programme

This course explores the key components of a successfully and strategically-written degree programme in order to improve university visibility. Branding for Degree Presentations supports strategic collaboration between university faculty and the marketing department.
COURSE 7: 
Developing a Distinctive Position for Your University

The Spirit of Your University

Here are four mindset examples of universities who are trying to differentiate themselves. Sometimes, they adopt a tagline – a slogan if you like – but more often, it’s applied in a more subtle fashion – in the body of communications rather than headlines. It’s the thought that matters, so it can be expressed in various ways.

- **Spirit**: Confidence, Ambition, Non-conformity, Global outlook
- **Expression**: Take it seriously, invite the exceptional happen, visually communicate the vision, development-hub

Successful Differentiation

Remember, universities have:
- Similar goals
- Similar visions
- Similar strategies
- Similar values
- Similar language

To compete, you must differentiate successfully. Values endure, facts don’t. You need to be able to successfully communicate your values to others. The following guidelines will help you navigate the challenge:
- The platform you choose should derive from a real truth about your institution.
- Agreed (but not diluted by) a wide consensus among academics and professional services
- Don’t worry if it’s not unique – he who laughs last, lasts the ground.
- It’s more powerful when used as a supportive theme in external communications rather than a tagline or slogan. Evidence, not just rhetoric.
- Stay with it for a decade at least – consistency is key; change undermines brand building.

COURSE 8: 
Developing Alumni Relationships

Module 1: Identifying the Value of Alumni

- **Who supports your alumni strategy?**
  - University and staff contribute to the alumni strategy but have other responsibilities such as teaching, research, committee membership, etc.
  - Faculty and staff are committed to alumni engagement in full-time roles; this effort is their primary responsibility
  - Faculty supervise staff who manage the alumni strategy.
  - No one is able to support.

Module 2: Exploring Best Practice

Module 3: Using Alumni Data

This course studies examples of global best practices in order to improve universities’ collection and use of alumni data to personalise communication with alumni and strengthen alumni programmes overall. Developing Alumni Relationships supports university faculty, Alumni Association staff, communications department staff, and event managers.

Module 4: Developing Alumni Relationships

Does your university have an official alumni engagement / relations department?

- Yes
- No
- Unsure
CONTACT US TODAY TO GET STARTED!

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