



QS **SUSTAINABILITY**

Northern Border University

2024

[Student Rights Unit](#)

<https://deanship-student-affairs.nbu.edu.sa/en/deanship-agencies>

The student rights unit aims to inform university students about their rights and responsibilities. It strives to balance their obligations and entitlements fairly, empowering them to pursue a learning path with foresight.

[University Center for Institutional Effectiveness](#)

<https://university-vice-academic-affairs.nbu.edu.sa/en/node/1911>

About the center:

On 19/3/1443, the Center for Institutional Effectiveness at Northern Borders University commenced its operations. The center is linked with the university's vice presidency for development, quality, and community service. Its main objective is to enhance the quality of educational outcomes by assessing and appraising the services, university environment, activities, academic and research programs, and the partnership programs with the community provided by the university.

The centre supervisor's statement: University education institutions hold a significant position in society due to their crucial role in progressing scientific and civilizational advancements. As a result, many countries aim to enhance, endorse, and cultivate their university institutions. The objective of institutional effectiveness lies behind all development endeavors to advance academic and organizational procedures in these institutions. It is a vital way to improve university institutions and is shaped by all stakeholders, including senior management, faculty, human resources and students. Institutional effectiveness is pivotal in ensuring university institutions' success, existence and perpetuity. As a cornerstone of their foundation, it fortifies their strategic position. The Institutional Effectiveness Center at Northern Borders University aims to elevate the quality of educational outcomes by measuring and evaluating the quality of services, activities, academic programs, research programs, development programs, and community partnerships provided by the University. It also supports all university units, as it recognises the role of these processes in supporting the university's unyielding pursuit of its mission and the achievement of its vision as outlined in its strategic plan.

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[The vision of the center:](#)

leadership in measurement and evaluation systems locally and regionally.

[The mission of the center:](#)

the centre should have a leading role in establishing a system for measuring and evaluating the quality of academic, research and development services, activities and programs at the university level and provide technical support and follow-up with a scientific methodology, to achieve growth in the quality of the outputs of the educational process in all its elements.

Objectives of the center:

The Center for institutional effectiveness at northern borders University aims to achieve the following objectives:

- Promoting measurement and evaluation culture and raising awareness of the importance of enhancing institutional effectiveness through related processes.
- Creating manuals for mandatory controls and standards to complete measurement and evaluation processes based on standard academic norms.
- Governing corporate performance.
- Strengthen transparency, oversight and accountability mechanisms.
- Contributing to the university's objectives and strategic plan while developing measurement and evaluation tools and keeping up with the field's best national and international systems.
- Continuously evaluating and improving the practices applied at the level of all university units.
- Linking development initiatives with the available financial budget while maintaining continuous improvement and remaining responsive to forces supporting excellence.
- Enhancing the openness of the university and its interaction with the external environment through developing and strengthening community partnerships.
- Achieving customer and beneficiary satisfaction with the university's activities.
- Linking the performance of the University's employees with its goals and strategic plan.

Tasks of the center:

1. Develop activity plans for the centre and ensure their successful implementation after approval.
2. Provide administrative supervision to organizational units associated with the centre and coordinate their activities to maximize the available capabilities.
3. Develop measurement and evaluation tools to determine the quality levels of programs implemented by all university organizational units.
4. Prepare reports on evaluating academic program outputs, analyzing results, and discussing outcomes with relevant stakeholders.
5. Evaluate academic counselling and electronic academic services.
6. Measure student satisfaction levels with academic courses and programs.
7. Determine satisfaction levels of university services beneficiaries.
8. Evaluate the university's research production outputs.
9. Evaluate the outputs of faculty members' training and professional development.
10. Evaluate the outputs of community-university partnerships.
11. Design tools, metrics, and questionnaires related to evaluating academic program outputs.

12. Promote the culture of measurement and evaluation among university faculty, staff, and students.
13. Evaluate and develop methods of measuring and evaluating academic performance at the university.
14. Prepare evidence-based evaluation studies for university decision-makers.
15. Analyze the needs and expectations of university service clients.
16. Participate in identifying and reviewing performance measurement indicators related to the centre's activities.
17. Identify the centre's human resource, equipment, and material needs, and ensure their provision.
18. Determine the training needs of the centre's employees and nominate them for appropriate programs.
19. Prepare periodic reports on the centre's activities and achievements, with recommendations for performance development.
20. Perform any other tasks within its competency limits.

Institutional effectiveness:

It is a process of planning, implementing and evaluating the University's initiatives, programs and services. The evaluation results indicate the extent of achievements and documented consequences to fulfil the University's mission.

In other words: the northern border university can achieve its goals correctly and efficiently.

▪ Institutional effectiveness framework of the university:

The interlocutor of institutional effectiveness:

- Goals and objectives of the University.
- Material resources and other supplies.
- Responsibilities and performance of the teaching staff.
- Academic programs.
- University administration and administrative leadership.
- Financial operations.
- University environment.
- Educational development of students and graduates.
- Research and public services.

- Relationship with government institutions and the external environment.

Evaluation of institutional effectiveness: it is a continuous self-assessment process based on accurate and reliable data that is interpreted and discussed critically on a comprehensive scale to determine the relevance of achievements and results to the University's mission.

Levels of evaluation of the institutional effectiveness of the University of the northern borders:

Steps or stages of evaluating the institutional effectiveness of northern borders University.

Objectives of the institutional effectiveness assessment:

- Improvement: the evaluation process provides feedback on improving academic and administrative units, programs, departments and initiatives.
- Science: the evaluation process is awarded to the responsible (Dean, Director, Head of the Department ...). The decision-maker is aware of the work carried out by the academic and administrative units and the extent of their contribution and impact on achieving the objectives of the University.
- Proof: the evaluation shows and proves the programs and initiatives carried out by the academic and administrative units that serve students, faculty members, and staff.
- Support: the assessment process supports decision-making activities at the University, such as strategic planning review and academic accreditation.

Obstacles to assessing institutional effectiveness:

The first stage: application mechanisms

Measuring the Beneficiary's Experience at northern borders University:

The beneficiary's experience is the result of the beneficiary's interaction with the sectors of northern borders University and its services, which reflects on the feeling and satisfaction of the beneficiary from the quality of this experience.

Categories that benefit from measuring the beneficiary's experience:

Students, faculty members, employees, employees, citizens, residents, visitors, partners, and other sectors benefit from the University's services.

The overall objective:

To ensure transparency and improve services at the university, regular reports on the quality of services and beneficiary satisfaction are provided to officials. This helps identify challenges and areas for improvement, ultimately leading to the development and enhancement of deanships, colleges, departments, and other units.

Objectives of the beneficiary satisfaction measurement methodology:

1. Measuring the overall user satisfaction with the devices and services of northern borders University.
2. Identify strengths and opportunities for improvement.
3. Preparing and publishing the beneficiary Experience Report for the parties related to northern borders University.
4. Enabling innovation in the field of beneficiary experience.

Measurement tools: tools used to measure the satisfaction of beneficiaries and collect their feedback and feedback about their response to the services provided by northern borders University. (Questionnaire, direct interview, telephone interview).

Satisfaction criteria: the determinants of satisfaction related to the service axes and affecting the beneficiary's experience. Such as actions, personnel, Place, speed, achievement, recruitment, and admission Etc

Beneficiary satisfaction interlocutor: an indicator measured through the application of the measurement tool (questionnaire) and indicates the level of satisfaction of the beneficiary of the university services provided. Such as: (high, medium, low), (excellent, very good, good, acceptable, weak) Etc.

Questionnaires: various surveys through face-to-face interviews, over the phone, online, or smartphone applications rely on communicating with a group of beneficiaries of the University's services to answer a set of criteria for measuring the quality of services.

Questionnaires: they are carried out regularly and periodically.

The reason for using: used to identify strengths, weaknesses, and opportunities for improvement and to compare the change of results over time.

Who can implement it: electronic questionnaires are carried out by the corporate effectiveness Center periodically, while specialized researchers apply personal and telephone interviews.

Steps to measure the beneficiary's experience at northern borders University:

1. Planning: determining the scope of the study, determining the sample size, preparing an implementation plan, designing a questionnaire, preparing researchers, and conducting experimental testing.
2. Measurement: implementation of questionnaires.
3. Analysis: data processing, data analysis and finding results.
4. Preparation of reports: preparation of reports, publication of reports to related parties.
5. Development and improvement: prioritization of actions for the crisis, preparation and implementation of the action plan, verification of the completion of the action plan, and measurement procedure again.

The measure of institutional effectiveness at northern borders university (satisfaction of beneficiaries)