

AUS | الجامعة الأميركية في الشارقة
American University of Sharjah

IMPACT REPORT 2024

OFFICE OF ADVANCEMENT
AND ALUMNI AFFAIRS (OAAA)



AUS Institutional Advancement at a Glance

HISTORY & BACKGROUND

The Office of Advancement and Alumni Affairs (OAAA) was established in 2007 with a multidimensional role within AUS channeled through advancement activities that include: (i) Resource Development; (ii) Alumni Engagement; (iii) Career Development; and (iv) Stewardship and Impact.

Furthermore, OAAA's goals are to position AUS as the preeminent private not-for-profit institution for higher education and research in the UAE and the region, attracting top students, academics, and scholars, and making AUS the top-of-mind choice for donors, sponsors, and alumni, thus fostering investment and support for the university.

Moreover, OAAA seeks to attract external resources that will enable AUS to remain the leading university in the region by diversifying its revenue streams, ensuring the university's financial stability. OAAA is also focused on strengthening connections with AUS graduates by working closely with the Alumni Association (AUSAA) and is committed to making AUS the university of choice for employers by imparting the necessary soft skills to students and graduates, equipping them to thrive in today's competitive job market. In 2008, the AUS Alumni Association (AUSAA) was constituted as an entity operating under the umbrella of the AUS Administration, which retains final authority over the AUSAA. OAAA was tasked to keep, at all times, a close oversight responsibility over the Alumni Association.





Institutional Advancement Impact

Our Events

OAAA organizes several important institutional advancement events on the university's calendar. The role of OAAA in these events not only involves organizing them, but also raising the necessary funding to support those initiatives. Some of our institutional advancement events of the year 2023-2024 are listed below:

1. Empowering Alumni: The 2024 AUS Alumni Reunion Dinner brought together over **1500** alumni, emphasizing the university's achievements and enhancing community bonds. It launched the AUS Alumni Solidarity Fund to support students facing social challenges during crises. The event featured an alumni art exhibition, an online auction, and panels with notable alumni discussing various topics, raising approximately **AED 100,000**. All event segments were tailored specifically from alumni to alumni, emphasizing organic growth within the alumni community. This approach is designed to make them feel valued insiders, with the goal of strengthening our community even further. For more information, click [here](#).



2. Leave Your Green Legacy: Plant a Tree, Support Education – an initiative that garnered a total contribution amount of **AED 2 Million** to support Palestinian students from Gaza who are facing financial difficulties amid the crises. Seven alumni contributed to this great cause, as well as other members from the UAE local community.

3. AUS Giving Day: The inaugural and first-ever AUS Giving Day brought together the AUS community under the theme "Together in Advancement, Stronger in Solidarity" to support the AUS Alumni Advancement and Solidarity Fund. Many food vendors and marketplace businesses, predominantly owned by AUS alumni, added a distinctive alumni flair to the event. A total contribution amount of **AED 1 Million** was raised from the initiative to support the Fund. For more information, click [here](#).



AUS Career Fair 2024

This year's Career Fair facilitated **800** to **900** job opportunities from 80 committed sponsors and employers to nearly **1,809** registered students and alumni. As a revenue-generating effort, the event amassed **AED 890,000** to bolster institutional advancement endeavors on campus. This year, we introduced a new experience with a full week dedicated to career preparation titled the AUS Career Prep Week where our students and alumni had the chance to engage in workshops, panel discussions, presentations by leading employers and networking events that equipped them with valuable skills and help them excel in their careers. For more information, click [here](#).

Employer Reputation

AUS alumni continue to be a source of pride, consistently setting industry benchmarks. In the QS World University Rankings 2024, they propelled AUS to the forefront, securing first positions in fields like accounting, finance, economics, and engineering. They also earned AUS second place in the UAE for business, computer science, and arts. Their impact extends to broader subjects, solidifying AUS's reputation for educational excellence and alumni success.



4. Let's Friendraise: The inaugural Benefit Suhoor themed "Let's Friendraise: Together for Impact," was meant to enhance our philanthropic and giving culture within our community. The event featured a live performance, a segment on cultural heritage preservation, and academic insights on the Andalusian Legacy and the harmony between Islam and Science. It included a live auction for scholarship purposes, a culinary experience by a Modern Middle Eastern Michelin Master and promoted sustainability through the Green Legacy initiative. The event raised approximately **AED 3.6 Million** in scholarship. For more information, click [here](#).



5. Get Active for Education: Bringing together enjoyment, competition, and raising awareness for Student Scholarship in a lively atmosphere brimming with fun and camaraderie. Participants partook in a range of activities, such as a walkathon, tug of war, and sports matches, contributing a total of **AED 10,000**. For more information, click [here](#).



6. AUS Corporate Appreciation: The AUS Corporate Appreciation is an annual event that is being held to recognize industry collaborations with the university and celebrates their impact. Typically, the event witnesses the participation of over 150 business leaders and senior executives from leading international, regional, and local corporate entities who have been supporting the advancement endeavors of AUS every year. For more information, click [here](#).



7. Advisory Council For Development and Outreach (ACDO) Meeting: On November 15, H.E. Sheikha Bodour bint Sultan Al Qasimi chaired the inaugural meeting of the Advisory Council of Development and Outreach (ACDO). The Council members were briefed on the advisory council's mission and mandate, emphasizing the vital supportive role ACDO will play in the university's advancement and contributions to the development of Sharjah. Members also discussed forthcoming steps for active engagement, formulating a comprehensive plan of action. The campus visit also included a tour of a 'student showcase' featuring innovative works, and a visit to the AUS Donor Recognition Wall, expressing gratitude to AUS lifetime donors and contributors. For more information, click [here](#).



8. From AUS to Gaza with Love (special event): OAAA collaborated with the Big Heart Foundation to organize "From AUS to GAZA with Love," a special event fundraising for Palestine, featuring a Palestinian-themed market, workshops, film screenings, and a silent auction. Notably, alumni-owned businesses played a significant role, with over **AED 102,000** raised in less than **4 hours**. More than **30 vendors** participated, **16 of them alumni-owned**, drawing over **400** individuals from the AUS community. Our university stands out as a unique supporter of this cause in the UAE. For more information, click [here](#).



9. Meet Alumni Leaders: AUS launched the Alumni CEO Club to bring together successful graduates for networking and collaboration. The President met with the group, stipulating her vision and tasked them to draft a 'Terms of Reference' and encouraged them to group themselves based on industry-needs and their specialization.

The President also met with the AUS Alumni Association to strengthen ties between the university's leadership and its alumni community.

AUS alumnus Mohamed Al Musharrakh has been nominated by AUS President to serve as the Founding President of the Inaugural AUS Alumni CEO Club.

10. AUS Alumni Board Elections Meeting: On May 25, AUS Alumni Association (AUSAA) Council held a meeting at the AUS campus to elect representatives to its Board. After a quorum was established, the results of the voting, which was administered by the Office of Advancement and Alumni Affairs (OAAA) were as follows:

· **AUSAA President Alumna Reem Baggash (SBA, 2015)**

Deputy Managing Director, World Governments Summit Organization at Prime Minister's Office – UAE

· **AUSAA Vice President Alumnus Ahmad AlBaw (SBA, 2008)**

Manager at MultiChoice, UAE

· **AUSAA Executive of Council Alumna Maissam El Kouche (CAS, 2015)**

Senior Sustainability Manager at Majid Al Futtaim, Arab Youth Council for Climate Change Member

· **AUSAA Treasurer Alumna Rola AlAssaf (CEN, 2016)**

Senior Procurement Executive at Sharjah Investment and Development Authority - Certified Procurement Professional, UAE

· **AUSAA Executive of Administration Alumnus Khaled Khawaja (CAAD, 2023)**

Regional Entrepreneurship Startups Developer and Award Recipient Regional Entrepreneurship Startups Developer and Award Recipient INJAZ, UAE



11. AUS Giving Website: As per the President's mandate, the AUS Giving website is now operational, featuring all our offerings and equipped to accept online donations up to **AED 100,000** per transaction. Click [here](#) to view the website.

AUS Advancement and Solidarity Campaign

A successful collective effort was made to support Palestinian students in crisis. This campaign brought together alumni, corporate partners, students, and faculty in a powerful community-driven initiative. The proceeds from our combined efforts will be dedicated to supporting Palestinian students facing financial hardships amidst ongoing crises.

Through our unified endeavors, we have raised a total contribution amount of approximately

AED 4,750,000 Million



Our Partnerships

Under partnerships, OAAA embarked on a number of fruitful initiatives over the course of the past quarter:

Sui Foundation Partnership

A partnership with Sui Foundation, an independent organization that is dedicated to the advancement and adoption of blockchain education. The company is situated in Silicon Valley, while the Foundation is based in Athens, Greece. This partnership represents a significant milestone in fostering education and innovation in the region for a total investment of **AED 1.5 Million**. For more information, click [here](#).

Sharjah Driving Institute Scholarship

Through a generous contribution of **AED 840,000** to support the academic journey of two full-time undergraduate students, AUS and Sharjah Driving Institute embarked on this initiative to support students' scholarship.

Sharjah Municipality Partnership

AUS partnered with Sharjah Municipality to transform its tennis court into a state-of-the-art paddle court. The in-kind contribution is valued at ~**AED 700,000**.

Al Rawabi Dairy Partnership

AUS and Al Rawabi Dairy have teamed up for an initiative aimed at revitalizing the Student Center for a total contribution of **AED 1 Million**.





The Her Highness Sheikha Jawaher bint Mohammed Al Qasimi Endowed Chair for Women Studies

The NAMA Women Advancement Establishment (NAMA) has accepted the university's proposal to endow 'The Her Highness Sheikha Jawaher bint Mohammed Al Qasimi Endowed Chair for Women Studies' at AUS for a total contribution amount of **AED 15 Million**.

The GIBCA Group *Majlis*

GIBCA has accepted the university's proposal to become AUS' inaugural partner in the newly established program offering naming rights for the interiors of AUS facilities. It has thus, accepted to name the AUS *Majlis* of VIPs as "The GIBCA Group *Majlis*" at AUS for the next ten years for a total contribution amount of **AED 5 Million**.

The Rashid Bin Humaid Athletic Scholarship

Rashid Bin Humaid has accepted the university's proposal to endow 'The Rashid Bin Humaid Athletic Scholarship' at AUS for a total contribution amount of **AED 5 Million**.

Institutional Advancement Podcast

The university launched an initiative welcoming friends of AUS to participate in "AUS Campus Connections: Voices of Influence," aimed at nurturing select members of the AUS community. It'll be hosting the podcast here at AUS. The inaugural episode featured His Excellency Zaki Nusseibeh, the Cultural Advisor to His Highness the President of the UAE and the Chancellor of UAE University, with more episodes scheduled underway.

Our Activations

During the past quarter, OAAA executed a series of successful on-campus activations:

Talabat Activation



Talabat organized a vibrant booth on campus in the AUS main building, distributing free drinks to the community and a variety of merchandise items. To further engage students, they offered exciting activities and exclusive offers. This initiative aimed to create a memorable experience for the AUS community while enhancing student life and fostering engagement on campus.

Samsung Activation



Samsung Galaxy AI, launched this year, embodies innovation at the forefront of smartphone technology. To engage GenZ and showcase its capabilities, they set up a mobile trailer on campus named Galaxy AI Park. Promoters conducted workshops, allowing students hands-on experience. Activities included an AI Pro Quiz and Single Take Photo, with giveaways and free smoothies, enhancing student engagement. This activation aligns with AUS's commitment to innovation and student experience.

La-Roche Posay Activation



La Roche-Posay, a brand under L'Oréal, hosted an activation on campus where they introduced products like Sun Protection, which is widely used by students at AUS due to their exposure to the sun during university days. They also offered skin analysis using an AI machine that provides detailed insights into skin health and suggests suitable products. Additionally, samples were distributed to participants.

Comfort Activation (Purple Tree)



Comfort held an activation on campus to launch an anti-wrinkle spray, a quick solution for creased clothes. They are targeting on-the-go consumers, specifically students, who often lack the time to iron their clothes. They also distributed samples of their sprays and hosted a highly engaging activation with students.



Mikyajy Activation

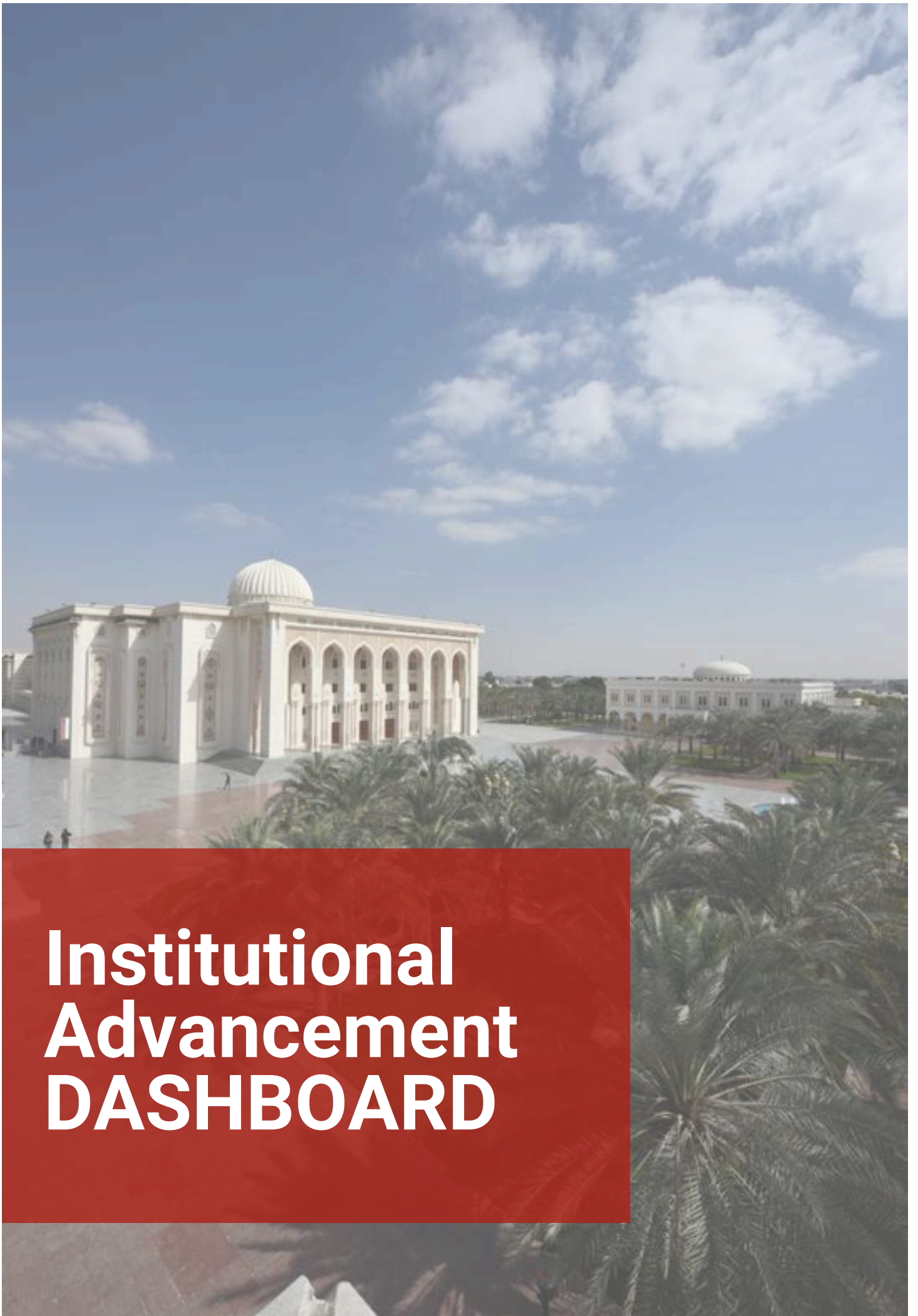


Mikyajy hosted an on-campus event to introduce their Sabaya product line, known for being formulated without harmful ingredients, ensuring gentleness both on the skin and the planet. The primary goal was to raise awareness about Clean Beauty products. Additionally, Mikyajy collaborated with Retro7 Café, immersed in conversations about skincare, and offered complimentary samples to engage students.

VUZ Activation



VUZ hosted an activation on campus to engage with students and provide them the chance to experience Apple Vision Pro, a technology that can transform any room into a personal theater. This innovative device expands movies, shows, and games to the perfect size and enhances the experience with Spatial Audio. This feature is particularly appealing to the younger generation because it creates an immersive entertainment experience that feels customized and interactive.



Institutional Advancement DASHBOARD

Dashboard

The following is a dashboard of OAAA's fundraising endeavors (monetary + In-kind) spanning from June 2023 to May 2024:

Endowment	AED 20 Million
Advancement and Solidarity Fund	AED 4.714 Million
Strategic Collaboration & Research	AED 3.1 Million
Operational Scholarship	AED 2.34 Million
Industry Based Partnerships & Sponsorships	~ AED 2.25 Million
Total Contribution Amount	~ AED 32.4 Million



TO NEW HEIGHTS ..

American University of Sharjah
Office of Advancement and Alumni Affairs (OAAA)
Sharjah, United Arab Emirates
+971 6 515 2022 | oaaa@aus.edu

