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SDG17: PARTNERSHIP FOR THE GOALS

Building Strategic Partnerships for Sustainable Development in Saudi Arabia: Qassim University's Role in SDG 17

Sustainable Development Goal 17 (SDG 17) underscores the importance of partnerships and collaborations in achieving the entire spectrum of sustainable development goals. This essay explores Saudi Arabia's efforts in promoting partnerships for sustainable development and highlights Qassim University's role in fostering strategic collaborations to enhance SDG implementation.

SDG 17 in Saudi Arabia:

Saudi Arabia recognizes that addressing complex global challenges requires collaborative efforts that extend beyond national borders. The country has taken significant steps towards advancing SDG 17:

- **International Development Assistance:** Saudi Arabia has contributed to international development assistance, supporting various countries in achieving their sustainable development goals. This reflects the nation's commitment to global partnerships and solidarity.
- **Bilateral and Multilateral Engagements:** The country engages actively in bilateral and multilateral platforms to exchange knowledge, resources, and best practices. These engagements foster dialogue and cooperation on diverse issues, ranging from education and healthcare to economic diversification.
- **Investment in Sustainable Projects:** Saudi Arabia encourages foreign and domestic investments in sustainable development projects. These investments not only contribute to economic growth but also align with the broader agenda of achieving sustainable development.

Qassim University's Strategic Partnerships:

Qassim University, as a leading educational institution, plays a vital role in advancing the goals of SDG 17 through the establishment of strategic partnerships:

- **Public-Private Collaborations:** Qassim University collaborates with private corporations to bridge the gap between academia and industry. These partnerships facilitate research, innovation, and technology transfer, fostering sustainable economic growth in line with SDG 17.

- **Government and NGO Engagements:** The university engages with governmental bodies and non-governmental organizations to address societal challenges collectively. By pooling expertise and resources, these partnerships amplify the impact of projects related to education, healthcare, and community development.
- **International Academic Alliances:** Qassim University forges partnerships with universities and research institutions worldwide. These international collaborations enable knowledge exchange, joint research endeavors, and cross-cultural understanding, contributing to the global spirit of SDG 17.
- **Local Community Involvement:** The university collaborates closely with the local community to address its specific needs and challenges. This bottom-up approach ensures that development initiatives are relevant and sustainable, echoing the principles of SDG 17.
- **Innovation and Entrepreneurship Ecosystem:** Qassim University nurtures an innovation and entrepreneurship ecosystem by partnering with startups, incubators, and accelerators. This promotes the growth of sustainable businesses that align with the goals of economic prosperity and environmental responsibility.

Challenges and Future Outlook:

Despite the progress made, challenges persist in building and maintaining partnerships for sustainable development. These challenges include resource disparities, coordination complexities, and aligning diverse agendas. However, Saudi Arabia's commitment to SDG 17 and Qassim University's proactive engagement suggest a promising future:

Sustainable development requires collaborative efforts that transcend geographical boundaries and sectoral interests. Saudi Arabia's dedication to SDG 17 reflects its understanding of the significance of partnerships in achieving holistic progress. Qassim University, through its strategic collaborations, demonstrates how educational institutions can serve as catalysts for positive change by fostering partnerships that contribute to the realization of sustainable development goals. As these partnerships continue to flourish, they pave the way for a more inclusive, equitable, and prosperous future for Saudi Arabia and the global community.

17.4 Education for the SDG's

Qassim University believes that teaching Sustainable Development Goals (SDGs) and exploring them can support students in finding their identity and purpose. This goal is of critical importance because of its transformative effects on the other SDGs. Sustainable development hinges on every child receiving a quality education. When children are offered the tools to develop to their full potential, they become productive adults ready to give back to their communities and break the cycle of poverty.

17.4.1 Does your university as a body have a commitment to meaningful education around the SDGs across the university?

Center for Sustainable Development at Qassim University.

<https://sdc.qu.edu.sa/content/p/13>

Vision:

A leading national house of expertise in sustainable local development.

The Center's Mission:

Providing high-quality research, consulting, training, informatics and awareness services that contribute to activating and integrating sustainable development efforts in Qassim and achieving its goal, enhancing its competitive advantages, consolidating partnership nationally and internationally, and diversifying self-financing for development events: according to a comprehensive strategic development perspective.

Center Values:

- Undergraduate: Enhancing cooperation and integrated university work.
- Initiative: Consolidate the spirit of initiative in exploring and exploiting development opportunities.
- Innovation: Promote innovation in thought and application.
- Quality: Applying the highest standards to distinguish the outputs and services of the center.
- Transparency: Commitment to disclosure in procedures and availability of information to relevant parties.
- Sustainability: Continuity in meeting the requirements of development economically, socially and environmentally.

Projects:

- Identify the requirements and priorities for sustainable development in the Qassim region.
- Determine the competitive advantages of the Qassim region.
- Directing the research of graduate students to serve the purposes of sustainable local development.
- Support the establishment of a dedicated database in sustainable development.

Units of the Center:

Volunteer Sustainability Unit:

Objectives:

- Promote a culture of sustainable development and the protection and conservation of natural resources.
- Raising environmental awareness among students to enable them to contribute to community environmental awareness.
- Stimulate the contribution of students to national and local challenges at the level of the region, by adopting solutions and providing awareness initiatives at the university level as a residential community and after the launch of the community.
- Supporting the spirit of volunteerism and participation in works and events that serve the community.

Areas of work:

- Participate in activities aimed at rationalizing energy and water consumption in the region in coordination with the competent authorities.
- Participate in the national environmental awareness program with projects at the level of the region such as Environment Week and Water Week.
- Supporting departments specialized in the fields of training and environmental education.
- Participation in student initiatives, competitions and competitions in the field of sustainable development.
- Field participation in awareness campaigns and programs to rationalize water and energy

Research & Studies

It conducts environmental studies and research and sustainability inside and outside the university through strategic partnerships with the relevant authorities.

The Research and Studies Unit at the Center for Sustainable Development is concerned with studying research priorities related to sustainable local development in the Qassim region, and is interested in analyzing and studying the natural resources management system in order to enhance the requirements of sustainable local development within the framework of the vision of the university and its role in serving the local community.

The unit is interested in tracking the United Nations Sustainable Development Goals 2030 and studying everything that would lead the region and the Kingdom of Saudi Arabia in achieving the Sustainable Development Goals in their environmental, economic and social dimensions.

Governor of the Technical and Vocational Training Corporation: Vision 2030 offers professional cadres to build the nation. The Rector of the Electronic University is witnessing a remarkable growth in education.. Dr. Al-Ohali The Ministry seeks to provide the needs and requirements of the labor market in the next stage
<https://qu.edu.sa/content/news/412>



During the First Symposium at Qassim University

Governor of the Technical and Vocational Training Corporation: Vision 2030 offers professional cadres to build the nation. The Rector of the Electronic University is witnessing a remarkable growth in education.. Dr. Al-Ohali The Ministry seeks to provide the needs and requirements of the labor market in the next stage

Information and Communication Center:

The dedicated scientific seminars were launched at the conference "The Role of Saudi Universities in Activating Vision 2030" organized by Qassim University, where the first symposium was held under the title "Educational Paths in Universities and Vision 2030", chaired by His Excellency Dr. Ahmed Al-Fuhaid, Governor of the Technical and Vocational Training Corporation (TVTC), and with the participation of Dr. Abdullah Al-Moussa, Acting Rector of the Saudi Electronic University, Dr. Mohammed bin Abdulaziz Al-Ohali, Undersecretary of the Ministry of Education for Educational Affairs, and Dr. Abdulmohsen Al-Daoud, Professor at Imam Mohammed bin Saud Islamic University. .

The Chairman of the session, His Excellency Dr. Ahmed Al-Fuhaid, Governor of the Technical and Vocational Training Corporation (TVTC), stressed the importance of the role of universities in

educational institutions in activating Vision 2030, as they are responsible for the future, raising new generations and providing the professional and scientific cadres required to build the country and achieve progress and prosperity.

Dr. Abdullah Al-Moosa, Acting Rector of the Saudi Electronic University, presented a scientific paper entitled "E-learning is a strategic choice to achieve the national vision", in which he reviewed the role of e-learning during recent years in the educational sector and its flow with the developments and technology we are experiencing in our time, indicating that e-learning is an opportunity in the application of public policies for communication and information technology in universities capable of supporting their organizational adaptation to digital requirements, and providing continuous education for students that would contribute to the Developing their skills better, especially those associated with meeting the needs of the production of the knowledge economy, pointing out that the role of e-learning in achieving the national vision is based on four axes that lie in ensuring equitable and inclusive quality education for all and promoting lifelong learning opportunities for all, working to improve educational curricula and the quality of educational system results and achieving educational reform, helping to develop skills and prepare competencies for the world of work and the diversity of life skills, and achieve lasting environmental sustainability in all education platforms. electronic

Al-Moosa spoke about the experience of the Saudi Electronic University, which takes the student as a strategic partner, relying on the blended learning policy that blends the two systems of distance education and direct attendance. He explained the technical components, electronic educational platforms and human cadres owned by the university, and provided a number of graphs in the acceptance rates during the past years.

He also stressed that education plays an important role in maintaining economic and productive growth by relying on investment in and use of ICTs, pointing out that this is due to its direct relationship with the innovation processes of industries responsible for building knowledge, and its importance in enabling employees in all economic sectors to use digital technologies effectively, as well as developing the capabilities of individuals to manage, transfer and use knowledge productively.

Al-Moussa pointed out that recently witnessed a remarkable growth in the trend of students to e-learning, explaining that despite the novelty of the Saudi Electronic University, which has not been established for more than five years, but the percentages of students with a high school that you prefer to join prove that the future is moving towards increasing dependence on it, where the percentage of students admitted to the university in the first year was 2.18% of those who obtained a high school, but it rose this year to reach To more than 53%, the e-University has become the number one university in the options of students with a high school diploma in the Kingdom.

The Rector of the e-University also explained that e-learning is characterized by its lower costs than regular education, as it saves time and effort, so the student can receive his education anywhere and anytime without being bound by lecture dates, and the system of study schedules, and the guarantee of quality enforcement in the e-learning system is easier, faster and pays greater fruits compared to its application in other universities.

While Dr. Mohammed bin Abdulaziz Al-Ohali, Undersecretary of the Ministry of Education for Educational Affairs, stressed that the talk about the role of Saudi universities in achieving Vision 2030, has come at the right time, which must be done by all educational bodies in their role in achieving the ambitious future vision of the Queen in 2030, pointing out that the Ministry of

Education has prepared many ideas and visions to develop the scientific and research process in the Kingdom, and many initiatives are still in the process of study and continuous development.

Al-Ohali explained that the Ministry seeks to provide the needs and requirements of the labor market in the next stage of the required professions, and the scientifically and practically qualified cadres, by developing its educational services at all stages, in order to ensure the desired quality of the educational process, stressing that the Ministry is developing its future plans according to the expected numbers of male and female students.

Dr. Abdulmohsen Al-Daoud, Professor at Imam Muhammad Ibn Saud Islamic University, also presented a working paper on the relationship of universities to the activation of Vision 2030, stressing that the vision was built on expansion, quality, excellence and assimilation, and this is what universities achieve, demanding the need to support scientific research, develop the performance of faculty members and curricula, and link scientific research programs, and graduate studies with universities with the problems of the environment and society, in addition to the participation of universities in decision-making in society.

Al-Daoud also called for the international dimension of academic programs and scientific research to prepare graduates to work in a global market in which the borders between countries in terms of information have faded.

The University continues its preparations for the conference "The Role of Universities in Activating Vision 2030"

<https://qu.edu.sa/content/news/402>

With the participation of more than 18 government and private entities

The University continues its preparations for the conference "The Role of Universities in Activating Vision 2030"

Rector: The conference aims to address the roles and tasks that universities should play to ensure the activation of the objectives of the vision

Information and Communication Center:

The Supreme Organizing Committee of the conference "The Role of Saudi Universities in Activating Vision 2030", to be held at the university headquarters in the middle of next month, continued its preparatory meetings under the chairmanship of His Excellency Prof. Dr. Abdulrahman bin Hamad Al-Daoud, Rector of the University and Chairman of the Supreme Committee of the Conference, in order to determine the readiness of the university and its preparations to receive this major event, which is one of the largest gatherings in the history of Saudi universities, in addition to distributing tasks to the specialized committees emanating from the Supreme Committee.

For his part, the Rector of the University, Al-Daoud, expressed his full confidence in the ability of the University to organize such an important event, stressing that the University has all the human and academic capabilities to bring out the conference in a manner that befits the status of the Kingdom of Saudi Arabia and its ancient universities.

He added that the conference aims to address the roles and tasks that public and private universities should play to ensure the activation of the objectives of Vision 2030 and its initiative, based on the role that universities should play towards the vision project and its development programs.

For his part, Prof. Dr. Abdullah bin Abdulrahman Al-Baridi, Chairman of the Scientific Committee of the Conference, stressed that the Committee received more than 70 research participations prepared by more than 100 researchers from various universities of the Kingdom, including multiple studies and research that present its vision in how to develop and develop the path of education, scientific research and community service in the Kingdom, which are the main purposes of universities, pointing out that this diversity will have a positive impact in activating the contents of Vision 2030 in the context of university activities, programs and strategic and executive plans.

As for the parties participating in the conference, Al-Baridi pointed out that the number of public and private universities whose participation has been confirmed so far has reached about 18 entities, waiting for this number to increase in the next few days, as well as participation from the Ministry of Education and other ministries, which is an indication of the interaction with this important conference.

Al-Baridi stressed that the Scientific Committee has begun to judge the research contributions submitted to it, and filter them so that the most important and valuable scientific to discuss in the scientific seminars to be held during the conference with the participation of officials in the relevant bodies of the conference topic, and experts in higher education, which will enrich the dialogue and discussion, and then the recommendations that will be prepared at the end of the conference, and are handed over to the competent authorities in order to activate them in accordance with the approved mechanisms.

The Emir of Qassim witnesses the signing of the "Sustainable Development" agreement between the university and the Secretariat

<https://qu.edu.sa/content/news/306>

His Royal Highness Prince Dr. Faisal bin Meshaal bin Saud bin Abdulaziz, Governor of Qassim Province, witnessed the signing of the "Sustainable Development" agreement between Qassim University and the Municipality of the region, this afternoon at the office of His Highness at the Emirate's headquarters in Buraidah.

The agreement was signed by the University's Rector, Prof. Dr. Khalid bin Abdulrahman Al-Hammoudi. On the part of the Municipality of the Region, His Excellency the Secretary, Eng. Saleh bin Ahmed Al-Ahmed.

The agreement aims to support the path of sustainable development in the region, develop it on a larger scale, and enhance constructive cooperation between the Qassim Secretariat and the

University in areas of interest that serve development, represented in the training, qualification, advisory and awareness aspects, studies and research, and the exchange of information and experiences between them to serve the community, and the development of the region in various fields.

The agreement comes in light of the efforts of the two parties to develop its service system to accommodate development in the region, and to keep pace with the interest of the government of the Custodian of the Two Holy Mosques King Salman bin Abdulaziz Al Saud - may Allah protect him - to develop and develop everything that serves the people of this country.

His Highness the Amir of the region blessed the agreement, stressing that this reflects the size of the effective partnership that brings together the government sectors.

His Highness directed the formation of an executive team to enhance the effectiveness of the Convention and its desired role in serving the sustainable development paths in the region.

Prince Faisal bin Meshaal: The Center for Sustainable Development is a solid bridge concerned with serving the community developmentally

<https://qu.edu.sa/content/news/74>

HRH Prince Dr. Faisal bin Meshaal bin Saud bin Abdulaziz, Deputy Governor of Qassim Province, and Chairman of the Advisory Board of the Center for Sustainable Development at Qassim University, chaired the first meeting of the Council on Monday afternoon at the University's headquarters. In a press statement, His Highness praised the approval of the Custodian of the Two Holy Mosques to establish this center, which is the first of its kind at the level of Saudi universities as a civilizational nucleus that foresees the prospects of the future. His Highness described the center as a solid bridge that is concerned with serving the community developmentally and considered it a precedent recorded for Qassim University, which is taking concrete steps in the field of contributing to sustainable development. His Highness stressed that he is happy to participate in the launch of this center, pointing out that they agreed during their meeting on the vision, mission and objectives of the center after adding a number of important priorities in order to expand the horizon of this center in supporting the development of the Qassim region, explaining that they will work at the beginning to spread awareness of what sustainable development is and its importance in foreseeing the future of development through studies and field scientific research concerned with important aspects of the advancement of society in the region and the Kingdom in general. His Highness praised the role of His Excellency the Rector of the University, Prof. Dr. Khalid Al-Hammoudi, the Director of the Center, Dr. Abdulaziz Al-Harbi, and the head of the strategic plan team at the University, Dr. Abdullah Al-Baridi, and their success in creating a professional formula for the Center. His Highness expressed their intention at the Center to hold a global seminar to introduce the concept of sustainable development early next academic year, in which a selection of international and national experts and specialists will participate and will have a role, God willing, in spreading the culture of awareness of the concept of sustainable development, stressing that the Center will open

channels of communication with scientific research centers and distinguished research centers to create a common research atmosphere that will result, God willing, in studies to be used in various development fields. The first meeting witnessed a speech by His Excellency Dr. Khalid Al-Hammoudi in which he reviewed the idea of this center, its importance and the role hoped for, appreciating the approval of the Custodian of the Two Holy Mosques to establish it and appreciating His Highness for agreeing to chair the advisory council, which includes members from inside and outside the university with the aim of contributing effectively to research and studies that push the wheel of sustainable development towards wider horizons, God willing. The Vice President for Graduate Studies and Scientific Research, Prof. Dr. Abdulrahman Al-Wasil, also presented the vision of the Center for the first symposium on sustainable development, pointing out that it aims to introduce the dimensions, components, requirements and challenges of sustainable development while bringing revealing light on the most prominent paths and initiatives in the field of sustainable development in national and international contexts, in a way that enables us in the Qassim region to develop a solid starting point for an integrative analytical understanding of sustainable development and draw strategic directions and lessons learned with the definition of the framework The strategic strategy of Qassim University in the field of local sustainable development, as a pivotal pillar of any future applied work, and enabling the university - represented by the Center for Sustainable Development - and the rest of the institutions concerned with sustainable development in the region to form networks of relations, cooperation and partnership with experts and leading institutions in this field. The Director of the Center for Sustainable Development, Dr. Abdulaziz Al-Harbi, also gave an overview of sustainable development in the world, explaining that it emerged in the late twentieth century and began with the United Nations Conference held in Sweden in 1972 under the name of the United Nations Conference on Environment and Man, and then stressed at the Third United Nations Conference held in South Africa in 2002 under the name of the United Nations Conference on Sustainable Development that economic and social development must not destroy the environment, and that meeting the needs of the present must not prejudice the ability of the environment to meet the needs of the future, pointing out that sustainable development means meeting the needs of the present without neglecting to secure the needs of future generations, as it is interested in the economic, social and environmental dimensions as a new and important way out of the development crisis in both the developed and developing countries of the world, stressing that the role of the Center for Sustainable Development will work to study the development environment of the Qassim region to determine the requirements and priorities of development, This helps to define a clear development identity for the region, by identifying the competitive advantages of the region and thus enabling it to crystallize huge development projects that are supported by the highest government agencies. Dr. Abdullah Al-Baridi reviewed the vision, mission and objectives of the Center as a leading national house of expertise in sustainable local development, concerned with providing high-quality research, consulting, training, information and awareness services, which contribute to activating and integrating sustainable development efforts in Qassim and achieving its goals and enhancing its competitive advantages, consolidating partnership nationally and internationally, and diversifying self-financing for development events; according to a comprehensive strategic development perspective, reviewing the values of the Center, which are represented in absolute transparency in reading reality in its various fields, in addition to innovation and quality. Initiative, collectivity, sustainability and continuity in meeting the requirements of development economically, socially and environmentally. It is worth mentioning that the meeting witnessed many rich discussions by the members of the Council through which they affirmed their interaction with the directions of the Center and their sincere desire to contribute to the creation of a research movement that supports sustainable development in the region and the Kingdom in general.

The University's Center for Sustainable Development receives the President of the World Organization for Sustainable Development in Britain... and the Vice-Dean of the University of Petroleum

<https://www.qu.edu.sa/content/news/1050>

The President of the World Organization for Sustainable Development in Britain, Dr. Allam Al-Nour, visited the headquarters of the Center for Sustainable Development at the university, to see the center, where a working session was held, during which he was introduced to the goals and tasks of the center and ways of future cooperation, last Thursday, corresponding to 3/21/1440 AH. The Vice Dean of the Petroleum University for Graduate Studies and Scientific Research also visited the center and met with members of the Executive Committee. During the meeting, several topics related to integrating the vocabulary of sustainability into the vocabulary of the curriculum and ways to support scientific research that enhance the applications of sustainability were discussed. These visits came on the sidelines of the conference held by the university last week, entitled "Towards Effective Scientific Research in Building the Knowledge Economy", with the participation of 13 specialists from universities and research centers from inside and outside the Kingdom.



The University Enters the International Ranking of World Universities The WUR 2021

<https://qu.edu.sa/content/news/1920>



In a new achievement added to the achievements achieved, the university entered, on Wednesday, September 2, 2020, the International Ranking of World Universities (THE WUR 2021), for its outstanding educational and research services, and the culmination of its efforts in all academic fields.

This international ranking is one of the most important international rankings of universities, as it is neutral in terms of obtaining data and extrapolating the opinions of researchers and academics about universities around the world compared to other international rankings.

The university had achieved a previous achievement by entering the Times International Ranking (THE Impact Ranking) with qualitative impact, which paved the way for the university to enter the international rankings by adopting its ranking among the world's universities.

HH the Amir of Qassim congratulates the university on entering the International Ranking of Emerging Economies among 10 Saudi Universities

<https://qu.edu.sa/content/news/2525>

His Royal Highness Prince Dr. Faisal bin Meshaal bin Saud bin Abdulaziz, Governor of Qassim Region, sent a letter of congratulations to His Excellency Prof. Dr. Abdulrahman bin Hamad Al-Daoud, President of the University, on the occasion of the University's entry into the 10 Saudi universities in the International Emerging Economies Ranking 2021 THE WUR Emerging Economies (2021), affiliated to the Times International Higher Education Authority, and its achievement of the 401st place globally, for its outstanding performance in achieving knowledge and research impact and supporting financial sustainability in knowledge economies.

His Highness congratulated on this occasion His Excellency the President of the University and its employees on this achievement, asking Allah the Almighty to reconcile everyone and bless them in their efforts, to achieve the desired goals of the vision of our dear Kingdom under the leadership of Moulay Custodian of the Two Holy Mosques King Salman bin Abdulaziz, and His Royal Highness Crown Prince Mohammed bin Salman bin Abdulaziz, and that the University will continue its development and excellence locally and internationally.

The university is included in the World Emerging Universities Rankings 2021 according to the Times International Rankings

<https://qu.edu.sa/content/news/2582>

The university has achieved a new achievement at the international level, by entering the ranking of emerging world universities for 2021, according to the Times International University Rankings, achieving the 401st place globally for universities under the age of 50, despite its inception only 18 years ago, compared to other older universities, where it is academically recognized that the academic reputation of universities depends on the age and heritage of the university, which ensures its spread in academia.

The university was able to enter this classification after competing in more than 13 main criteria containing many sub-indicators, where the university was distinguished compared to many emerging universities that compete in this classification, and this is a first and important step for the university that aspires to strengthen its position in this international qualitative ranking, and in other international rankings.

For his part, Prof. Dr. Khalid Bani Al-Harbi, Vice President for Planning, Development and Quality, explained that the university has been able to enter more than 15 major classifications and many sub-classifications with the conciliation of God, and then with the generous support he received from the government of the Custodian of the Two Holy Mosques and his Crown Prince Mohammed bin Salman – may Allah protect them – and the support and support he received from His Highness the Amir of Qassim Region and His Highness the Deputy Governor, and the follow-up and support of His Excellency the Minister of Education, and under the leadership of its President His Excellency Prof. Dr. Abdulrahman Bin Hamad Al-Daoud, where the university follows the example of prestigious international universities in this important aspect, in order to achieve the aspirations of the rulers of the matter and Vision 2030 with the rest of the Saudi universities that have proven to the world the ability to fight the prestigious universities globally and to benefit from building man and knowledge in our dear Kingdom.

Al-Harbi stressed that international rankings are one of the means that many parties, and even individuals from parents and others, are interested in to distinguish between the performance of academic institutions and the level of universities based on tests recognized in academic circles that show the level of disparity between these institutions, pointing out that academic institutions, especially universities, compete to achieve advanced ranks in these rankings, which compare them based on academic reputation and educational quality.

Al-Harbi pointed out that the university has paid attention to these rankings like international universities, in return for the university's potential, educational quality and academic reputation

during the past years to compete with international universities in the field of international rankings, noting the successes achieved by the university and praise be to God by entering the most prestigious international rankings, the most important of which was the rankings of the Times Higher Education (THE) World University Rankings, which branches out to a number of important rankings, including the world rankings, and then the ranking of The impact factor, which the university entered earlier, thankfully, where Qassim University competed with international universities with all merit in these rankings, followed by the university's entry with many sub-classifications of this large international body.

Conference "The Role of Saudi Universities in Activating Vision 2030" discusses the marketing of university services with the aim of enhancing the financial resources of universities

<https://qu.edu.sa/content/news/416>

Conference "The Role of Saudi Universities in Activating Vision 2030" discusses the marketing of university services with the aim of enhancing the financial resources of universities

Information and Communication Center:

The participants in the conference "The Role of Saudi Universities in Activating Vision 2030" held at Qassim University last week, during the scientific sessions, discussed the results of a number of scientific research on the marketing of university services with the aim of enhancing the financial resources of Saudi universities in the light of Vision 2030 during the session chaired by Prof. Dr. Abdulrahman bin Saleh Al-Wasil, Vice President of Qassim University for Graduate Studies and Scientific Research, where Dr. Ahmed Abdul Fattah Al-Zaki, from King Faisal University, presented a proposal to market university services, including the premises on which it is based. The proposed conception, the parties benefiting from it, the objectives, aspects of the proposed vision, its implementation mechanisms and the mechanisms for its follow-up and evaluation,

Dr. Ali bin Yahya Al Salem, Professor at Imam Muhammad Ibn Saud University, presented a research paper entitled "Developing Proposed Standards for the Attraction, Preparation and Training of Teachers in the Kingdom in the Light of Vision 2030", and the researcher reached a number of recommendations, the most important of which are: Work to activate the proposed standard specifications to develop the attraction, preparation and training of teachers in the Kingdom of Saudi Arabia in the light of Vision 2030 and the development of training and professional programs necessary for their implementation. The inclusion of the educational dimensions included in the

educational dimensions included in the Kingdom's Vision 2030, the most important of which are: emphasizing the Kingdom of Saudi Arabia assuming a high leadership position among the countries of the world, highlighting the historical legacy of the Kingdom, developing pride in the national identity, emphasizing moderation, justice and dialogue, and contributing to building a balanced personality capable of initiative and leadership, Emphasize the preservation of public property, promote the efficiency of performance, and contribute to building future leaders.

Dr. Abdulaziz bin Saeed Mohammed Al-Hajri, Professor at King Khalid University, presented a research on the future directions of universities in achieving the Kingdom's Vision 2030, in which he reviewed the strategic objectives of education in light of the national transformation 2020, as well as the objectives of the Ten-Year Development Plan, and the objectives of the Future Plan for Higher Education (AFAC). This resulted in reaching a future vision for King Khalid University in the light of global future trends and building a map of it that includes a brief presentation of each direction, the requirements for its application and the expected result of its achievement.