



**Ghassan Aouad**

Chancellor of Abu Dhabi University, Past President ...

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### Introducing Roula Qasem: A Leader in Student Engagement at Abu Dhabi University

I have been working with my esteemed colleague **Roula Qasem** for over two years in her capacity as Senior Manager in the Student Engagement Office (SEO). She is one of the most caring individuals I have ever met. Her passion for supporting students, especially those with determination, is exemplary. Roula is a dedicated professional who has made significant contributions to enhancing the student experience at ADU. With over 20 years of experience, she has developed a wealth of knowledge and skills that have proven invaluable in her role.

Throughout her career, Roula has demonstrated a commitment to fostering a supportive and engaging environment for students. At ADU, she works within the Student Engagement Office, focusing on initiatives that promote student involvement, leadership development, and community building. Her extensive experience allows her to understand the diverse needs of students and implement programs that enhance their academic and social experiences.

Roula is passionate about empowering students and helping them navigate their university journey. She believes that active engagement is key to student retention and success. By organizing workshops, events, and mentorship programs, Roula strives to create a vibrant campus culture that encourages students to connect with one another and with faculty.

Roula takes immense pride in the remarkable journey of the SEO ambassadors, who have grown tremendously since she first joined. What started as a dedicated team of 20 full-time volunteers has now expanded to over 2,200 passionate students, supporting more than 150 events last year. Looking ahead, SEO aims to reach 250 events in 2025, collaborating internally across all colleges and departments and externally with Ministries and educational institutions.

The excellence of SEO ambassadors, whether in internal events or external conferences and workshops—has been truly inspiring. Their dedication has led to an extraordinary increase in volunteering hours, rising from 5,000 hours per year in 2023 to over 100,000 hours annually.

Roula holds deep gratitude for the SEO ambassadors, not only for their contributions to ADU but also for their personal growth and unwavering commitment. Their rapid development, maturity, and genuine engagement with the ADU community reflect their passion and dedication. They volunteer not just to fulfill hour requirements but out of a true love for ADU—consistently exceeding 300 hours per year when only 40 are required.

Roula holds a Master's degree in Business Administration from the **Lebanese American University**, which she completed in 2001.

**#StudentEngagement #AbuDhabiUniversity #HigherEducation #Leadership #CommunityBuilding #Empowerment #StudentSuccess #Mentorship #Inclusion #SupportForStudents**

**Shakib Farhat Khulud Abdallah Abu Dhabi University**



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