



Ghassan Aouad

Chancellor of Abu Dhabi University, Past President ...
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The Role of a University Chancellor in a Changing World

As the higher education sector undergoes rapid transformation due to technological advancements, shifting student needs, and global challenges, the role of a university chancellor is more crucial than ever and must adapt to these changes. As the Chancellor of **Abu Dhabi University**, my role is evolving to meet the challenges of today's academic landscape. Based on my humble experience, here's how I envision this position:

1. **Strategic Leadership:** Focus on long-term goals and set clear directions for the university's future in order to meet the vision of the Board and its Chairman. Measurable and meaningful KPIs should be in place.
2. **Ambassadorial Role:** Act as the face of the university to foster academic and business partnerships and explore new opportunities.
3. **Marketing & Students Recruitment:** Promote the university, especially on social media, to attract diverse and talented students. I posted 1126 posts on LinkedIn so far.
4. **Engagement in Debates:** Contribute to discussions on improving the university and the higher education sector. Closest topics to my heart are: talents empowerment, diversity, university reputation and rankings, and the needs of Gen Z.
5. **Empowering Others:** Trust and empower the senior team, faculty and staff to take initiatives and lead.
6. **Active Presence:** Regularly visit faculty and staff, and meet with students and alumni to stay connected and engaged.
7. **Avoiding Isolation:** Ensure I'm not just in the "ivory tower," but actively involved in the university community.
8. **Enhancing Rankings:** Work on improving our international standings and professional accreditations.
9. **Embracing Technology:** Leverage technology, especially AI, to enhance learning experiences and streamline operations.
10. **Building Trust:** Foster a culture of trust and empowerment, especially with the Chairman of the Board and the Board.
11. **Collective Growth:** Aim to elevate the university while bringing everyone along on this journey.

Together at ADU, we are on a mission to take the university to greater heights! I am on the road most of the time (I know this comes at the expense of family and health), and I strongly believe that this is the right approach to lead a university. With a very supportive Chairman, a competent Vice Chancellor for AI and Operational Excellence, a Provost handling academic issues, two Associate Provosts focused on internationalization and research, two campus directors in Al Ain and Dubai, an amazing senior leadership team, and a well-organized and capable office director, I consider both myself and ADU very fortunate. This structure allows me to focus on the big issues and opportunities.

**#Leadership #HigherEducation #Empowerment
#StudentSuccess #CommunityEngagement
#EmbracingTechnology**

Ali Bin Harmal Aldhaheeri, Ph.D. **Hamad Odhabi Professor Barry O'Mahony Mohammed Fteiha Dr. Anas Najdawi Prof.sherine Farouk Montasir Qasymeh Khulud Abdallah**

