

# STRATEGIC BUSINESS PLANNING AND FINANCIAL PROJECTION 2021-2022

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# TABLE OF CONTENT

01

Introduction- HUSS Vision & Mission

02

FY21 – Ongoing/Continuing Plans  
(with a degree of modification)

03

FY21 New Plans

04

FY21 Suspended Plans

# SCHOOL OF HUSS

## Vision

To lead and excel in teaching, research and creative expression in the disciplines we represent. We cultivate vital intellectual and critical capacities in our students and prepare them for a life of engaged service to the local, regional and international communities of which they are valuable members. In these trying times, we look into our curricula and into the expertise of our faculty to make sure that we are in fact nurturing our students and providing them with the equivalent opportunities to be critical and productive.



# SCHOOL OF HUSS

## Mission

HUSS is the home to the core disciplines in the humanities, social sciences and arts at AUC. HUSS comprises nine departments: Applied Linguistics, Arab and Islamic Civilizations, Arts, English and Comparative Literature, History, Philosophy, Political Science, Psychology, and Sociology, Egyptology and Anthropology. Together, they help to foster a deeper understanding of what it means to be human and the forces that shape us, both as individuals and within communities, and to enrich the engagement and impact of academic work in the local, regional and global contexts in which it occurs. During the current circumstances, we strive to carry out this same mission while facing the challenges of not being able to interact with



students on face-to-face basis and losing part of the spontaneity of intellectual dialogues.

Thus, our courses are more and more emphasizing the interactive components of remote learning and our faculty are working very hard to be able to meet with students in smaller groups to ensure that their teaching is still based on true HUSS values of liberal arts education and critical thinking.

# PLANS 2021 – MANAGEMENT SUSTAINABILITY



## **ONGOING/CONTINUING PLANS (WITH A DEGREE OF MODIFICATION)**

Projects/initiatives that are a priority to maintain operations

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## **NEW PLANS**

Projects/initiatives utilizing optimized existing resources



## **SUSPENDED PLANS**

Projects/initiatives that are put on-hold due to current circumstances

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# PROJECTS & INITIATIVES – ONGOING (with a degree of modification)

## Project 1: SOAS/ARIC Faculty Exchange/Visiting Professors

**Description:** The original plan was for faculty from each department to visit the other department either for one or two weeks where each would teach a module in an existing course or else an intensive 3-week course at the corresponding university. Hence, building on each department's specialized faculty and complement our expertise and offerings. For example: a faculty member from SOAS could teach a specific module on Qur'anic studies while a faculty member from AUC could teach a module on Islamic Law, or an aspect of Islamic art history. Discussions are currently to explore how to do this virtually.

# PROJECTS & INITIATIVES – ONGOING (with a degree of modification)

**Project 2:** Collaboration between the Arab Council of Social Sciences (ACSS) and AUC to develop a new generation of students studying the social sciences

**Description:** The program was launched in Egypt on June 20, 2020. It is expected that Egypt (AUC as the main partner university, and Cairo and Alexandria as participating universities) will finalize the selection of fellows in August to start the program via a collective webinar.

# PROJECTS & INITIATIVES – ONGOING (with a degree of modification)

## Project 3: Counseling psychology internship webinar series

**Description:** For AUC community on COVID-19 stress and anxiety

# PROJECTS & INITIATIVES – ONGOING (with a degree of modification)

## Project 4: Research grants related to Covid-19

**Description:** Three faculty internal research grants under the 10 COVID-19 initiatives:

- Mitigating the Socio-Economic Effects of the COVID 19 Pandemic on Vulnerable Employment
- Coping in Egypt During the COVID-19 Crisis
- Localizing Health Behavior Communications in the Face of a Global Pandemic: Culture and COVID-19

# PROJECTS & INITIATIVES – ONGOING (with a degree of modification)

## Project 5: Type Lab (Centennial Project)

**Description:** The original plan was for one day conferences planned for Type Lab for the month of April 2020 in the hope of inviting local speakers to discuss different topics relating to the Arabic script. Due to COVID, we had to migrate our discussions online and we chose Instagram as our preferred platform because most young designers are on it.

We started our page in March and today we have almost 1500 followers on the page. For our first talk we had 86 people following us live from four different continents and by the next morning the video had had 500+ views already. And instead of settling for local speakers due to budget restrictions we are now hosting speakers from all over the world which is making for a much richer experience and conversation for our audience. This is a small example around a very narrow and specialized field which is Arabic script and Typography.

# PROJECTS & INITIATIVES – ONGOING (with a degree of modification)

## Project 6: Theatre Production for Educational Outreach (Centennial Project)

**Description:** Provides the Cairo and New Cairo community with high level, 45-50 minute original or published English language plays based on great works of literature or well-known cultural stories. Productions could involve AUC alumni and possibly current students and offer shows on campus followed by a tour to local schools. Discussion is currently how to do this virtually or to postpone the beginning till spring 21.

# PROJECTS & INITIATIVES – ONGOING (with a degree of modification)

## Project 7: Alternative Policy Solutions Summer School (POLLS)

**Description:** Through an open call, twenty of the most promising Egyptian faculty members from national universities ( including Beni Soeif, Cairo, and Alexandria) were selected to attend this training. The school comes as part of AUC's continuous commitment to providing knowledge and service to the research and scholarly community in Egypt and the region. The school was made possible through external funding to the Political Science department. This year, the summer school was given virtually and for two weeks only.

# PROJECTS & INITIATIVES - NEW

## **Project 1:** HUSS/ARTS ASHA grant "Interdisciplinarity and the future of Art Education." from 2020 to 2023

**Description:** This grant will allow ARTS department to upgrade current space and equipment, and improve the quality of ARTS education. The grant will help the different ARTS programs to excel in different directions and will contribute massively to the newly proposed BA in fashion design. In addition to a fully equipped fashion studio and upgrading existing classrooms, the grant offers the ARTS a new media lab, a new music studio and a new design to the Sharja Arts Gallery.

# PROJECTS & INITIATIVES - NEW

## Project 2: BA in Fashion (ARTS)

**Description:** No other program in Egypt focuses on creative fashion and links that to the fashion industry while focusing on building scholarship and discourse on the history of fashion in Egypt and the region. Moreover, this focus on an under researched and under documented field is what will eventually attract international students to join the major.

# PROJECTS & INITIATIVES - NEW

## Project 3: BA in Linguistics and Translation

**Description:** Egypt and the Middle East at large are a rich source of linguistic data for research purposes and this program would be extremely helpful for this type of research endeavors. It would increase opportunities and support for interdisciplinary research projects based on the interdisciplinary nature of linguistics. This major would cut across HUSS disciplines in psychology, sociology, and education for help with our course offerings, research grants, and research projects. It would equip students with transferable skills needed for the job both at the local and international levels.

# PROJECTS & INITIATIVES - NEW

## Project 4: Offering Remote instruction to International students

**Description:** Some of the HUSS courses that have been very attractive to our international students, will be open to them remotely this fall. Those students are typically either from partner universities or other institutions that would be interested to take the courses for credit as non-degree students. Courses especially in ARIC, POLS, SEA, ECLT, PHIL, PSYC, APLIN and ARTS have been advertised on HUSS website and other AUC interfaces. Such an initiative would also provide us with another platform on which to advertise our new programs and activities.

# PROJECTS & INITIATIVES - NEW

## Project 5: New Course: PSYC selected topics course "Psychology of Pandemics"

**Description:** Counting for Core Curriculum Social Sciences, this course will address the role psychology plays in explaining the ways in which people respond to and experience global pandemics. Topics to be covered include mental health, the relationship between stress and health, prejudice, hoarding, compliance with health advice, conspiracy theories and many others.

# PROJECTS & INITIATIVES - NEW

## Project 6: Moving all academic activities and outreach projects to webinar platform

**Description:** Annual conferences of the nine departments, seminars and creative works. All need software tools and monthly subscription to the webinar tools. Impact on budget.

# PROJECTS & INITIATIVES - PLANS ON HOLD

## Project 1: SOAS/ARIC Dual Graduate Degree

**Description:** A new program whereby students can sign up for a graduate program designed jointly by both departments to include a semester (or a year) in the corresponding campus and to cover material and specializations not offered in the "home" university.

For SOAS students it would include a built-in component of a semester (or more) in Cairo, where they would be immersed in the language and culture of Cairo and study courses not offered at SOAS.

# PROJECTS & INITIATIVES - PLANS ON HOLD

## Project 2: University of Milan/APLIN Collaboration

**Description:** : Students and Faculty exchange, MA courses in TAFL, Arabic Certification program. A trip was planned for last March and was cancelled in February. We are hoping to start resume the dialogue soon as the University of Milan has renewed the invitation for late fall.

# PROJECTS & INITIATIVES - PLANS ON HOLD

## Project 3: Summer School ARIC Course “Reading Historic Cairo: Books, People, Places”

**Description:** This two-week intensive summer course explores the social, religious, and material history of Historic Cairo. Cairo was, quite literally, the site of a number of epochal developments in the history of Islam. This seminar seeks to train students to combine different approaches to the study of Islamic and Middle Eastern societies. Students will be exposed to a range of primary and encouraged to read them in the context of Cairo’s social, religious, and urban history.

# PROJECTS & INITIATIVES - PLANS ON HOLD

## Project 4: Field trips for ARIC, SEA, and PSYC

**Description:** Field trips in the areas of Arab and Islamic civilizations, for sociology, anthropology and psychology majors are an essential part of many courses. The absence of it and consequently, the impact of this absence on the quality of education is huge. One important element of not being able to have the field work is the current social distancing. But another major reason that would hinder us from providing this component is the budget cuts.

*Thank You*

QUESTIONS & DISCUSSION