ALAYEN IRAQI
UNIVERSITY
AUIQ

Beneficiary Satisfaction Policy

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Introduction

Al-Ayen Iraqi University seeks to achieve excellence in the quality of educational, academic, and administrative services provided to all beneficiaries. This policy aims to establish an organizational and methodological framework for measuring and evaluating the level of beneficiary satisfaction periodically and regularly, through reliable scientific tools and mechanisms that ensure the collection of effective feedback from students, graduates, employers, parents, and all stakeholders, contributing to the continuous improvement of the quality of services provided and achieving the university's vision, mission, and strategic objectives.

Vision and Mission

Vision

To achieve leadership in measuring and evaluating beneficiary satisfaction through an integrated system of continuous evaluation and qualitative improvement of services provided, ensuring the fulfillment of the needs and aspirations of all beneficiaries and achieving sustainable institutional excellence.

Mission

To develop effective and scientific mechanisms for measuring beneficiary satisfaction and analyzing feedback, investing the results in making developmental and improvement decisions, building an institutional culture that focuses on the beneficiary and places them at the center of its concerns, while ensuring transparency and credibility in evaluation processes and continuous development.

Objectives

- Building an integrated system for measuring and evaluating the satisfaction of all beneficiary categories
- Developing scientific and reliable measurement tools appropriate for each category of beneficiaries
- Analyzing satisfaction measurement results and investing them in making developmental decisions
- Continuously improving the quality of academic, administrative, and community services
- Enhancing trust and belonging among all beneficiaries of the university's services
- Establishing a culture of continuous improvement and excellence in institutional performance

First: Governance and Organizational Structure (1)

The Supreme Committee for Beneficiary Satisfaction Policy

The highest regulatory authority for setting beneficiary satisfaction measurement strategies and approving the tools and methodologies used. At the head of the organizational structure is the Assistant to the University President for Academic Affairs as the policy owner and the primary person responsible for its implementation. He is responsible for setting general strategies and supervising all beneficiary satisfaction measurement activities and includes in its membership college deans and representatives from administrative units and beneficiaries.

College Council

The direct executive and supervisory body, and at the head of the organizational structure is the College Dean and the Scientific Deputy in implementing beneficiary satisfaction measurement policies at the college level.

First: Governance and Organizational Structure (2)

Quality Assurance and University Performance Department

The central body responsible for designing and implementing beneficiary satisfaction measurement programs and preparing reports and improvement recommendations. It specializes in analyzing data and preparing statistical reports related to beneficiary satisfaction and providing evidence-based recommendations.

Communication and Public Relations Unit

Responsible for coordinating data collection processes and communicating with beneficiaries and publishing study results.

First: Governance and Organizational Structure (3)

Specialized Supporting Committees

1. Student Satisfaction Measurement Committee
2. Graduate Satisfaction Measurement Committee
3. Employer Satisfaction Measurement Committee
4. Parent Satisfaction Measurement Committee
5. Measurement and Evaluation Tools Development Committee
6. Data Analysis and Reports Committee
7. Continuous Improvement and Development Committee
8. Follow-up and Evaluation Committee
9. Training and Capacity Building Committee

Second: Sub-Policies (1)

1. Student Satisfaction Measurement Policy

- Developing comprehensive questionnaires to measure student satisfaction with academic and administrative services
- Measuring student satisfaction with teaching quality, university environment, and support services
- Analyzing student opinions about curricula, teaching methods, and evaluation
- Evaluating satisfaction levels with facilities, equipment, and student activities

2. Graduate Satisfaction Measurement Policy

- Measuring graduates' satisfaction level with the education received and its suitability for the labor market
- Evaluating the effectiveness of academic programs in preparing graduates for professional life
- Studying satisfaction levels with services provided to graduates after graduation
- Analyzing graduates' opinions about strengths and weaknesses in academic programs

Second: Sub-Policies (2)

3. Employer Satisfaction Measurement Policy

- Evaluating employers' satisfaction level with the competence and skills of university graduates
- Measuring the suitability of educational outputs with labor market needs
- Studying employers' opinions about skills that need to be developed
- Analyzing feedback to improve academic and training programs
- Building and consolidating relationships with employers through establishing sectoral advisory councils for each college or group of corresponding specializations, including experts from the labor market to provide feedback on curricula and programs

4. Parent Satisfaction Measurement Policy

- Measuring parents' satisfaction level with the quality of education provided to their children
- Evaluating satisfaction levels with communication and transparency with parents
- Studying parents' opinions about student activities and programs
- Analyzing parents' suggestions for improving educational services

Second: Sub-Policies (3)

5. Measurement and Evaluation Tools Development Policy

- Designing scientific and appropriate questionnaires for each category of beneficiaries
- Developing diverse measurement tools including questionnaires, interviews, and focus groups
- Ensuring the validity and reliability of measurement tools through arbitration and pre-testing
- Regularly updating measurement tools to keep pace with developments and changes

6. Data Analysis and Report Preparation Policy

- Applying advanced statistical methods in analyzing satisfaction data
- Preparing comprehensive and periodic reports on beneficiary satisfaction levels
- Analyzing trends and developments in satisfaction levels over time
- Providing evidence-based recommendations for improvement and development

Second: Sub-Policies (4)

7. Continuous Improvement and Development Policy

- Investing satisfaction measurement results in developing improvement and development plans
- Identifying improvement priorities based on satisfaction levels and degree of importance
- Following up on the implementation of improvement measures and measuring their impact on satisfaction levels
- Developing a culture of continuous improvement in all university units

8. Transparency and Publication Policy

- Publishing beneficiary satisfaction measurement results with transparency and credibility
- Involving beneficiaries in discussing results and developing solutions
- Publishing annual reports on beneficiary satisfaction on the official website
- Organizing events to discuss satisfaction results with the university community

Second: Sub-Policies (5)

9. Training and Capacity Building Policy

- Training staff working in the field of beneficiary satisfaction measurement
- Developing faculty members' capabilities in applying satisfaction results
- Building administrative staff capabilities in dealing with beneficiaries
- Organizing workshops on best practices in satisfaction measurement

10. Periodic Follow-up and Evaluation Policy

- Setting performance indicators to measure the effectiveness of beneficiary satisfaction programs
- Periodic review of satisfaction measurement tools and methods
- Evaluating the impact of improvement measures on beneficiary satisfaction levels
- Continuous development of the policy based on follow-up and evaluation results

Third: Beneficiary Categories

1. Current Students

- Undergraduate students in all specializations and academic levels
- International and exchange students
- Continuing education students and specialized professional programs

2. Graduates

- Bachelor's graduates from all colleges and departments
- Graduates working in government and private sectors
- Distinguished graduates and those holding leadership positions

3. Employers

- Government institutions that recruit university graduates
- Private companies and institutions in various sectors
- International and regional organizations cooperating with the university
- Small and medium-sized business and project owners

4. Parents

- Parents of current undergraduate students
- Parents of graduate students
- Parents of international and exchange students
- Parents of students in special and professional programs

Fourth: Satisfaction Measurement Tools and Methods

1. Electronic Questionnaires

- Designing specialized questionnaires for each category of beneficiaries
- Using modern electronic platforms for easy access and completion
- Ensuring data confidentiality and protecting participants' privacy
- Providing questionnaires in multiple languages as needed

2. Personal and Virtual Interviews

- Conducting interviews with representative samples of beneficiaries
- Using virtual interview techniques to reach the largest number
- Recording and analyzing interviews using scientific methodological approaches
- Ensuring interactive character and constructive dialogue in interviews

3. Focus Groups

- Organizing focus group sessions with representatives from each category
- Discussing specialized issues in greater depth
- Obtaining detailed opinions on specific topics
- Documenting and analyzing session results using scientific methods

4. Participatory Workshops

- Organizing interactive workshops with beneficiaries
- Involving beneficiaries in developing solutions and recommendations
- Creating an interactive environment for exchanging opinions and experiences
- Documenting workshop results and investing them in development

Fifth: Satisfaction Measurement Axes (1)

1. For Current Students

Academic Services:

- Teaching quality and faculty competence
- Suitability of curricula and course content
- Effectiveness of teaching and learning methods used
- Fairness and comprehensiveness of evaluation and examination methods

University Environment:

- Quality of educational facilities, laboratories, and libraries
- Cleanliness and maintenance of university buildings and facilities
- Availability of technical services, internet, and computers
- Security and safety in the university campus

Fifth: Satisfaction Measurement Axes (1) - Continued

1-For Current Students (Continued)

Student Services:

- Efficiency of administrative services and speed of completion
- Quality of health services and medical care
- Diversity of student, cultural, and sports activities
- Effectiveness of academic and career counseling services

Fifth: Satisfaction Measurement Axes (2)

2. For Graduates

Academic Preparation

- Suitability of curricula for labor market requirements
- Effectiveness of programs in developing professional skills
- Quality of practical and field training received
- Level of preparation for professional and practical life

Support Services

- Effectiveness of employment and career counseling services
- Level of support provided to graduates after graduation
- Quality of professional development and continuing education programs
- Effectiveness of communication and follow-up with graduates

Fifth: Satisfaction Measurement Axes (3)

For Employers

Graduate Competence:

- Level of specialized skills among graduates
- Quality of soft skills and leadership capabilities
- Extent of graduates' readiness for immediate work
- Graduates' ability to adapt and continuously develop

Partnership Quality:

- Level of cooperation and coordination with the university
- Effectiveness of cooperative and applied training programs
- Quality of consultations and services provided by the university
- Level of responsiveness to labor market needs

Fifth: Satisfaction Measurement Axes (4)

For Parents

Education Quality:

- Satisfaction level with the quality of education provided
- Suitability of academic programs to parents' aspirations
- Effectiveness of teaching and learning methods used
- Level of academic development and growth of students

Communication and Transparency:

- Effectiveness of communication channels with parents
- Level of transparency in conveying information and results
- Quality of services provided to parents
- Extent of involving parents in the educational process

Sixth: Satisfaction Measurement Methodology

1 Planning and Design

- Defining satisfaction measurement objectives and expected outcomes
- Selecting representative samples for each category of beneficiaries
- Designing appropriate measurement tools for each group
- Setting the timeline for implementing measurement processes

2 Data Collection

- Applying measurement tools according to scientific standards
- Ensuring questionnaires reach the largest number of beneficiaries
- Implementing interviews and focus groups with high professionalism
- Documenting and storing data in safe and organized ways

3 Data Analysis

- Using advanced statistical analysis software
- Applying appropriate statistical methods for each type of data
- Conducting comparative analyses between categories and time periods
- Verifying the validity and accuracy of results through multiple methods

4 Report Preparation

- Drafting comprehensive and detailed reports on satisfaction results
- Providing practical and applicable recommendations
- Preparing executive summaries for senior management and decision-makers
- Publishing results in clear and understandable ways to the university community

Seventh: Satisfaction Measurement Time Schedule

1. Annual Measurement:

- Measuring student satisfaction once annually at the end of each academic year
- Measuring parent satisfaction annually in conjunction with student satisfaction measurement
- Preparing the comprehensive annual report on beneficiary satisfaction
- Reviewing and updating measurement tools annually

2. Semi-Annual Measurement:

- Measuring graduate satisfaction twice annually (after 6 months and 18 months from graduation)
- Following up on satisfaction levels with sensitive and important services
- Conducting exploratory measurements to verify the effectiveness of improvement measures

3. Quarterly Measurement:

- Measuring employer satisfaction every three months
- Following up on the implementation of recommendations and improvement measures
- Conducting quick surveys on urgent and emerging topics

Eighth: Investing Satisfaction Measurement Results

1. Making Developmental Decisions:

- Using satisfaction results in developing strategic plans
- Determining development and investment priorities based on satisfaction levels
- Making quick decisions to address identified weaknesses
- Developing policies and procedures based on feedback

2. Service Improvement:

- Developing academic programs based on beneficiaries' opinions
- Improving administrative and student services provided
- Developing facilities and infrastructure according to beneficiaries' needs
- Improving communication and interaction mechanisms with beneficiaries

3. Professional Development:

- Identifying training needs for academic and administrative staff
- Developing professional development programs based on satisfaction results
- Motivating and rewarding distinguished units and individuals in performance
- Developing a culture of excellence and quality in work

Ninth: Quality Assurance and Credibility (1)

1. Validity of Measurement Tools:

- Scientific arbitration of all measurement tools by specialized experts
- Testing measurement tools on exploratory samples before application
- Ensuring clarity and appropriateness of questions for targeted beneficiaries
- Regularly reviewing and developing measurement tools

2. Reliability of Results:

- Using statistically adequate and representative samples
- Applying advanced statistical methods to ensure result reliability
- Verifying consistency in results across different time periods
- Using multiple methods to verify result validity

Ninth: Quality Assurance and Credibility (2)

Continued

3. Transparency and Integrity:

- Ensuring protection of participants' privacy and data confidentiality
- Publishing satisfaction measurement results with transparency and credibility
- No manipulation or bias in presenting results
- Making data and information available to researchers and interested parties

Tenth: Evaluation and Follow-up System (1)

1. Key Performance Indicators:

The performance and effectiveness of this policy are evaluated through a set of Key Performance Indicators (KPIs) that include the employment rate of graduates within the first year of graduation, the number of active partnerships with employers, and the level of satisfaction of graduates and employers with the services provided, which is measured through periodic questionnaires.

- Response rate to satisfaction questionnaires for each category of beneficiaries
- Average overall satisfaction level and in each axis
- Rate of improvement in satisfaction level across time periods
- Percentage of implemented improvement recommendations

Tenth: Evaluation and Follow-up System (2)

2. Follow-up Mechanisms:

- Preparing periodic reports on the policy implementation status
- Reviewing performance indicators and analyzing trends
- Holding periodic meetings of specialized committees
- Organizing field visits to evaluate practical application

3. Comprehensive Evaluation:

- Conducting a comprehensive evaluation of the policy every three years
- Evaluating the effectiveness of measurement tools and methodologies used
- Studying the impact of improvement measures on satisfaction levels
- Updating the policy based on comprehensive evaluation results

Final Approval and Policy Implementation

The Supreme Committee for Drawing University Policies

Al-Ayen Iraqi University

Final Approval:

Signature: _____

Date: _____

Policy Implementation:

This policy shall be applied from ( ) and all colleges are committed to it without exception. (The policy provisions shall be in effect provided they do not conflict with the instructions, regulations, and laws in force of the Ministry of Higher Education and Scientific Research)