





Our Vision

“Leadership and innovation in higher education, research and community service at national and international levels.”

Our Mission

“The university contributes to develop a sustainable educational and research future for the UAE, provides impactful societal contributions, develops competitive capabilities by encouraging research collaboration and innovation, establishes a stimulating environment for entrepreneurship and builds graduates' skills in line with the future labor market needs.”



Our Values



Respect for Heritage and Cultural Diversity



Reinforce Competitiveness



Integrity and Transparency



Effectiveness in Decision-Making



Collaborative Work Environment



Effective Communication



Leadership and Continuous Learning



Dedication to Knowledge



Cultivate a Culture of Innovation



7 Priority Areas to Achieve UAEU's Strategic Goals

Core Priority Areas



**Design Enriching
And Engaging
Student Journeys**

01



**Provide High Quality
Adaptive Program
Offering**

02



**Produce Impactful
Research & Innovation**

03



**Attract, Develop &
Retain Top Researchers
& Educators**

04

Enabling Priority Areas



**Establish Strong
Partnerships &
Industry Relations**

05



**Realize Institutional
Effectiveness**

06



**Achieve Financial
Sustainability**

07



Our Goals



Goal 1 (Strategic) **Successful future-ready learners**

Create a proactive educational system that enhances the capabilities of students and prepares them to lead in the future labor market.



Goal 2 (Strategic) **Impactful Research and Innovation**

Use the University's research and innovation capabilities to find novel and sustainable solutions to future challenges and promoting the global competitiveness of the University.



Goal 3 (Strategic) **Societal Impact**

Strengthen the University's role in society by contributing actively to the goals of sustainable development and providing intelligent leadership for life-long learning.



Goal 4 (Main) **Strong internal & external collaboration**

Build and foster national and international partnerships that contribute to the promotion of the university's reputation and its global standing.



Goal 5 (Main) **Distinguished services and proactive student experience**

Ensure that services are proactive and that the student experience is of the highest quality.



Goal 6 (Enabling) **Realize Institutional Effectiveness**

Recruit and retain the best talents, provide efficient and effective institutional services and digital infrastructure.



Goal 7 (Enabling) **Innovation Management**

Reinforce institutional innovation practices that are based on agility, proactiveness, and readiness.



Transformation Goal 8

Developing and managing large-scale transformational projects that significantly boost the country's position at the local and global levels in a variety of sectors of government work



Strategic Projects & Periodic Tasks

01 Goal 1 (Strategic): Successful Future ready Learner

Promote Dynamic and Human Capital Focused Program 1.1

Graduate Readiness and Employability 1.2

02 Goal 2 (Strategic): Impactful Research And Innovation

Promoting Scientific Research, Innovation, and Entrepreneurship in Fields of National and International Importance 1.2

Promote UAEU Competitiveness and Reputation 2.2

03 Goal 3 (Strategic): Societal Impact

Lifelong Learning Offering Reinvention and Streamlining 1.3

Foster UAEU SDGs Contribution 2.3

04 Goal 4 (Main): Strong Internal & External Collaboration

Elevate Advancement through Partnerships 1.4

Alumni Engagement Reset 2.4

07 Goal 7 (Government Enabling): Innovation Management

Institutional Innovation Management 1.7

Future Foresight 2.7

06 Goal 6 (Government Enabling): Realize Institutional Effectiveness

Efficient and Effective Management of the Financial Resources 1.6

Procurement Management Based on International Best Practices 2.6

Implementation of Best Practices in Human Resource Management 3.6

Implementation of Quality and Institutional Excellence Standards 4.6

Effective Internal and External Communication 5.6

Implementation of International Best Practices in Leadership 6.6

Strategic Planning and Performance Measurement 7.6

Provision of High-Quality Legal Services 8.6

Provision of Up-to-Date IT Services 9.6

Provision of Efficient Shared Services for All Organizational Units 10.6

05 Goal 5 (Main): Distinguished Services and Proactive Student Experience

Enhance Automation and Elevating the Efficiency and Effectiveness of the Provided Periodic Services 1.5

Enrich the Student Experience and University Life 2.5



Advancing Together Toward the Next Chapter



The Next Cycle (2027-2029)

A New Strategic Cycle is Coming Soon

Stay Tuned



Share your Feedback

To improve awareness and engagement with the UAEU Strategy, kindly share your ideas, feedback, and suggestions with us at strategic.planning@uaeu.ac.ae



Together, we move forward with a shared purpose to shape a stronger, more innovative, and future-ready UAEU.

