University of Warith Al-Anbiyaa
College of Media – Department of Digital Media

**The Strategic Plan of the Department of Digital Media**

Asst. Lecturer Ali Talib Radi
Quality Assurance and Academic Accreditation Committee

 Asst. Prof. Amjad Ali Al-Rubaie
Head of Quality Assurance and Academic Accreditation

Asst. Prof. Mohammed Jamal Al-Taif
Dean of the College of Media

Introduction

Strategic planning is referred to as the process that involves analyzing the current situation of any organization with the aim of achieving strategic objectives. It can also be regarded as a long-term vision for the detailed plans that must be developed to accomplish future goals. Strategic thinking is essentially about looking ahead, asking key questions such as: Where are we going? How will we get there? And what resources do we possess that enable us to reach our intended goals?

Planning based on scientific foundations is a critical element in institutional development, as it stimulates and mobilizes human, material, and moral resources toward the achievement of the institution’s vision and objectives according to a structured and time-bound program. This is accomplished through genuine partnership with all stakeholders, including members of the institution and related entities, using clear mechanisms of collaboration. The plan is then formally approved and aligned with the directions of higher authorities, particularly the General Secretariat of the Holy Al-Hussain Shrine, the University of Warith Al-Anbiyaa (PBUH), and the College of Media.

Accordingly, the Department of Digital Media has developed strategic plans that aim to anticipate the future and enhance both administrative and academic workflows. These plans are grounded in scientific methodology to elevate the academic and professional standards of faculty members and students alike. The department also seeks to enhance the support services that underpin academic processes, improve the quality and preparedness of students, and ensure their professional competence in the field of digital media, in alignment with the demands of the local job market.

The department’s strategic value is drawn from the experience and competence of its academic staff. It upholds a set of core values that form the foundation of its operations, including integrity and excellence in fulfilling its academic mission, fairness in task distribution, transparency in performance and documentation, teamwork, and honest communication. Reports and departmental directions are published transparently through the College’s official website, with all inquiries being addressed promptly and professionally.

Consultative sessions were held by the Department Council to formulate and refine this strategic plan, which includes the mechanisms and vision for the next five years. The plan is based on the department’s founding principles, objectives, and vision, with a clear ambition to enter academic rankings and benchmarks.

…toward its envisioned future state

...from its current state toward its future aspirations by optimally utilizing its strengths and available opportunities, while overcoming weaknesses and external threats. The strategic plan ensures that the department moves in the right direction, following a general approach based on: Current Situation – Objectives – Pathway.

1. Internal and External Environment Analysis

Below is a breakdown of the department’s internal strengths and weaknesses:

A. Strengths

Qualified and experienced academic staff.

A diverse and well-documented academic program, aligned with the Digital Media Department at the College of Media – University of Dhi Qar.

An appropriate organizational structure that incorporates community participation.

A number of faculty members hold advanced academic ranks (Assistant Professor, Lecturer, and Assistant Lecturer), with Ph.D. and Master’s degrees.

A democratic leadership style that promotes a quality-oriented mindset.

B. Weaknesses

Limited English language proficiency among most faculty members.

Lower academic preparedness of students entering from pre-university education (high school level).

Insufficient financial allocations to purchase modern digital media equipment such as computers and smart cameras.

2. Opportunities and Policies

Several opportunities exist that the Digital Media Department seeks to capitalize on in the coming years:

Diverse learning methods, including self-directed and interactive learning.

Development of faculty skills through advancements in e-learning and digital education.

Increased collaboration with external institutions and community engagement through local and international seminars and conferences.

Encouragement of publishing scientific research in reputable journals and participation in both domestic and international conferences.

Expansion of academic exchange with local and international universities, including the establishment of bilateral cooperation agreements.

Development of policies and procedures for addressing cases of student underperformance or inconsistencies in academic assessment, and identifying root causes and remedial measures.

Implementation of mechanisms for assessing the effectiveness of academic programs in equipping students with the skills required for professional practice. This includes graduate surveys, employment data, employer feedback, graduate performance tracking, and periodic reporting of assessment outcomes.

Design of employer evaluation forms to assess the skills and competencies of department graduates employed in the field, along with a mechanism for implementing this feedback.

Development of specialized forms for graduates to self-assess the skills gained during their studies and determine the process for evaluating those outcomes.

3. Challenges and Threats

Limited job opportunities provided by government institutions for graduates.

Weakness of the private sector, resulting in fewer employment opportunities for graduates.

4. Strategic Implementation Pathways

A. Department Vision

To be a scientifically grounded academic entity that integrates education and training to enhance the scientific and practical competencies of its members, while considering current realities and future aspirations. The department aims to uphold high standards of quality and academic accreditation to contribute to the improvement of teaching and learning at various educational levels. It seeks to graduate highly qualified professionals, conduct advanced applied research in various fields of digital media, and provide high-quality community services that contribute to environmental development and scientific advancement.

B. Department Mission

The department is committed to operating through scientific methodologies and institutional planning, with clearly defined goals aimed at achieving excellence in both academic and training spheres. It adheres to quality assurance and academic accreditation standards to ensure that its graduates in the field of digital media are competitive, ambitious, and well-equipped with scientific knowledge and professional skills. The department also commits to excellence in scientific research and the implementation of projects that address the challenges facing Iraqi society.

C. Core Values of the Department

The department is dedicated to instilling values and principles aligned with the nature of our society, while developing graduates’ abilities to engage, coexist, and communicate effectively with the broader community. It promotes acceptance of diverse cultures, encourages innovation and creativity, and fosters the capacity to make sound decisions at the right time. All of this is framed by a commitment to the values of Ahl al-Bayt (peace be upon them) and the guidance of the Supreme Religious Authority and the General Secretariat of the Holy Al-Hussain Shrine, particularly in reinforcing ethical standards in education, research, and professional practice.

Key values include:

Ensuring justice, non-discrimination, and equality among all faculty members.

Guaranteeing equal educational opportunities for students, regardless of their socio-economic background.

Commitment to comprehensive quality standards in education, research, and development.

Ensuring freedom of expression for faculty, educators, and students.

Fostering collaboration and teamwork in the completion of all tasks..

D. Departmental Goals

To prepare qualified and distinguished human resources capable of performing media, communication, and design functions.

To advance scientific research in order to contribute meaningfully to human knowledge.

To activate the department’s developmental and pioneering role in serving the community and contributing to solving its problems.

To enhance the department’s position as a specialized educational institution with competitive capabilities.

To raise the efficiency and effectiveness of scientific research and foster active collaboration with research institutions at the local, regional, and international levels.

To provide a university environment committed to sound religious, social, and ethical values, characterized by justice, equality, and cooperation.

To encourage top-performing graduates of the department to pursue postgraduate studies.

1. Strategic Goals and Objectives of the Department

The strategic aims that the Department of Digital Media seeks to achieve can be summarized as follows:

Strategic Aim 1: Enhancing Teaching Quality

Improve the quality of instruction and establish mechanisms that enable continuous participation of all faculty members in scientific activities, ensuring they remain up to date with developments in their fields. This allows them to support students in staying current as well.

Develop mandatory policies and procedures that align teaching methods with intended learning outcomes.

Ensure that course and program descriptions clearly outline teaching strategies, knowledge to be acquired, types of student activities, and development of skills such as:

Creative thinking

Problem-solving

Social and ethical responsibility

Communication (verbal and written)

Numeracy and computer skills

Strategic Aim 2: Advancing Scientific Research

Attract highly qualified scientific talent and encourage academic advancement.

Establish scientific foundations for course development, particularly following the adoption of applied programs across Iraqi universities.

Align newly introduced programs with the National Qualifications Framework developed by the Ministry of Higher Education and Scientific Research, and with international accreditation standards that define graduate competencies and professional expectations.

Strategic Aim 3: Enhancing Community Engagement

Increase the department’s contribution to community service and development.

Develop a well-documented and approved plan for community engagement.

Improve satisfaction levels among community stakeholders.

Strategic Aim 4: Supporting Students and Alumni

Establish clear and publicly announced policies for student admission, distribution, and transfers.

Develop a comprehensive annual plan for student activities.

Create a dedicated unit for alumni support and services.

9. Mechanisms for Disseminating the Strategic Plan

Organize workshops highlighting the importance of strategic planning in general, and the specific strategic plans of the college and department, to enhance educational processes and academic advancement.

Engage community stakeholders in the implementation of various departmental activities.

Publish the department’s strategic plan on the college’s official website.

Continuously update the department’s database with accurate and comprehensive information about the educational system and its components.

Periodically review and update the strategic plan as needed, based on institutional requirements and external developments.