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AMERICAN
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Inside-out: Establishing Feedback Ecosystem to Enhance Engagement

📅 February 18, 2025

📍 AUBH, Riffa, Bahrain

RIFFA

TIME	SESSION
09:00 AM - 10:00 AM	**Registration and Welcome Refreshments**
10:00 AM – 10:10 AM	**Event Opening: Welcome Address** **Dr. Bradley J. Cook , AUBH** Event opening welcome speech
10:15 AM - 10:45 AM	**Building a Braver Future with Feedback** **Samer Jaffar, Explorance** Join Explorance EMEA GM Samer Jaffar as he examines feedback's profound impact on shaping society's present and future. Drawing inspiration from historical narratives, Samer will examine how feedback drives progress. The session will show how feedback intersects with AI, emphasizing the need for forward-thinking strategies in higher education and the global business community. Attendees will gain insight into: • The power of courageous conversations and safe spaces for open dialogue • Next-generation feedback solutions that are creating more collaborative, growth-oriented processes • The exciting evolution possibilities offered by Explorance's AI-powered software This presentation isn't just a talk. It's a blueprint for building a braver society through feedback analytics and AI initiatives.
10:50 AM - 11:40 AM	**Panel Discussion : Best Practices for Enhancing Student Engagement** **Dr. Amal Alawadi, AUBH (Moderator)** **Dr. Esra Dhaen, Ahlia University** **Dr. Adel Kamal, Arabian Gulf University (AGU)** **Dr. Junaid Siddiqui, King Fahd University Of Petroleum And Minerals (KFUPM)** **Dr. Hessa Mubarak Al-Fadhel, University of Bahrain (UOB)** In this panel discussion, education leaders will explore enhancing student engagement and improving overall survey response rates through four key areas: • **Understanding Motivations:** Addressing challenges and aligning surveys with student expectations. • **Innovative Strategies:** Using campaigns and incentives to boost participation. • **Technology & AI:** Leveraging the latest trends to increase survey participation and generate purposeful insights. • **Transparent Feedback:** Closing the feedback loop to drive improvements and strategic decisions.
11:40 AM – 12:25 PM	**Prayer Time and Networking Coffee**
12:25 PM – 12:45 PM	**Connecting the Dots: How Stakeholders' Feedback Enhances Higher Education Outcomes** **Dr. Wafa Almansouri, AUBH** This session will explore the critical role of stakeholders' feedback in shaping and improving outcomes in higher education. By identifying the various stakeholders —including students, faculty, alumni, employers, and community members— and analyzing their feedback, the session demonstrates how the outcomes of these analysis inform decision-making processes, curriculum development, and institutional policies at AUBH and support enhancement.
12:50 PM – 01:40 PM	**Cultivating Institutional Excellence through Data-Driven Decision Making** **Dr. Ema Janahi, Bahrain Polytechnic (Moderator)** **Dr. Ghadeer Kayal, Prince Mohammad Bin Fahd University (PMU)** **Dr. Reem AL Buainain, Euro University of Bahrain** **Dr. Yusuf Mohamed Janahi, University College of Bahrain (UCB)** This panel will focus on how feedback analytics can be leveraged to inform institutional excellence planning and drive key decisions within educational institutions. Discussions will explore methods for measuring institutional effectiveness using data, with a spotlight on case studies for the successful implementation of feedback analytics to achieve transformative results. Panelists will offer insights into their experiences and best practices for utilizing feedback data to support institutional growth effectively.
01:40 PM - 02:40 PM	**Networking Lunch**
02:40 PM – 03:10 PM	**Leveraging AI to Unlock Insights from Student and Staff Feedback** **Feras Almasoud, Explorance** This session will highlight MLY, the award-winning AI-powered employee and student voice platform, most recently winning the QS Reimagine Education Awards Gold Award for AI in Education. MLY enables organizations to listen deeply and comprehensively by gathering insights from internal survey feedback and external channels such as reviews or social media posts. In this way, MLY provides the ability to extract actionable feedback directly from the real voice of your people without the limitations or biases of traditional survey models.
03:15 PM – 03:35 PM	**Driving Excellence Together: Insights from the Higher Education Benchmarking Consortium (HEBC)** **Abrar Alsowi, Explorance** Explore how the Higher Education Benchmarking Consortium (HEBC) empowers institutions to drive continuous improvement through data-informed decision-making. This session will showcase the value of collaborative benchmarking, provide an overview of the HEBC initiative, cover key statistics, and introduce both Institutional and program-level benchmarking.
03:40 PM – 03:45 PM	**Closing Remarks**
03:45 PM – 04:15 PM	**Networking Coffee and Q&A**