Strategic planning for program development projects and academic colleges, An Applied Study

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The Abstract
In line with King Abdulaziz University's directions for continuous development and improvement, and in line with the vision of the Kingdom of Saudi Arabia 2030 and the National Transition 2020 programs for the Kingdom of Saudi Arabia, the College of Home Economics is looking forward to developing according to well-studied scientific foundations which ensured a great success for the progress. The first project (changing the name of the college) of the first strategic plan (Azm) of the Faculty of Home Economics is one of the important and major steps towards improvement and development. Where the development of the College of Home Economics will address many administrative and academic problems and challenges effectively and lead to the improvement of the academic and professional level of the female students and the educational outputs of the college. The research is based on the activation of the strategic planning principles in dealing with the project of changing and developing the name of the Faculty of Home Economics, where the project is the best scientific path towards improving the internal working environment and enhancing the mental image of the college and the fields of the academic departments in the college (Interior design and furniture, clothing and textile, food and nutrition, childhood studies and family science). As well as strengthening the partnership with the corresponding academic institutions locally and globally, and knowledge centers and other bodies related to the areas of the College. It will also achieve the College's goal of applying quality and obtaining academic accreditation to complement the University's achievement in obtaining institutional accreditation. The research in its scientific methodology deals with monitoring the historical development of the college and the challenges and difficulties faced by female graduates under the current name and the presentation of the main features and objectives of the first strategic plan (Azm), which emerges the strategic planning of the project of changing the name of the college under its umbrella, as well as the work of reference comparisons and analytical case studies of the corresponding colleges which have undergone similar development processes. In addition to the work of surveys and questionnaire to measure the need of the community and the labor market to change the name of the college and choose one of the names of the proposed names.

Keywords:
Program Accreditation, Strategic Planning, Home Economy, Design, Human Sciences, Applied Sciences

Paper received 10th January 2018, accepted 10th March 2018, published 1st of April 2018