Strategic Plan FY20 – FY22

**Goals**

**Expand Outreach**
- Establish strategic partnerships to expand SCE’s outreach within Egypt and beyond

**Enhance the Learning Experience**
- Develop new programs benchmarked to international standards to meet market needs
- Enrich learners’ experience and satisfaction with SCE’s educational programs and services

**Foster Operational Excellence**
- Sustain and increase innovation & digitization of systems and processes
- Recruit and retain quality faculty and staff

**Objectives**

- Offer programs using diverse delivery formats including online and blended.
- Promote an educational digital culture for learners and faculty
- Achieve set financial targets

**SCE’s Vision**
We enrich and transform the lives of diverse life-long learners by being the pre-eminent continuing education provider in Egypt and beyond

**SCE’s Mission**
We improve the employability of and provide lifelong learning to our participants by extending the resources of the university to Egypt and beyond

**AUC Values**
- Passion
- Responsibility
- Integrity
- Diversity
- Excellence