



GUST

Gulf University for
Science & Technology

GUST Strategy

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We are GUST
—the bold founders
of tomorrow.



About Our Strategy

As the first private university in Kuwait, GUST has played a pioneering role in shaping higher education in the country. Since its establishment, the university has been closely connected to the aspirations of the society it serves, reflecting its ambitions, growth, and evolving needs.

Over the years, GUST has contributed to the development of individuals who have gone on to become impactful members of society across sectors. Beyond academic achievement, the university has also served as a platform for innovation and entrepreneurship, with ideas and ventures emerging from its campus and contributing to the broader economic and social landscape.

This strategy builds on that legacy. It is rooted in our identity as an institution that is both part of and responsive to the community it serves. As Kuwait continues to evolve, so too must the university, not only in what it offers, but in how it contributes to national and regional development.

Our direction reflects this commitment. It focuses on strengthening academic excellence, enabling our faculty and students, advancing research and innovation, fostering a growth-oriented environment, deepening societal engagement, and ensuring long-term sustainability.

Through this strategy, GUST aims to further its role as a university that reflects its society, supports its aspirations, and contributes meaningfully to its future.

Our Mission

To create enduring societal impact by
advancing research and education.

Guiding Principles

Our guiding principles define the foundation of how we think, act, and contribute, shaping our role as a university rooted in society and driven by meaningful advancement.

Education

Our societal and regional context often seeks academic certification and not necessarily knowledge. In GUST we will build innovative programs that instill knowledge based on theoretical and applied experience that culminates in academic certification.

Societal Impact

Our research, advancement, activities and initiatives should contribute to the issues advancement of society and address relevant and causes, for example; economic sustainability, education, energy, food security and emerging markets.

Advancement

Advancement and research is what propels humanity forward. We want to drive national and regional advancement through our community's curiosity, immersive learning and discovery. This progress is what and solve practical problems.

Enduring Excellence

Institutions outlive students and people. Having enduringly excellent students is different than an enduringly excellent institution. We want our institution (GUST) to outlive individuals. Therefore, we want to reflect this in our governance model, decision making process and standards.

GUST Values

Our values reflect who we are in practice, guiding how we engage, grow, and deliver on our commitment to our community and its aspirations.

Excellence

Outstanding performance in teaching, skill development, and research, with a human-centric approach that supports GUST's Community in advancing both scholarly work and meaningful societal contribution, while reinforcing a strong and enduring academic foundation.

Student Centricity

Student progression is at the core of everything we do. Accordingly, we deliver experiences and an environment that enable students to build meaningful knowledge, succeed, grow, and thrive.

Collaboration

Collaboration and interdisciplinary work are an integral part of how we deliver excellence and pursue new frontiers, creating opportunities for innovation and advancement that contribute to society and address relevant challenges.

Innovation

Learn, unlearn and relearn – in a fast-changing world with continuous developments, we strive to be an agile and proactive problem-solving institution, driven by research, entrepreneurial spirit, and our evolving teaching approach.

GUST Strategic Goals

1 Expand University Scope

Strengthen and future-proof existing programs, while unlocking new offerings and strategic partnerships to expand our reach and impact.

2 Enable Faculty Advancement

Advance and sustain faculty capabilities through continuous development, and empower their contribution to national and international academic and professional discourse.

3 Advance Research & Development

Elevate and advance research to generate impactful knowledge, foster discovery, and address real-world challenges, while strengthening institutional research capacity.

4 Cultivate a Growth Oriented Environment

Foster a community that encourages growth, inspires innovation, and supports continuous development across the institution, creating a culture where individuals can thrive.

5 Drive Societal Engagement & Impact

Strengthen engagement and partnerships across national, regional, and international communities to drive innovation, create meaningful impact, and contribute to societal advancement.

6 Diversify Revenue & Strengthen Financial Practices

Develop a sustainable approach with diversified revenue streams and strong financial practices to support our priorities and long-term goals.

Goal 1

Expand University Scope

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Expand University Scope

Deliver a future-ready education that equips students with the skills, mindset, and experiences to thrive and create impact.

Objectives & Strategic Initiatives

1.1 Enhance & expand academic offerings

- 1.1.1 Expand programs within existing colleges and implement new teaching methods.
- 1.1.2 Create a growth plan for new colleges, majors and programs based on market needs assessments.
- 1.1.3 Invest in human capital and develop new graduate programs.

1.2 Provide students with a holistic experience

- 1.2.1 Invest and support student growth through frameworks that promote thought leadership and problem solving skills.
- 1.2.2 Implement development programs to improve student academic performance.
- 1.2.3 Provide coordinated career bridging pathways for students and alumni.

1.3 Ensure the advancement & impact of GUST programs

- 1.3.1 Redesign curricula and syllabi to respond to market needs and development.
- 1.3.2 Involve local & global community in the intellectual life of the University and provide ongoing learning opportunities.
- 1.3.3 Enhance key indicators for external recognition, ratings, rankings and accreditation.

1.4 Align infrastructure to accommodate program expansion

- 1.4.1 Prepare a future plan to implement a projected campus expansion following a sustainable approach.
- 1.4.2 Manage effectively expansion projects through monitoring time, cost, quality & sustainability factors.
- 1.4.3 Provide an effective and strong digital infrastructure to support program expansion.

Goal 2

Enable Faculty Advancement

2 Enable Faculty Advancement

Empower our faculty to grow, lead, and contribute meaningfully to academic and professional communities.

Objectives & Strategic Initiatives

2.1 Enhance faculty professional development

- 2.1.1** Reinforce faculty professional development plans with a personalized approach.
- 2.1.2** Expand research opportunities for faculty to support their academic excellence.

2.2 Attract and retain top quality faculty

- 2.2.1** Create and implement strategic plan to attract top quality faculty.
- 2.2.2** Retain existing outstanding faculty members.

2.3 Strengthen faculty's engagement on the national & global fronts

- 2.3.1** Support & enhance faculty's contribution in leading and shaping national dialogue on relevant matters.
- 2.3.2** Increase engagement & collaboration between faculty and key industry players



Goal 3

**Enhance Research
& Development**

3 Enhance Research & Development

Drive discovery and innovation that advances knowledge and addresses meaningful real-world challenges.

Objectives & Strategic Initiatives

3.1 Identify and Promote key relevant research areas

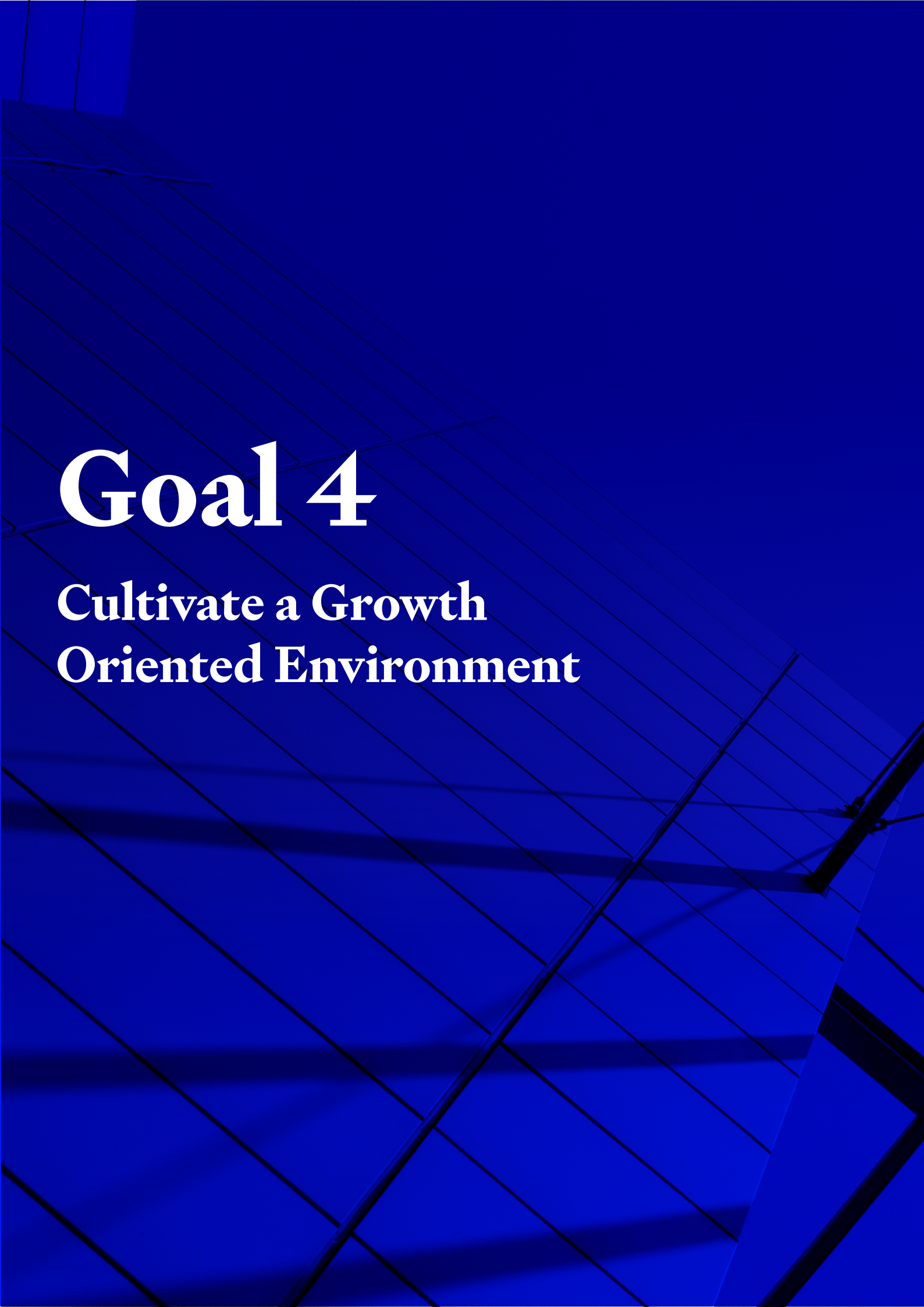
- 3.1.1 Identify key research areas of national and/or international priority.
- 3.1.2 Invest in interdisciplinary research projects of relevance to identified areas.
- 3.1.3 Fund research on key identified areas of national and international impact.

3.2 Engage the community with GUST intellectual output

- 3.2.1 Partner with national entities on relevant subject areas and challenges.
- 3.2.2 Connect and collaborate with renowned international research centers.
- 3.2.3 Engage students in research and its local and international dissemination.

3.3 Develop Research Capacity

- 3.3.1 Enhance research centers' missions to enrich a research oriented environment.
- 3.3.2 Improve the research infrastructure to accommodate advancement.
- 3.3.3 Provide research capabilities & development opportunities to faculty.



Goal 4

**Cultivate a Growth
Oriented Environment**

4 Cultivate a Growth Oriented Environment

Build a culture that nurtures growth, inspires innovation, and enables every individual to thrive.

Objectives & Strategic Initiatives

4.1 Improve GUST community culture

- 4.1.1 Evolve Community culture through initiatives that promote engagement, equity, diversity and inclusion.
- 4.1.2 Attract and retain high caliber and diverse administrative body.
- 4.1.3 Develop the administrative and faculty bodies' end-to-end experience to make GUST "the employer of choice".

4.2 Instill the "GUST DNA" concept

- 4.2.1 Update operating models and implement a communication strategy to support GUST mission, vision, guiding principles and values.
- 4.2.2 Incorporate innovation in GUST's culture by designing an interdisciplinary architecture connecting faculty and students.
- 4.2.3 Support data driven decision making and performance evaluation building on data analysis.

4.3 Strengthen faculty's engagement on the national & global fronts

- 4.3.1 Invest in world-class physical facilities and a state of the art learning and collaborative spaces to enhance the "GUST experience".
- 4.3.2 Enable and support student communities, clubs and individuals to become independent thinkers and impactful citizens.
- 4.3.3 Curate a student-centered approach by mapping the overall student journey and ensuring seamlessness.



Goal 5

**Drive Societal Impact
& Engagement**

5 Drive Societal Engagement & Impact

Strengthen our connection with society to create meaningful impact and contribute to national, regional, and global progress.

Objectives & Strategic Initiatives

5.1 Align on key areas of impact relevant to University scope

- 5.1.1 Identify national and global emerging trends and determine strategic opportunities and areas of focus.
- 5.1.2 Establish industry (national and global) connections through internship programs, community service etc.
- 5.1.3 Build an integrated and aligned GUST partnership and collaboration ecosystem.

5.2 Extend & support societal impact

- 5.2.1 Engage national and global communities in the intellectual life of the University.
- 5.2.2 Increase student community engagement by enabling student achievement and empowering them as impactful change-makers.
- 5.2.3 Provide continuous learning and professional development opportunities e.g. short courses, executive degrees, training etc.

5.3 Expand and tailor the outreach approach

- 5.3.1 Attract potential students through developing a targeted outreach strategy.
- 5.3.2 Develop data driven plans and strategies to recruit students.

5.4 Connect with alumni & increase their engagement

- 5.3.1 Collect and maintain alumni data through continuous communication with alumni.
- 5.3.2 Develop strategy to strengthen alumni relations and increase their engagement.
- 5.3.3 Establish an association for GUST alumni and develop its governance, operating model, policies and procedures.



Goal 6

**Diversify Revenue & strengthen
financial practices**

6 Diversify Revenue & Strengthen Financial Practices

Ensure a sustainable and resilient foundation that enables our long-term growth and strategic ambitions.

Objectives & Strategic Initiatives

6.1 Diversify the revenue streams

- 6.1.1** Create a revenue diversification strategy with a University wide integrated approach.
- 6.1.2** Introduce the concept of endowment funding to support the growth on multiple streams i.e. institutes, research, scholarships, financial aid etc.
- 6.1.3** Partner with the public and private sectors to raise funding and support the University mission.

6.2 Attract and retain top quality faculty

- 6.2.1** Optimize University spending and ensure best practice financial tracking, forecasting and resources allocation.
- 6.2.2** Support GUST's human-centric culture through employee related financial practices.



GUST | Strategy Office