

***“I hear and I forget,  
I see and I remember,  
I do and I understand”***

*Chinese Proverb*



لصاحب السمو الملكي  
الأمير عبد الله بن عبد العزيز  
حول التعليم العالي

ورشة عمل  
طرق تفعيل وثيقة الآراء



# ***Service-Learning at King Abdul Aziz University:***

*A Successful Implementation in a  
Web Authoring Course for Women*

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*King Abdul Aziz University,  
The Computer Science Department,  
Jeddah, Saudi Arabia*

# *What is Service Learning?*



## ~~Service Learning~~

# *What is Service Learning?*



“A method under which students learn and develop through thoughtfully organized service “

The US National and Community Service Trust Act of 1993

# Characteristics of Service Learning



- ❑ Linked to **academic content** and standards
- ❑ Involves young people in **meeting real, defined community needs**
- ❑ **Benefits** both the **community** and the **students**
- ❑ Can be used in **any subject** area
- ❑ Works at **all ages**

# *Benefits of Service Learning*



- ❑ Experiential Learning
- ❑ Personal Development
  - ❑ personal efficacy, personal identity, spiritual growth, and moral development
- ❑ Interpersonal Development Skills
  - ❑ working well with others
  - ❑ leadership and communication skills
- ❑ Positive Impact on Academic Learning

# *Benefits of Service Learning*



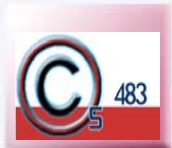
- ❑ Career Development
- ❑ Reducing Stereotypes
- ❑ Facilitating Cultural and Racial Understanding
- ❑ Enhancing Social Responsibility, Citizenship Skills and Commitment to Service



- **CS 483**: Web Authoring Course

- Mission statement:

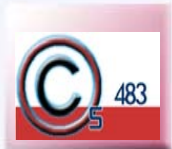
“to provide students with the skills and education needed to be able to build a complete web site that is both useful and usable to its visitors and in which users’ needs are at the core of the design”.



# Examples of Students' Web Sites



- ❑ Mental Health Hospital of Jeddah
- ❑ الجمعية الخيرية لتحفيظ القرآن الكريم بجدة
- ❑ Abdul Rouf Khalil's Museum of Art
- ❑ The Jeddah Science & Technology Center
- ❑ مركز السيدة خديجة لخدمة سيدات الأعمال بجدة
- ❑ جمعية هواة جمع الطوابع التابع للرئاسة العامة لرعاية الشباب
- ❑ Some KAU departments
- ❑ مشروع سنابل الخير
- ❑ On-line Tutorial for Arabic Sign Language for Al-Amal Center for Disability
- ❑ Training centers and schools, and
- ❑ The Savola Group



# The CS Dept/Savola Partnership



مجموعة صافولا  
*The Savola Group*

As part of The Savola Group

**Corporate Social Responsibility**

and its commitment to the community, the group decided to support the KAU CS Department Service Learning initiative and to embrace it.



# First Implementation



**King Abdul Aziz  
University**



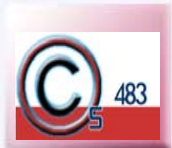
مجموعة صافولا  
*The Savola Group*



# Formal Engagement Framework



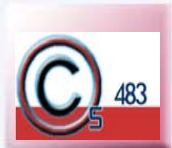
- **Formal contract** approved by both
- Course **instructor** to assign a **project** to participants and to **oversee** student work
- Course **instructor** to supervise project delivery and **assure** that it **meets customer requirements**



# Formal Engagement Framework



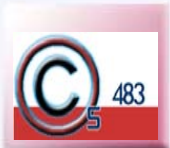
- Course instructor hired as a **part-time consultant** by Savola for one academic year
- Savola to grant **monetary awards** and **certificates** to all participants
- Savola to grant course instructor a **letter of recognition** for participation
- Savola to hire an **assistant** to the instructor



# Formal Engagement Framework



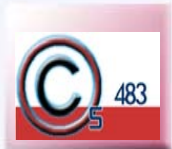
- Savola to provide a **program coordinator**
- Savola to pay a **grant to KAU** to improve the CS 483 course



# First Implementation



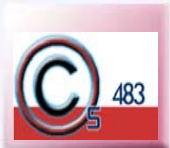
- ❑ Competition between groups
- ❑ 22 female students volunteered (out of 107 enrolled)
- ❑ 5 projects:
  - ❑ United Sugar Company
  - ❑ Saudi Packaging Systems
  - ❑ Herfy
  - ❑ Savola Careers
  - ❑ Saudi Arabian Glass Company



# First Implementation - Logistics



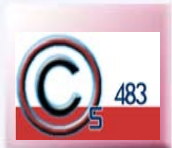
- ❑ Winners were chosen
- ❑ A ceremony was held at Savola's HQ:
  - ❑ Presentations
  - ❑ Awards
- ❑ The program was evaluated
  - ❑ Students
  - ❑ Coordinator
  - ❑ Instructor



# Students Projects



- Savola Careers:
  - First Place
  - Excellent competitor analysis
  - Quality content
  - Online form processing

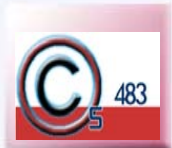
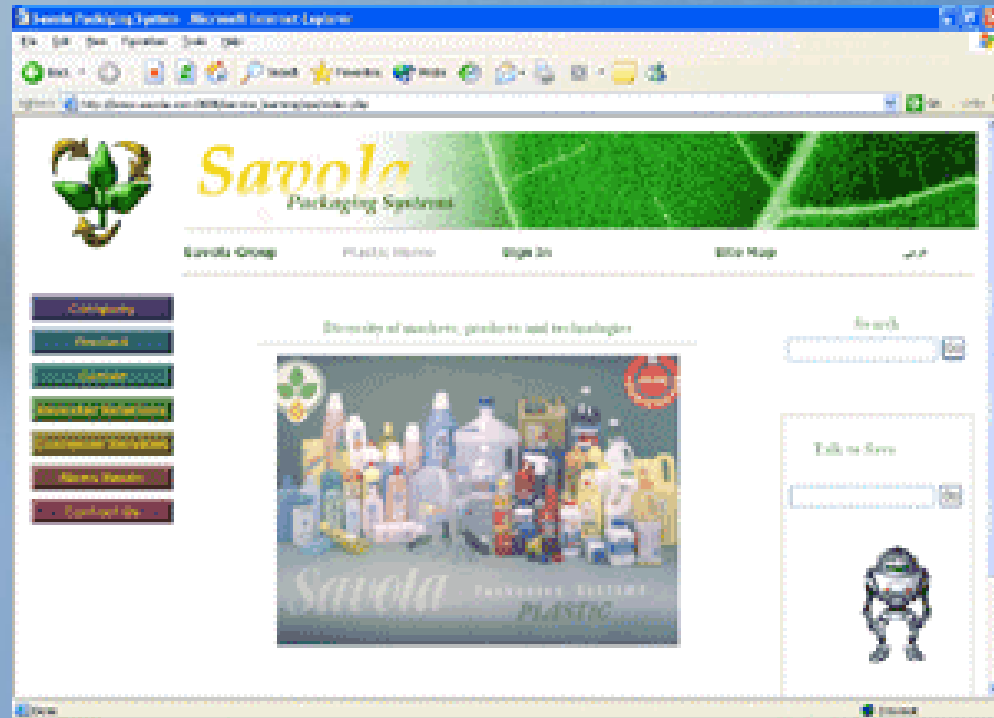


# Students Projects



## □ Savola Packaging System:

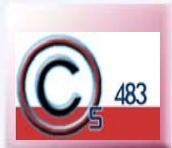
- First Place
- Savo Robot (AI)
- News online updating
- Logo



# Students Projects



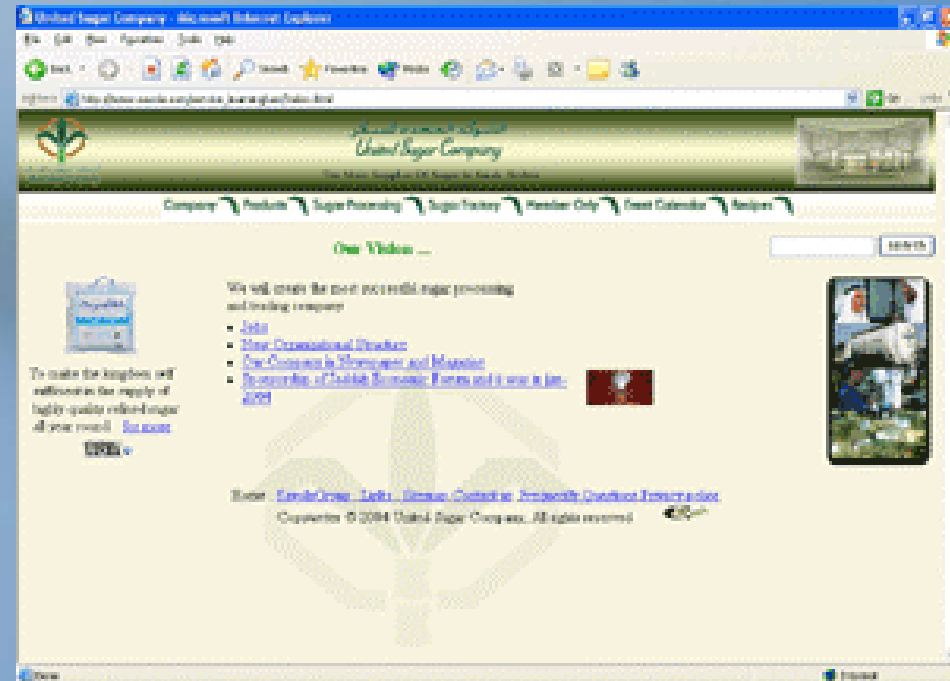
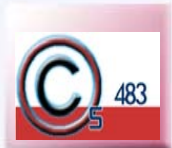
- ❑ Herfy:
- ❑ Second Place
- ❑ User friendly design
- ❑ Usable and complete
- ❑ Guest book
- ❑ English and Arabic



# Students Projects



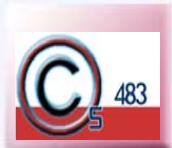
- ❑ **United Sugar Company:**
  - ❑ Second Place
  - ❑ Animated images of the sugar refining processes
  - ❑ Detailed maps
  - ❑ Guest books
  - ❑ Feedback forms



# Students Projects



- **SAGCO:**
  - Third Place
  - Complete web site
  - Applied usability standards





# Evaluation

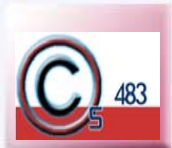


# Students Evaluation



## □ Benefits:

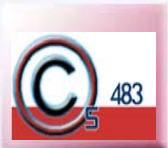
- Improving communication skills
- Applying what has been learnt in class in real projects
- Competitor analysis
- Understanding ones rights and responsibilities
- Problem solving
- Learning from others
- Time management



# *Students Evaluation*



**100%** of the students said they  
**will recommend** the  
participation in the program to  
their friends and family



# Students Evaluation

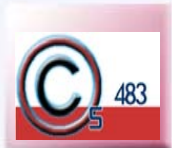


## □ Major Obstacle:

- Data Gathering

## □ Reasons:

- **Students** (difficult for some of the female students to visit)
- **Clients** (clients did not take the students seriously enough when they knew it was a class-related project, client did not really know what they needed on their web site)
- **Coordinator** (it was difficult for her to coordinate with five different clients)



# Coordinator Evaluation



- ❑ Enabled students to gain real life experience
- ❑ Encouraged competition and group work skills
- ❑ Helped students understand market needs
- ❑ Letter of recognition
- ❑ Developed research and analytical skills
- ❑ Improved learning



# Instructor Evaluation



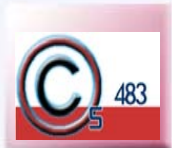
- Students went through the entire development life cycle from data collection to understanding user needs to development and testing
- Dealing with real experiences & clients
- Helped females break barriers since they dealt with the female coordinator as apposed to having to deal with clients immediately



# Results of the First Implementation



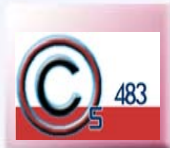
- ❑ Four female students were contracted by The Savola Group to work on different web-based systems
- ❑ A better image for Savola
- ❑ New relations:
  - ❑ KAU Dept. of Marketing (women)
  - ❑ KAU College of Engineering (men)
  - ❑ Translation of Savola Documents



# Results of the First Implementation



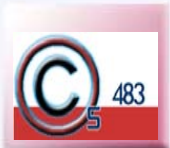
- The Savola Group will propose new projects that support the community through our program
  - E.g. The First Science Teacher Symposium sponsored by the Ministry of Education: Savola hired our students build the site



# Resources



- ❑ All work is now available at:
  - ❑ [http://www.savola.com/Service\\_Learning.php](http://www.savola.com/Service_Learning.php)
  
- ❑ Service Learning Starter Kits available
  - ❑ Description Document
  - ❑ Evaluation forms
  - ❑ Summary report of implementation



# Recommendations & Conclusions



- ❑ Competitions need to be encouraged in learning as they enhance creativity
- ❑ Projects are an essential part of learning and need to be encouraged
- ❑ Educational institutions can provide the private sector with professional work



# Recommendations & Conclusions



- Educational institutions need both financial and non-financial support of external entities in the community
- The private sector needs to be more involved in such projects to help shape our student learning outcomes to meet market demands



# *In Summary ...*



- ❑ The students, the instructor and the client all gained benefits and provided positive feedback
- ❑ Service, combined with learning, adds value to each and transforms both
- ❑ Our service learning experience was a successful one





# Thank You

