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NYU | ABU DHABI

# OFFICE OF SOCIAL RESPONSIBILITY

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HIGHLIGHTS AY 19-20



# SOCIAL RESPONSIBILITY AT NYU ABU DHABI

NYUAD's Office of Social Responsibility (OSR) offers a comprehensive program of educational opportunities that meet the expressed educational and social needs of contracted staff employed by NYUAD and domestic workers employed by our community members.

Educational programs for NYUAD contract staff began in 2012, with a pilot program of English in the Workplace (EWP) organized by the Office of Compliance, the Department of Public Safety, and the Office of Global Education.

The pillar of our programming, English in the Workplace has since served 1,400 of our contracted and domestic worker colleagues.

Over the last eight years, we have expanded our adult education offerings to a full scale, comprehensive program that offers twelve certificate courses in an array of subjects including English in the Workplace, Arabic instruction, computer and financial literacy, public speaking, and professional development. The majority of the courses are developed and led by volunteer partnerships with outside organizations and inter-departmental partnerships throughout NYUAD. Many of those departments have taught courses in the Adult Education Program as a way of giving back to the University and directly supporting our contracted colleagues. We also offer our students at the advanced level of English the opportunity to enroll in Coursera, an online learning platform that provides access to courses at leading institutions around the world as well as IELTS preparation courses.



# DEMOGRAPHICS OF CONTRACTED COLLEAGUES

Our **884** contracted colleagues represent over **36** different nationalities.

While our colleagues serve our institution in different capacities, they've collectively served as a backbone of our institution through their invaluable support of facilities management, keeping our community safe, and providing technology, maintenance, as well as food and beverage services.

**884**

CONTRACTED STAFF



FEMALE

**17%**

MALE

**83%**

FROM **36** COUNTRIES



**40%** INDIA

**15%** THE PHILIPPINES

**12%** NEPAL

**9%** PAKISTAN



# ADULT EDUCATION PROGRAM HIGHLIGHTS

Workshops and courses for the NYUAD Community, Contracted Colleagues and Domestic Workers.

**817** PARTICIPANTS

**552**

CONTRACTED COLLEAGUES

**215**

NYUAD EMPLOYEES

**50**

NYUAD FAMILY MEMBERS

## MOST POPULAR CLASSES

ARABIC

أ ب ت

ENGLISH



PUBLIC SPEAKING



**28** COURSES HELD

### ATTENDANCE BREAKDOWN

ENGLISH IN THE WORKPLACE

160



ARABIC

160

أ ب ت

IELTS

22



PUBLIC SPEAKING

33



IT WORKSHOPS

101



PHOTOGRAPHY

76



MEN'S AND WOMEN'S PREVENTATIVE HEALTH

104



FINANCIAL LITERACY

122



PROFESSIONAL DEVELOPMENT

25



UAE LECTURE SERIES

6



HAY FESTIVAL CREATIVE WRITING

8



## COMPARISON OF ADULT EDUCATION PARTICIPATION BETWEEN AY 19-20 AND 18-19

Increased participation in ADULT EDUCATION LEARNERS

↑+56%



Increased participation in ARABIC LANGUAGE

↑+82%

أ ب ت

Increased participation in WISE MONEY MANAGEMENT

↑+125%



Increased participation in IELTS PREPARATION COURSE

↑+69%



Increased participation in IN IT WORKSHOPS

↑+23%



## SOCIAL MEDIA ENGAGEMENT



GUIDEBOOK: NYUADOSR

↑+77%

Increase of downloads

↑+30%

Increase in usage (used 7763 times)



@NYUADSHUKRAN

40.1K

People reached by our content

↑+19%

Increase in followers from AY 18-19



@NYUADAPPRECIATES

71.2K

People reached by our content

↑+21%

Increase in followers from AY 18-19

# EDUCATIONAL MODEL FOR THE REGION

Recognized as a visionary educational model for promoting lifelong learning opportunities to contracted workers in organizations in the UAE, NYUAD's Adult Education Program has partnered with Careem, CNN International, TwoFour54, and Rotana Hotels to offer English in the Workplace, financial literacy, and creative writing programs for their contracted staff and welcomes opportunities to work with other organizations interested in establishing adult education programs of their own.



Careem

CNN

twofour54  
Abu Dhabi

منطقة صانعي الإعلام  
media & entertainment hub

Rotana

# ACADEMIC ENGAGEMENT

OSR has developed strong connections with the academic program of NYU Abu Dhabi as well as visiting group programs from other NYU sites.



Our contracted and domestic worker colleagues led a lecture series and panel discussion in collaboration with student group ADvocacy, a student group that works with migrant labor communities on and off campus in Abu Dhabi. Entitled “Faces of Social Responsibility,” they shared the impact that adult education program has had on their personal and professional lives.



## **GUL NAWAZ**

Gul Nawaz, a Public Safety Officer for G4S, gave a guest lecture on the impact of adult education programming for visiting student groups from NYU School of Professional Studies.



## **BRENDA BELAZA**

After discovering her passion for photography through our Office’s programming, our domestic worker colleague, Brenda Belaza, co-taught a course for the community on photography and inclusion. The course explored the intersection of inclusion using photography as a tool for visual storytelling. In addition, Brenda guest lectured J-term students heading to the Philippines on cultural guidelines and helpful phrases in her native language, Tagalog.

# SUCCESS STORIES

Our programming has enabled contracted staff and domestic workers to develop their professional and personal skills so that their time spent at NYUAD not only provides them with an opportunity to support their families but also builds their capacity as contributing members of the NYUAD community, the UAE, and their communities at home. OSR programming has been directly correlated with the retention and upward mobility of contracted workers.



## GUL NAWAZ

Gul Nawaz joined NYUAD from his native Pakistan as a Public Safety Officer. After enrolling in multiple adult education programs, he was recently promoted to a Specialist Officer. Gul credits OSR's programming to his success and says, "These classes really helped me with my personal growth and communication skills. Before joining NYUAD, I used to feel a language barrier when communicating with people. I felt as if I couldn't reach people the way I wanted to. There is [also] something special about the environment at NYUAD that allows us to both work and learn. We are able to support our families while educating ourselves for free."



## MARY JANE 'MJ' DASAL

Mary Jane 'MJ' Dasal first moved to Abu Dhabi six years ago from her home in Manila. After joining Serco, MJ was assigned to the NYUAD project, where she worked as an Operator before being recently promoted to an Administrative Coordinator. MJ has joined OSR English classes as well as Public Speaking classes, which led to her leading team briefings. She has "gained so much confidence over the years." MJ also passionately serves as an Ambassador for OSR programs and works hard to encourage her fellow col-leagues to participate in classes and activities as she believes that "These classes give us the opportunity to grow as people, learn new skills, and achieve higher things in life."



# LE'NAKTASHIF AL EMARAT

In addition to our adult education programming, the Office of Social Responsibility has developed Le Naktashif al Emarat (Let's Explore the Emirates), a program that fosters greater knowledge of and cultural immersion into the UAE for our faculty, staff, and their families. Our LNAE program offerings include a lecture series on UAE history and culture as well as edutaining exploration opportunities that bring our community members to heritage sites, museums and cultural festivals. On campus, it offers storytelling, local art classes, Hag al Laila celebrations, and more.

## 22 COMMUNITY ENGAGEMENTS HELD

**1956** PARTICIPANTS

**307**

CONTRACTED COLLEAGUES

**806**

NYUAD EMPLOYEES

**843**

NYUAD FAMILY MEMBERS

### MOST POPULAR ACTIVITIES

EMIRATI BREAKFAST



ETIHAD MUSEUM



QASR AL HOSN



THERE HAS BEEN A **81%** INCREASE IN PARTICIPATION IN OUR LNAE PROGRAMS BETWEEN FALL 18 AND FALL 19

### ATTENDANCE BREAKDOWN

QASR AL WATAN



UAE SPACE MISSION ART WORKSHOP



AL SADEEM PLANETARIUM TRIP



QASR AL HOSN



AL DHAFRA FESTIVAL



SHEIKH ZAYED HERITAGE FESTIVAL



AL AIN CONSERVATION CENTER



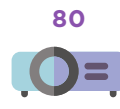
BOOK READING ON UAE SUSTAINABILITY INITIATIVES



ETIHAD MUSEUM



UAE SPACE WEEK FILM SCREENING



ATTITUDE JUNIOR - UAE TRADITIONAL WORKSHOPS



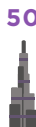
COMMUNITY FAMILY MARHABA



MLEIHA ARCHAEOLOGICAL CENTER OVERNIGHT CAMPING



GLOBAL VILLAGE



EMIRATI BREAKFAST - NATIONAL DAY EDITION



EMIRATI BREAKFAST - MARHABA MARIËT



ATTITUDE JUNIOR - OPEN HOUSE



NYUAD ARTS CENTER WORKSHOP



NYUAD ARTS CENTER SHOW



ATTITUDE JUNIOR - COMMUNITY OPEN HOUSE



HALLOWEEN FAMILY ACTIVITIES



GULLY CRICKET



# COMMUNITY PARTNERSHIPS FOR EDUCATION



The majority of the courses offered through our Adult Education Program are developed through volunteer-led partnerships with other departments throughout NYUAD, and taught as a departmental social responsibility back to our University.

Public Speaking offered by Karl Kalinkewicz, Office of Graduate and Postdoctoral Programs

## PARTNERSHIP AND SPONSORSHIP

We've also established partnerships with external organizations in developing volunteer-led educational programs and opportunities for our community.



### UNITED STATES EMBASSY OF ABU DHABI

Abu Dhabi Book Fair Reading  
Film Screening  
US Military Band Performance



### HAY FESTIVAL

Creative Writing



### HOLBORN ASSETS

Financial Literacy



### ABU DHABI COMMERCIAL BANK

Financial Literacy



### MAGRUDY'S BOOKSTORE

Sustainability  
Book Reading



### OTHER PARTNERSHIPS

Dubai Art  
Impact 2020



جامعة نيويورك أبوظبي



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