



THE Awards Asia 2020 - Student Recruitment Campaign of the Year

Institution Name	Qatar University (QU)
Submission title or project name	Empower Generations Consortium (EGC): A Comprehensive Student Recruitment Strategy Through Building National Human Capacity Starting From Pre-University Schools
Nominee/key personnel	Prof. Asmaa Ali J F Althani and colleagues
URL	http://www.qu.edu.qa/conference/Empower-Generations-Consortium/The-Consortium/Message-from-the-founding-chair
Submission	<p>Recruiting students for a health-related university is a big challenge in Qatar, though necessary in order to meet the required capacity to achieve the national vision (QNV 2030).</p> <p>Empower Generations Consortium (EGC) is a highly innovative educational framework that launches campaigns to educate students in secondary schools, recruit them for health colleges, and provide additional support until they graduate and procure jobs.</p> <p>EGC has collaborative links with 11 national and two international partners, with almost 700 students involved, and delivers educational materials detailing the pre-university school curricula.</p> <p>QU health colleges witnessed a cumulative increase of 60% in the recruitment of students in health colleges. EGC have won many awards recognising their success.</p>