SDG 10



10.6.3

Misr International University (MIU) employs a proactive and strategic approach to recruit students and staff, from underrepresented groups. For student recruitment, this includes partnerships with schools in disadvantaged areas, dedicated outreach programs, and attending fairs targeting diverse candidates. For staff and faculty, our actions include mandating the use of inclusive language in job descriptions, utilizing diverse hiring panels, and actively advertising vacancies in publications and platforms that cater to all professionals.

- **Report on Planned Actions to Recruit Students (Academic Year 2024/2025)**
- **Report on Planned Staff Recruitment Actions and Evidence (Academic Year 2024/2025)**

Report on Planned Actions to Recruit Students (Academic Year 2024/2025)

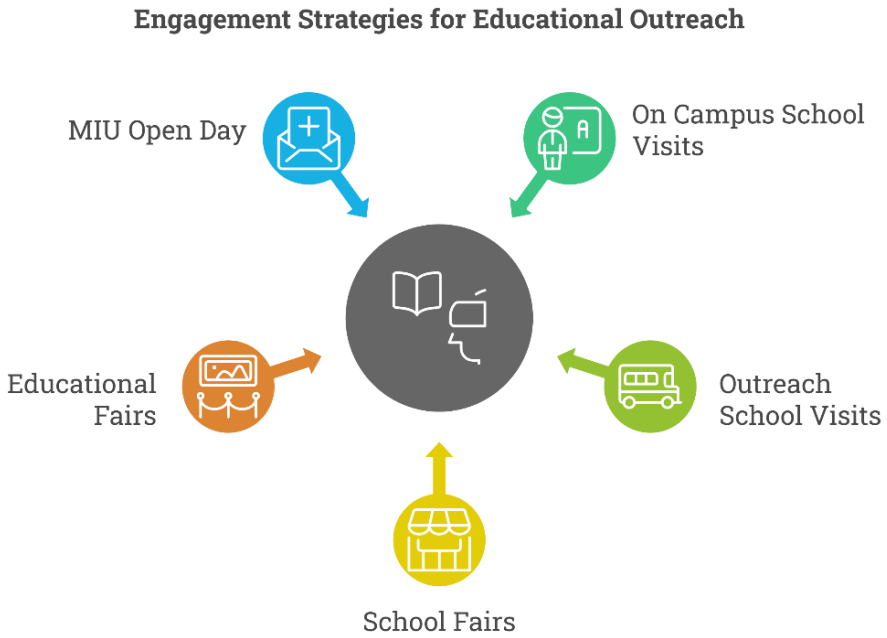
1. Strategic Commitment

Misr International University (MIU) is committed to expanding access to higher education for students from all backgrounds. In alignment with our institutional goal to foster a diverse and inclusive student body, MIU employs a proactive and strategic approach to recruitment.

This report serves as evidence, linked to specific public documentation, of the MIU University's commitment to Indicator **10.6.3**: taking planned actions to recruit students from different groups through dedicated outreach and external engagement.

2. Planned Actions and Evidence

MIU's recruitment strategy focuses on two key planned actions: engaging with diverse candidate pools at major external recruitment events and running dedicated academic outreach programs. The Admissions Office participated in informing school students about the academic programs offered by Misr International University (MIU), the advantages provided by the university, and the application procedures through the university website. These annual outreach activities included:



- Educational fairs
- Hosting school visits on campus
- Visits to schools
- Open Days
- Ongoing communication with prospective students to encourage enrollment

1 External Educational Recruitment Fairs

MIU actively participates in regional and national university fairs. These events are strategically chosen to increase the visibility of the University's access schemes and diverse academic portfolio, ensuring that potential applicants from various socioeconomic and geographic backgrounds have direct access to admissions guidance. This action directly addresses the stated policy of "attending career fairs" targeting diverse candidates.

Representatives from the Admission & Registrar Office as well as other faculties members (Professors and Teaching Assistants), participate in person to cover a better scope of all the MIU programs offered. Educational fairs such as this one are open for parents and any visitor willing to attend. These fairs are announced on the platform of the fair organizer and both MIU's Instagram and Facebook official pages.

No.	Fair	Date	Venue
1	Zone Ed Fair	9 October 2024	Triumph Hotel
2	IGE Road Map	16–17 November 2024	Dusit Thani Hotel
3	Traverse	24–25 November 2024	Grand Egyptian Museum
4	IGE Road Map – Alexandria	14 December 2024	Hilton Grand Plaza Hotel
5	Nahda Modern Fair	12–15 February 2025	Kuwait
6	Edugate Cairo – 1st Round	23–25 February 2025	Kempinski Hotel
7	Edugate Alexandria – 1st Round	26 February 2025	Four Seasons Hotel, Alexandria
8	IGE Road Map	8–9 July 2025	Dusit Thani Hotel
9	Edugate – 2nd Round	3–5 August 2025	Kempinski Hotel

The university participated in nine university fairs. Faculty members from all faculties contributed to some of these events, alongside the Registration Office, Public Relations

Office, and International Office. The objective was to introduce the university and its academic programs, strengthen its position among other universities, promote its offerings, attract prospective students, and expand its network of relationships with external organizations. Direct communication between university representatives and students also made it possible to offer personalized advice and explain practical aspects of studying at the university and the application requirements for different qualifications and specializations.

News about participation in the fairs is posted on social media (example):

https://www.instagram.com/p/DGXeJ2SNSlZ/?exln=MTRpdHYyd21maWJ5MQ%3D%3D

A video is also shared during or after the fair (example):

https://www.instagram.com/reels/DGbQoWgNNSV/





2. Hosting Schools on Campus

- Six schools were hosted at the university during the 2024/2025 academic year to visit the campus, learn about the various academic programs, and become familiar with student activities.
- Students are welcomed in Hall 00A, where they watch the university promotional video. The admission procedures and requirements for each type of qualification (Egyptian Thanaweya Amma and foreign qualifications) are explained separately. The Admissions Department presentation is also delivered, and time is allocated for students' questions and guidance on how to apply. A brief campus tour includes

sports fields, the cafeteria, food and beverage outlets, and designated student areas.

- During school visits, students register their contact details so that the university can follow up with them by email.

3. School Visits

- A total of **75 schools** were visited following invitations from the schools or visit organizers.
- The visits involved male and female secondary-school students holding various qualifications, including the Egyptian Thanaweya Amma, British, American, German, and French qualifications, and the International Baccalaureate.
- During the visits, students register their contact details so that the university can contact them later by email.
- Admissions staff provide information about applying to the university, announced application dates, and promotional brochures covering all academic programs.
- At some visits, upon the school's request, the university promotional video is shown and admission procedures and requirements for each qualification are explained. The Admissions Department presentation is also delivered, with time set aside to answer students' questions.





4. Open Days

Open Campus Events are critical for reducing psychological and informational barriers for students from under-represented backgrounds. By providing free access to the campus. MIU demonstrates the higher education experience and highlights support services by providing school visits to the university campus. These visits provide direct, on-campus access to information about scholarships, student services, and access schemes, specifically promoting the university to candidates who have not had prior exposure to higher education institutions.

Two Open Days were held on campus to showcase the various academic programs and available services, provide an overview of university life and student activities, and help students choose their academic and career paths. Faculty members and teaching assistants from each faculty offered academic and career guidance. Entertainment segments and musical performances were organized by student clubs in coordination with the Public Relations Office.

- Friday, 23 May 2025: attended by 266 students, in addition to parents.
- Wednesday, 20 August 2025: attended by 324 students, in addition to parents.

Social media post about the first Open Day:

https://www.instagram.com/p/DJ6hgbGtfLX/?vrfl=MTMwMHMweXM0MWpqOA%3D%3D

Video of the second Open Day:

https://www.instagram.com/reels/DNyBUl80K9l/





5. Ongoing Communication with Prospective Students

- Throughout the academic year, the Admissions Department sent periodic greetings by email on holidays and official occasions, as well as important updates about applications and academic and recreational events. These greetings were designed by the University Marketing Office.

Overview of the Admissions Department's Role in the University Application Process

Admission tests for the second semester (Spring 2025) opened in early November 2024, while early admission for the 2025/2026 academic year opened in early December 2024.

- Applicants completed the admission form on the university website, booked an appointment for the admission tests, and underwent a medical examination at the university.
- A support team is available for electronic examinations to provide assistance and resolve any technical issues, if they arise.
- An applicant file is opened as soon as the student takes the English-language test.
- Documents uploaded electronically by applicants are reviewed.
- An email granting preliminary admission approval is sent to students who pass the admission tests and medical examination, by the Admissions Department and Registration Department in coordination with the Admissions Committee.
- An indoor waiting tent was prepared for parents and applicants, with representatives from the faculties available to answer questions, from July 2025 until the end of the first week of September 2025.
- Regularly scheduled campus tours were arranged for students and parents to visit the campus, including all student-service facilities. The tour schedule was announced on the university website.

2.3 Dedicated Academic Programs

In addition to broad recruitment efforts, MIU runs targeted programs designed to expose high school students to university-level academic life and mitigate educational disadvantages by offering preparatory knowledge.

Program	Faculty/Focus	Purpose	Public Evidence (URL)
Intensive Summer Course	Faculty of Architecture	An early intervention program aimed at high school students, offering specialized academic enrichment to prepare them for university entry and potentially demystify demanding fields like Architecture. This acts as a targeted outreach program.	https://www.miuegypt.edu.eg/academics/faculty-of-architecture/intensive-summer-course-2024-for-high-schoolers/
Tailored workshop	All Faculties	● This intensive 7-day summer camp, led by the MIU team, provides participants with a comprehensive introduction to hardware and embedded systems. ● Faculty of Oral and Dental Medicine organized a community outreach visit to Al-Orouba Schools, benefiting 45 children and 20 supervisors. Five dental interns delivered interactive oral health education, demonstrated proper brushing techniques, and distributed dental hygiene supplies. The initiative promoted preventive dental care, improved oral health awareness, and supported community well-being.	https://www.miuegypt.edu.eg/graduate-studies/continuing-education-center/smart-tech-creators-camp/ https://www.miuegypt.edu.eg/field-visit-to-al-orouba-schools/
Scholarship	All Faculties	MIU offered full scholarships for the 2025/2026 academic year to high-achieving students from	https://www.miuegypt.edu.eg/scholarship2024-2025/

		disadvantaged socioeconomic backgrounds and graduates of STEM schools. The initiative removes tuition barriers throughout the students' studies and promotes equitable access to higher education for academically qualified students with financial need.	

Conclusion

The public documentation provided demonstrates that Misr International University (MIU) employs clear, **planned actions** to recruit students. These actions encompass:

1. **Dedicated Outreach Programs** (e.g., the Intensive Summer Course) to build academic capacity and interest among potential future students.
2. **Active Engagement at External Recruitment Events** to ensure the University's opportunities and access policies reach the widest possible audience, including students from under-represented geographical and socioeconomic demographics.
3. **Open Campus Events** for students from under-represented backgrounds. By providing free access to the campus
4. **Hosting Schools on Campus**
5. **School Visits**

These ongoing, documented activities confirm MIU's proactive and strategic commitment to achieving diversity in its student body, thus satisfying the requirements of Indicator 10.6.3.

Planned Staff Recruitment Actions and Evidence (Academic Year 2024/2025)

MIU's staff recruitment strategy integrates legal compliance and proactive policy to ensure representation from underrepresented professional groups, particularly individuals with disabilities. This addresses the stated policy of "mandating the use of inclusive language in job descriptions, utilizing diverse hiring panels, and actively advertising vacancies in publications and platforms that cater to underrepresented professionals."

3.1 Recruitment of Persons with Disabilities

MIU has a legal and ethical commitment to affirmative action in employment for persons with disabilities, ensuring compliance with national law and contributing to a supportive working environment.

Mandate/Action	Basis	Target/Commitment	Relevance to Indicator 10.6.3
Mandatory Hiring Quota	Egyptian Law No. 10 of 2018 (Rights of Persons with Disabilities)	**5% of total employee workforce** are to be persons with disabilities.	This is a concrete, planned, and legally mandated action to recruit a specific underrepresented group (persons with disabilities). https://www.miuegypt.edu.eg/policies/policies-summary/#policy17

3.2 Support and Retention for Staff with Chronic Diseases

MIU recognizes that fostering an inclusive working environment includes providing robust support for employees managing chronic health conditions. These planned actions enhance MIU's reputation as an equitable employer, thereby aiding in the recruitment and long-term retention of a diverse and talented workforce.

Planned Action	Policy/Mechanism	Relevance to Inclusive Environment
Flexible Working Arrangements	Work-Life Balance	Allow employees to adjust schedules (e.g., flexible start/end times, remote options) to manage medical appointments or fluctuating energy levels.

Confidential Health Management	Wellness & Occupational Health Office	Establishment of a designated, confidential office to facilitate necessary workplace accommodations and ensure privacy regarding health status. https://www.miuegypt.edu.eg/policies/policies-summary/#policy14 https://www.miuegypt.edu.eg/policies/policies-summary/#policy17
Specialized Wellness Programs	Employee Assistance Program	Offering tailored resources, counselling, and education focused on managing chronic conditions and promoting mental health and stress reduction. https://www.miuegypt.edu.eg/policies/policies-summary/#policy09