

Program Profile

Program	Program name	CAMPUS UNITY, STUDENT SUCCESS: REDEFINING ENGAGEMENT AND WELFARE
	Category	A1

Summary of Program

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Abstract of Program	The goal of this project is to establish a cohesive, welcoming campus culture that values student wellness and engagement as crucial cornerstones of both academic and personal success. The initiative presents an integrated framework that combines mentorship, scholarship accessibility, wellness programs, and participatory activities because it recognizes that students thrive when their academic, financial, and emotional requirements are met. The project aims to increase belonging and lower obstacles to achievement by promoting cooperation amongst various student groups and creating chances for peer support and leadership. The effort seeks to transform the way that engagement and welfare are addressed in higher education through proactive methods like financial aid guidance, mental health awareness, and inclusive student forums. The project's ultimate goal is a thriving campus community where harmony fosters student success and guarantees that every student has the chance to thrive and make a significant contribution to the growth of the whole.

Details of Program

Planning

Objectives	Long-term Goals	1. Foster a unified and inclusive campus culture that enhances student engagement, welfare, and overall success. 2. Reduce academic, financial, and psychological barriers by strengthening support systems for diverse student groups.
	Short-term Targets	1. Conduct surveys and focus groups to assess student needs in terms of academic support, financial aid, and welfare services. 2. Evaluate current student engagement initiatives and identify gaps in inclusion and participation. 3. Introduce pilot programs such as peer mentoring, scholarship awareness sessions, and wellness workshops.
	Rationale	Apart from academic support, welfare, inclusion, and engagement opportunities all influence students' success in higher education. Numerous students encounter obstacles that impede their development and success, including financial strain, a lack of direction, and restricted involvement in decision-making. This project aims to solve these issues through integrated support systems by redefining welfare and engagement. A vibrant learning environment where each student feels appreciated and empowered can be achieved through enhancing unity, encouraging inclusivity, and facilitating scholarship access. By methodically addressing the academic and extracurricular aspects of student life, this program closes a significant gap and eventually promotes individual growth, institutional achievement, and a

		more resilient higher education environment.
Subject (Leader)	Initiator(s)	MORSALIN, MD.
	Champion(s)	MAHMUD, MD. ABDUL LATIF
	Major team member(s)	N/A
Environment	Nature/Society	Bangladesh's higher education landscape faces increasing diversity in student demographics and a growing emphasis on inclusive learning environments. Students encounter challenges such as financial stress, mental health concerns, and limited participation opportunities, which affect academic performance and overall well-being.
	Industry/Market	Higher education is a priority sector in Bangladesh's national development agenda. Universities that proactively enhance student welfare and engagement gain reputational advantages, higher student satisfaction, and improved academic outcomes. However, many institutions struggle with limited resources, insufficient awareness of best practices, and gaps in comprehensive student support mechanisms, particularly for underrepresented or disadvantaged groups.
	Citizen/Government	Students increasingly demand accessible welfare services, inclusive participation opportunities, and equitable academic support. The government and regulatory bodies promote policies for student support, scholarship programs, and inclusive campus initiatives. However, implementation challenges such as fragmented data, inconsistent monitoring, and limited awareness among stakeholders remain obstacles to fully realizing an equitable and engaging student experience.
Resources	Human resources	Research team, surveyors, and collaborators.
	Financial resources	Based on institutional and external research funding.
	Technological resources	Survey tools, statistical software (SPSS), and digital data collection platforms.
Mechanism	Strategy (Weight/Sequence)	Students (40%) – Assessing student needs, engagement levels, and welfare concerns through surveys, focus groups, and participatory activities. Environment (35%) – Addressing institutional, social, and policy challenges that affect student participation, inclusion, and support. Resources (25%) – Mobilizing human, financial, and technological resources to implement engagement and welfare initiatives effectively.
	Organization	The program is led by the university's student affairs and research teams, in collaboration with faculty members, student representatives, and external partners where appropriate.
	Culture	The initiative fosters a culture of collaboration, inclusivity, and empowerment, promoting active student involvement, peer support, and faculty-student partnerships.
Doing		
Launch date		June, 2025
Responsible organization		Department of Tourism and Hospitality Management, World University of Bangladesh

Program content and process	The research will investigate how students experience engagement, welfare support, and inclusion within the university environment. A mixed-methods approach, including surveys, focus groups, and participatory activities, will be applied to students across different faculties, academic levels, and socio-economic backgrounds.
Key highlights of the content/process	1. Conduct comprehensive surveys and focus groups to assess student needs, welfare concerns, and engagement levels across diverse groups. 2. Systematically evaluate existing programs and initiatives for student support, inclusion, and participation, identifying gaps and opportunities. 3. Develop actionable recommendations for university administrators, faculty, and student bodies to enhance engagement, welfare, and overall student success.
Differences from traditional approaches	1. Traditional student support initiatives often focus on basic academic guidance or ad hoc welfare programs without systematic evaluation of their effectiveness or inclusivity. 2. This program introduces an integrated framework that explicitly links student engagement, welfare, and inclusion, emphasizing measurable outcomes and holistic support. 3. Whereas earlier approaches were fragmented and reactive, this research applies structured surveys, focus groups, and participatory methods to gather evidence and inform actionable interventions.
Progress as of today	10%
Problems in implementation	1. Limited availability of comprehensive data on student needs, engagement levels, and welfare experiences. 2. Resource constraints for conducting large-scale surveys and focus groups across diverse student groups. 3. Low awareness or participation in existing support programs among certain student segments.
Approaches to solve the problems	1. Collaborate with faculty, student representatives, and administrative departments to facilitate data collection and encourage participation. 2. Use stratified random sampling and targeted outreach to ensure representative coverage across faculties, academic levels, and socio-economic backgrounds. 3. Conduct awareness sessions, workshops, and orientation programs to inform students about available support services and encourage engagement in initiatives.
Completion date, if completed	December, 2026

Seeing	
Impacts on students	Students will gain hands-on experience in research, survey design, data collection, and analysis. Participation in the project will also enhance skills in leadership, collaboration, critical thinking, and problem-solving while increasing awareness of student welfare, engagement, and inclusion practices.
Impacts on professors	Faculty members will benefit through opportunities for academic publications, applied research in student engagement and welfare, and the development of evidence-based strategies to improve student support programs.
Impacts on university administration	The initiative will enhance institutional visibility and reputation by demonstrating commitment to student-centered policies, inclusive practices, and holistic campus development. It will also provide actionable insights to strengthen welfare programs and engagement initiatives.
Responses from industry/market	Students are likely to respond positively to structured, inclusive, and participatory initiatives, increasing engagement, satisfaction, and a sense of belonging. Faculty and administrative collaboration will further encourage a culture of support and inclusivity.
Responses from citizen/government	Educational authorities and policymakers may support the initiative as it aligns with national higher education priorities, inclusive practices, and student welfare goals. Insights from the project can inform broader policies, programs, and resource allocation to enhance student engagement across institutions.
Measurable output (revenues)	N/A
Measurable input (expenses)	N/A
Cost-benefit analysis for effectiveness	N/A
Future Planning	
Where does the project go from here?	The project can be expanded and scaled in several ways to enhance student engagement and welfare: 1. Comparative Analysis Across Institutions – Extend the research to include multiple universities in Bangladesh or South Asia to identify best practices and benchmark engagement and welfare programs. 2. Evaluation of Innovative Support Programs – Explore and test new student support initiatives, such as digital mentorship platforms, scholarship tracking systems, or peer-led wellness programs. 3. Integration of Technology and Data-Driven Solutions – Utilize advanced data analytics, online platforms, and real-time feedback mechanisms to continuously monitor student engagement, welfare outcomes, and program effectiveness. 4. Policy and Institutional Recommendations – Develop guidelines for university administrations and policymakers to strengthen inclusivity, participation, and student-centered approaches based on research insights.

Addendum	
Exhibits, pictures, diagrams, etc.	N/A
Reports, mimeos, monographs, books, etc.	N/A
Others which may help explain the program (including website links)	N/A