King Saud University
جامعة الملك سعود

جامعتنا.. تبني وطننا
OUR KSU

'Our KSU'

Hackathon

December 2024

Contents

OUR KSU

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01.

Introduction

The vision of His Royal Highness the Crown Prince, Mohammad bin Salman is to **transform King Saud University** into a leading, independent, non-profit academic institution **by 2030,** driving quality education, talent attraction, and alignment with **Saudi Arabia's ambitions.**

King Saud University: Leading Transformation & Innovation for Vision 2030

King Saud University (KSU), as **the first established university in the Kingdom of Saudi Arabia**, has long been a center of academic excellence and innovation. In recent years, KSU has embarked on a comprehensive transformation journey, aiming to enhance its global competitiveness, foster a culture of research and innovation, and prepare its graduates to meet the demands of a rapidly evolving global economy. This transformation is deeply rooted in the principles and objectives of Saudi Vision 2030, which seeks to diversify the Kingdom's economy, empower its people, and solidify its position as a global hub for knowledge and innovation.

Aligned with the strategic pillars of Vision 2030, **KSU has prioritized initiatives that advance education quality, promote cutting-edge research, and strengthen partnerships with industries and global institutions.** These initiatives directly contribute to the realization of Vision 2030's goals, such as creating a thriving knowledge economy, boosting human capital development, and fostering an environment of creativity and innovation. By leveraging its world-class faculty, state-of-the-art facilities, and vibrant student body, **KSU is not only transforming itself into a leading institution but also playing a pivotal role in shaping the Kingdom's future.**

02.

Hackathon design

KSU has embarked upon a transformation journey to become a leading, global academic institution, enabled by a new strategy and key foundational elements

'Our KSU' transformation journey

Direction setting

Strategy
Designing the business and operating model changes and plan to deliver

Foundational elements

'Leading from the Front'
Activating the frontline to deliver immediate improvements

Corporatization
Maturing core capabilities across Governance, HR, Finance & Leadership

Culture
Curating the culture required for KSU to be a leading global institute

TMO functions

Change management & communications

Transformation program management

'Our KSU' ambition:

To become a leading, global academic institution

Key takeaways

- We have set ourselves the **bold ambition** to become a leading, global academic institute that we now need to deliver.

- While we require a new strategy to get us there, we **cannot afford to wait** until this is in place before we start doing anything.

- There are several '**no regret moves**' that will start to move us in the right direction.

- We want to empower the frontline to deliver **small but meaningful improvements** across KSU today.

We can't wait for the strategy; we need to start transforming now

The 'Leading from the Front' program will empower our frontline to start making small, meaningful improvements across KSU today

Program objectives

1 Establish an **inclusive approach** in charting KSU's future

2 Leverage KSU's **collective intelligence**

3 Enhance transformation **buy-in** and **collaboration**

4 **Empower** staff in shaping the future **direction**

5 Use the ideas as a springboard to complement the **strategy development**

6 Seed and foster a **culture** of continuous **improvement, innovation** and **trust**

7 Develop KSU's **internal change leadership** capabilities

Underpinned by key design principles

| Innovation & Knowledge | Transparency & empowerment | Inclusivity & Trust | Alignment & People-centricity | Agility & Action |

'Leading from the Front' will harness the collective intelligence and energy for change

Next year the 'Leading from the Front' program will start to ignite and empower KSU's transformation from within

To drive meaningful progress toward becoming a leading global academic institution by building the capabilities, culture, and leadership essential for successful transformative growth

A frontline-led program to:

Establish an inclusive approach that invites students, patients, faculty and staff to shape KSU's transformation.

Harness the collective expertise of our students and staff to drive innovation and operational excellence.

Enhance transformation buy-in by empowering our people to lead meaningful improvements.

Develop sustainable change capabilities that enable KSU to continually evolve.

Program milestones:

- Tool
- ✓ Outcome

LISTENING TO OUR CUSTOMERS

- Surveys
- Listening sessions
- Feedback channels

✓ Driving continuous **improvement** through **actionable insights**

EMPOWERING STAFF TO LEAD

- Enlisting frontline staff
- Mobilising teams
- Providing coaching

✓ **Unlocking** potential **leaders** of change

BUILDING CHANGE CAPABILITY

- Training programs
- Playbook & tools
- Certifications

✓ **Sustainable transformation** through empowered and **confident leaders**

Detailed in the upcoming section

CREATING EXCITEMENT & MOMENTUM

- Hackathon events
- Innovation Hub

✓ Ensuring the **success** and **longevity** of the change journey

Our KSU Hackathon: Innovating the Future of Education

Universities are striving to keep pace with the rapid changes in the world of education, and thus the concept of the 'Our KSU' Hackathon emerges as one of the initiatives that brings together all segments of the university and academic community. This event aims to present innovative ideas and solutions that contribute to the development of the university's academic, Health and administrative infrastructure and services, supporting the transition from a public university model to a non-profit sector model for universities.

Academia Hackathon

- Students
- Faculty
- Admin. Staff

RDI Hackathon

- Students
- Faculty
- Admin. Staff

Healthcare Hackathon

- Medical Staff
- Students

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The Hackathon will be a symbolic event in KSU's transformation journey; igniting innovation, excitement, and improvement ideas for the future

Strategic goals and target audience.

A competition to find the best solutions to some of the shared challenges impacting Student, Faculty and Administrative Staff experience at KSU today.

Goals

- Harness the collective intelligence of KSU's community to solve today's challenges together
- Empower students, faculty and admin. staff to work together to make improvements at KSU
- Show our commitment to listening, empowering, collaborating and transparency
- Build awareness and excitement for transformation across our KSU community
- Showcase ministerial and royal support for KSU's transformation
- Attract frontliners who are passionate about improving KSU to join the program

Audience

KSU Students, Faculty and Administrative Staff

Mixed student, faculty and staff teams will compete to solve one of today's pre-defined challenges at KSU presenting their solution and implementation plans in a two-round process
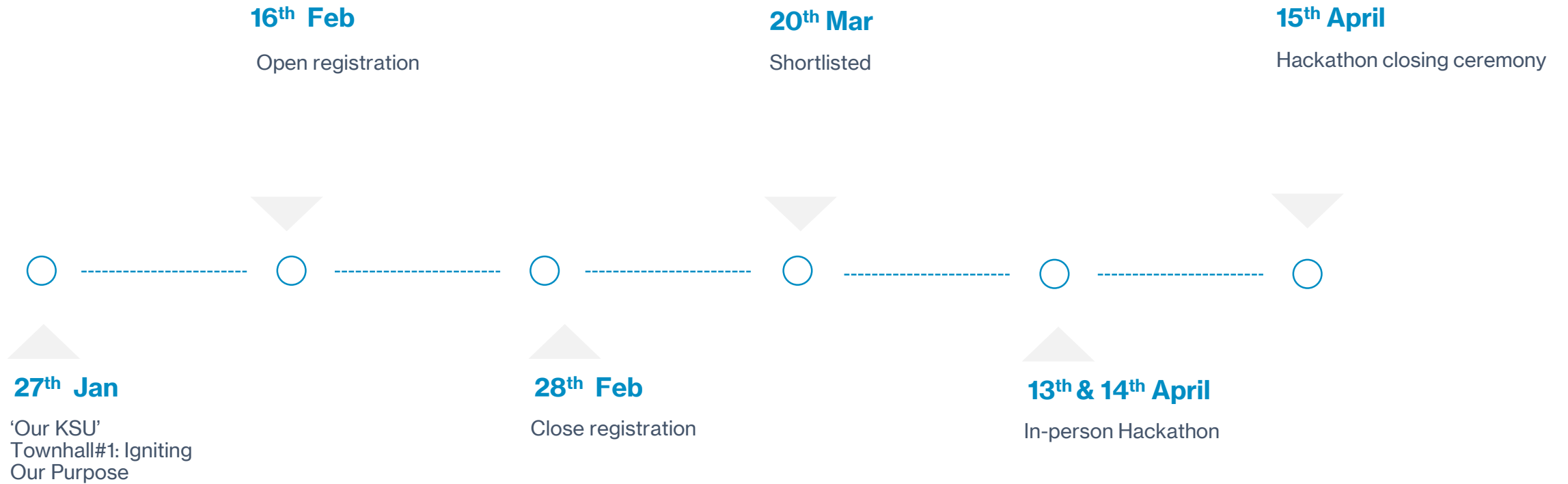
Competition goals and desired output.

Competition Goal

3 key competition tracks with teams submitting improvement ideas to improve the experience of student, staff and faculty at KSU today.

- Working in teams made up of students, faculty and administrative staff to encourage collaboration
- Recommend team size is between 3-7
- Applications are submitted beforehand, with shortlisted teams being invited to the Hackathon event

Competition Process

- Applications are submitted at least 2-3 weeks before the event, anticipating 1-1.5K individuals from around 200-300 teams
- 40-50 team applications (200-300 individuals) will be shortlisted and invited to the Hackathon event, approximately 15 teams per track
- During the Hackathon, there will be two rounds:
- **1st round:** Competition within each track; 3 top teams go through to the final
- **Final round:** Competition of top 9 teams across the tracks for the ultimate gold, silver and bronze winners

Competition Output

Application submission:

- Teams complete project brief template outlining their idea, solution and proposed team

1st Round Hackathon:

- Teams complete and present:
    1. Full project brief
    2. Solution design (prototype, MVP etc...)
    3. Implementation plan

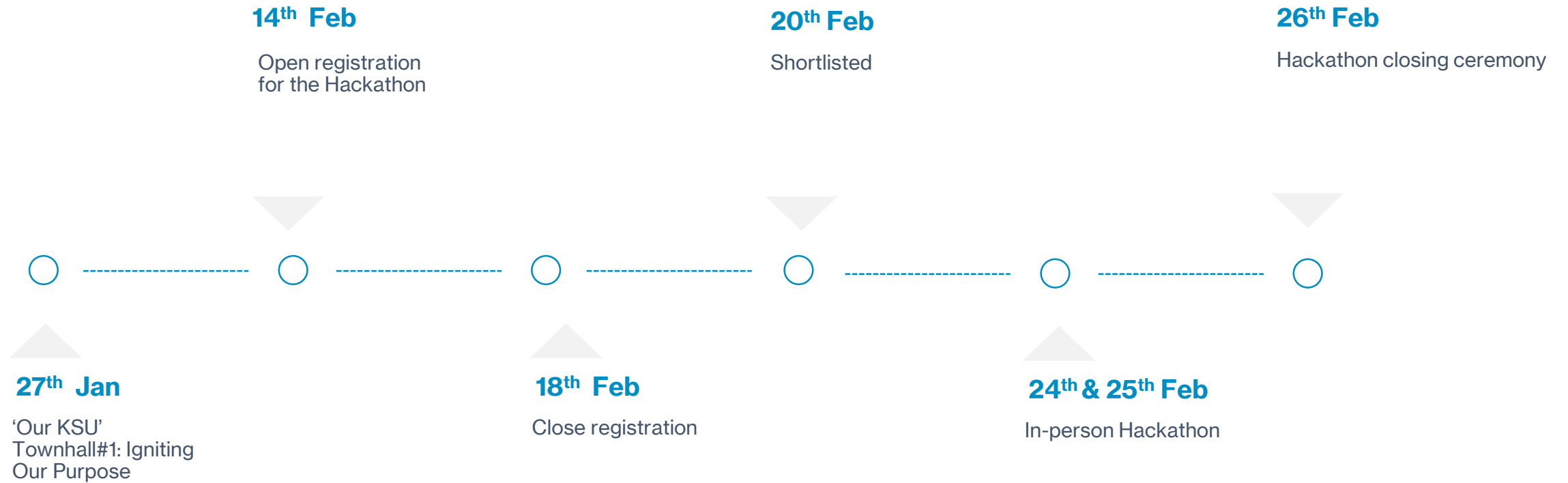**Final Round Hackathon:**

- 10mins presentation
- 10mins QA from judging panel

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3 proposed competition tracks with some suggested ideas to prompt teams

Track	Question	Prompts/ Potential example topics
1. Academic & Campus Experience	• How could we enhance learning outcomes, teaching methods, and academic support systems for our students and faculty at KSU? • How can we improve facilities at KSU to increase engagement, well-being and productivity for students, staff and faculty?	• Resources • Smart teaching methods • Research guidance • Career Development • Alumni engagement • Facilities & Smart campus • Health & Recreation • Environment & Sustainability • Community Engagement • Others
2. AI & Technology	• How can we leverage AI and emerging technologies to enhance academic performance, streamline administrative tasks, and improve campus experiences at KSU? • What innovative AI-driven solutions can be developed to address challenges in research, sustainability, and student engagement?	• Smart Learning Platforms • AI in Research and Data Analysis • Predictive Analytics for Student Success • Intelligent Campus Infrastructure • AI-Driven Administrative Efficiency • Personalized Learning Experiences • Cybersecurity and Data Privacy • AI in Sustainability and Energy Management • Virtual Assistants for Student Services • Others
3. University Operations	How can we improve productivity and efficiency across KSU by optimising processes , resources and solutions?	• Digital Infrastructure • Governance & Administration • Communications • Operational Management • Others

Timeline #option 1

16th Feb

Open registration

20th Mar

Shortlisted

15th April

Hackathon closing ceremony

27th Jan

'Our KSU'
Townhall#1: Igniting
Our Purpose

28th Feb

Close registration

13th & 14th April

In-person Hackathon

Timeline #option 2

14ᵗʰ Feb

Open registration
for the Hackathon

20ᵗʰ Feb

Shortlisted

26ᵗʰ Feb

Hackathon closing ceremony

27ᵗʰ Jan

'Our KSU'
Townhall#1: Igniting
Our Purpose

18ᵗʰ Feb

Close registration

24ᵗʰ & 25ᵗʰ Feb

In-person Hackathon

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The proposed solutions will be evaluated against several categories that highlight the importance of customer-centricity, implement-ability and alignment with 'Our KSU'

Project evaluation criteria.

Category	Criteria	Points
1. Impact & Feasibility	• Clear demonstration of measurable benefits to KSU • Realistic implementation timeline (within 3-6 months) • Resource requirements aligned with available capabilities • Clear understanding of constraints and dependencies • Scalability potential across KSU	25
2. Innovation & Creativity	• Uniqueness of proposed solution • Creative approach to problem-solving • Use of new technologies or methodologies • Challenge to conventional thinking • Potential for breakthrough impact	20
3. Customer-Centric Design	• Clear understanding of user needs • Evidence of stakeholder input in solution design • Consideration of diverse user groups • Clear benefits to end users • Inclusive design principles	15
4. Cross-Functional Collaboration	• Effective teamwork across student/faculty/staff • Leveraging diverse perspectives and expertise • Clear role definition and contribution • Knowledge sharing within team • Collaborative problem-solving approach	15

Category	Criteria	Points
5. Implementation Readiness	• Detailed implementation plan • Clear milestones and timeline • Risk identification and mitigation strategies • Resource requirements defined • Success metrics identified	10
6. Transformation Alignment	• Alignment with KSU's global ambitions • Support for transformation objectives • Contribution to cultural change • Enhancement of KSU's reputation • Long-term strategic value	10
7. Presentation Quality	• Clear communication of concept • Professional presentation delivery • Quality of supporting materials • Handling of Q&A • Team presentation skills	5

Proposed Team Awards

First	Second	Third
50,000 SAR	30,000 SAR	20,000 SAR
• Internships or Job Offers • Mentorship Sessions • Certificates of Excellence	• Workshops and Training Sessions • Online Course Subscriptions • Software Licenses	• Event Tickets • Hackathon Sponsorships • Trophies or Medals

Sponsorship Packages

Item	Platinum (500K)	Gold (200K)	Silver (100K)
A special honorary shield for the sponsorship category, presented by the event patron during the closing ceremony.	√	√	√
Invitations for the sponsor's leadership to attend the official closing ceremony.	5	3	2
Reserved front-row seats for the sponsor's leadership during the closing ceremony.	5	3	2
Reserved seats for the sponsor's representatives to attend the accompanying conferences and events.	5	3	2
Placing the sponsor's name and logo on commercial advertisements and promotional banners, including the backdrop banner of the speakers' stage.	√	√	√
Including the sponsor's logo in visual and video reports.	√	√	√
Allocating a 5-minute speech for the official sponsor during the closing ceremony to talk about their organization and its contribution to Vision 2030.	√		
Including the official sponsor's logos in the video clip for the hackathon launch.	√	√	√
Including the official sponsor's logo in the promotional email that will be sent to university staff.	√	√	√
Sponsor logo on hackathon participant kits (t-shirts, lanyards, bags).	√	√	√
Exclusive branding of event zones (e.g., registration desk, lounge, or main stage).	√	√	
Award naming rights (e.g., "1st Award powered by [Sponsor Name]").	√		

Thank you

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