

The Moroccan-American Studies Lab (**MAS-Lab**) at the Faculty of Letters & Human Sciences Ben M'Sik, Casablanca organizes a National Conference on:

## **Educational Reform in Higher Education in Morocco: Issues, Implementation, and Challenges**

**April 23<sup>rd</sup>, 2025**

### **Description**

Higher education in Morocco is at a critical juncture, facing a range of challenges as it attempts to adapt to the rapidly changing global and socio-economic landscape. Educational reform efforts are essential to address critical issues, including the mismatch between academic curricula and labor market demands, the integration of new technologies like Artificial Intelligence (AI), the evolving role of university professors, and the need for universities to provide both academic rigor and vocational skills.

This conference aims to explore the complexities of reforming higher education in Morocco, with a focus on the evolving roles of educators, institutions, and curricula. As technological advancements and globalization reshape educational paradigms, universities must reconsider how to integrate critical thinking, soft skills, AI literacy, and cultural relevance into their programs. At the same time, universities are under increasing pressure to demonstrate their value by aligning education with the labor market and economic realities, while maintaining their traditional role in fostering well-rounded, informed, and engaged citizens.

The conference will bring together educators, policymakers, students, researchers, and other stakeholders to engage in a comprehensive dialogue on how to address the challenges and seize the opportunities presented by educational reform. The discussions will aim to identify practical strategies for curriculum innovation, faculty development, technology integration, and financial sustainability in the context of Morocco's evolving educational and cultural landscape.

## Objectives

- To reimagine the role of universities and higher education in Morocco amidst socio-economic, technological, and cultural shifts.
- To develop actionable strategies for integrating soft skills and digital competencies into academic curricula while preserving academic excellence.
- To explore how AI and technology can be leveraged to improve teaching, learning, and research, while ensuring that human-centered values remain central to higher education.
- To address the funding challenges faced by universities and explore sustainable models for the future of Moroccan higher education.
- To foster a collaborative dialogue between educators, policymakers, students, and other stakeholders to shape the future of higher education in Morocco and beyond.

## Conference Topics

We invite contributions on, but are not limited to, the following topics:

- The history and current state of educational reform in Morocco
- The role of universities in preparing graduates for the job market while fostering critical thinking and intellectual growth
- The integration of soft skills and AI literacy into higher education curricula
- The economic and socio-political factors influencing educational reform in Morocco
- The role of faculty development in adapting to changing educational demands
- Pedagogical innovations in response to the challenges posed by AI and technology
- Globalization and its impact on local educational traditions
- Financial sustainability and strategies for securing public and private funding for higher education

## Submission Guidelines

We invite theoretical, empirical, and case-study-based contributions from a wide range of disciplines. Abstracts should align with the conference theme and contribute to the ongoing discourse on the future of higher education in Morocco. The papers to be approved by anonymous reviewers will be published in the proceedings of the conference

- **Abstracts:** Not to exceed 300 words, including title, author(s), affiliation(s), and keywords. Please add a short bio.
- **Abstract Submission Deadline: February 28<sup>th</sup>, 2025**
- **Notification of Acceptance: March 12<sup>th</sup>, 2025**
- **Paper Submission: April 12<sup>th</sup>, 2025**
- **Conference Date: April 23<sup>rd</sup>, 2025**
- **Conference Language: English**

## **Contact Information**

For more information or to submit your abstract, please contact the conference coordinator, **Prof. Ayoub Loutfi**, at: [a.loutfilbenmsik@gmail.com](mailto:a.loutfilbenmsik@gmail.com)

## **Scientific Committee**

- Karim Bensoukas, Mohammed V University in Rabat
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- Reddad Erguig, Chouaib Doukkali University, El Jadida
- Ahmed Ech-Charfi, Mohammed V University in Rabat
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## **Organizing Committee**

### **Faculty:**

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### **MAS-Lab Doctoral Students**

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