

Plan for the implementation of strategic goals in 2019

Introduction

This document outlines UNYP's plans for 2019 in realizing its long-term goals set out in the document *Strategic Goals of Educational and Scientific, Research, Development and Innovation, Artistic and Other Creative Activities for the Period 2016-2020*.

This plan was created with the support of the UNYP divisions which bear the main responsibility for these intentions; was reviewed by the UNYP Academic Council at its meeting held on October 11, 201; and approved by the UNYP General Manager.

This document complies with the requirements of the Ministry of Education, Youth and Sports according to which schools "will submit a plan for the realization of their long-term educational and scientific, research, development and innovation, artistic or other creative activity for the year 2019 to the Ministry of Higher Education by 31 October 2018."

Mission

UNYP is committed to providing transformative education that allows students to discover their potential and become reflective, responsible, tolerant and resourceful individuals equipped with the skills and knowledge to meet the challenges of an interconnected world.

Vision

Our vision is to offer multicultural and impactful higher education with a high sense of responsibility towards our stakeholders, and with a focus on quality so that UNYP becomes the first choice for students to study in Europe in English, out of every university and college in Prague, the Czech Republic and Central Europe.

Basis of the plan

This plan is primarily based on the following documents:

[UNYP Dlouhodobý záměr vzdělávací a vědecké, výzkumné, vývojové a inovační, umělecké a další tvůrčí činnosti na období 2016 – 2020](#) (2015)

Documents of the Ministry of Education, Youth, and Sports:

- [Plán realizace Dlouhodobého záměru vzdělávací a vědecké, výzkumné, vývojové a inovační, umělecké a další tvůrčí činnosti pro oblast vysokých škol pro rok 2019](#) (2018)
- [Dlouhodobý záměr vzdělávací a vědecké, výzkumné, vývojové a inovační, umělecké a další tvůrčí činnosti pro oblast vysokých škol na období 2016 – 2020](#) (2015)

1. Quality Assurance

UNYP's main efforts in this area will be to extend and intensify existing practices, focusing primarily on the areas of staffing, pedagogy, and curriculum structures. More intensive use of technologies, particularly the Learning Management System, is expected to play a large role in all of these areas.

Goals originally set for 2019

- 1.2 Work more closely, and on a regular basis, with adjunct and full-time academic staff on teaching and assessment issues.
 - Increase the frequency of the peer course observation to reach 30% of all instructors each year (from current level of 25% each year). (2019)
- 1.4 More fully integrate the Learning Management System into teaching and learning.
 - Begin an annual review of the achievement of learning outcomes in specific areas using the stored material in the Learning Management System. (2019)
- 1.5 Infuse a learning outcomes approach into both teaching and the structure of the study programs.
 - Map program learning outcomes onto the curricula of all study programs; use this process to eliminate overlap in the curricula. (2019)
 - Begin publishing annual outcomes assessment reports for the COM, IER, and PSY programs (BUS already publishes this). (2019)

Goals deferred from previous periods

- 1.6 More fully involve students, instructors, and external stakeholders in quality assurance processes.
 - Work with the Student Council to develop an annual benchmarking and feedback report, created by students. (2017)
- 1.7 Unify institutional policies and move to public website. (2017)

Ongoing goals

- 1.1 Secure and broaden a stable base of academic staff in all programs.
 - Increase the full-time academic staff at the docent or professor level by 20% compared to 2014 levels, by 2020.
- 1.3 Increase student success.
 - Lower attrition by 20% from 2014 levels, by 2020.
- 1.8 Accredite one new study program at the Bachelor's or Master's level in each department, by 2020.

Other goals

- a) Implement internal and external moderation in all courses of UNYP-accredited degree programs:
 - Bachelor's of Business Administration
 - Bachelor's of International Relations
 - Bachelor's of Media & Communication
 - Bachelor's of Psychology
 - Master's of Psychology
 - MBA

b) Develop and implement a risk registry addressing all major aspects of UNYP's operations.

2. Accessibility & Diversity

UNYP's recent move to new facilities helped overcome long-standing barriers to physically disabled students. Efforts for the upcoming period will focus on making existing academic support for students more effective; creating study opportunities for socially disadvantaged groups; continuing to improve the infrastructure of the new facilities to better accommodate students, instructors, and staff; and, through student housing, creating living and learning environments for students.

Goals originally set for 2019

2.1 In each study program, establish one 3-year full-tuition scholarship for select disadvantaged groups. (2019)

3. Internationalization

The international nature of UNYP is seen in its student population, instructors, curricula, teaching methods, and in its partnerships with foreign universities to offer degree programs in the Czech Republic. Increasing student mobility will be the main focus of the coming period.

Ongoing goals

3.3 10% of graduates to have studied abroad by 2020.

3.4 Increase number and diversity of exchange partnerships with foreign universities and organizations.

Actual 2015: 28 universities in 14 countries in Asia, Europe, North America, and South America.

Target 2020: 40 universities in 25 countries, based on needs of UNYP academic programs and surveys of student preferences.

3.5 Establish a more visible international profile and presence.

- Increase the annual number of conference presentations by UNYP instructors, and increase the funds available to support this.

Target 2018: 20 presentations at international conferences

Target 2020: 25 presentations at international conferences

3.6 Expand hosting of courses from international universities and facilitate UNYP student participation in these.

2020 target: 12 programs hosted per year; 10% of graduates to have participated in a visiting university course.

4. Relevance

UNYP plans to increase the relevance of studies to social and scientific development and the needs of partners mainly through curricula revision and further inclusion of external stakeholders in shaping curricula and pedagogical approaches.

5. High-quality and relevant research, development, and innovation

As an institution focused primarily on teaching young students in Bachelor's programs, UNYP's ongoing support of research has focused on supporting and incentivizing the individual work of its instructors. However, the growth of the school's Psychology study

program and the success of the international student research conference initiated by the Psychology Department have expanded the scope of the school's involvement in research in recent years. In the coming period, efforts will be focused on linking students and instructors in research projects, and involving students of all study programs in the student research conference.

Goals deferred from previous periods

5.2 Increase student participation in scientific, research, development and artistic activities.

Expand the existing International Student Research Conference, organized by UNYP's Psychology Department, to include students of Communications & Mass Media, International Economic Relations, and Business Administration (2017).

Ongoing goals

5.1 Implement external research projects that are related to each study program. Win funding for and implement at least one external research project in each study program, with participation by students where possible, by 2020.

5.3 Increase support for research by instructors and students.

Increase number of UNYP instructors participating in research or other scholarly activities on an annual basis to 30% by 2020 (from 23% in 2014).

6. Data-based Decision Making

Efforts in the coming period will be focused on extending and formalizing data collection into a series of regular internal reports to be used as a foundation for administrative decision making. Annual participation in international surveys will also begin.

Goals deferred from previous periods

6.1 Use internally generated data in academic and operational decision making.

Expand the scope of collection and evaluation of data relevant to the quality of study programs, student experience, and graduate success, by creating the following reports:

Academic progress report.

Created by: Registrar Office.

Periodicity: Each semester.

Reviewed by: Academic Council, Academic Advisors, Student Council.

Starting in: 2016

Alumni profile report.

Created by: Career Office.

Periodicity: Annual.

Reviewed by: Academic Council, Student Council.

Starting in: 2017

Formalize some existing data collection into a standard reports schedule.

Alumni survey.

Created by: Alumni Office.

Periodicity: Annual.

Reviewed by: Academic Council, Student Council.

Starting in: 2016

Ongoing goals

- 6.2 Use externally validated data in academic and operational decision making. Introduce external surveys to provide international comparative perspectives.

7. Financial Effectiveness

Existing methods and tools of budgeting appear sufficient for the near future, so efforts for the coming period will be focused on increasing enrolment in order to fund planned projects in the areas above.

Ongoing goals

- 7.1 Increase revenue through increased enrolment. Increase enrollment of new degree-seeking Bachelor's students by 5% annually for the period 2016-2020.

Increase number of incoming fee-paying study abroad students.
Targets: 20 students in 2016.
45 students in 2018.
60 students in 2020.

Conclusion

The individual milestones of the *UNYP Plan for the implementation of strategic goals in 2019* will be implemented in accordance with UNYP's *Long-Term Plan for Educational and Scientific, Research, Development and Innovation, Art and Other Creative Activities for 2016-2020* and other relevant UNYP documents.

The plan to implement UNYP's long-term goals in 2019 was discussed on 11 October 2018 by the UNYP Academic Council.

UNYP's Managing Director approved the *UNYP Plan for the implementation of strategic goals in 2019* on October 22, 2018.

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