

# **STRATEGY**

## ***WE THE UNIVERSITY***

### **2017-2022**



#### **VISION**

To explore  
and change the world



#### **MISSION**

We help people live their dreams  
and achieve their goals through research  
and education in an inspiring environment



#### **VALUES**

Openness  
Courage  
Responsibility



#### **ATTITUDES**

**Be a proud member  
of our community**

**Be true to the values  
of SWPS University**

**Be intellectually  
inquisitive and practice  
critical thinking**

**Exemplify creative  
passion and true  
engagement**

#### **GOALS**

##### **Education**

Support students in personal development and help them to turn their dreams into reality.

##### **Science**

Actively participate in international exchanges of ideas.

Be a leader in social sciences and humanities.

##### **Relationships**

Effect social change through applied research and excellent personal, professional  
and community-related competencies.

Exchange ideas, knowledge and good practice with business, the public sphere and alumni.



### VISON

To explore and change the world



### MISSION

Through research and education in an inspiring environment, we help people to make their dreams come true and to achieve their goals



### VALUES

Openness  
Courage  
Responsibility



### ATTITUDES

For us, knowledge on human behavior, supported by scientific research, is an element of social and individual development. Our research focuses on people, their needs and motivations – as individuals and as members of social groups. Scientific disciplines that we concentrate on initiate social development, which improves quality of life.

We complement the classical academic values of Beauty, Goodness, Wisdom and Truth with values that are necessary to meet the challenges of the contemporary world, such as:

- **Openness**, expressed in eagerness to seek new solutions, in creativity and cooperation, in accepting arguments based on rational data and in tolerance of other values and opinions;
- **Courage** that helps us to overcome our own and external limitations and which allows us to see difficult problems as challenges rather than threats and helps us to engage in useful pursuits;
- **Responsibility**, which obligates us to be engaged, both in thoughts and actions, to consider other points of view and to take into account consequences of our actions, including their long term effects.

**We strengthen the following attitudes in our students, alumni and employees:**

1. Taking pride in being part of the community.
2. Following the values of SWPS University.
3. Encouraging inquisitiveness and critical thinking.
4. Supporting creative passion and true engagement.

## STRATEGIC AND OPERATIONAL GOALS

We pursue our mission in four areas, which we develop in a sustainable way, to combine research and education, to actively participate in social change, and to improve people's quality of life.

### EDUCATION

Focus on talents, needs, dreams and aspirations of our students. Implement a modern education model, in which outstanding researchers guarantee a solid foundation and experts demonstrate practical application of knowledge. Nurture students' inquisitiveness and support their involvement in the community.

#### 1. Provide an ambitious, interdisciplinary, and personalized education offer, by:

- a. Improving the quality of the **existing programs of study**.
- b. Developing **new programs** of study that meet the needs of the job market and consider future development of the market.
- c. Developing programs for **lifelong and lifewide learning**.
- d. Aligning learning paths with individual needs and capabilities of students (**personalized learning**).

#### 2. Support students in the learning process, in their personal, professional and social development and nurture their talents and interests, by:

- a. **Integrating theoretical knowledge and practical skills** through evidence-based approach in teaching and by drawing on the experience of renowned practitioners.
- b. **Enhancing students' skills** by encouraging them to participate in research, educational and community projects at SWPS University.
- c. Helping students and graduates in **entering the job market**.
- d. Providing environment conducive to learning, development and integration (**creating a friendly ecosystem at SWPS University**).
- e. **Encouraging student initiatives**. Providing environment conducive to talent and interest development, and supporting student community engagement.

#### 3. Internationalize the university to help students gain knowledge and experience in a multicultural environment by:

- a. **Establishing strategic partnerships with leading international academic institutions** to enhance our education offer, enable student exchanges and ensure mutual recognition of programs and diplomas.
- b. Increasing the number of programs **in English**.
- c. Ensuring that our international students are **well integrated** and supporting them in their day-to-day activities in Poland.
- d. Preparing students for **careers in a demanding international environment**.

	<p><b>4. Develop the potential of our faculty members by:</b></p> <ol style="list-style-type: none"> <li>Providing <b>various career paths for faculty members</b> ensuring that the role of best educators is appreciated.</li> <li>Supporting <b>development of teaching skills of our faculty</b>, including collaboration with practitioners in related fields.</li> <li>Promoting <b>interdisciplinary, inter-faculty and international cooperation</b>.</li> </ol>
<p><b>RESEARCH</b></p> <p>Conduct world-class interdisciplinary research (basic and applied), in collaboration with international partners. Develop research projects, which can be applied and implemented in various sectors of the economy and in the community, to improve quality of life.</p>	<p><b>5. Develop state-of-the-art interdisciplinary research and innovation centers (SWPS Labs &amp; Hub) by:</b></p> <p>Developing and implementing the model for the creation, financing and advancement of SWPS University's research and innovation centers (<b>SWPS Labs &amp; Hub</b>), which are focused on cooperation with national and international partners, representing different areas, such as research, business, economy, arts and culture.</p> <p><b>6. Develop our university as a place that is conducive to effective research and supportive of researchers at various stages of their careers by:</b></p> <ol style="list-style-type: none"> <li>Creating a model for the support of professional development, related to <b>academic advancement and a chosen career path</b>.</li> <li>Supporting scholars in <b>research endeavors, promotion and practical application of research results</b>.</li> <li><b>Continuing to develop doctoral studies</b> by building a bold, internationally focused and interdisciplinary program that prepares students for their future careers in academia and other professions.</li> </ol>
<p><b>RELATIONSHIPS</b></p> <p>Build relationships through social and cultural involvement. Establish working relationships, supporting knowledge and good practice exchange with business and the public sector.</p>	<p><b>7. Instill bonds with the university and a sense of pride in graduating from SWPS University by:</b></p> <ol style="list-style-type: none"> <li>Analyzing the situation of <b>graduates on the job market</b>.</li> <li>Creating a system of <b>effective communication and cooperation</b> with alumni.</li> <li><b>Helping graduates</b> improve their qualifications.</li> </ol> <p><b>8. Exchange ideas and commercialize knowledge through relationships with business and the public sector, by:</b></p> <ol style="list-style-type: none"> <li><b>Creating conditions</b> for effective cooperation between the business and the academic sectors.</li> <li><b>Providing</b> consulting, research and training <b>services</b>.</li> <li>Commercializing research results.</li> <li>Developing <b>cooperation with our partners</b> in the community and the arts and culture sector.</li> </ol>
<p><b>DEVELOPMENT OF OUR INSTITUTION</b></p> <p>Develop optimal conditions for personal, professional and social development and improve the university management system.</p>	<p><b>9. Develop the university as an attractive and friendly place of work and strengthening our intellectual capital by:</b></p> <ol style="list-style-type: none"> <li>Creating and implementing an <b>employee development program</b>, which takes into account their potential, achievements and engagement.</li> <li>Improving <b>management competencies</b>, at various levels of the organization.</li> <li>Implementing the provisions of the European Charter for Researchers, necessary to fulfill the requirements of the <b>Excellence in Research Award</b>.</li> <li>Establishing a set of good practices concerning the <b>development and protection of intellectual property</b>.</li> </ol>

	<p><b>10. Improve the university management system and grow human resources' potential by:</b></p> <ol style="list-style-type: none"> <li><b>Reducing bureaucracy</b>, ensuring that educational and administrative processes are run in an <b>efficient and professional manner</b>.</li> <li>Increasing efficiency of <b>knowledge and financial management</b>. Strengthening the value of the university to guarantee safety and development opportunities.</li> <li><b>Developing infrastructure</b> to improve the quality and comfort of studying and working at the university.</li> <li>Strengthening <b>organizational culture, kindness and trust</b>.</li> <li>Following <b>clear and honest rules</b> in professional relationships with students and university employees.</li> </ol>
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