


**SWPS
University**

**SWPS University
Strategy
for 2024-2029**



A Message From the Founder





Easy access to knowledge does not equate to increased understanding or proficiency. There is a deluge of information in today's world, and finding pure water is getting harder and harder, much as during a flood. Curiosity is melting and without it, we are unable to explore the world or understand other people.

In addition to serving as pillars of trustworthy information and scientific truths about the world, universities must also inspire the motivation to discover, understand, and appreciate our surroundings.

As a community, we provide a sense of security and foster openness to that which is unfamiliar, different, and unexpected. This enables us to form teams and find a sense of belonging.

We take care of everyone who wishes to join us in unlocking their potential, restoring their courage, and reaching for the sky. We know the sense of value that comes from being independent and helpful to others.

Giving brings us satisfaction, and as a result, we attract valuable individuals into our world. Together, we form a community of brave, open, responsible, and free people.

We know how our knowledge, experience, and research findings can serve the world. We are well-versed in new technologies, and we successfully utilize and apply them for the common good.


WE, THE UNIVERSITY, support specific individuals, society, and a free state. We establish international and global alliances, as we are not indifferent to the fate of our planet. The Earth today is in need of our action.

Piotr Voelkel

A Foreword From the Management Board of the University



Professor Roman Cieślak



Today, we refer both to the contemporary and the future world in terms of increasingly dynamic changes that often yield unpredictable outcomes - changes that impact us directly and indirectly. We interpret our mission to serve people, society, and the environment - the mission of a socially involved university - as participating in shaping the trajectories of changes and facilitating adaptation to their outcomes.

We ground the strategy of SWPS University in our community and the sense of value of its members. We provide care and support to participants of educational programs, particularly to those individuals who are pursuing higher education. We are here for them.

We spark curiosity to establish the foundations for acquiring knowledge, shaping skills, and refining social competencies. We aspire for our graduates to explore the world with freedom, confidence, and courage, joining us in our pursuit to make a positive change.

We aim to achieve this goal by advancing our scientific activities, which we define as broadening knowledge grounded in empirical foundations and creating material and visual culture in such a manner that they establish the basis for tangible, socially beneficial applications. We will pursue our strategy of developing a multidisciplinary research university that transforms, supports, and engages.

The SWPS University Strategy for 2024-2029 builds on the "We, the University" strategy, which was implemented from 2017 to 2023. The new strategy was formulated through a participatory process, with contributions from over 130 individuals: members of the academic community, as well as numerous experts and external stakeholders. We extend our heartfelt gratitude to each and every one of them.

The Management Board of the University

Professor Roman Cieślak

Kamila Jankowiak-Siuda, Associate Professor
Vice-Rector for Educational Affairs

Aleksandra Cisłak-Wójcik, Associate Professor
Vice-Rector for Research

Ewa Gruszczyńska, Associate Professor
Vice-Rector for International Cooperation

Ewa Ger, Ph.D., Director General

Marcin Gędziorowski, Ph.D.
Director of Finance, Deputy Director General

Kinga Nowacka
Director of Marketing and Admissions,
Deputy Director General

Jan Jaworowski
Director for Professional Education,
Deputy Director General



Mission and Vision How we work

Ewa Ger, Ph.D.,
Director General



Our Mission

As a non-public higher education institution, the purpose of SWPS University is to serve people, society, and the environment through endeavors in education, science, art, and public engagement. We fulfill this mission as a robust institution, grounded in a community of employees, students, and graduates

Our Vision

By 2029, SWPS University will be a multi-campus research university - a leader in non-public education and a partner for social change.

Through our educational, scientific, artistic, and public endeavors, we will build social capital and support sustainable development goals by teaching critical thinking, facilitating life-long education, and nurturing courageous, free individuals who are capable of collaboration, dialog, and conscious decision-making.

We are here for them. We aspire for all students of SWPS University to comprehend the evolving world and to join us in effecting positive change.

Our Values

We build on the classic set of university values - Beauty, Good, and Truth - by adding ones that address contemporary challenges:


RESPONSIBILITY: A position that stems from freedom and independence, characterized by the recognition and acknowledgment of the consequences that decisions and actions have on individuals, communities, and the natural environment.

COURAGE: An active position manifested through bold, prudent actions and voicing out on crucial issues, which leads to the achievement of ambitious objectives and the initiation of changes that uphold respect for individuals and the natural environment.

OPENNESS: A position of transparency, fostering dialog, and readiness to seek new solutions that is based on respect for diversity.

Academic education





Academic education is a teaching process adopted by higher education institutions with the aim of imparting knowledge to learners and fostering their skills and social competencies. At SWPS University, academic education encompasses degree programs, postgraduate programs, and other forms of education.

Strategic goal: By 2029, we envision ourselves as a University that offers high quality interdisciplinary education in various fields of study, providing learners with the flexibility to independently shape their educational journey.

Target Status: In 2029, SWPS University is committed to offering high quality academic teaching, degree programs, and other forms of education. Our educational programs combine theory with practice, leveraging the latest research and collaborations with foreign universities, economic and public entities, and social organizations. SWPS University accurately identifies and addresses the needs of society and the labor market from local, state-wide, and international perspectives. Drawing on their research, artistic activity, or professional experience, our academic employees offer interdisciplinary teaching in various fields, in both Polish and English. The university facilitates students with disabilities in shaping their own educational paths and participating in scientific research and artistic activity, thereby enabling them to contribute to the advancement of science and art.

Strategic Activities:

1. We develop degree programs, along with cross-domain and interdisciplinary education.
2. We offer students flexible educational paths.
3. We develop educational programs in partnership with domestic and foreign universities, social organizations, and public and economic entities.
4. We enhance programs with content that fosters digital competencies, including those associated with AI applications.
5. We open the university to various age groups, also through certification and other forms of education beyond degree and postgraduate programs.
6. We strengthen our position in the education market through participation in international university alliances.
7. We improve the university's education quality system and foster the teaching competencies of our academic staff.
8. We cater to our students' experiences through personalized services and improved support during their education.

Science and art





We define science as creating and finding novel applications for new knowledge, while art can be understood as the creation of material and visual culture.

Strategic goal: By 2029, we aim to be a research university capable of successfully competing and collaborating with leading academic centers in Europe.


Target Status: By 2029, SWPS University leverages research, artistic, and implementation work to accurately identify issues and propose solutions that impact quality of life, sustainable development, and new technology applications. Through its achievements in the fields of social sciences, humanities, and arts, the university collaborates with leading domestic and foreign academic institutions, social organizations, public and economic entities. SWPS University initiates and coordinates interdisciplinary research and implementation projects, leading to a significant increase in funding and the scale of its scientific and artistic activity. University employees successfully integrate research, teaching, and organizational work thanks to investments in staff, infrastructure, and research equipment development. We share our knowledge and experience with students, the academic community, and the socio-economic environment.

Strategic Activities:

1. We pursue our research agenda, integrating social sciences, humanities, arts, and new technologies with other fields of knowledge.
2. We develop and implement an action plan to achieve the status or meet the standards of a research university in Poland.
3. We strengthen our academic reputation by pursuing high-quality scientific and artistic activity.
4. We foster international collaborations in the fields of research and artistic activity with partners who share our values and standards.
5. We initiate research and artistic projects to become the leader of international consortia.
6. We systematically increase the internationalization and support the mobility of academic staff.
7. We develop a network of research centers to attract employees with substantial scientific or artistic potential and provide them with opportunities to enhance their competencies and form teams.
8. We provide scientists and artists with substantive and organizational support in preparing applications, securing funds, and completing projects.
9. We invest in research infrastructure that is shared among campuses, institutes, and centers to increase the availability and effective utilization of existing equipment.
10. We create conditions to combine research and teaching activity and develop our doctoral school to educate an academic staff that will drive progress in the various fields.
11. We provide internal financing, specifically to support the acquisition of external funds for research, artistic, and implementation activities.
12. We diversify external sources of financing for research, artistic, and implementation activity, securing additional funding from the private sector.
13. We motivate the academic staff to pursue application projects and development activity.
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Public activity





Public activity encompasses endeavors that benefit society, the state, and business. It focuses on the tangible impact on our surroundings as a result of the transfer or application of knowledge.

Strategic goal: By 2029, our public activity will have a substantial and visible impact on society, the state, and business.

Target Status: By 2029, SWPS University is a significant partner for public institutions, non-governmental organizations, and economic entities. The university influences its surroundings and shapes the future by designing innovations in fields such as quality of life, sustainable development, and new technology applications. By collaborating with non-governmental organizations, SWPS University supports social change. In partnership with public institutions, university experts act for the common good in areas of legislation and public policy shaping. SWPS University initiates and successfully conducts collaborations with businesses, enhancing its expertise and visibility in the economic environment.


Strategic Activities:

1. We develop an effective structure for managing collaboration with the public environment and ensure a successful flow of information within the university.
2. We collaborate with public institutions on designing, implementing, and researching public policies.
3. We become a partner to public and economic entities in designing technology-related social innovations and ethical solutions.
4. We build long-term collaboration between campuses and local communities by networking and supporting non-governmental organizations.
5. We form partnerships with economic entities, addressing their needs and strengthening our potential.
6. We model social attitudes that are based on respect and openness, creating a space for diversity and dialog.
7. We support people's mental health and wellbeing in the face of contemporary challenges.
8. We actively participate in the process of creating Polish and European Union legislation by providing expertise on quality of life, sustainable development, and new technology applications.
9. We collaborate with other universities in Poland and abroad, jointly securing and implementing projects that benefit society, the state, and business.
10. We support the development of higher education in Poland and the European Union.

University community



Photo: USWPS, Inauguration of an academic year



Our university community comprises all individuals associated with SWPS University: past and present employees, associates, recipients of all forms of education, and graduates.

Strategic goal: By 2029, we aim to be a community grounded in caring for others, their wellbeing, diversity, and mutual respect.


Target Status: In 2029, the institutional culture of SWPS University is driven by the academic values of openness, responsibility, and courage. It is characterized by a low reliance on hierarchical structure and a high level of agency. Our culture stands out for its willingness to collaborate, effective communication system, and adherence to work-life balance standards. Our management methodology, based on the principles of equality and respect, contributes to sustainable development. Our work organization gives us the flexibility to build career and professional advancement paths. SWPS University is a community that supports cultural and social diversity, including staff and student internationalization. SWPS University is recognized as a good place to study and work. It forms an active network of students and graduates who contribute to the progress of the university and its community.

Strategic Activities:

1. We strive for excellence as an employer and a university that supports diversity, equality, and accessibility.
2. We make changes to ensure that our employees are satisfied with their work.
3. We reduce the hierarchical structure of institutional culture and increase the level of agency among employees.
4. We adopt and implement standards that ensure work-life balance.
5. We support the mental wellbeing of employees and students.
6. We encourage students to shape the university community by including them in our activities.
7. We become a sought-after employer in domestic and international markets.
8. We create diversified and flexible career paths.
9. We form an active network of graduates that engages individuals in the university's activities and addresses their needs.
10. We provide an effective and friendly system of internal communication that is based on digital tools.
11. We implement a university-wide plan for fulfilling sustainable development goals (SDG) at the levels of institutional culture, communication, and management.
12. We operate a system for monitoring and evaluating the university's activities in social and management areas (as part of ESG).
13. We become a university that is accessible in both Polish and English.

Natural environment





The natural environment comprises all the animate and inanimate elements of nature that remain in constant interaction with each other and are impacted by our university both directly and indirectly - through the formation of attitudes.

Strategic goal: By 2029, we aim to be a green university that counteracts climate changes and supports adaptation to their consequences.

Target Status: In 2029, SWPS University is an environmentally-friendly community, aware of climate change and its related threats. In all areas of its activity, the university increases the effectiveness of climate action and reduces negative climate impact. By applying the latest technologies and social innovations, energy-efficient campuses minimize carbon footprint. SWPS University utilizes its potential in areas of education, research, implementation, and design, to support the social and economic environment in adapting to climate change and responding to its negative consequences. In terms of environmental action, the university conforms to international ESG standards and fulfills sustainable development goals (SDG).

Strategic Activities:

1. We modernize and modify our infrastructure to reduce its negative impact on the environment.
2. We pursue coordinated internal action for the environment.
3. We complete research and implementation projects that benefit the environment and aid in the adaptation to the negative consequences of climate change.
4. We enrich our education programs with content related to climate change and content that supports adapting to its consequences.
5. We operate a system for monitoring and evaluating the university's activities with respect to the environment (as part of ESG).
6. We initiate and accomplish environmental initiatives in partnership with our socioeconomic surroundings.
7. We carry out actions that support communities and society in adapting to climate change and its consequences.