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# VISIONS

**ONE FACULTY, MANY FACES: FROM HETEROGENEITY TO INTERDISCIPLINARITY**

## Our vision is to foster and interconnect educational and research activities in the humanities, arts, and social sciences through a close symbiosis founded on mutual respect. We aim to create a modern, interdisciplinary faculty structured to fulfil the mission of a regional educational institution while embracing significant roles at the supra-regional, national, and international levels.

## We are committed to advancing academic education across diverse disciplines, closely integrating it with scientific, research, and creative activities, with a strong emphasis on teamwork and student engagement. We will promote the inseparable coexistence of artistic creativity and teaching, focusing on both traditional approaches and new media while underscoring their importance in society and public spaces. Through collaboration with industry and practical fields, we will support professional education and strive to respond proactively to the challenges and opportunities of an Evolving social environment.



# PRIORITY AREAS AND SPECIFIC OBJECTIVES

### PRIORITY AREA A: STUDY AND EDUCATION

* 1. Developing professionally oriented study programs aligned with labour market needs, in collaboration with employers.
	2. Developing unique academic study programs.
	3. Stabilizing the number of students and attracting high-quality applicants.
	4. Enhancing the quality and innovativeness of teaching.
	5. Systematically supporting and nurturing talent.
	6. Fostering student entrepreneurship and soft skills.
	7. Promoting digitalization and incorporating distance-learning elements into education.
	8. Developing an individualized approach and expanding support services for students.

### PRIORITY AREA B: SCIENCE, RESEARCH, AND OTHER CREATIVE ACTIVITIES

* 1. Supporting basic research and other creative activities while considering the specific needs of individual units.
	2. Promoting applied and contract research, fostering experimental development, and increasing the production of commercializable outcomes in scientific, research, and creative activities.
	3. Fostering collaboration and openness in creative activities.
	4. Achieving excellence in doctoral students’ creative activities and improving the quality of postgraduate education.

### PRIORITY AREA C: SOCIAL ROLE

* 1. Reflecting societal and current challenges, actively engaging in strategic regional development, and contributing to the life of university cities.
	2. Fostering social responsibility.
	3. Expanding the range of lifelong learning courses.
	4. Supporting community life during and after studies.

### PRIORITY AREA D: INTERNATIONALIZATION

* 1. Strengthening strategic management in the area of internationalization.
	2. Creating an international learning environment.
	3. Enhancing promotion and support services for international students and staff.
	4. Expanding international mobility and global competencies of students and staff.

### PRIORITY AREA E: HUMAN RESOURCES DEVELOPMENT

* 1. Strengthening motivation for personal and career development of employees.
	2. Developing a proactive recruitment policy for academic and scientific staff and for filling senior positions.
	3. Ensuring adequate support infrastructure for staff across all units.

### PRIORITY AREA F: PR & MARKETING AND IMAGE

* 1. Streamlining and unifying communication across the university.
	2. Promoting high-quality and effective marketing and public engagement.
	3. Popularizing the outcomes of scientific and other creative activities.

### PRIORITY AREA G: STRATEGIC MANAGEMENT

* 1. Strengthening the system of strategic management and enhancing the quality of teaching, research, and other creative activities.
	2. Improving the efficiency and digitalization of internal processes.
	3. Ensuring long-term internal financial stability.

**Priority area A**

# STUDY AND EDUCATION

**Long-term vision**

**We will focus on advancing the quality, interdisciplinarity, and internationalization of education across all forms and types of study. We will enhance tools to ensure quality, strengthen the connection between studies and future careers, and foster the development of key competencies essential for learning, problem-solving, and practical application. We will place a strong emphasis on maintaining a balance between academic and professional study programs across the faculty’s diverse disciplines, including unique and outstanding programs in the humanities, social sciences, and arts, focusing on both traditional fields and new media. We will remain committed to maintaining a stable number and optimal structure of students, producing high-quality graduates, and attracting talented applicants. Furthermore, we will actively fulfil our role as a regional educational platform with significant supra-regional and international connections.**

**Our mission in study and education**

The faculty will ensure high-quality education across all study forms and program types. We will support proven and innovative teaching methods.

We will involve experts from practice in teaching and program design, ensuring balanced academic teams that include distinguished professionals.

We will foster a personal approach to each student’s education, encouraging the development of individuality, talent, and skills. Inspire students, challenge them with new opportunities, and motivate them to become sources of inspiration for others. We will attract applicants with a positive attitude toward study and creative activities.

We will create an open environment that encourages talented students and exceptional individuals to discover and develop their potential, enabling success in both creative pursuits and professional practice.

Finally, we will create a unique environment for experiences and opportunities that will equip graduates with the knowledge, skills, and competencies they need for life and future professional careers, including readiness for portfolio careers.

**Strategic objective**

The faculty will establish itself as an institution that offers interdisciplinary, accessible education across all forms and types, reflecting the broad range of its disciplines. We will include outstanding academic programs as well as professionally recognized study programs aligned with regional needs. Our efforts will focus on optimizing student numbers, emphasizing quality and motivation, and building students’ professional and social competencies. This will ensure that graduates are well-prepared, while also increasing interest among talented applicants and supporting lifelong learning initiatives.

**Specific objectives**

* 1. Developing professionally oriented study programs aligned with labour market needs, in collaboration with employers.
	2. Developing unique academic study programs.
	3. Stabilizing the number of students and attracting high-quality applicants.
	4. Enhancing the quality and innovativeness of teaching.
	5. Systematically supporting and nurturing talent.
	6. Fostering student entrepreneurship and soft skills.
	7. Promoting digitalization and incorporating distance-learning elements into education.
	8. Developing an individualized approach and expanding support services for students.

### DEVELOPING PROFESSIONALLY ORIENTED STUDY PROGRAMS ALIGNED WITH THE LABOUR MARKET NEEDS, IN COLLABORATION WITH EMPLOYERS

### Measurable indicators of the specific objective

* + - New or updated professionally oriented study programs with interdisciplinary characteristics and higher economic demands (2 programs).
		- Professionally oriented study programs (more than 50 %).
		- Professionally oriented study programs offered in a blended format (at least 20 %).
		- Institutions providing student internships (increase by 20 %).

### Ways to achieve strategic changes

* + - Prepare and develop professionally oriented study programs.
		- Expand selected accredited professionally oriented study programs

to include combined study programs.

* + - Deepen cooperation with the application sector by involving experts in program design and teaching.
		- Methodically guide, evaluate, and optimize the organization and methodology of internships and practical training.
		- Establish organizational capacity and opportunities to strengthen employer relationships through roundtables and workshops.
		- Focus on creating a shared environment for delivering relevant study programs in collaboration with employers.

### Measures

* + - Establishment and development of a Professional Centre to support professional study programs and integration of elements of career-focused education.
		- Innovation of contractual collaborations with the application sector to facilitate a smoother transition of graduates into the workforce through shared teaching, internships, and joint activities.
		- Implementation of proven on-site and online communication tools for employers and other professionals to ensure continuous alignment of graduate profiles with labour market demands.
		- Development of tools for managing and monitoring internships across disciplines within professional education.
		- Expansion of study plans to include courses that enhance the interdisciplinary nature of programs, strengthening graduates’ readiness for flexible portfolio-based career paths.

**Person responsible**

Vice Dean for Study Affairs and Organization.

### DEVELOPING UNIQUE ACADEMIC STUDY PROGRAMS Measurable indicators of the specific objective

* + - New or updated academic study programs for undergraduate education

with parameters of uniqueness and excellence (2).

* + - New or updated academic study programs of undergraduate education with parameters of interdisciplinarity (blended learning programs, interdisciplinary programs) (2).
		- New or upgraded doctoral program with a focus on the arts (1).

### Ways to achieve strategic changes

* + - Support the creation and further development of unique study programs that excel in teaching quality, maintain a strong connection to creative activities, and enhance their potential to attract high-quality applicants.
		- Expand selected academically oriented study programs by introducing new curricula aimed at establishing joint or integrated study pathways.
		- Continue fostering the integration of scientific, research, and artistic activities with teaching.

### Measures

* + - Continuous monitoring and evaluation of the implementation of study programs, with integration of findings into the accreditation process and study plan innovations.
		- Updating of curricula for undergraduate study programs to include courses presenting the latest findings from scientific and research activities.
		- Strengthening of collaboration among faculty departments across various fields of education in teaching and creative processes.
		- Support for creative activities in natural, humanities, and social sciences, ensuring their integration with the teaching process.

### Person responsible

Vice Dean for Study Affairs and Organization.

### STABILIZING THE NUMBER OF STUDENTS AND ATTRACTING HIGH-QUALITY APPLICANTS

### Measurable indicators of the specific objective

* + - Number of students (stable).
		- Number of applicants (stable).
		- Study programs in blended learning form (1/3).

### Ways to achieve strategic changes

* + - Offer attractive study programs with strong employment prospects for graduates.
		- Optimize the digitalization of the teaching environment.
		- Address and reduce student drop-out rates.
		- Focus on developing students’ professional competencies to enable their adaptation to societal changes and professional practices in alignment with their study programs.
		- Collaborate with industry professionals in the design and innovation of study programs and curricula.
		- Implement measures to further reduce student drop-out rates.
		- Partner with secondary schools to prepare potential applicants and support initiatives aimed at increasing interest among high-quality candidates in studying at the faculty.

### Measures

* + - Strengthening of the faculty’s position among prospective students through the use of modern technologies and promotional channels.
		- Development of systematic collaboration with secondary schools.
		- Provision of a clear and accessible overview of information about study programs and related services, particularly for students.
		- Enhancement of the digitalization of the admissions process to simplify and streamline it.
		- Collection and analysis of data on barriers affecting students’ academic progress.
		- Identification of students at risk of academic failure.
		- Continuous evaluation of the effectiveness of measures implemented to reduce student drop-out rates.
		- Establishment of a network of distinguished individuals, including academic staff, external experts, public authorities, and successful alumni, actively engaged in teaching, delivering public lectures, organizing competitions, and other outreach activities.

**Person responsible**

Vice Dean for Study Affairs and Organization.

### ENHANCING THE QUALITY AND INNOVATIVENESS OF TEACHING

### Measurable indicators of the specific objective

* + - Proportion of study programs with innovative teaching methods (20 %).
		- Educational activities aimed at increasing students’ flexibility and adaptability implemented in vocational study programs (10).
		- Educational activities designed to deepen academic competencies (10).
		- Educational activities aimed at enhancing competencies in the implementation and presentation of the results of artistic work (5).
		- Participation of academic staff in training programs focused on developing pedagogical and communication competencies (20 %).

### Ways to achieve strategic changes

* + - Promote modern pedagogical approaches and innovations in teaching methods and formats that contribute to an active role for students in the learning process.
		- Involve both domestic and international external experts in teaching, innovating curricula, and supervising final theses.
		- Continuously modernize teaching in the online environment.
		- Support the modernization of teaching spaces and the upgrading of equipment and technology to strengthen the competitiveness of both academic and professional educational processes.
		- Promote continuous professional development for staff in innovative teaching methods.
		- Establish and implement regular and transparent rules for evaluating the quality of teaching.

### Measures

* + - Regular updating of study materials for part-time students.
		- Regular innovation of course offerings to reflect developments in the field.
		- Regular supplementation and updating of published study resources, as well as access to electronic databases.
		- Support for platforms enabling academic staff to share experiences and information on innovations and best practices (e.g., seminars, conferences, round tables).
		- Development of cooperation with public, professional, and nonprofit sectors in implementing student internships and creating topics for university theses.
		- Utilization of platforms such as Tematikon and Praktikon.
		- Supporting activities and tools to develop the pedagogical and communication competences of academic staff with a focus on best practice, innovative teaching methods, the development of students' soft competences and curriculum design.
		- Develop tools for evaluation of educational activities.

### Person responsible

### Vice Dean for Study Affairs and Organization.

Vice Dean for Strategy and Development.

### SYSTEMATICALLY SUPPORTING AND NURTURING TALENTS

### Measurable indicators of the specific objective

* + - Undergraduate and postgraduate students involved in the faculty’s scientific, research, and other creative activities (5 per year).
		- Support for talented students with published outputs in basic and applied scientific research (5 per year).
		- Support for talented students with outputs from artistic activities (15 per year).
		- Presented results of students involved in creative activities (5 per year).

### Ways to achieve strategic changes

* + - Identify and evaluate talents at every level of higher education and also in secondary schools.
		- Involve talented undergraduate and postgraduate students in scientific, research, and artistic projects, as well as research teams.
		- Involve students in the presentation of creative work results.
		- Collaborate with local and regional governments, the public and private sectors, secondary schools, and other relevant institutions to attract talents.
		- Raise awareness of students’ successes in creative and artistic activities.

### Measures

* + - Support and development of the knowledge and skills of gifted students, applying educational tools and support for talented students.
		- Involvement of selected gifted students in creative and artistic projects.
		- Support for student participation in competitions both in the Czech Republic and abroad.

### Person responsible

Vice Dean for Study Affairs and Organization.

Vice Dean for Science and International Relations.

### FOSTERING STUDENT ENTREPRENEURSHIP AND SOFT SKILLS

### Measurable indicators of the specific objective

* + - Study programs supporting the development of students’ general and soft skills (100 %).
		- New and updated courses focused on selected competencies (critical thinking,

communication, IT skills, etc.) (10 %).

* + - Students involved in collaboration with practice (10 %).

### Ways to achieve strategic changes

* + - Support entrepreneurship and various forms of knowledge transfer between the applied and academic spheres (workshops, elective courses, involvement in specific forms of cooperation with professional practice).
		- Support entrepreneurship in the preparation and presentation of artistic activities

in the field of new media.

* + - Develop students’ soft and general competencies (through appropriately chosen methods and optimizing the organization of study).

### Measures

* + - Creation of new tools and educational and creative capacities to support student’s

entrepreneurship and the development of their soft skills.

* + - Involvement of students in the implementation of workshops, projects, presentations, and other events organized in cooperation with professional practice.

### Person responsible

Vice Dean for Study Affairs and Organization.

Vice Dean for Strategy and Development.

### PROMOTING DIGITALIZATION AND INCORPORATING DISTANCE-LEARNING ELEMENTS INTO EDUCATION

### Measurable indicators of the specific objective

* + - Percentage of courses in the curriculum supported by online learning materials (50 %).
		- Percentage of academic staff participating in training programs aimed at developing competencies supporting distance learning (10 % annually).

### Ways to achieve strategic changes

* + - Support the implementation of distance learning methods across all forms of study based on the mapping of faculty and labour market needs.
		- Develop digital competencies among educators to expand teaching tools

with digital resources.

* + - Enhance the availability of study materials in electronic form for both part-time and
		full-time study programs.
		- Deepen students’ digital competencies.

### Measures

* + - Organization of events that strengthen the knowledge and skills of educators in the field
		of distance learning.
		- Development of a database of digitized study materials and teaching resources for
		students.
		- Development and utilization of a digital platform for study resources and online
		communication within the IS SU environment.
		- Continuous maintenance and modernization of technical equipment for educational

purposes.

* + - Strengthening of security measures when using additional digital technologies.
		- Allowing students to borrow IT equipment.

### Person responsible

### Vice Dean for Study Affairs and Organization.

Vice Dean for Strategy and Development.

### DEVELOPING AN INDIVIDUALIZED APPROACH AND EXPANDING SUPPORT SERVICES FOR STUDENTS

### Measurable indicators of the specific objective

* + - At least 5 % of faculty students utilize individualized approaches and faculty service offerings.
		- At least 5 % of faculty students use support services provided by the Counselling Centre.

### Ways to achieve strategic changes

* + - Offer individualized consultations on academic and social matters.
		- Enhance awareness of available support and services offered by the Counselling Centre and Career Centre.
		- Expand the range of support services, including material assistance, information dissemination, and counselling tailored to various target groups.
		- Issue certifications for completed courses, even to students who did not successfully finish their studies, to facilitate credit recognition in future studies and support employability.
		- Develop and maintain infrastructure that ensures access to quality, modern teaching, and creative spaces aligned with current trends.
		- Continuously improve infrastructure to support housing and dining services for students.

### Measures

* + - Provision of individualized support for students with specific needs (study materials, modified course completion methods, etc.).
		- Promotion of the services of the Counselling Centre and Career Centre to target groups such as prospective students, current students, alumni, and staff.
		- Counselling, direct support, and barrier removal for access to education, including addressing obstacles to distance learning by providing essential equipment through free loans.
		- Modernization of teaching facilities to accommodate the needs of specific student groups.
		- Barrier-free access to teaching spaces, with adequate layouts and equipment tailored to the requirements of different fields of study.
		- Upgrading of housing facilities and diversify dining options.

### Person responsible

Vice Dean for Study Affairs and Organization.

Secretary.

**Priority area B**

**SCIENCE, RESEARCH, AND OTHER CREATIVE ACTIVITIES**

**Long-term vision**

**The faculty will create comprehensive conditions for the development of scientific, research, artistic, and other creative activities across the broad spectrum of disciplines aligned with its educational plans. We will promote interdisciplinarity and strive to achieve and openly disseminate relevant and recognized outcomes in basic, applied, and contract research, as well as artistic creation and creative activities with regional, national, and international impact. We will actively present and popularize the faculty’s scientific, research, artistic, and creative outputs to both professional and general audiences, enhancing its prestige and image.**

**Our mission in science, research, and creative activities**

The faculty will support the development of scientific, research, artistic, and creative activities across the full range of disciplines aligned with its educational areas, aiming for relevant, recognized results.

We will advance basic research and support applied research through research centres, institutes, research teams, and the involvement of talented undergraduate and postgraduate students.

We will foster interdisciplinarity, creativity, and modern methodologies and approaches.

The faculty will promote artistic research closely linked with socially relevant artistic and creative activities and encourage collaborative creativity across specialized faculty departments.

We will emphasize both prestigious and regionally significant research directions with the potential for internationally recognized outcomes, while educating future experts for careers in science and research.

We will increase awareness of the faculty’s achievements in science, research, and artistic creativity through effective presentation and popularization to

professional and general audiences, thereby enhancing its prestige and image.

**Strategic objective**

The faculty will focus on achieving excellence in basic research and ensuring the relevance of applied research across a wide spectrum of established disciplines in the humanities, arts, and information sciences. We will collaborate with strategic partners, both international and regional, and create a supportive environment for contract research and technology transfer.

**Specific objectives**

* 1. Supporting basic research and other creative activities while considering the specific needs of individual units.
	2. Promoting applied and contract research, fostering experimental development, and increasing the production of commercializable outcomes in scientific, research, and creative activities.
	3. Fostering collaboration and openness in creative activities.
	4. Achieving excellence in doctoral students’ creative activities and improving the quality of postgraduate education.

### SUPPORTING BASIC RESEARCH AND OTHER CREATIVE ACTIVITIES WHILE CONSIDERING THE SPECIFIC NEEDS OF INDIVIDUAL UNITS

### Measurable indicators of the specific objective

* + - Published results of basic scientific research in a manner appropriate to the field spectrum, utilizing open access (20).
		- Published results of artistic and other creative activities in a manner appropriate to the field spectrum (20).
		- Submitted project applications in the field of basic scientific and artistic research (10).
		- Completed projects or research tasks by interdisciplinary research teams (5).
		- International professional conferences (10).
		- Involvement of undergraduate and postgraduate students in scientific research teams (10).

### Ways to achieve strategic changes

* + - Foster individual and team research activities in humanities, arts, and informatics.
		- Support artistic research as a unique segment of scientific research closely linked to creative activities.
		- Provide administrative and organizational support for the preparation and implementation of projects and conferences.
		- Implement a system of incentives and rewards to motivate the improvement of research quality, knowledge transfer, and results presentation.
		- Encourage the publication of results in recognized databases (e.g., WoS, SCOPUS), peer-reviewed domestic and international journals, and platforms specific to disciplines.
		- Promote open access publishing, including online formats, in alignment with field-specific needs and national strategies.
		- Collaborate with domestic and international institutions and support participation in international projects.

### Measures

* + - Utilization of external funding opportunities for creative activities.
		- Development of the faculty’s administrative and organizational support system for project activities.
		- Preparation and updating of incentive and reward systems for activities related to the preparation and implementation of projects funded by external providers focused on basic research.
		- Development and disciplinary differentiation of faculty rules for evaluating high-quality outcomes in scientific, research, and creative activities.
		- Support for open access to research and development results in alignment with national strategies.
		- Support for international cooperation in scientific, research, and artistic activities, and the presentation of their results in the public domain (including projects from external providers and contractual collaborations with regional and national institutions).
		- Support for the involvement of outstanding domestic and international experts in the faculty’s scientific research and other creative activities.
		- Support for the presentation and popularization of results from basic research, artistic, and other creative activities.

### Person responsible

Vice Dean for Science and International Relations.

### PROMOTING APPLIED AND CONTRACT RESEARCH, FOSTERING EXPERIMENTAL DEVELOPMENT, AND INCREASEING THE PRODUCTION OF COMMERCIALIZABLE OUTCOMES OF SCIENTIFIC, RESEARCH, AND OTHER CREATIVE ACTIVITIES

### Measurable indicators of the specific objective

* + - Published results of applied research and other creative activities in a manner appropriate to the faculty’s disciplinary spectrum, utilizing open access (20).
		- Submitted project applications in the field of applied research and the arts (10).
		- Applied research projects undertaken in collaboration with external institutions or the application sector (5).
		- Presentation of the results of artistic creative activities domestically and internationally (10).
		- Interdisciplinary professional workshops (10).
		- Establishment of contractual cooperation with the public or private sector (5).

### Ways to achieve strategic changes

* + - Increase the relevance of applied research within the faculty’s academic community.
		- Identify relevant topics for applied and contract research, responding to societal trends and practical needs.
		- Support collaboration with institutions from professional and industry practice in applied research projects.
		- Promote interdisciplinarity in applied research and foster collaboration across faculty departments and university units.
		- Support partnerships with professional and application sectors in the fields of applied and contract research.
		- Collaborate on the transfer of applied research outcomes into practice.
		- Encourage the implementation of contract research.

### Measures

* + - Effective use of external funding opportunities for creative activities.
		- Creation and innovation of a system of motivational tools to increase interest

applied and contract research.

* + - Development of the faculty system of administrative and organizational support for project activities.
		- Development and sectoral differentiation of faculty rules for evaluating the results of applied research, scientific, research, artistic, and other creative activities.
		- Revision and updating of contracts with external institutions with potential for involvement in applied and contract research.
		- Organization of training platforms to strengthen the employees’ knowledge in the field of commercialization and technology transfer.
		- Organization and execution of joint events with representatives from the professional and application sectors to exchange information, establish, and develop cooperation.
		- Support for the presentation and popularization of the results of applied and contract research and other creative activities.

### Person responsible

Vice Dean for Science and International Relations.

### FOSTERING COLLABORATION AND OPENNESS IN CREATIVE ACTIVITIES

### Measurable indicators of the specific objective

* + - Concrete outcomes of creative collaboration with domestic and international institutions (publications, conferences, etc.) (10).
		- Concrete outcomes of artistic collaboration with domestic and international institutions (publications, exhibitions, audiovisual outputs, etc.) (10).
		- Submitted projects prepared in collaboration between two or more faculty departments; with another university department or unit or external institution (5).
		- New or updated partnership agreements with research and application organizations (10).
		- Specific publishing and non-publishing outcomes of creative collaborations across the faculty’s disciplinary spectrum (5).

### Ways to achieve strategic changes

* + - Promote collaboration among faculty departments and teams across disciplines in scientific, research, artistic, and other creative activities.
		- Support the preparation and implementation of interdisciplinary projects as investigators, co-investigators, or collaborating teams.
		- Increase motivation for an interdisciplinary approach in scientific, research, artistic,

and other creative activities.

* + - Present the results of science, research, artistic, and other creative activities to the professional community both domestically and internationally.
		- Present and popularize the outcomes of science, research, artistic, and other creative activities to the general public.

### Measures

* + - Effective use of external funding opportunities for artistic and other creative activities, supporting project preparation.
		- Creation and continuous innovation of platforms in Czech and English for mutual

sharing suggestions, proposals and the results of creative activities.

* + - Organization of interdisciplinary conferences.
		- Creation and continuous innovation of platforms for sharing the results of science, research and other creative activities in Czech and English (websites, community platforms).

### Person responsible

Vice Dean for Science and International Relations.

### ACHIEVING EXCELLENCE IN DOCTORAL STUDENTS’ CREATIVE ACTIVITIES AND IMPROVING THE QUALITY OF POSTGRADUATE EDUCATION

### Measurable indicators of the specific objective

* + - Doctoral students involved in projects, research, and creative teams (25 % of enrolled students).
		- Doctoral students participating in international mobility programs (25 %).
		- Published results of scientific, research or artistic activities of doctoral students.
		- Participation of doctoral students in international scientific conferences and specialized workshops on applied research (10).
		- Defences of doctoral theses in selected fields with at least one international opponent or committee member in each committee.

### Ways to achieve strategic changes

* + - Support talented master’s students and motivate them to pursue doctoral study programs.
		- Involve outstanding experts in the individual preparation of students and in the guidance of their research, artistic, and other creative activities.
		- Organize international internships for students with potential in scientific,

artistic and other creative activities.

* + - Encourage students to participate in the work of specialized teams within scientific, research, and artistic projects.
		- Create an international learning environment for international students with an emphasis on doctoral study programs.

### Measures

* + - Utilization of exceptional scholarship opportunities to reward talented students for high-quality published results of scientific, research, artistic, and other creative activities.
		- Preparation of scholarship programs for students involved in project teams.
		- Systematic improvement of awareness and motivation of those interested in doctoral studies.
		- Ensuring well-informed guidance for the research and artistic activities of doctoral students with an appropriate level of individual communication.
		- Involvement of international experts in the teaching and training of doctoral students.

### Person responsible

Vice Dean for Science and International Relations.

**Priority Area** **C**

**SOCIAL ROLE**

**Long-term vision**

**The faculty will strengthen its role as a community hub, fostering meaningful connections within the student and teaching community and with the broader external environment. We will reflect on and deepen our local and regional roots while enhancing our broader significance as an educational and research institution committed to social and environmental responsibility. We will meet public expectations by disseminating the latest scientific knowledge and artistic creations, while reinforcing historical and cultural identity. Additionally, we will actively contribute to lifelong learning, supporting individuals across all age groups and social strata.**

**Our mission in the social role**

The faculty will strengthen its position as a cultural and educational hub for Opava and the broader region through activities and events aimed at students, youth, and the general public.

We will actively participate in cultural, social, artistic, and educational events that enhance the qualities and potential of the region and the city.

We will disseminate the latest scientific and research findings through engaging forms of lifelong learning.

The faculty will also lead by example in fostering social responsibility and environmental awareness.

**Strategic objective**

The faculty will fulfil its active social role and strengthen its importance for the city and the broader region.

**Specific objectives**

* 1. Reflecting societal and current challenges, actively engaging in strategic regional development, and contributing to the life of university cities.
	2. Fostering social responsibility.
	3. Expanding the range of lifelong learning courses.
	4. Supporting community life during and after studies.

### REFLECTING SOCIETAL AND CURRENT CHALLENGES, ACTIVELY ENGAGING IN STRATEGIC REGIONAL DEVELOPMENT, AND CONTRIBUTING TO THE LIFE OF UNIVERSITY CITIES

### Measurable indicators of the specific objective

### Contractual collaborations and partnerships with local and regional administrative, public, and private institutions (10).

* + - Faculty involvement in activities and projects of local and regional organizations and service providers (5).
		- Organization and co-organization of public events in the city and region (10).

### Ways to achieve strategic changes

* + - Develop cooperation with the Statutory City of Opava, the Moravian-Silesian Region, and

other partners, actively addressing local and regional issues.

* + - Implement joint activities and projects with local and regional institutions, schools, employers, public authorities, etc.
		- Establish new partnerships.
		- Use the faculty’s visitor centres for local and regional collaboration.
		- Organize cultural and educational events for the public.

### Measures

* + - Analysis of contractual and non-contractual cooperation with local and regional institutions.
		- Short- and medium-term plans for activities aimed at the social role of the faculty in the city and region.
		- Organization of professional and cultural activities for the public.
		- Organization, expert support, and cooperation in organizing cultural and educational events.

### Person responsible

Dean.

Vice Dean for Strategy and Development.

Secretary.

Head of the Centre for Marketing and Communication.

### FOSTERING SOCIAL RESPONSIBILITY

### Measurable indicators of the specific objective

* + - Innovation of the building and technical infrastructure and interior furnishings of the faculty, taking into account the need for low energy consumption and the use of carbon-neutral products (2 activities).
		- Incorporation of ecological principles into the daily operations of the faculty (2 activities).

### Ways to achieve strategic changes

* + - Promote sustainability and nature-friendly approach, focusing on the principles of ecological and sustainable operations and development of the faculty.
		- Meet the requirements for higher levels of waste separation.
		- Develop “green” areas around the faculty buildings and dormitories.
		- Support social responsibility in scientific, research, artistic, and other creative activities.
		- Encourage faculty students and staff to engage in socially responsible

activities.

* + - Actively address any elements and types of discrimination. Eliminate conflicts.
		- Support cooperation with non-profit organizations and the involvement of both staff and students in volunteer work.

### Measures

* + - Analysis of the current state of material use and preparation of a concept for potential application of ecological materials and carbon-neutral products.
		- Increase of waste separation, focus on energy savings, etc.
		- Consideration of social and environmental responsibility in both

investment and non-investment activities.

* + - Implementation of the principles of social responsibility into the internal regulations of the faculty.
		- Support for specific projects in the area of social responsibility.
		- Recognition of staff and students for their involvement in volunteer work.

### Person responsible

Vice Dean for Strategy and Development.

Secretary.

### EXPANDING THE RANGE OF LIFELONG LEARNING COURSES

### Measurable indicators of the specific objective

* + - Lifelong learning courses organized by the faculty (10).

### Ways to achieve strategic changes

* + - Organize diverse lifelong learning courses in line with the faculty’s interdisciplinary
		profile, targeting various groups.
		- Actively promote lifelong learning courses in the city and the broader region.
		- Collaborate in course creation with schools at all levels, representatives from

practice, and local authorities.

### Measures

* + - Analysis and evaluation of the current state of course implementation.
		- Analysis of social demand in the area of lifelong learning and proposal of measures.
		- Establishing collaboration with external partners in the development of continuing
		education courses.
		- Increase in the number of courses organized by the faculty.

### Person responsible

Vice Dean for Study Affairs and Organization.

Vice Dean for Strategy and Development.

### SUPPORTING COMMUNITY LIFE DURING AND AFTER STUDIES

### Measurable indicators of the specific objective

* + - Engagement of students and alumni in faculty life (10 events).
		- Joint events with alumni (2 events).

### Ways to achieve strategic changes

* + - Support and promote student organizations and activities.
		- Foster cultural, social and sports life at the faculty.
		- Strengthen connections and cooperation with alumni.
		- Organize informal activities for students, teachers, and alumni.

### Measures

* + - Analysis of the current state of cooperation with students and alumni.
		- Support for events involving academic and non-academic staff, students, and alumni to build a community at the faculty.
		- Provision of facilities for student organizations and activities, while actively
		encouraging students to participate in faculty events.
* Development of connections and alumni.

### Person responsible

Vice Dean for Study Affairs and Organization.

Vice Dean for Strategy and Development.

**Priority area D**

# INTERNATIONALIZATION

**Long-term vision**

**The faculty will actively support the internationalization of all its activities in education, scientific, research, artistic, and other creative fields, as well as the dissemination of their results, recognizing this as essential for further development in these areas. We will cultivate an environment that fosters openness and friendliness towards international students, faculty members, and professional partners. Furthermore, we will prepare our students for life and future careers in a globalized world.**

**Our mission in internationalization**

The faculty will support internationalization, reward participation in mobility programs and recognize achievements realized abroad.

We will foster the creation of connections and strategic partnerships internationally, preparing students and faculty members to work in a global environment. To improve their language competencies, communication skills, and awareness of target countries and regions, we will provide necessary support and opportunities.

We will promote the perception of international study stays and internships as an integral part of both academic and professional life, helping individuals gain valuable experiences through international mobility that will enrich both their personal growth and the faculty’s institutional development.

We will enhance the attractiveness of the faculty as a destination for international students, faculty members, researchers, and other staff by providing a welcoming environment and high-quality services. We will also develop international marketing efforts to promote the faculty globally.

**Strategic objective**

The faculty will develop the global competencies of students and staff, aiming to integrate an international dimension into all their activities. We will increase the scope of teaching and creative activities in foreign languages, as well as enhance the competencies required for teaching in an international environment. The faculty will also create an attractive environment for international students and staff.

**Specific objectives**

* 1. Strengthening strategic management in the area of internationalization.
	2. Creating an international learning environment.
	3. Enhancing promotion and supporting services for international students and staff.
	4. Expanding international mobility and global competencies of students and staff.

### STRENGTHENING STRATEGIC MANAGEMENT IN THE AREA OF INTERNATIONALIZATION

### Measurable indicators of the specific objective

* + - Regular updates of the internationalization concept in the medium-term perspective (3 times during the monitoring period).
		- Optimized structure of international partnerships beneficial for the development and effective cooperation with international partners (2 times during the monitoring period).

### Ways to achieve strategic changes

* + - Regularly assess the status and effectiveness of international contractual partnerships with the aim of optimization.
		- Open up to collaboration with new partners from the academic and research sectors, the application field, and the public sphere.
		- Regularly evaluate funding opportunities designated for the development of internationalization and international cooperation and use them effectively.
		- Develop cooperation with the Centre for International Cooperation, Study in the Czech Republic, diplomatic missions, and other relevant institutions.

### Measures

* + - Comprehensive SWOT analysis of internationalization areas.
		- Preparation and development of an internationalization strategy for the long- and medium-term perspective, with ongoing evaluations.
		- Regular review of international partnerships with proposals for

strategic and specific measures (mobilities, scientific, research, artistic, and creative activities, education, international relevance of activities, etc.).

* + - Optimization of the network of cooperating international institutions.
		- Creation of a working group for internationalization as a tool for its improvement, organization, and management.
		- Internships at international universities for non-academic staff involved in internationalization.
		- Sharing of experiences and collaboration with other departments and universities.

### Person responsible

Vice Dean for Science and International Relations.

### CREATING AN INTERNATIONAL LEARNING ENVIRONMENT

### Measurable indicators of the specific objective

* + - Involvement of international experts in teaching and related educational activities (20).
		- New foreign language courses and other educational platforms to enhance students’ competencies (20).
		- Number of international students in accredited study programs (20).
		- Foreign language study materials for incoming and domestic students (20).
		- Preparation of accreditation of study programs in a foreign language (2).

### Ways to achieve strategic changes

* + - Regularly evaluate the international environment in teaching across all its segments, seeking opportunities for its improvement and innovation.
		- Nurture international contacts with university, research, and other international organizations, as well as individuals, with the potential for involvement in teaching.
		- Optimize the offering of courses taught in foreign languages, considering content and methodological relevance, student interest, etc.
		- Create favourable conditions for long-term and short-term stays of international academic staff participating in teaching.
		- Evaluate the readiness for accrediting and implementing foreign-language study programs, considering the faculty’s disciplinary range and potential student interest.
		- Support the creation of domestic and acquisition of external foreign-language study materials in the necessary breadth of titles.

### Measures

* + - SWOT analysis of the current state and needs of the international environment at the faculty.
		- Ongoing analysis of funding opportunities to support the international environment.
		- Utilization of external and internal financial resources to support bilateral mobility with the potential to enhance the level of the international environment in teaching.
		- Increase in the number of international experts participating in teaching, science and research, and related educational and creative activities.
		- Expansion of the database of foreign language study materials.
		- Collaboration with organizations promoting study in the Czech Republic (e.g., the Centre for International Cooperation, Study in the Czech Republic) and with international student clubs.

### Person responsible

Vice Dean for Science and International Relations.

### ENHANCING PROMOTION AND SUPPORT SERVICES FOR INTERNATIONAL STUDENTS

### AND STAFF

### Measurable indicators of the specific objective

* + - Creation of a support and service system for international students and academics (1).
		- Bilingual versions of key documents and materials for incoming mobility participants, international students, and academics (annual updates).
		- Internationally oriented marketing activities targeting international groups (20).
		- Information platforms in foreign languages for participants of international mobility programs (websites, flyers, brochures with regular updates).
		- Buddy program as a tool for the integration of international students (2 student pairings per year).

### Ways to achieve strategic changes

* + - Create and maintain a welcoming and supportive environment for international students and staff.
		- Improve the awareness of international students regarding studies and potential involvement in creative activities using both traditional and modern platforms and information channels.
		- Support and develop integration activities for international students and staff.
		- Encourage active leisure time engagement for international students and staff, contributing to the offering of sightseeing, recreational, and sports activities.
		- Actively promote faculty studies and internships abroad through faculty communication channels and third-party platforms.
		- Effectively use websites and social media for communication with international students.
		- Develop internationally oriented marketing activities.
		- Organize International Days in cooperation with partner universities.
		- Enhance collaboration with the public sector and local government in promoting Opava as a city suitable for studying.

### Measures

* + - Analysis of necessary activities related to the study of international students and the involvement of international experts at the faculty, as well as the process analysis of mobilities.
		- Support for a communication-friendly web environment for international mobility participants.
	+ Internationally accessible orientation system in the faculty buildings.
	+ Online communication for the administration of international mobilities.
	+ Innovation of spatial and material facilities for international students and staff within the faculty premises.
* Preparation and continuous updating of documents, informational, and promotional materials for international students and guests in both printed and online formats.
* Development of the Buddy program with active participation from faculty students.
* Involvement of international students and staff in faculty activities.
* Organization of leisure activities for international students in collaboration with local and regional partners.
* Modernization of accommodation services for international students and staff.

### Person responsible

Vice Dean for Science and International Relations.

Head of the Centre for Marketing and Communication.

Secretary.

### EXPANDING INTERNATIONAL MOBILITY AND GLOBALCOMPETENCIES OF STUDENTS AND STAFF

### Measurable indicators of the specific objective

* + - Promoting the involvement of students and academic and non-academic staff for international mobilities (15 per year).
		- Regular organization of Erasmus+ workshops and webinars on opportunities for studying abroad etc. (2 times per year).
		- Information platforms for international mobilities for students and academic staff (50).
		- Language and other courses for students, as well as academic and non-academic staff (20).

### Ways to achieve strategic changes

* + - Motivate students and academic staff to participate in both short-term and long-term international mobilities to strengthen the quality of international collaboration and develop international partnerships.
		- Support flexible types of mobilities for students and staff (e.g., virtual, blended, or short-term mobilities).
		- Encourage academic staff participation in international conferences and research stays to enhance their professional and language skills and prepare them for involvement in international project calls.
		- Support student participation in international conferences to improve academic success, professional expertise, and language competencies.
		- Increase the level of language proficiency among students, academic, and non-academic staff.
		- Prepare students for participation in the globalizing European space, respecting the cultural and linguistic differences of the countries and regions involved in internationalization.
		- Regularly train coordinators and administrators of international mobilities at all levels.

### Measures

* + - Organization of educational activities and training for faculty staff involved in internationalization, and support for participation in training courses and seminars on internationalization offered by external institutions.
		- Preparation of audiovisual and other support materials for students and staff participating in international mobilities.
		- Creation of tools to consider international mobilities when evaluating academic staff performance.
		- Support for the integration of educational segments completed by students during international mobilities into their individual study plans.
		- Organization of language courses for students, academic, and non-academic staff.
		- Implementation of the European Commission’s Erasmus Without Paper initiative, European Student Card, and other current activities.
		- Regular updates of the website with information on international mobility opportunities.

### Person responsible

Vice Dean for Science and International Relations

Vice Dean for Study Affairs and Organization.

**Priority area E**

# HUMAN RESOURCES DEVELOPMENT

**Long-term vision**

**The faculty will motivate employees to pursue personal and career development, fostering a culture of growth and advancement. We will optimize the structure of academic and non-academic staff to align with current needs and the development potential of promising areas in education, scientific, research, creative endeavours, and other key activities. Additionally, we will ensure that all employees have access to the necessary support infrastructure based on the principle of shared spaces, while also optimizing specialized facilities tailored to specific activities.**

**Our mission in human resources development**

We will offer employees attractive working conditions, motivate them for career and personal development, and encourage them to achieve excellent results.

The faculty will provide academic, scientific and research staff with the support they need to fully engage in their professional, artistic, and other creative activities.

We will foster good interpersonal relationships in the workplace and a pleasant working environment. Whenever possible, based on the nature of the work, we will offer flexible work options.

The faculty will ensure equal treatment of all employees, regardless of age, gender, orientation, ethnic, racial, or social background. We will actively address instances of workplace discrimination and work to prevent such situations.

**Strategic objective**

We will enhance the attractiveness of the faculty for academic, scientific, and research staff, as well as other employees, by supporting high-quality work outcomes through benefits and rewards. We will create conditions that enable a balance between a fulfilling professional career and personal life.

**Specific objectives**

* 1. Strengthening motivation for personal and career development of employees.
	2. Developing a proactive policy for recruiting new academic and scientific staff, and filling senior positions.
	3. Ensuring adequate support infrastructure for staff across all units.

### STRENGTHENING MOTIVATION FOR PERSONAL AND CAREER DEVELOPMENT OF EMPLOYEES

### Measurable indicators of the specific objective

* + - Faculty academic staff who have successfully completed doctoral studies, habilitation procedures, and procedures for appointment as professors (10).
		- Employees participating in educational activities focused on personal development (20 %).

### Ways to achieve strategic changes

* + - Support the professional development of academic staff and enhance their scientific, research, and artistic performance.
		- Motivate employees for personal and career growth.
		- Encourage academic staff and other employees to achieve outstanding results.
		- Support participation in educational activities focused on personal development.
		- Strive to strengthen a balanced age and gender structure among academic staff and other faculty employees.

### Measures

* + - Creation and continuous update of tools for the evaluation of academic, scientific, research, and other employees.
		- Creation and continuous update of rules for rewarding academic staff who achieve excellent results in scientific, research, artistic, and other creative activities, according to the applicable methodology, with consideration of their field of specialization.
		- Analysis of flexible employment options, part-time positions, and specific approaches to the implementation of academic activities, with proposals for measures to optimize these while maintaining full

employee performance.

* + - Social counselling in crisis situations.

### Person responsible

Dean.

Heads of institutes/workplaces.

Secretary.

### DEVELOPING A PROACTIVE RECRUITMENT POLICY FOR ACADEMIC

### AND SCIENTIFIC STAFF, AND FILLING SENIOR POSITIONS

### Measurable indicators of the specific objective

* + - Publication of job offers for positions in science, research and artistic creation on suitable international platforms.
		- Recruitment and selection of employees based on OTM-R principles.
		- Periodic organization of selection procedures for head positions at institutes and specialized workplaces based on selection processes (5-year periodicity).

### Ways to achieve strategic changes

* + - Support the development of quality successors as a prerequisite for natural generational change among employees, and foster career growth.
		- Offer equal opportunities for growth, salary, and working conditions regardless of gender, nationality, race, age, marital status, or other factors.
		- Link the recruitment of new academic and scientific staff to specific goals and professional outcomes, involvement in teamwork, and connect employees’ material incentives to the achievement of these goals.
		- Support family-friendly policies and work-life balance for employees.

### Measures

* + - Recruitment and selection rules for filling academic and other positions, considering the principles of transparency, adherence to OTM-R policy, and compliance with anti-discrimination behaviour and gender equality standards.
		- A system for evaluating new employees linked to material incentives tied to the achievement of expected results.

### Person responsible

Dean.

Heads of institutes/workplaces.

Secretary.

### ENSURING ADEQUATE SUPPORT INFRASTRUCTURE ACROSS ALL UNITS

### Measurable indicators of the specific objective

* + - Regular evaluation of the quality of infrastructure and the current cultural level of the working environment for educational, research, and creative activities, as well as other relevant purposes (3 times).
		- Innovation of technical and informational equipment for faculty staff facilities (2 times).

### Ways to achieve strategic changes

* + - Continuously modernize, innovate, and improve the spatial and technical equipment for educational, research, artistic, and other creative activities.
		- Strive to create conditions for relocating all faculty workplaces to modernized spaces under its management.
		- Utilize external resources for the modernization and enhancement of infrastructure and the improvement of the faculty’s working environment.
		- Support the necessary technical equipment for employees to enable flexible forms of employment.
		- Explore opportunities to support elements of a healthy lifestyle in the workplace (e.g., catering).

### Measures

* + - Regular analysis of the infrastructure and cultural level of the working environment, with proposals for measures to address necessary steps.
		- Flexible response to opportunities for innovating the working environment and corresponding facilities through grants from the Ministry of Education, Youth and Sports (MŠMT) and other external providers.

**Person responsible**

Dean.

Vice Dean for Strategy and Development.

Secretary.

**Priority area F**

# PR & MARKETING AND IMAGE

# Long-term vision

**The faculty will strengthen its positive image on both national and international levels by utilizing modern and traditional communication tools. We will uphold and enhance its reputation as an attractive, multifaceted institution with a strong position in the region. We will popularize education and the outcomes of scientific, research, artistic, and creative activities, actively disseminating new knowledge and examples of best practices to the broader public.**

**Our mission in PR & marketing and image**

We will strengthen the image of the faculty as a significant educational, research, and creative institution, clearly articulating its mission and objectives.

The faculty will present and promote the knowledge, outcomes, and practical benefits of all its humanities, informatics, and arts programs

We will uphold the values of humanity, democracy, equality, diversity, tolerance, cultural richness, and sustainable development.

The faculty will actively and clearly communicate with the broader public, partner institutions, students, alumni, and prospective applicants.

We will collaborate closely through relationship networks and modern communication tools.

Open internal communication will serve as a key tool for strengthening employees’ connection to the faculty, fostering team cohesion, and increasing engagement in the achievements of the faculty and the university.

**Strategic objective**

To develop communication inside and outside the faculty, to use modern communication and marketing trends and technologies in PR strategy, to strengthen the active approach to presentation and popularization.

**Specific objectives**

* 1. Streamlining and unifying communication across the university.
	2. Promoting high quality and effective marketing and public engagement.
	3. Popularizing the outcomes of scientific and other creative activities.

### STREAMLINING AND UNIFYING COMMUNICATION ACROSS THE UNIVERSITY

### Measurable indicators of the specific objective

* + - Utilization of modern digital platforms to enhance communication and information-sharing among employees, students and alumni, with regular updates (once every two years).
		- Mentoring of academic and other staff in digital and media literacy (20 %).

### Ways to achieve strategic changes

* + - Ensure adherence to internal communication rules.
		- Ensure adherence to a unified visual style for communication and presentation.
		- Increase the digital and media literacy among staff in institutes and other faculty departments responsible for their presentation.
		- Motivate employees and students to engage in events organized by the faculty.
		- Build and develop communication tools within the internal environment of the faculty.
		- Increase the interactivity of faculty institutes, centres and other departments in promoting the faculty in cooperation with other parts of the university.

### Measures

* + - Regular analysis of the methods and level of internal communication.
		- Establishment and innovation of internal communication rules.
		- Manual for the activities of institutes, centres and other faculty departments to ensure a unified approach to the presentation and popularization of these activities.
		- Regular workshops focused on communication skills for presenting the

faculty and popularizing its results.

* + - Development of visual identity (merchandising and modern design elements).
		- Student manual and its regular updates.
		- Employee handbook and its regular updates.

### Person responsible

Vice Dean for Strategy and Development.

Head of the Centre for Marketing and Communication.

### PROMOTING HIGH-QUALITY AND EFFECTIVE MARKETING AND PUBLIC ENGAGEMENT

### Measurable indicators of the specific objective

* + - Open house days (3 times per year).
		- Field-specific days (5 times per year).
		- Modern digital platforms for communication with the public (once every two years).
		- Media projects (10).

### Ways to achieve strategic changes

* + - Support strategic campaigns targeted at prospective students through modern online communication platforms.
		- Prepare active presentations of study programs and comprehensive information

about studies and student services.

* + - Develop cooperation with key media, professional, and expert institutions, with

an emphasis on relevant target groups.

* + - Expand foreign language communication platforms.

### Measures

* + - Regular analysis and evaluation of the marketing and communication plan.
		- Short- and medium-term marketing and communication strategies for online and offline

environments.

* + - Utilization of multimedia content on internal digital platforms and social media.
		- Creation of attractive merchandising for target groups as a supporting communication and presentation element.
		- Regular updates of the digital manual for prospective students.
		- Place branding and development of additional communication tools.
		- Ongoing cooperation with key regional and supra-regional institutions, focusing on relevant target groups.

### Person responsible

Head of the Centre for Marketing and Communication.

### POPULARIZING THE OUTCOMES OF SCIENTIFIC AND OTHER CREATIVE ACTIVITIES

### Measurable indicators of the specific objective

* + - Communication platform for the comprehensive presentation of the scientific, research, artistic and professional outputs of the faculty and its updates (3).
		- Popularized and promoted publications and other results of scientific, research,

artistic, and other creative activities (10 times per year).

### Ways to achieve strategic changes

* + - Support the presentation and popularization of scientific, research, artistic and creative activities of departments, research centres, and institutes.
		- Motivate employees to present the results of their own work and their workplaces.
		- Develop and actively promote the presentation of interdisciplinary collaborations

across the faculty and university.

* + - Actively cooperate with secondary and primary schools, regional institutions, and the public.
		- Utilize the faculty visitor centres.

### Measures

* + - Mentoring of key employees in the area of popularization and promotion.
		- Printed, digital and media platforms for the popularization and presentation of the results of science, research, artistic, and other creative activities.
		- Campaigns to support diverse presentation and popularization platforms.
		- Events at visitor centres, including thematic events organized independently or in collaboration with external partners.

### Person responsible

Head of the Centre for Marketing and Communication.

**Priority Area G**

**STRATEGIC MANAGEMENT**

**Long-term vision**

**The faculty will strive for development and economic stability in line with fulfilling its mission. We will engage all faculty staff in strategic management and in maintaining a healthy budget that ensures acceptable conditions for the implementation and necessary development of our activities.**

**Our mission in strategic management**

We will ensure the quality of education, scientific, research, artistic, and other creative activities by regularly evaluating these efforts and implementing measures to stabilize and further develop them.

The faculty will strive to maintain a healthy budget through the involvement of all levels of faculty governance.

Strive to maintain a healthy budget with the involvement of all levels of faculty governance.

We will apply strategic management and promote the faculty’s economic stability to fulfil its role within the region and the structure of universities in the Czech Republic.

**Strategic objective**

We will strengthen the strategic management system and ensure long-term stability of funding.

**Specific objectives**

* 1. Strengthening the system of strategic management and enhancing the quality of teaching, research, and other creative activities.
	2. Improving the efficiency and digitalization of internal processes.
	3. Ensuring long-term internal financial stability.

###  STRENGTHENING THE SYSTEM OF STRATEGIC MANAGEMENT AND ENHANCING THE QUALITY OF TEACHING, RESEARCH, AND OTHER CREATIVE ACTIVITIES

### Measurable indicators of the specific objective

* + - Involvement of external experts in the strategic management of the faculty (5).

### Ways to achieve strategic changes

* + - Continuously coordinate the achievement of the goals outlined in this strategic plan.
		- Collaborate with the leadership of institutes/workplaces and other university units in establishing the management system.
		- Build a system for managing and controlling the quality of educational, scientific, research, and other creative activities at the level of institutes, centres, and other mid-level faculty workplaces.
		- Strengthen the active involvement of senior staff in driving strategic changes.
		- Support the education of faculty leaders in the areas of management and strategic management.
		- Regularly conduct marketing surveys targeting relevant groups.

### Measures

* + - Data collection for the strategic management of the faculty.
		- Analysis of the management system of activity segments and the proposal of measures for its optimization and success.
		- Creation of working groups for managing and coordinating key activities of the faculty.
		- Collaboration with external experts.
		- Implementation of minimum management standards and principles of subordination into the activities of individual institutes and other faculty workplaces.
		- Courses focusing on management and strategic management.

**Person responsible**

Dean.

Vice Dean for Strategy and Development.

Secretary.

Heads of institutes/workplaces.

###  IMPROVING THE EFFICIENCY AND DIGITALIZATION OF INTERNAL PROCESSES

### Measurable indicators of the specific objective

* Digitization of support processes in faculty management (75 %).

### Ways to achieve strategic changes

* Conduct process audits and implement their key findings for the management of the faculty and its workplaces.
* Develop and systematize internal communication, the management system, and accountability across the faculty workplaces.
* Collaborate in the implementation of university-wide digitization trends and platforms.

### Measures

* Rules for digitalization of processes and its implementation at the mid-management level.
* Creation and innovation of rules for internal communication, the management system,

and responsibilities.

### Person responsible

Vice Dean for Strategy and Development.

Secretary.

###  ENSURING LONG-TERM INTERNAL FINANCIAL STABILITY

### Measurable indicators of the specific objective

* + - Regular analysis of faculty funding (annually).

### Ways to achieve strategic changes

* + - Adhere to rational budgeting at all levels of the faculty to support its financial stability during organizational changes and in light of changes to university funding rules.
		- Reduce operating costs through the efficient use of space and equipment.
		- Strengthen the principle of diversified funding sources.
		- Support the safe utilization of grant funds to maintain the faculty’s financial health.
		- Enhance the involvement and accountability of staff at lower management levels concerning financial balance.
		- Increase the engagement of faculty leaders in the cost-effectiveness and economic viability of individual activities.

### Measures

* Analysis of the current situation and subsequent recommendations for

 the faculty’s direction in the area of financing education, scientific, research, and other creative activities.

* Administrative support for submitting projects and grants within

 available calls.

* Regular analysis and monitoring of project sustainability.
* Analysis of the financial impact of projects and their sustainability on

the faculty’s budget prior to submission, with the aim of eliminating

projects that pose a threat to financial stability.

* Motivational incentives to support diversified funding for development,

 educational, and creative activities.

### Person responsible

Dean.

Secretary.

**Submitted by:** prof. PhDr. Irena Korbelářová, Dr., Dean

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