

Implementation schedule

of the Strategic Plan of the Silesian University in Opava

for 2023

Opava | Karviná

(spolu)



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INTRODUCTION

The Implementation Schedule of the Strategic Plan of the Silesian University in Opava for 2023 (referred to as the "ISSP 23") serves as an action plan comprising selected activities aimed at supporting the achievement of the objectives outlined in the overall SU strategy defined in the Strategic Plan of the Silesian University in Opava 2021+ (the "SPSU 21+"). The ISSP 23 is based on the areas defined in the SPSU 21+ to effectively describe the desired outcomes linked to the implementation of our strategy by the end of 2023. This approach enables us to clearly outline the specific outcomes we aim to accomplish, which in turn contribute to the measurable indicators defined in the strategic document. In order to continue supporting the implementation of these activities throughout 2023, we will utilise the Strategic Management Support Programme for Universities, the details of which are included in the Annex to the ISSP 23.

If we look at the document from the perspective of individual areas, it becomes apparent that in the field of vocational education, activities aimed at bridging the gap between teaching and practical application, as well as the necessary organisational, methodological, and IT support, will continue in 2023. We will focus on the development of pedagogical competencies, innovative teaching methods, and the personal growth of academic staff. Additionally, efforts will be made to foster the development of soft skills and promote student entrepreneurship. In the realm of science, research, and other related activities, the document places significant emphasis on the advancement of doctoral studies. However, this area is expected to be strongly influenced in 2023 by the necessary steps resulting from anticipated legislative changes to the Higher Education Act. Regarding the fulfilment of the University's third role, which pertains to its social responsibility, we will support both traditional and novel cultural, sporting, and social activities organised by student societies. Furthermore, ongoing initiatives in lifelong learning, catering to both older individuals (U3A) and the younger generation (Children's University), will receive continued backing. In the realm of sustainable development, we will build upon the progress initiated in 2022, which includes the installation of Filtermac water dispensers in the SU buildings. Our ongoing efforts aim to further promote sustainable practices and environmental responsibility.

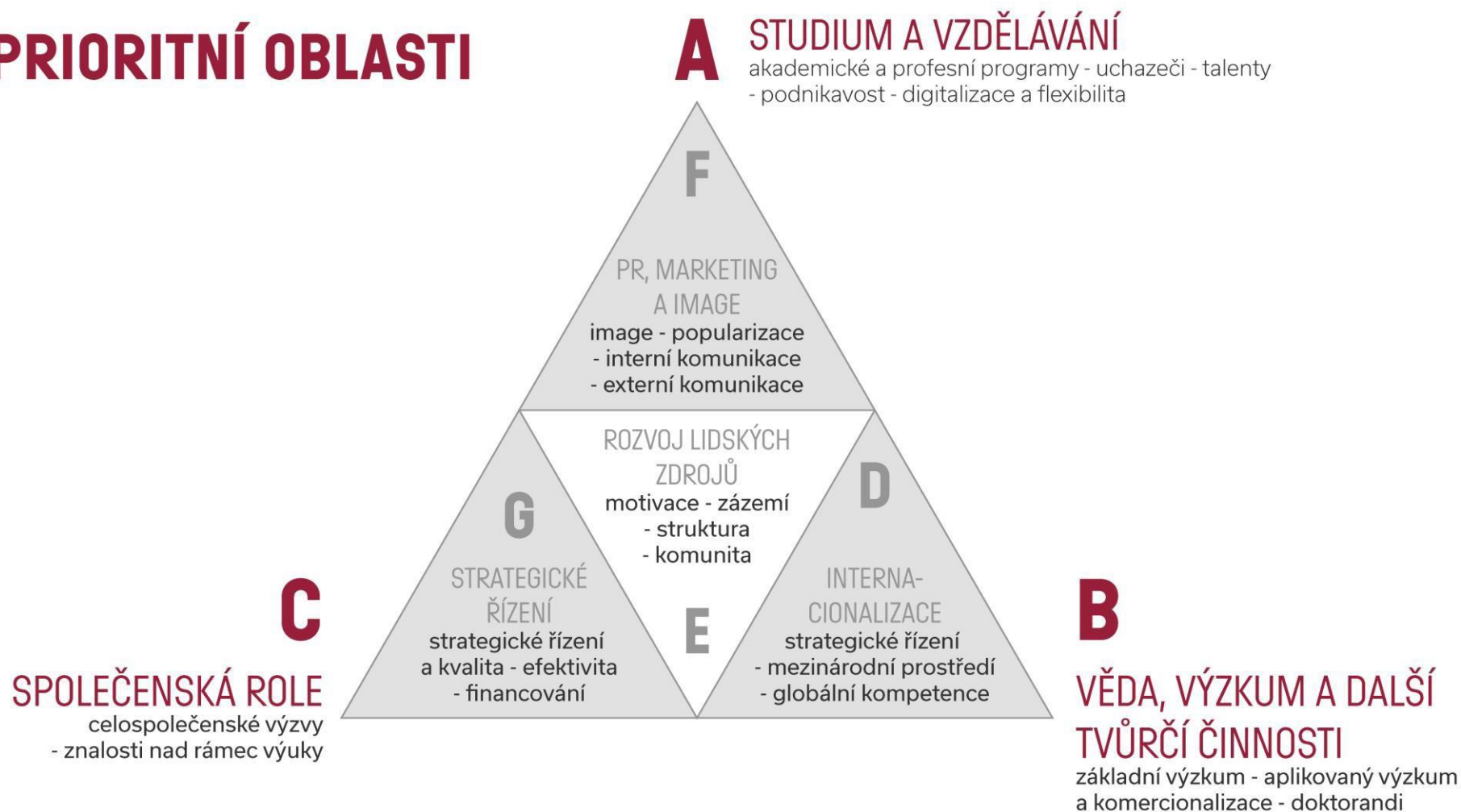
Regarding internationalisation, we will strive to enhance collaboration not only with our longstanding partners but also with universities engaged in the STARS EU alliance, which is aiming to re-apply for the status of a European university. In terms of HR development, our main focus will be on the personal growth of our academic and scientific staff, as mentioned earlier. We'll give special attention to their professional and personal development by offering financial support for selected courses and implementing the HR Award guidelines to create better working conditions. In general, we will prioritise effective communication within and outside the university to support all the areas mentioned above. This will be guided by principles derived from a thorough marketing analysis and will be integrated into SU's marketing and communication strategy. Our key objectives will be to enhance public relations, improve marketing efforts, and enhance our overall image.

In the upcoming year, we anticipate planning and implementation of strategic and development projects aimed at significantly contributing to the further advancement of the SU. These initiatives are intended not only to establish new infrastructures but also to reinforce SU's position as a leading provider of high-quality vocational education in the Czech Republic. These projects will encompass endeavours within the framework of the Operational Programme Just Transition, including ongoing preparations for projects such as CEPIS - Centre for Entrepreneurship, Professional and International Studies, and EDEN Silesia - Research and Educational Park. Furthermore, we will also pursue projects under the Johannes Amos Comenius Programme.

Based on the information provided above that as with the ISSP 22 our goal with the ISSP 23 was to develop a plan that closely aligns with the Strategic Plan of the Silesian University for the period of 2021+ in terms of its ambitions and transformative potential. We firmly believe that this comprehensive plan will help us in progressively implementing the initiatives outlined in the SPSU 21+ and further enhancing the reputation of the Silesian University in Opava within the Czech higher education system.

On behalf of the management of the Silesian University in Opava
Pavel Tuleja

PRIORITNÍ OBLASTI



A - Studium a vzdělávání – Studies and education

Akademické a profesní programy, uchazeči, talenty, podnikavost, digitalizace a flexibilita - Academic and vocational programmes, candidates, talents, entrepreneurship, digitalisation and flexibility

B – Věda, výzkum a další tvůrčí činnosti – Science, research and creative activities

Základní výzkum, aplikovaný výzkum a komercializace, doktorandi - Basic research, applied research and commercialisation, PhD students

C – Společenská role – Social role

Celospolečenské výzvy, znalosti and rámec výuky - Society-wide challenges, knowledge beyond the educational curriculum

D – Internacionalizace – Internationalisation

Strategické řízení, mezinárodní prostředí, globální kompetence - Strategic management, international environment, global competence

E – Rozvoj lidských zdrojů – HR development

Motivace, zázemí, struktura, komunita – Motivation, support, structure, community

F – PR, marketing a image – PR, marketing and image

Image, popularizace, interní komunikace, externí komunikace - Image,

popularisation, internal communication, external communication

G – Strategické řízení – Strategic management

Strategické řízení a kvalita, efektivita, financování - Strategic management and quality, efficiency, financing

PRIORITY AREAS AND SPECIFIC OBJECTIVES

PRIORITY AREA A: STUDIES AND EDUCATION

- A.1** Develop vocationally oriented study programmes in line with the needs of the labour market and in cooperation with employers.
- A.2** Develop unique academic degree programmes.
- A.3** Stabilise the number of students and increase the quality of applicants.
- A.4** Improve the quality and innovation of teaching.
- A.5** Systematically support and develop talent.
- A.6** Promote students' entrepreneurship and the development of their soft skills.
- A.7** Promote digitalisation and distance elements in teaching.
- A.8** Develop individual approaches and expand support services for students.

PRIORITY AREA B: SCIENCE, RESEARCH AND CREATIVE ACTIVITIES

- B.1** Provide support for basic research and promote the advancement of creative activities, considering the distinctive aspects of each individual component.
- B.2** Foster applied and contract research, as well as experimental development, with the objective of increasing the number of scientific, research, and creative activities outcomes that can be commercialised.
- B.3** Encourage collaboration and openness in creative activities.
- B.4** Achieve excellence in the creative activities of doctoral students and greater quality of postgraduate studies.

PRIORITY AREA C: SOCIAL ROLE

- C.1** Address social and contemporary challenges by actively participating in strategic regional development and engaging in the life of cities.
- C.2** Embrace social responsibility.
- C.3** Expand the range of LLL courses.
- C.4** Promote a vibrant and inclusive community life both within and beyond academic studies.

PRIORITY AREA D: INTERNATIONALISATION

- D.1** Enhance strategic management of internationalisation.
- D.2** Cultivate an international learning environment.
- D.3** Establish and enhance promotion and support services for international students and staff.
- D.4** Foster international mobility and promote the development of global competences among students and staff.

PRIORITY AREA E: HR DEVELOPMENT

- E.1** Enhance motivation for personal and career development of employees.
- E.2** Formulate a proactive policy for the recruitment of new academic and scientific staff and for filling senior positions.
- E.3** Ensure the provision of appropriate facilities for staff across all units of the University.

PRIORITY AREA F: PR & MARKETING AND IMAGE

- F.1** Consolidate and harmonise communication channels and practices throughout the university.
- F.2** Enhance and maintain high-quality and efficient marketing and communication with the public.
- F.3** Disseminate and popularise the outcomes of scientific and other creative activities.

PRIORITY AREA G: STRATEGIC MANAGEMENT

- G.1** Enhance the strategic management system and provide support for quality management in teaching, research, and other creative activities.
- G.2** Improve the efficiency of internal processes through increased digitalisation.
- G.3** Secure long-term internal funding stability.

Priority area A

STUDIES AND EDUCATION

Overview of specific objectives

- A.1** Develop vocationally oriented study programmes in line with the needs of the labour market and in cooperation with employers.
- A.2** Develop unique academic degree programmes.
- A.3** Stabilise the number of students and increase the quality of applicants.
- A.4** Improve the quality and innovation of teaching.
- A.5** Systematically support and develop talent.
- A.6** Promote students' entrepreneurship and the development of their soft skills.
- A.7** Promote digitalisation and distance elements in teaching.
- A.8** Develop individual approaches and expand support services for students.

A.1 DEVELOP VOCATIONALLY ORIENTED STUDY PROGRAMMES IN LINE WITH THE NEEDS OF THE LABOUR MARKET AND IN COOPERATION WITH EMPLOYERS.

Measurable indicators monitored:

- Proportion of vocationally oriented study programmes.
- The number of graduates employed in the field related to their degree programme within three years of graduation.

Measure: Provide assistance for the establishment and development of vocational study programs

Provide assistance and resources for promoting the creation, development, and innovation of vocational study programmes at various departments of the University.

Specific outputs

- Development of a proposal for a new study programme in the field of pedagogy and psychology.
- Engagement of professionals in teaching activities.
- Acquisition of specialised software and hardware equipment.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

Measure: Enhancing the quality of internships

Develop an internal methodology for the electronic documentation and management of internships in vocational study programs, which encompasses the process of evaluation. Implement the "Internship" module in the IS SU (Information System of the Silesian University). Implement initiatives to foster innovative teaching practices in collaboration with internships.

Specific outputs

- Development of an internal methodology for the electronic registration and administration of practical components in vocational study programmes, including the evaluation process.
- "Internship" module in the IS SU.
- Students provided with support in vocational activities and vocational excursions.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

Measure: Create a communication platform to facilitate interaction with employers

Create a communication platform comprising online elements (such as the Career Portal and MS Teams) as well as in-person components (including bilateral meetings, workshops, conferences, and round tables). Arrange professional events in collaboration with employers and industry experts (round tables, seminars, workshops, and more).

Specific outputs

- Leveraging the features of SU Career Portal to facilitate collaboration with employers.
- Execution of professional events and round table discussions involving employers and industry experts.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

Measure: Implement a system to monitor the career progression of graduates

Devise and execute an internal methodology for monitoring the career trajectory of Silesian University graduates (graduate tracking) to assess the effectiveness of the educational process at the University in relation to graduates' employability on the labour market.

Specific outputs

- Development of a methodology for monitoring the career paths of Silesian University graduates.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

A3 STABILISE THE NUMBER OF STUDENTS AND INCREASE THE QUALITY OF APPLICANTS.**Measurable indicators monitored:**

- Number of students.
- Academic underperformance of students in the first year of bachelor's studies.

Measure: Foster collaboration with secondary schools

Systematise collaboration with secondary schools within the Marketing and Communication strategy of the Silesian University.

Specific outputs

- Integration of collaboration with secondary schools into the Silesian University Marketing and Communication Strategy.

Person in charge

Vice-Rector for Strategy and Communication.

Deadline

31 December 2023

Measure: Develop motivating curricula

Set up a monitoring system to track academic underperformance among Silesian University students, which includes defining criteria and identifying students at risk. Implement supportive measures such as adaptation courses, workshops, and summer schools to provide assistance to these students.

Specific outputs

- Implementation of a system to track academic underperformance, and a system of student support.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

A4 IMPROVE THE QUALITY AND INNOVATION OF TEACHING.

Measurable indicators monitored:

- Number of academic staff members enrolled in a training programme to improve their pedagogical competences.
- Newly accredited study programmes incorporating innovative teaching methods.

Measure: Develop pedagogical competences and innovative teaching methods

Create a range of services to promote the development of pedagogical competences among Silesian University academic staff. Establish a centre to support the enhancement of pedagogical competence in flexible forms of education and foster innovation in teaching.

Specific outputs

- Establishment of a centre to support the development of pedagogical competences.
- Implementation of educational events to promote innovative teaching methods, with a particular focus on vocational study programmes.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

Measure: Provide support for curriculum innovation

Develop supporting materials for the infrastructure of innovative study programs, which include feasibility studies, analyses, and other relevant documentation.

Specific outputs

- Development of supporting materials for the establishment of new infrastructure for innovative study programmes.

Person in charge

Vice-Rector for Project Management

Deadline

31 December 2023

A5 SYSTEMATICALLY SUPPORT AND DEVELOP TALENT.**Measurable indicators monitored:**

- Number of supported talented students.

Measure: Provide support services for talented students

Enhance collaboration with secondary schools to identify and attract talented applicants for university studies, as well as to support students (e.g., organising competitions for secondary school students, delivering thematic lectures at secondary schools, etc.).

Specific outputs

- Enhanced collaboration with secondary schools to identify talent.
- Number of events.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

A6 PROMOTE STUDENTS' ENTREPRENEURSHIP AND THE DEVELOPMENT OF THEIR SOFT SKILLS.**Measurable indicators monitored:**

- Percentage of respondents who have established a business within three years of graduating.
- Proportion of study programmes fostering the development of general skills and soft competences among students.

Measure: Foster student entrepreneurship

Implement the Business Gate Academy in Opava with a minimum of 2 teams per semester. Organise at least 4 workshops to promote entrepreneurship and entrepreneurial skills. Utilise the Predictive Index licence for the entire SU. Implement the Business Gate Academy in Karviná. Conduct lectures and workshops for students focused on entrepreneurship and the development of soft skills.

Specific outputs

- Expansion of Business Gate activities to Opava.
- Implementation of Business Gate activities in Karviná.
- Implementation of activities to promote entrepreneurship (e.g. Týden podnikavosti, Podnikni to!, Patrioti MSK).
- Implementation of activities aimed at the development of students' soft competences.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

A7 PROMOTE DIGITALISATION AND DISTANCE LEARNING ELEMENTS IN EDUCATION.
Measurable indicators monitored:

- Proportion of courses supported by online learning materials.
- Proportion of academic staff participating in the annual SU educational programme for distance education competence development.
- Introduction of new study programmes in distance education.

Measure: Promote a unified digital learning platform and improve digital competencies

Develop databases of digitised learning materials and teaching resources for students with specific needs. Develop a university-wide methodology to support studying in part-time or distance learning formats.

Specific outputs

- Expansion of the database of digitised study materials for students with specific needs.
- Support of activities related to the implementation of flexible forms of education, including acquiring special HW and SW equipment to enhance teaching infrastructure.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

A8 DEVELOP INDIVIDUAL APPROACH AND EXPAND SUPPORT SERVICES FOR STUDENTS
Measurable indicators monitored:

- Proportion of users satisfied with the services provided by the Counselling Centre.
- Number of students utilising the services of the Counselling Centre.

Measure: Remove obstacles to education

Enhance student learning through internal courses, training sessions, and personalised consultations with the SU staff. Provide necessary hardware, software, and compensatory aids for lending to facilitate student access to educational resources.

Specific outputs

- Internal courses and one-on-one consultations with the SU staff to support students.
- HW and SW equipment available for lending purposes.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

Priority area B

SCIENCE, RESEARCH AND CREATIVE ACTIVITIES

Overview of specific objectives

- B.1** Provide support for basic research and promote the advancement of creative activities, considering the distinctive aspects of each individual component.
- B.2** Foster applied and contract research, as well as experimental development, with the objective of increasing the number of scientific, research, and creative activities outcomes that can be commercialised.
- B.3** Encourage collaboration and openness in creative activities.
- B.4** Achieve excellence in the creative activities of doctoral students and greater quality of postgraduate studies.

B.1 PROVIDE SUPPORT FOR BASIC RESEARCH AND PROMOTE THE ADVANCEMENT OF CREATIVE ACTIVITIES, CONSIDERING THE DISTINCTIVE ASPECTS OF EACH INDIVIDUAL COMPONENT.

Measurable indicators monitored:

- Obtaining HR Award certification.
- Implementation of a new internal grant competition primarily focused on students in doctoral programmes.
- Revamped staff/team/workplace evaluation system.
- Results from scientific research and artistic creative centres.

Measures: Redesign SGS

Establish a new internal funding competition specifically targeted at students enrolled in doctoral programmes.

Specific outputs

- Revise the SGS principles to align with the proposed amendments to the Higher Education Act.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Development of R&D evaluation processes.

Continuously improve processes to ensure internal quality assessment of university's creative activities.

Specific outputs

- Assessment and revisions to Article 7 of the Guidelines of the Quality Assurance System.

Responsible person

Vice-Rector for Science and International Relations

Deadline

31 December 2023

B.4 ACHIEVE EXCELLENCE IN THE CREATIVE ACTIVITIES OF DOCTORAL STUDENTS AND GREATER QUALITY IN POSTGRADUATE STUDIES.**Measurable indicators monitored:**

- Number of doctoral study programmes with dissertations generally written in a foreign language.
- Number of doctoral study programmes with dissertations generally consisting of a set of published/accepted publications.
- Number of doctoral study programmes where dissertation defences typically involve at least one foreign committee member or opponent.
- Proportion of PhD students participating in international and other mobility programmes.

Measure: Enhance the quality of doctoral studies

Provide support for the personal development of PhD students in the areas of language and pedagogical competences.

Specific outputs

- Changes to internal regulations to align with changes in the law and financing of doctoral studies at the Ministry of Education, Youth, and Sports.
- Implementation of language courses and mobility opportunities for educators and doctoral students.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Revisions to the Career Regulations pertaining to doctoral studies

Prepare the internal university environment for the forthcoming legislative changes in the field of doctoral studies.

Specific outputs

- Revisions to the Career Regulations to align with the revised legislation and changes in the funding of doctoral studies at the Ministry of Education, Youth, and Sports.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Priority area C

SOCIAL ROLE

Overview of specific objectives

- C.1** Address social and contemporary challenges by actively participating in strategic regional development and engaging in the life of cities.
- C.2** Embrace social responsibility.
- C.3** Expand the range of LLL courses.
- C.4** Promote a vibrant and inclusive community life both within and beyond academic studies.

C.1 ADDRESS SOCIAL AND CONTEMPORARY CHALLENGES BY ACTIVELY PARTICIPATING IN STRATEGIC REGIONAL DEVELOPMENT AND ENGAGING IN THE LIFE OF CITIES.

Measurable indicators monitored:

- Number of collaborations and joint projects in local, community-based, and social initiatives.

Measure: Promote community and cultural activities in towns, cities, and distinct centres of the region.

Promote active participation in regional social, cultural, and educational events (Slunovrat Festival, Moderní výzvy lidstva – Modern Challenges of Humanity, Dny prevence - Prevention Days, NATO Days, Colours of Ostrava, ZOO Run, etc.).

Specific outputs

- Support of participation in social and cultural events within the region.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

C.2 EMBRACE SOCIAL RESPONSIBILITY.**Measurable indicators monitored:**

- Obtain the eco-label certification as an "eco-friendly office".

Measure: Provide support to students and staff engaging in socially beneficial activities

Inform, educate, engage, and support students, academic staff, and non-academic staff in participating in socially beneficial activities, including but not limited to blood donation, volunteering, environmental events, and events with civic, moral, or charitable significance.

Specific outputs

- Provide support and facilitate the implementation of socially beneficial activities.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

Measure: Implement initiatives to introduce ecological elements into various aspects of the university's operations

Develop and consistently implement the SU sustainability concept/strategy and implement the outputs of this concept/strategy. Implement sustainable measures such as lump sum payments to Filtermac for the entire SU, technical and technological solutions, etc.

Specific outputs

- Development of the SU sustainability concept/strategy.
- Implementation of the outputs of the concept/strategy.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

C.3 EXPAND THE RANGE OF LLL COURSES.**Measurable indicators monitored:**

- Development of LLL courses in collaboration with the unemployment office and employers.
- Creation of new MOOCs.

Measure: Provision of LLL courses and Children's University program.

Develop and implement LLL and U3A programmes centred around contemporary social issues. Arrange four professional excursions per year in conjunction with teaching activities. Showcase individual activities and achievements of U3A educational programmes on appropriate occasions, and raise awareness among the general public about the significance of U3A at SU.

Specific outputs

- Implementation of two LLL programmes.
- Implementation of four comprehensive U3A framework programmes and courses.
- Organisation of four professional excursions per year.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

Measure: Support the development of MOOC courses

Develop and implement a methodology for creating MOOC courses.

Specific outputs

- Development of a methodology for the creation and implementation of MOOC courses.

Person in charge

Vice-Rector for Student and Social Affairs

Deadline

31 December 2023

C.4 PROMOTE A VIBRANT AND INCLUSIVE COMMUNITY LIFE**BOTH WITHIN AND BEYOND ACADEMIC STUDIES.****Measurable indicators monitored:**

- The extent of student engagement in extracurricular university activities, beyond education, science, research, and other creative pursuits.

Measure: Provide support and resources for student clubs and societies

Provide support and development opportunities for university sports and esports, as well as social and cultural events organised by student societies (such as the university ball, majáles, festivals, etc.). Enhance the availability of relaxation, study, and networking facilities for students, including libraries and designated chill-out zones etc.

Specific outputs

- Support the implementation of social, cultural, and sports activities organised by students.
- Provide facilities for students in the form of designated chill-out zones.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

Priority area D

INTERNATIONALISATION

Overview of specific objectives

- D1** Enhance strategic management of internationalisation.
- D2** Cultivate an international learning environment.
- D3** Establish and enhance promotion and support services for international students and staff.
- D4** Foster international mobility and promote the development of global competences among students and staff.

D.1 ENHANCE STRATEGIC MANAGEMENT OF INTERNATIONALISATION.

Measurable indicators monitored:

- Number of staff members trained in foreign language, intercultural, and further competences in the field of internationalisation or participating in information, networking, or professional events and activities related to international cooperation or their involvement in international networks/organisations.
- Internal university financial instrument for supporting and developing all types of international cooperation activities and the internationalisation of the SU activities.

Measure: Development of networking activities in the field of internationalisation

Participate in two foreign trade fairs.

Specific outputs

- Participation in two foreign trade fairs.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Financial support for international cooperation

Facilitate short and long-term mobility abroad. Engage in activities within the STARS EU alliance. Update standards and evaluate initiatives related to internationalisation.

Specific outputs

- Implementation of international mobility programmes.
- Active participation in the STARS EU Alliance.
- Evaluation of outputs and internal standards related to internationalisation.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

D.2 CULTIVATE AN INTERNATIONAL LEARNING**ENVIRONMENT.****Measurable indicators monitored:**

- Newly accredited study programmes (bachelor's, master's, PhD) in foreign languages.
- Number of students enrolled in foreign language study programmes (bachelor's, master's, PhD).
- Number of qualification theses prepared in foreign languages or within international projects.
- Number of new foreign language study materials (physical and electronic).

Measure: Support the development of study programmes in foreign languages

Develop a study module in English as part of the preparation for a foreign language study programme.

Specific outputs

- Development of a study module in English.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Acquisition of study materials in foreign languages

Acquire study materials.

Specific outputs

- Study materials in foreign languages.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Implementation of Erasmus Without Papers and additional digital solutions

Improve the systematisation and digitisation of mobility administration processes.

Specific outputs

- Streamline processes related to the administration of mobility through systematisation.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

D.3 ESTABLISH AND ENHANCE PROMOTION AND SUPPORT SERVICES FOR INTERNATIONAL STUDENTS AND STAFF.

Measurable indicators monitored:

- Proportion of bilingual electronic tools implemented to support internationalisation and object navigation systems, translation of specific documents and standards.
- Number of marketing and informational materials promoting the study in a foreign language.
- Development of new and innovative support services for international students, staff, and faculty.

Measure: Enhance promotion for prospective students interested in studying abroad

Revise and update promotional materials and tools such as the website and portal. Translate relevant documents and information into foreign languages. Organise events such as seminars and workshops specifically designed for foreign students.

Specific outputs

- Updated promotional materials.
- Organisation of events for international students.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Translation of internal regulations and standards

Provide translation of selected internal regulations and standards.

Specific outputs

- Translation of internal regulations and standards.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Participation in fairs

Participation of staff in relevant foreign fairs and other events aimed at showcasing the opportunities for studies, research, and academic pursuits at SU, as well as the implementation of other activities designed to attract international students.

Specific outputs

- Participation of the SU staff in fairs abroad.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

D.4 FOSTER INTERNATIONAL MOBILITY AND PROMOTE THE DEVELOPMENT OF GLOBAL COMPETENCES AMONG STUDENTS AND STAFF.

Measurable indicators monitored:

- Proportion of bachelor's, master's, and doctoral students who have successfully completed a mobility or work placement abroad.
- Proportion of employees with verified proficiency in at least one foreign language.
- Proportion of staff members participating in mobility programs abroad, or staff members who have studied or gained significant professional experience abroad.
- Involvement of international graduates in the SU activities.

Measure: Promote student mobility by eliminating barriers

Promote student mobility and facilitate access by eliminating barriers.

Specific outputs

- Promote student mobility and eliminate barriers to student mobility.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Development of intercultural and linguistic competences of staff

Implement English language courses for non-academic staff at the SU and organise workshops to promote cultural and linguistic competences among students and educators.

Specific outputs

- English courses.
- Implementation of workshops to enhance language competences.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Support mobility to knowledge hubs and cutting-edge workplaces

Implement short-term and long-term mobility programmes for foreign experts to participate in educational activities. Implement short-term mobility programmes for academic staff to gain international experience abroad.

Specific outputs

- Implementation of short-term and long-term mobility programmes for foreign experts.
- Implementation of short-term mobility programmes for academic staff.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Measure: Implement flexible forms of mobility

Implement flexible forms of mobility for students.

Specific outcomes

- Implementation of flexible forms of mobility.

Person in charge

Vice-Rector for Science and International Relations

Deadline

31 December 2023

Priority area E

HR DEVELOPMENT

Overview of specific objectives

- E.1** Enhance motivation for personal and career development of employees.
- E.2** Formulate a proactive policy for the recruitment of new academic and scientific staff and for filling senior positions.
- E.3** Ensure the provision of appropriate facilities for staff across all units of the University.

E.1 ENHANCE MOTIVATION FOR PERSONAL AND CAREER DEVELOPMENT OF EMPLOYEES.

Measurable indicators monitored:

- Obtain and defend the HR Award certification.
- Employee participation in training activities related to personal development and management skills, as well as in the development of knowledge, competencies, and skills.
- Successful completion of habilitation procedures (external and internal) and procedures for the appointment of professors (external and internal).

Measure: University and system-wide programme of educational activities

Implement educational activities for the staff of all public relations departments of SU. Implement language and ICT courses, as well as courses of professional competences and soft skills for the SU employees.

Specific outputs

- Implementation of training activities for employees.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

Measure: Create favourable conditions for mobility incentives

Systematically establish motivating conditions to facilitate the implementation of all forms of mobility by consistently identifying and addressing barriers, enhancing counselling services, and promoting language competencies through the university-wide educational program.

Specific outputs

- Create motivating conditions to facilitate the implementation of all forms of mobility.

Person in charge

Bursar

Deadline

31 December 2023

E.2 FORMULATE A PROACTIVE POLICY FOR THE RECRUITMENT OF NEW ACADEMIC AND SCIENTIFIC STAFF AND FOR FILLING SENIOR POSITIONS.**Measurable indicators monitored:**

- Obtain and defend the HR Award certification.
- Recruit academic and scientific staff in alignment with the OTM-R Policy.
- Post relevant scientific and research job vacancies on appropriate international platforms.

Measure: Publish information on open tenders

Ensure transparent recruitment by advertising on relevant job portals and filling vacant positions through open recruitment processes.

Specific outputs

- Transparent recruitment.

Person in charge

Bursar

Deadline

31 December 2023

Priority area F

PR & MARKETING AND IMAGE

Overview of specific objectives

- F.1** Consolidate and harmonise communication channels and practices throughout the university.
- F.2** Enhance and maintain high-quality and efficient marketing and communication with the public.
- F.3** Disseminate and popularise the outcomes of scientific and other creative activities.

F.1 CONSOLIDATE AND HARMONISE COMMUNICATION CHANNELS AND PRACTICES THROUGHOUT THE UNIVERSITY.

Measurable indicators monitored:

- Satisfaction of student, alumni, and staff respondents with the availability and quality of provided information.

Measures: **Creation and implementation of a university-wide marketing and communication strategy**

Complete and implement the SU Marketing and Communication Strategy.

Specific outputs

- Marketing and communication strategy.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

F.2 ENHANCE AND MAINTAIN HIGH-QUALITY AND EFFICIENT MARKETING AND COMMUNICATION WITH THE PUBLIC.

Measurable indicators monitored:

- Increase the number of applications to study at the Silesian University among domestic and foreign applicants.

Measure: Evaluation of the impact of marketing activities

Establish monitored and measurable indicators and data structures to facilitate the continuous evaluation of reported data on marketing activities at the Silesian University. Ensure sharing of obtained outputs across the public relations departments of University units.

Specific outputs

- List of measurable and monitored indicators to assess the impact of marketing activities.
- Structured report accessible to all public relations departments within Silesian University.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

Measure: Promotion of the University internationally

Promote and communicate the SU activities internationally (e.g., STARS EU). Establish a contact point for the presentation of STARS EU activities and outputs (European University).

Specific outputs

- Presentation and communication of SU activities within STARS EU (European Universities).
- Establishment of a contact point at SU.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

F.3 DISSEMINATE AND POPULARISE THE OUTCOMES OF SCIENTIFIC AND OTHER CREATIVE ACTIVITIES.

Measurable indicators monitored:

- Number of science, research, and creative activities promotional outputs produced.
- Number of science, research, and creative activities promotional events and campaigns conducted.

Measure: Ongoing implementation of popularisation events

Create and promote new and support ongoing year-round popularisation programmes on science, research, and other creative activities (e.g., "Co by kdyby", "Dobré vědět – po lopatě", etc.).

Specific outputs

- Number of popularisation events and campaigns carried out.

Person in charge

Vice-Rector for Project

Management

Deadline

31 December 2023

Priority area G

STRATEGIC MANAGEMENT

Overview of specific objectives

- G.1** Enhance the strategic management system and provide support for quality management in teaching, research, and other creative activities.
- G.2** Improve the efficiency of internal processes through increased digitalisation.
- G.3** Secure long-term internal funding stability.

G1 ENHANCE THE STRATEGIC MANAGEMENT SYSTEM AND PROVIDE SUPPORT FOR QUALITY MANAGEMENT IN TEACHING, RESEARCH, AND OTHER CREATIVE ACTIVITIES.

Measurable indicators monitored:

- Achievement of the objectives outlined in the Strategic Plan.
- Participation of senior managers in a training programme aimed at enhancing competencies in strategic management.
- New resources and capacities to support strategic management.
- Conduct regular internal and external evaluations of the University and its workplaces.

Measure: Promote competences in management and leadership

Support activities to develop competences in work and communication processes (both internal and external). Implement individual and group trainings for managers of the SU units, including middle management responsible for managing departments, units, and teams.

Specific outputs

- Number of training events conducted (including trainings, workshops).

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

Measure: Regular discussions on the progress and implementation of the Strategic Plan

Evaluate the implementation of the Strategic Plan regularly. Evaluate the plans for its execution in all relevant university boards. Additionally, conduct regular meetings between the Vice-Rector for Strategy and Communication and the Academic Senate Strategy and Development Committee.

Specific outputs

- Discuss the SU ISSP and units with the management of the units and the relevant AS of the SU committee.

Person in charge

Vice-Rector for Strategy and Communication

Deadline

31 December 2023

Measure: Provide assistance for the implementation of strategic projects

Monitor and evaluate grant calls, prepare project proposals, and provide support documents for project proposals. Offer assistance in collaborating with foreign experts to prepare project documents while leveraging their expertise and insights. Ensure the alignment of project proposals.

Specific outputs

- Reports on grant calls, project proposals, and supporting documents for project proposals.
- Support of foreign experts in the project documents preparation process.

Person in charge

Vice-Rector for Project Management

Deadline

31 December 2023

Measure: Development of a management information system

Develop and establish a framework and functionalities of the management information system.

Specific outputs

- Creation of three new dashboards.

Person in charge

Rector

Deadline

31 December 2023

**G2 IMPROVE THE EFFICIENCY OF INTERNAL PROCESSES
THROUGH INCREASED DIGITALISATION.**

Measurable indicators monitored:

- Digitising the support process agenda.

Measure: Digitalisation of support actions

Implement Microsoft 365 modules and applications within the SU environment to facilitate the digitalisation and streamlining of administrative processes.

Specific outputs

- Integration of Microsoft Office 365 into the digitalisation of administrative processes at SU.
- Acquisition of WriteFull licenses.
- Implemented training programmes.

Person in charge

Bursar

Deadline

31 December 2023

Measures: Support academic staff in the project plan preparation process

Engage academic staff from individual SU units in the development of supporting documents for the preparation of the SU project plans.

Specific outputs

- Provide supporting documents of project plans and feasibility studies.

Person in charge

Vice-Rector for Project Management

Deadline

31 December 2023

G3 SECURE LONG-TERM INTERNAL FUNDING STABILITY.**Measurable indicators monitored:**

- Implementation of a functional, transparent, predictable, and stable system for fund allocation at the University.
- Increase the acquisition of external funding.

Measure: Enhance the dissemination of information on project calls

*Implement regular reports on external funding opportunities (ongoing grant calls).
Organise information workshops and meetings between the Rector's Office and various components of the SU to enhance communication and collaboration in accessing external funding.*

Specific outputs

- Regular reports on external funding opportunities.
- Organised information events for representatives of the SU units.

Person in charge

Vice-Rector for Project Management

Deadline

31 December 2023

LIST OF ABBREVIATIONS

LLL – Lifelong Learning

CZ – Czech Republic

HR – Human resources

HW – Hardware

ICT – Information and communication technology

IS SU – Information System of the Silesian University

MOOC – Massive open online course

OTM-R – Open, Transparent and Merit-based recruitment

PR – Public relations

ISSP - The Implementation Schedule of the Strategic Plan

SGS – Student Grant Competition

SU – The Silesian University in Opava

SW – Software

SP – Strategic Plan

U3A – University of the Third Age

R&D – Research and Development