

Implementation Plan of the Strategic Intent

of Mendel University in Brno
Brno in 2017





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**of Mendel University in Brno
for 2017**



2017



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Foundations of the Plan for Implementation of the University's Strategic Intents

The Implementation Plan of the Strategic Intents of Mendel University in Brno for 2017 (hereinafter the "Implementation Plan 2017") is an integral part of the university's strategic documents. It follows onto the *Long-term Plan for Educational and Scientific, Research, Developmental and Innovative, Artistic and Other Creative Activities at Mendel University in Brno for the 2016-2020 period* (hereinafter the "Long-term Plan"). Within the framework of the priority goals defined in the Long-term Plan, the Implementation Plan 2017 describes specific individual goals, which the University wishes to achieve in the second year of the monitored five-year period. Apart from the university's Long-term Plan, use was also made of the *Update of the Long-term plan for Educational and Scientific, Research, Developmental and Innovative, Artistic and Other Creative Activities for the Field of Higher Education Institutions for the 2016-2020 Period* of the Ministry of Education, Youth and Sports of the Czech Republic as a basis for execution of the Implementation Plan 2017.

The University's Mission

The university's mission is to be an open university that offers education which reflects the needs of the 21st century and contributes to the general development of creative activities that are relevant for society, and also strives to be a dynamic multicultural institution that directs societal development in the wider sense of the word.

The University's Vision

Mendel University in Brno strives to be a respected university, not only on a national, but also on an international level, providing a unique combination of educational, creative and professionally focused activities. This balanced combination, together with broad opportunities for practical training, will be used to bring up high-quality, highly employable graduates.

In the area of education, the university wants to:

- equip each student with a comprehensive set of knowledge, skills and competences, including critical thinking skills – i.e. a high-quality education,
- offer relevant education reflecting the needs of the 21st century,
- be open in relation to the internal as well as external environment.

In the area of creative activities, the university wants to:

- contribute towards the general expansion of knowledge relevant for society,
- collaborate with all relevant partners,
- contribute to bidirectional transfer of knowledge between the academic and application spheres.

In the area of the third role, the university wants to:

- be a multicultural environment where new values can be created,
- be a dynamic institution that helps form broader societal development in the Czech Republic as well as in the world.

PRIORITY GOAL 1

Quality Assurance

Individual goal 1.1

Pilot Verification of the In-House Quality Assurance System

The main goal in the field of quality assurance for 2017 is to prepare and implement the first in-house quality assessment of the university's educational, creative and related activities. This concerns approval of methodology and rules created in the previous year and subsequent pilot verification of system functionality. Pilot verification will include formulation of the procedure for further development of the system, or more precisely its modification on the basis of experience with assessment. Maps of selected processes will also be reviewed within the terms of this goal and the first training course for in-house quality auditors will also be implemented.

Results, indicators:

- Approved methodology and rules for in-house quality assessment.
- Report on pilot verification of in-house quality assessment.
- Executed cards for selected processes.
- Number of trained in-house quality auditors.

Persons responsible:

Vice-rector for Strategy and IT.

Funding sources:

IP MENDELU, OP RDE, CDP

Individual goal 1.5

Implement a Discussion on the Concept for Development of Human Resources at MENDELU

The content of activities leading to achievement of this goal is submission of the executed proposal for the concept of development of human resources at MENDELU for broader discussion, in which both in-house actors and selected external workers will be involved. The purpose of this discussion is for key actors to reach a consensus on the procedure in the field of development of human resources and the methods of its support, including implementation of specific measures in the form of additional professional training in the field of IT, statistics, foreign languages, pedagogic competences, etc. for example. An individual activity will be elaboration of the concept for development of specific human resources - post-doc students.

Results, indicators:

- Concept for development of human resources discussed by the rector's advisory bodies.
- A concept for development of post-doc students in progress, integrated into the concept for development of human resources (DHR).
- Specific implemented measures to achieve the concept.
- The number of supported workers with additional education. 30.

Persons responsible:

Vice-rector for Strategy and IT.

Funding sources:

IP MENDELU.

priority goals and individual goals

Individual Goal 1.3

Implement a Discussion on the Concept of Risk Management

This individual goal follows on to the previously performed analysis and created basic concept for risk management at the university. The main activity will be discussion of this concept by a broader group of involved persons identified for individual risk levels. The goal includes configuration of a responsibility structure for administration of the risk register.

Results, indicators:

- Concept for risk management discussed by the rector's advisory bodies.
- Configured responsibility structure for administration of the risk register.

Persons responsible:

Vice-rector for Strategy and IT.

Funding sources:

IP MENDELU, OP RDE.

Individual goal 1.4

Configure Formal Mechanisms for Acquiring Feedback on the Content of Study Programmes from Employers

The goal is to obtain feedback regarding the content of study programmes from key employers of university graduates. Configure mechanisms that will provide sufficient information for external assessment of the quality of study programmes, for the purpose of identification of strategic study programmes (selected areas of education in the field of higher education).

Results, indicators:

- A questionnaire carried out for acquiring feedback on the content of study programmes from employers.
- Selection of employers who will be involved in assessment of study programmes.
- A configured system for collecting and assessing data.

Persons responsible:

Vice-rector for Pedagogy.

Funding sources:

IP MENDELU, OP RDE.

Individual goal 1.5

Continue Modernizing the Educational Infrastructure

The goal is long-term development and modernization of the university's educational infrastructure for practical orientation of tuition and for assurance of its further development by means of innovation of teaching aids and the accessibility of information sources and the library fund.

Results, indicators:

- Number of modernized classrooms and laboratories.
- Number of students using the infrastructure.
- Number of innovated teaching aids.
- Number of university licences for information sources and library funds.

Persons responsible:

Vice-rector for Pedagogy.

Funding sources:

IP MENDELU, OP RDE.

Individual goal 1.6

Continue Implementing Key Measures to Reduce Study Failure

This individual goal follows on to the previous mapping of causes of study failure and the created set of key measures that will lead to reduction of study failure. The main activity will be discussion of this set of measures by the rector's advisory bodies and subsequent implementation and particularly assessment of the impact of the implemented measures.

Results, indicators:

- System for monitoring and assessing study failure discussed by the rector's advisory bodies.
- Report on assessment of the impact of implemented measures.

Persons responsible:

Vice-rector for Pedagogy.

Funding sources:

IP MENDELU, OP RDE.



priority goals and individual goals

PRIORITY GOAL 2

Diversity and accessibility

Individual goal 2.1

Propose Measures in Support of Students with Specific Needs

The goal is to identify and specify suitable methods for supporting students with specific needs, the numbers of which continue to increase at the university, and to execute a proposal of forms of support for assurance of identified needs.

Results, indicators:

- List of current specific needs.
- Number of supported students with specific needs.

Persons responsible:

Vice-rector for Pedagogy.

Funding sources:

IP MENDELU, OP RDE.

Individual goal 2.2

Develop Priority Areas in the Field of Lifelong Learning

The goal is to develop identified priority areas of LLE based on a performed analysis of the educational needs of adults, seniors and the application sphere. The goal includes support for the development of the competences of LLE educators, particularly in the area of

Results, indicators:

- Number of supported LLE implementers.
- Number of LLE courses in priority areas.
- Report on assessment of optimization of LLE courses.

Persons responsible:

Vice-rector for Pedagogy.

Funding sources:

IP MENDELU, OP RDE.

Individual goal 2.3

Formally Anchor the System for Support of Gifted Students

The goal is to configure formal mechanisms for support on the basis of identification of gifted students, whose potential can be developed with regard to support of their knowledge and skills.

Results, indicators:

- Created methodology for supporting gifted students.
- Number of seminars for gifted students.
- Number of publications executed with (co)authorship by students.
- Number of supported gifted students.

Persons responsible:

Vice-rector for Pedagogy, Bursar.

Funding sources:

IP MENDELU, the university's own resources, OP RDE.

Individual goal 2.4

Develop Advisory Services in the Fields of Study, Careers, Personal and Social Situations

The goal here is to continue in provision of individual and group consultation/advisory services, for students as well as for university employees. Implementation will take place on the basis of analysis of development of the needs of individual forms, or possibly fields of consultancy.

Results, indicators:

- Amount of individual and group study, addicology and career consultancy.
- Number of events held focusing on the offer of job opportunities and the number of participants.
- Number of completed educational activities by consultancy workers.

Persons responsible:

Vice-rector for Pedagogy.

Funding sources:

IP MENDELU, CDP, OP RDE.



priority goals and individual goals

PRIORITY GOAL 3

Internationalization

Individual goal 3.1

Continue Development of International Collaboration by Participating in International Networks, Platforms and Projects

The goal is development of international collaboration by establishment of strategic partnerships with university and non-university subjects. Foreign internships by academic workers at research and commercial institutions will take place on the basis of such concluded contracts. From the aspect of research and development the basic goal of international collaboration is involvement in international projects and contribution to establishment of the good reputation of MENDELU on an international level.

Results, indicators:

- Number of incidents of active participation in international projects.
- Number of events informing about the opportunities for involvement in international projects.
- Number of new strategic partnerships.
- Created information platform of announced calls in international projects.

Persons responsible:

Vice-rector for Internationalization, Vice-rector for R&D.

Funding sources:

IP MENDELU, CDP, OP RDE, Erasmus+, CEEPUS.

Individual goal 3.2

Prepare a Targeted Marketing Campaign in Priority Territories

The goal is to maintain and develop partnerships between MENDELU and institutions and experts in priority territories and simultaneously to develop promotion of MENDELU abroad through preparation and potential implementation of a marketing campaign abroad (also by means of H2020 projects accepted for financing within the territories of partners to projects and development projects) and increase the university's attractiveness to potential foreign students.

Results, indicators:

- Participation in foreign trade fairs.
- Promotion events abroad.
- Created and implemented marketing campaign.
- Number of organized selection proceedings for potential students who are self-payers abroad.
- Number of self-payers at the university.

Persons responsible:

Vice-rector for Internationalization.

Funding sources:

IP MENDELU, OP RDE.

Partial goal 3.3

Perform Analysis of the Results of U-Multirank and Execute Proposals for Measures Arising from the International Comparison

The goal is to compare of the university with similar universities within the terms of results provided by U-Multirank, in individual areas of its activities and to propose measures for further development in key areas on the basis of this comparison.

Results, indicators:

- Comparison of MENDELU with similar universities within the terms of U-Multirank.
- Proposed measures for development of MENDELU in key areas of activities.

Persons responsible:

Vice-rector for Strategy and IT.

Funding sources:

IP MENDELU.

Results, indicators:

- Number of incidents of student mobility.
- Number of incidents of academic mobility.
- Hosting of foreign experts and lecturers.
- Number of completed language courses.
- Number of subjects taught in a foreign language.

Persons responsible:

Vice-rector for Internationalization.

Funding sources:

IP MENDELU, OP RDE, Erasmus+, CEEPUS.

Individual goal 3.4

Supporting a Multicultural Environment at the University

The goal is to develop a multicultural environment at the university by supporting the activities of foreign experts and teachers, expanding the international experience and language skills of the university's students and employees thanks to executed mobility abroad and language training of university workers.

priority goals and individual goals

PRIORITY GOAL 4

Relevance

Individual goal 4.1

Configure Formal Mechanisms for Involvement of Practical Experts in Tuition

The goal is to identify and configure mechanisms for effective involvement of practical experts in teaching and in preparation of professionally specialized study programmes within the context of the new amendment to the Act on Higher Education.

Results, indicators:

- Number of external practical experts involved in tuition.
- Number of external experts involved in preparing study programmes focusing on practical training.

Persons responsible:

Vice-rector for Pedagogy.

Funding sources:

IP MENDELU, OP RDE.

Individual goal 4.2

Continue Active Involvement in Activities Related to RIS SMR

The main goal is to continue the university's active involvement in structures and projects within the region, particularly in the *Regional Innovation Strategy of the South Moravian*

Results, indicators:

- Involvement in *Excellent science* and *European first-class education* work groups within the terms of the RIS SMR.
- Approved project files *Action plan* for RIS SMR.
- Participation in joint topics of collaboration between RIS SMR and regional universities.

Persons responsible:

Vice-rector for Pedagogy, Vice-rector for R&D.

Funding sources:

IP MENDELU, OP RDE.

Individual goal 4.3

Configure a System for Collaboration with Students and Graduates

The goal is to develop mechanisms in support of collaboration with graduates and create a system for broader involvement of graduates in collaboration in identified areas of interest (establishment of the university's brand, offers of practical experience, internships and job opportunities, acquiring feedback when assuring quality).

Results, indicators:

- Proposal of a system for collaboration with graduates.
- Number of collaborating graduates.
- Number of supported events with graduates.

Persons responsible:

Vice-rector for Pedagogy.

Funding sources:

IP MENDELU, OP RDE.

Individual goal 4.4

Develop Collaboration with National and Regional Partners

The goal is to support existing research partnerships with external subjects on a regional and national level, by means of implementation of a system for registering partnership contracts. This not only allows us to maintain an overview of existing partnerships and joint projects, but, more importantly, it simplifies contact between researchers and external subjects and continuation of existing partnerships or expansion of the spectrum of such partnerships by new areas.

The goal includes support of further development of collaboration with secondary schools for the purpose of more effective promotion and a more effective offer of study programmes.

Results, indicators:

- Proposal of a system for registering partnership contracts
- Number of partnerships with secondary schools.

Persons responsible:

Vice-rector for Pedagogy, Vice-rector for R&D.

Funding sources:

IP MENDELU.



priority goals and individual goals

PRIORITY GOAL 5

High-quality and relevant research, development and innovation

Individual goal 5.1

Continuing the Support of Excellent Teams

The aim is to support excellent scientific research teams at MENDELU by professional preparation of academic workers and post-graduate students for the area of scientific-research activities or by creation of the essential facilities for executing project proposals, particularly those submitted to external (especially foreign) grant agencies.

Results, indicators:

- A created system for professional preparation of employees and students for executing project proposals submitted to external grand agencies and R&D proceedings.
- A set of methodological materials for executing project proposals.
- The number of submitted and researched projects in relation to international R&D programmes, particularly H2020.
- The number of submitted and research projects in relation to national grant agencies.
- The number and quality of outputs of creative activities.

Persons responsible:

Vice-rector for R&D.

Funding sources: IP

MENDELU.

Individual goal 5.2

Continue Increasing Project Absorption Capacity at MENDELU

The goal will be chiefly to practically verify the methodology for preparation, research and finalization of major (university) projects, focusing particularly on operations programmes. Activities will include organization of training in regard to individual calls, distribution of the *R&D newsletter* and also publishing methodological instructions regarding calls on the *Project group support website*.

Results, indicators:

- Number of trained persons for project calls.
- Number of individuals supported by means of the *R&D newsletter*.
- Number of methodological instructions published on the *Project group support website*.
- **Persons responsible:** Vice-rector for R&D.
- **Funding sources:** IP MENDELU.

Individual goal 5.3

Verify the Functionality of the Implemented System for Managing Relations with Companies

The goal is to verify the system for management of relations with companies, implemented in the previous period at the university by means of the TTC. The functionality of the implemented system for managing relations with companies will be verified by a questionnaire survey, the results of which will be proposals for utilization and development of this system. Selected data from the database of companies collaborating with MENDELU will be regularly made available to MENDELU workers, in order to simplify potential continuation of previous collaboration and its further development.

Results, indicators:

- Methodology for publishing selected data from the database of companies collaborating with MENDELU.
- Report on the results of the questionnaire survey regarding the system for managing relations with companies.

Persons

responsible: Vice-
rector for R&D.

Funding sources:

IP MENDELU.



priority goals and individual goals

PRIORITY GOAL 6

Data-based decisions

Individual goal 6.1

Continue Adaptation of Hardware Architecture

With regard to technological development the university will continue to modify the existing configuration of the hardware architecture, i.e. it will determine the type, number and mutual relations between HW components in the context of their regular supplementation and expansion.

Results, indicators:

- Innovated hardware architecture.

Persons responsible:

Vice-rector for Strategy and IT, Bursar.

Funding sources:

IP MENDELU, the university's own resources, OP RDE.

Individual goal 6.2

Modernization of ICT for Support of the Relevant Decision-making Processes

The goal of modernization of ICT at the university in 2017 will be chiefly to simplify the complexity of administration of individual sets of administrative work. Individual applications will also be gradually added to the University Information System. These will enable summarization of existing data and other work with this data. The goal also includes completion of system integration of newly implemented systems and verification of their functionality. New individual administrative paperwork will also be implemented (e.g. travel order paperwork) into the existing IS and the university's business centre, which will enable all payments to be made by electronic methods, will be gradually put into operation.

Results, indicators:

- Innovated application of the electronic file service.
- Number of modifications made in the IS enabling summarization of data.
- Amount of new administrative paperwork implemented in IS.

Persons responsible:

Vice-rector for Strategy and IT.

Funding sources:

IP MENDELU, CDP, OP RDE.

PRIORITY GOAL 7**Effective financing****Individual goal 7.1****Support Development of the University's Special-Purpose Facilities**

The goal is to reinforce usage of special-purpose facilities in all areas of activity of the university and to develop and support renewal of the material and technical bases of university enterprises and the DCC. The goal includes creation of a plan and assurance of implementation of expansion of the qualifications of employees of special -purpose facilities. The goal is also to carry out a presentation event for the purpose of increasing the public's awareness of the activities of special-purpose facilities.

Results, indicators:

- Number of man-hours in courses, seminars, conferences and excursions to increase the qualifications of employees of special-purpose facilities.
- The volume of implemented investment events.
- The volume of repairs to investment property.
- The number of student-hours in special-purpose facilities.
- The number of presentation events and the number of participants in these.
- A created plan for increasing the qualifications of employees of special-purpose facilities.

Persons responsible:

Vice-rector for Special-purpose Facilities,
Bursar.

Funding sources:

University's own sources, MEYS programme 133 21K Development and renewal of the material and technical base at MENDELU, Programme for development of rural areas.

Individual goal 7.2**Modernise the University Campus and Infrastructure at MENDELU**

The modernization of the university's campus is an ongoing activity. In 2017 the university will focus on completing expansion of the infrastructure at the DSIS, which was commenced in 2016, and, after approval of events and acquisition of funds, commencement of renovation of building C at Lednice, renovation of large-capacity lecture-halls in building Q and preparation of project documentation for renovation of the network infrastructure in buildings A, B and C at the Brno-Černá pole Complex. The goal includes implementation of additional minor construction events, including events reacting to current unplanned needs.

Results, indicators:

- Completed event titled *Building modifications for expansion of the DSIS infrastructure* in building A.
- Commenced renovation of building C at Lednice.
- Renovated large-capacity lecture halls in building Q.
- Technical-economic appreciation and proposal of phasing for renovation of structured cabling and replacement of active elements in buildings A, B and C.
- Implemented planned minor construction events and events reacting to currently unplanned needs.

Persons responsible:

Bursar, Vice-rector for Strategies and IT.

Funding sources:

Systematic subsidization by MEYS, OP RDE, the university's own sources.

List of abbreviations

CEEPUS	Central European Exchange Program for University Studies
CDP	centralized development project
TTC	Technology Transfer Centre
IP MENDELU	Institutional Plan of Mendel University in Brno for the 2016–2018
period HW	hardware
H2020	Horizon 2020
MENDELU	Mendel University in Brno
MEYS	Ministry of Education, Youth and Sports of the Czech Republic
OP RDE	Operation programme research, development and education
RIS SMR	Regional Innovation Strategy of the South Moravian Region
DCC	Dormitories and Catering Centre
DSIS	Department of Scientific and Pedagogical Information and Services
R&D	research and development

