

Strategic Plan
2015 – 2020

of

Academy “Evolucion”

Prishtinë

2014

Table of content

1. Mission and objectives of Academy “Evolution”	3
1.1 Mission.....	3
1.2 Objectives	3
2. The strategy of achieving the mission and objectives of “Evolution” Academy.....	4
A. Study programmes	4
B. Academic and administrative staff.....	6
C. Students.....	6
D. Adaptation to changes.....	8
E. Cooperation and interaction	9
F. Social responsibility.....	11

1. Mission and objectives of Academy “Evolucion”

1.1 Mission

We enable our students to develop and become successful professionals, active and useful members of the community through an efficient teaching process, practical exercises and creative and research projects in the field of applied arts and design.

We achieve this through the implementation of contemporary teaching techniques and methodologies as well as interactive communication between the students, Academy staff and external stakeholders.

1.2 Objectives

The main objectives of the “Evolucion” Academy are:

- To be recognized as valued higher education institution in Kosovo and wider, known for the development and advancement of new creative, scientific ideas and overall education
- To continuously develop and expand its teaching activity in accordance with contemporary standards in the field of higher vocational education;
- To achieve the highest possible level of vocational education for professionals in the field of applied art, design, science and culture, through a comprehensive process of teaching, research, artistic activities and creative projects;
- To provide the local and regional market with qualified professionals in the field of applied arts and design in accordance with the regional and wider economic development trends;
- To exercise commercial activities in the field of applied arts and design;
- To assist in the promotion and strengthening the position of women in society
- To strengthen the awareness of social responsibility among its staff and students and continue to be an important contributor to activities of community interest.

2. The strategy of achieving the mission and objectives of “Evolution” Academy

The "Evolution" Academy has defined the strategy for achieving its mission and objectives. The strategy was approved by the Board of Directors in co-operation with the management and the heads of the Academy's departments. It is reviewed and updated periodically in accordance with ongoing changes in the country and abroad.

The development strategy of the "Evolution Academy" is focused on the following areas:

- A) Study programmes;
- B) Academic and administrative staff;
- C) Students;
- D) Adaptation to changes;
- E) Cooperation and interaction and
- F) Social responsibility.

Each area consists of specific objectives and action points for achieving them.

A. Study programs

In all of our departments, we offer opportunities for our students who, in addition to obtaining theoretical-critical knowledge of design and applied arts, acquire the necessary skills and valuable experience to be formed as independent professionals, ready to continuously adapt to market demands and its dynamics.

A.1 Strengthen existing and develop new programs in order to meet the needs of the community and business

1. Invest in financial and human resources to strengthen and support current programs;
2. Develop and conduct research / surveys to identify the expectations and needs of the community and business. Special research / surveys are conducted for community residents and business sector.
3. Develop a partnership with relevant institutions (Ministry of Labor and Social Welfare, Ministry of Trade and Industry, Chambers of Commerce, NGOs, etc.)

to explore employment trends in the framework of country's economic development.

4. Keep the position of the competitive institution in the education environment and preparing students to become competitive professionals in the labor market, incorporating the achievements of current technology into our programs.

A.2 Develop programs and recruit students which/who respond directly to the current and predicted market trends

1. Increase student recruitment / enrollment, especially for underserved areas, identified through the market research;
2. Train relevant Academy staff to communicate information about the “Evolution” Academy programs to market them in the community and promote partnership opportunities.
3. Include relevant departments and staff in promotional activities in secondary schools, to work with students, responsible school staff, and to present the Academy's programs to parents/donators;
4. Continue with coordinated marketing programs in secondary schools;
5. Increase the number and support of students' activities and interest groups;
6. Develop and introduce preparatory courses, which can serve as an orientation credited courses to students;
7. Add new programs / courses at the certification level and respective degrees (diplomas);
8. Continue research / research on demographic and economic trends;
9. Develop and promote a professionally featured academic brochure that presents and explains the current programs and career paths of students;

B. Academic and administrative staff

The Academy of Evolution will invest continuously in enriching departments with competent and professional academic staff. The Academy aims to find the best combination of experienced teachers with rich biographies in activities, creative and creative projects, experienced specialists in these areas as well as young teachers, educated at home and abroad, who bring knowledge and experience from the institutions in which they are formed.

Excellence in professional services, supporting academic staff and students is a prerequisite for our success. The professional staff, technically skilled, personally dedicated in education and research and based on the institutional values of the Academy, is essential to our work.

B.1 Provide new opportunities for the development of academic and administrative staff to support an atmosphere of excellence in teaching and student support services

1. Find additional financial resources to support academic and administrative staff attendance at seminars / workshops / conferences, within their scope and expertise;
2. Organize workshops in teaching and learning strategies. Workshops can be provided by external experts or by Academy staff;
3. Develop new programs focused on teaching and learning. Collaborate with other universities and colleges to hold disciplinary and other joint activities;
4. Support existing activities and develop new ones as well as support professional development focused on student support. Collaborate with other universities and colleges to hold extensive student support meetings as professional development activities;
5. Encourage and continue to support academic staff in their development and educational goals, both financially and with flexible working hours;
6. Support the programs for the teaching and administrative staff, that assist them in meeting the Academy's goals;

C. Students

In our institution, students have the opportunity to achieve their educational goals by offering them quality education in general, basic skills and career education as well as activities that promote their personal development and academic success. We give high priority to

supporting relationships between: teaching and learning, teachers and students, administrative staff and students as well as curriculum environment that contributes to personal growth and student success.

C.1 Improve success, retention, persistence and student transfer rate

1. Continuously evaluate the effectiveness of our programs, including obstacles to success, retention, degree of transfer and student persistence;
2. Develop ways to link academic staff, administrative staff and student groups to work as part of a student support team for students in need;
3. Develop a communication system with all those students who pass the acceptance tests but do not register;
4. Develop a strategy to increase the probability of enrollment from one semester / year to another;
5. Strengthen and promote the image of AE as a successful transfer institution
6. Create opportunities through which students can move through timely transfer programs;
7. Increase the use of electronic media to communicate with potential transfer students
8. Develop professional practice (internship) and mentoring programs for our students;
9. Introduce employment assistance service;
10. Develop career paths for students.

C.2 Build an educational environment that fosters passion for education, leadership and personal skills needed for civic engagement / participation

1. Develop rigorous academic courses with such a structure that support underprepared students e.g. study groups and support from colleagues;
2. Provide opportunities for students to develop academic relationships with lecturers outside the mandatory learning process;

3. Creating a full-fledged environment filled with ideas and debates;
4. Provide support to student clubs;
5. Provide physical space in the Academy campus for exclusive use of students;
6. Develop a friendly and accessible admission and registration office;
7. Provide regular and frequent counseling for certain fields of study or career;
8. Provide students with opportunities for interaction with the colleagues of different backgrounds;
9. Create opportunities for students to engage in service learning;
10. Provide external funding (grants) for activities and programs for student engagement and promotion of diversity.

D. Adaptation to changes

The "Evolution" Academy continuously monitors developments, trends and market demands in the areas covered by our programs. These changes are followed through active participation in these events and they are taken into account and reflected in our programs and other teaching activities (such as art projects, participation in competitions, exhibitions, etc.).

D.1 All decisions on programs and curricula are based on data-driven strategies

1. Use data to make changes to programs, curricula, schedules and student services, including a cost benefit analysis;
2. Analyze changes in students' preferences and attitudes as well as social, economic and technological changes in the target market;
3. Identify student groups and track their progress in the institution and then. Use student progress data and completion of studies in the process of reviewing the programs;
4. Develop partnerships with other entities to collect key data on students' potential needs and potential trends;

5. Seek actively market segments as a result of competitor analysis and continuous research.

E. Cooperation and interaction

(with educational institutions, business and creative individuals)

AE communicates and cooperates with educational institutions in and out of the country, benefiting from the exchange of ideas and information about the latest developments in the relevant fields of study. We will ensure that organizations seeking to collaborate with the Academy have a single point of contact, enabling fast and effective connections and increasing the probability of cooperation with them.

In addition to teaching at Academy premises, AE provides students and teaching staff with direct access to companies specializing in relevant fields of research and commercial projects. In this way, our students have the opportunity to apply their knowledge and skills and refine them.

Cooperation with creative individuals - creative network - "Evolution" is open to communication and collaboration with creative individuals from home and abroad. For this purpose, the "Evolution" Academy has created a creative network "Evolart", where guest lecturers from both the country and abroad are invited. Lecture topics are organized for students and lecturers, after which open debate on current issues continues.

E.1 Develop and strengthen cooperative relations and partnerships with educational institutions within and outside the country

1. Evaluate existing partnerships and based on that determine how the programs can be improved;
2. Establish partnerships that reflect the needs of the current economy and service area;
3. Encourage ongoing contacts with secondary schools to identify and develop the competences required for student success in AE;
4. Harmonize and adapt the AE curricula, develop joint program assessment and development to raise student awareness of their career and academic opportunities available in AE;

5. Enhance the information flow and communication between the teaching staff of the Academy and the secondary schools.

E.2 Support and strengthen existing programs in dialogue with business and industry. Through sustainable research and interaction with the business community, trace new programs and courses that reflect the dynamic, professional and specific needs of the local and regional market

1. Build and maintain relations with Chambers of Commerce and Economic Development Departments of local institutions and central government;
2. Develop partnerships with local industry;
3. Develop partnerships with the industry for professional practice (internship) and students' employment.
4. Develop accelerated and flexible programs to meet the needs of the workforce community;
5. Develop and maintain partnerships with corporations and other social organizations to identify current and emerging educational needs and training opportunities;
6. Develop advisory teams to assess community and industry needs and potential for partnerships;
7. Seek and develop training opportunities focused on employers in the market.

E.3 Increase of entrepreneurial (commercial activities at the Academy and search for new sources of revenue

1. Increase the number of proposals for grants for external agencies;
2. Increase financial and staff support for the project development office;
3. Seek new sources of revenue to support research at the Academy;
4. Develop ways of linking the community with the expertise of academic and administrative staff;

5. Utilize the human and material resources (facilities and equipment) of the Academy to bring additional revenue.

F. Social responsibility

AE is committed to operating in a socially responsible manner. To reflect this commitment, AE has included corporate social responsibility as an important part of its strategy. Two of the Academy's priority objectives include advancing and strengthening the position of women in society and strengthening the awareness of social responsibility of staff and students. The Academy intends to continue to guide its students and staff about the importance of the overall usefulness that every member of society should bring during the daily activities. Elements of corporate social responsibility include community engagement, employee respect, support for human rights, extension of environmental good practice, and application of ethical conduct in investment.

F.1 Continue to be an important contributor to activities of community interest

1. Organize, finance and collaborate on projects with an impact on the overall community benefit;
2. Engage with community groups, include supporting social events which are relevant to achievement of the AE's mission;
3. Promote opportunities for student volunteering, in support of community projects, thereby broadening the student experience;
4. Provide an inclusive experience for international students in the local context and facilitate international and intercultural awareness among students, staff and other members of the community;
5. Undertake research projects proposed by, or relevant to, local and regional communities, (including those relating to regeneration, disadvantaged groups, and environmental problems) where a sources of funding are available;
6. Work in partnership with Prishtina Municipality and public enterprises, jointly supporting projects to enhance the facilities available for the general use of students, staff and residents.
7. Showcase the AE's work across Prishtina and elsewhere, engage local communities in AE's activities, either on site (e.g. Public lectures) or in the community (e.g. contributing to public exhibitions and arts events).

8. Maintaining links with representatives of NGOs for human rights, working with local environmental groups on joint promotions;
9. Contribute to local initiatives, and local contributions to national initiatives (such as International Women's Day, etc.), which give particular recognition to the rights and achievements of residents, staff and students;

F.2 Support students of vulnerable social categories and help them to get employed during the studies and after they graduate

1. Annually grant scholarship for students from families of recent war martyrs, orphans, families without a parent, students with disabilities, those from low-income families;
2. Actively forge and develop links with businesses, social enterprises, NGO-s, facilitate placements/internships, provide support for businesses which employ the AE's graduates.

F.3 Provide AE facilities and infrastructures for community-benefit activities

1. Make AEs facilities available for community groups when not required by students; and providing student expertise as volunteers in relation to various aspects of Arts, including Fashion Show;
2. Make AE's meeting rooms available for community groups when not required for AE's activities;
3. Create space and opportunity for cultural activity to be displayed, promoted and performed; and providing a forum for dialogue on issues relating to culture in Prishtina;
4. Ensuring that all the Departments of the AE are welcoming for visitors and that information about the AE is easily accessible for all enquirers.
5. Engage with schools and colleges in the Prishtina, foster wider participation in higher education by organizing Open Academy days;