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Strategy of Central University of Europe LLC

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About the Document:

This document represents the strategic development plan of Central University of Europe LLC, which defines the main directions of development of the university as a single institution and its separate structural units, in accordance with the mission, vision and values of the university.

It is worth emphasizing that in 2020 fundamental changes were made in the governing body and structure of Central University of Europe . The top management of the university, which had a different vision for the development of the university, was changed. Considering the latter, it became necessary to revise the strategic documents and the mission. In addition, during the implementation of the change, the monitoring reports of the previous years' action plans and identified areas for improvement were taken into account.

The mission of the university is represented as follows:

- Training of personnel with competence and knowledge corresponding to the requirements of the international, national and regional labor market, who will be able to make their own contribution to the development of the society and the relevant field with ethical and social responsibility, as well as to economic reconstruction;
- Strengthening the academic community at the local level, promoting the generation and sharing of new knowledge, taking into account both the university's resources and the peculiarities of the region.

Values:

Central University of Europe shares modern, European and universal values, as well as the values determined by the Great Charter of European Universities. The University's values are based on respect for academic freedom, the principles of promoting critical, analytical, progressive and creative thinking, as well as freedom of speech, opinion and expression, respect for basic human rights and freedoms, prohibition of all kinds of discrimination, and the principle of protecting academic ethics and integrity.

Vision:

By 2027, Central University of Europe will be an academic institution of regional and national importance, which will provide:

- Higher educational programs corresponding to the economic specifics of the region, in line with the labor market, as well as based on the academic needs of the state and society, with a high degree of internationalization at all three levels of higher education;

- Opportunities to implement research projects of regional, national and international importance, generation and dissemination of new knowledge.
- Establishing a regional and national expert center that will contribute to the sharing of accumulated knowledge with the general public and the process of democratization and economic reconstruction of the state.

Strategic directions and priorities

In accordance with the mission, vision and values of the Central University of Europe, as well as on the basis of the assessment of the university's resources and the existing environment, the following strategic priorities were defined for the next seven years:

1. Developing the university brand and increasing social responsibility;
2. Development of programs of all three levels of higher education;
3. Development of educational process and improvement of student services.
4. Development and internationalization of scientific research activities.
5. Development and effective management of university resources.

1. Developing the university brand and increasing social responsibility

For the stable development of the university, priority is given to the development and establishment of the Central University of Europe as a quality-oriented, highly socially responsible brand in the market. As an educational institution with social responsibility, it fully understands its role and importance in the process of development and economic reconstruction of both the region and the state, realizes the background in the country and accordingly tries to provide maximum support to socially vulnerable groups. It is important that the educational and social activities carried out by the university are properly reflected in the information space. Attracting local and international applicants/students is also united under this direction. The latter is due to the fact that brand development and awareness increase are directly related to student recruitment.

Based on the above, it is appropriate to perform the following tasks in order to achieve the results determined in the relevant direction:

- Increasing awareness and trust of the university, increasing social responsibility of the university, attracting local and international applicants/students

2. Development of Programs of All Three Levels of Higher Education

In order for the university to be able to function fully, it is important that it implements educational programs at all three levels of education. At the same time, it is necessary that the development of programs takes place in a real-time mode, so that each program responds to

the requirements of the modern labor market, follows the latest scientific trends, and at the same time takes into account the needs of both the region and the state in terms of training professional practitioners and theoreticians.

To achieve the mentioned goal, it is necessary to ensure the continuity of the development of academic programs on the one hand, and a high degree of internationalization on the other hand.

The work process should be carried out with high involvement of all stakeholders: university management team, administrative and academic staff, students and graduates, scientific community and potential employers, university donor and partner organizations.

Accordingly, this direction includes the following tasks:

Ensuring accreditation of educational programs implemented by the university, ensuring continuous development of existing programs, development and accreditation of new programs, internationalization of programs, development and implementation of foreign language programs.

3. Development of Educational Process and Improvement of Student Services.

In accordance with the mission of Central University of Europe, developing the learning process and offering high-quality higher education is one of the priority directions, therefore, the university is trying to introduce innovative teaching methods and strengthen internal quality assurance mechanisms.

For the Central University of Europe, the educational process is presented as a continuous and unified process, therefore, the improvement of the quality of the educational process is presented in a complex manner, which implies not only the increase in the learning capabilities of the invited and academic staff, but also to improve the quality of work of both the evaluation system and the examination center and increase the possibility of practical realization of theoretical knowledge for students.

Creating a student-oriented environment is one of the strategic directions of Central University of Europe. This component considers not only the provision of diverse and interesting student life, but also the promotion of university values among students; promoting the formation of students not only as professional cadres, but also as active citizens.

In terms of strengthening and forming the university community, it is important to offer quality consulting and career support services, as well as to implement educational, sports and creative events tailored to the interests of students.

In addition, the development of the university as an institution significantly depends on the participation of students in the management of the university, therefore it is important to have a strong and effective student self-government, as well as their active involvement in the development of programs.

For the perfect functioning of the university, it is important that the academic process fully complies with national and international standards, which in turn requires the existence of effective quality control mechanisms. This significantly determines the sustainability of educational programs and the continuity of university authorization.

This strategic direction involves the following tasks:

- Learning - promoting the implementation of innovative teaching and assessment methods;
- Establishment of practical teaching centers and laboratories and development of the existing ones;
- Strengthening of external practice;
- Raising awareness about academic honesty and plagiarism, detecting violations and introducing preventive mechanisms;
- Raising the quality of the educational process;
- Supporting the career development of students and graduates;
- Support of student initiatives and development of student teams;
- Increasing student and graduate satisfaction and loyalty.

4. Development and Internationalization of Scientific Research Activities.

Due to the status of Central University of Europe, scientific research activity is a priority of special importance for it, because only in the conditions of generating new knowledge, sharing the latest scientific trends and having a full-fledged research infrastructure, the university can function perfectly.

This direction is a priority from the point of view that it provides an opportunity to strengthen the significantly weakened scientific community in the Imereti region and in general in Western Georgia. Based on the above, the university pays special attention to the promotion of the scientific research process and aims to fulfill the following tasks:

Determination and periodic review of the university's research priorities; establishment/development and internationalization of research institutes; Facilitating the initiation of research grant projects; Encouraging student involvement in research activities, facilitating and sharing results.

5. Development and Effective Management of University Resources

Whereas the university is a dynamic organism, for its sustainable development it is necessary that the structure of the university be flexible and respond to the demands and challenges of the existing environment. Accordingly, the university needs a powerful analytical mechanism that provides analytical support for individual structural units.

The sustainability of the university is also determined by maintaining the administrative staff, promoting their professional growth, and systematically taking care of raising both qualifications and motivation.

Along with the development of human and informational resources, analytical capabilities, the university systematically takes care of improving and updating the material and technical base. It is important that the development of the institution is proportionally related to the development of both human and material resources. Accordingly, the given direction includes the following tasks:

Management of the organization, attraction of human resources (administrative/academic/visitors), promotion of raising the qualifications of administrative staff, development of the university's material information-technological resources and organizational development of the university.