



Academy of Physics Education in Katowice

Development Strategy for the years 2020 – 2040

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In a relay race, everyone carries equal responsibility for the final outcome, which is not decided by a single person, but the entire community.



Part 1

Mission
Vision
Values

MISSION

To instill passion, inspire and stimulate the public to take up physical activity and sport, in pursuit of lifelong good health as well as physical and mental wellbeing.

VISION

To be a partner in the society's pursuit of physical and mental health benefits, enhanced wellbeing and economic development.

VALUES

Responsibility

is committed to the constant pursuit of the health and well-being of society.

Excellence

is committed to teaching and interdisciplinary research for the benefit of society.

Sport

inspires, integrates, includes, develops, engages, promotes, strengthens social ties.

Steps for implementing the strategy

2020

Step 1: revision of the Academy's mission

Step 2: SWOT analysis

Step 3: formulation of key strategic objectives

2021

Step 1: understanding the strategy

Step 2: convergence of aspirations and motivation to act

Step 3: taking advantage of the Academy's collective energy and potential

Academy of Physical Education in Katowice



PART 2

Development Strategy for the years 2020 – 2040

1. RESEARCH



matters

We create a research environment where creativity, innovation and achievements are made possible by people, infrastructure and shared values.

We aim to deliver high quality research to challenge, break barriers, discover new areas, impact society and the economy. Our focus is to support and promote research excellence through priority research areas and investment in human capital, creating an environment that will allow to conduct interdisciplinary research in collaboration with the greatest national and international teams.

We aim to deepen research collaboration at home and abroad and therefore build solid relationships with various partners in science and education, health, sports, tourism and leisure sectors.

We plan to invest strategically in creating and strengthening the areas of excellence. Strengthening the scientific and technological base will ensure that our researchers are able to conduct high quality research and showcase innovation.

We will increase the level of external investment in our research and our participation in advanced scientific projects carried out within international public-private partnerships, ensuring a balanced structure of funding streams and stable Academy's finances.

We will provide a comfortable environment for research by creating a high organisational culture and a modern working environment.

We will increase the impact of our research on public policy, with particular emphasis on health, education, tourism, urban planning, the labour market and social policy, especially in terms of the potential of sport to build social capital and impact the economy.

STRATEGY

We will listen to beneficiaries and all people involved, work with researchers and public-private partners, providing support and valuing the impact of our research. The impact and reach of the research will be increased through international collaboration and its accessibility will be enhanced by an open resources policy.

Academy of Physical Education in Katowice

2. EDUCATION



for the future

Our students and graduates are an essential part of intellectual capital as a factor in enhancing local and global development.

Our aim is to attract the brightest and most ambitious students, whom we involve in the culture and academic learning. We will support them in independent problem solving and personal development focused on knowledge acquisition, learning and research.

We will create the conditions for our academics to engage, motivate, support and challenge, whilst ensuring autonomy, directing them to make the most of their potential and intellect, providing opportunities to develop, test themselves, gain experience, deepen their communication and collaboration skills. Our graduates will meet the expectations of the labour market and employers, addressing the challenges of civil society.

We will provide modern teaching, deepen students' knowledge and competences, and enrich the educational offer. Our programmes and initiatives will provide support in mentoring and entering the labour market. We want our students to be an asset to society, the state and entrepreneurs through motivation, entrepreneurship, involvement in public life, and interests in politics. Our aim is to educate young people who will be prepared for important social roles in the future.

International students bring additional diversity and new perspectives. We will increase their numbers and opportunities to become rooted in our country and culture. Modern technology applied for distance learning will provide lifelong learning and qualifications. It is worth noting that distance learning is a flexible and engaging form of learning which not only ensures the maintenance of ties with the university, but above all provides a continuous personal, social and professional development, increasing employability and career progression. Maintaining and acquiring new competences is also essential for active participation in society.

Personal relationships, interactions and personalised approaches are at the bottom of modern education. We aim to improve this sphere and use digital technologies to enable personal involvement and collaboration. We will seek academic wellbeing by providing opportunities to deepen knowledge, enhance skills and achieve multi-directional competencies.

We will introduce new courses of study and increase innovation in our curricula, drawing on our research and the interdisciplinary nature of sport sciences. New opportunities for development through laboratories which will facilitate students' interaction with academic staff and research teams will be provided. We will encourage students to make international connections by taking part in research, thus shaping an experience that bridges the gaps between formal education and the needs of a rapidly changing society and the labour market.

We will strive to provide an academic environment in which students and academics have the space to interact and engage, thus becoming autonomous and creative when facing challenges head on.

We will recognise our staff for teaching excellence, both through promotion and awards for outstanding teaching skills and preparing students for their future social roles.

Academy of Physical Education in Katowice

3. SPORT



for health

Research in sport sciences is our strength and contributes to our reputation and position of one of the most successful universities in Europe. We will work to deepen our collaboration with sports associations, clubs, Polish Olympic Committee (PKOl), and public and private entities responsible for social policy, sport, health, education and science.

We will strive to provide our students and staff with excellent facilities, opportunities and infrastructure enabling them to participate in diverse physical activities and competitive sport. By engaging in sport, students acquire specific personal and professional skills along with competencies which enhance their employability. Our students, staff and residents will have access to our facilities and sports base for they could develop their sports interests and deepen their knowledge on a healthy lifestyle.

We will develop diverse sporting initiatives to create a rich and accessible offer of sport activities among students and to incorporate issues related to active ageing. By the use of digital technologies we will engage the national and international community in our sporting heritage, achievements, research and innovation.

We will inspire others to engage and develop through performance and success. We will work to deepen the prestige of the Academy through the recognition of performance and sporting success of our students and coaching staff.

Sport and physical activity strengthen our society, making a significant contribution to the promotion of healthy lifestyles, enabling disabled people to participate in physical activity, supporting social inclusion, and increasing civil engagement.

Our mission is to attract the talented youth and provide them with the support they need to succeed at both national and international levels. We will provide opportunities for competitive sport as well as enable participation in sports training led by professional and competent staff drawing on the achievements of our research teams.

4. IMPACT



means benefits

Our mission is to influence communities on both the local and the global level and enhance the social benefits resulting from implementation of our research knowledge and experience in sport sciences in different areas of life, health prevention in its broadest sense, social inclusion and wellbeing, in particular.

We will establish strong links with the regional, national and international higher education institutions as well as business organizations in order to increase the range and impact of our research, improve the quality of education in the perspective of employability, and foster socio-economic innovations.

Our academic staff's authority and credibility influence the definition of new policies and practices in education and public health areas, especially in the aspect of the potential of physical activity in building social capital. We intend to provide services to public institutions, organizations and companies, and engage in meaningful social issues.

We are steadily increasing our presence in the areas of public activity introducing new knowledge and innovative solutions. Our engagement in diverse social issues, cooperation with the beneficiaries and stockholders, active participation in the social dialogue and the life of the city, region and the country will also contribute to the development of competences of the Academy's community.

We choose to use innovations for the intensification of the influence and the value in our relationships with business units, to the mutual benefit of all concerned. We provide services to various public entities, companies, organizations, and non-governmental institutions in order to establish strong, mutually beneficial partnerships.

Having invested in numerous facilities, including the Academy's complex, sport and recreation infrastructure as well as scientific and didactic base, we maintain them for the improvement of wellbeing in our region.

We will cooperate with domestic and foreign higher education institutions, expanding the scope of our activities and their impact

5. CAPITAL



creates added value

Our goal is to use our facilities and the potential to empower our intellectual community. We attract prominent, inspiring and talented people and we further their success.

We will raise funding and aim to achieve balanced financial condition using our own facilities, investing objectively, decisively and responsibly.

We choose to invest in didactic, research and sport base and infrastructure, thus designing tailored, flexible and sustainable facilities for now and the future.

Our aim is to create a culture of partnership and trust in our academic community, as both teachers and the administrative staff work on common objectives and further development of the Academy.

We will strengthen our lecturers and administration staff's managerial skills to prepare some of us to manage the Academy's organizational units and others to be in charge of research teams. We will ensure the improvement of the competence.

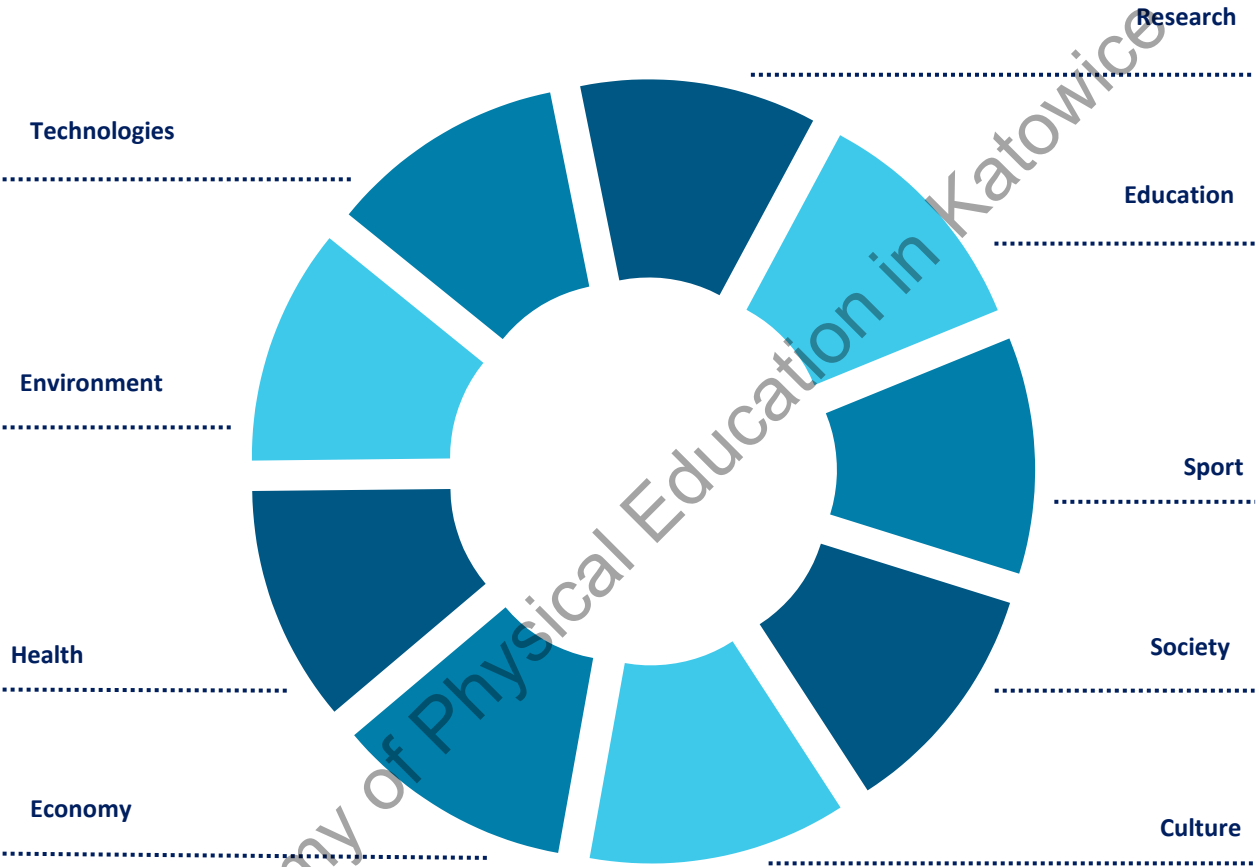
We will diversify our revenues to balance the financial condition while maintaining the high level of investment. Effective financial planning is of fundamental importance for the implementation of our aspirations. We will focus on the return on our activities and investments which will consequently enable further innovations. Strong finance management will allow us to achieve greater results in the competitive market.

We will concentrate our resources on creating and strengthening the areas of excellence. The investments will make our Academy an attractive and sustainable place, able to meet the needs of the future.

We will continue implementing and integrating our professional services. We will strive for the improvement of the processes to ensure they are efficient and compatible with the dynamically changing environment. Our efforts will concentrate on creating, maintaining and offering electronic services, digital tools and systems supporting the processes of digitalization, as well as developing new teaching solutions and programmes within the area of future competence.

Academy of Physical Education in Katowice

6. SUSTAINABLE DEVELOPMENT





PART 3

Strategic objectives

Academy of Physical Education in Katowice



Strategic objectives

The objectives in the area of research

The achievement of the specific objectives in the area of research will be measured on the basis of the following indicators:

- increased visibility of our research evidenced with a larger number of publications in major journals with a higher journal's impact factor
- ability to raise research funds resulting from grants and prestigious awards won by our scientists, and the research commercialization
- increased attractiveness of our Academy for a larger number of most talented students, retaining them and utilising their potential
- intensified research targeted towards key areas and social challenges considering international, national and regional aspects

The objectives in the area of education

The achievement of the specific objectives in the area of education will be measured on the basis of the following indicators:

- our students' evaluation expressed as a number of academic and sport awards and scholarships
- students' evaluation of academic teachers and the curriculum
- employability, the value we provide our students with in the labour market
- increased attractiveness of our Academy for a larger candidate application; our market share
- evaluation of our academic courses, both nationally and internationally

The objectives in the area of sport

The achievement of the specific objectives in the area of sport will be measured on the basis of the following indicators:

- the number of students, academic teachers and coaching staff practising competitive sports
- the number of students with sporting achievements at national and international levels
- the number of coaching staff with considerable sporting achievements
- the number of athletic scholarships available for students
- available equipment, accessibility and the quality of sport infrastructure

The objectives in the area of influence

The achievement of the specific objectives in the area of influence will be measured on the basis of the following indicators:

- diversification of financial sources
- investment in research with the cooperation of international partners
- increasing opportunities to implement the research results in health care and sport, in particular
- increased influence in terms of the socio-economic factors

The objectives in the area of capital

The achievement of the specific objectives in the area of capital will be measured on the basis of the following indicators:

- stable financial performance
- sustainable investment
- infrastructure modernisation and improvements

Academy of Physical Education in Katowice



PART 4

Short term objectives

SHORT-TERM OBJECTIVES

(for the years 2021 – 2023)

The objectives in the area of research

1. Category A achieved in the process of evaluation of scientific activities.
2. Establishing cooperation with two major international scientific and higher education institutions.
3. Enlisting scientists with outstanding academic achievements.
4. Finding a business partner in the area of research addressed to the entity's specifics.
5. Promotion of the support for commercialization of the research results.
6. Support for young scientists at the beginning of their career path by experienced researchers and with a dedicated scholarship scheme.
7. Introducing the list of "preferable" journals for better visibility and excellence.

The objectives in the area of education

1. Introducing career paths for academic teachers.
2. Popularization of scientific research, e.g. by student science clubs.
3. Extending the offer for foreign students, e.g. launching courses in English.
4. Signing new agreements for student exchange programmes with international centres.
5. Introducing dual studies.
6. Maintaining our high position in the course and university rankings.
7. Increasing the number of foreign students.

The objectives in the area of sports

1. Strengthening our cooperation with institutions operating in the area of sport and public health.
2. Cooperation with the Olympic-bound athletes in order to provide support and expertise.
3. Organizing quarterly meetings with “champions” (coaches, athletes, business people) for students.
4. Promotion for sport and through sport – the Academy of Physical Education / Academic Sport Association brand building.

The objectives in the area of influence

1. Creating an expert group for supporting public administration in decision-making concerning sport training and the general aspects of health, as well as exchanging information on the Academy and the region’s current affairs.
2. Appointing an ambassador for the public and private sectors in the areas of the Academy’s interests.
3. Organizing meetings with the representatives of public administration to establish their recruitment needs, employees’ competence, and to define the social policy for which the Academy will educate their staff.
4. Enhancing the implementation of the research results by entities associated with the Academy.
5. Promotion of communication and dissemination of research results and expertise through a dedicated website.
6. Raising awareness of social responsibility in social media.

The objectives in the area of capital

1. Establishing a special purpose vehicle for the commercialization of the research results and know-how transfer, and for providing socially useful services.
2. Developing partnerships with academic and business entities at the national level.
3. Efforts towards ensuring balanced financial condition.

Academy of Physical Education in Katowice

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Jerzy Kukuczka
Academy of Physical Education
in Katowice, Poland

Mikołowska
72A40-065
Katowice
+ 48 32 207 51 10
rektorat@awf.katowice.pl
ce.plawf.katowice.pl