

TING

S

Introduction

VIA's strategy 2015-17 "Co-creating better societies" is ambitious and dynamic and reflects the changing world around us. Our hope is to offer students and employees increased opportunities to help co-create better societies – together with public and private partners nationally and internationally.

In 2012, VIA developed a vision for 2020. The vision is to help solve societal challenges by offering high quality, research-based and practice-oriented educational programmes and knowledge. With our strategy for 2013-2014, we took the first steps in realising this vision. We strengthened and developed new public and private partnerships. We increased our focus on cross-disciplinary and research-based teaching, we boosted our innovation activities and further developed our internationalisation efforts. Our strategy 2015-2017 builds on these results, and takes the ambitions even further. Over the coming years we will focus on our responsibility as a university of applied science to educate skilled students for professional practice and develop knowledge that makes a difference.

The world calls for cross-disciplinary, innovative and practice-based knowledge and education. At VIA, we want to bring our knowledge to play by encouraging students and employees to co-create new solutions – nationally and internationally. This strategy does not list a number of set goals. Rather, it represents a dynamic process by which initiatives are continuously encouraged and revisited. We believe this approach is more appropriate for the realities facing higher education today – including globalisation, technological advances, new learning styles, and a rapidly changing labour market.

To help us stay on track we will invite students, employees and partners to engage in dialogue throughout the strategy period. We hope that our strategy 2015-17 will help us further develop an international and attractive educational institution for students, faculty and partners.

VIA's vision 2020

- We educate to professional practice in cooperation with practice
- We develop knowledge, challenge and inspire professional practice
- We create opportunities for students
- We commit globally from a local perspective
- We act with courage, passion and curiosity

VIA's mission

VIA's mission is to offer high-quality and research-based educational programmes and knowledge targeted public and private professions. We aim to produce candidates that are able to challenge professional practice as well as help develop solutions to society's needs – locally as well as globally.



Fotograf: Niels Aage Skovbo

Rector
Harald Mikkelsen

Chairman of the Board
Peter Sørensen

CO-CREATING BETTER SOCIETIES

VIA's strategic direction 2015-2017

As demographics affect welfare societies around the world, professional education and knowledge become increasingly important. The public sector is changing - with limited finances, fewer employees and a rising demand for health and welfare services.

Similarly, private companies need to manage the opportunities and challenges of a globalised world. They need access to highly skilled professionals with the latest knowledge in their fields, who can work in multidisciplinary settings, use the latest technology and understand how to develop their professions.

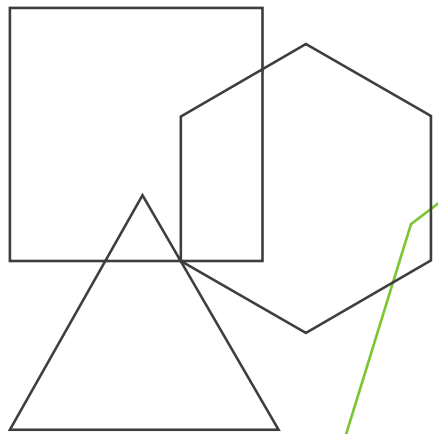
As Denmark's largest university of applied sciences, VIA plays an important role in assisting public and private partners in shaping the future. To do so, we need to adopt an innovative approach to education with a stronger focus on what happens after students graduate or when scientific papers are published.

This is why and how we aspire to co-create better societies.

VIA has identified the following four strategic challenges and directions:

- New learning styles**
- /
- An increased focus on private businesses**
- /
- A strong social commitment**
- /
- A flexible organisation**

OUR FOUR STRATEGIC CHALLENGES FOR 2015-2017



New learning styles

We develop learning environments that support, stimulate and challenge our students. This includes didactics, new technology, physical spaces, and possibilities to interact across disciplines with teachers and fellow students. We have a strong focus on developing students' professional skills through traineeships, entrepreneurship activities and participation in practice-led research and development.

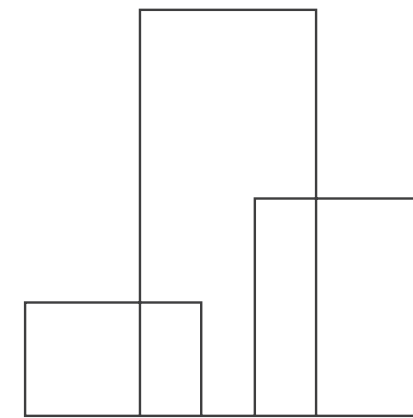
As a university of applied science, VIA finds it particularly important to continuously develop new learning styles. Our students need to be able to navigate across professional learning environments. All of our students have periods of practical training and participate in innovation- and research-based activities. This way, they will be prepared to take on the challenges of their professions – and make a difference.



An increased focus on private businesses

We want to make better use of our potential to help private companies create jobs and sustainable growth. As a way to leverage our significant knowledge in a variety of professional fields, we have merged our private-sector programmes into "VIA School of Business, Technology & Creative Industries".

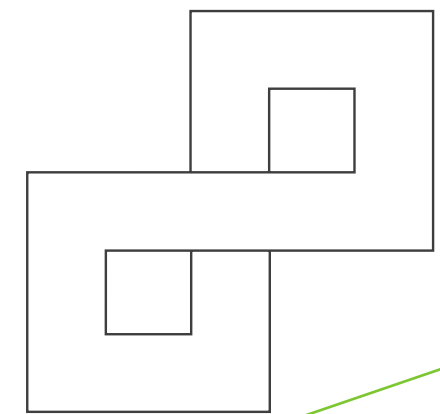
The school has more than 20 degree programmes in areas such as business, engineering, energy, design, film, and animation. The programmes educate candidates for private professions in Denmark and internationally and are developed in close cooperation with our partners. This includes a strong cross-disciplinary approach, where we combine our unique knowledge of welfare professions with technology and business-related perspectives.



A strong social commitment

We want to participate in, facilitate and qualify new partnerships between private and public organisations and volunteers in developing innovative welfare solutions. The goal is to help create new ways of solving societal challenges – locally and globally.

For VIA, this includes engaging in local networks and citizenship projects as well as through international cooperation. These activities offer students opportunities to use their skills in order to make a difference in society.



A flexible organisation

We aim to create a flexible and enterprising culture that allows faculty and staff to co-create and collaborate internally and with our partners. Being an educational institution wanting to act responsibly, we believe that offering flexibility and enterprise allows for co-creation, co-leadership and the development of sustainable ideas.

Society's challenges are not isolated to particular professions. They overlap and affect each other mutually. We believe the same should be true for a modern university of applied sciences.

About VIA

- Denmark's largest university of applied sciences
- More than 40 degree programmes of which half are in English
- 19,000 full-time students
- 20,000 part-time students participating in continuing education
- 2,100 employees
- 4 faculties and schools: Faculty of Education & Social Sciences, Faculty of Health Sciences, Faculty of Continuing Education, and School of Business, Technology & Creative Industries
- 24 research and development centres
- 8 campuses in the Central Denmark Region

**VIA's vision 2020:
We educate to
professional practice
in cooperation
with practice/We
develop knowledge,
challenge and
inspire professional
practice/We create
opportunities for
students/We commit
globally from a local
perspective/We
act with courage,
passion and curiosity**