

Make a difference
VIA University College

VIA's strategy 2018-2020

CO-CREATING BETTER SOCIETIES 2018-2020

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Colophon

Editors

VIA Communication & Global Engagement
VIA Rector's Office

Layout

Lene Schaarup,
VIA Communication & Global Engagement

Photos

Inge Lyngaard Hansen
Simon Jeppesen

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Introduction

Ten years ago, VIA was born through the merger of a number of higher education institutions in the Central Denmark Region. During those 10 years, VIA has developed into a respected educational institution in Denmark and internationally. Today, we are a visible and attractive partner for the professions for which we educate our graduates. The history of the past 10 years is our foundation for the next strategy period, in which we hope to make an even more profound difference to the world around us.

VIA's strategy for 2015-2017 proved to be a good framework that made sense to employees and students and evoked commitment and

initiative across VIA. There is an expressed desire to maintain that good pace. Therefore, we have chosen not to develop a completely new strategy for the coming years (2018-2020). Instead, VIA's strategy 2015-17 "Co-creating better societies" has been updated, so we can focus our efforts on creating even better results.

The strategy 2018-20 is written on the basis of input from hundreds of employees, students and partners. From the executive and management boards, the ambition is to articulate the significant challenges faced by VIA and society at large. Together, VIA's students, staff and partners will investigate

and develop the solutions which these challenges call for.

We hope and expect that VIA's updated strategy will spark innovation and collaboration – and, undoubtedly, a few wild shots: Nothing ventured, nothing gained.

Sincerely,



President
Harald Mikkelsen



Chairman
Peter Sørensen

VIA's vision 2020

Strategic intentions

- We educate for professional practice in cooperation with the professions
- We develop new knowledge for, challenge, and inspire professional practice
- We create opportunities for students and staff
- We engage globally with a local foundation
- We act with courage, passion and curiosity

Strategic principles

- Sustainability through awareness of people and resources
- Movement through recognition of enterprise and potential
- Quality through ambition and focus of action

VIA's mission

It is VIA's mission to provide professional educational programmes and professions-orientated knowledge in high-quality learning and educational environments. We educate candidates and develop knowledge that meets and challenges society's needs – regionally and globally.

Co-creating better societies

VIA's strategy 2018-2020

The strategic direction: A human mark on a digitized world

In 2015, we identified a new strategic direction for VIA, turning our focus outwards. In the past years, we have had great and positive impact on society. However, the need for profession-oriented education – a signature of the universities of applied sciences – remains great. Therefore, VIA's strategy stays on course.

The digital transformation has created significant changes in society and paved the way for new solutions to societal challenges. However, the potential of technology can only be released if it is wielded from a base of profound academic, practical and human insight.

As an educational institution of higher learning, VIA bears the responsibility to actively engage in the development of technology by educating our students digitally and ethically.

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Education for the future

Today's labour market places new demands on our graduates and, thus, on VIA.

A high level of professionalism is the foundation for what we do. It is what makes our graduates able to contribute to innovation and to finding solutions to societal challenges. We encourage talent development as well as developing inclusive learning communities.

VIA's programmes must provide students with general digital

knowledge as well as digital skills targeted the specific professions. We need to establish learning spaces that reflect the reality which our graduates encounter in a cross-disciplinary labour market.

Universal human skills also need renewed focus. In a technology-driven world, students need to develop relational skills to interact with patients, clients, customers and colleagues. This is more urgent today than ever before.



Strengthened partnership with private businesses

Over the coming years, we will strengthen and consolidate VIA as a sought-after partner for private businesses.

However, we have to build cross-disciplinary bridges between educational programmes which traditionally target either the public or the private sector in order to match the development of a merger between the two.

All of VIA's students will receive instruction in entrepreneurship and innovation. We need

to increase the use of contemporary cases in teaching methods and further systematize our collaboration with businesses.

We need to develop more flexible educational programmes that target local labour needs, and we need to increase our focus on STEM skills (science, technology, engineering and mathematics) so as to contribute to the technology-driven innovation and growth nationally and globally.



A strong social commitment

As a knowledge and educational institution, we have a responsibility to contribute to democratic development and the UN's 17 sustainable development goals.

We must form and educate responsible world citizens, who actively participate in democratic processes and leave their own marks on the world. We need to create frameworks that activate student engagement in both society and voluntary activities.

VIA's international commitment is to contribute to the global

provision of education, mobility, research collaboration and export of educational programmes and courses. Regionally, VIA has to work for balanced development and broad, geographic education coverage with flexible educational models.

In the Central Denmark Region, campuses and student incubators must be put into play as visible drivers for regional growth. We need to enter into new partnership models that encourage local development.



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Flexible and effective collaboration

Between now and 2020, we will continue to strengthen the drive, flexibility and efficiency of VIA.

We need to keep our focus on our core task and spend significantly less time on documentation and bureaucracy. We will experiment with new organizational forms in order to create the best conditions for professional, interdisciplinary and strategic development.

VIA's management and leaders must set the direction based on curiosity, trust, the delegation of responsibility and a strong culture of feedback.

We need to increase our ability to prioritize projects and efforts that have the most impact. We have to reconsider our working methods, processes, roles and tasks in order to create the most possible value internally and externally.



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