# Strategy of the Wroclaw University of Health and Sport Sciences 2021-2030

**Foreword** 

Dear Sirs,

In 2016, I became Rector of the Wroclaw University of Health and Sport Sciences with the election slogan "Stabilization and Development." As part of stabilization, I established a Rectors' Council consisting of Rectors of previous terms, with whom I often discuss and debate important issues for the University. In development, I relied on information from the surroundings (not only the immediate one, but the European and also the world). The University is a School recognized not only in Poland, where we create a contemporary model of physical culture.

You know that the vast majority of decisions I make are determined and agreed upon through dialogue. I hold many meetings within the framework of the Rector's, Rector-Dean's and other colleges with the University community. To develop the assumptions of the Strategy presented, I established a team. As part of the work, we tried to incorporate Our Strategy into the development of the city, province, state, Europe and the world.

The document I have presented is not only the Rector's Strategy. It was developed by the entire University community. I would like to thank you all very much for your contributions and great commitment, which I can always count on.

Prof. dr hab. Andrzej Rokita

# **About the University**

The Wroclaw University of Health and Sport Sciences is a two-faculty university with a Faculty of Physical Education and Sport and a Faculty of Physiotherapy, educating at six fields of study in the system of full-time and part-time studies - full-time, part-time and postgraduate, as well as doctoral studies. As of 2019, it also has a Doctoral School. The University has full academic rights to confer bachelor's and master's degrees, as well as doctoral and postdoctoral degrees in physical culture. The University's main campus is located on the site of the historic Olympic Stadium, covering an area of nearly 70 hectares.

The Wroclaw University of Health and Sport Sciences was established in 1946 as the Study of Physical Education at the Faculty of Medicine of the University of Wroclaw. Its co-founder and first Rector was Prof. Dr Andrzej Klisiecki. In 1950 it was transformed into an independent Higher School of Physical Education, which in 1956 was authorized to confer master's degrees, and then in 1972 was renamed the Wroclaw University of Health and Sport Sciences. Since 1966 it has had doctoral rights, and since 1990 it has had rights to conduct postdoctoral dissertations.

Graduates and employees of the University are members of numerous scientific societies, social and political organizations, members of Parliament, members of opinion-making bodies in higher education and physical culture. In the University's 74-year history to date, nearly 22,000 graduates have completed their master's degrees.

The Wroclaw University of Health and Sport Sciencesalso has a significant track record in educating scientific personnel of physical culture. It has promoted more than 700 PhDs, 86 postdoctoral fellows and 26 professors.

The University's honorary doctorates to date are Primo Nebiolo, Zbigniew Drozdowski, Tadeusz Ulatowski, Renne de Lubersac, Vladimir Zatsiorski, Kazimierz Denek, Robert M. Malina, George E. Kilian, Tadeusz Luty, Tadeusz Szulc, Krystyna Nazar, Guang H. Yue, Andrzej Wit, Peter Weinberg, Krzysztof Klukowski, Claude-Louis Gallien, Jerzy Smorawinski, Marek Bojarski, Wiesław Osiński and Andrzej Kraśnicki.

Famous Polish coaches and athletes, medalists of the Olympic Games, World Championships and European Championships, including Kazimierz Górski, Bogdan Cybulski, Andrzej Kuchar, Ryszard Szurkowski, Andrzej Kijowski, Urszula Włodarczyk, Rafał Kubacki, Renata Mauer-Różańska, Tomasz Motyka, Slawomir Szmal, are associated with the University.

For many years, Wrocław's AWF has been one of the highest ranked in the country. It has been ranked first several times in various rankings of physical education universities in Poland.

#### **Organization of the University**

The University's organizational structure is embedded in four divisions: the Rector's, two Deans' and the Chancellor's. In addition to the faculties, the organizational structure includes university-wide teaching units: the Center for Staff Development, the Foreign Language Center and the University Physical Education and Sports Center. The rest of the University's structure is filled with organizational and administrative units.

The post of Rector for the current term (2020-2024) is held by Prof. Andrzej Rokita.

# Diagnosis

The methodology for developing the Strategy was a SWOT (Strengths, Weaknesses, Opportiunites, Threats) analysis of the University. It made it possible to identify the place/state in which the University is currently located and to define the opportunities that the University can seize.

The Rector appointed a Team to prepare the assumptions of the Strategy. As part of the team's work, three areas of the University were identified: education, science and management/administration. In each area, teams were appointed to perform a SWOT analysis of each area. As part of the synthesis of the work of the area teams, the following SWOT assumptions were obtained for the University as a whole.

	STRENGTHS.
	Human resources (authorities, staff qualifications) and assets (infrastructure, land,
S1	Sports facilities, funds for investments - bonds)
S2	Research opportunities
S3	Curricular and directional autonomy (autonomy) - flexibility in adjusting the program
	Cooperation with the authorities of the City of Wroclaw, Lower Silesia and regional and
S4	central sports organizations

	WEAK POINTS
W1	Facilities and assets in need of modernization
W2	Poor accessibility of facilities (for people with disabilities)
W3	Low commercialization of research and number of externally contracted studies
W4	Low internationalization

	OPPORTUNITIES/POSSIBILITIES
01	Taking advantage of support programs (e.g., EU funds, crisis shields)
02	Taking advantage of the rise of physical culture sciences
	Taking advantage of central government efforts to internationalize
03	Universities
	Taking advantage of two-way cooperation with local universities (mutual
04	provision of services, federations, scientific and teaching consortia)

	THREATS
T1	Insufficient funding, uncertainty of amount of funds
T2	Competition (education, research)
T3	Loss of academia (parametric evaluation of universities)
T4	Legal changes and resulting program changes

# Inspired by the University's Mission and Vision.

The University, as a higher education institution based in Wroclaw, is strongly connected with the City and the Region. In the course of developing the University's Vision and Mission, we linked them to the Strategies of the City and Region.

### Wroclaw, in the document "WROCŁAW 2030 Strategy," defined:

#### Mission:

"Wroclaw is a smart, beautiful, resourceful city - a city that unites and inspires."

#### Vision:

"Sustainable development based on a high quality of life for current and future residents and creativity, innovation and entrepreneurship."

#### **Strategic Objective:**

"Strengthening solidarity and creativity, raising the quality of life throughout the city, and improving Wroclaw's position in global networks - including through efforts to become one of the green capitals of Europe."

The voivodeship, as part of the "Development Strategy of the Lower Silesian Voivodeship 2030," presented: Vision:

#### "LOWER SILESIA 2030

- a region of even development a region without significant social and economic disparities, an internally cohesive region, a region of equal development opportunities,
- a region friendly to residents, entrepreneurs, investors, tourists and visitors, an attractive place to live, work, study and recreation,
- a modern region with a creative and innovative regional community and a developed scientific and R&D sphere,
- a competitive region in the national and European scene with Wroclaw as a strong metropolis and regional centers with significant competitive advantages."

#### Mission:

"OPEN TO EACH OTHER - OPEN TO THE WORLD

This openness is seen through:

- equalizing development opportunities,
- An increase in the activity of the region's residents,
- Multifaceted (social, economic, spatial) integration,
- Participatory regional governance."

#### **Overarching Objective:**

"HARMONIOUS DEVELOPMENT OF THE REGION AND HIGH QUALITY OF LIFE FOR THE LOWER SILESIAN COMMUNITY."

# Mission of the University

The mission of the University is to contribute to the improvement of the level of health and quality of life of the Society through the creation, expansion and dissemination of Knowledge in the field of physical culture, the formation of skills in the use of Knowledge by experts and professionals promoting a healthy and active lifestyle for the benefit of individual citizens and society as a whole.

The mission of the University is to uphold and develop academic traditions, as well as to strengthen the ethos of Knowledge, Freedom and respect for the principles of Democracy.

# Our highest values are:

- Health and quality of human life;
- education with respect for human dignity and rights regardless of race, nationality and religion, using the latest scientific achievements;
- An integrated academic community that identifies with the University and shares responsibility for its development.

# Vision of the University

We want the Wroclaw University of Health and Sport Sciences- to become:

- a significant European university creating a contemporary model of physical culture;
- combining high-quality education and research;
- modern center, where the acquired knowledge, competence and skills will be at the highest master level;
- a center for shaping impeccable ethical attitudes;
- employing top experts in the field of physical culture sciences;
- providing members of its community with opportunities for individual development;
- an efficiently managed university using the latest decision support tools.

#### Our watchword is:

# With AWF Wroclaw Everyone Achieves Success.

# **Strategic objectives**

In order to achieve the University's Mission and Vision, the following area-based strategic goals have been defined.

#### **Education:**

Achieve a leading position in the educational market in the area of physical culture.

Achieve educational excellence in the education of physical culture personnel as expressed by the highest ratings in accreditation proceedings.

#### Science:

Achieve scientific leadership in the field of physical culture sciences.

# Management:

Aligning the organization, including infrastructure and finances, and management to achieve education and learning goals.

# Operational (directional) objectives for the implementation of the Strategy

As part of the work, the Teams, after conducting a SWOT analysis, identified directional goals that take advantage of the University's strengths and the opportunities that lie ahead, while attempting to eliminate weak points and reduce the impact of threats.

#### **Education:**

- 1. Internationalization of educational activities.
- 2. Dynamically adapt the University's program offer to changes in market needs.
- 3. Improving the quality of educational outcomes by modernizing the organization and conditions of study.
- 4. Provide study flexibility.
- 5. Optimization of the structure of funding sources and costs of educational activities.
- 6. Systematic improvement of the teaching competence of academic teachers.
- 7. Improving administrative student services and electronic systems to support them.
- 8. Development of a system for training physical culture personnel outside the study process.
- 9. Development of educational cooperation with external stakeholders, in particular with local authorities, institutions in the labor market and other educational centers.

#### Science:

- 1. Increase the level of social impact of the university's scientific achievements by publishing them in by publishing them in high-impact journals.
- 2. Optimization of funding sources for scientific and research activities.
- 3. Strengthening the University's research image in the international environment.
- 4. Provide opportunities for scientific potential to impact the economy.

### Management:

- 1. Expansion and modernization of the University's infrastructure.
- 2. Computerization of the University.
- 3. Financial stability of the University.
- 4. Adjusting the organizational structure and employment for the needs of the University.
- 5. Strengthening the image of the University

# Methods of implementation and measures of evaluation of operational (directional) goals

Means of implementation and measures of evaluation of operational (directional) goals.

Operational (directional) objective for the implementation of the Strategy	<b>Method of Implementation/</b> Measurement	Date of evaluation	Person(s) responsible
Education:			
Internationalization of educational activities.	Launching studies in English.  Number of English-language majors launched.  The number of foreign students in University.	31.10	Vice-Rector for Teaching/Deans of Faculties
Dynamically adapt the     University's program offerings to     changes in market needs.	Launch of new specialties and majors.  Number of consultations held  Number of entities involved in the creation of new program  offerings  Number of new specialties and majors created after market needs analysis.	31.10	Vice-Rector for Teaching/Deans of Faculties
Improve the quality of educational outcomes by modernizing the organization and conditions for conducting studies.	Partial curricular unification of the various fields of study.  Number of unified educational programs.	31.05	Vice-Rector for Teaching/Deans of Faculties
4. Provide flexibility for studying	More widespread introduction of distance learning techniques and appropriate curricular considerations.  Number of e-learning classes.  Number of classes taught in distance education.  Students included in the dual career program  Number of athletes	30.09	Vice-Rector for Teaching/Vice-Rector for Student Affairs and Academic Sports/Deans of Faculties

5.	Optimize the structure of funding sources for the costs of educational activities.	Acquisition of earmarked funds under project programs funded by external institutions.  Number of classes financed by external sources (in addition to subsidy and fees for part-time studies).  The amount of funding obtained from external sources.	30.09	Vice-Rector for Teaching / Deans of Faculties / Director of Information Technology and University Development/.
6.	Systematic improvement of the teaching competence of academic teachers and doctoral students.	Training and self-training in the field of language, distance learning and market experience in the areas of teaching activities.  Number of documented trainings.  Number of people participating in training.  Number of people with proven market experience in areas of teaching activity.	31.10	Vice-Rector for Teaching/Director of Employee Affairs
7.	Improving administrative services for students and doctoral students and electronic systems to support it.	Optimization of the organization of student and doctoral student services.  Number of modifications made to the student service system.	31.10	Vice-Rector for Teaching/Vice-Rector for Student Affairs and  Academic Sports/Director for Information Technology and University Development, Chairman of URSS, Chairman of URD
8.	Development of physical culture personnel training system beyond study process.	Creation of courses and postgraduate studies.  Number of cooperating entities  Number of other forms of education launched.  Number of participants in other forms of education.	31.10	The Vice-Rector for Organizational Affairs.  and Cooperation with the Enviroment/Director of the Center for Staff Development

9. Development of educational cooperation with external stakeholders, in particular with local authorities, the sports and recreation sector, tourism, physiotherapy, cosmetology, institutions in the labor market and other educational centres (including high schools).	Creation and development of external cooperation.  Number of initiatives undertaken.  Number of active agreements.	31.10	Vice-Rector for Organizational Affairs and Cooperation with the Environment/ Deans of Faculties
Science:			
	Scientific shock group (aiming to double the number of research staff each year - up to 20% of N).  Percentage of research staff in the number of N.	31.10	Chairman of the Council of the Scientific College /Vice-Rector for Research and International Cooperation/Director of Employee Affairs Department
10. Raise of the level of social Impact of the University's scientific achievements by publishing them in journals with a wide reach.			
	Annual base salary increase of 20% for	31.10	Chairman of the
	Publication achievements for the best academic teacher (the highest		Council of the Scientific
	number of papers in Q1 WoS).  The ratio of the number of works in Q1 to the sum of all works in WoS (in a given year).		College/Vice Rector for Research and International Cooperation/Director of Employee Affairs Department
<b>12  </b> Strong	Annual Professorial Fellowships.  Number of titles obtained among scholarship recipients.	31.10	Vice-Rector for Reseach and International Cooperation /Chairman of the Council of the Scientific College

	Reducing teachers' working hours based on the value of the individual impact factor (IF) obtained.  Ratio of number of publications to IF.	31.10	Vice-Rector for Research and International Cooperation /Chairman of the Council of the Scientific College
	Development of the Central Laboratory.  The degree of progress of the work.	31.10	Head of Central Laboratory/ Chairman of the Council of the Scientific College / Vice-Rector for Research and International Cooperation
	Determination of priority directions of scientific research.  Evaluation of priority scientific research directions.	31.10	Chairman of the Council of the Scientific College / Vice-Rector for Research and and International Cooperation
	Allocation of no less than 5% of the subsidy for the implementation of scientific research.  The amount of funds allocated for scientific research in relation to the amount of subsidies.	31.10	Chief Accountant- Quaestor
11. Optimizing sources of funding for scientific and research activities	Ongoing training in grant preparation.  Number of trainings on grant preparation.  Number of people trained.  Number of external grants submitted/obtained.	31.10	Vice-Rector for Research and and International Cooperation /Chairman of the Council of the Scientific College
(increasing the number of external grants).	Establishment of a unit to handle grants. Number of external grants submitted. Number of grants funded (success rate).	31.10	Vice-Rector for Research and International Cooperation /Chairman of the Council of the Scientific College

Research positions for grant managers over 300K.  Number of full-time positions created as a result of grants of more than PLN 300,000.	31.10	Vice-Rector for Research and International Cooperation /Chairman of the Council of the Scientific College / Director of the Employee Affairs Department
Reduction of teaching hours by 50% for grant managers under 300K.  Number of funded grants under PLN 300K.	31.10	Vice-Rector for Research and International Cooperation /Vice-Rector for Students Affairs and Sports /Chairman of the Council of the Scientific College / Director of Employee Affairs Department
Reduction of the teaching hours of the contractors of the research project designated by the grant manager above 1 million.  Number of funded grants over PLN 1 million.	31.10	Vice-Rector for Research and International Cooperation /Vice-Rector for Students Affairs and Sports / Chairman of the Council of the Scientific College / Director of Employee Affairs Department
Systematic organization of internal grants for external grant applicants.  Amount of funds allocated for grants.	31.10	Vice-Rector for Research and International Cooperation /Chairman of the Council of the Scientific College / Chief Accountant-Quaestor

	Systematic organization of internal apparatus grants.  Amount of funds allocated for grants.	31.10	Vice-Rector for Research and International Cooperation /Chairman of the Council of the Scientific College / Chief Accountant- Quaestor
	Hiring foreign scientists of recognized standing in the community for at least a semester.  Number of foreign scientists employed.	31.10	Vice-Rector for Research and International Cooperation /Chairman of the Council of the Scientific College / Director of the Department of Employee Affairs
12. Strengthening the University's research image in the international environment.	Foreign scientific internships for young academics.  Number and length of foreign scientific internships.	31.10	Vice-Rector for Reserch and International Cooperation /Chairman of the Council of the Scientific College / Director of the Doctoral School
	Admission of foreigners to the Doctoral School.  Number of foreigners in the Doctoral School.	31.10	Director of the Doctoral School
	English classes at the Doctoral School.  Percentage of classes taught in English at the Doctoral School.	31.10	Director of the Doctoral School
	Introduction of university journals to PubMed and WoS Internationalization of editorial and scientific committee of journals. Number of indexed journals. Number of foreigners on editorial and scientific committees magazines.	31.10	Director of Publishing / Editors-in-Chief of Journals

	Establishment of expert profiles of scientists Number of expert profiles. Number of expert profile views.	31.10	Chairman of the Council of the Scientific College / Vice-Rector of Research and International Cooperation /Director of Information Technology and University Development
	Organization of international scientific conferences.  Number of international conferences organized.	31.10	Vice-Rector for Research and International Cooperation /Chairman of the Council of the Scientific College
13. Providing opportunities for scientific potential to impact the economy,	Strong links between the Central Laboratory and the economy - contracts with business entities.  Number of consultations and meetings presenting the scientific potential of the University  Number of agreements with business entities for research and work at the Central Laboratory.  The amount of revenue from concluded contracts.	31.10	Head of the Central Laboratory/ Pro-Rector for Research and International Cooperation /Chairman of the Council of the Scientific College/ Chief Accountant- Quaestor
particularly in the area of physical culture	Minimum 25% commission on revenue after deducting costs from commercialization for employees whose research has been commercialized.  Amount of funds disbursed.	31.10	Chief Accountant- Quaestor
	Allocating 50% of commercialization profits to renew research equipment.  Amount obtained for renewal of research apparatus.	31.10	Head of Central Laboratory/ Chief Accountant- Quaestor

	Creation of spin-off and spin-out companies.  Number of companies created.	31.10	Vice-Rector for Research and International Cooperation /Chairman of the Council of the Scientific College
Management:			
	Reconstruction and modernization of the Athletics Stadium at 25 Witelona Street in Wroclaw - years 2020-2021.  Commissioning of the stadium.	2021	Chancellor
	Adaptation of the University's buildings to fire regulations.  Number of adaptations.	31.10	Chancellor
14. Expansion and modernization of the University's	Construction of the teaching and research pavilion P7 - 2021-2028 Status of the investment.  Making the University's facilities available to the residents of	31.10	Chancellor/Director of Facilities Rental and
infrastructure	Wroclaw and the region Scope of access		Operations Department
	Number of shares		
	Implementation of low-carbon and energy-saving technologies (e.g., photovoltaics).  Number of solutions implemented.	31.10	Chancellor
	Improvement of the condition of building infrastructure by establishing a long-term renovation policy, with an indication of priorities and the determination of a budget.  Degree of implementation of the multi-year renovation plan.	31.10	Chancellor

	Computerization of the University.	Introduction and development of forms of distance learning through elearning platforms, platforms for conducting remote learning (video conferencing).  Number of classes (subjects) implemented by means of e-learning.  Number of classes (subjects) implemented by means of remote learning.  IT solutions for distance learning (e.g., dual career)  Number of students using distance learning, especially student athletes	31.08	Vice-Rector for Teaching/ Vice-Rector for Student Affairs and Academic Sports / Deans of Faculties /Director of Information Technology and University Development.
15.		Expansion and modernization of the deanery system.  Number of new deanery system modules.	31.10	Director of Information Technology and University Development
		Introduction of an electronic document circulation system. Number of circulations. Number of cases handled electronically.	31.10	Director of Information Technology and University Development
		Introduction of a Business Intelligence system.  Number of analyses available in the system.	31.10	Director of Information Technology and University Development
		Implementation of a multi-portal system.  Number of portals available through the system.	31.10	Director of Information Technology and University Development
16.	Financial stability of the University (objectives in the area of finance).	Development of a new system for drawing up budgets and monitoring their implementation (2021-2023).  Number of procedures and system changes implemented.	31.10	Chief Accountant- Quaestor
		Changing the structure of costs incurred by the University - reducing the share of fixed costs in total costs.  Share of fixed costs in total costs.	31.10	Chancellor/ Chief Accountant- Quaestor

	<ul> <li>Enhancing financial security in legal terms:</li> <li>1) Reducing tax risks through ongoing cooperation with a tax advisor and tax audits,</li> <li>Number of tax advice and audits provided.</li> <li>2) Reducing the risk of violation of public finance discipline,</li> <li>Number of procedures in place.</li> </ul>	31.10	Chief Accountant- Quaestor
	<ol> <li>Increasing the efficiency of inputs.</li> <li>Increasing the utilization rate of assets by increasing accessibility to a larger audience (e.g., use of rooms, apparatus, teaching equipment),</li> <li>Asset utilization rate.</li> <li>Seeking solutions to the issue of buildings and building facilities not used for the University's activities.</li> <li>Amount of revenue from unused facilities.</li> </ol>	31.10	Chancellor/ Chief Accountant- Quaestor
17. Adjusting the organizational structure and employment for the needs of the University.	<ol> <li>In terms of the development of university teachers.</li> <li>Development of a university-wide system for identifying and rewarding the best academic teachers,</li> <li>Number of awardees.</li> <li>Creating conditions for the rapid promotion of academic teachers,</li> <li>Number of promotions.</li> <li>Supporting the international mobility of university teachers,</li> <li>Number of employees benefiting from international mobility.</li> <li>Increasing research salaries.</li> <li>Increase in research salaries.</li> </ol>	31.10	Rector/Vice-Rector for Reserch and International Cooperation  /Vice-Rector for Teaching /Chairman of the Council of the Scientific College /Deans of the Faculties /Director of the Department of Employee Affairs

	With regard to the administration of the University  1) Introducing transparent and efficient administrative procedures and efficient workflow  Number of procedures introduced.  2) Implementation of an incentive-based system of evaluation and remuneration of various groups of employees of the University,  Number of employee evaluations.  3) Adjusting employment to meet teaching, research, investment goals and organizational structure of the University,  Decrease/growth and structure of employment.	31.10	Rector/ Chancellor/ Director of the Department of Employee Affairs
	Development and evaluation of the marketing strategy.  Status of strategy implementation	31.10	Vice-Rector for Organizational Affairs and Cooperation with the Environment/President of URSS/President of URD
18. Strengthening the image of the University	Development and implementation of a visual identity system.  Status of implementation.	31.10	The Vice-Rector for Organizational Affairs and Cooperation with the Environment
	Social media development.  Number of information posted in the media  Average number of likes of information.	31.10	The Vice-Rector for Organizational Affairs and Cooperation with the Environment

Organization of permanent and special events.  Number of events organized.  Number of people participating.	31.10	The Vice-Rector for Organizational Affairs Cooperation with the Environment
Promoting the recruitment of Candidates to the University  Number of activities undertaken	31.10	The Vice-Rector for Organizational Affairs and Cooperation with the Environment
Promoting the University internationally, including the University's participation in international and national events.  Outreach of promotional activities  Number of promotional activities.  Number of events in which the University participated.	31.10	The Vice-Rectorfor Organizational Affairs and Cooperation with the Environment

# Completion

The presented Strategy is intended to ensure that the Wroclaw University of Health and Sport Sciences will ensure the dynamic development of the School and place it among the leading academic centers of Poland, as well as increase its recognition in Europe and the world. Its implementation will be subject to control, analysis and evaluation of the actions taken and possible correction.

Realizing the enormity of the responsibility arising not only from the implementation of the activities, but also the fact that these activities extend beyond a single term, I ask the entire Community of the Wroclaw University of Health and Sport Sciencesto accept the Strategy and cooperate fully in its implementation.

Rector

Prof. Dr Andrzej Rokita