

# Implementation Plan for the Strategic Intent of the Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem

## For the year 2023

The Implementation Plan for the Strategic Intent of the Faculty of Art and Design at Jan Evangelista Purkyně University in Ústí nad Labem for 2023 was discussed by the Faculty of Art and Design's Art Council per rollam on 12 June 2022 and approved per rollam by the Academic Senate of the Faculty of Art and Design on 26 June 2023.

# INTRODUCTION

The Implementation Plan for the Strategic Intent of the Faculty of Art and Design (hereinafter FUD UJEP or the Faculty) at Jan Evangelista Purkyně University in Ústí nad Labem (hereinafter UJEP or the University) for 2023 is based on the Strategic Intent of the Ministry of Education, Youth and Sports of the Czech Republic (MŠMT) for 2021+, its 2023 update, the Strategic Intent of UJEP for 2021+, and the Implementation Plan for the Strategic Intent of UJEP for 2023, as well as the Strategic Intent of FUD for 2021+. Thus, this Plan is structured in accordance with the requirements of the strategic documents of MŠMT and UJEP, adopting the priorities deemed important by these institutions.

The goal of this Plan is to identify the main areas of development for the Faculty in 2023 and to outline the specific steps the Faculty will undertake to reflect the current requirements for high-quality academic and creative infrastructure, the development of the international environment, conceptual support for creative outputs, and the development of activities in the University's third role.

# **MAIN OBJECTIVES OF THE FACULTY IN 2023**

- 1. Change in the leadership of FUD UJEP, update of the organizational structure of FUD UJEP, clarification of managerial and professional competencies for both academic staff and non-academic staff (administrative and technical), revision of their job responsibilities, and systematization of the operations of individual departments.**
- 2. Evaluation of the implementation of newly accredited study programmes across all levels of education, analysis of the study environment at the Faculty, particularly in terms of prospective students' interests, student success/failure rates, and the professional development of studio leaders.**
- 3. Evaluation of the pedagogical competencies of academic staff at FUD UJEP and the development of career development plans.**
- 4. Preparation and implementation of creative, educational, and infrastructural projects for the new programme period (OP JAK, RUR, EEA, and Norway Grants).**
- 5. Preparation of the application proposal for the new accreditation of habilitation processes and procedures for professorial appointments in the field of Visual Communication.**
- 6. Preparation of the proposal and application for a new accreditation of the professional bachelor's study programme Production for Cultural and Creative Sectors (NPO).**
- 7. Institutional stimulation and financial support for excellent creative work and comprehensive support for student creative work, including their presentation in regional, national, and international contexts.**
- 8. Internationalization of the internal environment of FUD UJEP.**
- 9. Implementation of the reconstruction of the FUD UJEP building and a new wayfinding system.**

**10. Consistent fulfilment of the “third mission” of FUD UJEP.**

# TOOLS AND STEPS FOR IMPLEMENTING STRATEGIC GOALS

## 1. DEVELOPMENT OF COMPETENCIES FOR STUDENTS DIRECTLY RELEVANT TO LIFE AND PRACTICE IN THE 21ST CENTURY

Support for interdisciplinary student projects and their presentation at competitions, exhibitions, and showcases.

Support for the internationalization of the internal environment of FUD UJEP, implementation of student and Faculty mobility.

Support for the involvement of foreign pedagogues, artists, theorists, and practitioners in the educational activities of the Faculty through various formats of lectures and workshops, especially through the Course of a Visiting Foreign Pedagogue.

Support for student initiatives, communities, and the creation of infrastructure for their activities.

Individualization of graduate profiles.

Active participation in the implementation of artificial intelligence as a tool in education at Czech higher art schools.

Utilization of online and hybrid teaching and working techniques.

Launch of the new accreditation process for bachelor's studies in Fine Arts and Design (with specializations in Design and Graphic Design).

Stabilization of personnel for the leadership of studios in the Department of Design in accordance with accreditation standards for bachelor's and master's degree programmes.

Gradual restructuring of the Department of General Studies in line with new study plans and courses implemented in the newly accredited programme.

## 2. INCREASING THE EFFICIENCY AND QUALITY OF DOCTORAL STUDIES, WITH A FOCUS ON THE UPCOMING REVISION OF THE HIGHER EDUCATION ACT

Updating individual study plans in line with the updated portfolio of courses in the new accreditation of the doctoral study programme Visual Communication.

Development of the internationalization of the doctoral study programme.

Creation and adherence to supervisor standards, ensuring the consistent fulfilment of their role.

Clarification of requirements for the ongoing fulfilment of study obligations and adherence to the annual minimum of creative outputs for doctoral students.

## 3. DEVELOPMENT OF MANAGEMENT STRATEGY

Updating the Organisational Structure of FUD UJEP, the FUD UJEP Organisational Regulations, and the FUD UJEP Statute in connection with the change in leadership at FUD UJEP.

Merging departments according to study programmes and specializations, increasing the competencies of departments and Heads of Departments.

Clarifying the managerial and professional competencies of academics and administrative staff, revising their job descriptions, and systematizing the operations of individual departments.

## 4. SUPPORT FOR CREATIVE ACTIVITIES

Institutional cooperation with exhibition institutions of national and international significance.

Support for the participation of academic staff and students of the Faculty in projects at prominent domestic and international institutions (with mandatory affiliation to the home institution).

Support for the presentation of creative outputs at foreign exhibitions, fairs, shows, and conferences (with mandatory affiliation to the home institution).

Support for the realization of publication outputs by members of the academic

community, including potential co-publishing and other forms of inter-institutional publishing cooperation (with mandatory affiliation to the home institution).

## 5. BUILDING AND DEVELOPMENT OF THE FACULTY'S FACILITIES AND INFRASTRUCTURE AS A MODERN EDUCATIONAL INSTITUTION

Realisation of the reconstruction and refurbishment of the main building of the Faculty.

Implementation of a new wayfinding system within the Faculty building.

Preparation of creative, study, and infrastructure projects, particularly the OP JAK Ph.D. Infra.

Preparation for the upgrade of the computer park.

Support for multi-source funding and optimisation of the operation of the Ceramic Centre in Dubí.

Realisation of the exhibition and accompanying programme at the Ústí nad Labem House of Arts, aimed at creating a platform for societal discussion in the city.

## 6. THE REDUCTION OF ADMINISTRATIVE BURDEN ON UNIVERSITY ACADEMIC STAFF

Efficient use of the potential of non-academic staff at the Faculty, developing their competencies in new forms of administration.

Administrative support for academic staff at the Faculty in the preparation and implementation of their habilitation procedures.

Administrative support for academic staff at the Faculty in the preparation and implementation of procedures for promotion to professor.

Development of competencies, expertise, and capacity of the FUD UJEP project department, aiming to: (1) Effectively address current project initiatives, (2) Provide support to academic staff in preparing new project proposals and (3) Actively develop and prepare new project initiatives.

## 7. UPDATE OF THE PUBLIC RELATIONS STRATEGY

Promotion of FUD UJEP to the public as an important entity influencing the cultivation and cultural development of the region.

Building awareness of FUD UJEP as an art school that is a model of contemporary art and design, contributing to shaping the future development of these fields.

Strengthening the position of FUD UJEP, particularly in the local, national, and international contexts, as an important cultural institution.

Utilising the exterior spaces of FUD UJEP for more prominent promotion of the school as an art institution.

Implementation of the new wayfinding system at FUD UJEP.

Unifying the visual style of FUD UJEP.

## 8. DEVELOPMENT OF MULTI-LEVEL COMPREHENSIVE COLLABORATION

Collaboration with other art universities and art faculties based on the platform of the Association of Art Faculties and within the framework of the Committee for Art Universities of the Council of Higher Education.

Collaboration with local institutions such as the Činoherní Studio Ústí nad Labem, the Emil Filla Gallery, the House of Culture of the City of Ústí nad Labem, the Museum of the City of Ústí nad Labem, the Public Hall Hraničář, and the Innovation Centre of the Ústí Region on the development of cultural life in the region and the city.

Collaboration with local authorities, private companies, and other institutions on specific projects.

Participation in the restructuring of the region, particularly in the area of cultural and creative industries, human resource development, and improving quality of life, especially through the University project RUR and collaboration with the local authorities of the Ústí Region and other local partners.

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