

Centria University of Applied Sciences STRATEGY 2021-2024



OUR OBJECTIVE







CENTRIA EXPERIENCE / OUR WAYS OF WORKING

Our activities are open and fair and support others. We communicate about our activities actively, openly and in a diverse way.

All our activities are carried out with sustainability in mind.

Our community – students, staff and the employment sector – together form a healthy, constantly renewing and attractive Centria University of Applied Sciences.

Our leadership is professional, our supervisors apply shared action models, and different parts of the organisation demonstrate seamless cooperation.

Our organisational culture emphasises community and doing things together, and we support multiculturalism in our activities.

We know where we are headed and what our objectives are, and the entire community is involved in developing our activities accordingly.

Our activities focus on students and their future in the world of work.

We boldly seek new openings and are prepared to take conscious risks as we renew and reform.

CENTRIA EDUCATION / OUR LEARNING SOLUTIONS

Both our physical and digital learning environments are progressive, adaptable and partly shared with business and industry. Our physical facilities serve as pleasant and inspiring meeting places.

Our multidisciplinary approach produces an individual study path for each student. Our versatile pedagogical solutions enable flexible and productive studies.

Our RDI activities and teaching are mutually complementary and actionable, producing new knowledge and competence.

We emphasise the shared responsibility of both learners and teachers in achieving good learning outcomes.

Our teaching emphasises internationality and promotes students' ability to operate in multicultural environments.

Our graduates have an excellent rate of employment thanks to their learning ability, professional skills, multidisciplinary abilities and international approach.

Our alumni maintain a relationship with their alma mater.

CENTRIA EXTENDED / OUR NETWORKS AND PARTNERSHIPS

We are a sought-after partner thanks to our recognized and well-known strengths.

We actively seek value-adding cooperation with Finnish and international higher education institutions and strategic partners.

Through cooperation, we expand the range of what we can offer while also diversifying our resources. Our cooperation with actors outside the region benefits not only Centria but also business, industry and other activities within the region.

We carry out significant regional development work through teaching and RDI activities.

OUR KEY PROJECTS

Strengthening internationality

We will launch measures that will further strengthen our position as Finland's most international university of applied sciences and integrate internationalisation into all our operations.

Measures

- We will increase the internationalisation competence and mobility of staff and students by offering education in languages and cultures and by supporting study and work exchanges abroad
- We will strengthen the secure international operating environment
- We will increase the percentage of staff with a foreign background
- We will increase the percentage of international degree students
- We will increase the number of annual double degrees
- We will strengthen the integration of international students into the Finnish employment sector and society
- We will increase Finnish language studies for international students
- In RDI activities, we will create an international strategy and establish strategic partnerships with foreign higher education institutions and research institutes
- We will apply for and launch direct EU-funded projects (incl. Horizon, Celtic, Excel)
- We will establish and train a worldwide network of agents around the world to speed up education exports
- We will increase degree education abroad, especially in North Africa and Asia



OUR MODE OF OPERATION OUR LEARNING SOLUTIONS

NETWORKS AND PARTNERSHIPS

Staff well-being as a success factor

We will launch measures to increase the systematic nature and comprehensiveness of our HR management and the utilisation of modern HR practices.

Measures

- We will continue to invest in proactive work ability management and the development of comprehensive well-being at work (measurements, coaching programmes, collective well-being)
- We will renew the working time resources of teaching staff to take into account openness, flexibility, digital competence and co-teaching
- We will strengthen staff resources, taking into account the growth of international aspects and the development of digitalisation
- We will strengthen the digital competence of our staff
- We will strengthen consistent practices in supervisory work and management by issuing instructions and providing support and coaching for supervisors in a systematic way (coaching, supervisor forum)
- We will prepare and introduce a new recruitment model
- We will encourage and support personnel with resources for further studies and set up study groups for completing postgraduate degrees
- We will prepare a programme for staff career planning

Enabling encounters and shared discoveries

We will launch measures that will help Centria develop into a unique meeting place for studying, RDI activities and business and enable an open-minded combination of courses on an individual basis.

Measures

- Pedagogical reform towards flexible and individual study paths
- We will reform our curricula to be flexible and enable deeper cooperation with business life and RDI activities
- We will plan continuous learning paths for different target groups
- We will introduce a new digital learning platform
- We will increasingly construct studies and services to be implemented in cooperation with networks
- We will establish a labour market meeting place for students, businesses and alumni (work placement, employment and mentoring services)
- We will create a Living Lab for entrepreneurship where students, aspiring entrepreneurs and established entrepreneurs can test and implement their ideas
- We will develop and implement the practices and principles of open science
- We will launch more interdisciplinary and multidisciplinary RDI projects shared by research groups
- We will build and strengthen regional ecosystems, especially the digitalisation of production by SMEs and agricultural enterprises
- We will create a digital strategy for Centria



OUR STRATEGY FOR 2030

The nature and ambition of business and employment in the Centria region are characterised by primary production, house construction and boatbuilding, the chemical industry, bioeconomy and the metal industry. The Kokkola Industrial Park (KIP) area in Kokkola, the Ylivieska wood cluster and the Alholma area in Pietarsaari employ more than 8,000 people and have a total turnover of more than EUR 4 billion. A significant part of this and other production in the Centria region ends up being exported. The Centria region is of logistical importance due to the port of Kokkola and good rail connections. The majority of industrial production in the region operates as a network through subcontracting chains. In their regional programmes, Ostrobothnia, Central Ostrobothnia and North Ostrobothnia emphasise and develop these special regional features. Centria plays an important role in ensuring the availability of labour force in its region and in the development of business and industry. A significant part of Centria's RDI activities develop entrepreneurship and SMEs.

The Sitra Megatrends 2020 update highlights five development trends, which are: 1. Ecological reconstruction is a matter of urgency, 2. Relational power is strengthening, 3. The population is ageing and diversifying, 4. The economy is seeking direction and 5. Technology is becoming embedded in everything.

The drivers of development based on Sitra's megatrends and Centria's own scenario work and the features that will steer operations until 2030 are: flexibility, response, development partnership, diverse learning paths, networking, the activation and diversification of student procurement, anticipation, differentiation and productisation.

*The previous Centria strategy for 2018–2022 was developed through an extensive process involving stakeholders and staff. The strategy for 2021–2024 (2030) was prepared in workshops that examined in detail the compliance of operations with the features of the Vision for higher education and research in 2030 and prepared future scenarios to describe possible changes in the operating environment in the over-long term. At Centria, we find the strategy to be highly compatible with the Vision for higher education and research in 2030 and that the achievement of the strategy promotes the implementation of the vision. The strategy process identified measures that, where applicable, have been included as part of the key projects of the strategy period..