

STRATEGY OF THE UNIVERSITY OF SPLIT 2021 - 2025

March 2021

1. MANAGEMENT AND ORGANIZATION

The contemporary university undoubtedly plays a leading role in that process even though it does not obtain an exclusive right to knowledge generation and transfer. Among other factors, the university is recognized for its universal approach that is symbolically entailed even in its name. Namely, only a university can creatively integrate scientific, artistic, or professional work into education and numerous related activities in the field of human knowledge. Such pluralism of university operations is also inherent to the University of Split.

UNIVERSITY BUSINESS ACTIVITIES

1. Conducts scientific research, artistic, research, and highly proficient activities in all scientific and artistic fields.
2. Establishes and delivers university undergraduate programs, graduate university programs, integrated undergraduate and graduate university programs, postgraduate (doctoral) and postgraduate specialist study programs.
3. Establishes and delivers university undergraduate special and specialist graduate professional programs.
4. Establishes and delivers lifelong learning programs and training programs.
5. Conducts publishing, printing, library, and information science business activities for teaching, scientific, artistic and professional purposes.
6. Organizes national, international, science, art, research and expert meetings and competitions.
7. Conducts science, art, research and national and international expert projects.
8. Offers business development-related services to local government units, companies and other natural and legal persons.
9. Prepares expert opinions, reports, and expertise.

UNIVERSITY MANAGEMENT

It is due to the complexity of tasks in science, art, education, and administration that the University of Split has a complex structure as well, including management.

Following the Act on Scientific Activity and Higher Education and the Statute of the University of Split, the most important university bodies are the rector, vice-rectors, Senate, and university council, who are assisted by other professional and advisory bodies.

UNIVERSITY STRUCTURE

The University of Split administers manifold academic, scientific and professional operations through its constituent units, i.e. the higher education institutions - faculties, departments, arts academy / science-education or arts-education institutions, infrastructure units, and other.

Faculties and academy

Faculties are university science and teaching-based constituent units that create and deliver university and professional study programs aimed at scientific and professional work in one or more scientific or professional fields.

Arts Academy is a higher education institution that creates and delivers university art programs by fostering excellent artistic creation and scientific research activity in the field of fine art, music, and acting.

Faculties and Arts Academy are legal entities registered in the Commercial Court Register in Split.

Operations and structure of each faculty and Arts Academy are generally stipulated by the Act on Scientific Activity and Higher Education and in more detail, by the constituent Statute that needs to be harmonized with the University Statute.

The most important faculty/academy bodies are the dean and faculty/academy council. The dean represents and acts on the behalf of the faculty/academy.

University departments

University departments are science, teaching, and art-based University constituent units that participate in the implementation of the study programs by fostering scientific, artistic, and professional activities in a single scientific field or interdisciplinary science field. The University of Split has four departments: University Department for Forensic Sciences, University Department of Professional Studies, University Department of Marine Studies, and University Department of Health Studies.

University departments are organized as branches and are to act according to the Institutions Act. A fundamental Act of the University department is stipulated by the University Senate on the recommendation of the university department expert council. The regulation, that needs to be aligned with the University Statute, determines the internal organization, systematization of work positions and financing.

The main university bodies are the leader of the department and the expert council. The leader of the department is appointed by the expert council based on the recommendation of the rector and approval of the Senate.

Infrastructure University units

Infrastructure University units are the University library and the Student center.

University library

The University library is an infrastructure constituent unit that performs library-information services aligned with the educational, scientific, artistic and professional needs of the University. It is responsible for the functional interconnection of libraries between all university constituent units.

The University library has a status of a legal entity registered with the competent court.

The founder's rights of the University library are being performed by the University. Internal organization and operation are set by the provisions of the Law, Library Incorporation Act,

University Statute and internal University Library Statute that needs to be harmonized with the University Statute.

The University library management bodies include the library director and the library supervisory board.

Student center

The Student center is a University constituent unit that performs activities related to the student standard which includes organization regarding food and accommodation, temporary and occasional employment of students, cultural, sports, and other activities.

The Student center generates revenue directly from the services it offers and indirectly from the share of the national budget earmarked for the student support.

University is a founder of the Student center. The Student center acts as a legal entity that participates in financial transactions. The institution is managed by a director and the governing council.

Other university constituent units

Quality Assurance Centre

Quality Assurance Centre aims to integrate quality into all aspects of the University's activities with the full participation of everyone involved in the higher education, scientific and professional process.

Participants refer to the academic and research community as well as wider society. The Centre's vision is to improve quality by creating an integrated quality assurance system that will enable continuous monitoring and enhancement of all aspects of the University activities, in accordance with the mission of the University and its constituent units.

Interdisciplinary Centre for Advanced Science and Technology

Interdisciplinary Centre for Advanced Science and Technology (ICAST) has been established as an interdisciplinary initiative in nanobiology and nanoscience, and ecology focused on modeling, computer sciences, and simulations within the framework of European and Croatian experimental laboratories network.

Centre of excellence for science and technology – integration of the Mediterranean region

Centre of excellence for science and technology – integration of the Mediterranean region (STIM) connects research and innovation with education through three elements based on excellence and actuality, in the field of advanced technology at nanoscale, water and environment, and education. It is a vision of STIM to develop a network of top-quality research groups in Croatia for tackling topics essential for sustainable development and integration of the Mediterranean region, thereby providing research quality potential that will significantly contribute to important international challenges.

Student Counselling Centre

Student Counselling Centre aims to coordinate students of the University of Split, ensuring systematic support in terms of academic, career, and personal related counseling and professional orientation, supporting and empowering them as well as helping them to overcome challenges during their studies and develop personal and professional skills. This enables the development of students' full academic potential, increases efficiency and completion rate, and also labor market competitiveness.

2. MISSION AND VISION

1. MISSION

The University of Split will contribute to the society through the development of higher education and lifelong learning, scientific research, artistic creation, and professional activity on high standards of excellence, ethics and morals. As a public institution, the University of Split treasures the knowledge as a public good, which is to be generated and enhanced continuously through research and innovation, embedding it into the local and wider community, especially into the economy through knowledge and technology transfer. Knowledge generation and the concern for its constant enhancement, dissemination, and sharing are the sources from which the University derives its strength and autonomy. The key activity of the University of Split is to attract and motivate the students to use their education opportunity up to its maximum, and constantly encourage them to engage themselves in research, innovations, creative challenges and especially in taking up leadership roles in their profession and the society. Having all of this in mind, we approach the idea of an individual as a social being to whom the University needs to offer cultural, humanitarian, sports, and spiritual development and international experience.

2. VISION

The University of Split is a middle-sized university in European Union, aiming to become the leading regional university in this part of Europe, with a strong Mediterranean orientation. The University of Split seeks to become a recognizable European university. Being the cradle of Croatian statehood and literacy, our strength lies in the centuries-long cultural, spiritual, and material heritage. The key task of the University of Split is to conduct teaching, scientific research, artistic creation, and professional activity, based upon principles of quality control assurance and EU standards. The same is requested from all associate institutions, teaching bases, local communities, towns, and economic operators. The University is the leader in the transfer of knowledge and research results in the economy of the region, driving the economic growth, smart specialization, and environmentally friendly and sustainable development of society. The University of Split is focused on the comprehensive development of its students throughout their studies, alumni monitoring, and lifelong learning. The same importance is granted to quality development and enhancement of its teaching and non-teaching staff, who create and implement all the key processes at the University. In our vision, the University of Split is a social leader fostering the highest moral, ethical, social, and economic principles and standards of the public good, and all in favor of the development of the Republic of Croatia, the region and the EU.

3. STRATEGIC GOALS

Apart from the Mission and Vision of the University of Split, the following strategic documents were also important for setting strategic goals:

- The European strategy for sustainable development EU 2030,
- Strategic documents of European Research Area, ERA
- Strategic documents of European Higher Education Area, EHEA
- Standards and guidelines for quality assurance in the European Higher Education Area (ESG).
- Croatian Strategy of Education, Science and Technology
- University of Split Strategy 2021 – 2025
- EU Strategy for the Adriatic and Ionian Region (EUSAIR)
- Erasmus Charter for Higher Education (ECHE) 2021 - 2027
- Mission Statement The European University of the Seas "SEA-EU"
- Manifesto of the SEA-EU Governing Board

For the period 2020 – 2025 the University of Split sets the strategic goals within the following strategic fields:

- SCIENCE, ARTS AND INNOVATION
- EDUCATION AND STUDY PROGRAMS
- STUDENTS AND STUDENT STANDARD
- INTERNATIONAL COOPERATION
- ORGANIZATION AND RESOURCES OF THE UNIVERSITY
- UNIVERSITY IN ITS ENVIRONMENT

4. SCIENCE, ART AND INNOVATION

Being the most prominent scientific-research institution in the region, the University of Split is particularly dedicated to developing the culture of science and art that is open to transferring knowledge into the society at international, national, and local scale, while respecting the highest standards of responsible research and innovation.

We will continue to strive for excellence in line with internationally recognized criteria in all areas, bearing in mind the importance of national research and contribution to solving numerous local challenges. We will use academic freedom, one of the fundamental values of our University to cater for social welfare.

Fundamental research remains the starting point of our science-research activity. At the same time, we will strengthen cooperation with citizens, companies, public and non-profit sectors thereby enabling our scientists and artists focus their activities to solve today's most important challenges.

We will continue to support and contribute to further development of areas recognized as successful and relevant. Simultaneously, we will create conditions that will enable free access to the development of new research topics.

By offering continuous support to open science and by making results more available and visible, we will help to distribute research findings among the broader public, spur new collaborations, improve public understanding and attract new generations of scientists and students.

Scientific and artistic research should continue strengthening their relationship with education. Therefore, we will strive to include students in scientific-research and art related activities more, and also engage them in various forms of cooperation with external actors and knowledge transfer activities, thereby encouraging creativity, inventiveness, and entrepreneurship.

Strategic goal 1: Scientific excellence for academic and societal impact

TASK 1.1.	Encourage strategic areas of research excellence based on a strong research environment, modern equipment and infrastructure to ensure new opportunities and collaborations.
TASK 1.2.	Establish and encourage transdisciplinary research innovation centers–connect research groups and potentials from different constituent units and different areas through joint collaborations and projects.
TASK 1.3.	Adapt and develop supporting structures for research and innovation to make them compatible with new science and technology challenges and flexible enough to offer researchers the necessary autonomy, infrastructure, and financing.
TASK 1.4.	Foster activities oriented to attracting excellent national and international scientists, support and regularly award excellent scientists.
TASK 1.5.	Improve working conditions for research groups that achieve best results.
TASK 1.6.	Support the growing number of doctorands and young researchers dedicated to career development.
TASK 1.7.	Support sustainable practices in science and research.
TASK 1.8.	Support human research excellence.

TASK 1.9.	Support and improve the work of scientific journals of the University of Split.
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Strategic goal 2: Contribute to the development of society by supporting creativity, innovation and entrepreneurship

TASK 2.1.	Improve the intellectual property system and the management of intellectual property rights.
TASK 2.2.	Encourage the research community to dedicatedly work on transferring knowledge and technology to the economy and social entrepreneurship.
TASK 2.3.	Support cooperation with the economic sector and establish knowledge-based companies.
TASK 2.4.	Coordinate entrepreneurial activities and support the work of entrepreneurial incubators at constituent units, and develop resilience programs in the Spinit incubator.
TASK 2.5.	Actively create new projects with public administration aimed at the development of the whole region.
TASK 2.6	Conduct active management of scientific equipment used for the commercialization of services, knowledge and technology.
TASK 2.7	Establish and manage doctoral alumni network to encourage the development of doctoral careers in the private sector.

Strategic goal 3: Open science and digital transformation.

TASK 3.1.	Support publishing open access articles.
TASK 3.2.	Support open access data and secondary research data.
TASK 3.3.	Support participation of citizen scientists in scientific research and projects.
TASK 3.4	Stimulate co-creation activities in a heterogenous environment; small and large companies, public administration and public entities, civic sector and associations, scientists and researchers, as well as students.
TASK 3.5	Build digital transformation strategy for research and development.
TASK 3.6.	Establish a strategic European digital innovation hub in blue-green economy through networks of all sectors and regions.

Strategic goal 4: Make science and art widely attractive and recognizable

TASK 4.1.	Popularize science and art among youth as well as general public.
TASK 4.2.	Encourage increased visibility of artistic creation and promote the role of art in social and technological development.

TASK 4.3.

Improve visibility of research results and artistic achievements.

TASK 4.4

Promote scientific profession to both genders.

5. EDUCATION AND STUDY PROGRAMS

Students and teachers are the focal actors of the University whose primary task is to educate young experts who will, thanks to their knowledge, skills, and competences, be the change bearers of the economic development and consequently of the overall development at local, national and international level. By ensuring development of all educational aspects, the University will provide its users with high-quality services in the area of higher education and encourage them to actively engage in the European higher education area (EHEA).

Internationalization of the existing study programs is an imperative if we are to achieve a growing University that is innovative, open to collaboration, and recognized by the global university rankings. In that context, the Alliance comprising six European universities (SEA-EU) plays an important role as one of their goals is to create European, joint study programs at all three study levels.

The University constituent units have different approaches when it comes to reforming study programs. Some of them underwent positive changes brought by the Bologna reform in terms of quality and content of the study programs while others adapted the old programs to a new format. New study programs have also been introduced over time without a detailed analysis of the current study programs harmonized with the Bologna reform.

Apart from being recognized internationally, the University needs to coordinate activities at the national and local levels and also reinforce actions for study programs addressing agricultural, economic and military-strategic issues.

More than 180 study programs are being delivered at the University of Split and in due time all current programs will be evaluated and analyzed to assess possible changes, with respect to the quality and justifiability of a study program.

By establishing a legal framework for quality assurance in higher education, the Croatian Qualifications Framework Act entered into force and defined the main quality assurance instruments of study programs. This rendered modernized study programs which reflect changes in scientific profession. Study programs ought to be adapted and rationalized to meet the needs of education that are in line with larger social context and market needs.

University education should be about studying in every sense of the word, including the very process of studying. As such it is evident from student's motivation and behavior, and reflected in the quest for knowledge, scientific research work, and development of student creative endeavors and of a person as a whole. This will not be possible unless teaching is organized with respect to awareness of psychological, didactical, and methodical principles, all of which require change and improvement of teacher's competences, role, form, and identity in the society.

Student is in the heart of the education process and that requires significant engagement, i.e., active participation and interaction with the teacher. Students need to have different types of support at their disposition, from those related to development of academic skills to guidance in the matters of mentoring, counseling, scholarships and career. Consequently, in

lifelong learning and service-learning, adult education connects and activates these processes more expressively.

Strategic goal 1: Modernize study programs in accordance with the challenges of time and environment

TASK 1.1.	Modernize current study programs and introduce new ones aligned with the labor market needs and students' interests.
TASK 1.2.	Improve the quality of education in accordance with sustainable development goals.

Strategic goal 2: Promote lifelong learning and service-learning

TASK 2.1.	Support and develop service-learning.
TASK 2.2.	Enrich lifelong learning offer.
TASK 2.3.	Enable recognition of learning outcomes through partial qualifications of short-cycle programs.
TASK 2.4.	Establish a system for assessment and recognition of informal and non-formal learning.

Strategic goal 3: Adapt and enhance specific independent study programs relevant to the community

TASK 3.1.	Connect elements of specific strategic goals to study programs.
TASK 3.2.	Strengthen and connect teaching activities to projects and scientific-research activities in the area of military and security-intelligence science.

Strategic goal 4: Strengthen teachers' competencies

TASK 4.1.	Strengthen teachers' competencies.
TASK 4.2.	Increase digital and data literacy.

6. STUDENTS AND STUDENT STANDARD

The University of Split continuously develops student standard and the studying standard. It is committed to establishing the necessary infrastructure ensuring support for students' social, cultural and sports activities. The collaboration between the City and the University will make studying in Split attractive and prestigious. For this reason, in cooperation with the City, the University intends to launch a program "Split – student city" that will make Split a

city worth studying in. This will redefine the current system of student standard, for instance, through subsidizing numerous student activities related to sports, cultural and social life, transportation, loans, and also by offering support to students with disabilities, etc. In addition, it is important to ensure affordable teaching materials in the Croatian language to affirm the University as a respectable, regionally recognized publishing center. Investing in student standard and social dimension of studying is in imminent relationship with one of the main national strategic goals, and that is to make higher education accessible to everyone. This will be achieved by enabling equal conditions for everyone and respecting the limits of one's abilities.

Based on the National Report on the first Euro student survey carried out in Croatia in 2010, European and national policies highlight student standard as having a key role in higher education, not only in the context of socio-economic aspects, students' participation or activism, but in the context of all other elements of studying like culture, sports, and greater social engagement. For this reason, the University should continue to cater to students from lower socioeconomic background, and make studying more accessible to the underrepresented and vulnerable groups. It is necessary to improve and continuously deliver scholarship programs eligible for students with disabilities, students from alternative care system, students from lower socio-economic background, first-generation students, student parents, students in bottleneck occupations and other underrepresented groups. It is important to remove all obstacles in the higher education system that can affect studying and completion of study programs (providing for students with disabilities, individual approach, student counselling, personal systems, student-mentor system, and similar). This also applies to students who have achieved top results in sports and cultural activities. To attract students, they should have the possibility of pursuing dual careers and be able to balance all their obligations.

Strategic goal 1: Enable student support during the early career period and labor market transition

TASK 1.1.	Ensure continuous support to improve student transversal competences.
TASK 1.2.	Promote matching students with potential employers.
TASK 1.3.	Encourage students to use research data potential.

Strategic goal 2: Achieve optimal capacity and provide continuous quality improvement of student standard in terms of accommodation and nutrition

TASK 2.1.	Increase the quality of current accommodation capacities – student dormitory as an environmentally friendly and pleasant place.
TASK 2.2.	Increase student accommodation capacity.
TASK 2.3.	Improve the quality of student meals and provide more meal options.
TASK 2.4.	Make student meals accessible to everyone.

Strategic goal 3: Foster continuous development of university sport and health-related physical activities system

TASK 3.1.	Adaptation of current sports infrastructure of the University of Split and construction of new sports facilities.
TASK 3.2.	Continuously develop competition system by organizing official championships between the University constituent units and individual students.
TASK 3.3.	Availability of diverse health-oriented training programs throughout the whole academic year.
TASK 3.4.	Encourage participation of students in individual or university team sports within the national and international university sports federation, as well as in the organization of national and international inter-university competitions.
TASK 3.5.	Support university club competitions in the national sports federations and dual careers of athletes-students.

Strategic goal 4: Actively support studying of the underrepresented and vulnerable groups and promote student engagement in cultural, artistic, humanitarian and civic activities

TASK 4.1.	Remove barriers to academic success for students with disabilities.
TASK 4.2.	Improve the sensitivity and visibility for socially underrepresented and vulnerable groups.
TASK 4.3.	Target more activities for underrepresented and vulnerable groups.
TASK 4.4.	Adjust and improve the part-time studying system.
TASK 4.2.	Foster student activism.

Strategic goal 5: Cater for the quality of life, education, and mental health of students

TASK 5.1.	Improve Student Counselling Center.
TASK 5.2.	Promote activities aimed at promoting student mental health.
TASK 5.3.	Foster development of student competencies.

Strategic goal 6: Achieve the best possible student standard with minimal student fees, offering high selection of adequately paid student jobs

TASK 6.1.	Ensure availability of private accommodation in Split for students.
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TASK 6.2.	Set up exchange programs and ensure as many scholarships as possible with the support of partner companies.
TASK 6.3.	Simplify and accelerate student recruitment process.

7. INTERNATIONAL COOPERATION

Being a live cosmopolitan Mediterranean city featured by open spirit and creativity, international cooperation has always been a vital part of the identity of the city of Split. Split is widely recognized by a growing number of visitors, including famous people, who come here not only from the region or Europe but from all over the world to witness its distinctive character. We strongly believe that Split, a city of rich cultural heritage and a UNESCO world heritage site, bathed in sun and immersed in the Mediterranean area is, in fact, one of the most beautiful places for life and work one can choose. When it comes to location, it has a comparative advantage over numerous universities in the region and can attract not only tourists but respectable scientists, university teachers, students from all around the world, who could bring new ideas and initiate a new phase in the development of this city as a center of scientific excellence and innovation.

Globalization nowadays is not about limitations of local environment or self-sufficiency. Today's world is prone to exploring the new, there are no boundaries - studying in different places and student exchange is welcomed. Hence, as a member of the European Union, there are greater opportunities for the flow of knowledge but also for students and teachers. Efforts will be made to make our University a destination attractive to national and international scientists, teachers, and students. In that sense, the development of the European University of the Seas (SEA-EU) Alliance should be particularly fostered as a strategic answer to economic and social challenges. This Alliance represents the highest level of internationalization in the higher education area. As such, it provides a strong incentive to the development of mobility through networking with other SEA-EU universities for the purpose of joint projects application, development of joint study and other programs, multilingualism, European identity, current study programs internationalization and external stakeholders collaboration development etc.

Strategic goal 1: Increasing internal capacities for the purpose of internationalization

TASK 1.1.	Continuously improve language competencies aimed at delivering courses in foreign languages of both teachers and administrative staff who work with students.
TASK 2.1.	Encourage student and staff mobility (of teaching, academic and non-teaching staff).
TASK 2.2.	Continuously work on establishing and launching new study programs in English as well as in other languages.
TASK 2.3.	Continuously work on establishing and launching new joint study programs in collaboration with international partner institutions.

TASK 2.4.	Enhance the international network of strategic partnerships with respectable international institutions in order to develop joint projects, and increase visibility.
TASK 2.5.	Engage international external stakeholders more actively.

Strategic goal 3: Digitalization of the internationalization process

TASK 3.1.	Actively use digital tools for the implementation of international exchange programs.
TASK 3.2.	Meet all requirements to enable the use of the <i>European Student Card</i> .
TASK 3.3.	Remove barriers in the implementation of <i>Europass digitally signed credentials infrastructure</i> (EDCI) in the context of issuing certificates for learning outcomes acquired through formal, non-formal and informal learning.

8. ORGANIZATION AND RESOURCES OF THE UNIVERSITY

In case of some university constituents, resources may vary, i.e., they are inadequate for proper management of all tasks and for meeting all expectations and challenges in an international environment. Certain constituent units have premises that do not comply with the basic standards of teaching and research demands (old equipment, inadequate spaces). The organization of contemporary higher education institutions needs to be followed by appropriate infrastructure that will contribute to teaching excellence and better position in the European higher education area.

Undoubtedly, top education system and research excellence are no longer possible without modern and advanced information and communication infrastructure. It represents an indispensable basis for new methods and procedures in today's ubiquitous data-intensive research, as well as collaboration environment and tools which enable cooperation between teachers, students and researchers regardless of geographical location and distance from physical research resources.

A significant strategic step forward is crucial if we are to ensure the implementation of new and ongoing projects which require funds for further development of university infrastructure. A basic financial model for further development and construction of the University should be sought in the European Union funds. Apart from good preparation and clear argumentation, broad support at the local and national levels is crucial for ensuring access to financial resources from European funds (European Regional Development Fund, Cohesion Fund, and European Social Fund).

Therefore, providing necessary spatial capacities and infrastructure stem out as a priority in the next period. Accordingly, we will be committed to pursuing the following goals:

Strategic goal 1: Continuously improve the recognizability of the University

TASK 1.1.	Improve world university ranking.
TASK 1.2.	Create a strategic public relations plan.
TASK 1.3.	Create a unique visual identity and an impactful University branding policy.
TASK 1.4.	Improve management and work of the Alumni association.

Strategic goal 2: Improve university management

TASK 2.1.	Improve functional integration to achieve operational efficiency, cost-effectiveness, sustainability, and international competitiveness.
TASK 2.2.	Improve management processes at all levels with an emphasis on e-management and digital efficiency improvement in all business operations.
TASK 2.3.	Improve University management processes in crises.
TASK 2.4.	Develop a regulatory framework for University operations.
TASK 2.5.	Ensure objective evaluation of all processes and activities at the University through a quality assurance system in accordance with the latest professional standards.

Strategic goal 3: Develop human potentials

TASK 3.1.	Ensure transparency, equal access for all applicants and a merit-based system of filling in scientific-research and administrative job positions.
TASK 3.2.	Continuously perfect leader and management competencies.
TASK 3.3.	Encourage education and non-teaching staff mobility to gain new experiences, knowledge and competencies.
TASK 3.4.	Ensure that human resources policy management promotes social inclusion, particularly vulnerable and underrepresented groups emphasizing that discrimination and all types of harassment are unacceptable.

Strategic goal 4: Rational and responsible finance management to ensure long-term financial sustainability

TASK 4.1.	Permanently improve financial monitoring and management mechanisms.
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Strategic goal 5: Increase the level of premises standard and equipment to ensure conditions supportive of the growth and development of scientific and teaching activity.

TASK 5.1.	Review and analysis of infrastructure development plan.
TASK 5.2.	Ensure financial means to support construction and equipment of facilities.
TASK 5.3.	Build and furnish new premises.
TASK 5.4.	Promote sustainable and energy-efficient construction and restore the existing structures by investing in energy-efficient building methods.
TASK 5.5.	Enhance transport infrastructure at Campus.

Strategic goal 6: Improve information and communication infrastructure in all segments of work

TASK 6.1.	Permanently invest in information and communication infrastructure.
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9. UNIVERSITY IN ITS ENVIRONMENT

With regards to the university partnership potentials and competitiveness, the third mission of the University is an area in which universities in Europe and the world are increasingly being recognized. Through teaching and research mission the University significantly contributes to the development of local and national community. Therefore, the third mission should be understood in terms of developing an immediate social responsibility for the development and advancement of the community, which is then profiled and deployed by the University.

One of the University's fundamental tasks is to develop the economy and the society as a whole. University needs to have a strategic approach to be one of the driving forces of social development, especially today in a specific and economically challenging moment. To overcome this crisis, innovation and creativity play a particularly important role since in many areas only University is able to provide a solution. University and its experts need to be actively engaged in bringing economic strategies and political decisions, particularly those made by the City and Split-Dalmatia county.

A part of research activities will be directed towards fundamental, developing and applied research activities in a systematic and organized way to meet economic needs and the needs of the community in which the University operates (public administration units, local government, and regional management units, judiciary).

The University should, as an initiator of development and transformation, pursue an open and proactive attitude to immediate and wider environment.

Strategic goal 1: Foster university cooperation, openness and dialogue with local institutions

TASK 1.1.	Disseminate academic and cultural values to the broader public.
TASK 1.2.	Open discussions about relevant social topics and influence shaping of the public opinion.

TASK 1.3.	Open up the university campus space to local community.
TASK 1.4.	Open University Botanic Garden of the Faculty of Science at the Marjan hill to the local community.
TASK 1.5.	Become one of the fundamental development factors of the sport system and sport infrastructure in the city of Split.

Strategic goal 2: Develop entrepreneurial culture and cooperation with the economic sector

TASK 2.1.	Put business and sustainable development topics in the focus of education and research.
TASK 2.2.	Enhance communication with entrepreneurs and related institutions.
TASK 2.3.	Organize education for small and medium entrepreneurship.
TASK 2.4.	Promote incoming and outgoing mobility and knowledge transfer between the University and business sector.
TASK 2.5.	Encourage joint projects with industry, particularly projects focused on applied research and strengthening of local infrastructure.
TASK 2.6.	Strengthen entrepreneurial culture at the University and offer support to the entrepreneurial initiatives made by students, academic staff, and Alumni association members.

Strategic goal 3: Build strategic partnership with the local and regional administrative units

TASK 3.1.	Participate in the creation of strategic decisions related to the development of the City and County.
TASK 3.2.	Include society representatives in the University strategic planning.
TASK 3.3.	Contribute to harmonized development of Split-Dalmatia County.