

**OPERATIONAL PLAN
Transilvania University of Braşov
for 2023-2024**

Preamble

Transilvania University of Braşov is nowadays the greatest and best-performing university in the Centre Region and the seventh largest university (as measured by student enrolment) of Romania. For more than seven decades, ever since its establishment, the university has continuously developed, encompassing today 18 faculties, in which over 20,872 students are learning, guided by 710 members of the academic teaching personnel and 60 researchers, along with 579 members of the auxiliary teaching and non-teaching staff, within 98 bachelor's study programmes, 86 master's study programmes and 22 doctoral fields.

The recent years have been for Transilvania University of Braşov a stage of institutional and financial consolidation, as well as of initiation or development of many processes specific to a performance-oriented university.

Considering the university's institutional and financial situation, its structure and particularities, as well as the national and international context of higher education and academic research, we dare say the university's ever-greater educational and scientific performance, the development and diversification of its services offered to the academic community and to society, as well as the university's higher level of internationalization are the priorities in the forthcoming period. Therefore, the strategic objectives and implementation measures undertaken in the operational plan are based on the strategic plan for 2020-2024, which pursues the priority directions for Transilvania University of Braşov, with a view to enhancing its performance and prestige at the national and international level.

Strategic Objectives and Implementation Measures

First strategic objective: To raise the university's educational and scientific performances, through:

1. Promotion of mechanisms for the recruitment, training/development, evaluation and rewarding of the academic teaching personnel, as well as of the research and administrative staff, based on specific criteria of quality and performance;

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, General Administrative Director, Rector.

2. Permanent update of the university's educational offer and related process, in line with the demands of the socio-economic environment, and the national and international trends;

Responsibility: Deans, Vice-Rector for Didactic Activity, Rector.

3. Modernization of the educational infrastructure (renovation and endowment of the lecture halls, seminar rooms and laboratories), didactic (Gârcin-Doftana, Sânpetru) and sports facilities, as well as identification and arrangement of new facilities for the students' learning/extracurricular activities, based on the "smart-green campus" principles;

Responsibility: General Administrative Director, Rector.

4. Increased use of the modern technologies (electronic platform, intranet, mobile applications, etc.) in the didactic (teaching-learning, evaluation, communication) and research processes;

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, General Administrative Director, Rector.

5. Adaptation of the educational offer promotion, as well as candidate admission and selection processes to the young generation's specificity, inclusively through the use of cutting-edge technologies (online applications, social networks, etc.);

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, Rector.

6. Active support for the academic teaching personnel, researchers and doctoral/graduate students in the scientific research and innovation activity (awards for the research results and project proposals, the doctoral supervisors' performance-based rewarding, payment of the habilitation and patenting fees, granting of mobility scholarships or traineeships abroad, financing of internal research projects, financing for the organization or participation in scientific events, etc.);

Responsibility: Vice-Rector for Scientific Research and Informatization, Rector.

7. Enhanced activity in the Research and Development Institute within Transilvania University of Braşov (ICDT), inclusively by providing support for the master's research programmes and the Interdisciplinary Doctoral School (SDI) in the conduct of their specific activities;

Responsibility: Vice-Rector for Scientific Research and Informatization, Rector.

8. Support for the activity of the Technological and Business Incubator and of the Centre for Technologies, Inventics and Business;

Responsibility: Vice-Rector for Scientific Research and Informatization, Rector.

9. Support for the national and international student scientific activities and events, as well as for the science popularization activities in the pre-university environment;

Responsibility: Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, General Administrative Director, Rector.

10. Support for the university's scientific publications (including the volumes of conference proceedings) and their enhanced quality and visibility on a national and international level.

Responsibility: Deans, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Rector.

Second strategic objective: To develop and diversify the services offered to the academic community and society, through:

1. Permanent contact/collaboration between the management structures and the academic community (teaching personnel/researchers, administrative staff, students) and periodical adaptation of the university's organigram to the needs of the academic community and to the demands of society;

Responsibility: Vice-Rector for Public Relations, General Administrative Director, Rector.

2. Reinforced sense of belonging to the community of Transilvania University of Braşov through specific initiatives and events, as well as the university's increased representativeness in various organizations, structures, councils or agencies at the regional, national or international level;

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, General Administrative Director, Rector.

3. Provision of support (inclusively financial) for the students with social problems, for the ones who implement activities/projects that foster the university's even better operation/development, and of rewards for the students with valuable results in the didactic, research or cultural-sports activity;

Responsibility: Deans, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Rector.

4. Modernization and extension of the board and lodging infrastructure, further actions for building a dormitory-hotel in the area of "Sergiu T. Chiriacescu" Conference Centre, as well as arrangement of new facilities for the academic community's educational, cultural-sports or leisure activities (including the ground floor and basement of the Rectorate Building);

Responsibility: Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Rector.

5. Support for the academic community members' training, specialization and development initiatives/projects, as well as for the national and international student events (thematic summer/winter schools, competitions, festivals, exhibitions, etc.);

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, General Administrative Director, Rector.

6. Coordination of the collaboration with the economic and socio-cultural environment through the "Council of Economic and Cultural Partners of Transilvania University of Braşov", in order to correlate the educational and research process with the demands of the labour market;

Responsibility: Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Rector.

7. Increased involvement of the academic community (academic teaching personnel, researchers and students) in joint projects with the authorities, the relevant educational, cultural and sports institutions/organizations, and the economic agencies, for the benefit of the university and society;

Responsibility: Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Rector.

8. Extended cooperation with the school inspectorates and high schools of Braşov county, but also of other counties in order to attract future students, to guide young people in their career, to train the pre-university teaching personnel, as well as for the mutual support in the conduct of the specific activities;

Responsibility: Deans, Vice-Rector for Public Relations, Rector.

9. Enhanced involvement in the cultural life at a local, national and international level, both through the previously begun actions/events (Concert Season of Transilvania University, the annual Chamber Jazz@Transilvania University concert series, the activities of the Multicultural Centre and of the Music Centre, etc.) and through new projects;

Responsibility: Director of the Multicultural Centre, Director of the Music Centre, Vice-Rector for Public Relations, Rector.

10. Promotion of the university's image at a local, national and international level, as well as permanent update of both traditional and electronic means (website, social networks) of communication and university promotion.

Responsibility: Deans, Vice-Rector for Public Relations, Rector.

Third strategic objective: To raise the university's level of internationalization, through:

1. Establishment and activation of the International Advisory Board of Transilvania University of Braşov, with a counselling role on the university's development and higher international visibility;

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, General Administrative Director, Rector.

2. Development, in each faculty, of at least one study programme taught in a foreign language (inclusively in partnership with other universities in the country or abroad), especially within the master's and doctoral education cycles;

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for University Internationalization and Quality Evaluation, Rector.

3. Support for the development of the language skills in the academic teaching personnel, administrative staff and students, as well as incentives (including financial) for the academic personnel teaching in the study programmes taught in foreign languages;

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Public Relations, General Administrative Director, Rector.

4. Support for the annual participation of each tenured academic teaching personnel member and researcher in at least one scientific event abroad and financing of the university's own programmes for training/research/internship abroad, as well as for the development of the international educational and scientific cooperation;

Responsibility: Deans, Vice-Rector for Scientific Research and Informatization, Rector.

5. Development of mechanisms (including financial) to stimulate the participation of both academic teaching personnel and students in international mobilities and collaborations financed by national and international agencies/organizations;

Responsibility: Deans, Vice-Rector for University Internationalization and Quality Evaluation, Rector.

6. Support for the involvement of specialists from abroad in the university's didactic, research and administrative processes, by financing specific programmes intended for them;

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, General Administrative Director, Rector.

7. Annual funding by the university of scholarship/support programmes for the students from less developed countries;

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, Rector.

8. Adaptation of the organizational structure and periodical organization of actions and events for the international students, in view of a greater degree of attraction, accommodation, adaptation and integration in their regard;

Responsibility: Deans, Vice-Rector for University Internationalization and Quality Evaluation, Rector.

9. Enhanced collaboration with the Ministry of Foreign Affairs, with the Romanian diplomatic missions abroad and with other institutions/organizations in the country and abroad, with a view to developing joint educational or research/technical support projects, to promoting the Romanian language, culture and civilization, as well as to attracting foreign students;

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, General Administrative Director, Rector.

10. Support for the university/faculty representatives' participation in events for the university's promotion abroad and recruitment of international students (including from the Romanian communities abroad).

Responsibility: Deans, Vice-Rector for Didactic Activity, Vice-Rector for Scientific Research and Informatization, Vice-Rector for University Internationalization and Quality Evaluation, Vice-Rector for Students and the Liaison with the Economic and Socio-cultural Environment, Vice-Rector for Public Relations, General Administrative Director, Rector.

Prof. Eng. Ioan Vasile Abrudan, PhD
Rector of Transilvania University of Braşov



Approved in the Senate meeting no. 53 of 23.10.2023