Creating Competence

Strategy of JAMK University of Applied Sciences, 2016–2020
The most significant factors to affect JAMK in the operating environment are changes in learning, digitalisation, entrepreneurship, internationalisation, the regional development of Central Finland and the change in university structures.

In addition, several large investments are due to be implemented in Central Finland, including the Bioproduct factory in Äänekoski, the New Hospital, the Kangas area, Hippos 2020 and the Himos tourist area. These will offer completely new kinds of developmental platforms for the activity of JAMK.

JAMK will continue to be a strong and independent university of applied sciences with the City of Jyväskylä as its main owner.
The Operating Environment

• JAMK will deepen its cooperation with universities and research institutes on the basis of shared strengths. Objects of joint RDI work are especially bioeconomy, the Finnish Music Campus, research on families, cybersecurity, rehabilitation, the Jyväskylä Business and Innovation Factory and the new opportunities created by new investments.

• Cooperation will be increased between different levels of education in the EduFutura cooperation, and with the research institutes. Together with international partners JAMK will form educational and RDI activity networks.
Internationality

• In its international activity, JAMK will continue to be an active international university, increasing its exports of education and the number of international RDI projects.

• JAMK will continue to develop degree programmes in English implemented in Finland, increase its marketing to students outside the EU/EEA countries and create a scholarship system to enable studies.

• Marketing and implementation of degree programmes for clients will be increased.
Focus Areas and Themes

- Each focus area includes a significant training task, focused RDI activity and professional service business. The focus areas are compatible with the objectives of the district of Jyväskylä and the regional strategy for Central Finland.

The themes that cut across JAMK’s strategy

- The renewal of learning
- The development of new business and entrepreneurship
- The internationally acknowledged quality
Focus Areas

- Bioeconomy
- Applied cybersecurity
- Multidisciplinary rehabilitation
- Automation and robotics
- Tourism
- Education expertise and business
Development Objectives
Education

• In addition to degrees, JAMK will produce smaller scale learning products strengthening new kinds of expertise. Digitalized education will be strongly increased. JAMK will support the development of expertise in entrepreneurship and business and create new businesses.

• JAMK will expand exports of education into a significant part of its service activity. JAMK will be prepared to establish branches overseas. This will be done in co-operation with university partners and businesses. JAMK will strengthen the degree programmes according to the focus areas and condense its educational offer.
RDI Activity

• The results of RDI activity will create new business and improve the competitiveness of local businesses. The aim is to further increase the role of JAMK as an implementer of RDI activity both regionally and in relation to other universities.

• JAMK complies with the operation models and principles of open science and research.

Service Business

• JAMK is a partner of working life in the renewal of services, products, and business in different fields. We strive for long-lasting partnerships with our customers.
Staff and Students

• The competence of the staff will be renewed and the well-being at work will be promoted. The staff will be offered opportunities for job rotation and making its tasks more versatile in fields such as international activities, RDI and service business.

• The staff structure will be developed by moving the focus in the direction of RDI and service business. The requirements of internationalisation will be taken into account especially in training and RDI tasks. The natural turnover of personnel and job rotation are key factors in renewing the staff structure.

• The student-orientation will be increased by adopting new learning environments and methods. The well-being of students will be promoted by improvements in student welfare services. JAMK’s partner in the development work is its student union, JAMKO.
Customers and Partnerships

• In the JAMK focus areas, development work is done in co-operation with regional, national and international partners.

• The aim is to develop stronger partnerships and diverse networks.

• The JAMK’s expert teams maintain and develop their working life connections by utilizing the opportunities of education, RDI activity and service business.
Reinventing Higher Education
Reinventing Higher Education

• The aim of reinventing higher education is to respond to changes in working life and learning and to guarantee modern ways of working for customers and students.

• JAMK will renew the way of working at the university of applied sciences and form a new kind of higher education institution in Finland. The change applies to the whole university. The starting point is the highest possible quality with prospective economic margins.

• The structures, the way of working, working culture and management in the university of applied sciences are renewed. Higher education institution is a flexible and competitiveness increasing partner for working life.
JAMK Strategy Implementation Programme: Strategy Map and Objectives 2020

Resources

Good conditions for operations
- Efficient organisation
- Well-functioning premises and equipment
- Stable finances

Staff, students and partnerships

Networked and developing community
- Strong partnerships
- Skilled and professional staff

Processes and products

High-quality training, RDI and services
- Student-oriented digitalised learning and growing education export
- RDI activities sharpening the client’s competitive edge
- Client-oriented service portfolios

Results of activities

Powerful focus areas
- Acknowledged multi-disciplinary competence

Vision

Reformer of learning, developer of competitive edge
- Reinventing higher education

The JAMK strategy implementation programme also defines the strategy indicators, annual measures