

## The EuCRF Propriety Programme of Strategy Building & Implementation for Academic & Research Organisations<sup>SM</sup>

Institutional academic & scientific excellence is reflected in the organisation's international ranking (e.g., the Shanghai ranking, Times Higher Education Ranking, etc.). This, in turn, helps enhancing such excellence. It is highly important for every university and research organisation for upholding and advancing their excellence in research (and teaching) for their appeal to researchers and students and – not less important – for enhancing their capabilities for attracting funds for research and further scientific development of the organisation and its staff.

To achieve this, EuCRF has developed its unique **EuCRF Propriety Programme of Strategy Building & Implementation for Academic & Research Organisations<sup>SM</sup>**. This Programme is well-structured procedure carried out together with both management and the scientists of the organisation and its sections (departments, faculties, institutes, etc.).

The programme comprise of three components that can be employed at any level of the organisation, based on its specific goals. These components are:

- **Academic Performance Programme**
- **Revenue Increasing Programme**
- **Devising & Implementing Strategic Plan**

### Academic/Scientific Performance Programme:

- **Setting goals.** This can be done at any or the following three levels:
  - The Organisation as a whole (University, Research Centre, etc.);
  - Basic Sections (Faculty, Institute, etc.);
  - Primary Entities (Department, Sections, etc.).

### ➤ Staff Performance Assessment

Mapping staff performance and creating mechanism for on-going systematic evaluation which can substantiate recommendations for promotion or demotion of staff members – as well as for setting of performance-link rewards policy based on and resulting from their overall performance (academic & teaching performance, research capabilities & achievements, grant attractiveness, rate & hosting of publications, citation rate, international networking & collaboration, internal funding rate, supervision of research, etc.).

### ➤ Organisational overall Performance Assessment

Overall assessment and analysis of the organisation, coupled with performance evaluation of each of the institutional units (faculties, departments, sections, etc.), including examination of the overall scientific achievements, career development policies and practice, teaching and instruction, gender distribution, financial performance, degrees, education, curricula and training time-lines (e.g., study periods – semesters, quarters, summer sessions, etc.) and organisational support available for the scientific work.

### ➤ Evaluating Administrative Efficiency

Functional analysis of the institutional administrative units, their contribution to scientific and research excellence & international standing and examination of

the efficiency of the financial management aimed at the encouragement of the scientific and research work.

- **Assessment of staff harmonisation**, including gender & age balance and distribution;
- **Reporting.** Preparation of analytical reports to summarise the various stages of the work done in the Assessment Stage.



### Revenue Increasing Programme:

- Analysing current sources of income.
- Setting programmes to increase revenue through instruction/teaching & related activities, coupled with enhancement of professional & research activities of the organisation and its members (e.g., executive degrees and/or higher degrees for both domestic & international students, setting collaborative degree & diploma programmes for identified audiences.
- Designing new products and new schemes to better diversify services that can be offered growing variety of potential "clientele" (e.g., Laboratory services, renting out use-time of instruments which are not fully exploited by the organisation – e.g., electron microscopy, exploitation programme for technologies developed by the University etc.).
- Developing marketable programmes based on the institutional professional capabilities for sale to external entities (e.g., governmental & parliamentary

organisations, commissions & agencies, industrial organisations, etc.).

- Enhancing successful participation in internationally funded projects (e.g., Horizon 2020, NIH, DoD, NATO for Peace, World Bank & UN enterprises, etc.) and, of course, in nationally or otherwise funded projects.
- Reporting. Preparation of reports to summarize the various stages of the work done.

**Devising & Implementing Strategic Plan:**

- **Data processing.** Collection of data pertaining to all stages above and processing it according to criteria set up at the beginning of the work. An automatic system is under development at EuCRF.
- Based on these analyses, preparation of a set of recommendations concerning the subjects examined as the basis for the planned Institutional Strategy.

- Structuring Strategic Plan for the Institution with built-in controls that will lead to achieving the goals set at the beginning of the work.
- Creating specific work plan with time table and operational budget.
- Follow-up of the implementation of the programme to ensure the smooth execution work of all stakeholders within the organisation.

**Note:**  
The information collated will be based, in the main, on information from the organisational sources. However, EuCRF is engaged in developing Automatic Academic Staff Assessment Suite of methodology & software that will enable the collection of relevant information automatically (from various sources in an on-going manner. The use of the Suite will be made available to the organisation.

**Schematic Representation**

