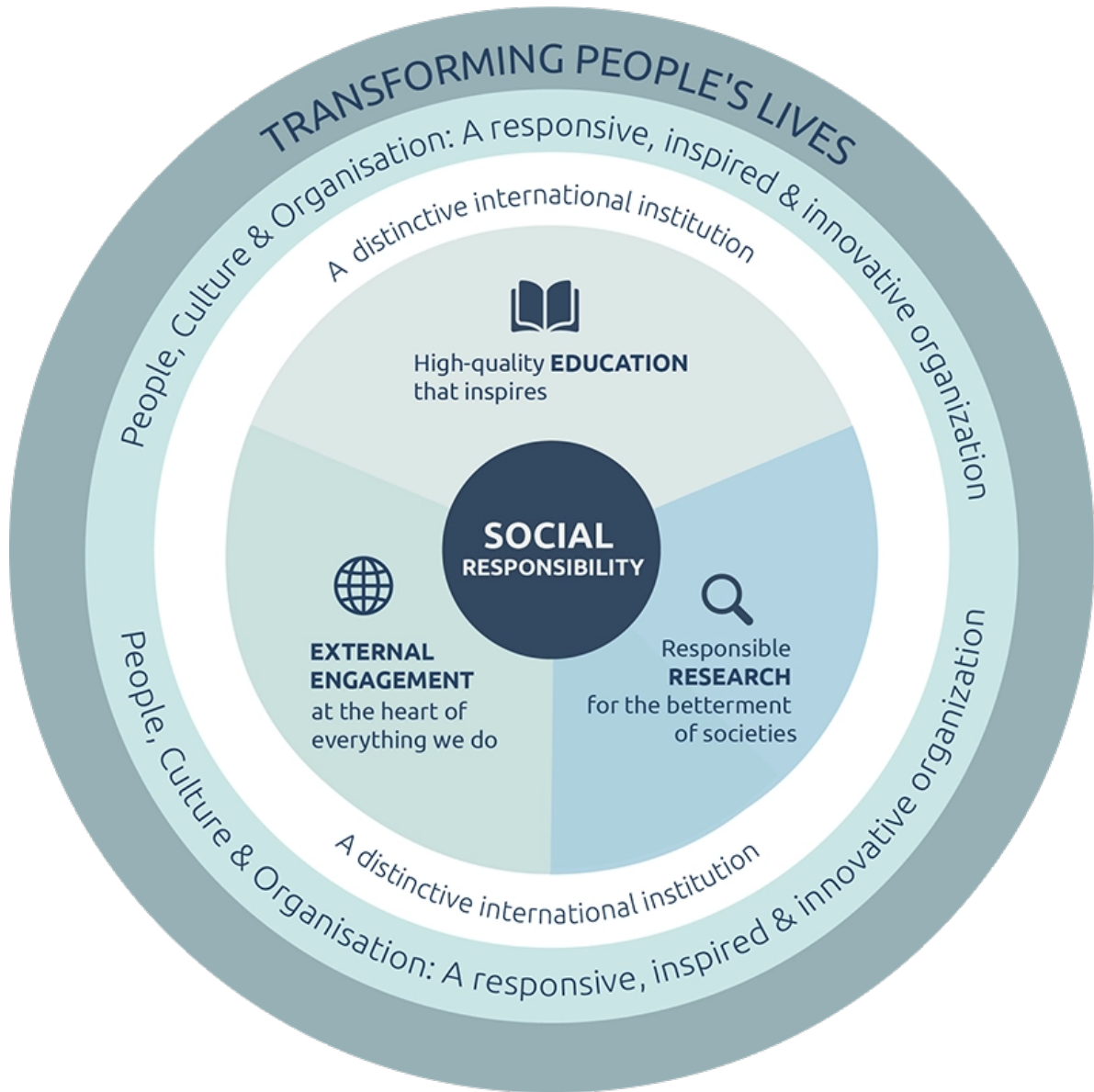




Our Strategy 2025-2030



1. Mission

“To maintain the highest standards of quality as a Higher Education institution employing staff who work at the frontiers of academic enquiry and follow the developments of the real world in order to educate students to become experts in their disciplines and at the same time become all-around well cultured personalities who will contribute to the creation of a civilised society”.

2. Vision

“To be a leading international institution, achieving excellence and making a difference in Southeast and East Europe and beyond with bases, presence, activities and impact in all countries of the region contributing to growth and development.”

3. Guiding Principles

The Europe Campus has based its operation and development on four fundamental guiding principles:

- Excellence
- Internationalism
- Entrepreneurship
- Equality, Diversity, Inclusion

4. Strategic Pillars

The strategic plan outlines the core pillars and objectives that will lead to the achievement of the institution's long-term goals. The strategic pillars are:

- Education
- Research
- Engaging with society
- Social responsibility
- People, Culture & Organization
- An Institution/Branch Campus of International Scope and Orientation

Each pillar has specific goals and objectives aimed at developing the Europe Campus, and contributing to the economic, social, and scientific progress of the regions in which it operates.

5. Goals and Objectives

5.1 Education



5.1.1 Strategic Goal

To provide high-quality education that inspires students and offers a distinctive, international, and inclusive learning experience with the aim of shaping the next generation of global citizens.

5.1.2 Strategic Objectives

1. Maintaining high standards and excellent quality in education, guided by our values and aspirations, responding to the needs of society, the labor market, and the environment in a rapidly changing world.
2. Strengthening our influence on society, at a broader local and global level, through the enrichment of our study programs, expansion to new locations, and the development of strategic collaborations, while successfully managing the increase and diversity of the student and teaching staff.
3. Enhancing the student experience through the implementation of flexible, innovative, and attractive Teaching, Learning, and Assessment methods, strengthening the sense of belonging

to the academic community, promoting lifelong learning, and shaping a strong professional profile through personalized support.

4. Redesigning our educational work, programs, and teaching, learning, and assessment methods, utilizing the opportunities offered by modern digital technologies to provide a personalized learning experience.
5. Strengthening a value-based educational approach that promotes the participation of students and staff in projects with practical application and social impact.
6. Further promoting the interdisciplinary approach between study programs and increasing opportunities for learning and teaching that are guided by research and curiosity.
7. Learning from the open sharing of different experiences and best practices, supporting and encouraging the aspirations of staff by providing personalized support and development, maintaining and strengthening the cohesion of our academic community by recruiting new and highly capable members.
8. Continuous reflection and review with the aim of prudently reorganizing the administrative structures of the departments and revising existing quality assurance procedures, utilizing the potential of digital transformation.
9. Maintaining a high level of student satisfaction by providing excellent academic support, personalized teaching, and a friendly, supportive learning environment.
10. Promoting close cooperation with the parent university, and particularly between the corresponding academic units, on issues of teaching, learning, and mobility between academic staff and students, through mutual exchanges.
11. Promoting and strengthening the mobility of students, academic and administrative staff, utilizing all the opportunities provided by Erasmus, as well as collaborations with other universities.

5.2 Research



5.2.1. Strategic Goal

Responsible research as a driver of societal development, pursuing ethical innovations to improve global well-being and building a more just and sustainable future.

5.2.2. Strategic Objectives

1. Maintaining a responsible, sustainable, and high-quality research culture, with an emphasis on scientific excellence and ethical conduct.
2. Developing a distinct research identity based on interdisciplinary research themes, addressing significant social challenges and strengthening social cohesion.
3. Conducting open, transparent, inclusive, and responsible research that is disseminated in the study programs offered by the Europe Campus.
4. Creating a supportive environment that promotes the practical application of research, as well as its use in policymaking.
5. Disseminating the purpose and impact of our research at a local, regional, and international level, with the aim of raising awareness and enriching knowledge.
6. Enhancing our existing networks with the Academic Community, Industry, Government, and Society at a local and international level.
7. Establishing ourselves as a European research hub for the University of York, promoting innovation and international collaboration.

5.2.3 Strategic research themes

Sustainability: Scientific excellence and responsible research practice to promote sustainable development and resilience, integrating the connection with social and industrial needs.

Digital Transformation: Interdisciplinary research that integrates innovation, transparency, and open access, contributing to the creation of technologies that serve social challenges and the development of entrepreneurial skills.

Well-being and Inclusion: Supporting human-centered, inclusive, and interdisciplinary research topics that contribute to the well-being of people and societies, strengthening the connection with local and international communities and the development of human resources in a sustainable and fair manner.

5.3 Engaging with Society

5.3.1 Strategic Goal

“The dynamic and responsible interconnection of academic knowledge with businesses, the market, governance, and society with the aim of maximizing synergies that contribute to innovative development and the strengthening of the knowledge society.”

5.3.2 Strategic Objectives

1. Developing strategic collaborations with local, regional, and international academic institutions, governments, and policy-making bodies.
2. Developing strategic collaborations and a continuous connection with industry, professional bodies, and social stakeholders.
3. Offering all interested parties a Value Proposition of education and research that addresses significant organizational and social challenges.
4. Interacting with local and international professional and social bodies for the continuous renewal and updating of study programs and research priorities.
5. Operating professional development and skills development programs for the education of the next generation of leaders for a stronger and more inclusive society.
6. Enhancing the recognition and employability of graduates by creating a strong networking connection with businesses and organizations.
7. Providing effective communication that reflects the Institution's identity and promotes the mission and principles of our organization.

5.4 Social Responsibility



5.4.1 Strategic Goal

“The social mission of the Branch lies at the heart of its education, research, and operations, highlighting and institutionalizing the university's contribution to society.”

5.4.2 Strategic Objectives

1. Contributing through the operation of the Branch and our graduates to the development and well-being of people, societies, and economies of the countries in our region and beyond.
2. Implementing the commitment to more study opportunities for socially disadvantaged individuals who have the talent and ability to attend a top-quality university.
3. Actively participating in addressing the major social challenges of our time through teaching and research.
4. Ensuring high standards of ethics and values in all operations and activities of the Branch.
5. Governance that strengthens and promotes the active participation of graduates in social responsibility activities aligned with the strategic objectives of the Branch.

5.5 People, Culture & Organization

5.5.1 Strategic Goal

“A flexible, inspired, and innovative organization, focused on excellence and sustainable development, founded on the principles of equality, inclusion, and diversity.”

5.5.2 Strategic Objectives

1. Promoting an entrepreneurial culture based on innovation, innovative thinking, and calculated risk-taking.
2. Encouraging the active participation and contribution of students and graduates.
3. Creating a dynamic, collaborative, and supportive work environment.
4. Modern, continuously improving building and technological infrastructures that support a functional, fully equipped, and friendly learning and research environment.
5. Offering high-quality services to ensure the continuous and effective support of students in achieving their goals.
6. Empowering overseas offices and better integrating our international human resources in achieving our strategic goals, particularly those of internationalization, local networking, and attracting international students.
7. Developing the identity and culture of the University of York's Branch as an academic institution of excellence, focused on international cooperation and development.
8. Ensuring long-term financial sustainability through increasing the number of students, developing new revenues, promoting entrepreneurship, and through prudent resource management.
9. Attracting high-level academic staff, and especially Greek scientists from abroad.
10. Recruiting academic and administrative staff who meet the projected increase in the number of students, so as to ensure the provision of high-quality education, research, and services.

5.6 A Branch of International Scope and Orientation

5.6.1 Strategic Goal

“To strengthen the international character of the Institution by introducing more international students and by developing activities in more countries, while simultaneously promoting a multicultural learning and research culture.”

5.6.2 Strategic Objectives

1. Projecting and establishing, both in Greece and internationally, the character of the Institution as the European Branch of a leading Russell Group English University, based in Greece and constituting a unique educational destination with particular advantages for its students, staff, and graduates.
2. Expanding and deepening our international activity and influence, with particular emphasis on the countries of Southeastern Europe, in regions such as the Caucasus, the Middle East, and North Africa, as well as in China and India. Our goal is to gradually make our presence felt in all regions affected by the reputation of the University of York and even beyond.
3. Increasing the number and diversity of international students.
4. Ensuring that all our functions and activities have an international dimension and orientation.
5. Ensuring that all students acquire a truly international education and develop a global perspective in their thinking and in their professional and personal outlook.
6. Strengthening the cultural flexibility, competence, and mobility of staff and students.