

**Bigger than its size,
more networked than ever**

SeAMK Strategy 2020-2024 (2030)

Approved on the Board on 17.12.2019



Strategy in summary

SeAMK 



SeAMK strategy 2020-2024 (2030)

MISSION

The mission of SeAMK is to increase know-how, competitiveness and welfare

VISION

International, Entrepreneurial SeAMK – Best for our students

STRATEGIC GOALS

Strengthening of attraction

Standing out from other higher education institutes

Growth in internationalization

Digital leap in all operations

Succeeding together with the region and other cooperation partners

STRATEGIC DEVELOPMENT PROGRAMMES

For implementing the vision

- High-standard and working-life oriented teaching and guidance
- Entrepreneurial SeAMK
- International SeAMK
- Thriving, renewing ja open SeAMK community

For boosting growth


- Stenghtening of profile areas
- Attractive SeAMK
- Increase in external funding/internationalization
- Increase in continuous learning
- Digital SeAMK

VALUES

**Entrepreneurial mindset
Internationalization**

**Responsibility
SeAMK spirit**

Target figures 2025 and 2030



	2018 starting level	2025	2030
Bachelor's degrees	730 (816)	815	930
Master's degrees	60	115	145
International degree students	200	450	500
Continuous learning	9 717	30 000	60 000
External funding (RDI and market research services + tuition fees + other educational export)	4,6	6,4	7,5
International RDI funding	450 000	1 100 000	1 500 000
Publications (10% increase/year)	507	750	1000
Student satisfaction	7.	1.	1.

Moreover, other actors in higher education in Seinäjoki: 100 master's degrees, 10 doctoral degrees



Change in the operational environment





Which phenomena/change factors are the most essential from the viewpoint of SeAMK?

- Digitalization
- Demographic development (descending birth rate) and urbanization
- Globalization and change in work
- Challenges of public finance
- Development of science and technology
- Climate change
- Diverging values and attitudes

How do these phenomena affect the operations of SeAMK and what can we do proactively?

WHAT ARE THE EFFECTS OF THE PHENOMENA ON SEAMK?

- Need for more flexible and digitalized degree programmes and modules will increase
- All personnel must become aware of the changes and opportunities brought by digitalization
- Need to keep up with the development of digitalization in all operations (teaching, RDI, support services)

- The number of potential applicants will decrease in the current main catchment areas of SeAMK
- Need for non-degree education increases
- Need for life-long education increases

WHAT CAN WE DO PROACTIVELY?

- We need flagships of digitalization for both education and RDI (research, development & innovation)
- The staff are required to have the digital knowledge and skills needed for their duties, and investments will be made to develop this know-how
- We need to be involved in the right networks in the areas of teaching, research and support services
- Resources must be used reasonably; routine tasks will be automated

- We will develop more flexible modes of application; young people must be engaged in SeAMK earlier than before
- We will increase English taught degree programmes in order to get more international
- We will increase the range of continuous learning opportunities
- We will increase teaching that is independent of place
- Seinäjoki also needs more university-related activities so that the city would be more attractive to young people



DIGITALIZATION



DEMOGRAPHIC CHANGE

How do these phenomena affect the operations of SeAMK and what can we do proactively?

GLOBALIZATION AND CHANGE IN WORK

WHAT ARE THE EFFECTS OF THE PHENOMENA ON SEAMK?

- SeAMK must be able to offer students sufficient and proper knowledge and skills for them to be successful in today's working life; educational content must be constantly renewed
- SeAMK will have more international students and staff than before
- Need for closer and deeper cooperation with working life will increase

WHAT CAN WE DO PROACTIVELY?

- SeAMK must be genuinely bilingual
- There is need for shared aspiration in the region (public and private actors) to promote internationalization
- We will invest in up-to-date cooperation with working life on a wide front and utilize students better than before
- We will use more part-time experts from working life

CHALLENGES OF PUBLIC FINANCE

- Government funding for universities may diminish, although the situation looks better for the time being
- Pressure to decrease the number of higher education institutions will grow nationally
- Debate on the dual model will intensify ((maybe not yet in this parliamentary term))

- We will put more efforts on increasing external funding
- We will look for the right alliances proactively
- The organization of SeAMK has to be reconsidered (educational units, support services)
- Digitalization and robotization will be utilized to make our operations more effective

How do these phenomena affect the operations of SeAMK and what can we do proactively?

DEVELOPMENT OF SCIENCE AND TECHNOLOGY

WHAT ARE THE EFFECTS OF THE PHENOMENA ON SEAMK?

- Keeping up with the development of science and technology is more challenging than before and we must be producing new research information ourselves too.
- Science and technology are changing working life and this has to be taken into consideration
- There is a need to keep up with the development of digitalization in all operations (teaching, research, support services)
- All personnel must become aware of the changes and opportunities brought by digitalization

WHAT CAN WE DO PROACTIVELY?

- We will keep the finances of SeAMK so strong that we will be able to invest in the development of know-how and modern learning environments
- We will also invest in research activities especially in the profile areas; research-centered positions of principal lecturers, senior RDI experts; we prefer open procedures
- We need to be involved in the right networks in the areas of teaching, research and support services

CLIMATE CHANGE

- These themes must be taken into consideration in the content development of both teaching and RDI
- Students, staff and stakeholders are more aware of issues related to environmental protection, sustainable development and climate change and demand that these are taken into consideration in all contexts
- Increase in the prices of energy (heating, electricity) and water causes financial pressures - in addition to ethical issues also joint efforts to save energy

- We will focus on the theme of circular economy both in teaching and in RDI activities and we are experts on the topic (also networking with experts and companies in the field)
- We will set goals for our activities by creating a strategy for circular economy, the aim of which is to diminish the carbon footprint and costs of SeAMK
- The strategy gives guidelines for acquisitions and waste treatment; responsible actors are favoured in purchases



Central strategic questions and goals



International, Entrepreneurial SeAMK - Best for our students

Strategic goals

**Strengthening
of attraction**

**Standing out from
other higher
education
institutions**

**Growth in
international-
alization**

**Digital leap
in all operations**

**Succeeding
together with the
region and other
cooper-ation
partners**

Our operation modes /Values

Entrepreneurial mindset

Internationalization

SeAMK spirit

Responsibility

Strengthening of attraction

SeAMK's educational and RDI products are interesting and attractive. We will be able to select students, in other words there will be a sufficient number of applicants. Seinäjoki is a desired destination for students. We will increase the number of international students and staff in accordance with our plans.

SeAMK is a desired educational and RDI partner for other higher education institutes and companies/organizations. Stakeholders appreciate us and rely on our activities and expertise.

SeAMK is an attractive employer and we will be able to choose the best experts. On our campus, which is the most beautiful in Finland, we have modern learning environments and we do bold experiments together with working life. We will focus on the Open Campus concept and open the doors to the other educational institutions and students of the region.



Standing out from other higher education institutions

We keep strengthening the implementation of the vision "Best for our students"; our students are the most satisfied in Finland at the time of graduation and find employment best.

Special emphasis will be on food and entrepreneurship.

Both in teaching and in RDI, SeAMK will have flagship programmes for which we will be known nationwide. Every degree programme has a distinctive factor that makes us stand out from other institutions of higher education and appeals to students.



SeAMK 

Growth in internationalization

We seek growth in internationalization in particular. We will raise the number of English taught degree programmes and increase the number of international students considerably. We are coordinating the TalentHub network in the region. In addition, we will increase international RDI funding and other external funding. Our aim is to create an internationally significant innovation ecosystem in cooperation with partner higher education institutes.

We will also increase the number of degrees in Finnish taught education especially in the fields of health care and social work and technology. We will start a new Finnish taught bachelor's programme in Information and Communication Engineering. We will also focus on the growth of continuous learning.



Digital leap in all operations

The whole staff and students are willing to develop digitalization.

In teaching, a flagship programme will be developed. In RDI, digitalization will play an important role in each area of strength. We will offer modern development environments of digitalization to students and to working life and industries.

By digitalizing of support services, we will get more resources to develop our activities.



Succeeding together with the region and other cooperation partners

We aim at our goals by making even better use of networks both with the companies and organizations of the area and with partner higher education institutions.

The future and success of South Ostrobothnia goes hand in hand with cooperation between higher education and working life. The aim of SeAMK is to strengthen the development, internationalization and welfare of South Ostrobothnia by educating future experts and by producing applied research that reforms working life. Distinctive and impactful cooperation with working life is our attraction factor and we will do bold experiments with companies. It is easy for our students to find employment and their professional skills are appreciated in working life.

To increase the quality and effectiveness of our activities we will have closer cooperation with other higher education institutions in the fields of education, research and support services. We will lean out our organization in a controlled way. We will prioritize duties and dispose of some of them. We will develop our know-how and renew our operations continuously.





Mission, vision and values



Mission and vision

PURPOSE OF OPERATION /MISSION

The mission of SeAMK is to increase know-how, competitiveness and welfare.

VISION

International, entrepreneurial SeAMK –
best for our students

ENTREPRENEURIAL SPIRIT

We are constantly searching for new things and experimenting boldly; we are allowed to fail while experimenting, but we never give up. We have an active attitude. We are productive and service-minded.

INTERNATIONALIZATION

We offer our students and staff opportunities for internationalization and promote their ability to act in a multicultural environment. We contribute to the internationalization of our region.

VALUES

SEAMK-SPIRIT

We do things together, and appreciate and care for each other. We operate in an open and interactive way. We share the joy when we succeed together. We are proud of our competence and our University of Applied Sciences.

RESPONSIBILITY

We take responsibility for our students' professional skills and the success of our region. We care about common welfare and the environment. We take responsibility for our actions and encourage students to assume responsibility. We develop our competence and share knowledge with others.

The best for the student

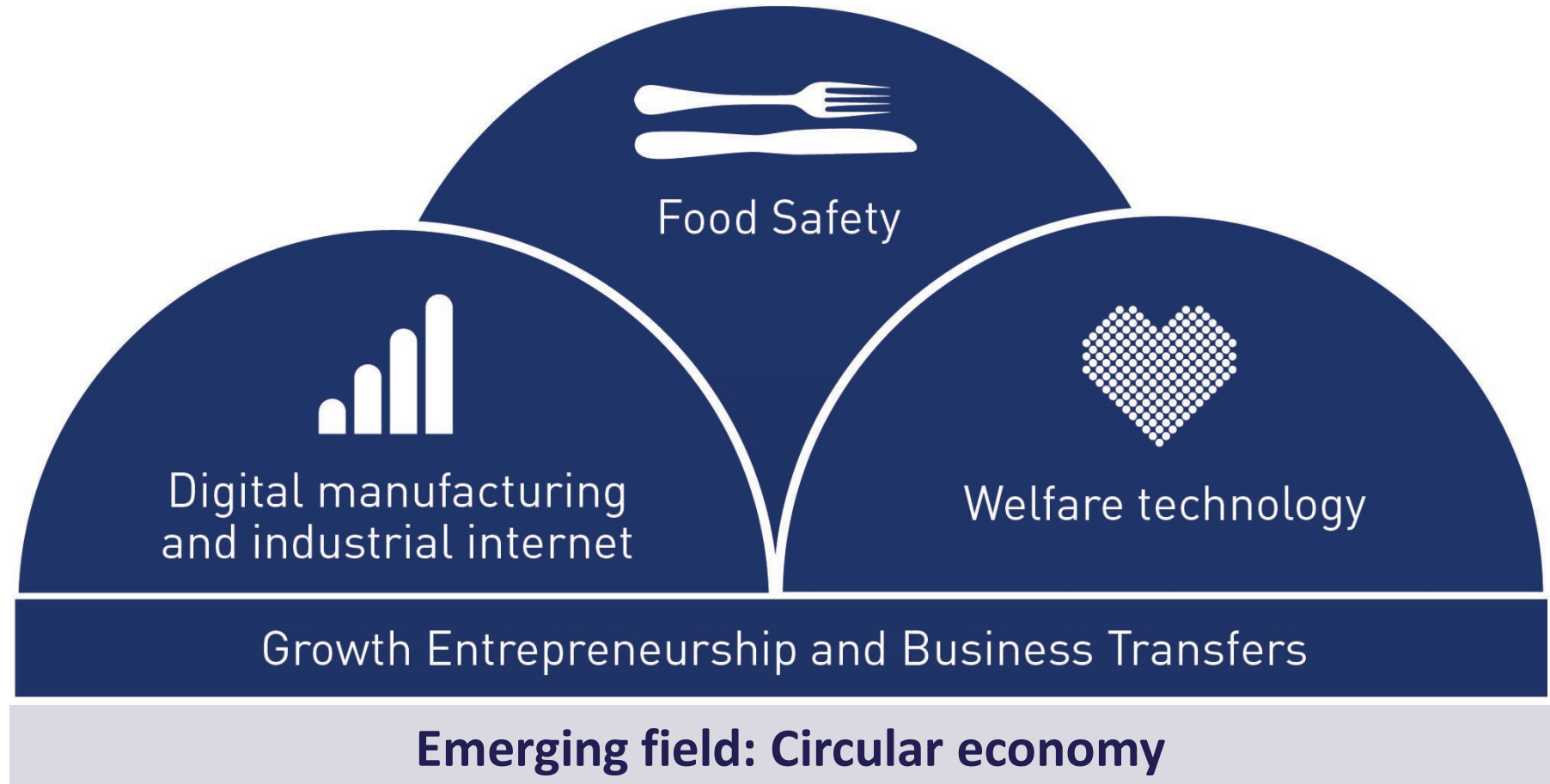
Students and their ability to succeed in working life is the focus of SeAMK's operations. We are the best in Finland in terms of student satisfaction and employment.

We provide high-standard teaching and guidance with alternative modes of delivery. SeAMK's multi-field character allows students to build individual study paths.

We treat students equally and consistently. We take care of students' welfare in a comprehensive way. Our students participate in planning for our operations, and we listen to their feedback.

We have the greatest campus in Finland and high-standard learning environments, and our cooperation with working life is original and active.

Profile areas





Development programmes for implementing the strategy



Development plans for implementing the vision

**International,
entrepreneurial
SeAMK –
best for our
students**



**High-standard and working life
oriented learning**

**Thriving, renewing and open
SeAMK community**

Entrepreneurial SeAMK

International SeAMK

Development Programmes for growth



Strengthening of the profile areas

Attractive SeAMK
(including Open Campus)

Increase in external funding (including international students)

Increase in continuous learning

Digital SeAMK

Communication of the strategy



#bestforthestudent #proudtobefromseamk

TEACHING FOR REAL SeAMK community spirit
Sustainable development **STUDENT SATISFACTION**
ATTRACTIVE WORKPLACE International
LEARNING ENVIRONMENTS AND LABS
Responsibility **ENTREPRENEURIAL**
THE MOST BEAUTIFUL CAMPUS IN FINLAND
Providing good employment **PROFILE AREAS**

