

## Strategic priority 5. Strategic management

### VISION

We engender trust in the universities, government authorities and other stakeholders through the joint development of activities carried transparently and on the basis of the Agency's independence in technical matters, and through our contribution to a greater awareness in society of the university system in Catalonia.

### STRATEGIC AND OPERATIONAL OBJECTIVES

#### **11. Heightened recognition for the Agency**

- 11.1. Upkeep of current accreditations and improvements to QA results and outcomes.
- 11.2. Enhancement of the Agency's corporate social responsibility.

#### **12. Promotion of a more extensive and better dissemination of the Agency's activities and their results**

- 12.1. Definition and implementation of a Communications Plan adapted to the expectations of the main stakeholders and the kind of projects.

#### **13. We have a sufficient number of collaborators and experts of recognised standing who contribute added value to the Agency's activities and are satisfied being involved with AQU Catalunya**

- 13.1. Implementation and consolidation of an integrated human resources management system to attract and recruit, select, train, assess, secure the loyalty and guarantee the ability and value of collaborators and experts.
- 13.2. Increase in the participation of international collaborators and experts in the Agency's activities, particularly in institutional review procedures.

**14. Encouragement for students and graduates to participate in the quality enhancement of higher education and consolidate their involvement in the activities of AQU Catalunya**

- 14.1. Ensure that the needs and expectations of students are incorporated into QA procedures.
- 14.2. Promotion of the connection of students from Catalan universities with European student networks.
- 14.3. Gather feedback from graduates regarding their opinions on ways to improve and enhance the quality of higher education.