



**KAMK • University  
of Applied Sciences**

KAMK'30 Strategy

23.1.2020



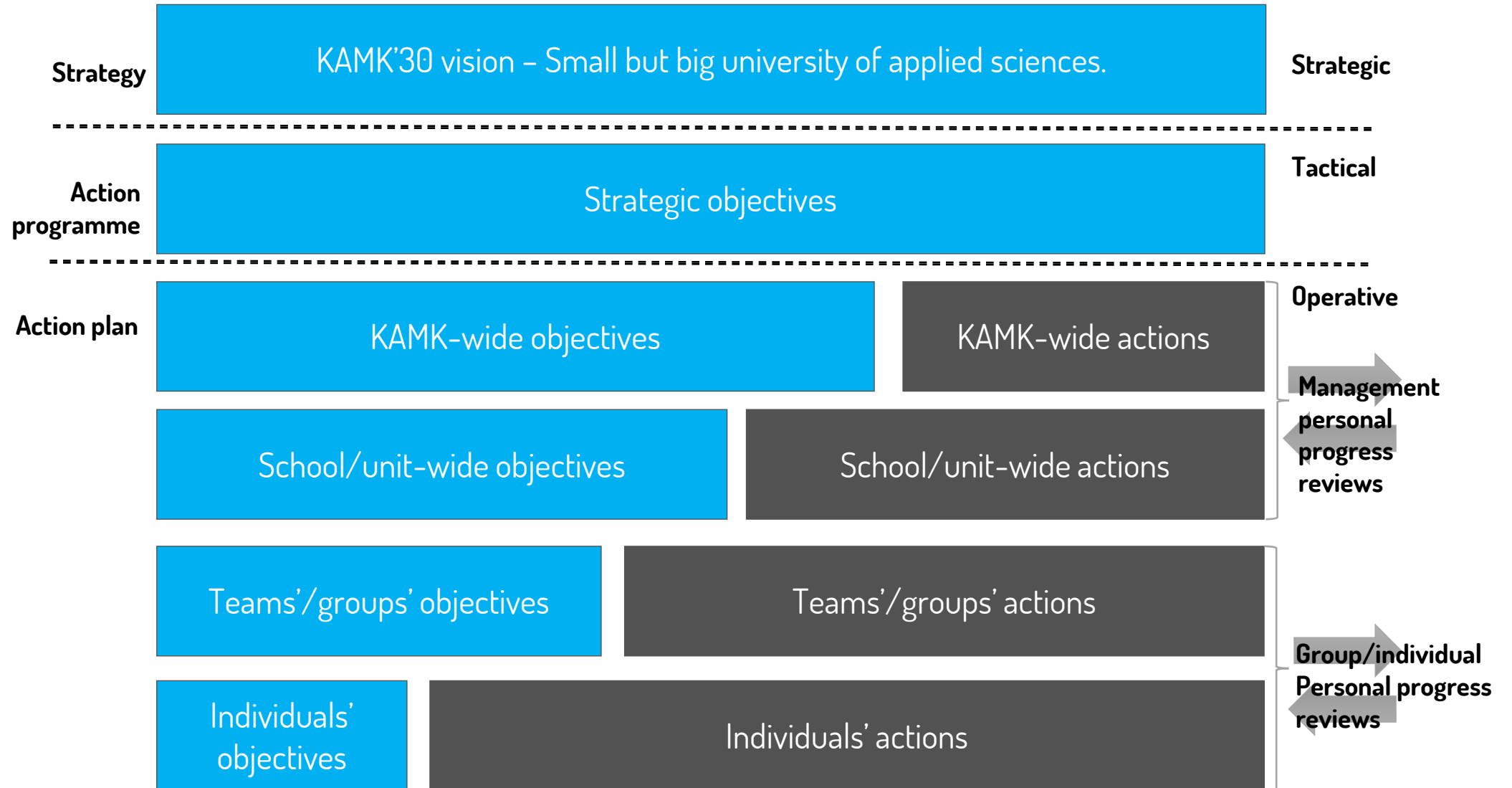
**KAMK • University  
of Applied Sciences**

# Context and Implementation of the Strategy

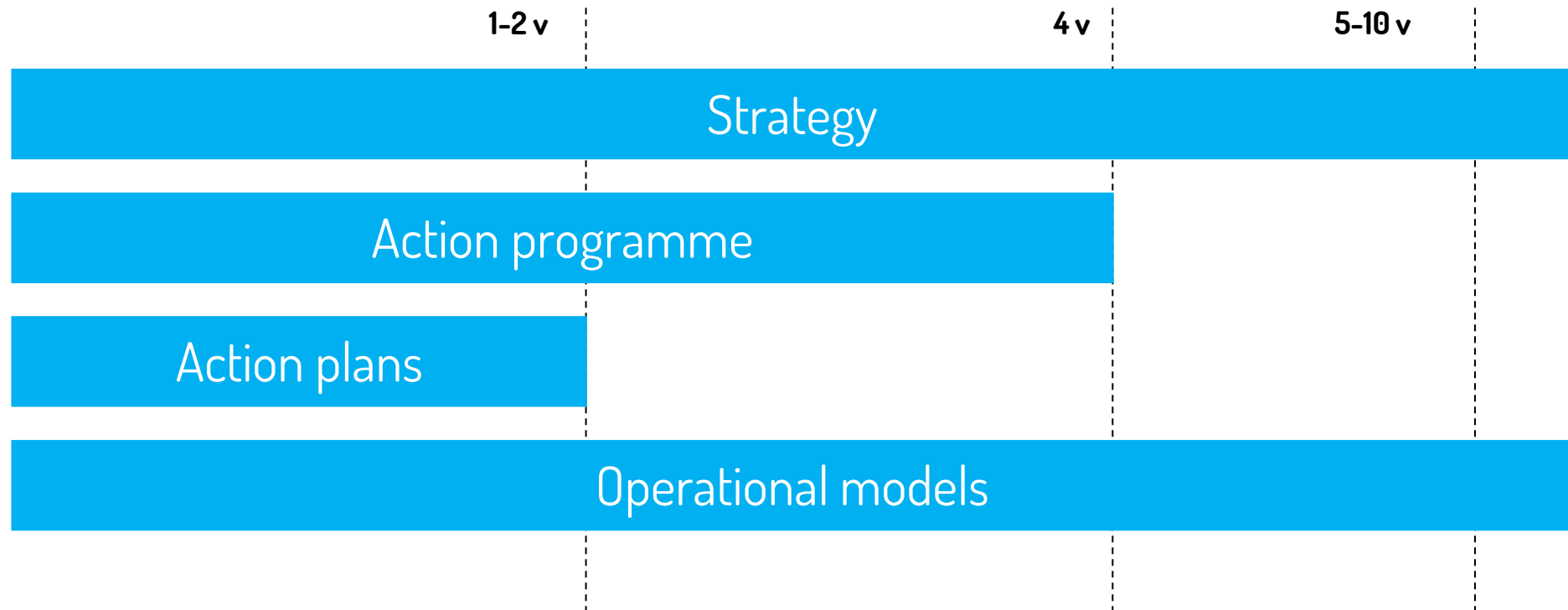
# Content

- KAMK's strategy is strongly based on the national “Vision for Higher Education and Research 2030” framework
- This presentation describes the two highest levels of the KAMK'30 strategy, for the years 2020-2030
  1. Vision
  2. Strategic objectives
- KAMK employs a continually evolving strategic process
  - The strategy is examined and amended, if necessary, by the Board so that possible amendments are confirmed on an annual basis
- The strategy will be implemented during the contractual period within a 4-year action programme
- The action programme consists of shorter action plans and strategic programmes

# Levels of Management, Planning and Operations



# Scheduling





**KAMK • University  
of Applied Sciences**

National Context

# Proposal for Finland: Finland 100+

SUOMI 100+



EDUCATION AND LEARNING,  
KNOWLEDGE , SCIENCE AND  
TECHNOLOGY FOR THE BENEFIT OF  
PEOPLE AND SOCIETY

Over 50% of all young people  
complete a higher education degree

Development of higher education  
and expertise in different life  
situations

4% of GDP allocated to research and  
development: new creative power of  
science, sustainable growth, more  
wellbeing



INNOVATIVE UNIVERSITIES AND UNIVERSITIES OF  
APPLIED SCIENCES

More pre-emptive and able to react

Strong internationally attractive knowledge  
clusters

Actively involved in the world's most interesting  
networks

Open, international and globally responsible

Robust RDI activities and versatile higher  
education as engines for change in the economic  
structure and society

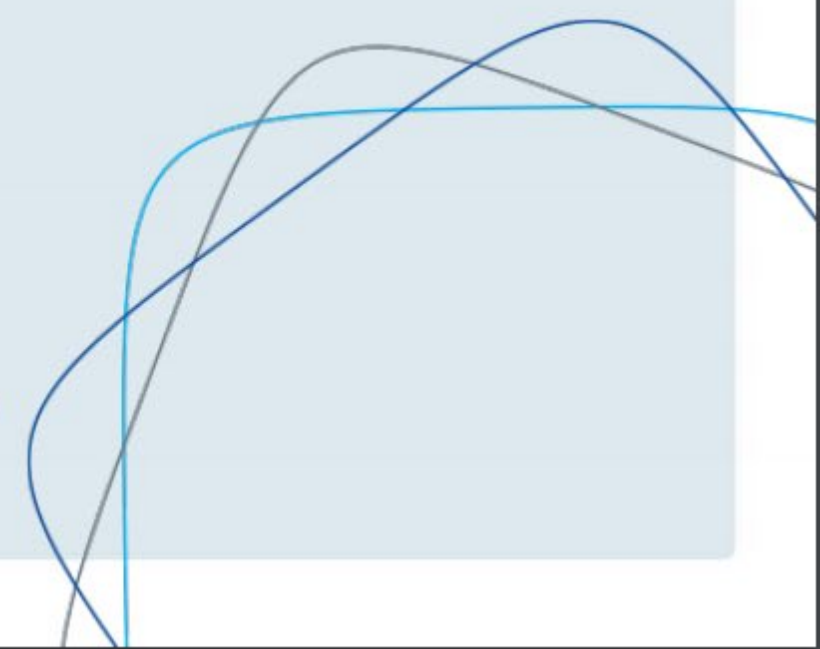
The world's most competent labour force brings a  
competitive edge and promotes wellbeing

Ethical and socially responsible



ENABLING STEERING,  
RESOURCES AND STRUCTURES

Creativity, dynamics and  
potential for action!





**KAMK • University  
of Applied Sciences**

# KAMK'30 Strategy





# Vision '30

Small but big university of applied sciences.

# Vision '30 – Small but big University of Applied Sciences

A game uploaded a hundred million times originates from an idea: a tiny snippet of code. Wellbeing and success stem from minor technical advances. Small actions and innovations may have a massive impact on the environment and population. All it takes is the right growth medium!

We offer a safe and unpolluted natural environment with forests and KAMK, a proactive, innovative university of applied sciences that fulfils the needs of this fast-changing globe and business world. Together these features form the future fertile seedbed for our people, companies and region.

The key to growth is expertise and the sustainable use of the growing environment. KAMK is tasked with educating future experts, who together will cultivate and nurture this region to create a viable and internationally attractive location for companies and students.

As future employees, KAMK's students will bring excellence to many fields in the catchment, assisting the regions of Kainuu, Koillismaa and Northern Ostrobothnia to become places where people want to live, work and engage in business.

**Big stories grow from the seeds of small ideas.**

# KAMK'30 strategic objectives

1. To be an attractive, safe and healthy higher education community
2. To provide results-oriented and efficient education that fulfils the needs of the region
3. To be a nationally and globally attractive partner within selected fields of excellence

## Strategic objectives in figures

Turnover €25m

More than 50% funding from competitive financing  
result +€1m p.a.

Most satisfied students in the country.

A higher education community where more than 60 % of its members  
consider the atmosphere excellent.

3000 degree-students

1000 students in commissioned education

100 000 non-degree students

# Strategic objective 1.

## To be an attractive, safe and healthy higher education community

### How the objectives will be seen in practice:

1. We are known as a university of applied sciences that is modernizing Finland while combining multidisciplinary expertise with successful and effective education and RDI activities.
2. We offer degree specializations for national use based on the strengths of KAMK and Kainuu.
3. We are responsible for regional higher education by creating, in collaboration with leading universities, interesting educational pathway models for all learners.
4. We engage in intensive value-creating cooperation with working life.
5. Our operational culture is open and inclusive. The performance indicator-based management and quality system is accessible and clear.
6. We work within a flat organizational structure that allows for flexibility and rapid decision making. We invest in the development of staff competence and well-being at work, the continuous management development and the continuous and transparent provision and processing of feedback.
7. Our students can identify an excellent learning experience as well as an atmosphere of caring.
8. We communicate with each other in an open and transparent manner.

### How our success will be measured:

1. Number of first-choice applicants (includes undergraduate and postgraduate degrees)
2. External complimentary funding

# Strategic objective 2: To provide results-oriented and efficient education that fulfils the needs of the region

## How the objectives will be seen in practice:

1. We aim to promote the vitality of Kainuu, Northeast Finland and the southern regions of Northern Ostrobothnia, supporting development and producing needs-based know-how.
2. We focus on degree education a) that is increasingly needed in the region (nursing and social services), b) that supports the economy and leads to employment (engineering, sports, and master's degree education), and c) that creates new business and opportunities (sports and tourism, business, esports and international business).
3. We are regenerating our area of operation as well as growing, and we bring expertise, employees, entrepreneurship, and cooperation to our region.
4. We take responsibility for sustainable development, meaning nature, raw materials, and our business. We train sustainable development experts for working life.
5. We exploit cross-disciplinary activity in all our operations.
6. We offer online studies as supplementary / alternative studies in all courses.
7. We utilize team teaching and working life experts in our teaching.
8. We are committed to the principles of open science and research (ATT) and open data in all our activities.

## How our success will be measured:

1. The proportion of students who graduate within the normative/target time from bachelor's degree education.
2. The number of dropouts from bachelor's degree education (includes full and part-time students)
3. Digital methods of accomplishing university of applied sciences courses and other content

# Strategic objective 3: To be a nationally and globally attractive partner within selected fields of excellence

## **How the objectives will be seen in practice:**

1. We will strengthen research and development teams supporting cutting-edge fields of excellence that support teaching:
  - Serious Gaming, VR / AR and Exergaming
  - Artificial intelligence and software robotics
  - Circular economy and measurement technology
  - Digitalization in social and healthcare services and palliative care
1. We will continue to work actively but selectively within the sphere of international cooperation, offering English-taught degrees, double-degree programs, student exchange and research cooperation.
2. We will develop commissioned education offerings such as in-company training, continuous learning and international education projects.
3. We will create models within, for example, energy efficiency in data centers, and we support the development of renewable energy sources through the processing of battery metals.

## **How our success will be measured:**

1. External complimentary funding
2. Publications



**KAMK • University  
of Applied Sciences**

[www.kamk.fi](http://www.kamk.fi)