

APPROVED
by Resolution No. 160000-TPN-34 of 28 June 2021
of the Council of the Faculty of Communication,
Vilnius University

VILNIUS UNIVERSITY FACULTY OF COMMUNICATION'S PLAN FOR IMPLEMENTING VILNIUS UNIVERSITY'S STRATEGY FOR 2021–2025

In 2021, the Faculty of Communication at Vilnius University celebrated its thirtieth anniversary. Currently, the Faculty constitutes the largest community of researchers in the field of Communication and Information in Lithuania, bringing together professors, scientists, students from all three study cycles, non-academic staff, and social partners. The Faculty's scientists conduct research in four different thematic areas: *Book Science, Media, and Publishing; Organizational Information and Communication; Digital Cultures and Communication; Journalism and Media.*

The annual results of the Faculty's scientific activity reflect improvement. According to comparative science assessment data, our research is recognized as conclusive and is well-regarded at the national level, although with limited international recognition.

The Faculty offers four bachelor's and seven master's degree programmes. In recent years, our study programmes have proven to be popular, recognised for their reliability, and are chosen by many prospective students and bachelor's degree holders.

While the Faculty of Communication has excelled in leading the way from scientific and strategic planning standpoints, research remains a more challenging aspect of the Faculty's activity. Other important strategic aspects include uniting the Faculty community, building mutual trust, and promoting academic civility.

The Faculty of Communication stands out for its distinctive strategic planning approach. The first strategic action plan was approved in 2003. Since then, all major decisions regarding the Faculty's development have been made in accordance with strategic action plans approved by the Faculty Council. In 2020, yet another term of strategic planning came to an end at Vilnius University, and the Faculty of Communication. The strategic plan *Vilnius University Faculty of Communication's Plan for Implementing Vilnius University's Strategy for 2018-2020 (VU KF priemonių, įgyvendinančių Vilniaus universiteto 2018–2020 m. strategiją, planas)* was essentially implemented. Thus, 2021 marked the beginning of a new term of strategic planning.

Upon approval of the *Vilnius University's Strategic Plan for 2021-2025 (Vilniaus universiteto strateginis planas 2021–2025)*, the Faculty community and its representative working group issued

a new document – *Strategic Development Plan of the Faculty of Communication for 2021–2025* (*Komunikacijos fakulteto 2021–2025 metų strateginį raidos planas*). This plan is a direct response to the current challenges faced by Communication and Information Sciences and study programmes within the Communication field. The aforementioned strategic plan provides guidelines that we must strive to achieve. In these efforts, mutual ambition, academic civility, engagement, and collaboration among all members of the Faculty’s community are crucial. In doing so, I believe that we will be able to achieve our goals.

*Prof. Dr. Rimvydas Laužikas,
Dean of the Faculty of Communication at Vilnius University*

STUDIES

A LONG-TERM GOAL OF VILNIUS UNIVERSITY:
A graduate capable of solving societal issues.

A LONG-TERM GOAL OF THE FACULTY OF COMMUNICATION:
To offer a range of 30 credits in undergraduate degree programmes. Parallel studies.

ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To develop a concept for a 30-credit selection, 60-credit exemption, and a selection of study subjects. • To develop a regulatory framework for implementing the aforementioned concept. • Adapt a pilot case in the existing programme in the Faculty. • Conduct a comparative analysis on experience, and make necessary adjustments in the final programme(s). 	<ul style="list-style-type: none"> • A developed concept and regulatory framework for a 30-credit selection, 60-credit exemption, and a selection of study subjects. • An indicator of study credit exemptions popularity (number of participants). • A rational 60-credit exemption in the Faculty's study programme(s) with the development of a 30-credit selection. • Student satisfaction (both at the University and Faculty). 	<ul style="list-style-type: none"> • Concept: a formed working group and study programme committees. • Proposal: a formed working group and Study Board. • Results measurement: Division for Studies Management. • Implementation (pilot case): Vice-Dean for Studies and study programme committees. • Implementation (Parallel studies): Vice-Dean for Studies, study programme committees, and a formed working group.

A LONG-TERM GOAL OF THE FACULTY:
To implement an active plan to attract motivated students.

ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To determine the number of motivated students enrolled in the Faculty's study programmes. • An annual analysis of the effectiveness of 	<ul style="list-style-type: none"> • A developed plan to attract motivated students to the Faculty. • The effectiveness of the implemented measures to attract motivated students. 	<ul style="list-style-type: none"> • Division of Communication. • Professors of the Faculty. • Students of the Faculty.

<p>applied measures in attracting motivated students.</p> <ul style="list-style-type: none"> • An established reward and motivation system in the Faculty. • A communication campaign to attract motivated students to the Faculty. 	<ul style="list-style-type: none"> • Assessment of students' motivation levels. 	
<p>A LONG-TERM GOAL OF THE FACULTY: To increase the number of engaged students over the next five years.</p>		
ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To determine the level of student engagement. • To compartmentalise and formalise existing opportunities and means for student engagement. • To formalise measures that encourage engagement and secure funding (e.g., incorporating study and study promotion campaigns, collaborating on research projects, attracting external funding). 	<ul style="list-style-type: none"> • To further support and boost current levels of engagement. • To enhance the quality of engagement. 	<ul style="list-style-type: none"> • To create a portfolio for activities dedicated to student engagement (including studies, scientific research, and other related activities at Vilnius university), involving the Administration and the Faculty Student Body. • Implementation: professors, students, and student organisations.
<p>A LONG-TERM GOAL OF THE FACULTY: To implement new interdisciplinary BUS¹ courses</p>		
ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To form a working group. 	<ul style="list-style-type: none"> • At least 3 newly developed BUS courses. 	<ul style="list-style-type: none"> • Professors of the Faculty.

¹ BUS stands for *General Education modules*.

<ul style="list-style-type: none"> To perform an analysis on opportunities and need for interdisciplinary BUS courses. To explore partnership opportunities. 	<ul style="list-style-type: none"> An expanded selection of BUS courses supervised by professors in the Faculty. 	<ul style="list-style-type: none"> Vice-Dean for Studies. Administration of the Faculty.
A LONG-TERM GOAL OF THE FACULTY: To develop at least one new MVG ² programme.		
ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> To determine needs and possibilities. To identify potential audiences and partners. To perform an analysis on good practice. 	<ul style="list-style-type: none"> Conceptualisation of a new MVG programme. A new MGV programme. Revenue for the new MVG programme. To secure external funding for the new MVG programme. 	<ul style="list-style-type: none"> Committee for the <i>Communication and Information</i> Bridging Courses. Study Board. Vice-Dean for Studies. Professors of the Faculty.
A LONG-TERM GOAL OF VILNIUS UNIVERSITY: To enable every student to acquire international study experience.		
A LONG-TERM GOAL OF THE FACULTY: To implement a mobility window in at least one of the pilot programmes.		
ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> To form a working group. To coordinate credit exemption and the establishment of the mobility window according to needs and possibilities. To explore partnership opportunities, 	<ul style="list-style-type: none"> The number of outgoing and incoming students who have used the mobility window. The number of partners established. 	<ul style="list-style-type: none"> Study Programme Committees. Study Board. Vice-Dean for Studies.

² MVG stands for *Lifelong Learning*.

<p>including <i>ARQUS Alliance</i>.</p> <ul style="list-style-type: none"> • To develop the concept for the mobility window. 		
<p>A LONG-TERM GOAL OF THE FACULTY: To establish a new functional international master's degree programme.</p>		
ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To form a working group. • To outline the needs and implementation possibilities for the new international master's programme in the field of Communication. • To explore partnership opportunities, including <i>ARQUS Alliance</i>. • To develop the concept for the new international master's study programme. 	<ul style="list-style-type: none"> • Conceptualisation of the new study programme. • Implementation of the new study programme. • Number of admitted students. 	<ul style="list-style-type: none"> • Vice-Dean for Studies.

SCIENCE

A LONG-TERM GOAL OF VILNIUS UNIVERSITY:
Science that contributes to society and the state.

A LONG-TERM GOAL OF THE FACULTY OF COMMUNICATION:
Greater national and international recognition of scientific research conducted by the Faculty.

ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To establish higher requirements for non-autonomous entities within organisational-administrative units. • To develop and implement a framework for scientific research grants in the Faculty. • To adopt and utilise good practices on management from other HSM³ units. • To explore international partnership opportunities, including project leaders or coordinators. • To form a working group responsible for lobbying activities. • To collaborate with the University's Project Department. • To file and submit project funding applications (the Faculty ought to submit 10 applications per year under 	<ul style="list-style-type: none"> • Improved annual research evaluation results in the Faculty. • A score of 4 in the Faculty's comparative science assessment. • An increase in applied research and expertise-related activities compared to the years 2018-2020. • The number of meetings and other events ought to be no less than 2 per year. 	<ul style="list-style-type: none"> • Researchers. • Heads of non-autonomous entities within the organisational-administrative units. • Vice-Dean for Science. • Division for Science Management.

³ HSM stands for *Humanities and Social Sciences*.

<p>coordinator and/or partner rights).</p> <ul style="list-style-type: none"> To have employed at least 1 academic employee with a doctoral degree from abroad, who has been working at the University for no less than a year. 		
--	--	--

A LONG-TERM GOAL OF THE FACULTY:
Internationalisation of doctoral studies

ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> To increase the number of international students in the doctoral committee and overall number of doctoral students from abroad in the Faculty. To develop more doctoral-level study subjects that are taught in a foreign language. To develop at least 4 doctoral-level study subjects in a foreign language. To compile and disseminate information in English about doctoral studies in the Faculty. To organise no fewer than 5 international events for doctoral students. 	<ul style="list-style-type: none"> Increased engagement of foreign researchers in the Faculty's doctoral studies and number of doctoral students from abroad. Number of international events for doctoral students. Increased participation of the Faculty's doctoral students in international academic activities, including publications, scientific presentations, projects, internships, and academic events. 	<ul style="list-style-type: none"> Vice-Dean for Science. The Doctoral Committee. Researchers. Heads of non-autonomous entities within the organisational-administrative units. Division for Science Management. Division of Communication.

A LONG-TERM GOAL OF THE FACULTY:
To initiate and implement postdoctoral internship programmes within the Faculty.

ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To assess the current situation and suggest relevant guidelines for postdoctoral internships in collaboration with VU MID⁴. • To issue and implement guidelines for postdoctoral internships. 	<ul style="list-style-type: none"> • Leveraging opportunities from Vilnius University, Lithuanian, and international funds for postdoctoral internships within the Faculty. • Ensuring a minimum of 2 postdoctoral interns. 	<ul style="list-style-type: none"> • Vice-Dean for Science. • The Doctoral Committee. • Researchers. • Heads of non-autonomous entities within the organisational-administrative units.
<p>A LONG-TERM GOAL OF THE FACULTY: To enhance the impact of Faculty researchers in shaping state policies through their expertise.</p>		
ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To identify potential experts within established expert organizations. • To compile a list of experts within the Faculty. • To actively encourage promotion of science through science communication training and support systems. • To encourage researchers' participation in national award competitions. 	<ul style="list-style-type: none"> • Attained a minimum 10% growth in the involvement of Faculty researchers in expert organisations compared to the level in 2021. • Quarterly updates of information on the Faculty's website. • Each Faculty researcher ought to publish at least one piece of science promotion work. • A 10% increase in the number of researchers eligible for awards compared to the level in 2021. 	<ul style="list-style-type: none"> • Vice-Dean for Science. • Researchers. • Non-autonomous entities within the organisational-administrative units. • Division of Communication.

⁴ VU MID stands for *Mobilities for Innovation and Development at Vilnius University*.

COMMUNITY

A LONG-TERM GOAL OF VILNIUS UNIVERSITY:
Collaboration

A LONG-TERM GOAL OF THE FACULTY OF COMMUNICATION:
Effective national and international partnership

ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To compile a list of strategic partners (social and scientific) and identify directions for strategic collaboration. • To develop and apply an effective partnership model in the fields of science and studies. 	<ul style="list-style-type: none"> • 2-3 pilot partnership agreements with international science and study partners. • 2-3 pilot partnership agreements with national social partners. 	<ul style="list-style-type: none"> • Non-autonomous entities within the organisational-administrative units. • Study programme committees. • Administration.

A LONG-TERM GOAL OF THE FACULTY:
Involvement of Faculty alumni in community activities.

ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> • To strengthen connections with the Faculty alumni. • To establish an effective communication system with the Faculty alumni. 	<ul style="list-style-type: none"> • An active collaboration and communication system with the Faculty alumni. • Increased alumni participation in Faculty activities compared to previous years. 	<ul style="list-style-type: none"> • Administration. • Division for Studies Management. • Study Board.

A LONG-TERM GOAL OF THE FACULTY:
Increase in staff performance, motivation, and engagement

ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS

<ul style="list-style-type: none"> • To increase employee motivation. • To encourage employee participation in the Faculty decision-making. • To develop and implement effective workload tracking system for employees and the Faculty. • To develop and implement a career system in the Faculty. • To improve the work of the study programme committee chairs, the Doctoral Committee chair, and Research Department Heads, and increase overall satisfaction with their roles. • To encourage the sense of community among Faculty employees, seniors, and alumni. 	<ul style="list-style-type: none"> • Fully implemented Vilnius University, Faculty of Communication Gender Equality Plan. • 60% of full-time employees participate in decision-making activities. • Improved work engagement; increased satisfaction with the organisation, work, and department compared to the assessment in 2020. • A fully functioning workload tracking system meeting the expectations of both parties. • A transparent and effective career planning system. • Achieve an average age of Faculty professors up to 50 years. • In accordance with Vilnius University regulations, official positions for the chairs of study programme committees and the Doctoral Committee, as well as the heads of Science departments are established. Job descriptions are drafted for these positions. • Organisation of various ceremonial events (e.g., Faculty 	<ul style="list-style-type: none"> • Faculty community. • Non-autonomous entities within the organisational-administrative units. • Study programme committees. • Administration. • Faculty Council. • Study Board.
---	---	---

	<p>anniversary or Christmas Eve celebrations).</p> <ul style="list-style-type: none"> Establishment of a comfortable and welcoming space for employee and guest interaction. 	
<p>A LONG-TERM GOAL OF THE FACULTY: To foster academic civility among students.</p>		
ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> To establish a comfortable and welcoming space for student interaction. To implement named scholarships in collaboration with social partners to foster students' academic civility in 4 study programmes. 	<ul style="list-style-type: none"> Increased student engagement in Faculty life; improved overall satisfaction with studies compared to the assessment in 2020. 	<ul style="list-style-type: none"> Study programme committees. Administration. Faculty Council. Study Board. The Faculty Student Body.
<p>A LONG-TERM GOAL OF THE FACULTY: The development of competencies among Faculty employees to meet future needs.</p>		
ACTIVITIES	MEASUREMENT	RESPONSIBLE INDIVIDUALS/GROUPS
<ul style="list-style-type: none"> To organise coordinated training sessions for Faculty employees to develop and build upon their scientific qualifications. 	<ul style="list-style-type: none"> 3-4 training sessions ought to occur annually. Every year, no less than 40% of Faculty employees ought to participate in qualification building activities. 	<ul style="list-style-type: none"> Administration.