

ECONOMIC AND TECHNOLOGICAL INSTITUTE NAMED AFTER ROBERT ELWORTHY

ADOPTED
Decision of the scientific council
ETI named after R. Elworthy
Protocol No. 10 dated May 8, 2020.

APPROVED
Rector of ETI named after R. Elworthy
Dubrovsky S.S.

**DEVELOPMENT STRATEGY OF THE
ECONOMIC AND TECHNOLOGICAL
INSTITUTE NAMED AFTER ROBERT
ELWORTHY
for 2020-2030**

Kropyvnytskyi 2020

1 GENERAL PROVISIONS

The development strategy of the Robert Elworthy Economic and Technological Institute (hereinafter - the Institute) was developed in accordance with the Constitution of Ukraine, the Law of Ukraine dated 09.05.2017 No. 2145-VIII "On Education", the Law of Ukraine dated 07.01.2014 No. 1556-VII On higher education", of the Law of Ukraine dated November 26, 2015.

No. 848-VIII "On scientific and scientific and technical activities", Law of Ukraine dated 14.09.2006 No. 143-V (as amended by Law of Ukraine dated 02.10.2012 No. 5407-VI "On state regulation of activities in the field of transfer of technologies", Strategies for the development of higher education in Ukraine for 2021-2031, Resolution of the Cabinet of Ministers of Ukraine dated 30.12.2015 No. 1187 "On approval of licensing conditions for educational activities of educational institutions" (as amended by the Resolution of the Cabinet of Ministers of Ukraine dated 10.05.2018 year No. 347), Order of the Ministry of Education and Science of Ukraine dated October 15, 2019 No. 1296 "Regarding the introduction of a pilot project in institutions of professional pre-higher and higher education", other normative legal acts in the field of education and science, the Charter of the Economic and Technological Institute named after Robert Elworthy, approved by the general meeting of the founders of the Robert Elworthy Institute of Economics and Technology, protocol No. 1/2019 of December 12, 2019, the Internationalization Program of the University, other internal regulations of the University.

1.1 Analysis of the current situation in higher education.

The number of universities, academies and institutes in 2019 was 476 establishments, of which:

state ownership – 319 establishments;

private form of ownership - 157 institutions.

That is, the state remains the main provider of higher education (according to www.osvita.ua).

The distribution of higher education institutions by regions of the country preserves stable traditions, the largest number of universities, academies and institutes is located in the capital of the country (181) and developed regions of the country — Kharkiv (60), Dnipropetrovsk (49), Lviv (48), Odesa (33) regions. There are 11 institutions of higher education in Kirovohrad region.

The concentration of higher education seekers by region is formed as follows: Kyiv (343 thousand people), Kharkiv and Kharkiv region (154 thousand 800 people), Lviv and Lviv region (108 thousand people), Dnipro and Dnipropetrovsk region (92 thousand people).

Higher education institutions of Ukraine generally enroll more students of higher education under the contract form of education than under budget funding: out of 1.3 million students of higher education, 739,000 study on a contract basis (56%)

and 582,000 (44%) — under account, state or regional budget.

According to the information provided on the educational resource "Osvita.ua", the ranking of higher education institutions of Ukraine in 2020 was compiled.

The most authoritative national ratings of educational institutions of Ukraine among experts and mass media were used as initial data for compiling a consolidated rating of higher education institutions of Ukraine: "Top-200 Ukraine", "Scopus" and "Bal ZNO per contract", each of which uses different evaluation criteria of higher educational institutions.

Consolidated rating of higher education institutions of Ukraine in 2020

Name of the educational institution	Place in the overall rating	TOP 200 Ukraine	Ball ZNO for the contract	Scopus	Final score
Kyiv National University named after Taras Shevchenko	1	2	4	1	7
National University "Kyiv-Mohyla Academy"	2-3	7	2	19	28
National Technical University of Ukraine "Ihor Sikorsky Kyiv Polytechnic Institute"	2-3	1	21	6	28
Lviv Ivan Franko National University	4	8	20	3	31
Kharkiv National University named after V.N. Karazin	5	6	24	2	32
Economic and Technological Institute named after Robert Elworthy	177-178	201	64	177	442
Donetsk Law Institute	241	197	201	177	575

According to the results of the comparison with similar indicators of 2019, we have an increase in the consolidated rating by 33 positions from 210th place in 2019 to 177th place in 2020.

The information resource "Osvita.ua" presents the higher education institutions of the Kropyvnytskyi and Kirovohrad regions, which took the highest places in the consolidated rating of higher educational institutions of Ukraine in 2020.

Rating of higher educational institutions of Kropyvnytskyi

Name of the educational institution	Place	Place in the overall rating	TOP 200 Ukraine	Ball ZNO for the contract	Scopus	Final score
Central Ukrainian State Pedagogical University named after Volodymyr Vinnichenko	1	95-96	107	115	107	329
Central Ukrainian National Technical University	2	163-164	150	152	121	423
Economic and Technological Institute named after Robert Elworthy	3	177-178	201	64	177	442

Top-30 best private universities of Ukraine 2020 according to the ALL-UKRAINIAN ASSOCIATION OF EMPLOYERS' ORGANIZATIONS IN THE FIELD OF HIGHER EDUCATION:

1. Interregional Academy of Personnel Management
2. Alfred Nobel University
3. Poltava University of Economics and Trade
4. International Humanitarian University
5. KROC University of Economics and Law
26. Economic and Technological Institute named after Robert Elworthy

In 2020, the Economic and Technological Institute named after Robert Elworthy was included in the TOP 30 private higher education institutions of the country for the first time.

1.2 Economic and Technological Institute named after Robert Elworthy

The history of the institute dates back to 1993, when the Kirovohrad Institute of Commerce was established (Certificate of State Registration No. 02512-GO dated July 16, 1993). In 1999, the Ministry of Education of Ukraine approved the Statute of the Kirovohrad Institute of Commerce (certificate No. 5022 dated 23.09.99 About inclusion in the Unified State Register of Entrepreneurs and Organizations of Ukraine").

In August 2017, there was a change of owners of the institute. The Elworthy Foundation became the new owner. In December 2017, the name of the institute was changed to the Economic and Technological Institute named after Robert Elworthy (Excerpt from EDRPOU No. 1003456973 dated 10.01.2018).

Educational activity at the Economic and Technological Institute named after Robert Elworthy today is carried out at the educational level "Bachelor" in the following specialties: 071 "Accounting and taxation", 072 "Finance, banking and insurance", 073 "Management", 075 "Marketing", 051 "Economics", 131 "Applied mechanics" and 122 "Computer Sciences". In the separate structural subdivision of the Economic and Legal College of the Economic and Technological Institute named after R. Elworthy is being trained at the educational level "Junior Bachelor" in the specialty 072 "Finance, banking and insurance". Students also have the opportunity to continue their master's studies in the specialty 073 "Management". By decision of the Academic Council of the Economic and Technological Institute named after Robert Elworthy created 5 departments: "Finance and Economics", "Accounting", "Marketing and Management", "Social and Humanitarian Disciplines" and "Applied Mechanics".

At the time of the approval of the strategy, about 200 people are studying at the Institute in various forms of education at the elementary, bachelor's, and master's levels in 7 specialties from 3 branches.

The institute employs 42 employees, of which 33 are part-time workers and 9 are full-time employees. The staff of scientific and pedagogical workers is 31 people, of which 22 are full-time and 9 part-time employees, 7 auxiliary staff, 3 administrative staff, 1 librarian, 1 accountant.

2. ANALYSIS OF STRENGTHS AND WEAKNESSES, OPPORTUNITIES AND DEVELOPMENT RISKS

SWOT analysis of the current stage of development of the Institute

S (strengths): strengths:

1. Comfortable study conditions
2. Modern educational laboratories, equipment and software
3. Stable educational process during the academic year
4. Support from partner enterprises
5. Specialists with real practical experience are involved in teaching
6. Availability of access to the production base, passing practice at the factory.
7. High level of application of information and telecommunication technologies during the organization of the educational process
8. Absence of corruption
9. A functioning MBA school
10. Adaptive curricula are oriented to the requirements of the labor market
11. Additional training program for participants of the educational process
12. Guarantee of employment of the best students
13. Geopolitical location in the center of Ukraine
14. Grant support program for the best students,
15. Free formation of tuition fees

16. Obtaining work experience while studying in the dual form
17. Positive dynamics in the growth of the number of students
18. Cooperation with the best higher education institutions of the country

W (weaknesses) - weaknesses:

1. Insufficient staffing level of full-time employees for the newly launched educational programs
2. Lack of trust on the part of the applicant
3. Lack of financial stability
4. Availability of non-accredited specialties
5. Lack of own dormitory
6. Insufficient level of academic mobility of students
7. Initial level of development of own scientific school
8. Development of the brand of the institute at the initial level
9. Insufficient development in the institute of adult education system

O (opportunities) - possibilities:

1. Formation of a system of partnership relations with leading universities of the world and domestic scientific and educational space
2. Strengthening partnership with enterprises of various industries and professional communities
3. The possibility of combining educational programs (mechatronics, engineer-economist)
4. Development of education "throughout life" as the main trend, which makes it possible to expand the educational space for all categories of the population;
5. The possibility of implementing a state order for private higher education institutions from 2021.
6. Ensuring fair price competition due to the introduction of an indicative formation of tuition fees for budgetary institutions of higher education.
7. Participation in international projects
9. Completion of international accreditation
10. Availability of reserves for resource support for the development of the institute, free area of the educational direction.
11. Possibility of student certification (CAD/CAE)
12. Increasing the demand for specialists in the domestic and foreign markets
13. Participation in international internship programs for students and teachers abroad.
14. Development of the system of remote organization of the educational process.
15. Reform of general secondary education, reduction of institutions of full general secondary education and opportunities for the development of vocational pre-higher education.

16. Increasing the state order for technical specialties.

T (threats) - threats:

1. Unfavorable demographic situation in the state and region, the departure of part of the applicants to more powerful cities of Ukraine in terms of infrastructure and to foreign educational institutions.
2. A large number of higher education institutions, fierce competition.
3. Decrease in demand for higher education, especially master's programs.
4. Disproportions between the needs of the labor market and the priorities of applicants;
5. Consequences of introducing quarantine restrictions
6. Increasing the state order for technical specialties
7. Low level of average wages in Kirovohrad region compared to other regions.
8. Strict requirements for accreditation of educational programs
9. Military and political situation in the East and North of Ukraine
10. Development of distance learning systems of both domestic and foreign higher education institutions.
11. Manifestations of dishonesty and corruption in the educational environment of the region and the country as a whole.

PEST-Analysis

Political factors

1. Restrictions and their consequences in connection with quarantine.
2. Imperfect regulatory and legal framework for the functioning of the higher education system.
3. Changes in legislation, licensing and accreditation requirements.
4. Deterioration of the political situation with the eastern and northern partners.
5. Changes in the management and direction of development of MONU.
6. Unstable political situation in the country.

Economic factors

1. Decline in world economic development.
2. Decline in the country's economic development (GDP decline by 3.3%).
3. Exchange rate fluctuations, high inflation.
4. Increase in the unemployment rate of the population.
5. Low level of income of the population.
6. Increase in the cost of services.

Sociocultural factors

1. Change in the demographic factor, emigration.

2. Degraded value system in education.
 3. Low quality of life.
 4. Low level of infrastructure development in the region
- Technological factors.
1. New opportunities in communication systems (5G)
 2. Development of online learning technologies

ETI positioning

1. The leading regional higher education institution for students with above average level of success.
2. Institute of applied knowledge, focused on the real sector of the economy.
3. Institute without corruption.
4. Institute with grant support for successful students.
5. Private higher education institution with state-ordered places.
6. Institute with comfortable learning conditions.
7. Institute with developed cooperation with powerful enterprises of Kirovohrad region.
8. Institute with dual education according to the German model.
9. Institute with highly qualified teachers-practitioners.
10. Institute with modern educational laboratories.
11. High level of employment of graduates by profession.

3. CONCEPTUAL BASIS OF THE INSTITUTE'S STRATEGIC VISION

ETI MISSION:

The development of Ukrainian society through the provision of quality educational services, the training of specialists in economic and technical specialties with a high level of general and professional competence, the dissemination of scientific knowledge, the formation of conscious citizens, leaders of a new generation, capable of challenging the present and shaping the future.

OUR VISION

Institute as:

- a modern institution of higher education with dynamic development and progressive educational technologies, with high quality educational services and traditions of international cooperation.
- a leader among institutions of higher education in the Central region of Ukraine, which performs the function of promoting the innovative development of the region and society as a whole.

- an educational platform for the use of the most effective forms of education, innovative technologies and the involvement of the best practitioners in the exchange of experience.
- an entrepreneurial-type institute, a full-fledged subject of market relations, primarily with oriented entrepreneurial activity, a priority of "intellectual" business, including in the international space;
- an institute with stable democratic traditions, developed student self-government, academic freedoms, an atmosphere of creativity, openness, free expression of will.

OUR VALUES

Responsibility for the quality of educational services

In the educational process, we try to combine innovation and tradition, academic excellence and socio-economic validity, coherence of educational programs and freedom of choice for students.

Our efforts are aimed at the interests of stakeholders, so we are responsible for the results of work, the fulfillment of obligations and the high level of our specialists. We guarantee the quality, comfort, and transparency of the educational process.

Self improvement

We make every effort to constantly improve the educational process, including by improving the qualifications of teachers, improving educational programs and monitoring the quality of educational services.

Professionalism

In the educational process and everyday behavior, we adhere to high standards of professional activity, use effective and bold approaches to solving professional tasks.

People are the main resource of the Institute. It is important for us that each employee has thorough professional knowledge, because the quality result of their work is a guarantee of the successful completion of the mission.

Practicality

The knowledge and skills acquired by ETI students correspond to modern business processes and labor market trends;

Honesty

In our activities, we adhere to moral principles and standards aimed at affirming truth, sincerity and faithfulness to our commitments.

Cohesion

We value team spirit and unity: thanks to coordinated joint work, the Institute will have high results, using everyone's experience and knowledge. All our specialists are united by one goal - the provision of quality educational services.

Openness

We openly inform our employees, partners, participants of the

educational process about important issues of the development of our Institute, creating a basis for trustful cooperation. Our work is based on principles shared by our employees and partners. We are always open for you.

Respect

We respect all participants in the educational process, the diversity of their opinions and ideas.

Responsibility

We are ready to take responsibility for the results of our activities, fulfill our commitments and show examples of decent behavior.

STRATEGIC GOALS are aimed at ensuring the mission, achieving its vision, solving the main tasks and forming forecasted indicators, which are key results of the effectiveness of the institute's development.

1. Equipped with a staff of highly qualified scientific and pedagogical workers with a level of scientific and pedagogical activity of at least 4 points of licensing requirements (until 2022).

2. Has a modern internal education quality management system (Quality Assurance, which includes Quality Control) at the level of the requirements of the European Standards and Guidelines for Quality Assurance in the European Area of Higher Education (until 2025);

3. Has 2 full-fledged partners among higher education institutions of the European environment (until 2025).

4. Has an internationally accredited educational program in the specialty

"management" by master's degree (until 2024);

5. It has a functioning division "Business School" (lifelong education), which organizes and conducts programs of training, retraining and advanced training (MBA, trainings, courses) for specialists of all levels with an income of at least 2 million hryvnias. per year (until 2024).

6. Has a number of scientific works (more than 10) in publications that are indexed by the Scopus and/or Web of Science Core Collection databases (hereinafter WoS) with activity due to the relevant citation indicators (h-index = 5) (until 2025);

7. Ensures the annual participation of at least 5 students in international academic mobility programs until 2027.

8. Increasing the contingent of higher education applicants to 1,000 people (by 2028);

9. Has accredited educational programs Applied Mechanics, Computer Science (until 2025);

10. Has fully organized dual training with 6 enterprises of the country (until 2025);

11. It has a developed structural division – a college, with three educational specialties and the number of students of 120 people (until

2026);

12. It has a structural subdivision – the Vocational Training Center with an annual volume of trained workers - 120 people (until 2026);

13. Has a balanced financial plan with a profitability of 7% (until 2027);

14. Ensures a leading position in the Kirovohrad Region in terms of the number of students of economic specialties and "Computer Science" specialty (until 2027).

15. Ensures the formation of groups in the "Applied Mechanics" specialty of at least 25 students (including the state order - 20 students) (until 2027).

16. Entry into the TOP 100 of the Consolidated Ranking of Higher Education Institutions of Ukraine (until 2029).

17. Entry into the top 10 commercial higher education institutions of the country in terms of the quality of educational services (until 2029).

International activity and Internationalization of the Institute

- Establishment of fruitful educational, informational and scientific cooperation with institutions of higher education in the European environment
- Implementation of joint educational programs of double diplomas
- Integration of teachers in international activities: participation in international projects, conferences, internships
- Participation in international academic mobility programs
- Participation of foreign teachers in the educational process of the institute
- Participation in international grant programs, "Horizon Europe", "ERASMUS+", "EURASIA" and others.
- Formation of educational programs and monitoring of learning outcomes in accordance with the recommendations of the ECTS
- Formation of academic start-up clubs, business incubators, entrepreneurial universities

student government

- Organization of fully functioning student self-government
- Development of regulatory materials regarding the election and functioning of student self-government
- Create the necessary conditions for the effective development of student self-government, the formation of leaders.

Indicators: Current student self-government (2022)

1. Infrastructure and material and technical base

- Completing the laboratory base of the institute
- Providing students with their own dormitory
- Improvement of sports and health facilities
- Implementation of the electronic document management system and the "Dean's

Office" system

- Carrying out current cosmetic repairs
- Ensuring labor protection and fire safety requirements

Indicators: Completed educational and laboratory base of the main building (2022).

Availability of a dormitory (2024).

FINAL PROVISIONS

1. The Institute's development strategy is refined every calendar year, taking into account priority tasks.
2. Operational goals of the Institute for the calendar year are approved by the Academic Council of the Institute.
3. The Rector is responsible for the implementation of the Institute's Development Strategy.
4. Reports on the results of activities are carried out according to the directions and types of activities specified in the Development Strategy.
5. Heads of structural subdivisions by areas of activity report on the performance of tasks and achievement of development indicators at the meeting of the Academic Council.
6. The results of activities expected from the implementation of the Institute's Development Strategy must comply with the Law of Ukraine "On Higher Education", European trends in the development of education and science, determine the prospects of the Institute's development in a competitive educational and scientific space.