University of Applied Sciences BFI Vienna

Digitalisation Strategy

2 June 2020

1. Current situation

The topic of digitalisation and rapid pace of technological advances have taken on increasing significance in recent years. Digitalisation is now an integral part of the worlds of work and business, as well as our everyday lives. UAS BFI Vienna recognises this development and wants to play an active role in shaping the transformation process for the benefit of students and staff.

On this basis, and in line with the university's strategy and 2025 Development Plan, the following priorities were defined in a participatory process:

- We address current and future challenges facing the economy and society.
- We position ourselves at the intersection between management, economics and digitalisation.
- We are the university of choice for applicants.
- We use lean, standardised processes that are integral to our day-to-day work.
- We open up exciting prospects for the future.
- Our research drives innovation.

The implementation of the Digitalisation Strategy is based on transparent communication with everyone involved and aims to support the university's digitalisation focus areas with a view to fostering innovation. Digitalisation projects are planned in light of needs-based analysis of requirements, with the long-term in mind. This involves assessing opportunities for cooperation with other institutions, companies and facilities so that we can collaborate in our responses to these challenges.

The three main focus areas of digitalisation at UAS BFI Vienna are:

- Teaching and learning
- Research and development
- Communications, structures and processes

2. Focus areas of the Digitalisation Strategy

2.1 Teaching and learning

Digitalisation enhances the quality of teaching and learning *by means of innovative teaching and learning formats*, enables people to *study when and where they choose* and develops *future-oriented skills among students and teaching staff*.

1. Each degree programme has defined:
   - the future-oriented skills (professional, transferable and interpersonal skills) that students should acquire in connection with digitalisation by the time they have graduated, in the form of learning outcomes.
   - how the corresponding digital teaching contents as well as the related teaching and assessment methods are incorporated into the curriculum.

2. Teaching and learning methods have been harmonised, and corresponding teaching and learning formats developed for selected subject areas.
3. Future-oriented skills connected with digitalisation have been defined for all of the groups concerned, and these skills facilitate targeted continuing education activities.
4. Knowledge transfer processes have been implemented for digitalisation of teaching activities (encompassing teaching contents, teaching methods, and teaching development projects).
5. A plan for the development and use of open educational resources (OER) has been drawn up.
6. A system for monitoring the use of digital teaching materials and learning management systems (Moodle) by students and teaching staff has been put in place.
7. A comprehensive e-learning plan has been drafted.

2.2 Research and development

UAS BFI Vienna conducts research in focus areas such as *New Work - New Business* and *Location Competition and Regions,* on topics arising from the digital transformation for the respective research unit, in line with the research strategy. The transfer of research finding into teaching is therefore a high priority for the university.

UAS BFI Vienna assists its researchers by providing up-to-date *IT, information and communications infrastructures* in order to promote flexible research collaboration in terms of when and where participants' are contributing. Digitalisation is intended to support research and enable staff to *submit proposals, carry out administrative tasks, complete work on ongoing projects and share findings* more efficiently.

In order to achieve this:

1. researchers can make use of digital tools to assist them with *research projects* and submitting *proposals*.

2. **communications and information infrastructures are being put in place** to increase the efficiency and quality of R&D projects.

3. *documentation requirements* are being significantly simplified by means of digitalisation.

4. the university is promoting *flexibility in terms of when and where research work can be carried out* through its growing collection of e-media resources.

> Digitalisation is creating a wider range of options for making research findings and data available to the general public. By participating in *open access networks*, the university helps to *raise the profile* of activities within the *research community*.

In order to achieve this:

1. the university will put in place an **open access policy**.
2. the university makes applications that *raise the profile of research activities* available to all projects
3. the university is raising awareness of the library's function as a contact point for researchers, where they can access information about funded *gold/hybrid open access opportunities*.
4. the *publications server* is available to all researchers for green open access purposes in order to enable public access to findings.
5. research published by the university is available on the UAS BFI Vienna publications server under *licences* which are compatible with open access.

2.3   Communications, structures and processes

The following principles for the use of digital tools and technologies apply to the university's communications procedures, structures and processes.

1. The use of digital tools *harmonises work processes* and provides *flexible access to information* remotely at any time, *frees up and conserves resources*, and helps to *prevent mistakes*.
2. Digitalisation helps to structure and simplify work processes, improving **satisfaction at work** and **process quality**.
3. Digitalisation supports the *storage* and *management of knowledge*, helps to make it *visible and accessible*, and actively *promotes knowledge flow and innovation*.

> The use of digital tools **harmonises work processes** and provides **flexible access to information** remotely at any time, **frees up and conserves resources**, and helps to **prevent mistakes**.

1. The cost savings made by introducing digital processes frees up resources for additional tasks (2025 Development Plan).
2. Digitalisation simplifies processes for examination organisation, student administration and course evaluation (2025 Development Plan).
3. The digitalisation of reporting processes supports the university in meeting its targets. The data required for management tasks can be generated easily by users and is of the highest quality (2025 Development Plan).
4. IT systems support users' work processes and free up staff time.
5. Digitalised corporate design templates are available.

> Digitalisation helps to structure and simplify work processes, improving **satisfaction at work** and **process quality**.

1. Our processes are up-to-date, incorporate the communications activities of the respective users and are regularly reviewed and improved. Corresponding digitalisation measures facilitate adherence to the processes.
2. A ticketing system is in use for selected support departments. Issues can be reported, tracked, and their resolution confirmed by the relevant department and ticket initiator.
3. Home working is permitted to a defined extent where compatible with responsibilities (2025 Development Plan).
4. Core aspects of human resource management have been digitalised.
5. The university complies with its data protection responsibilities with the assistance of its staff.

> Digitalisation supports the **storage** and **management of knowledge**, helps to make it **visible and accessible**, and actively **promotes knowledge flow and innovation**.

1. The university provides an overview of available software and hardware tools for staff, external lecturers and students. This contains information about their use (advantages and disadvantages), as well as details of the related training documentation and opportunities.
2. Planning, management, reporting and communication of projects is handled centrally using digital processes.
3. Staff receive information through a central digital platform which can be accessed remotely at any time.
4. The university communicates with stakeholders through digital channels and tailors its communications to the specific target group. The use of marketing tools is coordinated, and a social media plan is in place.