



## **Working Package 4**

**Establishing Regional Development Centres in each Albanian university**

**Deliverable 4.2**

# **Designing a plan of 3M activities**

**University of Shkodra**

**Final Report**

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**U3M-AL PROJECT - DEVELOPING THIRD MISSION ACTIVITIES IN ALBANIAN UNIVERSITIES**

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## **1 GENERAL ISSUES**

### **1.1 Objective**

To present a comprehensive plan for developing 3M activities to be implemented by the Regional Development Centre.

The objective of the Regional Development Centre is to implement a successful RDC, which will develop with time, the current resources of the university as well as the situation and expectations of local environment. It will also deal with:

- promotion of progressive programs influencing the development of society
- development of continuing educational office, alumni office
- different joint projects with private and public sectors in order to having significant impact and help the regional development
- staff qualification in order to assist the RDC

### **1.2 Description**

After one year of training locally and internationally, and after finalising local studies on demand, Albanian universities will be ready for presenting a comprehensive plan for developing 3M activities. This plan, conceived to some extent as a business plan, will consider objectives, methodology, needs of support structures and needs of resources (financial, human and others). EU universities will advise Albanian universities with this plan.

The establishment of the Developing Centre at Shkodra University and equipping it with the necessary thing for an office will directly help the implementation of the third mission activities at our University. The objective of this plan is to explain the way this office will function. In identifying the needs of the region and possibilities we used the SWOT analysis, referring to Strengths – Weaknesses – Opportunities – Threats which corresponds to *Deliverable 4.1. Analysis of the regional demands of 3M activities.*

## **2 PLAN OF 3M ACTIVITIES OF THE UNIVERSITY OF SHKODRA**

### **2.1 Mission Statement**

Private and public community is not very familiar to the 3M activities of the University of Shkodra. The mission of this plan is to stimulate as much as

possible the collaboration of the University with the community not only in offering Bachelor, Master or PhD studies but also in offering different services to the students and the community of the region.

## **2.2 The University**

“Luigj Gurakuqi” University of Shkodra was established on 02. Sept. 1957 as a High Pedagogical Institute. On the 28.05.1991 it changed its status to University of Shkodra, "Luigj Gurakuqi".

This University has a total of 178 full – time professors, 485 part time lecturers and 97 non- academic personnel. It has a total of 13751 students. This University offers two types of programs of study, full-time (during the week) and part-time (at weekend). Shkodra University is the only public University in the northern Albania. This University has two scientific institutes: the Institute of Albanological Studies and the Institute Water Studies of Shkodra region.

The Microbiological Diagnoses laboratory operates at University and is offers different services not only to the University but also to the community.

Continuing education is very important and the increase demand for continuous qualification has made the University to start thinking on possible new curricula or professional training courses not only to the students but also to different specialist or technicians who are working in different fields of science.

## **2.3 The University Business Environment**

The university business environment is influenced by many factors. We can mention the followings:

The geographical location of Shkodra university in the northern part of Albania, (next to Montenegro and Kosovo, 30km from the coast, natural lake, and castle) makes this place a potential place for a lot of tourism. Therefore tourism is one of the most fruitful and important sector in the economy of the region. In context the university offers programs of study in tourism. We can also mention the master degree offered by our University (Faculty of Economics) in Cultural Inheritance.

Another aspect that Shkodra region bases economic development is the agriculture. Many companies dairy products.

There are also some fasson (shoes and underwear's), travel agencies and they have been running their activities for a long time.

Another aspect we can mention is the considerable number of NGO-s that operate in different fields in Shkodra region and a lot of people are involved in these NGO-s even part of the University.

## **2.4 The University Products and Services**

One important step we would like to include as a service is the new web which will be used for information activities about the publication of the University studies which might be used by the interested target groups. The website is browser independent. It is realized using HTML5. It has an account management system, where users can be registered as students, recruiters, or academic staff.

Registered users can insert their own Curriculum Vitae based on an automatic form, and consult the different job offers, and university career events.

Recruiters can insert job offers and consult students CVs. Academic staff is allowed to insert "Alumni" insert events, consult students CV-s.

In the framework of the long-life learning we offer training courses for teachers of different elementary and secondary schools in the following fields:

- Civilisation in the framework of the European integration and globalisation.
- Integration of human rights in teaching.
- Teaching and learning.
- The use of Information and Communication Technology.

## **2.5 Marketing Plan**

- Cooperation between university and local authorities.
- The collaboration between the universities and governments should be improved.
- Collaboration with the labour office.
- Meeting with the labour office in the Shkodra municipality and also collaboration with various representatives of the private sector, which will be presented the idea of the webpage for students to come into service. At this point students and alumni will have the possibilities to find a job not only but also for continuing education. We have a stronger between

our university and media at the region would be used to promote especially the regional development centre, services offered and their efficiency in relation to the business community.

- Collaboration with representatives of the local and regional community and with the companies of the city to better understand the importance of implementing in labour market.

## **2.6 Operations and financial planning**

- Costs will be covered by the respective office staff.
- Applications in various projects.

## **2.7 Schedule and monitoring**

We will start with entering of the relevant data of respective alumni of each faculty (15 students per day). These data will contain:

- Name and surname of the student
- Faculty/ branch
- Graduation data
- Contact

Contacts with labour office, with representatives of the municipality and many other businesses (private and state sector).