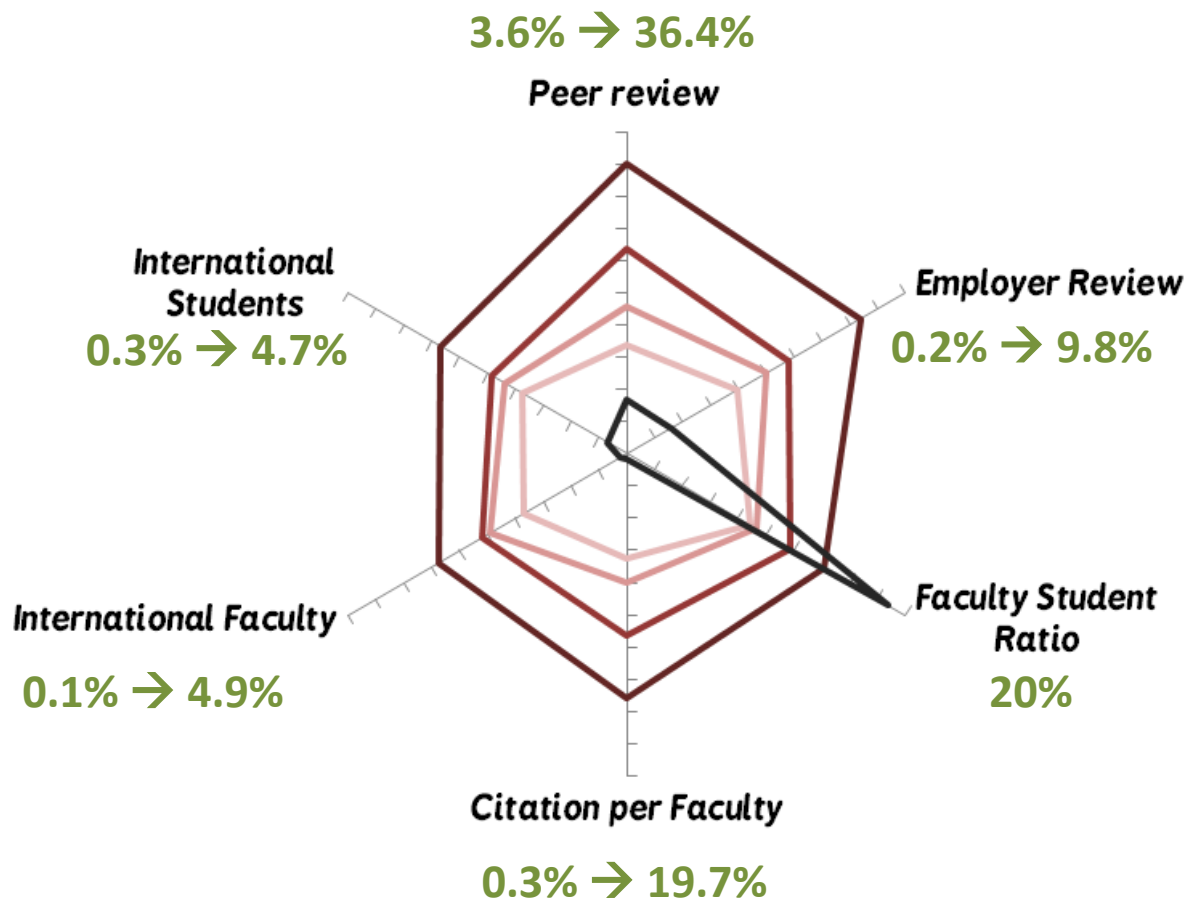


UrFU compared to average universities score in
 QS World University Rankings 2013
 And improvement potential 2011 - 2020

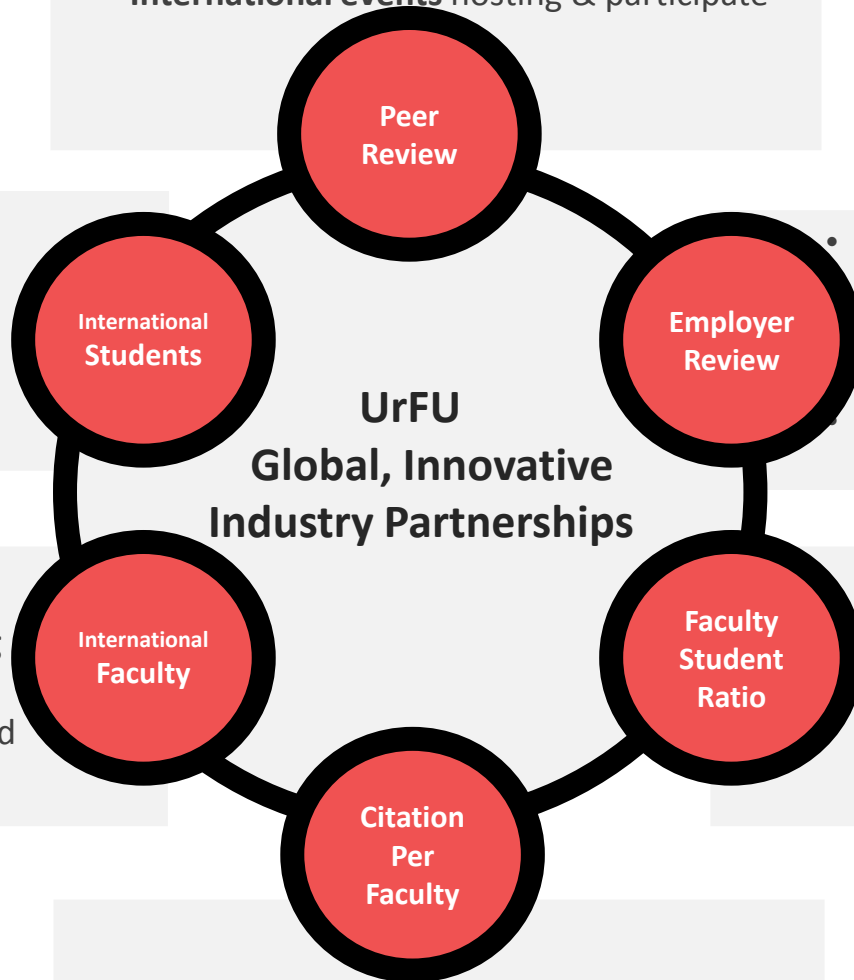


CHANGE MODEL

Breakthrough in performance through becoming a **GLOBAL UNIVERSITY** serving as an **accelerator of change** and innovative **development of economic cluster** of international significance

Inspired by technoparks and Innovation clusters (Zhong Guan Cun Science Park...)

- Global reputation of the **innovation cluster**
- **Partnership** networks in target regions
- **International events** hosting & participate



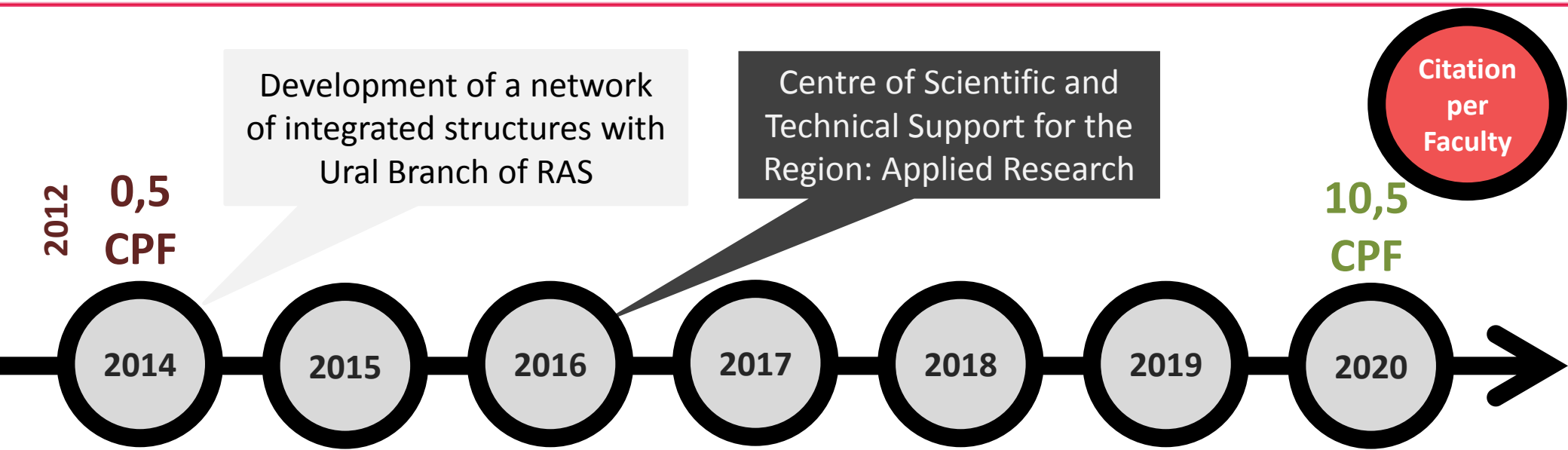
- Higher education programs **developed with employers**
- **Joint Innovative projects** with large businesses
- Infrastructure for **science-intensive entrepreneurship ecosystem.**

Maintaining the performance in this indicator.
Focus on quality of faculty members and Russian and International Students

- Focus on **breakthrough areas and interdisciplinary research**
- Developing the relationship with **RAS - Ural**
- **KPI system** includes international papers

- International recruitment plan based on **strategic priorities**
- **International programs**, and more options in English Language
- **International contests** to promote university profile

- Internationally **attractive research**
- Recruitment policy focus on **young** researchers
- Contracts connected to **results**, and **incentives** for performance.



Focus on breakthrough areas and interdisciplinary research

2013: 15 Excellence centres
5 collective use centres

Developing the relationship with RAS – Ural Branch

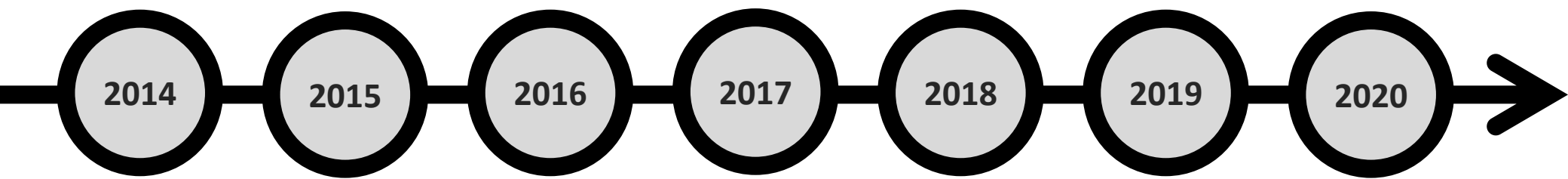
2012: 20% of UrFU publications

Focus on breakthrough areas and interdisciplinary research

PEERS BEST PRACTICE

City University of Hong Kong: a competent combination of dedicated excellence centres in several areas and close integration with industry and the international academic community achieved through the high quality of intellectual and education products powerful KPI system to support and motivate

Project of creation of **UrFU Publishing House of International Scientific Magazines**: Will allow UrFU to strengthen own positions in academic ranking of world universities (**Quick Win**) as well as to promote **UrFU brand name** within the target audiences in order to obtain international recognition.



Global reputation of the innovation cluster

Partnership networks in target regions

International events hosting and participation

Kazakhstan, Tajikistan, Kirgizia, Uzbekistan, and Armenia

PEERS BEST PRACTICE

Aalto University (Finland): Similarly created by merger in 2012 and demonstrated a positive profile in Rankings. Its progress is driven by academic and employer reputation. Focus of UrFU in the first stage has to be focused on building international brands, international faculty recruitment and interaction with large corporations.

The framework of the university's marketing strategy in the employer market relies on **maximizing the involvement of employers in the educational process**, and joint educational programs involving **large corporate brands**



Higher education programs developed with employers

From 5% to 40% in 2020

Joint Innovative projects with large businesses

TMK, Ural Metal, OMZ, VSMPO-Avisma..

Infrastructure for science-intensive entrepreneurship ecosystem.

Joint large projects, University Hi-Tech Technopark

PEERS BEST PRACTICE

Tsingua: Close integration with the industry and reputation in life sciences

Sungkyunkwan University: Strategic partnership with Samsung.

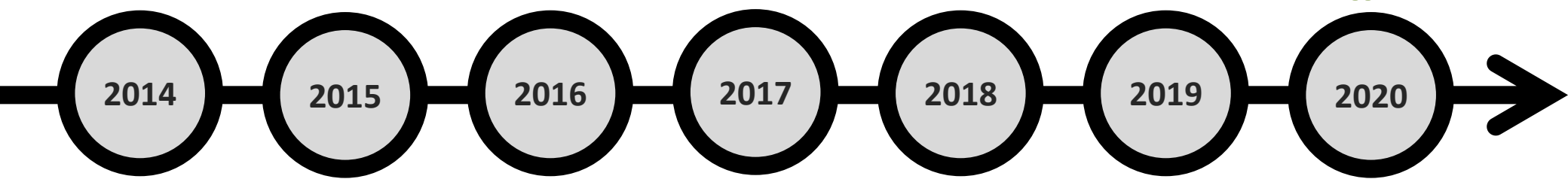
The impressive rise of many indicators has been facilitated by 5 years administrative reforms and a remarkable improvement in reputation.

Attracting specialists in engineering and natural science from world's leading institutions and young and promising scholars to a result oriented and highly international research environment



2012
0,7%
IF

15%
IF



Internationally attractive research

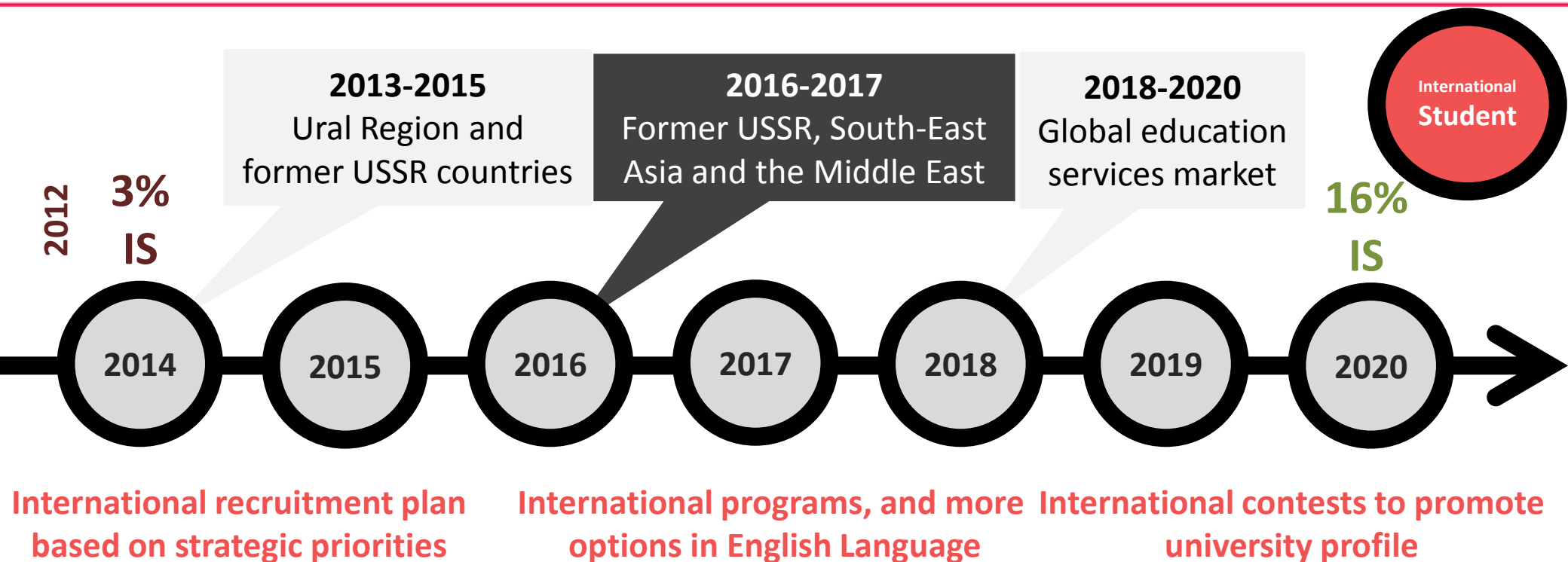
Recruitment policy focus on young researchers

Contracts connected to results and incentives for performance

PEERS BEST PRACTICE

City University of Hong Kong: is the leader among the peers in internationalisation indicators. It achieved an impressive rise in the rankings through a comprehensive system for measuring effectiveness of faculty members (KPI System).

UrFU is currently working on developing a KPI system



PEERS BEST PRACTICE

UrFU has a comprehensive marketing plan, based on best practices in higher education, and based on these strategic priorities:

- 1- Attracting talented applicants (growth of average Unified State Exam score to 75).
- 2- Establishing a cross-cultural and cross-national education environment
- 3- Increasing the share of masters and post-graduates to 30%.



- Adjustment of UrFU reputation and **Branding**
- Join UrFU and **UB RAS**.
- **Public-private partnerships** projects.

- Increasing of the **publication activity and citation per faculty** due to the involvement of external resources and development plan
- University **promotion in international academic** environment
- Development of active partnerships with **international employers**

- Campus **construction completed**
- **Internationalization** of education and research
- University **breakthrough to the international markets** of educational services and research and development