STRATEGY OF THE FACULTY OF PSYCHOLOGY

2023-2028

Table of Contents

I. Introduction

The Faculty of Psychology at UBT College is committed to providing high-quality education and advanced training in the field of psychology. Our mission is to create a rich and innovative learning environment that prepares students to meet the challenges of the modern world while contributing to the development of society through research and community engagement. We aim to equip our students with the necessary skills, knowledge, and practical experience to become leaders in the field of psychology and to address the growing mental health needs of diverse populations.

Aligned with the broader mission of UBT College, which seeks to foster a dynamic and innovative academic environment for the 21st century, the Faculty of Psychology plays a crucial role in contributing to the advancement of education, research, and societal well-being. Our goal is not only to prepare students for successful careers but also to engage them in research that helps address important social issues, improve mental health, and promote the psychological well-being of individuals and communities.

UBT College, with its strong emphasis on intellectual growth and creativity, provides an ideal setting for the Faculty of Psychology to thrive. By combining academic excellence with practical application, the faculty aims to be a leading force in the field of psychology, advancing knowledge and contributing to the betterment of society at local, national, and regional levels.

Through this strategy, the Faculty of Psychology is dedicated to achieving its goals, supporting its students and staff, and making a meaningful impact on the world.

II. Mission of the Faculty of Psychology

The main mission of the Undergraduate program in Psychology at UBT is to enrich the teaching and learning atmosphere and methodologies, to contribute to the community and society, and to promote research in psychology. The faculty is committed to providing an innovative and supportive environment that fosters intellectual curiosity and the development of critical thinking skills. We aim to prepare students for professional success by equipping them with the knowledge, practical experience, and ethical foundation required to excel in the field of psychology.

Our mission extends beyond academic excellence; we strive to make a meaningful impact on society by encouraging students to engage in community-oriented projects, research initiatives, and service learning. By fostering a strong research culture, we aim to advance the field of psychology and address pressing social issues, contributing to the mental well-being of individuals and communities.

Through a dynamic and forward-thinking approach to teaching, research, and community engagement, the Faculty of Psychology at UBT aims to be a leading force in the development of psychological knowledge and practice, both within Kosovo and the broader region

III. Strategic Goals of the Faculty of Psychology

1. **Enhancement and Innovation in the Teaching Process**

Goal: To develop and modernize the teaching process by utilizing advanced and up-to-date methodologies suited to the demands of the 21st century.

Actions:

- Incorporating technology and interactive teaching methods to stimulate student engagement.
- Providing opportunities for practical and laboratory-based learning to apply psychological theories.
- Promoting collaborative and research-based learning approaches.

2. **Development of Students' Skills and Careers**

Goal: To provide continuous support for the professional and personal development of students.

Actions:

- Implementing mentoring and orientation programs to help students develop the necessary skills for their future careers.
- Offering opportunities for professional internships and volunteer work in institutions and organizations providing psychological services.
- Organizing activities to develop leadership, communication, and stress management skills, which are essential for successful employment.

3. **Promotion and Support of Scientific Research**

Goal: To promote and support research projects that contribute to the advancement of the field of psychology and offer solutions to societal challenges.

Actions:

- Encouraging both students and academic staff to engage in research projects that have a meaningful impact on society.
- Offering opportunities for publishing research papers and participating in international conferences.
- Fostering a research-oriented culture within the faculty by ensuring adequate resources for advanced studies.

4. **Active Engagement with the Community and Society**

Goal: To contribute to the improvement of mental health and social well-being through the faculty's engagement with the community.

Actions:

- Organizing awareness activities on the importance of mental health and psychological support, such as seminars and educational sessions.
- Providing psychological services to different social groups, such as children, youth, and individuals experiencing stress or emotional difficulties.
- Creating opportunities for students to engage in social projects and offer psychological support to those in need.

5. **Development of Infrastructure and Resources for the Faculty**

Goal: To ensure a conducive teaching and research environment that supports students and faculty in their educational and professional growth.

Actions:

- Investing in modern technology and equipment for psychology labs and research activities.
- Enhancing library resources and digital systems that support studies and scientific research.
- Expanding teaching and collaboration spaces that foster interaction between students and faculty.

6. **Strengthening International Linkages and Academic Exchanges**

Goal: To create opportunities for academic exchanges and international collaborations that enrich the experience of both students and faculty.

Actions:

- Promoting exchange agreements with other universities and international institutions to provide students with hands-on experience in the field of psychology.
- Organizing international conferences and workshops for students and faculty to discuss the latest developments in psychology.
- Offering opportunities for students to engage in international research projects and cultural exchanges.

7. **Support for the Education and Professional Development of Academic Staff**

Goal: To ensure that academic staff remain aligned with the latest developments in psychology and education.

Actions:

- Offering opportunities for continuous training and qualifications for academic staff to meet emerging demands in education and research.
- Encouraging staff to participate in research projects and contribute to the development of academic literature and pedagogy.
- Providing opportunities for faculty to attend seminars and international conferences to stay informed about current trends and advancements in the field of psychology.

IV. Quality Assurance and Accreditation

Ensuring the quality of education and research at the Faculty of Psychology is a central element of its long-term strategy. Quality assurance involves the implementation of continuous evaluation mechanisms, improvement of teaching methodologies, and the enhancement of research standards. This will ensure that the faculty meets international standards of academic excellence and responds to the evolving needs of the psychology field.

Accreditation is a key part of maintaining the quality of academic programs and ensuring their recognition at both national and international levels. The faculty will adhere to the accreditation standards set by relevant accrediting bodies and will regularly undergo self-assessment and external evaluation to guarantee that academic programs are in line with global best practices.

Plans for Expansion and Master's Program Offering: In alignment with our growth strategy, the Faculty of Psychology plans to expand its academic offerings by launching a Master's program in Psychology in 2025

The new Master's program will focus on various branches of psychology, including clinical psychology, counseling, organizational psychology, and educational psychology. It will be designed to meet the needs of the evolving job market and to prepare students for advanced roles in psychological research, clinical practice, and organizational settings. The accreditation process for the new program will involve ensuring that the curriculum meets the highest educational standards, faculty qualifications are aligned with international requirements, and the necessary resources and infrastructure are in place to support the program's success.

Goals:

1. **Continuous Improvement in Teaching and Research Quality**: Implementing robust internal quality assurance mechanisms such as course evaluations, faculty reviews, and feedback from students and alumni to continually enhance the educational experience.
2. **National and International Accreditation**: Ensuring that the faculty's undergraduate and future Master's programs meet the required accreditation standards. This includes working closely with accreditation agencies to assess and ensure compliance with both local and international quality assurance standards.
3. **Launch of Master's Program in 2025**: Successful planning, development, and accreditation of the Master's program in Psychology by 2025.
4. **Monitoring and Ensuring Compliance**: Regular monitoring of the programs through both internal reviews and external audits to ensure that they consistently meet accreditation standards and that the teaching and research processes align with international best practices.

The goal is to establish a rigorous and sustainable quality assurance framework that supports the continuous enhancement of academic standards and prepares the faculty for the accreditation of the new Master's program in 2025. By focusing on quality, we aim to position the Faculty of Psychology as a leader in psychology education, research, and practice, both within Kosovo and internationally. This process will also help ensure that the programs remain responsive to the needs of students, the academic community, and the broader society.

V. Definition of Resources and Infrastructure

To achieve the strategic goals of the Faculty of Psychology, it is essential for the faculty to ensure the necessary resources and infrastructure that support teaching, scientific research, and the professional development of students and academic staff. This process involves continuous investment in technology, specialized laboratories for psychological experiments and analysis, adequate educational materials and bibliographic resources, as well as support for research activities.

Necessary investments include:

1. **Technology and Digital Infrastructure**: Investments in systems and platforms for distance learning, interactive content, and tools for data analysis. This includes the use of advanced software for psychological research and teaching, as well as equipment to improve online and collaborative teaching experiences.

2. **Laboratories and Spaces for Psychological Experiments**: Equipping the faculty's laboratories with advanced technology for conducting experiments and practical training. This will enable students to develop practical skills and apply the theories they have learned in real-life settings.

3. **Library and Educational Materials**: Expanding collections of books, scientific journals, electronic databases, and other educational materials that support studies and scientific

research. These resources are crucial for providing a comprehensive educational experience for students and academic staff.

4. **Support for Scientific Research**: Ensuring sufficient financial and infrastructural resources to carry out research projects. This includes opportunities for publishing research, participating in conferences, and organizing activities that promote research and innovation in psychology.

Goal:

The goal of this section is to ensure that the Faculty of Psychology has all the necessary resources and infrastructure to support its academic and research development. This will contribute to:

1. **Improving the quality of teaching**: Students will have the opportunity to learn and develop their skills in an environment equipped with the latest technology and resources.

2. **Empowering scientific research**: Investments in research and infrastructure will help advance psychological studies and enable significant contributions to the field of psychology.

3. **Professional preparation of students**: Providing opportunities for experiments and practical training will help students prepare for their careers and become capable of applying psychological theories in real-world situations.

4. **Developing a research-oriented and innovative culture**: Ongoing support for research will help the faculty create an environment where scientific inquiry and innovation are central to academic development.

Through this infrastructure and support, the Faculty of Psychology will be able to achieve its strategic objectives and contribute to the development of the field of psychology and the improvement of society as a whole.

VI. Performance Evaluation and Monitoring

To ensure the successful execution of the strategy, it is essential to establish methods and mechanisms for monitoring and evaluating the progress of implementation. This will include measuring key performance indicators (KPIs) related to the academic performance of students, the level of faculty involvement in research, and student engagement in extracurricular and professional activities.

Regular assessments will be carried out to evaluate the effectiveness of the programs, teaching methods, and research initiatives. This may include gathering feedback from students, alumni, faculty, and other stakeholders, as well as conducting internal audits to assess whether the planned activities are being completed on time and within the allocated budget.

Additionally, there will be an emphasis on tracking the success of the new Master's program (once launched) through student enrollment, graduation rates, and the employment outcomes of

graduates. The evaluation process will also involve monitoring the development and impact of research activities, ensuring that faculty and students are contributing meaningfully to advancing the field of psychology.

Goal: The goal of performance evaluation and monitoring is to ensure that the Faculty of Psychology remains on track in implementing its strategy. By regularly assessing progress and identifying areas for improvement, the faculty can make data-driven adjustments and continue to enhance its academic programs and research initiatives. This continuous monitoring will allow the faculty to respond proactively to challenges and maintain a high standard of education and research that aligns with the strategic goals.

VII. Implementation Plan

The implementation of the strategic goals for the Faculty of Psychology will be carried out through specific activities and planning, both in the short and long term. This will include the creation of task forces or working groups responsible for executing key activities, defining roles and responsibilities, and setting clear timelines and resource allocations for each task.

Each activity will be assigned to the appropriate stakeholders, including faculty members, administrative staff, and students, ensuring that everyone understands their responsibilities in the realization of the strategy. A detailed timeline will be developed for the successful implementation of activities, with clear milestones and deadlines. Resources, both financial and infrastructural, will be identified and allocated to support each activity to ensure its success.

The implementation plan will also involve periodic reviews to ensure that the activities are being carried out as planned and to adjust the approach as needed based on changing circumstances or challenges.

Goal: The goal of the implementation plan is to ensure that the strategy is carried out efficiently and effectively. This will be achieved through a clear division of responsibilities, well-defined roles, and adherence to specific timelines. By following this structured approach, we aim to meet our strategic objectives while maintaining flexibility to adapt to emerging challenges and opportunities.