Achieving The Strategic Goals Of The University Through Building Effective Interaction With Stakeholders

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ABSTRACT

Leadership development of all the participants in the educational process is one of the prerequisites for the successful achievement of the University's strategic goals. It takes on peculiar importance resulting in significant institutional changes in the university itself as well as transformations of its role in the local community development. The implementation of joint education projects involving all the members of the university community from students to the rector enables this objective fulfilment. The paper determines the extent to which the implementation percentage of one of such National Aviation University`s educational projects and the percentage of the involved educational process participants influence the achievement of the strategic goal. The research presents a comprehensive analysis of the project aimed at creating a clear and transparent cooperation mechanism between the University and its graduates together with business and the local community, that is, with external stakeholders. It is proved that the common interests and collaboration form the basis of cooperation with different groups of stakeholders. Thus, taking into account their interests and expectations, it is possible to find mutually beneficial cooperation forms with business. The formation of the culture underlying interaction between the university and its graduates lays the foundation for an active community that is ready to invest in the university. It is also proposed the model of the integrated system "education-science-business-society" the implementation of which is aimed at meeting the needs of the main internal stakeholders - present and future students. It is stressed that the focus on external stakeholders` interests and requirements cultivates the University`s academic reputation. The given model of building effective interaction with external stakeholders can be successfully adapted to ensure the quality of the provided educational services of any university.
Keywords: leadership skills; academic freedom; academic reputation; new methods of teamwork; institutional changes