STRATEGIC PLAN (2010-2014)

Strategic Priority Area 1: Research Orientation

Strategic Goal 1.1: To support academicians at SFL (School of Foreign Languages) in their research into the areas of understanding social and human behavior.

Goal 1.1.1	To organize workshops that will inform academicians about action research and how to carry out this type of work. (Performance Criteria: 2,4)
Goal 1.1.2	To support academicians in their participation in committees (as jury members, editors, organizers, etc.) that organize national and international scientific activities when invited. (Performance Criteria: 1,3)

Strategic Goal 1.1 - Performance Criteria 1, 2, 3, and 4:

No.	Performance Criterion	Remarks	2010	2011	2012	2013	2014
1.	The number of scientific international conferences organized		0	1			
2.	The number of participants in workshops		140				
3.	The number of participants in conferences		0	200			
4.	The number of organized workshops		1				

Indicators related to these performance criteria:

- Stated number/ratio increase

Strategic Priority Area 2: To make a difference in education

Strategic Goal 2.1: To be student- and learning-oriented

Goal 2.1.1	To organize student teacher meetings which outline the purpose of the student language learning attitude and strategy. (Performance Criteria: 1)
Goal 2.1.2	To prepare course materials based on program evaluations. (Performance Criteria: 2)
Goal 2.1.3	To encourage autonomous learning (student taking the responsibility to learn independently) (Performance Criteria: 3)
Goal 2.1.4	To invite expert speakers to our university taking the language education needs of the students into consideration (Performance Criteria: 4)
Goal 2.1.5	To strengthen the relationship between the School of Foreign Languages and the faculty of other departments to enhance synergy. (Performance Criteria: 5)
Goal 2.1.6	To inform academicians on autonomous and active learning (Performance Criteria: 7, 8)

Strategic Goal 2.1 - Performance Criteria 1, 2, 3, 4, 5, 6, 7, and 8:

No.	Performance Criterion	Remarks	2010	2011	2012	2013	2014
1.	The number of meetings		7	7			
2.	Results of program evaluation	See Bologna Folders					
3.	Increase autonomous learning activities in the orientation program. (number of students)	Self-Access Center Orientation for students	1431	1437			
4.	The number of students using the Self Access Center		3500	3750			
5.	The number of speakers		2	2			
6.	The number of meetings with departments		1	2			
7.	The number of workshops		1	2			
8.	The number of participants		186	203			

Indicators related with these performance criteria:
- Stated number/ratio increase

Strategic Priority Plan 2: To make a difference in education

Strategic Goal 2.2: To provide education to meet society's needs

Goal 2.2.1	To organize educational programs in cooperation with EKOSEM (Izmir University of Economics Continuous Education Center). (Performance Criteria: 1,2)
Goal 2.2.2	To organize learning programs and cultural activities with cultural centers (Germany, France, Italy) and embassies in the Izmir region. (Performance Criteria: 1,2)
Goal 2.2.3	To organize educational programs and activities collaborating with local authorities (i.e. language education designed to provide jobs). (Performance Criteria: 1,2)

Goal 2.2 - Performance Criteria 1 and 2:

No.	Performance Criterion	Remarks	2010	2011	2012	2013	2014
1.	The number of educational and cultural activity programs		7	3			
2.	The number of active participants		250	270			

Indicators related to these performance criteria:

- Stated number/ratio increase

Strategic Priority Area 2: To make a difference in education

Strategic Goal 2.3: To be innovative by concentrating on research areas that are suitable for making innovations in education

Goal 2.3.1	To employ qualified and innovative academicians. (Performance Criteria: 1)
Goal 2.3.2	To improve the information network and cooperation within SFL. (Performance Criteria:2)

Goal 2.3 - Performance Criteria 1 and 2:

No.	Performance Criterion	Remarks	2010	2011	2012	2013	2014
1.	Applicant/Hired Ratio	Higher Education Council SFL recruitment procedures	29/6	21/7			
2.	The number of level meetings within different programs	Prep Undergraduate 2nd FL	175 28 140	175 28 140			

Indicators related to these performance criteria:

- Stated number/ratio increase

Strategic Priority Area 2: To make a difference in education

Strategic Goal 2.4: To emphasize practical education

Goal 2.4.1	To increase activities geared towards application in second language teaching. (Performance Criteria: 1, 2, 3)
Goal 2.4.2	To organize artistic and cultural club activities. (Performance Criteria: 2, 3)
Goal 2.4.3	To encourage students to become social members of society. (Performance Criteria: 1, 2, 3)

Goal 2.4 - Performance Criteria 1, 2 and 3:

No.	Performance Criterion	Remarks	2010	2011	2012	2013	2014
1.	The number and diversity of existing conversation clubs		1	1			
2.	The number of student members		13	13			
3.	Organized activities/social events/presentations/projects		1	2			

Indicators related to these performance criteria:

- Stated number/ratio increase

Strategic Priority Area 2: To make a difference in education

Strategic Goal 5: To create well-qualified students capable of directing their society's future

Goal 2.5.1	To encourage prep class students to actively participate in the Student Council (Performance Criteria: 1)
Goal 2.5.2	To reinforce students whose successes flourish and who excel at academic studies with prizes and incentives (Performance Criteria: 2)
Goal 2.5.3	To ensure that students with the initiatives take part in various projects or organize projects themselves. (Performance Criteria: 1,3)

Goal 2.5 - Performance Criteria 1, 2 and 3:

No.	Performance Criterion	Remarks	2010	2011	2012	2013	2014
1.	The number of students	Student representative from Prep. program	1	1			
2.	The number of prizes and incentives awarded	books, lunch with teachers		5 books 1 lunch			
3.	The number of projects students organized and participated in	ongoing					

Indicators related to these goals

- Stated number/ratio increase

Strategic Priority Area 3: Internationalization

Strategic Goal 3.1: To make the academic programs of Izmir University of Economics internationally recognized, valid and reputable

Goal 3.1.1	To increase the quality of second language curriculum to the level which will ensure the students will pass internationally administered proficiency exams. (Performance Criteria: 1)
Goal 3.1.2	To adjust the curriculum of second foreign languages to the EU framework (Performance Criteria: 2)

Goal 3.1 - Performance Criteria 1 and 2:

No.	Performance Criterion	Remarks	2010	2011	2012	2013	2014
1.	The number of students who take the exams/successful students	Exam results	-	130/95			
2.	The overlap ratio of EU lesson content and SFL language content		100%	100%			

Indicators related to these performance criteria:

- Stated number/ratio increase

Strategic Priority Area 3: Internationalization

Strategic Goal 3.2: To educate students to have a global perspective in their professional and personal lives

Goal 3.2.1	To organize social events in order to introduce other cultures/societies to the students (concerts, theater plays, dance, etc.)(Performance Criteria: 1, 2)
Goal 3.2.2	To include universal issues (global warming, immigration, technology, etc.) to the curriculum in order to provide a global perspective and educate students accordingly. (Performance Criteria: 3)
Goal 3.2.3	To increase cultural interaction by participating in the common European Union projects. (Performance Criteria: 4)

Goal 3.2 - Performance Criteria 1, 2, 3 and 4:

No.	Performance Criterion	Remarks	2010	2011	2012	2013	2014
1.	The ratio of participation		50-80%	50-80%			
2.	The number of social events organized		4	2			
3.	The number of subjects/texts	Freshman	93	93			
4.	The number of projects participated in		2	1			

Indicators related to these performance criteria:

- Stated number/ratio increase

Strategic Priority Area 3: Internationalization

Strategic Goal 3: To develop international collaborations by creating new models to be maintained in the long term

Goal 3.3.1	To inform students about self-development, work and travel abroad. (Performance Criteria: 3)
Goal 3.3.2	To increase the number of European Union ERASMUS exchange program academicians (staff mobility). (Performance Criteria: 1, 2)

Goal 3.3 - Performance Criteria 1, 2 and 3:

No.	Performance Criterion	Remarks	2010	2011	2012	2013	2014
1.	The number of agreements		2	2			
2.	The number of academicians		1	1			
3.	The number of seminars		1	1			

Indicators related to these performance criteria:

- Stated number/ratio increase