Presenting

Valuable members of Kocaeli University
Dear students, graduates
Our valuable friends who follow the studies of our university

Kocaeli University was established in 1992 in - the bridge between Asia and Europe where information, technology and culture transfer takes place - which is the most dynamic geography of our country.

When we look at the history of the universities, we can be regarded as a very young university. In 1999 we went through the 17th August earthquake of which caused a big destruction and despite this fact we have never compromised our foundation acceleration and development. Today in Umuttepe, on an area of 5480 acres, one of the most beautiful campuses of our country which possesses all kinds of adequacy and infrastructure was established. Our university provides education to approximately 55 thousand students on associate, undergraduate, graduate and doctoral levels in a closed area of 437.273 meter squares, 275.081 meter squares of which is in Umuttepe Campus.

The city Kocaeli produces 18% of the major industry of the country. 81 of the large scale industrial organizations are in our city. This dynamic structure has led us to be leading institution in the university – industry co operations. Our university attaches importance to the R & D studies with industry partners with respect to obtaining the information and its usage in production. Kocaeli University Technology Development Zone (KOUTEKNOPARK) has been developing rapidly with the aim of having a key place in the development and competition power of our region.

In order to educate the professional staff that we believe that are needed in the quality based progress of the economy of the country and our region we are maintaining the increase of the educational level and diversification of the of 19 junior college programmes in our university.

In this context we have prepared a strategic plan we believe to achieve on which was thought thoroughly and which was discussed, designed to cover all academic units of our university. We aim to be a recognized, apparent, leading, dynamic Turkish university with an
international structuring and interest which beseems to the scientific ideal of the Turkish Republic founded by Mustafa Kemal Ataturk.

While we were preparing the 2009-2013 strategic plan of Kocaeli University we tried to see our successful points, common work areas and pros and cons clear and precisely.

I express my cordial thanks to the Strategic Plan Committee of our university for their devoted and attentive works and to strategic planning committees of faculty, institute and vocational school for providing the adequate infrastructure.

With the belief of creating a more powerful, dynamic, pioneering university by achieving the goals with the application of the strategic plan of our university.

Prof. Dr. Sezer S Komsuoglu
Rector
In accordance with the strategic plans of the units of our university and the situation analysis of the university, the weak and strong points of the association and the opportunities and the threats of that can affect the association have been determined and stated below:

POWERFUL FEATURES:

- Possession of dynamic, academic and administrative workers who follow the current issues.
- Presence of tolerant and proper discussion environment.
- The student community who can defend their thoughts, views and proposals independently.
- The fact that the communication between instructors, administrative workers and the students is in a more advanced level than in the other universities.
- The fact that the buildings in Umuttepe Campus possess the modern installation and have been designed well as architecturally and aesthetically.
- Technologically the most advanced level of the infrastructure system (heat, illumination, natural gas, electricity, informatics and effluent.
- The compatibility to educate manpower with information on different areas thanks to adoption of double major branch educational system.
- The compatibility of the student information system to development and if necessary to change.
- The location of the faculty of Medicine, its equipped prosperity, its earthquake resistant structure, the presence of the varied workers who are suitable for initiative.
- The establishment of the techno park which follow current issues.
- The development of the brainstorm technique in our university.
- The presence of young and dynamic education members.
- The fact that the university could reflect and impose its own significant and distinct studies to public.
- The fulfillment of the students’ requests about EU programs rapidly.
- The design of the faculty of Communication according to its aim and the completeness of its equipment.
- The presence of organization culture which is open to innovation.
- The development of the opportunities for the students to work part time in the organization.
• The good results in competitions organized by private sector.
• The presence of the faculty of Medicine and a research and application hospital with its contemporary building.
• The high number of the assistant professors.
• Possession of a central campus which is able to new and modern requirements.

WEAK POINTS

• Not having the flexibility and autonomy in the utilization of the budget due to the characteristic of being a public university.
• Limitations of the facilities used in foreign language teaching.
• The fact that the departments in which the education is provided in English are not in our university yet.
• Inadequacy of the job description of the units and employees and the fact that defined tasks are not adopted sufficiently.
• The fact that in-service trainings are not adequate.
• The fact that Teknopark has not started the studies of technology transfers and patent yet.
• In the internationally supported projects, not being able to afford the specific amount which is demanded by other party.
• The units’ lack of understanding of being a team.
• The transportation difficulties between the center and university campuses.
• That the quality control is not applied efficiently due to the fact that there are too many students.
• Weakness of motivation.
• The difficulty of employment of the qualified stuff in the bureaus of computing and student affairs.
• Those in Junior Technical Colleges, the studies and demands of practical learning have not reached the adequate level yet.
• The lack of educational staff in some units and programs.
• This problem above rebounds to the research and publishing activities in a negative way because of having secondary education.
• That the Koceli University’s name and location is not recognized.
OPPORTUNITIES

• The fact that Kocaeli University is located in Kocaeli region which provides the 41% of the country economy and the predisposition to the university- industry cooperation.
• That there are too many medium industry establishments in the region and the positive communication founded with JTC students.
• The development of winter and summer tourism in Kocaeli and the facilities of finding students and educational staff due to this fact.
• The closeness to Istanbul - one of the biggest metropolises – and as a result the facility of attending the scientific and social activities in this metropolis.
• The presence of educational staff who has had their PhD degree in the reputable universities of Europe and the USA.
• That the Kocaeli is governed by metropolitan municipality and its financial power has risen.
• That Kocaeli University Medicine Faculty which is the only reference hospital in the region is being made a brand with the Umuttepe Medicine emblem.
• Suitability to the multi disciplinary research due to being a campus university.
• Significant development in physical and technological infrastructures in recent years.

Threats

• The fact that in the universities the financial autonomy has not gained functioning sufficiently.
• The worries about the students, who are around 55.000, always may not possess the wanted qualities.
• Incompatibility of movement in the entrance and the inside of the building for the disabled people.
• Inadequacy in teaching foreign languages.
• The research conducted in foreign universities are not enough numerically.
• The decrease in the income of Research and Application Hospital, the difficulties in the circulation capital due to the new laws and definitions in recent years.
• That the region industry does not confide in the university sufficiently.
• Requirement of making changes in regulations frequently.
• That the research centers do not work in the desired level.
• That the educational staff chooses the way of increasing the course load or increasing the income in other ways due to the low level of their incomes.

Assumptions

The fulfillment of the aims and goals which are stated in the strategic plan depends on the factors within and outside the university.

Internal Factors

• That the university top management and employees adopt the strategic management understanding and make efforts accordingly.

External Factors

• That fund is provided from public budget on time and sufficiently.
• That the governments carry on with the strategic management understanding.
• Significant increase or decrease in the number of the students who will be accepted to the university.
• The increase of absence of the budget share for the scientific research and technology.
• The nonexistence of the economical and political crisis.
• The nonexistence in the demand of the foreign students for our education.
• The nonexistence of war, natural disasters etc.

4.1. Mission, Vision and Values

4.1.1. Mission

By continuing to develop activities which are compatible with contemporary international educational process, advanced education, teaching, research, producing knowledge which will
be beneficial for whole humanity in health, social culture, art, sport, economy and technology fields, providing the effective usage of this knowledge through technology, recruiting constructive and applicator individuals, contributing to composing familiar trade marks which will create industrial evolution with high technology with our counterparts in Kocaeli region.

4.1.2. Vision

Being an apparent, known university which has a command of the information age

4.1.3. Values

- Preserving the basic principles of Republic of Turkey which were founded by Mustafa Kemal Atatürk, Atatürk’s principles and revolutions and transferring them to future generations,

- Contemporary, secular, democratic, respecting to national values and to human rights,

- Comply with the principles of universal law,

- To be respectful and to serve everyone without discrimination,

- To adhere to ethical values,

- To follow scientific and technological developments,

- To be in harmony and cooperation with internal and external stakeholders,

- To adopt control and quality as principles.

4.2. Strategic Objectives and Goals

- Strategic Goal 1.
Development of the quality and foundation of education and training.

• Strategic Target 1.1 (2009-2013)

The target is to keep books, documents and resources such as lecture notes which will be enough for the needs of our students within the scope of the courses they take in our library.

• Strategic Target 1.2 (2009-2013)

The target is to provide laboratories, classroom and lecture halls for teaching and health services, and to equip those halls with technological equipments.

• Strategic Target 1.3. (2009-20013)

Development of the content and scope of the educational programs followed and the functions of the lecturers are targeted.

• Strategic Target 1.4.(2009-2013)

Planning of new associate and bachelor's degree programs that will meet the needs of our country and facilitate our graduates to find jobs are targeted.

• Strategic Target 1.5.(2009-2013)

Opening graduate programs that will meet the needs of the fields which produce interdisciplinary and regionally.

• Strategic Target 1.6.(2009-2014)

Providing industrial partners that will give both financial and in real support in fields such as, training, technical field trips, and practical applications at least one vocational training institution every year.
• Strategic Target 1.7. (2009-2013)

Providing a special promotional program for secondary education institutions in the region and our country is aimed.

• Strategic Target 1.8. (2009-2013)

Reducing the ratio of 28 student / instructor ratio currently our university has to 20 student / instructor.

• Strategic Target 1.9. (2009-2013)

Developing student relations by enriching organizations for social and cultural programs which will be held in every field is aimed.

• Strategic Target 1.10. (2009-2013)

Training the whole instructions and administrative personnel to develop their educational and communicating techniques professionally is aimed.

• Strategic Target 1.11. (2009-2013)

Composing new national and international exchange programs and to make planning for increasing the current number of changes in exchange programs are aimed.

• Strategic Target 1.12. (2009-2013)

Restructuring the continuing and distance education center (SEM) and training programs in accordance with the requirements of the development is targeted.

• Strategic Target 1.13. (2009-2013)

Opening of a new vocational school which will enable distance education is targeted.
Strategic Goal 2.
Contributing to the solution of national and international problems with knowledge and technology by increasing the quality of research.

• Strategic Target 2.1.(2009-2013)
Establishment of advanced interdisciplinary R & D laboratories and conducting new research projects each year.

• Strategic Target 2.2.(2009-2013)
Usage and bringing university’s existing inventory of Devices Park of park equipment together to be used in scientific research and to provide the 20% increase in efficiency is targeted.

• Strategic Target 2.3.(2009-2013)
Strengthening the collaboration between our university research units, centers and laboratories with the techno parks and other industrial organizations and carry out joint projects the company every year for at least 2 units are targeted.

• Strategic Target 2.4.(2009-2013)
Calling domestic and international experts in the field to give conferences is aimed.

• Strategic Target 2.5 (2009-2013)
Organizing research-development project bazaar in January every year

• Strategic Target 2.6 (2009-2013)
Construction of a developed computer system with which numeric calculation & modeling applications can be done.

- Strategic Target 2.7 (2009-2013)

Presentation of scientific research possibilities and research results to related institutions.

- Strategic Target 2.8 (2009-2013)

Construction of technological transfer centre and support centre

- Strategic Target 2.9 (2009-2013)

Participation to national / international scientific and technological events related to research and development.

- Strategic Target 2.10 (2009-2013)

Construction for the basis for the bone marrow transplantation as the first step in order to apply the scientific study results in the field of root cell and genetics to clinical applications.

- Strategic Target 2.11 (2009-2013)

Strengthening research basis and human resources in the field of mechatronics.

- Strategic Target 2.12 (2009-2013)

Strengthening the basis of research and human resources of informatics technologies field.

- Strategic Target 2.13 (2009-2013)

Rising the number of research studies in the field of environment and public health in the direction of the region’s needs.
• Strategic Target 2.14 (2009-2013)

Strengthening the basis of research and human resources in the field of advanced material and processing and making it more efficient.

• Strategic Target 2.15 (2009-2013)

Strengthening the basis of research and human resources in the field of oncology sciences.

• Strategic Target 2.16 (2009-2013)

Strengthening the basis of research and human resources in the field of electronics and communication.

• Strategic Target 2.17 (2009-2013)

Benefiting from the funds given by European Union with at least 3 new projects every year.

• Strategic Target 2.18 (2009-2013)

Strengthening the basis of research and human resources in the field of molecular technology and biotechnology

Strategic Goal 3

Developing human resources, raising motivation of workers by raising the contentedness within institution.

• Strategic Target 3.1 (2009-2013)

Improving the job opportunities of administrative staff, empowering things like “Advancement in Duty Examinations” for increasing motivation.
• Strategic Target 3.2 (2009-2013)

Conducting a contentedness survey with KOU workers on internet.

• Strategic Target 3.3 (2009-2013)

Conducting a candidate group in the process of academic worker choice by constructing academic & administrative human resources unit, work analysis that will be done in all academic & administrative units, work definitions that will be conducted and determination of administrative norm staff number needed in the direction of the work necessities.

Strategic Goal 4

Providing the development of foundation and physical fields of our university campus and effective usage.

• Strategic Target 4.1 (2009-2013)

Construction of smart card, stable detector, camera security systems at all units of our university entrances, strengthening the foundation with physical and technical precautions.

• Strategic Target 4.2 (2009-2013)

Construction of classrooms, lecture halls, labs equipped with high technology which will enable efficacy and fertility of education.

• Strategic Target 4.3 (2009-2013)

Rising the recreation area to 65% of the whole campus area, in addition to this, planning 42,000 m² sport and recreation area, so increasing the sport and recreation area which is 0,30 m² per student to 1 m².

• Strategic Target 4.4 (2009-2013)
Completing the additional 3,000 m² dining hall area in order to increase the 0.25 m² dining hall area per student to 0.30 m² and increasing the whole 2,800 m² canteen area by 2013.

- Strategic Target 4.5 (2009-2013)

Making wireless internet system available at all campuses.

- Strategic Target 4.6 (2009-2013)

Teleconference systems aimed to be launched at Prof. Dr. Baki Komşuoğlu Culture and Congress Centre at our university

- Strategic Target 4.7 (2009-2013)

Construction of internet foundation for telephone and fax between campuses.

- Strategic Target 4.8 (2009-2013)

Separation of faculty of Science and Letters as science and Letters, construction of a new building for faculty of letters and providing necessary equipments for it.

- Strategic Target 4.9 (2009-2013)

Construction of buildings belonging to institutes of our university.

- Strategic Target 4.10 (2009-2013)

Making projects and construction of roads, sidewalks, water drainage, lighting, heating and parking lots for buildings that are being considered to be built in campus or other units

- Strategic Target 4.11 (2009-2013)

Completion of buildings which belong to faculty of engineering.
• Strategic Target 4.12 (2009-2013)

Construction of an education and service application hotel which will be used by patients and their acquaintances and visitors who attend to national or international science, art, culture and sport events at Umuttepe Campus.

• Strategic Target 4.13 (2009-2013)

The start of working, education and training at Faculty of Dentistry

Strategic Goal 5

Strengthening and developing the relationships with our stakeholders

• Strategic Target 5.1 (2009-2013)

Developing software which will collect and evaluate all wishes and complaints of students regularly and all the time on internet environment.

• Strategic Target 5.2 (2009-2013)

Organization of social, cultural and sport events which will be participated by students, alumni students, academic and administrative staff, encouraging and supporting those kinds of activities by regulations.

• Strategic Target 5.3 (2009-2013)

Guidance for the most appropriate job opportunities by the current students and alumni students’ database which will be conducted on internet environment and this service will help students to find internship and employment.

• Strategic Target 5.4 (2009-2013)
Institutionalization and positioning of the student council in a separate building for the student council to work more effectively and our students will be able to take part in our university’s process of decision making more often.

• Strategic Target 5.5 (2009-2013)

Developing a prize system for students who achieved national and international success and announcing the success of those students to the whole university.

• Strategic Target 5.6 (2009-2013)

Developing a system which will track the applications concerning the wishes, suggestions and complaints of academic and administrative staff through contentedness survey results.

• Strategic Target 5.7 (2009-2013)

Organizing communication & cooperation between business world & university meetings with job union or union representatives regularly every year.

Strategic Goal 6

Developing, empowering and applying interior audit successfully

• Strategic Target 6.1 (2009-2013)

Defining the risks related to activities which are audited by auditing work plans and risk analysis, and developing solution ways to deter risks.

• Strategic Target 6.2 (2009-2013)

Regulation activities and increasing the interior auditing by surveys which will be done in the units which are audited are aimed.

• Strategic Target 6.3 (2009-2013)
In the direction of in-service education programs in Strategic Target 1.10 and the reports prepared by interior auditing, those programs will be directed and developed.