



Technologies for Strategic Management: Best Practices of VILNIUS GEDIMINAS TECHNICAL UNIVERSITY

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Technology as SM tool

"Technology has become the driving force of change in the modern world. It has altered our economic structures and ways we communicate".

*World Bank / Bill and Melinda Gates
Foundation*

VGTU BPs are based on technologies, which are used for **improvement** of the **processes, products, services**, and **support** of the university strategy, in order to **satisfy** university community and its groups of interest.

Strategic path: open and inclusive university

- Open organisation philosophy encompass the ideas and practices aimed at inclusiveness, opening of the university boundaries, extended network including external and internal communication.
- Communication is carried out through individual ties crossing the organizational boundary and connecting organization members with members of external organizations. This communication is primarily aimed at:
 - Representing the university to its environment
 - Better understanding and responding to turbulent environments
 - Combining intra- or inter-organizational networking (including social networking in order to understand and influence the behavior of network members)

Strategic path: smart university

- University which is smart through the goods, products, services and experiences they provide
- University which is smart **in** terms of how the individual members of academic community coordinate, collaborate, innovate and organise themselves
- Technologically educated and innovative university, able to create new value strategies by using information integration
- Maintaining inter- and intra-university networking
- University having a brand (incl. activity branding)

Strategic path: socially engaged university

- University providing services to the society (incl. free services with low or no cost access)
- Serving for inclusiveness of disadvantaged groups
- Proactive university

What is www.brendu.lt project?

Project www.brendu.lt was launched at VGTU in May, 2009 to establish the communication platform between university and schoolchildren in the age between 13 and 19 years old.

Situation and the target problems.

The necessity of the project has been determined by the following factors:

- unclear national policies and struggling initiatives to increase ratio of HRST* in the education;
- low attractiveness of technical education in comparison to social sciences in Lithuania;
- lack of understanding of technical studies among schoolchildren;
- alienation between high school and university education cycles and lack of social interaction of these partners;
- fierce national competition of universities in recruitment of students as a result of state financing based on grant system (following students choice of study programme and institution).

Goals and aims

The main goal of the project is to establish direct reciprocal communication in order to strengthen relations between VGTU and schoolchildren (future students) and raise their motivation to choose technical studies. The objectives of the project:

1) to accomplish VGTU's mission of social partnership:

- to spread the idea about the importance of knowledge and education esp. technical for society development;
- to introduce academic community to youth and become a partner, who provides expertise and support needed in life and learning.
- to promote technical education, encourage schoolchildren interest in technologies and engineering;
- to reduce social exclusion and ensure access to university knowledge for schoolchildren from the smaller towns, raise the awareness and contribute to their integration into the higher education system;

2) to amplify university public relations by the PR strategy for schools

- make VGTU more visible and attractive for future students;
- strengthen university PR campaign for schoolchildren to familiarize them with VGTU,

3) to improve student recruitment to VGTU


- implement early stage recruitment of future students;.
- improve information about studies, research and life at VGTU,
- attract better motivated students (Attn: high –performers, students from periphery for studies at VGTU)

BP - www.brendu.lt




How this project is organized?



- The project is as a part of general PR strategy of the university, implemented according to the annual plan. Communication Office is coordinating the project.
- The central theme is technical and engineering education. All the information is organized around 6 thematic segments, incl. blog of character Gedas („Gedas thoughts”), **explanation of engineering solutions**. (“How it Works”); student life (“Wearing Student’s Shoes”); **technical innovations and hi-tech solutions in daily life** (“Spare Screws”), **nontraditional environmental projects and initiatives** (“Green Bag”), **admission procedures** to VGTU- (“How to Wade”).
- Project’s **consultants’ QA section** (“Checked Waistcoat”); Academic consulting provided to school children on issues not included into school’s education program (in math, physics, chemistry, biology, management, admission procedures).
- Individualized, friendly and direct manner of the interaction in order to establish permanent and close relationship between academic community and schoolchildren
- Materials: articles, catchy and informative videos, facebook.com posts created by project team. The main character’s diary (blog) is used to introduce and to conclude each topic.





Atvaizdai

- Gedas studijų mugėje "Mokymasis.Studijos.Karjera 2010" (vasario 4-6)
 




Gedo atributika


- Miesto statyba Vingio parke (2009 rugsėjo 1)
 

Gedas VGTU centriniuose rūmuose


- Priėmimo diena Vilniaus Gedimino technikos universitete
 

Gedas su komanda GMD mokė "kaip bristi"


- Brisk per Uteną (2009 balandis)
 
- Rugsėjo pirmosios išradimai
 




Pasigailėk varžtų

Šviežia

Gedo mintys

Languota liemenė

Pasigailėk varžtų

Žalias maišelis

Parašytų evoliucija ★★★★★
2010-09-27 10:36:33 Komentarai (1)

Dainuojantis dušas, lova, kuri pati pasikloja, saldainiais varomas automobilis. -čia ne rekvizitų sąrašas S. Spielberg'o filmui. Jau XXI amžius, kuriame nieko nėra neįmanomo. Kūrėju čia gali būti kiekvienas. Nori dviračio, kuris, prireikus, tilptų į kuprinę? Imk ir sukonstruok! Rubrika „Pasigailėk varžtų“: naujaisi, keisčiausi, absurdiškiausi, įdomiausi išradimai/atradimai/pradimai.

Galybė išradėjų nuėjo ilgą kelią, bandymus, taisymus, nesėkmes ir sėkmes, kad šiandieninis parašytas išvystytų dienos šviesą. Tad kalbam apie viską nuo pradžių pradžios.

[Brisk niliau →](#)

Solutions and Resources:

Innovative solutions

Youth culture tailored website design (bright colors, animation, catchy images etc.).

Social networking approach: a character called Gedas - a prototype of active, curious, science addicted teenager - serves for communication with visitors on the website . The profiles in facebook.com are created and youtube.com. Used for posting information. Social networking used to make the interaction more active, user friendly, for organising communities of practice (built on shared experience), faster dissemination of information; development of similar social identity; creating reciprocal services and mutual benefits, getting feedback.

Top experts for beginners consultation approach.

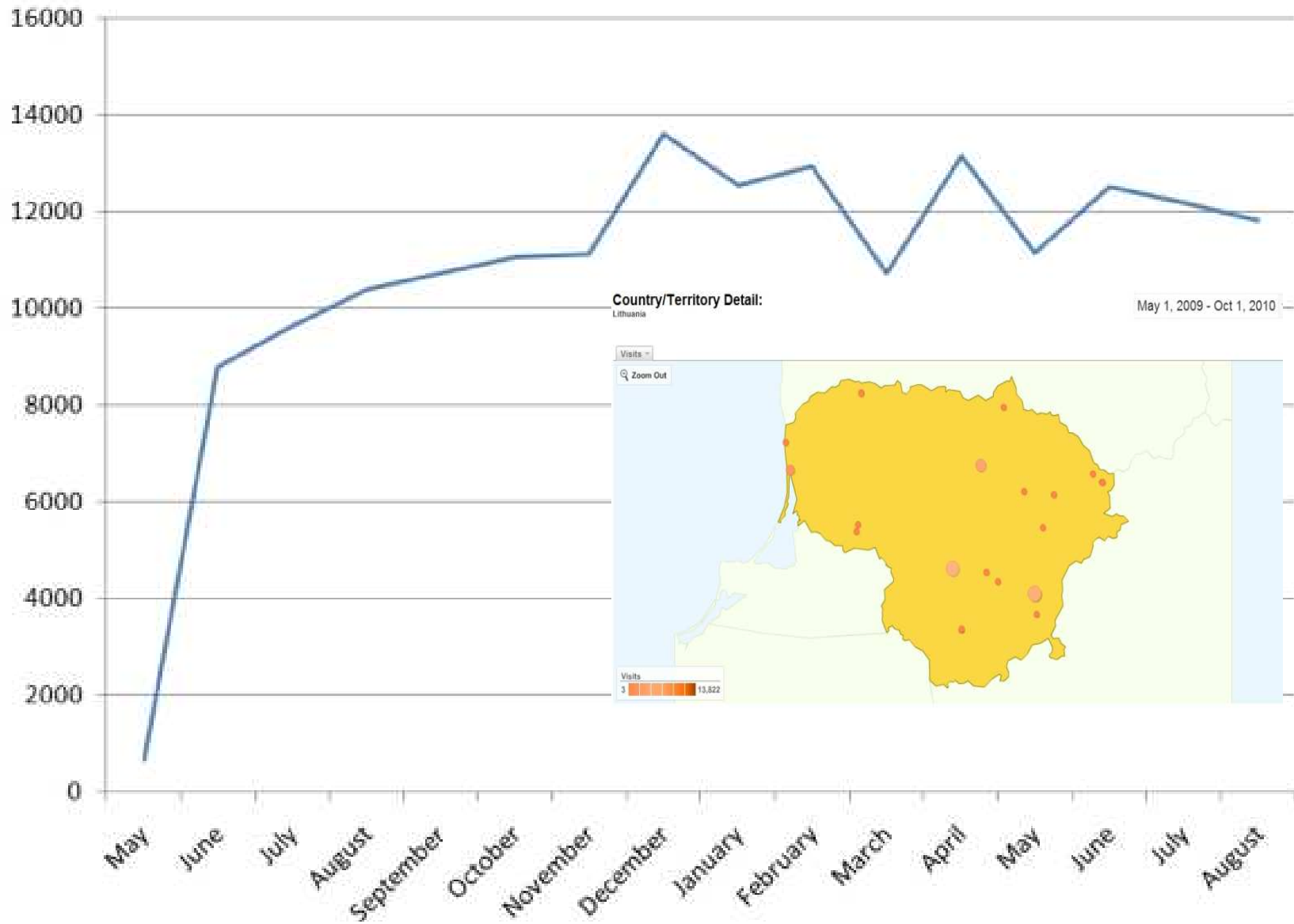
Real life interaction: outdoor activities are organized under *brendu.It* name in order to balance virtual and real interaction (study fair, orientation game music festival etc.).

Volunteer work and student involvement: to reduce project costs to minimum.

Resources: Project manager from Communication office, 3 students (volunteers, studying at Creative industries study program) and 9 permanent consultants (university professors). Annual budget: approx. 15 000 € in 2009.

10 000 € - for establishment period of this project (idea, design, website and promotional campaign)+ 5 000 € for administration costs and overheads. Students are serving for free, coordinator and academic 3 volunteering consultants' job included into regular workload.

Visitors of the page



Adaptation potential

- The concept and practical solutions of project are adaptable to other study areas as well to other communication campaigns with schools.
- Currently other Lithuanian HEIs are trying to adapt similar models like brendu.lt in their external communication.
- Short-term results: 160 000 visitors in 1,5 years, over 30 original entries on *youtube*; positive feedback from the schools, 4 successful outdoor activities (study fairs, city day etc.)
- Results in a long-run?
- **Recognition**
- Feedback in public space is positive.
- National award for the Best Public Relations Project (public sector category) in 2010.

Situation and the target problems

- Necessity for faster renewal of teaching resources base
- Necessity to satisfy the demand for the most useful and popular sources
- Limited capacities of the university library to purchase and store all the books needed for the students
- Limited financial capacities of students to purchase books
- High cost of POD (*printing on demand*) books
- The necessity to expand distance learning and e-learning potential of the university
- About 120-130 textbooks and 30 monographies are published every year by the University Publishing house+ necessity for better marketing.

Goals and aims

- To increase e-learning resources through e- books project.
- To improve e-publishing at the university

How this project is organized?

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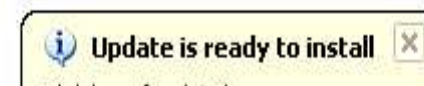
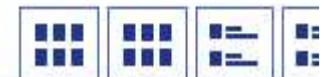
- The platform elaborated by e- publishing company <http://www.ipublishcentral.com>
- The content of the platform consists of the books published by VGTU since 2007
- All resources in PDF format.
- They can read *on-line* or store the books on their PCs *off –line*.
- Sophisticated search system
- Simple and very effective monitoring system for administrators and users, a lot of possibilities for administrators
- Combination of e-books library and e-shop functions (Diversity of services, *View inside, Monthly reader, Weekly reader, Purchase*).
- „My folder” for every user
- The e-book platform services are free for VGTU community (university covers the costs).



Kategorijos

- > [Visos](#)
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Naujienos



Resources:

- All books published by VGTU since 2007 (stored in the electronic format).
- No additional work for publishing house staff
- The platform elaborated by e-publishing company for free for the first year
- Starting from the next year annual fee is 10.000 € (could be collected from users or covered by the university)
- The average costs for **external** users less than 3 € per book

Inovativeness:

- E-readers are not needed (*Adobe Flash Player only*)
- On-line and off-line reading combination
- Top list service
- Monitoring of the 350 most popular readings

Developments foreseen:

- „Readers corner” and „Authors corner” based on interactive chats
- Profiles in social networks (Linked In and Facebook) to advertise e-books, get the feed-back, interact with the interest groups.
- Not enough effectively used potential to provide video materials

Results and adaptation potential

Results:

- 300 e- books of VGTU authors in e- books system
- 70 000 reading activities identified within 6 months.
- 8 000 visitors of the system in September
- Dissemination activities in other Lithuanian HEIs resulted in initiatives to adopt the model. Negotiation with 6 Lithuanian universities, willing to purchase access to the system.
- Resource savings: combination of time, money, effort for both sides students and the university.
- Self service: reduced students reliance on library work, library stock, internet providers.

Adaptation potential:

- Great opportunity to improve University publishing houses activities (for which is publishing its' own textbooks and other teaching materials: to make the services more user-friendly, visible, more efficient managed.
- Simple and effective could be adapted at every institution
- Cheap to acquire. Every institution can choose the volume of the e-books store (costs are calculated on the chosen base)
- Great commercialization potential

Common features of both solutions

Characteristic	<i>www.brendu.lt</i>	www.ebooks.vgtu.lt
Management	Middle-Top-Down (+bottom-up)	Middle-Top-Down
Cost reduction	Advertising, Communication Recruitment campaign costs, Staff costs (volunteers instead of permanent staff)	Printing and distribution, storage, library service costs
Access to target group	High 160.000 visitors (in 1,5 year)	High 70.000 reading activities (in 6 months)
Alignment to the needs	High	Middle to high
Control	Boundary spanners and „gate keepers”	Boundary spanners and „gate keepers”
Applicability	High	Depends on university previous activities



Thank you!