

University Development 2025

Bern University of the Arts – HKB – is willing to accept the challenges that lie ahead. One Vision, six Development Goals, and the Steps needed to reach those goals, are the pillars that underpin University Development 2025, our multidisciplinary university’s development strategy for the next five years. University Development 2025 is going to be a flexible and dynamic process: in an ever accelerating world, and with our students’ best interests at heart, we will continue to integrate external impulses, and to continually adapt our curricula, areas of research, and structures. In terms of content, therefore, our development goals provide the gravitational focus around which processes of change can be initiated. In an era of constant change, we intend to provide our students with an education in the arts or design that resonates with the contemporary context.

The outcome of extensive and circumspect discussions, University Development 2025 reflects the expertise of many HKB colleagues. My most sincere thanks go to all who have contributed. I am convinced that the goals outlined in this document will inspire and guide us all as we continue to develop HKB as a “forge” of bespoke higher education and research in the arts and design that encourages reflection, and generates imaginative contributions towards the resolution of social challenges.

Prof. Dr. Thomas Beck, Director HKB

VISION

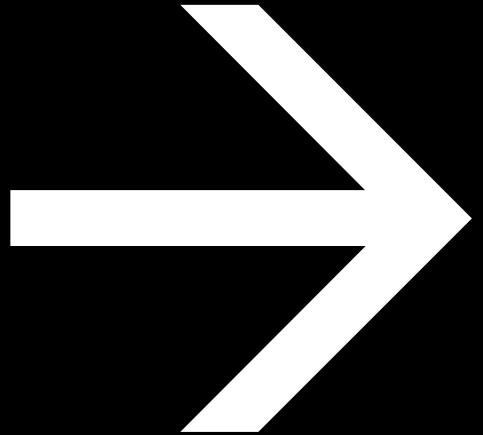
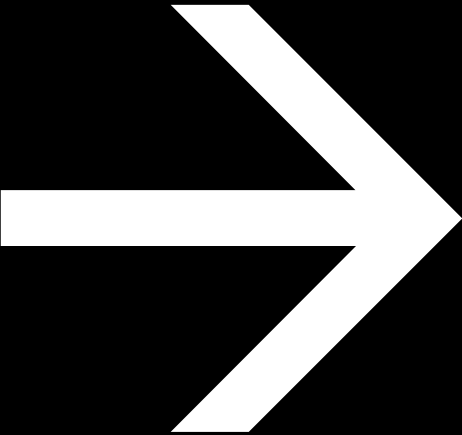
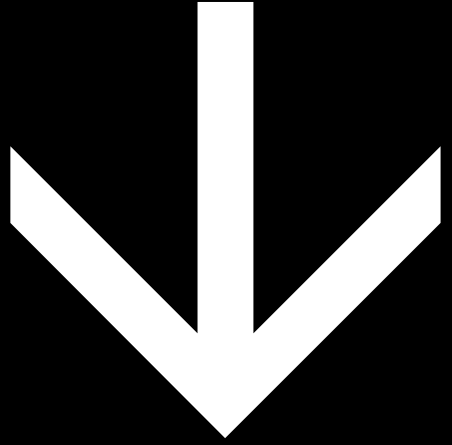
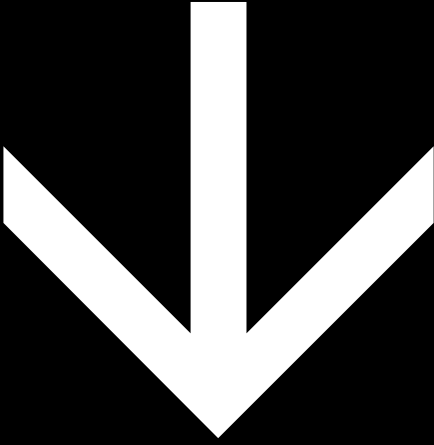
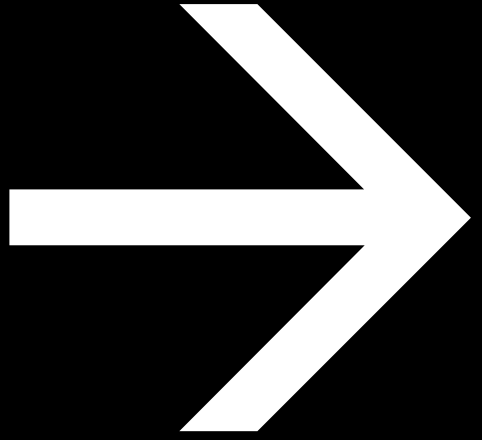
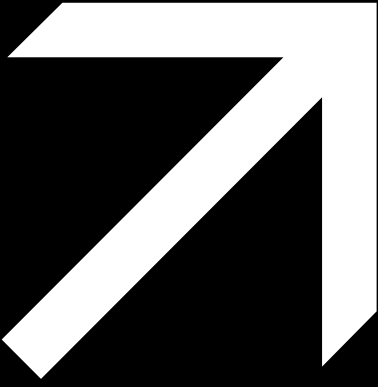
HKB Bern University of the Arts is a multidisciplinary institution that offers bespoke arts and design courses in a dynamic setting. We are as proud of our regional roots as of our international connections. HKB is a “forge” that generates imaginative academic and research contributions towards the resolution of social challenges. Our graduates are creative personalities capable of conversing with the world. HKB promotes innovative thinking and provide impulses towards sustainable development, in co-operation with partner institutions in the Bern area, across Switzerland and around the world.

Social responsibility and sustainable development

HKB researchers, tutors and students engage with topics of high relevance to society, the arts and design. We seek to work with other interested parties to share findings, experiences and competencies. Our contributions to social change promote and nurture sustainable development.

STEPS:

- HKB develops and nurtures projects and services that address social challenges, and contribute towards their resolution. We actively seek a constructive dialogue with relevant stakeholder groups.
- The activities of all at HKB are measured specifically by sustainable development criteria; relevant approaches are adopted by all service areas. HKB provides the necessary resources, and ensures due recording and documentation of progress made.
- HKB seeks and finds responses to social challenges in an international context.
- HKB reflects upon and communicates to its stakeholder groups the ways in which it assumes its social responsibilities.

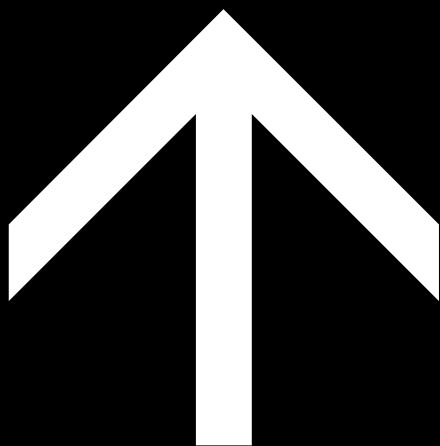
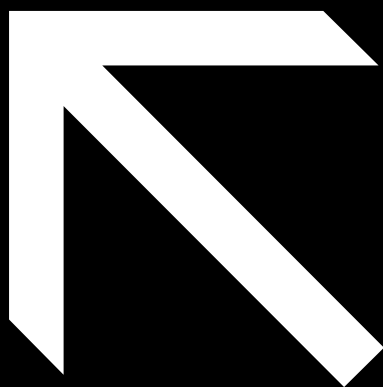
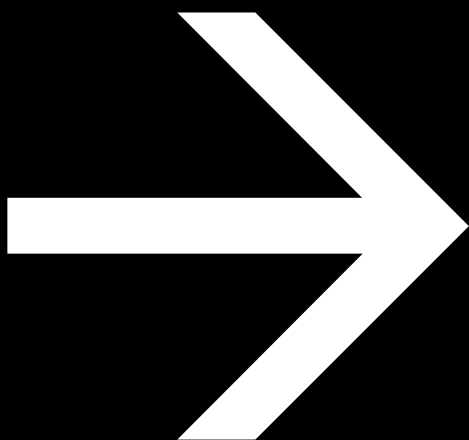
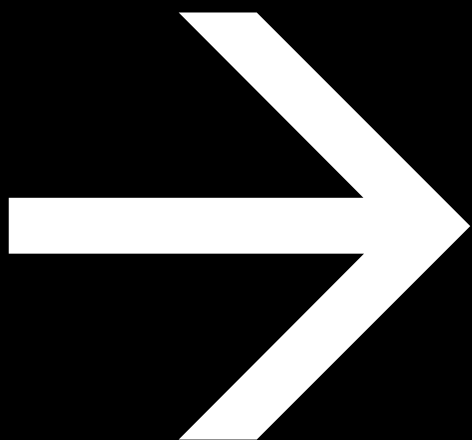
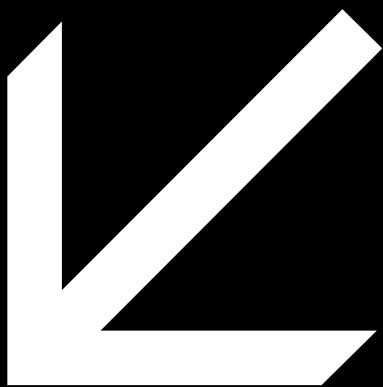
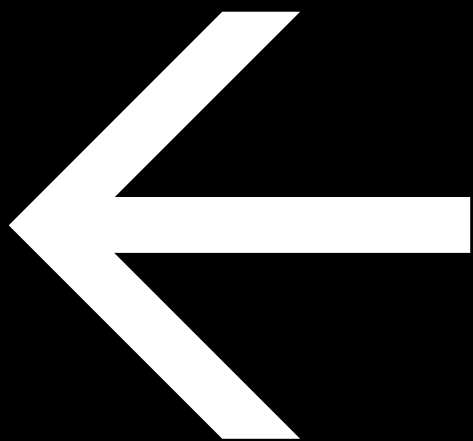


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University of the arts – a “forge” of innovation

HBK is a “forge” and laboratory of innovation. As they engage in research, tutors and students are given plenty of scope to develop artistic products and services, and formulate relevant research topics.

STEPS:

- Greater scope and leeway results from “lighter” module plans and less specific job descriptions for tutors.
- Across all of its activities, HKB uses its greater scope to improve transdisciplinary networking.
- HKB supports the further elaboration of students’ work on research topics and projects.
- To provide greater leeway to all staff members, HKB promotes leadership skills and sound knowledge of innovative forms of cooperation at management level.

From teaching to learning

HKB is undergoing a paradigm shift from teaching to learning. We place the focus on learning in a close exchange with our students by way of appropriate methodologies and skills.

STEPS:

- To effect the paradigm shift from teaching to learning, HKB promotes required tutoring skills by implementing a continuing education programme for tutors.
- HKB supports students' diverse and individual learning pathways by offering flexible curricula and providing competent specialist support.

Transcending disciplinary boundaries

At BA level, HKB guarantees a foundational disciplinary education that includes transdisciplinary elements. In our MA and Continuing Education programmes, we focus on the greatest possible curricular flexibility.

STEPS:

- All Divisions of HKB, including its Continuing Education Division, create formats and provide the scope to enable transdisciplinary, application-oriented projects within existing MA and Continuing Education curricula.
- All HKB students and researchers are given the option of acquiring transdisciplinary competencies and skills including entrepreneurship, interculturality, personal appearance and presentation, writing, self-empowerment, etc. Required optional modules are created in cooperation with other Divisions of Bern University of Applied Sciences – BFH, and with external partners.

Focus, art and cultural education

HKB is a leading expert in art and cultural education and research, and has been influential in this field, both nationally and internationally.

STEPS:

- HKB uses various formats to showcase high achievements in art and cultural education, including our annual HKB Prize for Best Educational Project, and our annual Education Night (*Vermittlungsnacht*).
- At transdisciplinary MA level, HKB converts the educational focus that governs the Y Institute, Center for Transdisciplinary Education, into a unique selling proposition (USP).
- Based on projects emerging from *Synapse HKB*, and from our educational research, HKB develops market-oriented services at rates that cover costs.
- HKB strengthens research in art and cultural education for classroom and extracurricular settings alike.
- HKB offers third-cycle art and cultural education courses. To this end, we cooperate with other universities in Switzerland and abroad.
- Teaching skills are an essential recruitment criterion, both for tutors and managerial staff.

Focus, digital media skills

HKB students and staff are highly skilled in digital media. Addressing relevant ethical, political, artistic and design issues, we reflect on how existing quality concepts relate to the digital world from a position of curiosity, open-mindedness and self-empowerment. HKB guarantees digital integration in teaching, research and daily life, as well as access to digital tools and services.

STEPS:

- To facilitate the acquisition of field-specific digital skills, all HKB Divisions develop a wide range of courses and modules.
- HKB provides the required physical infrastructure, and user-oriented digital support.
- HKB arranges specific events that promote the professional handling and continual critical examination of the digital realm.

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