# HAW HAMBURG

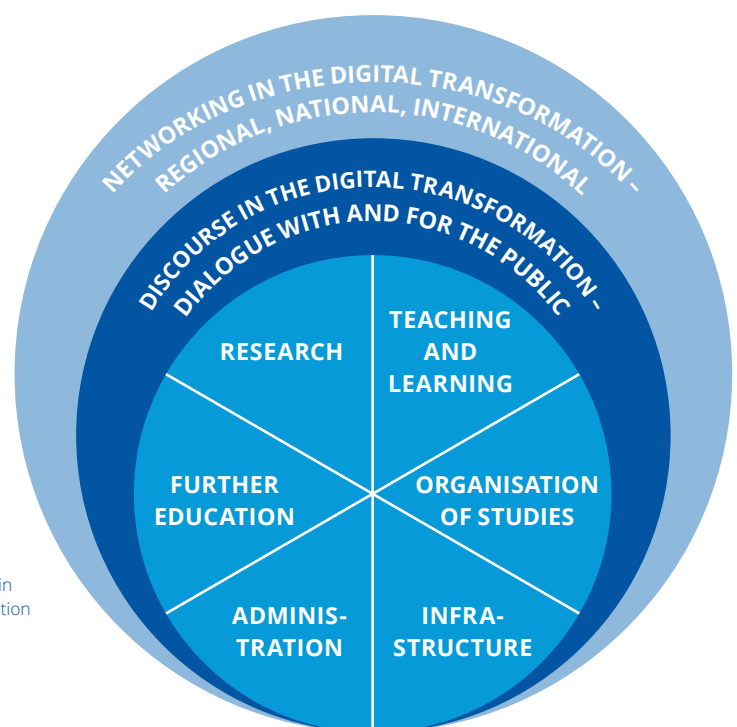# The Digitalisation Strategy of Hamburg University of Applied Sciences

**As an educational and research institution, our vision is to be a competent partner on digitalisation issues for the economy, society and politics in the Hamburg region.**

HOCHSCHULE FÜR ANGEWANDTE
WISSENSCHAFTEN HAMBURG
Hamburg University of Applied Sciences

HAW Hamburg is an expert on digitalisation issues and plays an active role in supporting and shaping the digital transformation. Its digitalisation strategy focuses on three strategic implementation areas that build on each other. These three areas are interconnected, directed both inwards and outwards, and reflect HAW Hamburg's comprehensive approach to digitalisation.

Areas of implementation in HAW Hamburg's digitalisation strategy

NETWORKING IN THE DIGITAL TRANSFORMATION –
REGIONAL, NATIONAL, INTERNATIONAL

DISCOURSE IN THE DIGITAL TRANSFORMATION –
DIALOGUE WITH AND FOR THE PUBLIC

RESEARCH

TEACHING AND LEARNING

FURTHER EDUCATION

ORGANISATION OF STUDIES

ADMINIS-TRATION

INFRA-STRUCTURE

## AREA 1:
## INTERNAL DIGITALISATION AT HAW HAMBURG

HAW Hamburg aims to teach students the skills they need for the digital transformation, create an innovative campus for different target groups and be an attractive employer. The first step towards achieving these objectives is the implementation of internal reforms that encompass all the university's core activities and areas: teaching and learning, research, continuing education, organisation of studies, administrative processes and IT infrastructure / services.

In the first implementation area HAW Hamburg's objective is therefore to create the conditions for its students and employees to develop and enhance the competencies required to play an active role in the digital culture transformation.

This area will thus be the main focus of restructuring and development in the coming years. It is the prerequisite for the subsequent step-by-step further development of the second and third areas of implementation.

## AREA 2:
## DISCOURSE IN THE DIGITAL TRANSFORMATION – DIALOGUE WITH AND FOR THE PUBLIC

As an active competence and dialogue partner, HAW Hamburg attaches particular importance to the exchange of ideas and discussion of topics and questions related to the digital transformation. Consequently, the focus of the second implementation area for promoting and supporting the digital culture transformation is to enhance and develop internal, interdisciplinary dialogue in the university as well as dialogue between the university and the public. To this end, HAW Hamburg is developing permanent platforms for exchange.

## AREA 3:
## NETWORKING IN THE DIGITAL TRANSFORMATION – REGIONAL, NATIONAL, INTERNATIONAL

As a university that is committed to "open science" and its contribution to social and economic development, HAW Hamburg aims to promote connectivity, networking and the transfer of knowledge and skills in the digital transformation.

As a competent partner HAW Hamburg increases its contribution to society, the economy and politics by sharing its expertise on questions and topics related to digitalisation. Together with cooperation partners in these three areas, HAW Hamburg develops solutions for the challenges of the digital transformation and uses its know-how to fuel innovation.

> Using an inter- and transdisciplinary approach that includes dialogue at the local and global level we develop application-oriented solutions to meet the social challenges of digitalisation.

## HAW HAMBURG'S STRATEGIC OBJECTIVES

The activities in the three implementation areas aim to achieve the following strategic objectives:

### Digitalisation in teaching, learning and continuing education: develop and promote competencies for a digitalised work environment and society

To ensure that graduates of undergraduate and post-graduate programmes and continuing education can play an active role in addressing current and future challenges of the digital transformation, HAW Hamburg will prepare students for a global and digitalised living and work environment, in the spirit of open education.

On the one hand, HAW Hamburg's main objective is to provide an education that prepares students for a digitalised living and work environment. This means teaching them how to approach digitalisation as a multifaceted subject of learning and research, as well as ensuring that they acquire the relevant competencies for the digital transformation. The acquisition of these competencies and the analysis of digitalisation as a subject will be incorporated into the curricula.

On the other hand, HAW Hamburg applies digitalisation to improve teaching and learning. The acquisition of competencies and the analysis of content will be supported by the use of digital scenarios, formats and tools in teaching, learning and continuing education. To this end, the current range of support services will be continued and the qualification of teaching staff enhanced to promote human resources development. The proposed curricular changes are an expression of improved quality in teaching, learning and assessment. They will be accompanied by evaluative quality assurance measures.

### Digitalisation in research and transfer: strengthen the interdisciplinary processing of research questions on the subject of digitalisation and facilitate access to research processes

In order to develop application-oriented solutions for the complex social challenges of digitalisation, HAW Hamburg will support interdisciplinary research activities. In accordance with the principle of openness, the corresponding digital research infrastructure (in particular repositories and research information systems) will also be expanded and the access to the infrastructure will be increased.

### Internal processes and IT infrastructure: create the necessary preconditions for the university's students and staff to develop the competencies required to help shape the digital culture transformation

HAW Hamburg's IT landscape will be realigned and developed in line with internal and external requirements and demands in the areas of studies, teaching, research and continuing education. In the context of digitalisation of administrative processes, internal university procedures and customer-oriented administrative processes will be optimised and, if suitable, digitalised. In the area of organisation of studies, the development of digital student and applications management as well as digital information and advice for students will continue.

### Dialogue, discourse and networking in the digital transformation: strengthen dialogue on the digital transformation at HAW Hamburg and with the public and network with cooperation partners from the economy, society and politics

As an active and competent partner in the field of digitalisation, HAW Hamburg will establish platforms for internal and public debate on digitalisation topics. Current activities and dialogue formats will be enhanced and made more visible and new formats assessed. To fulfil its responsibilities as a key player in the Hamburg metropolitan region, HAW Hamburg will support existing local and international collaborations and networks in the area of digitalisation and set up new networking projects in the Hamburg metropolitan region and beyond.

## CONTACT

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