



Summer School "Cultural and Scientific Promotion of the University"



8 October 2023- 14 October 2023

UNIwersYTET JUTRA II
- zintegrowany program rozwoju Uniwersytetu im. Adama Mickiewicza w Poznaniu
POWR.03.05.00-00-Z303/18





About the University

Adam Mickiewicz University is the major academic institution in Poznań and one of the top Polish universities. Its reputation is founded on tradition, the outstanding achievements of the faculty and the attractive curriculum. The mission of the University is to advance knowledge through high-quality research and teaching in partnership with business, professions, public services and other research and learning providers.

20

Faculties

4

Branches

13567

Newly enrolled students

32100

Students in traditional and extramural programmes

1168

Doctoral students

764

Participants in postgraduate courses

125

Degree programmes

3006

Academic staff

2282

Administrative staff

242

Specialisations

36

Postgraduate courses

241

Science clubs

4624

Publications

860

Research projects worth over PLN 1.305 billion

772

International students





Universities participating in the Summer School

- > Borys Grinchenko Kyiv University
- > National University of Kyiv-Mohyla Academy
- > Taras Shevchenko National University of Kyiv
- > Petro Mohyla Black Sea State University
- > National University of Ostroh Academy
- > Dnipro University of Technology
- > Igor Sikorsky Kyiv Polytechnic Institute
- > Lesya Ukrainka Volyn National University
- > Hryhorii Skovoroda University in Pereiaslav
- > Vinnytsia Mykhailo Kotsiubynskyi State Pedagogical University
- > Vasyl Stefanyk Precarpathian National University
- > H.S. Skovoroda Kharkiv National Pedagogical University
- > Vasyl' Stus Donetsk National University
- > Kherson State University
- > Pavlo Tychyna Uman State Pedagogical University
- > Sumy State University
- > Sumy Makarenko State Pedagogical University
- > Alfred Nobel University
- > Khmelnytskyi National University
- > Donbass State Pedagogical Universit
- > V. N. Karazin Kharkiv National University
- > Yuriy Fedkovych Chernivtsi National University
- > Ukrainian Catholic University in Lviv
- > Zhytomyr Polytechnic State University
- > National Academy of Internal Affairs



AGENDA



UNIwersYTET IM. ADAMA MICKIEWICZA W POZNANIU
UNIwersYTET JUTRA II - POWR.03.05.00-00-Z303/18

CULTURAL AND SCIENTIFIC PROMOTION OF THE UNIVERSITY

Dębina Palace, 08-14.10.2023

PROGRAM

Sunday, 08.10

16:00- Arriving, accommodation, dinner

Monday, 09.10 (Poznań, Welcome Center)

10:00-10:30 Official opening / *Ms. Joanna Barszcz, Prof. Rafał Dymczyk, dr Kostiantyn Mazur*

10:30-12:00 Presentation of Adam Mickiewicz University / *dr Kostiantyn Mazur*

12:00-12:30 The importance of university rankings/ *Prof. Katarzyna Dziubalska-Kołaczyk, Vice-Rector for Research*

12:30-13:30 The role of rankings in the Strategy of the AMU and worldwide rankings at AMU/ *Anna Zakrzewska, Research and Rankings Office*

13:30-14:30 Engaged university / *Anna Fiedler*

14:30-17:00 Poznan City Tour

Tuesday, 10.10

10:00-11:30 Presentation of EPICUR Consortium / *dr Kostiantyn Mazur*

11:30-13:00 Activities of the Welcome Centre Section / *mgr Natalia Labiak*

13:00-14:30 Science Communication / *Anna Młynarczyk*

14:30-16:00 Interdisciplinary on the own example / *dr Kostiantyn Mazur*

Wednesday, 11.10

10:00-11:30 Social media / *Marta Gruszczyńska-Ludwiczak*

11:30-13:00 Marketing aims and challenges at AMU / *Marta Grunwald*

13:00-14:30 Research and Rankings Office as a support in the achieving of university aims / *Agnieszka Stefańska*

14:30-16:00 Networking & academic team building / *dr Kostiantyn Mazur*

19:00 Camp fire

Thursday, 12.10

10:00-11:30 Sharing of good practices between the participants I

11:30-13:00 Sharing of good practices between the participants II

13:00-14:30 Sharing of good practices between the participants III

14:30-16:00 Sharing of good practices between the participants IV

Friday, 13.10 (Poznań, Welcome Center)

10:00 Colorful University and Researchers' Night / *Dr Renata Popiołek*

12:00 Ccooperation of AMU with the City / *Anna Wawdysz* (place: Urząd Miasta Poznania, ul. Za Bramką 1)

Saturday, 14.10

Departure

*Breakfast time: 08:00-09:00;
Lunch time: 17:30*



UCZELNIA
BADAWCZA

RELATYWNA DOBROCIŁOŚĆ



HR EXCELLENCE IN RESEARCH



EPICUR
EUROPEAN UNIVERSITY

ul. Święty Marcin 78, 61-809 Poznań
tel. +48 61 829 43 28
kostiantyn.mazur@amu.edu.pl

www.amu.edu.pl

UNIwersYTET JUTRA II

- zintegrowany program rozwoju Uniwersytetu im. Adama Mickiewicza w Poznaniu
POWR.03.05.00-00-Z303/18

Subject coordinators

Prof.

Katarzyna Dziubalska-Kołodziej

AMU Vice-Rector for Research. Her main responsibilities include, among others, coordinating scientific research at Adam Mickiewicz University, supervising the evaluation of scientific disciplines, managing and cultivating external relations with different Universities, supervising the Science Support Office, and governing the Academic Scientific Centers.



prof.

Rafał Dymczyk

Head of the Centre for Filipino Studies and the Interdisciplinary Humanities Research Unit. An avid traveller and lecturer in tourism subjects at Adam Mickiewicz University in Poznań. For many years, he worked as a tour guide on various continents.

PhD

Kostiantyn Mazur

A Specialist at the International Relations Centre, associated with AMU since 2017. Privately passionate in organising trips to Iceland, Ukraine, Kazakhstan and the Balkans. Enthusiast of landscape and travel photography.



Subject coordinators

MA

Anna Schmidt-Fiedler

Member of the When Science is a Woman project and the sustainability team. Specialist in a freelance position for community initiatives. Responsible for, among other things, building strong relations with the social environment - formal and informal groups and NGOs.



MA

Anna Młynarczyk

Director of the Poznań Science and Arts Festival and chief specialist in the promotion section of Adam Mickiewicz University, Poznań

Marta Gruszczyńska-Ludwiczak

An employee of the AMU Press Office and Social Media. Formerly Chairperson of the AMU Student Government Parliament, Chairperson of the Didactic Commission of the Student Parliament of the Republic of Poland, member of the General Council for Science and Higher Education and expert of the State Accreditation Commission. Presently, she is particularly interested in new media, promotional activities in their field and broadly defined popularisation of science on the Internet.



Subject coordinators

MA

Marta Grunwald

Head of the AMU Marketing and Events and member of Euprio - European Association of Communication Professionals in Higher Education.



PhD

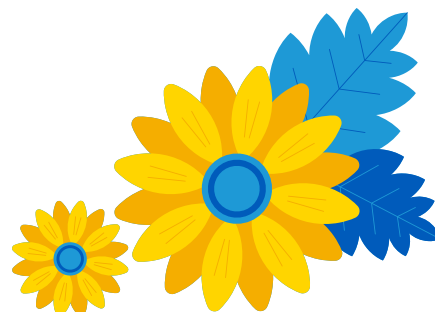
Renata Popiołek

Coordinator of the university's Researchers' Night, project manager of NIGHT4FUTURE at AMU and SOSNIGHT No. 101036074. Member of Euprio and the European Children's Universities Network

MA

Agnieszka Stefańska

Deputy Head at AMU's Research and Rankings Office and one of the hosts of the university's Forum on Administration.





Subject coordinators

Anna Wawdysz

Representative of the Mayor of the City of Poznań for youth and academic cooperation. Her duties include providing substantive support for youth and the academic community within the existing organisational structure of the City of Poznań Office, initiating and coordinating activities to develop Poznań as a youth-friendly city and a strong academic centre, coordinating activities carried out to promote Poznań as a city attractive to young people.




MA

Natalia Labiak

An employee of the AMU Welcome Centre, responsible for organising various events aimed at promoting the culture of both Polish and other nationalities. Among her duties, there is also assistance for international students, particularly in matters of legalising their stay in Poland and finding their place in the new international reality.





"Summing up the year 2023, the most significant event for me was the internship under the Erasmus+ academic mobility program at the Adam Mickiewicz University in Poznań (Poland). I was one of 26 participants of the International Summer School "Cultural and Scientific Promotion of the University", within the project "Uniwersytet Jutra II - powr. 03.05.00-00-z303/18", in the period from October 8 to 14, 2023.

I am not an expert on the issues of rating institutions of higher education and I have never worked in the department of promotion of a university, but every day in my position as a lead librarian I am engaged in image activities. Let me be an exception to the rules of the Summer School, but I can say with confidence that I will use the experience gained in my work.

It was my first trip abroad. "And their birds are flying in the sky, but here... my dear Kharkiv..." - the first thought on Polish land. By the way, our group witnessed a historic event in the city of Poznań, which happens once in a hundred years, the replacement of cobblestones in its center. And even this did not prevent us from seeing during the excursion the brightness of the colours of the city, its contrasts and youth. Poznań reminds me of my hometown in many ways, they are equally attractive with their hospitality and friendliness.

I always admire people who are creators of innovative projects, and Kostyantyn Mazur confirms this. Developed a huge project lasting more than 33 weeks a year and involving almost 1000 participants. The project manager's favourite phrase for school participants is to integrate! The main message of the project is the organization of a place and allocation of time where students, scientific and pedagogical workers and employees of Ukrainian universities could communicate with each other on various topics, and learn, using the opportunity to share their own experiences and make new professional acquaintances. The atmosphere of the evenings and the friendliness of the owners of Debin's private palace will remain in my memories. I remember a wonderful evening of Ukrainian cuisine, the guest of which was Rafał Dymczyk, Vice-rector of the Polish university, who tasted with us, welcomed the school participants and wished everyone with the acquired knowledge to revive higher education in Ukraine.

The fourth day was more difficult for me when the participants were given the opportunity to tell and demonstrate their own experiences on the subject of the Summer School. During the day, they discussed the difference between the ratings of Polish and Ukrainian universities and their importance, the scope of social media activities, the need for scientific communication, and the renewal of the rating office of Ukrainian universities. The complexity of this day was more moral because each participant presented the work of his university during the period of martial law. Despite the current circumstances, despite all the obstacles, many universities in Ukraine managed to keep their team and continue to climb the ranking ladder to better results.

Increasing ratings is a complex issue, all the topics of the 5-day lectures were about this. Not the last component of success is the issue of financing state universities - the support of the city and the country. And the role model and greatness of Adam Mickiewicz University is inspiring. Therefore, I hope for the best and wish everyone Peace. I sincerely thank the Polish colleagues of the Adam Mickiewicz University for the experience gained during this unforgettable week and the trust of my native H.S. Skovoroda Kharkiv National Pedagogical University."

~ Svitlana Mazhara, H.S. Skovoroda Kharkiv National Pedagogical University





"I share my impressions of participating in the Summer School "Cultural and Scientific Promotion of the University", which lasted from October 8 to 14 at the Adam Mickiewicz University in Poznan (Poland).

It was interesting, useful, and incredible!

We started with an acquaintance with the university. It is almost the same age (founded in 1919) as our native Kherson State University, that is, it has traditions and history and looks to the future with confidence. During lectures, workshops and presentations, the AMU Team talked about the internal and external positioning of the institution's activities, and the promotion of ratings as an independent assessment tool. This is important because we also pay a lot of attention to the formation of a positive image of our university, we are proud that this year for the first time we entered the TOP-50 best universities in Ukraine and we plan not to stop there, we make every effort to do so. That is why it was important to hear about the experience of Adam Mickiewicz University, Poznań and colleagues from Ukrainian universities who participated in the Summer School.

One of the days was devoted to the presentation of our experience, we received thorough analysis and borrowed interesting cases. We had the opportunity to talk about the life of our university community in the conditions of temporary occupation, and relocation and express gratitude to the Polish Government and people for supporting Ukrainians. Of course, there was a lot of informal communication, city tours and a wonderful evening of Ukrainian culture and cuisine. We treated our Polish friends to traditional dishes that we cooked with our own hands – borscht, banosh, draniki... We are sincerely grateful to the Vice-Rector for International Cooperation, Prof., Dr. Rafał Witkowski, and Dr. Kostia Mazur for hosting and organizing the Summer School. We thank the Rector of Kherson State University Oleksandr Spivakovsky and the Head of the Department of International Initiatives and Project Activities Yevheniia Revenko for the opportunity to participate in international programs and training. It strengthens and inspires both the participants and our entire university team! Thank you for the joint work, support and wonderful company "

~ **Olha Shmilo, Kherson State University**





"I had a great opportunity to get to know Adam Mickiewicz University, Poznań during the International Summer School "Cultural and Scientific Promotion of the University". A busy week to remember:

- acquaintance with wonderful people from 26 universities in Ukraine;
- useful seminars on the promotion and positioning of universities, recruiting applicants, scientific promotion, and international rankings;
- the presentation of our university, how we worked and lived during the war, how we recruited applicants, etc., resulted in an interesting exchange of experience and cases with Ukrainian colleagues;
- cosy evenings in communication and by the fire;
- beautiful autumn in the beautiful city of Poznan, the sister city of Kharkiv;

Thank you to the organizer for such an important and interesting project, which started in February 2023, and support for Ukraine

~Viktoriia Kryzhanivska, V. N. Karazin Kharkiv National University





The summer school "Cultural and Scientific Promotion of the University" was an unforgettable educational and intercultural experience, which will result in close cooperation between Ukrainian universities Adam Mickiewicz University, Poznań and European University Viadrina.

