

## Central Administration's Strategy Contact

**Concentration on Core Processes  
of Research and Teaching**

**Concentration on Core Competences  
of the Administration's Services**

**Focus on Clients**

**Orientation for Managers  
and Staff**

**Process Orientation**

**Focus on Quality**

**Efficient Use of Resources**

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**Core Elements  
of the  
Central  
Administration's  
Strategy**

**at TU Braunschweig**

## Dear Managers, Dear Staff Members,

As the central administration's directors, we have developed our strategy for the central administration and formulated the strategy's key statements in this summary. The strategy builds on the TU's goals and values and the central administration's mission statement "Shaping quality and service together".

The key strategic points described in the following show the direction in which our central administration is to develop in the long term, thereby creating a solid framework for our daily work and the administration's continued development. For you, as managers and staff members, this means that you can make independent decisions within this strategy - decisions that are focused on our common goals.

The key points give us a reliable orientation for the future, are regularly and critically questioned by managers, and are continually reviewed to ensure they are up to date.

Moreover, it is important for all of us as employees in the central administration to orient our actions on the key strategic elements. After all, a common strategic focus lays the foundation for long-term success.

Dietmar Smyrek  
Vice President

Braunschweig, March 2017

## Core Elements of the Central Administration's Strategy \*

### 1. Concentration on Core Processes of Research and Teaching

The central administration contributes to fulfilling our statutory tasks and implementing our university's strategy goals by providing competent and high-quality support for the university's core processes.

Services for external parties are only provided if this also directly works toward fulfilling the university's tasks or improving service for the core processes.

### 2. Concentration on Core Competences of the Administration's Services

Central administration staff members have specialized skills for providing their services.

If the services are linked to particular benefits for the University, then as a rule those services are provided internally.

### 3. Focus on Clients

The scope and quality of our services are oriented on the clients' needs under consideration of the TU's goals and core competences as well as the legal framework.

One crucial criterion for our services' success is client satisfaction.

The service areas maintain a dialogue with the clients and understand themselves as advising and cooperative partners.

If there are competing client needs, we take on the role of moderator and bring about a decision that appropriately and respectfully considers the interests of all parties.

### 4. Orientation for Managers and Staff

We lead into a culture of trust and uphold the Guidelines for Leadership and Cooperation. In doing so, managers and their staff members show mutual respect and offer one another assistance and support to the best of their abilities.

Managers offer staff members orientation and promote cooperation among one another. Active leadership strengthens individual responsibility, supporting staff members' further development and independence. We promote occupational safety and health protection as well as balancing professional and family responsibilities as detailed in the Guidelines for Family-Friendly Management.

### 5. Process Orientation

In providing our services, we focus on the processes necessary to do so.

Those responsible for the processes ensure these are optimized and up to date across organisational units.

### 6. Focus on Quality

We will meet the needs of our clients under consideration of our university's goals and core competences as well as the legal framework. To do so, we regularly review our services and, if necessary, adapt them appropriately.

The central administration actively supports the Internationalisation process.

That is why the administrative supporting processes also uphold international standards in relevant areas.

We aim to ensure that the most important supporting processes are ready for certification, and we provide continuing education for staff members to help prepare for these certifications.

### 7. Efficient Use of Resources

If the range of services is to be expanded, the question of resources is clarified.

\*You can find more information online on TU Braunschweig's homepage under "Mission Statement and Strategy" under the HVP.