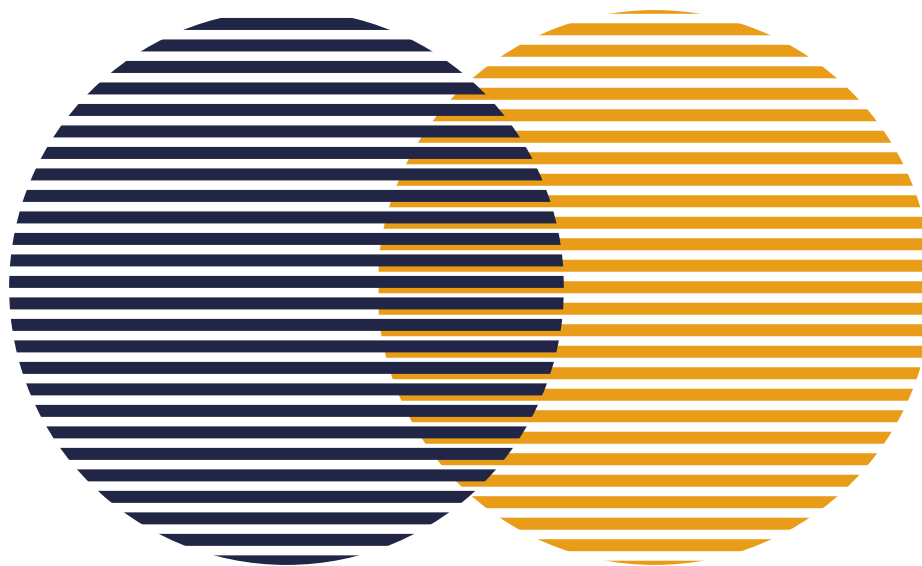# Values, innovation and knowledge for sustainable development

Executive summary of the 2014-2015 academic year social responsibility report

Summary

1. Towards a new relationship with society

Today social responsibility is a feature of all areas of social, economic and cultural life and universities play a major role in promoting it. In line with the criteria set out by the UN, the UOC is working to turn students into responsible professionals who generate value for an economy and a more equitable, inclusive and sustainable society. One of the UOC's institutional objectives for 2016 is therefore "to consolidate social responsibility as a distinctive feature of its internal culture and reputation with a view to making the UOC a socially responsible institution beyond its legal obligations".

At the UOC, we are therefore firmly committed to knowledge transfer as a tool for tackling the problems on the social agenda. Our greatest area of expertise is e-learning and we advise businesses, entrepreneurs and institutions in this field. This is illustrated, and it is only one example, by the gold medal we have received in the international Learning Impact awards for our Present@ tool. This is an interactive video blog that provides an easy way for users to upload, view and comment on large-format video presentations.

I would like to mention that in the 2014-2015 academic year we launched the UOC's first University Master's Degree in Corporate Social Responsibility and Development Cooperation, an area to promote cooperation and the UOC's social involvement, was created. We have also received an honorary mention in the "fem.talent" awards of Barcelona City Council and the Catalan Network of Science and Technology Parks for promoting female talent in internal posts of responsibility, for our commitment to work-life balance and the incorporation of ICT in the development of organizational systems. All these factors have a positive impact on the governance of the UOC.

This report describes the path we hope to follow and does not reflect our final destination. At present we are laying the foundations for a new model of stable, inclusive and sustainable development which will allow us to be better and more closely connected to society.

Josep A. Planell
President, Universitat Oberta de Catalunya

2. Review of the year

September 2014

AWARDS AND ACCOLADES

Joseph Hopkins, director of the School of Languages, receives the Jaume Vicens Vives distinction awarded by the Government of Catalonia for the work done by this institution in the field of language learning using virtual media.

TEACHING

A new bachelor's degree in Social Sciences and four university master's degrees are now available: Corporate Social Responsibility; Tourism, Sustainability and ICT; General Health Psychology; and Criminology and Criminal Justice.

studies.uoc.edu

SOCIAL RESPONSIBILITY

The first social responsibility report corresponding to the 2013-2014 academic year has been published with the title "Values, innovation and knowledge for sustainable development".

uoc.edu/memoria1314

October 2014

INAUGURAL LECTURE

Jordi Galí, director of the International Economics Research Centre and member of the UOC's Scientific Research Committee, gives the inaugural lecture "Lessons we have learned from the crisis".

uoc.edu/inaugural15

Jordi Galí

OPEN KNOWLEDGE

The 7th International Congress on Conflictology and Peace untangles the complexity of peace operations with the help of UNITAR.

TEACHING INNOVATION

Oberta Publishing presents the Novelettes, a collection of short stories that will enable students to learn in a readily understandable, entertaining way.

obertapublishing.com

TEACHING

Two new MOOCs increase the UOC's course offering: the tandem course for improving English conversation, offered jointly with the URV and Hands on ICT to enable teachers to get maximum benefit from the ICTs.

mooc.speakapps.org
handsonict.eu

APPOINTMENTS

Jordi Gutiérrez, new director of UOC Corporate, and Emili Rubió, new director of the Technology Department.

AWARDS AND ACCOLADES

Manuel Castells, Chair of the UOC's Scientific Committee, has been distinguished with the Eulalio Ferrer International Prize 2014.

November 2014

ALUMNI

Josep Jonàs, business unit manager at Fira de Barcelona, in the field of sustainability and infrastructure, becomes the new chairman of the Alumni Council.

APPOINTMENTS

Antoni Cahner, new general manager of the FUOC. Until last July, he was vice president of Systems Integration at T-Systems.

Antoni Cahner

OPEN KNOWLEDGE

The 10th International Seminar of the UNESCO Chair on Education and Technology for Social Change attracts international experts.

December 2014

TEACHING

The UOC and the Reina Sofia Museum in Madrid join forces to create the world's first online bachelor's degree in Fine Arts.

January 2015

TEACHING

The MOOC "Introduction to Business Intelligence" obtains record enrolment figures.

GOVERNANCE

The new Organizational and Operational Regulations are adapted to the University's mission and values, simplifying structures.

February 2015

UBIQUITY

The Secretary's Office section of the Virtual Campus is published with a new adaptive design.

RESEARCH

The UOC Research Showcase presents 21 of the University's research and innovation projects.

rdi.uoc.edu

APPOINTMENTS

Gemma Xarles, director of the new department, Development Cooperation, and Eduard Bosch, director of the Accounting and Finance.

GOVERNANCE

The UOC's people selection policy is approved, guaranteeing transparent processes and equal opportunities.

March 2015

20 YEARS

It is twenty years since the UOC started life as the world's first online university.

w.uoc.edu/20-years

20 years logo

AWARDS AND ACCOLADES

The UOC obtains the World Tourism Organization's TedQual certification for promoting sustainable tourism development.

EQUALITY

The UOC coordinates Gender Diversity Impact, a European project to foster gender equality in the world of science.

SOLIDARITY

The UOC and the Fundació Caixa d'Enginyers promote workshops to create video games for children during hospital stays.

April 2015

OPEN KNOWLEDGE

The Spanish Federation for Rare Diseases (FEDER) and the UOC organize the School Congress on Uncommon Diseases, with opening address by Queen Letizia.

Inaugural speech

RESEARCH

The Code of Good Practice in Research and Innovation is approved to assure the integrity of research personnel and the quality of general knowledge.

VIVES NETWORK

The president, new chairman of the Vives University Network.

AGREEMENTS AND COVENANTS

The Universitat Oberta de Catalunya and Barcelona City Council have signed an agreement that will enable 450 council employees to attend English language courses.

ALUMNI

The 7th Annual Alumni Meeting is held in Barcelona and Madrid with the slogan "Entrepreneurship, responsibility and knowledge".

Logo for the annual alumni conference

May 2015

AWARDS AND ACCOLADES

The Present@ tool is awarded the gold medal at the Learning Impact international awards given by the IMS Global Learning Consortium.

The Red Cross's Gold Medal is awarded for 15 years of education in cooperation and in recognition of the UOC's educational contribution to the values of integration, tolerance, education for peace and coexistence.

TEACHING

The Government of Catalonia officially recognizes the equivalence between the middle-grade certificate of the Accreditation of Skills in Information and Communication Technologies (ACTIC) and the ICT Skills (CTIC) course offered with all of the UOC's bachelor's degrees.

ACADEMIC LIFE

The Faculty of Information and Communication Sciences holds the closing celebration for its 15th anniversary.

#UOC15infocom

June 2015

RESEARCH

The UOC boosts research on Internet and digital technologies with the recruitment of the ICREA Research Professor Jordi Cabot.

The UOC joins the network of Scientific Culture and Innovation Units (UCC+i), sponsored by the Spanish Foundation for Science and Technology (FECYT).

July 2015

TRANSPARENCY

The UOC's transparency portal comes online

transparencia.uoc.edu

STUDENTS

The UOC flexibilizes the terms of payment of enrolment fees for its students and reviews the pricing policy.

AWARDS AND ACCOLADES

The Vodafone Spain Foundation awards a recognition to the UOC for 20 years of online education, as part of the 15th Vodafone Journalism Awards.

UOC GROUP

The UOC buys EducaciOnline from the Grup Enciclopèdia Catalana.

APPOINTMENTS

Pere Vallès, Director and CEO of SCYTL, is appointed new chairman of the UOC's Board of Trustees.

TEACHING

Starting next year, the UOC will offer the first postgraduate course in Spain on "Diagnosis and Treatment of Headache".

August 2015

SOCIAL RESPONSIBILITY

The UOC has started a cooperation project with the Spanish Federation for Rare Diseases (FEDER) with the goal of raising funds for its Psychological Support Service (SAP).

AGREEMENTS AND COVENANTS

The UPC, Agbar and the UOC have signed an agreement to create a master's degree in Water Management and Technology.

3. Training responsible citizens

Educational model

The UOC's educational model centres on students and their learning process. It is dynamic, flexible and designed to adapt and evolve constantly, as the Internet and the knowledge society evolve, guaranteeing that students learn in a way that is similar to the way in which they work and communicate on the Internet.
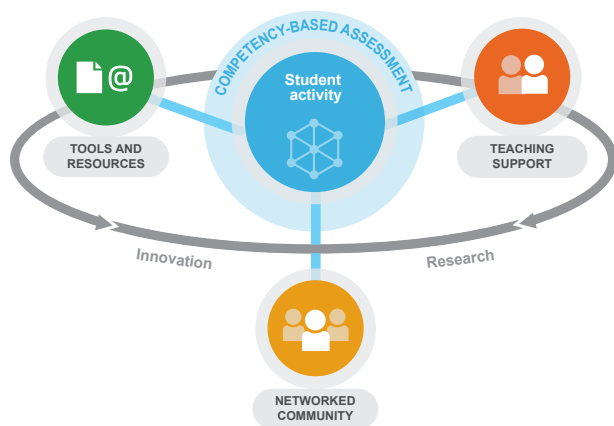
Quality and course offering

The UOC's mission is to offer training throughout life with a commitment to give everyone who wants to improve their skills and abilities access to the University. For this reason, the UOC does not apply a system of numerus clausus. The official qualifications in the first cycle are therefore open to everyone who meets the legal requirements for entry, and admission criteria are only applied for some university master's degrees and doctoral programmes.

The table shows the number of UOC-certified higher level programmes, but does not show all the related qualifications available, at postgraduate diploma and specialization level, which would raise the total number of qualifications to over 300.

In the 2014-2015 academic year the UOC has introduced:

3 new official qualifications, 1 bachelor's degree and 2 university masters' degrees (2 joint degrees) and 27 UOC-certified qualifications.
quality.uoc.edu

The agencies responsible for quality specified in current legislation have drawn up monitoring reports for 100% of official qualifications.

Table 1. Number of official and UOC-certified qualifications by level and year

Type	2014-2015
EHEA bachelor's degrees, diplomas, foundation degrees, pre-EHEA bachelor's degree*	17 (1 joint degree)
University and joint university master's degrees	33 (11 joint degrees)
UOC-certified degrees and qualifications: Postgraduate courses	63
Doctoral degrees	3
Open programmes (summer) **	38
Open programmes (winter) **	73
Total	**227**

Students

Breakdown of students by type of course

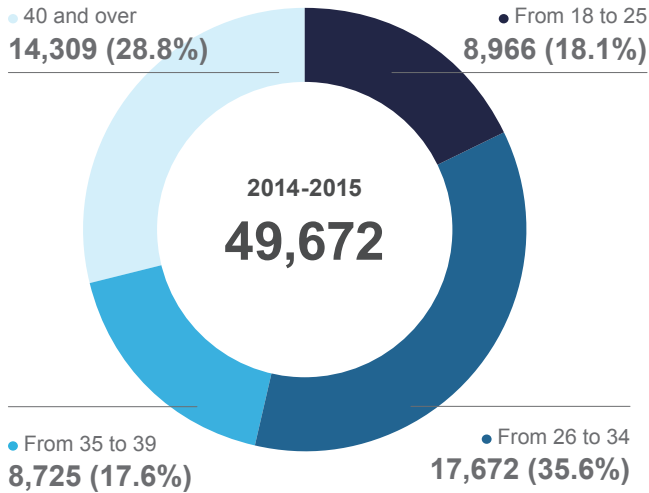| Type	2014-2015	2013-2014	2012-2013
EHEA bachelor's degrees, diplomas, foundation degrees, pre-EHEA bachelor's degree*	33,485 (67.4%)	35,758 (68.09%)	39,054 (74%)
Doctoral degrees, university master's degrees, UOC-certified degrees, postgraduate degrees and specializations	8,809 (17.7%)	7,242 (13.79%)	6,580 (12.47%)
Other**	7,378 (14.9%)	9,513 (18.12%)	7,145 (13.53%)
Total	**49,672**	**52,513**	**52,779**

* Includes students on our own EHEA Bachelor's Degree in Multimedia course.
** School of Languages, university @thenaeum.

49,672

Students in 2015

Breakdown of students by age*

40 and over
14,309 (28.8%)

From 18 to 25
8,966 (18.1%)

2014-2015
49,672

From 35 to 39
8,725 (17.6%)

From 26 to 34
17,672 (35.6%)

Breakdown of students by sex*

45.5%

Men **22,596**

2014-2015
49,672

Women **27,076**

54.5%

* Includes students on diplomas, foundation degrees, pre-EHEA bachelor's degrees, five-year engineering degrees[a], EHEA bachelor's degrees, university master's degrees, doctoral degrees, master's degrees, postgraduate courses, specialization certificates, UOC-certified degrees, other[b]

[a] Includes students on our own EHEA Bachelor's Degree in Multimedia course.
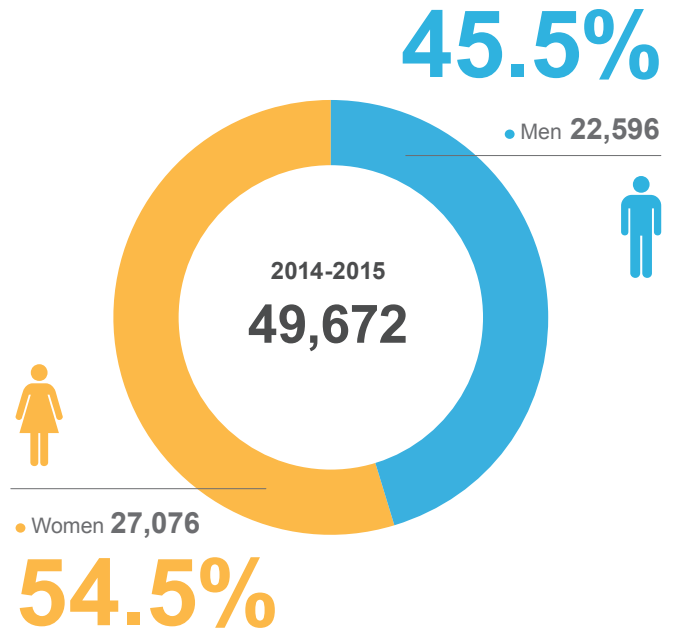[b] School of Languages, university @thenaeum.

Breakdown of students by officially recognized qualifications*

Subject	2014-2015
Arts and Humanities	2,588 (6.6%)
Information and Communication Sciences	2,710 (6.9%)
Health Sciences	581 (1.5%)
Law and Political Science	6,326 (16.1%)
Economics and Business	10,221 (26.1%)
Computer Science, Multimedia and Telecommunications	6,536 (16.7%)
Psychology and Education Sciences	10,219 (26.1%)
Total	**39,181**

* Does not include students on our own EHEA Bachelor's Degree in Multimedia course or in the School of Languages or the university @thenaeum.

Number of officially certified disabled students*

	2014-2015
Students with an officially certified level of disability equal to or greater than 33%**	915 (2.65% of the total number of students taking bachelor's and university master's degrees)
Number of students who have requested adaptations	112

* Includes official qualifications in Catalan and Spanish.
** The figure refers to the number of enrolments, not individuals. If a student is enrolled for more than one course, he/she is counted once for each course. If we count individuals, as for the other courses, the total is 780.
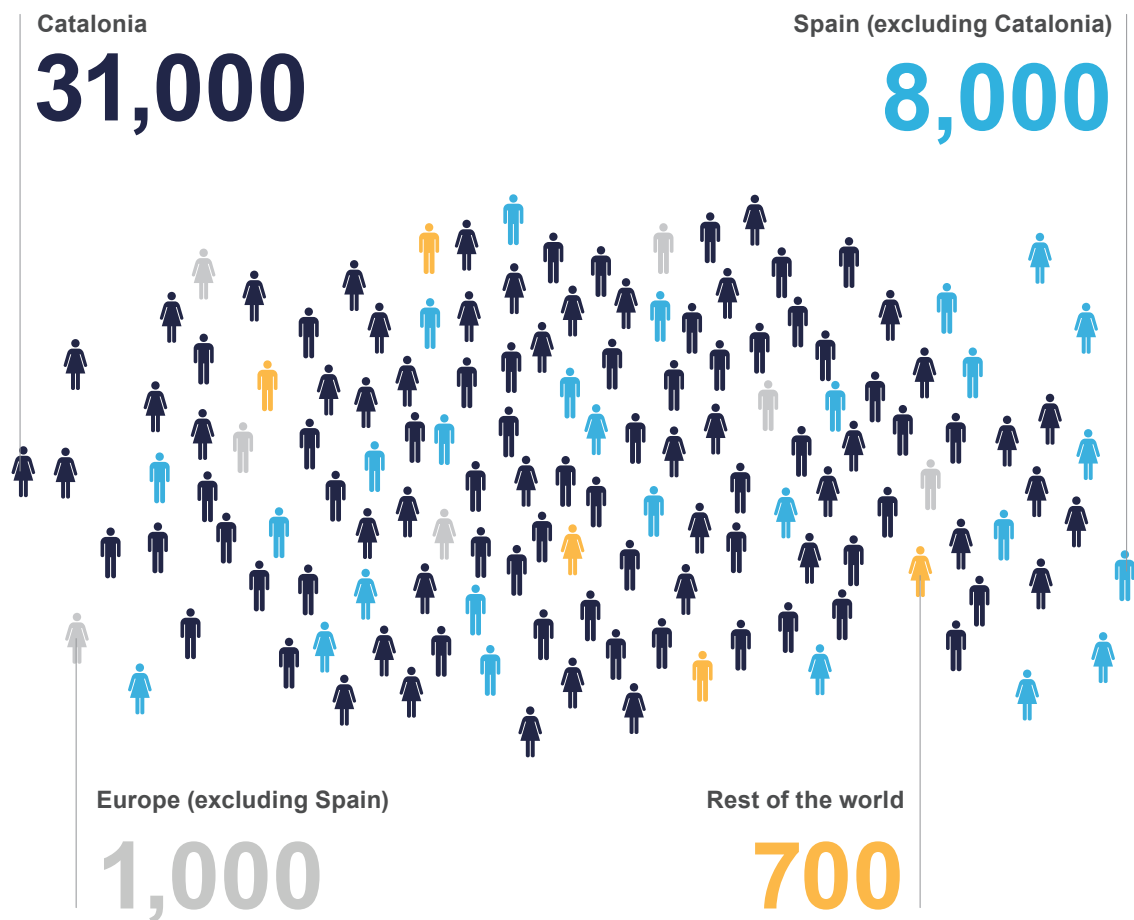
915

Disabled students
(2.65% of the total undergraduate
and master's degrees)

According to the *Guía de atención a la discapacidad en la universidad 2015*, **published by the Universia Foundation, which gives figures for the 2014-2015 academic year, the UOC is the university which has enrolled the third-largest number of disabled students in Spain, after UNED and Universitat de València.**

Breakdown of students by place of origin*
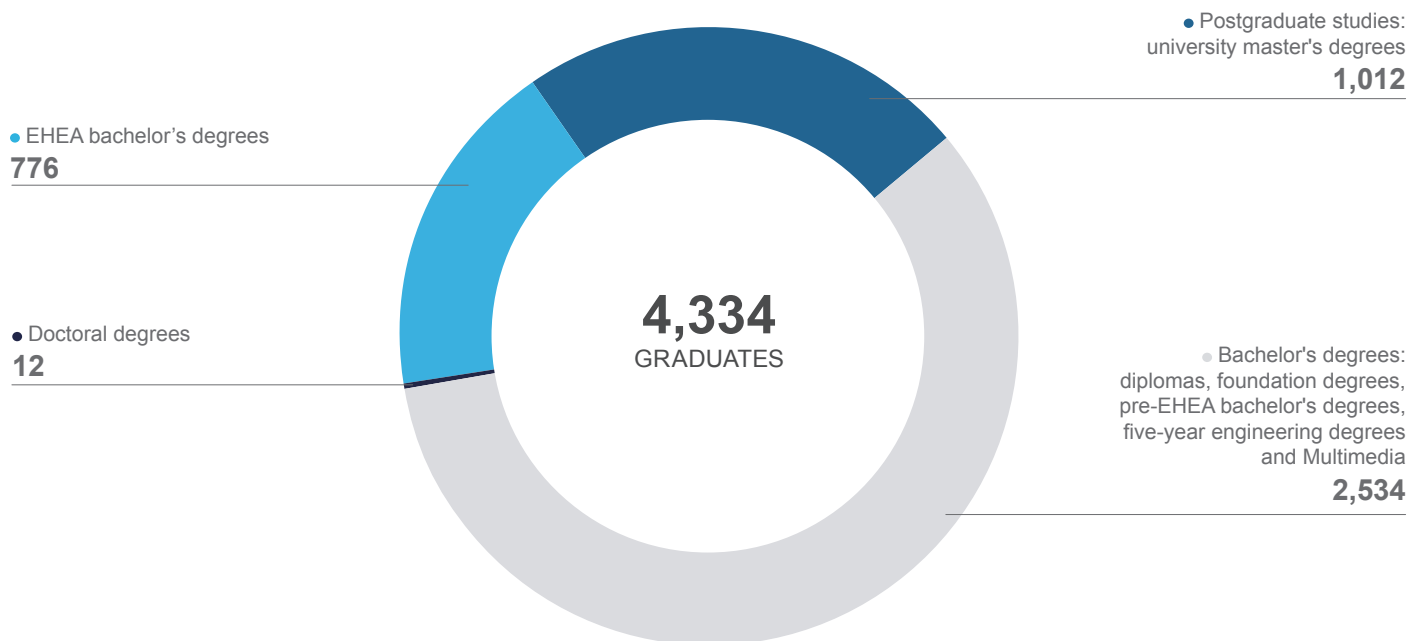
Catalonia
31,000

Spain (excluding Catalonia)
8,000

Europe (excluding Spain)
1,000

Rest of the world
700

*Students following bachelor's degrees, university master's degrees and postgraduate courses.

Graduates

Graduates by type of course

- Postgraduate studies: university master's degrees
  1,012
- EHEA bachelor's degrees
  776
- Doctoral degrees
  12
- Bachelor's degrees: diplomas, foundation degrees, pre-EHEA bachelor's degrees, five-year engineering degrees and Multimedia
  2,534

4,334
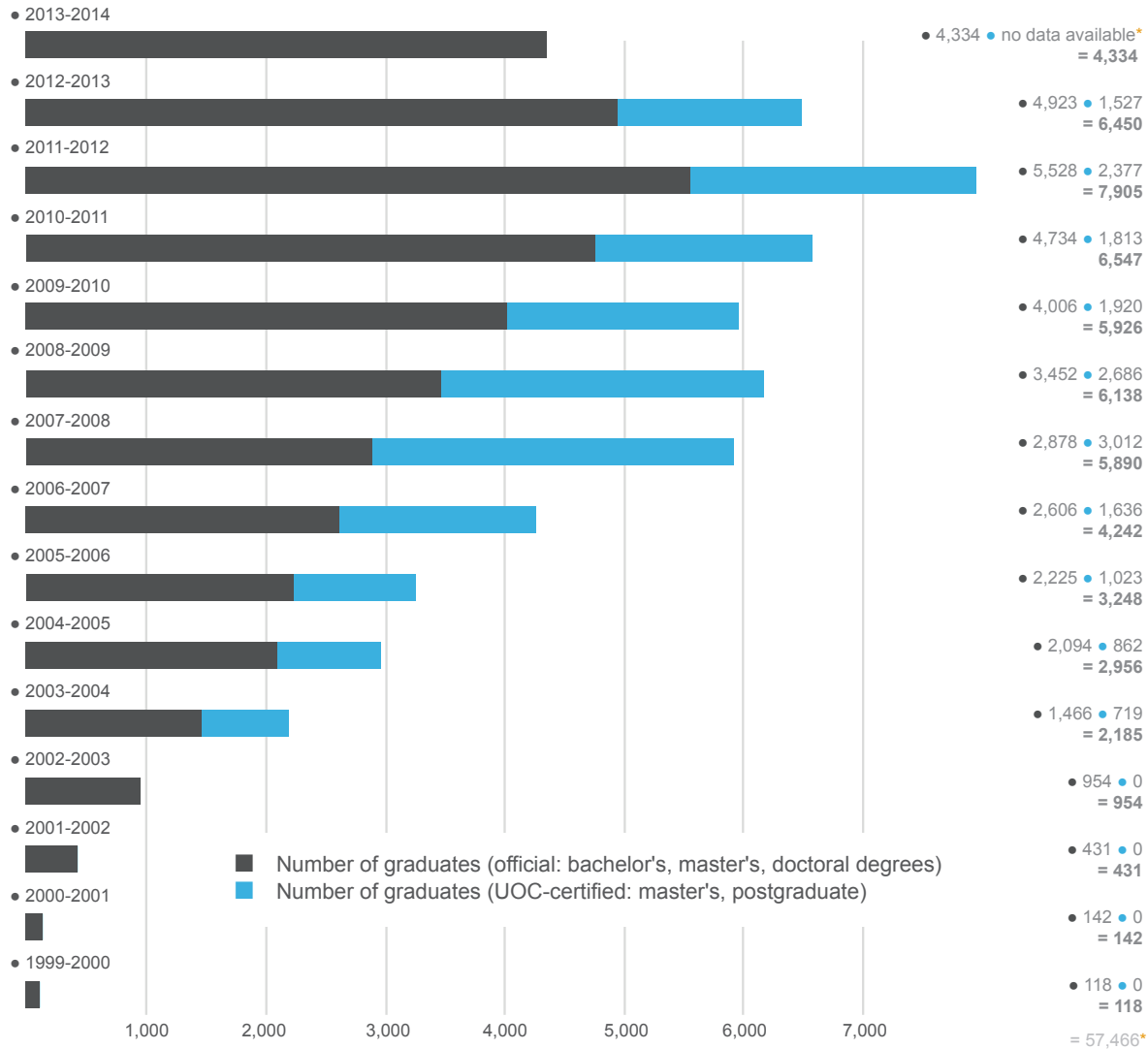GRADUATES

No data have been published for the UOC-certified course offering as improvements to the IT system are still in progress. Official totals will be updated in forthcoming reports.

Number of graduates by type of course offered (official, UOC-certified)

Year	Official	UOC-certified	Total
2013-2014	4,334	no data available*	= 4,334
2012-2013	4,923	1,527	= 6,450
2011-2012	5,528	2,377	= 7,905
2010-2011	4,734	1,813	6,547
2009-2010	4,006	1,920	= 5,926
2008-2009	3,452	2,686	= 6,138
2007-2008	2,878	3,012	= 5,890
2006-2007	2,606	1,636	= 4,242
2005-2006	2,225	1,023	= 3,248
2004-2005	2,094	862	= 2,956
2003-2004	1,466	719	= 2,185
2002-2003	954	0	= 954
2001-2002	431	0	= 431
2000-2001	142	0	= 142
1999-2000	118	0	= 118
			= 57,466*

■ Number of graduates (official: bachelor's, master's, doctoral degrees)
■ Number of graduates (UOC-certified: master's, postgraduate)

57,466
Graduates

* No data have been published for the UOC-certified course offering as improvements
to the IT system are still in progress. Official totals will be updated in forthcoming reports.

Teaching

Number of tutors

	2014-2015
Teaching in Catalan	534 (85.71%)
Teaching in Spanish	88 (14.12%)
Total	**623**

Tutor Support Services

	2014-2015
Total number of courses	4,258
Total number of teaching rooms	6,390
Total number of virtual spaces for work groups in classrooms	11,003
Exam centres	23
Number of virtual assessment tests conducted	5,069

623
Tutors

4,258
Courses

6,390
Teaching rooms

75
Offices and support centres

Regional network

Regional centres and UOC points

	2014-2015
Regional centres in Catalonia	7
Regional centres in the rest of Spain	4
Regional centres in the rest of the world	1
Total	**12**
UOC points in Catalonia	45
UOC points in the rest of Spain	4
UOC points in the rest of the world	2
Total UOC points	51
Total	**63**

Activity in regional centres

	2014-2015
Information	6,128
Assistance to students	60,296
Services	9,093
Total	**75,517**

Information sessions

	2014-2015
Number of sessions	76
Number of attendees	2,233

Student mentoring

Help Service indicators

	2014-2015
Queries	157,839
Response time (average in days)	1.07
Level of satisfaction with response to queries	4.21%
Response rate	42.40%
Complaints	2,625
Twitter followers @UOCestudiant and @UOCestudiante	14,535
Tweets received	8,435
Level of satisfaction with assistance received via Twitter	4.5
Response rate	58.02%
Twitter: number of information tweets*	400

* Standardization of criteria for data.

157,839
Queries

4.21%
Level of satisfaction with response to queries

14,535
Twitter followers @UOCestudiant and @UOCestudiante

Main indicators for individualized information services
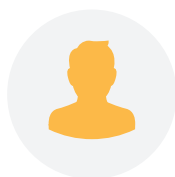
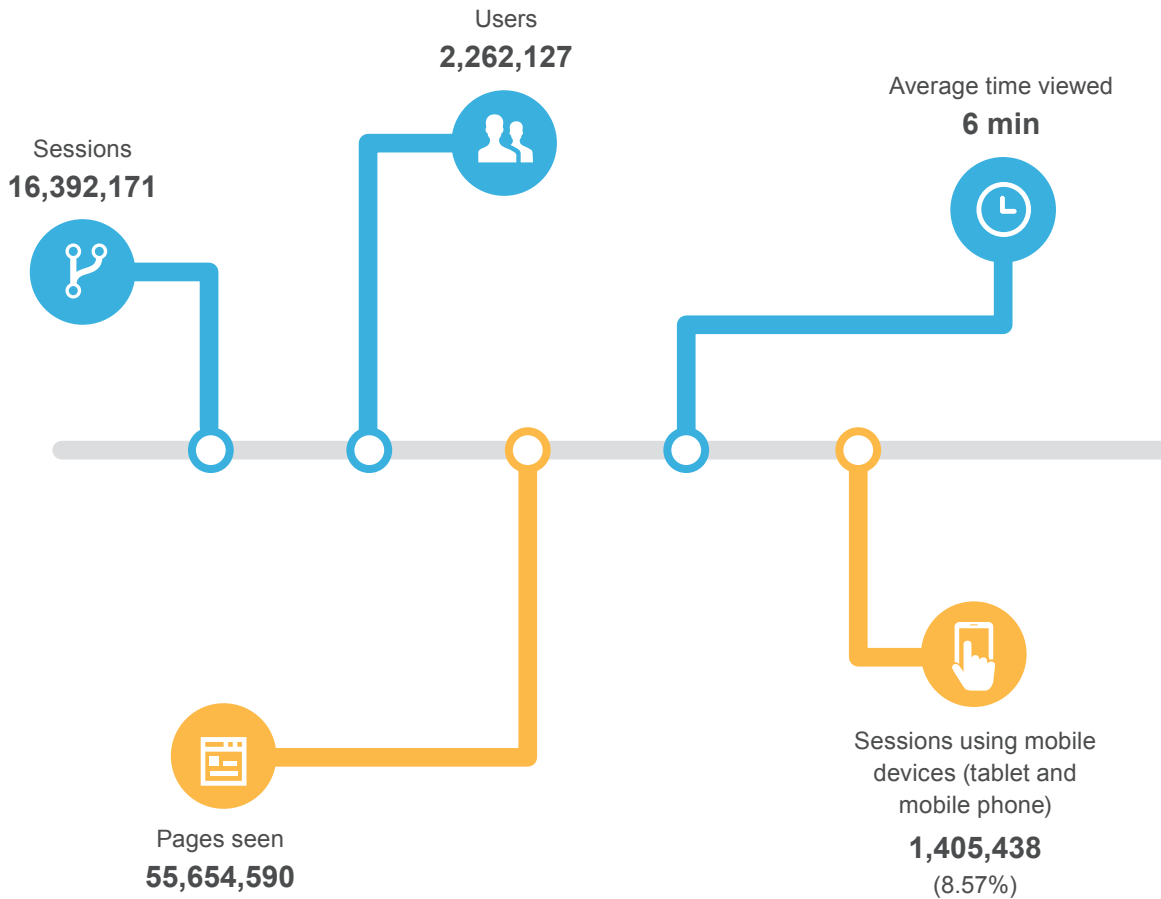| **128,284**	**798,765**	**76,272**	**36,171**	**138**	**798,575**
Messages sent to inbox	Recipients of messages sent to inbox	Messages sent to mobile phone	Recipients of messages sent to mobile phone	Bulletins and newsletters: issued	Bulletins and newsletters: subscribers

Virtual Campus

Sessions
16,392,171

Users
2,262,127

Average time viewed
6 min

Pages seen
55,654,590

Sessions using mobile devices (tablet and mobile phone)
1,405,438
(8.57%)

Virtual Library

The collection

Number of titles in catalogue	50,453
Number of e-book titles	18,475
Percentage of books in electronic format	36.62%
Percentage of book budget used to purchase e-books	55%
Number of titles (on paper)	31,978
Number of volumes	68,992
Number of subscriptions to electronic journals	93,135
Number of databases	53
Number of paper texts purchased	785
Number of digital texts purchased	730

Use of the Virtual Library, assistance to users

|	
Number of loans for use at home	37,697
Number of queries submitted to catalogue	5,537,635
Queries submitted to Library	3,466
Visits to Library website (annual, source: Google Analytics)	969,266
Number of downloads of electronic articles and documents (including books and chapters from books)	849,446
Number of e-book devices	171
Loans and renewals of e-book devices	179
Number of complaints received from students	40
Number of queries received by The Library Replies service	3,466

Training

Number of training items (learning guides, presentations, question banks, questionnaires, exercises, videos, etc.)	69
Hours of student training	128
Number of attendees	766
Number of training sessions addressed to students	8
Number of training sessions addressed to course instructors	6

849,446

Number of downloads of electronic articles

21,808

Number of electronic resources available in classrooms

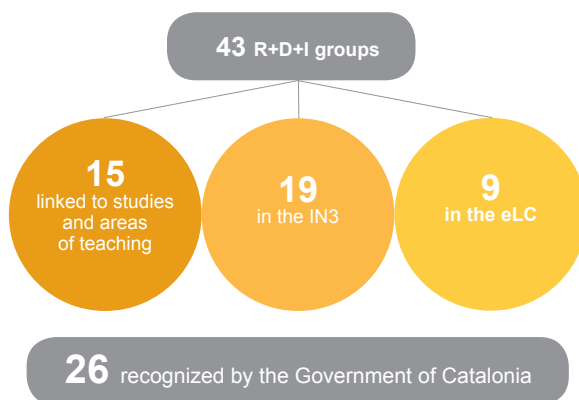## The Library in the classrooms

Number of electronic resources available in classrooms	21,808
Number of queries/requests received from faculty members by the Library's Learning Services	2,181
Number of requests for new teaching materials	508

4. Research, transfer and innovation

The UOC's research, innovation and transfer activity is carried out by over four hundred researchers and is organized in forty-three RDI groups linked to the seven studies or areas of teaching (Arts and Humanities, Health Sciences, Information and Communication Sciences, Law and Political Science, Economics and Business, Psychology and Education Sciences and Computer Science, Multimedia and Telecommunications) and two research centres (the Internet Interdisciplinary Institute, or IN3, and the eLearn Center, or eLC).

+ 400
researchers

43
RDI groups

2
research centres
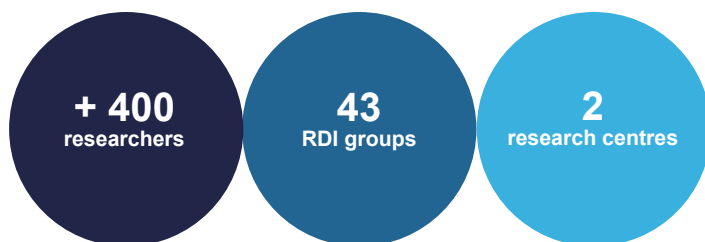
The research groups focus on themes in the areas of social sciences, health sciences, arts and humanities, and technology and communication.

43 R+D+I groups

15
linked to studies
and areas
of teaching

19
in the IN3

9
in the eLC

26 recognized by the Government of Catalonia

With a view to promoting research and the transfer of interdisciplinary knowledge, the UOC has three active chairs (the UNESCO Chair in Education and Technology for Social Change, the Miró Chair and the UNESCO Chair in Food, Culture and Development).

> **294**
**Teaching and
research staff**
79% PhD (235)
National Statistics Institute
(INE) figures for 2014.

> **189**
Scientific articles

> **59**
Book chapters

> **139**
WoS articles

> **25**
Books

> **80**
Proceedings papers

> **216**
**Conference
presentations**

> **15**
**Scientific and
technical documents**

Committees

The UOC has four committees that report to the Office of the Vice President for Strategic Planning and Research and are responsible for promoting research, innovation and the transfer of knowledge and ethics in research.

The commitments and activities of these committees during the 2013-2014 academic year are manifested in measures to better define internal mechanisms for assessing the excellence of research and innovation work to develop a plan to communicate and disseminate research which can make the UOC's activity in this field attractive to business and potential investors.

Research and Doctoral Committee

The Research and Doctoral Committee approves the regulations on the structure and functioning of research groups and establishes criteria and requirements for the recognition of research groups and determine the aspects that need to be taken into account in the assessment process. During the academic year the following activities have been organized:

> Scientific Production Review Policy, with the aim of ensuring the quality of data regarding publications.

> Organization of the third Spin UOC conference on transferable knowledge.

> Approval of criteria for recognizing research groups in the eLearn Center.

Innovation Committee

The Innovation Committee is responsible for defining strategy regarding innovation to promote quality innovation in the University's key processes, a strategy which is implemented via the eLC. It also promotes the APLICA internal campaign for open innovation and selects projects which will be carried out as prototypes.

Publications Committee

The purpose of the Publications Committee is to foster ongoing improvement in the quality of academic journals at the UOC. The Committee establishes editorial policies for periodical academic, scientific and informative publications, evaluates proposals for new themes, and is responsible for monitoring the results achieved each year, planning and studying future prospects.

Ethics Committee

The Ethics Committee is responsible for dealing with the ethical questions arising in connection with administrative procedures related to the conduct of research projects and the publication of results. It also assesses procedures currently being dealt with, decides whether the assessment is favourable and issues a final ruling. During the academic year, the Committee has continued to review the Horizon 2020 programme and the ethical questions and data management requirements it involves.

Research centres and institutes

eLearn Center

elearncenter.uoc.edu
Director: Christine Appel

The eLearn Center is the instrument provided by the UOC to facilitate applied research in e-learning, foster innovation in this field and convey the value of e-learning as a constituent element of the UOC's identity both inside and outside the University.

The aim of the Center is to evaluate and optimize the UOC's educational model constantly to ensure its development and excellence from both the educational and technological viewpoints. The Center is conceived as an open environment devoted to experimentation, innovation, training and research applied to e-learning, four driving forces which are reflected in the educational model and help to position the University at the international forefront of online education.

To meet the challenges it faces, the Center's activity is structured in three distinct complementary areas:

> **The UOC's educational model.** The priority of this area is to ensure the evolution of the UOC's education model, with the definition of the instruments, the environments and the methodologies that comprise it. It is also responsible for assessing the results of the adaptation and application of the model.

> **Innovation.** Its objective is to promote the culture of innovation in the University and to ensure results both through "bottom-up" projects, following "open innovation" dynamics, and through cross-disciplinary and strategic projects.

> **Applied research.** Its aim is to enable faculty and researchers to take full advantage of the excellent laboratory provided by the UOC as a source of data on teaching and learning processes using ICT.

Internet Interdisciplinary Institute (IN3)

http://in3.uoc.edu
Director of the IN3: Dr Josep Lladós (until March 2015), Dr David Megías (from April 2015)

The Internet Interdisciplinary Institute (IN3) is a research centre specializing in the study of the Internet and the effects of the interaction between digital technologies and human activity. At 31 August 2015, the IN3 had sixteen recognized research groups and two research incubators, which carry out a wide range of multi-disciplinary research activities. Each year the centre welcomes visiting researchers

and teaching staff and its researchers are involved in the UOC's doctoral programmes, which are managed by the Doctoral School.

In 2015 the IN3 undertook a process of reorganization of its structure and functioning, based on the following principles:

a) **Meritocracy and periodic assessment.** The director and the researchers are selected objectively on the basis of their merits and the project proposed. Assessments must be carried out at least every five years, and must involve external and international evaluators.

b) **Scientific independence.** This principle is inherent to the research process. The impossibility of knowing a priori which approach will work requires each person to try what they find interesting and motivating. Therefore, in terms of funding, a policy of complete "non-involvement" in the centre's scientific affairs should be implemented.

c) **Independent management.** There must be an annual budget allocation. However, the distribution of this budget, including the part assigned to people (researchers and research support staff) must be managed by the research centre. The application of the budget is the director's responsibility, including the possibility of allocating any surplus from the current year to the following year.

d) **Highly professional support services.** Researchers must have access to the latest technology, and the general financial and legal services should be specific to research, as for many
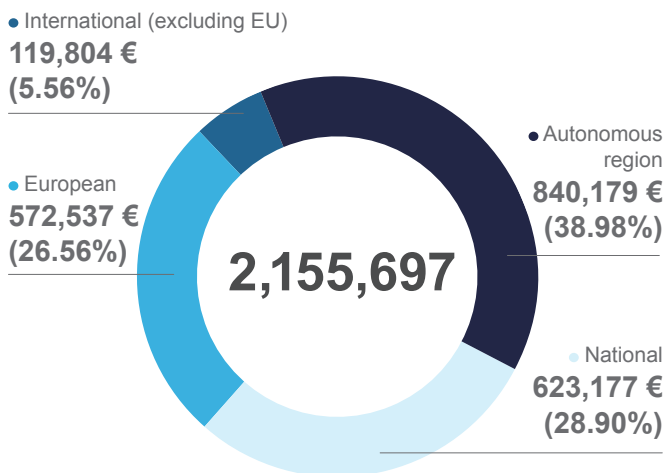
activities, they differ from those designed for teaching.
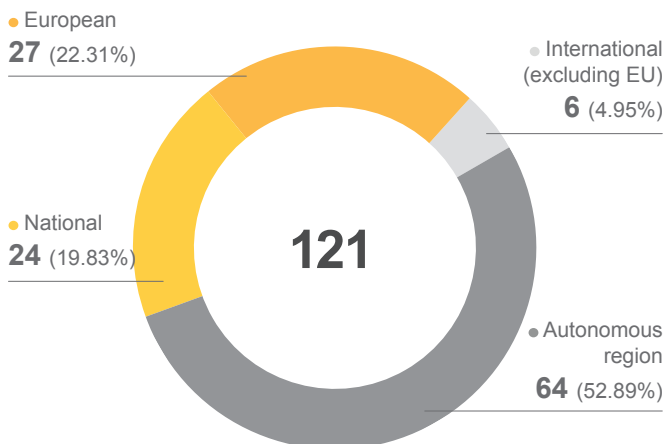
Support for research and transfer

The UOC Knowledge Transfer and Research Support Office (OSRT) is the central service unit which acts as a Research Results Transfer Office (OTRI) and is responsible for all activities and services related to disseminating, promoting and managing the UOC's RDI work. Its mission is to provide a quick, efficient response to the needs of UOC teaching, research and management staff involved in research work. The OSRT also provides a link between the University and society, encouraging and facilitating the transfer of research to the social and economic environment.

The OSRT responds to the needs of the professionals engaged in RDI work at the University. It is also responsible for disseminating the results of RDI work via publications, courses, seminars, website platforms, 2.0 channels (social networks and blogs) and other resources. Finally, it represents the UOC in international RDI networks.

External funding per year for projects obtained by the UOC by geographical area (2014)

● International (excluding EU)
119,804 €
(5.56%)

● European
572,537 €
(26.56%)

2,155,697

● Autonomous region
840,179 €
(38.98%)

● National
623,177 €
(28.90%)

Number of projects per year obtained by the UOC by geographical area (2014)

● European
27 (22.31%)

● International (excluding EU)
6 (4.95%)

● National
24 (19.83%)

121

● Autonomous region
64 (52.89%)

The Research Library

The Library's Research Support services provide support for the research work carried out at Universitat Oberta de Catalunya, with a view to raising the standard of quality and excellence of its processes, from the birth of an idea or research proposal, via the collection and analysis of data to the publication and subsequent evaluation of research to accredit its quality.

Library´s Research Support Services

	2014-2015
Bibliographic services	317
Bibliometric queries	56
Documents requested from the Electronic Document Supply Service	2,457
Documents requested from the document search and inter-university loan service by teaching and research staff	1.073
Searches in library database (cumulative)	733,372
Open access doctoral theses	10
Total records reviewed research portal (GIR)*	1,424
Support in accreditation calls	43
Bespoke training*	12

* Service introduced in 2015.

733,372

Searches in library database

5. Participation and social progress

Development cooperation

In the 2014-2015 academic year, the Campus for Peace was replaced by Development Cooperation, which is defined in the UOC Strategic Plan as a tool to foster cooperation and social involvement as a means of institutional bonding.

Development Cooperation's mission is to facilitate access to higher education for everyone and break the vicious circle of inequality to bring about changes which will transform society, working to promote and facilitate university development cooperation and contribute, as a university, to the human development of societies via teaching and research.

Responsible communication and open access to knowledge

The management of external communication focuses on giving back to society all the knowledge generated at the UOC and aims to make the institution's overall impact more visible in its context and setting. The UOC needs to be recognized for its orientation to the needs of society and for the contribution of knowledge it makes, thus fulfilling its mission and being transparently accountable.

Library Services for Research

Type of media	Number of items	Audience impact
Online	2,864 (64.6%)	977,328,613
Press	1,325 (29.9%)	263,462,940
Radio	148 (3.3%)	11,310,000
Television	97 (2.2%)	28,623,000
Total	**4,434**	**1,280,724,553**

4,434

Press releases

Main Internet positioning indicators

The UOC website is a basic tool for publicising and providing information about the University, together with social media and Internet sites shared with other organizations. Its statistics thus reflect the importance of the UOC on the Internet. Regular monitoring of the main Internet positioning indicators allow the University to verify the impact of what is published, observe browsing trends and, in short, obtain information which helps decision making.

2,666,029
Visits

5,582,515
Pages visited

1,023,817
Online-only users

4 min 22 s
Average time viewed

336,931
Visits via mobile devices

1,802
Visits to the Virtual Campus mobile app*

* The indicator refers to the monthly average.

Social network indicators

Social networks give the UOC the opportunity to take part in discussions, share the knowledge generated at the University and create a community. Transparency, communication on equal terms, and a vocation for public service are among the principles that underlie the UOC's participation in social networks.

20,437
LINKEDIN

Members of the Alumni group
4,867

Members of the OSRT group
207

Members of the Associated Businesses group
694

Followers of the UOC institutional page on LinkedIn
14,669

TWITTER
121,058

Number of active Twitter accounts
46

Followers
121,058

w.uoc.edu/twitter

27,859
FACEBOOK

Users interacting with the official page each month
7,398

Number of pages opened on Facebook
12

facebook.com/uoc.universitat

Followers
27,859

Audiovisual Communication

One of the key aims of the audiovisual strategy is to position the UOC as a leader of the knowledge society and in the field of e-learning. We are therefore committed to reinforcing audiovisual communication and developing its potential to attract opportunities for the institution and have an impact on audiences.

Open Access to Knowledge

The UOC is a university which is committed to the principle of open access to knowledge. Accordingly it has signed the 2003 Berlin Declaration in favour of free access to culture, and since 2010 it has published and adopted an institutional policy on open access. Moreover, in view of the current economic crisis, the UOC is committed to disseminating this policy. In the 2014-2015 academic year, a process of analysis and organization was undertaken of the scientific journals promoted by the University with a view to establishing an internal system for guaranteeing quality and raising its international profile.

7
Scientific journals

4
Jointly published journals

3
Journals disseminating science

2
Accredited with the Spanish Foundation for Science and Technology (FECYT) seal of quality

Number of materials, visitors and document downloads at iTunes U
The cumulative total for the academic year is shown.

596
Number of items

8,188
Downloads

Activity on UOC YouTube channel

4,213
Number of videos

5,158
Number of subscribers

2,276,962
Cumulative number of views

In the case of scientific journals, the UOC is committed to tackling indexing issues as the means to increase the visibility and improve the formal quality of publications.

3
Included in ESCI (Emerging Sources Citation Index, Thomson Reuters)

24
Blogs

1
Series of working documents

4
Platforms for disseminating knowledge
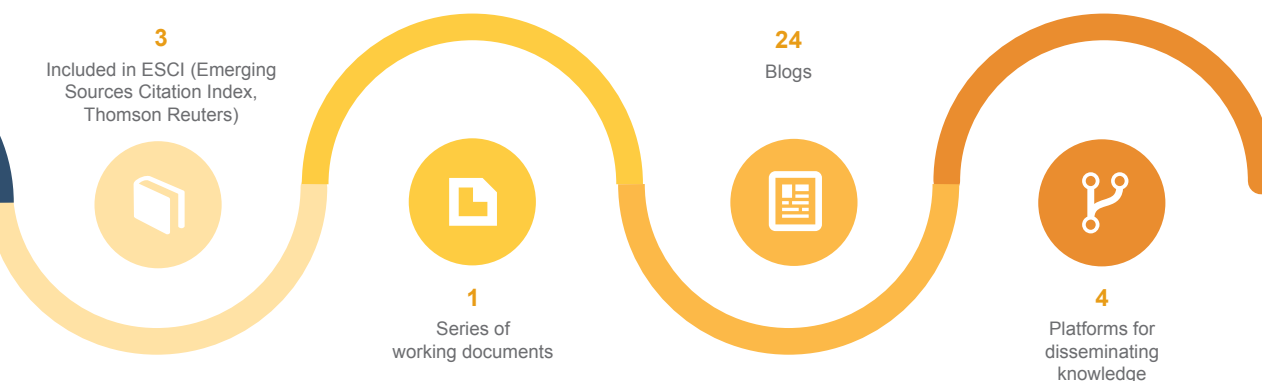
Technological Model

The mission of the UOC technology teams is to construct a cutting-edge technological model which adds value to the University's teaching, research and management activities. More specifically, the UOC's technological commitment also involves ensuring sustainability, encouraging free and open software and accessibility, disseminating and transferring knowledge and technology and, lastly, developing a relationship with users based on transparency and trust. The process of developing and integrating technological tools is based on established standards in the field of education, especially those promoted by the IMS Global Learning Consortium.

23
Website and mobile applications distributed free of charge by the UOC

UOC Corporate: committed to the business fabric

UOC Corporate was created with the aim of becoming the benchmark partner of organizations that are committed to an innovative learning network for developing their professionals as a way of improving their competitiveness.

The UOC's record, with twenty years as an international leader in the intensive use of technology for learning, allows us to evaluate all the experience we have accumulated and advise organizations on the most suitable Internet learning model for each case, designing innovative solutions which respond to the needs of companies and institutions and guiding them through their implementation.

UOC Corporate also makes available to organizations all the value added services through which the University hopes to enhance employment opportunities, encourage the transfer and dissemination of knowledge and, jointly with businesses, explore new scenarios for cooperation to contribute to the competitive strength of the business sector.

Open Programs: UOC Corporate manages corporate enrolment for master's degrees, postgraduate courses and specialization courses in different areas, with special conditions for businesses and institutions which are UOC clients.

Custom Programs: UOC Corporate designs and teaches bespoke programmes, taking advantage of existing UOC course content or producing new material and adapting practical cases to the sector and the needs of each organisation. This type of training can be 100% on line or in mixed format. Successful programmes have been organized for companies that include Roca Junyent, Pascual, Catalana Occidente, MC Mutual, Banc de Sabadell, Otis and Icab.

Performance Learning Paths: As a new approach to corporate training, UOC Corporate has designed sixty short learning paths accredited by the UOC and geared to tackling specific business challenges, with 350 high quality resource units developed by leading members of the business and academic world. The performance learning paths present innovative formats which ensure that professionals in organizations have a useful and relevant learning experience which has a direct impact on improving their performance. We are beginning to develop these new training formats for the following companies: Agbar, "la Caixa".

UOC in the world

Presence in international networks

The UOC promotes alliances with external businesses and organizations with a view to making processes more participative and promoting cross-disciplinary approaches and the exchange of knowledge.

Consequently in the 2014-2015 academic year:

> 73 agreements were signed with private organizations such as Teatre Nacional de Catalunya, Associació Española de Directivos, Telefónica and EADA.

> Four agreements were signed with third sector organisations: "La Caixa" Foundation, Intermón Oxfam Foundation, Cáritas and the Vicente Ferrer Foundation.

The active presence of the UOC in international networks and organizations is essential for raising its international profile. During the 2014-2015 academic year, the UOC had a notable presence in various international networks:

> It participated in plenary sessions and attended presentations and stands organized by the European Association for International Education (EAIE), the International Council for Open and Distance Education (ICDE) and Online Educa Berlin (OEB).

> It has become a member of the governing bodies of the OECD Institutional Management in Higher Education programme.

> It hosted the annual conference of the European Distance and E-Learning Network (EDEN), attended by over 400 e-learning experts from all parts of the world.

An updated list of the networks to which the UOC belongs is available at the following link:
w.uoc.edu/international/networks

At the end of the 2014-2015 academic year it was a member of 41 international networks.

International agreements

With a view to raising its international profile and promoting cooperation in multiple fields the UOC develops alliances with international universities and organizations. These alliances allow it to attract new students and make it possible to extend and internationalize the range of courses on offer. In the academic year 2014-2015 twenty-one new agreements were signed with institutions in other countries, the most notable being with:

> Universidad Nacional Autónoma de Honduras

> Universidad Concepción de Chile

> Federación Internacional de Fe y Alegría

> Universidad Galileo de Guatemala

> Colegio Frontera del Norte, Mexico

> Universidad de Lambayeque, Peru

> Université Internationale de Rabat (Morocco)

> Université Euro-Mediterranéenne de Fes (UEMF)

> Cooperativa Universitaria Minuto de Dios – Uniminuto (Colombia)

> INACAP

> Universidad Autónoma de México

> Universidad de Chile

> Universidad de Santo Tomás

> Pan American Health Organization (PAHO WHO)

> Hamdan Bin Mohammed Smart University

> PHD Institute

21
New agreements

41
International networks

Cooperation agreements for teacher training

The UOC also consolidates its international presence through cooperation agreements with international universities and organizations devoted to teacher training, research, double and joint qualifications, and the mobility of students, teaching staff and management staff.

In the 2013-2014 academic year, the UOC had 55 active agreements, 33 of which were renewed in 2014-2015. The following are the main agreements:

UNITAR
United Nations Institute for Training and Research

The agreement allows United Nations staff who have studied at UNITAR to complete their training and obtain the UOC Master's Degree in Conflictology.

INACAP
Universidad Tecnológica de Chile

Signing of an agreement with the Chilean university to organize two master's programmes related to economics and IT management.

152
Active agreements

UNAM
Universidad Nacional Autónoma de México

Renewal of our agreement with the largest university in Mexico with a view to offering a programme in town planning and city management.

WHO
World Health Organization

A memorandum of understanding was signed for a course on the clinical management of cutaneous leishmaniasis.

PNUD
United Nations Development Programme

Renewal of the agreement with the UNDP to continue working on various projects.

6. People

The UOC is an internationally recognized online university, with a community of over fifty thousand students and graduates. Its mission is to facilitate training for people throughout their lives. The UOC's commitment to society is to help everyone who wishes to improve their skills and knowledge, thus improving the standard of education and the skills of society as a whole.

Below we give general data for our own staff in the UOC community: administrative staff, teaching staff and research staff.

UOC staff: administration, teaching and research

	2014
Administrative staff	496 (60.2%)
Teaching staff	262 (31.8%)
Research staff	66 (8%)
Total	**824**

Figures for the calendar year.

824

Staff in management, teaching and research

Own staff

Administrative staff by age (years)

	2014	%
Under 26	4	0.8%
From 26 to 29	29	5.8%
From 30 to 34	83	16.8%
From 35 to 39	132	26.6%
40 and over	248	50%
Total	**496**	**100%**

Figures for the calendar year.

Administrative staff by gender (2014)

68%
■ 337 Women

32%
■ 159 Men

496
Administrative staff
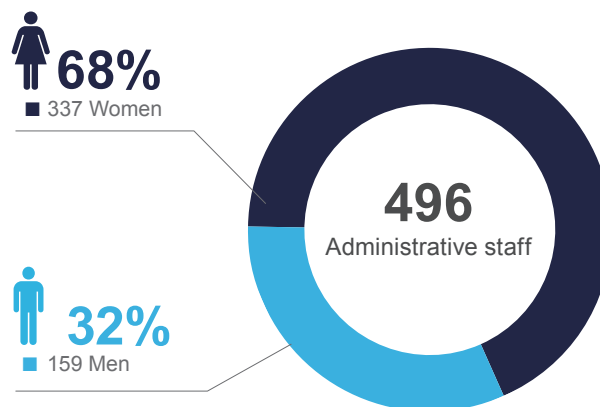
Figures for the calendar year.

Faculty

Number of professors on staff by sex (2014)

45.81%
■ 120 Women

262
Faculty

54.19%
142 Men ■
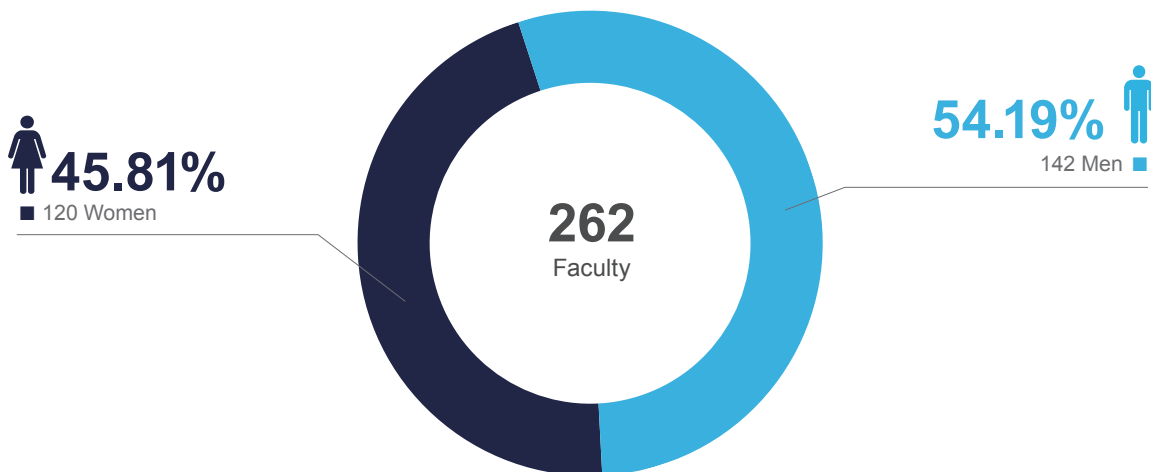
Figures for the calendar year.

Faculty by age range (years)

	2014
From 26 to 29	1 (0,4%)
From 30 to 34	23 (8.8%)
From 35 to 39	55 (21.0%)
40 and over	183 (69.8%)
Total	**262 (100%)**

Figures for the calendar year.

Faculty by category

	2014
Full professor	8 (3.05%)
Associate professor	128 (48.85%)
Professor	81 (30.91%)
Assistant professort	28 (10.68%)
Adjunct professor	17 (6.48%)
Total	**262 (100%)**

Figures for the calendar year.

Doctoral faculty

	2014
Doctoral faculty	79%
Doctoral faculty with favourable assessment by an external body	74%

Figures for the calendar year.

79%
Doctoral faculty

Faculty with recognized research periods

	2014
Total faculty with research periods	89 (34%)
Total faculty	**262**

Figures for the calendar year.

Teaching periods obtained per call

	2014
Number of periods	70
Number of applicants	71
Total faculty	**262**

Figures for the calendar year.

Affiliated teaching staff by gender

■ 1,344 Women
44.93%

2,991

1,647 Men ■
55.06%
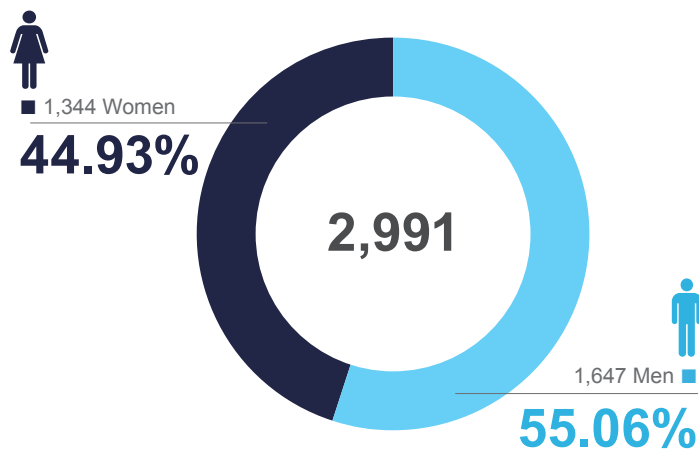
Figures for the academic year.

Tutors by gender

■ 248 Women
57.88%

463

Men 215 ■
46.43%

3,454
Affiliated teaching staff
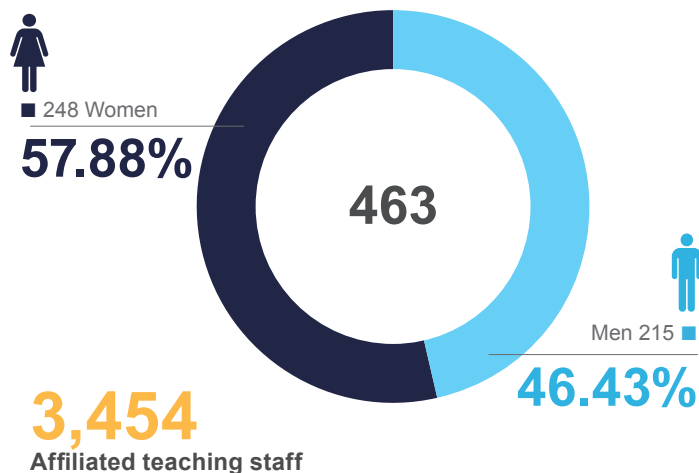
Figures for the academic year.

7. Awards and accolades

Learning Impact Gold Medal

The MS Global Learning Consortium has awarded a gold medal to the Present@ tool, an interactive video blog that provides an easy way for users to upload and view large-format video presentations.

Red Cross Gold Medal

The Spanish Red Cross has awarded a gold medal, its highest accolade, to the UOC in recognition of its educational work in the values of inclusiveness, tolerance, education for peace and coexistence. In the fifteen years of cooperation between the University and the organization, over 9,000 students have followed one of the 300 online courses they offer jointly.

Honorary mention as an Organization with "fem.talent" values.

The "fem.talent" awards, promoted by Barcelona City Council and the Catalan Network of Science and Technology Parks (XPCAT) give recognition to individuals and organizations that work for equality of opportunity and the activation of feminine talent in science, technology, entrepreneurship and innovation. The award emphasizes four features of the UOC: valuing and promoting female talent in positions of responsibility, developing work organizations that encourage initiatives to achieve objectives, seeking personal efficiency with programmes based on work-life balance and flexibility for training, cultural activities and personal responsibility, and including ICT in the development of organizational systems.

Vodafone Journalism Award

The Vodafone Spain Foundation has awarded this accolade for "the work of the first university on the Internet [...] designed from the start with a 100% online teaching model". The jury especially emphasized its work in areas related to research into the information and communication society and online learning. The existence of the UNESCO Chair in Education and Technology for Social Change is of particular interest in this regard.

Premis RRHH Excellence Awards 2015

The UOC Master's Degree in Human Resources Administration and Management was selected for the 2015 RRHH Excellence Awards in the category of master's degrees in human resources.

TedQual certification from the World Tourism Organization

The EHEA Bachelor's Degree in Tourism and the Master's Degree in Tourist Destination Strategy and Sustainable Management have been awarded this certificate for promoting sustainable development in tourism. TedQual is the only international teaching and training certificate awarded by the World Tourism Organization, a United Nations agency specialized in the field. The UOC is the first online university in the world to receive this certification.

Network of Scientific Culture and Innovation Units

The Spanish Foundation for Science and Technology has approved the UOC's membership of this network for the University's work in disseminating science. The UOC thus becomes part of an initiative involving universities, foundations and other organizations which share a common interest in improving and extending training, culture and knowledge related to science in society.

UOC Faculty of Economics and Business obtains PRME accreditation

The Universitat Oberta de Catalunya's Faculty of Economics and Business has obtained PRME (Principles for Responsible Management Education) accreditation as a higher education institution participating in the training and development of present and future managers in the area of CSR and sustainability.

PRME is a voluntary initiative for business schools and institutions linked to management training.

UOC students prepare their theses in a company under the Industrial Doctorates Plan

Five UOC doctoral students are preparing their theses in companies thanks to the Industrial Doctorates Plan promoted by the Government of Catalonia with the aim of contributing to the competitiveness and international growth of the Catalan business sector, capturing and retaining talent and allowing doctorands to develop RDI projects in a company.

8. Financial summary

Below we give financial information for the Fundació per a la Universitat Oberta de Catalunya for 2014.

The most significant details are as follows:

> Total expenditure for 2014 was 89.14 million euros, up 2% on the previous year.

> Investment during the year was 5.66 million euros, an increase of 11% on the previous year, mainly due to commitments charged to the ordinary budget allocation for 2013 recorded as investments in 2014, as the amount of the subsidy for the contract programme for investments is the same as last year.

FUOC expenditure

Expenditure	2015	2014	2013
Expenses	93,667	89,139	87,473
Change	5%	2%	
Investment	5,142	5,661	5,120
Change	-9%	11%	

Figures in thousands of euros.

Financial results

Revenues	2014
Enrolment	52,486
Contract programme: Current subsidy	24,425
Other revenues	4,918
Other revenue (fees, financial income…)	**81,829**
Commitments charged to 2013 budget[1]	2,023
Commitments charged to 2014 budget[2]	-2,442
Total revenues + commitments	**81,410**
Capital grants taken to income in the year	6,951
Total	**88,361**

Figures in thousands of euros.

[1] 2.4 million euros of the 2013 commitments executed in later years (3.3 million euros in total) correspond to expenses (2 million of which executed in 2014).
[2] 2014 commitments to be executed in later years total 2.4 million euros.

■ **Enrolement**
52.5 K€ (64%)

■ **Contract programme: Current subsidy**
24.4 K€ (30%)

■ **Other revenue**
4.9 K€ (6%)

81.8 K€
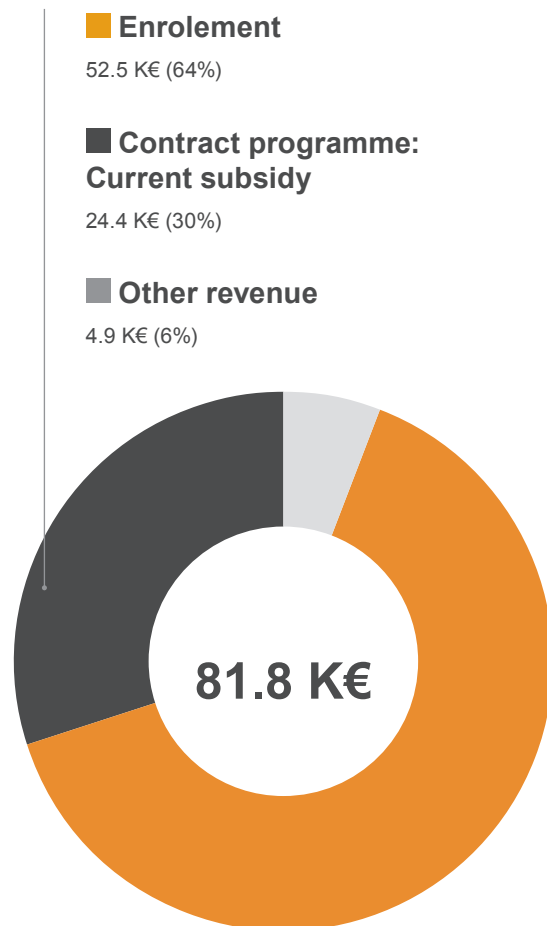
Expenses

Expenses	2014
Variable expenses	20,907
Structural staff costs	34,012
Other expenses[1]	26,267
Total expenditure 1	**81,186**
Loan repayments	6,951
Loan repayments in respect of GEC, S.A.	1,002
Total expenditure 2	**7,953**
Total	**89,139**

Figures in thousands of euros.

[1] This section includes expenses for which a commitment arose in 2013 but which were executed in 2014 (as detailed in Note 3.1 on revenues).

Structural staff costs
34.0 K€ (42%)

Other expenses
26.3 K€ (32%)

Variable expenses
20.9 K€ (26%)

81.2 K€
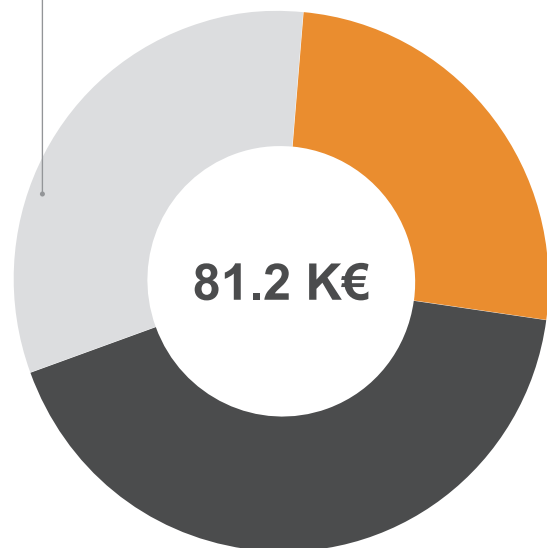
Investments

Funding of investments	2014
Contract programme: Capital subsidy	4,547
Other funding	24
Commitments charged to 2013 budget[1]	820
Commitments charged to 2014 budget[1]	0
Total funding of investments 1	**5,391**
Application of gains from sale of GEC. S.A.	270
Total funding of investments	**5,661**

Figures in thousands of euros.

[1] 0.9 million euros of the 2013 commitments executed in later years (3.3 million euros in total) correspond to investments (0.8 million of which executed in 2014).

Breakdown of investments	2014
Teaching materials	1,789
Technology investments	3,028
Other investments	844
Total	**5,661**

Figures in thousands of euros.

Technology investments
3.0 K€ (53%)

Teaching materials
1.8 K€ (32%)

Other investments
0.9 K€ (15%)

5.7 K€
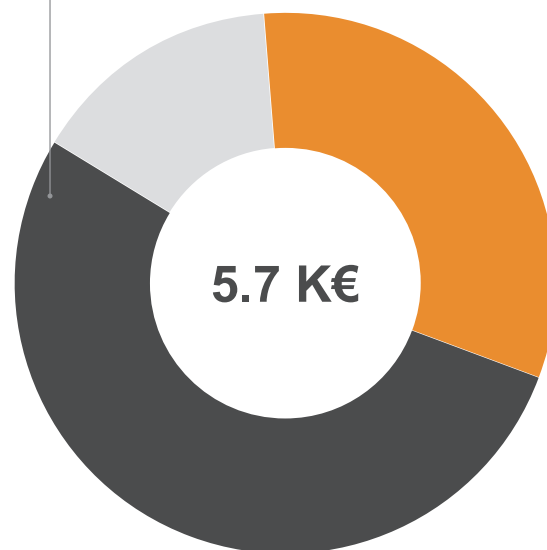
9. Executive Management Committee

At 31 August 2015

JOSEP A. PLANELL
President

ANTONI CAHNER
General Manager

MARTA AYMERICH
Vice President for
Strategic Planning
and Research
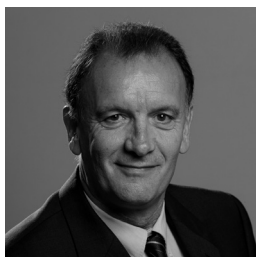
CARLES SIGALÉS
Vice President for
Teaching and Learning

PERE FABRA
General Secretary

JOSEP M. OLIVERAS
Manager of the Office
of the President and
Institutional Relations

UOC Universitat Oberta
de Catalunya