

Evaluating third mission activities

Towards a concept for small universities of applied sciences

Gabriele Permoser, Hannes Raffaseder*
St. Pölten University of Applied Sciences, Matthias Corvinus-Straße 15, 3100 St. Pölten, Austria
Contact: gabriele.permoser@fhstp.ac.at, www.fhstp.ac.at

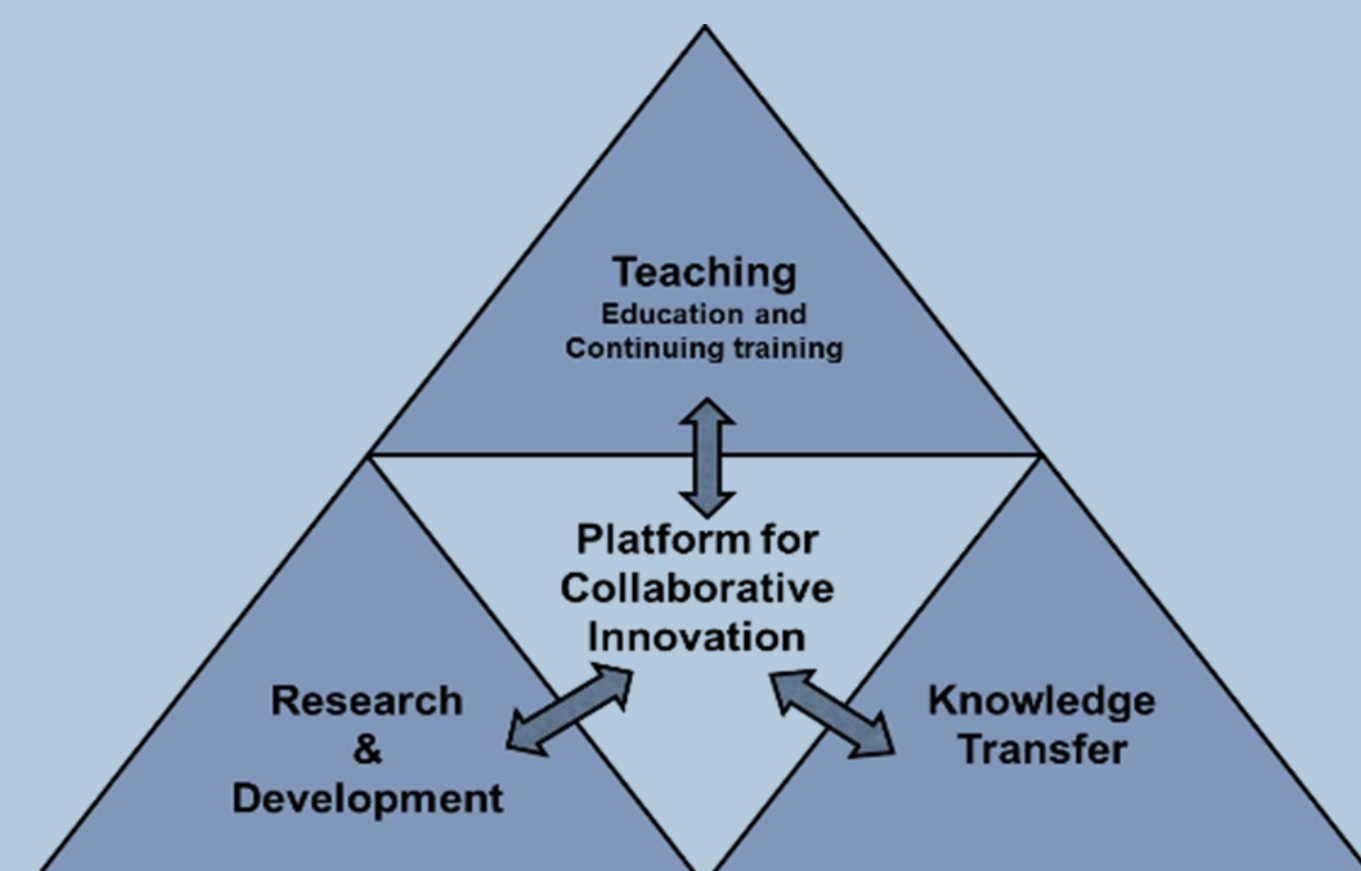
Scope of work: Higher education institutions have been facing an ongoing discussion about their changing role in society and economy. The concept of the so-called “third mission” came up a little longer as a decade ago. It became rapidly popular within the academic discourse to point out that higher education institutions have to add a further goal in addition to the two missions of “teaching” and “research”. Existing evaluation methods and key data cannot be used to evaluate third mission activities as their output does not always result in publications, patents and third-party funding may not be the main motivation for undertaking third mission activities. This poster outlines specific aspects of the evaluation of a small university of applied sciences’ third mission activities and presents the practical approach of St. Pölten University of Applied Sciences.

St. Pölten University of Applied Sciences

three missions

St. Pölten UAS

- Finds overlaps and uses synergies between the three missions
- Promotes Open Innovation (Knowledge-Transfer: Inside-Out AND Outside-In)
- Collaborates with a wide variety of different stakeholders
- Encourages faculty innovation
- Connects knowledge from various, usually not interrelated branches
- Interacts with a wider public
- Promotes student innovation and entrepreneurship

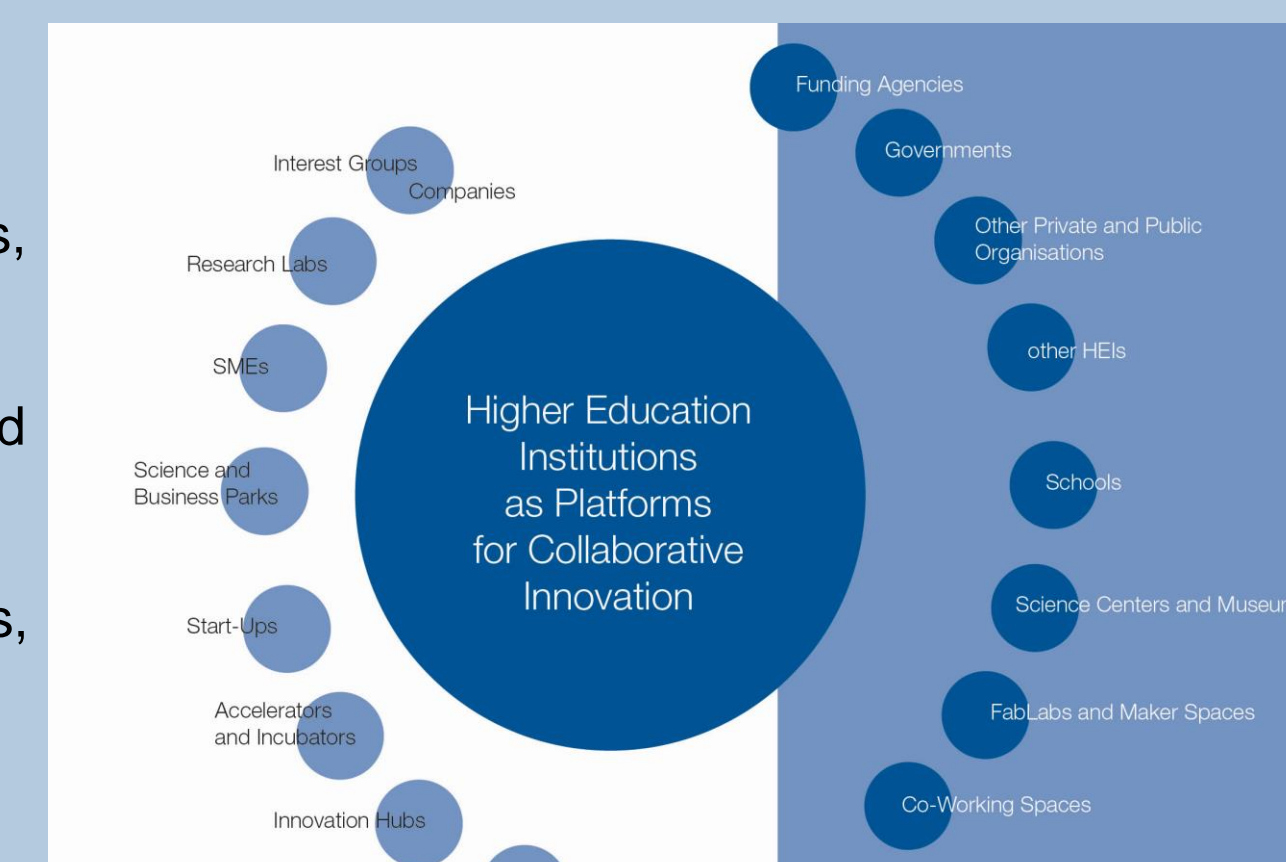


as platform for collaborative innovation¹

St. Pölten UAS

Includes and interacts with a divers variety of:

- **institutions and organizations**
such as global companies, regional SMEs and start-ups, NGOs, schools, training centers, science centers, museums, co-working spaces, innovation hubs, accelerators and incubators, science and business parks, research labs and other higher education institutions, regional and federal governments, interest and pressure groups, funding agencies,...
- **ambitious and smart individuals**
such as pupils, students and alumni, lecturers, scientists and developers, artists, practitioner and industry experts, business angels and investors, decision makers, responsible citizens,...
- **disciplines and industrial sectors**
- **business models and processes**
as well as learning, teaching, research and innovation methods



Concept for evaluating third mission activities (work in progress)

Activity-oriented dimension²

Third mission can and has to stimulate mission one (teaching) and two (research) – inside-out and outside in!

Key criteria (main questions):

- Does the third mission activity has immediate input to teaching?
- Does the third mission activity has immediate input to research?

Sub criteria (main questions):

- Does the third mission activity has immediate impact on internationalisation strategy?
- Which impact does third mission activity has on knowledge and technology transfer?

St. Pölten UAS’ criteria for third mission activities³

- Have to have immediate relation to teaching and/or research. They have either be developed within teaching/research and/or bring input back to teaching/research.
- Have to bring input or output to our main topics (Media, Information and Communication; Society in the digital age; integrated mobility)
- Should not only serve as marketing tools.

Stakeholder-oriented dimension

Main aim of this dimension is to find cooperation patterns with different types of stakeholders in order to adopt this pattern for similar future cooperation partners. Each type stakeholder has its special needs and asks for different cooperation. As platform, it is relevant being able to act fast on needs and requirements of its partners. Therefore, it is very important to evaluate the existing cooperation, define patterns in order to adopt for potential future collaborators. It is crucial to trace down the cooperation history to show the potential of future collaborations.

¹ Raffaseder, H./Permoser, G. (2016): Towards a Platform for Collaborative Innovation: A roadmap for a small University of Applied Sciences, Presentation at University-Industry Interaction Conference 2016, Juni 1-3, 2016 Amsterdam.

² Adapted criteria according to Henke, J./Pasternack, P.(Schmid, S (2016): Third Mission bilanzieren. Die dritte Aufgabe der Hochschulen und ihre öffentliche Kommunikation. HoF-Handreichung 8. Beiheft zu „die hochschule“ 2016, [online] available from <http://www.hof.uni-halle.de/publikation/third-mission-bilanzieren/>, [21 November 2016].

³ Definition of third mission according to European Indicators and Ranking Methodology of University Third Mission (e3m project), [online] available from www.e3mproject.eu, [21 November 2016].