

STRATEGIC PLAN AT A GLANCE (2026–2030)

MISSION AND VISION

1 Mission

In line with public responsibility and values management, to cultivate competent individuals through innovative educational models, produce original scientific knowledge, transform generated knowledge into social benefit, and create sustainable impact at both local and global levels.

2 Vision

To become a globally recognized research university that creates sustainable value for society and the environment through scientific research, technology production, and knowledge transfer; fosters entrepreneurship; educates qualified individuals; and advances through international collaborations.

CORE VALUES

 Commitment to Ethical Values

 Social Responsibility

 Quality Orientation

 Agile and Lean Management

 Environmental Awareness and Sustainability

 Entrepreneurship and Innovation

 Critical Thinking

 Internationalization

 Academic Freedom

 Collaboration and Inclusiveness

STRATEGIC GOALS AND OBJECTIVES

 **SO1. Enhance the quality of education and teaching**



H1. To increase qualified doctoral students and graduates.
H2. To enhance program relevance through external stakeholders.
H3. Expand student development programs.
H4. Improve student satisfaction and learning experience.
H5. Strengthen program quality and accreditation.
H6. Increase student success and institutional preference.
H7. Strengthen alumni engagement and sense of belonging.
H8. Enhance diversity and competency in assessment and evaluation.
H9. Promote student-centered teaching models.

 **SO2. Strengthen research, development, and innovation capacity**



H10. Improve institutional performance in compliance with YÖK criteria.
H11. Increase participation in international research networks.
H12. Strengthen a qualified academic and research staff.
H13. Increase externally funded projects and grants.
H14. Increase contract-based R&D projects and revenues.
H15. Enhance intellectual property management and commercialization.
H16. Strengthen the entrepreneurship and innovation ecosystem.
H17. Improve publication quality and international visibility.
H18. Increase doctoral research capacity and project participation.
H19. Enhance doctoral graduation rates and research impact.

 **SO3. Enhance Social Impact and Collaboration Capacity**



H20. Increase engagement through events and collaborations.
H21. Generate social impact through projects and educational programs.
H22. Expand awareness-raising activities for high school students.

 **SO4. Strengthen Institutional Capacity, Governance, and Quality Culture**



H23. Improve human resource efficiency and performance.
H24. Strengthen employee satisfaction and engagement.
H25. Enhance data-driven management through digitalization.
H26. Strengthen sustainability practices.

 **SO5. Enhance Internationalization, Global Collaborations, and Brand Value**



H27. Increase national and international visibility.
H28. Expand national and international collaborations.
H29. Enhance brand value.
H30. Strengthen sector integration through strategic partnerships.

DIFFERENTIATION STRATEGY

Selection of Success Domain

Istinye University has been defined as:
“A product-oriented research area supported by artificial intelligence and data science technologies, at the intersection of health sciences, basic sciences, and engineering disciplines.”

Value Proposition Choice

“To benefit humanity and the environment through education, research, advanced technology-oriented and collaboration-based practices across all fields of science, primarily including health sciences, engineering, basic sciences, and social sciences.”

MONITORING OF THE STRATEGIC PLAN



Third Five-Year Action Plan

5 Categories
12 Projects
140 Performance Indicators / Target Cards



Monitoring and Evaluation

Defined monitoring and evaluation process in 10 steps
Real-time monitoring through digital infrastructure
Monthly executive summary reports