

Living Values Project: Good Practices for Promotion RUDN University Values

Professor Vladimir Filippov, Rector of RUDN University

Professor Vladimir Tsvyk, Project Manager "Living Values RUDN University"

Assistant professor Olga Savvina, Project Executive Secretary

The **Peoples' Friendship University of Russia (RUDN University)** is one of a dozen of the leading signatory universities of the **Living Values** project initiated by the Magna Charta Observatory, the world guarantor of the fundamental university values. The implementation of this project at RUDN University is aimed at:

- promoting the implementation of the RUDN University mission as an international classical university;
- drawing the academic staff, employees and students together to a greater extent;
- ensuring more efficient interaction with the international university community;
- increasing the RUDN University international awareness;
- increasing the RUDN University competitiveness in the Russian and international education space.

The **RUDN University Living Values** are one of the most important elements in the university strategic development. The Living Values underpin the RUDN University corporate culture and serve as a basis for forming a corporate identity.

The RUDN University Living Values are reflected in the **RUDN University Mission, Teacher, Student and Employee's Codes of Honor and other documents**.

The **Values unite, the mission directs. Common values unite the RUDN University space** pointing to the unity of interests. They explain why it is at RUDN University where we work and **the Mission directs, makes clear the strategic goals of our joint activities**.

RUDN University Mission: Uniting people of different cultures by knowledge RUDN University creates leaders to make the World better.

Slogan: Discover the World in one University!

According to the RUDN University Mission the main RUDN University Living Values include:

- multinationality and international cooperation;
- contribution of the academic staff, researchers, students and graduates to the development of the international community;
- comprehensive character of educational scientific activities;
- equal opportunities;
- commitment to studies, research and social activities.

The channels of promoting values have been formed and function steadily at RUDN University:

1) Presentation materials: University branding book; Presentation of the University in 6 languages; Student's Guide in 6 languages; *Discover the World in One University* brochure in 4 languages.

2) Communication campaigns in social networks: *Make the World Better* which embraced 12,000,000 users in 2017; RUDN University Planet YouTube channel in English, 7 playlists, over 2,000,000 views.

3) Publications by the RUDN University employees in Russian and foreign popular science media.

The Coordination Board has been established under the implementation of the RUDN University Living Values project. It is headed by RUDN University Rector, Member of Academy V.M. Filippov. The Coordination Board consists of representatives of all RUDN University faculties, institutes and academy, academic staff, students and employees, university administration, representatives of student committees, RUDN University alumni.

During 2018 (May — October) RUDN University was doing research in the internal target group in order to determine the level of awareness, understanding, acceptance of the RUDN University Values and adherence to them. The research was carried out by a working group of employees of the Sociological Laboratory of the RUDN University Faculty of Humanities and Social Sciences through directed discussions and focus-groups. The target group included students, members of the Council of Young Scientists, representatives of Student Associations, academic staff, researchers, administration.

Following these discussions the values which can be perceived as living ones were determined as the main personal values. They include Unity – Multinationality – Peoples' Friendship – Tolerance – Discipline – Punctuality – Tactfulness - Responsibility.

On 17 September 2018 RUDN University Rector V.M. Filippov made a report on the RUDN University experience and goals on the formation of the Living Values at the Forum of the annual meeting of the signatory universities of the Observatory Magna Charta Universitatum in Salamanca (Spain). The presentation by the RUDN University Rector noted that following the results of the preliminary stage of the implementation of the Living Values project at RUDN University the goal to promote the following values was set. They include:

- **Social Responsibility**
- **Research Culture**
- **Professional Development**

Following the results of the preliminary stage of the implementation of the Living Values project at RUDN University the Coordination Board of the Project has determined **further steps in implementing the RUDN University Living Values project.**

Step 1. Verbalization of the values (in order to get the RUDN University Living Values over to every member of the academic staff, student and employee it is necessary,

first of all, **to realize and verbalize them – to articulate them in a concise, clear and accessible way).**

Aims:

- 1) Highlight the values, which are real and present, traditional for RUDN University and enshrined in the RUDN University Mission and Codes of Honor.
- 2) Find out the attitude of the RUDN University academic staff, students and employees towards the traditional RUDN University Living Values and their opinion on how the list of the RUDN University values can be extended.
- 3) Define the list of the RUDN University Living Values which are suggested to be promoted. The list should be concise, clear and explicit (4-5 values) and the values should be articulated in a bright and inspiring way (to make it easier to remember and listen to them), e.g. Peoples' Friendship, Professionalism, Academicism, Honesty, Equality, etc.
- 4) Present the commentaries to the List of the Living Values for further posting in electronic and printed media. They have to unveil the content of each value.

Tools:

1.1. Analysis of the RUDN University documents dealing with the university values: RUDN University Mission, Teacher, Student and Employee's Codes of Honor, Charters of the Departments, RUDN University history, etc.

1.2. Carrying out surveys and having discussions with the RUDN University academic staff, students and employees which will provide an opportunity to leave the information on their vision of the values of the university as an organization. The survey is supposed to be developed on the basis of the Internet resource devoted to the RUDN University Living Values project.

1.3. Conducting a focus group among the RUDN University academic staff, students and employees.

1.4. Conducting a joint International Seminar (RUDN University - Magna Charta Observatory) at RUDN University (for Universities of Russia and other CIS countries) concerning the implementation of the Living Values of Modern Universities.

Step 2. Transmission values (it is necessary to get the Living Values over to every member of the RUDN University academic staff, student and employee. It should be done **both meaningfully (to be aware of them) and psychologically (to accept these values and stick to them in the behavioral models).**

Aims:

- 1) Direct transmission of the RUDN University Living Values — give maximum information to the RUDN University academic staff, students and employees on the implementation of the RUDN University Living Values project; make the RUDN University academic staff, students and employees aware of the List of the RUDN University Living Values.
- 2) Indirect transmission of the RUDN University Living Values — by making the declared values conform to the corporate practices. In other words, all RUDN University

activities (models of work implementation, training, communication, etc.) are to conform to the values. For example, Professionalism should be transmitted by both high level of professional student training and real professionalism and broad opportunities of the professional development for the RUDN University academic staff and employees. The values also should be supported by the behavioral models of the RUDN University academic staff and management.

Tools:

2.1. Visualization of the RUDN University Living Values

- developing and making posters, slides, brochures (in the electronic and printed form) with the main documents – RUDN University Mission, Teacher, Student and Employee’s Codes of Honor, List of the RUDN University Living Values, placing them on the information electronic panels, running data lines and traditional notice boards of the RUDN University institutes, faculties and academy, etc.;
- placing the List of the RUDN University Living Values on the advertising products with the RUDN University logo;
- development of a RUDN University Living Values project page in the online resources with the possibility of interactive communication;
- reflection of the RUDN University Living Values in the RUDN University printed and electronic news media in context of the relevant news;
- competition for the best visual image (picture) for each value resulting in deciding over the results and awarding the best proposals.

2.2. Listening RUDN University Living Values

- conducting overview lectures for RUDN University students focusing on the history of the Living Values project and RUDN University participation in it;
- storytelling – collecting and publishing student, graduates and young scientists’ stories illustrating positive experience resulting from adhering to the values. Announcing a competition for the best story and following its results posting the stories on the project internet resource, RUDN University pages in the social media and youtube.com.

2.3. Personalization of the RUDN University Living Values

- interactive communication – student meetings (unofficial, for example, in the format of tea parties) with distinguished professors, RUDN University leaders in order to discuss their living value-based experience;
- meetings with the outstanding RUDN University graduates with a focus on the RUDN University Living Values and their implementation in the professional activities.

Step 3. Identification of the values (Support the fundamental pillar of the Living Values the RUDN University activities are based on and extend them with the new values which will ensure the efficient work in the changing world).

Aim: Achieve the correlation of the personal values of the RUDN University academic staff, students and employees (identified during the sociological surveys carried out at RUDN University in May and October 2018) — with RUDN University Living Values (identified on the basis of the analysis of the RUDN University corporate documents which reflect the Living Values and broad-scale discussion of the RUDN University Living Values).

Tools:

3.1. **Acceptance of the List of the RUDN University Living Values** by the RUDN University Academic Council .

3.2. **Conducting the section “The Living Values of Modern Universities” at the International Conference** commemorating the 60th RUDN University Anniversary.

3.3. **Pursuing policy of giving priority to the values:**

- Monitoring continuously the functioning of the RUDN University Living Values promotion channels developed under the RUDN University Living Values project;
- Incentive for the RUDN University academic staff, students and employees, whose professional activities (studies, social activities) demonstrate their commitment to the RUDN University Living Values in the best possible way.

3.3. Implementation of the following strategy in the further RUDN University activities:

From RUDN University Living Values – to Live the RUDN University Values!