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Strategy for the Institute of Anthropology 2024-2026

Institute of Anthropology/Department of Anthropology,
Faculty of Philosophy, University of Prishtina

August 2024

Vision

Understanding and studying cultural diversity at both local and global levels

Mission Statement

The Institute of Anthropology at the Faculty of Philosophy, University of Prishtina “Hasan Prishtina” (IAUP) aims to promote the understanding and appreciation of cultural diversity through anthropological research, education, and public engagement.

Strategic goals

- To advance scientific research in the comprehensive field of anthropology (cultural anthropology, linguistic anthropology, archaeology, and biological anthropology).
- To advance infrastructure for the realization of research projects to provide efficient services in the field of anthropology.
- To increase collaboration with research institutions, both local and international, within and outside of Kosova.
- To create a forum for academic discussion/debate on anthropology.
- To establish and intensify cooperation with state institutions, the public sector, non-governmental organizations (NGOs), and the private sector on issues of applied anthropology.
- To promote the values of anthropology as a science, knowledge, and profession.
- To promote decision-making based on evidence interpreted by anthropologists.

The main objectives

The IA aims to establish a strong institutional presence, by developing a clear brand identity

- Create a logo, tagline, and branding materials that represent the institute’s mission and vision. Ensure consistency across all platforms.
- Build and launch a user-friendly website that serves as a hub for information about the institute, upcoming events, research projects, publications, and resources for students and scholars.
- Establish and maintain active profiles on major social media platforms (Facebook, Twitter, LinkedIn, YouTube, Instagram) to reach a broader audience, promote events, and share content related to anthropology.

- Develop initial relationships with partner institutions.
- Create an office within the Faculty of Philosophy for daily activities and engage volunteers for activity development.

The IA aims to promote and conduct high quality research

- Identify key research areas relevant to the cultural and social context of Kosovo.
- Collaborate with anthropologists in Kosovo and the region, as well as those studying in Kosovo and the region, to implement new research projects.
- Establish partnerships with local universities, international institutions, and non-governmental organizations to promote collaborative research projects and increase the institute's visibility.
- Identify potential funding sources and apply for grants to support research projects.
- Work with alumni, students, and colleagues, both from anthropology and relevant fields, to advance anthropological research and education.

The IA aims to organize and host conferences, lectures, and public discussions

- Organize an annual conference on a relevant anthropological theme, inviting scholars from Kosovo and abroad. This will serve as a flagship event to raise the institute's profile.
- Initiate a regular lecture series featuring prominent anthropologists and related scholars to discuss their research and its implications for society. These events can be open to the public to encourage community engagement.
- Host discussions and panel events on current social issues from an anthropological perspective. Collaborate with community organizations and media outlets to widen the reach and impact.

The IA aims to produce educational and informative media content

- Create short documentary films or video series that explore anthropological topics relevant to Kosovo. Use these videos as educational tools and share them on social media and the institute's website.
- Launch a podcast series and regular webinars that feature interviews with anthropologists, discussions on research findings, and debates on contemporary issues.
- Publish an online academic open access peer-reviewed journal together with the Department of Anthropology (*Kosova Anthropologica*)

The IA aims to engage with the community and promote public anthropology

- Offer workshops and training sessions on anthropological methods and research for students, researchers, and community members.
- Develop outreach programs to engage schools, community centers, and cultural institutions in anthropological education and activities.
- Initiate collaborative projects with local communities and organisations to document and preserve cultural heritage, traditions, and oral histories.

The IA aims to enhance academic and professional development opportunities

- Establish internship and volunteer programs for students to gain practical experience in anthropological research and public engagement.
- Organize workshops and seminars on topics such as grant writing, research ethics, and academic publishing to support the professional growth of scholars and researchers.
- Create mentorship programs that pair experienced anthropologists with early-career researchers and students to provide guidance and support.

WORKPLAN

Year 1 (2024)

- Establish a core team and advisory board
- Prepare all guidelines, and necessary documentation
- Develop branding and launch the website and social media profiles
- Identify key research areas and potential collaborators

Year 2 (2025)

- Organize the first annual anthropological conference
- Launch the lecture series and podcast/webinar programs
- Produce and distribute the first set of short documentary videos
- Start outreach programs and community projects
- Apply for 1 larger research grant and collaborative project funding

Year 3 (2026)

- Increase the production of media content and publications.
- Strengthen community engagement and outreach programs.
- Enhance academic and professional development initiatives.
- Evaluate progress and impact, and adjust the strategy as needed.

Conclusion

By following this strategic plan, the Institute of Anthropology / UP will establish itself as a leading center for anthropological research and education. Through a combination of research, public engagement, and academic development, the institute will contribute significantly to the understanding and appreciation of anthropology within Kosovo and the broader academic community.



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