



[MASTER PLAN OF THE FACULTY OF SOCIAL SCIENCES AND COMMUNICATION]

The Master Plan Committee of the Faculty of Social Sciences and Communication has agreed to approve the initial elements of the Plan (Validity, Mission, Vision and Values).

VALIDITY OF THE MASTER PLAN

The Master Plan would begin in the 2017-2018 academic year and it would end in the 2021-2022 academic year.

MISSION OF THE FACULTY OF SOCIAL SCIENCES AND COMMUNICATION (What we are at present)

Public university establishment - belonging to the University of Cádiz and located on the Jerez Campus – formed by a committed human group, specialized in social sciences and communication that, through the teaching, research and resource management, offers university training to future professionals and citizens and research to generate social, economic and technological wealth in our environment.

VISIÓN OF THE FACULTY OF SOCIAL SCIENCES AND COMMUNICATION (What we want to be in the year 2022)

Our Faculty aspires to be a vanguard and reference establishment for its teaching and research of quality, training qualified professionals in the field of social sciences and communication.

It also aims to be recognized as a socially responsible knowledge generating establishment, creative and invigorating of new challenges for the development of our environment and the employability of our graduates.

VALUES OF THE FACULTY OF SOCIAL SCIENCES AND COMMUNICATION

The Faculty of Social Sciences and Communication of the University of Cádiz assumes the values of the University of Cádiz, expressly highlighting the following: Effort, responsibility, professionalism, respect, justice, equality, integration and continuous improvement.

It also adds as own values: Proximity, adaptive capacity, commitment, creativity, innovation, dynamism and sustainability.

In order to know the diagnosis of the faculty, the critical success factors, the challenges and the actions to reach these challenges, you can refer to the Spanish version: <https://destrategico.uca.es/wp-content/uploads/2017/09/Plan-Director-Fac.-CC.-SS.-y-de-la-Comunicaci%C3%B3n.pdf?u>