



## POLICY in the QUALITY FIELD

**The University's policy in the quality field** is aimed at implementing the mission, vision and strategy in training competitive personnel for the Western Kazakhstan region innovative development through the high-quality educational services provision based on the science, education and culture integration in accordance with the European ESG standards criteria.

***The University quality policy is related to the achievement of the following strategic directions and goals:***

**Strategic direction 1. Development of higher and postgraduate education**

Goal: Ensuring high-quality training of highly qualified, competitive personnel for the industries of the Western Kazakhstan region

**Strategic direction 2. Implementation of the Third Mission**

Goal: Improving social and cultural activities to educate socially responsible personnel for the Western Kazakhstan region industries

**Strategic direction 3. Development of university science**

Goal: Increasing the contribution of science to the Western Kazakhstan region innovative development

***The key quality policy areas are:***

- development of an innovative approach in educational, research, administrative, information and other areas of the University's activities;
- the intellectual potential development in the Western Kazakhstan region by as integrating the academic process with science as creating a system of continuous training of highly educated personnel adapted to the innovative economy;
- strengthening the University's authority at the national and international levels;
- development of the University's human resources, improvement of corporate culture, responsibility delegation for the quality of its activities to each university employee aimed at educational and research activities continuous improvement;
- creating conditions for both self-development and realization of as teaching staff as students creative potential;
- the university management system development according to the criteria of both the European ESG standards and the requirements of ST RK ISO 9001-2016 (ISO 9001:2015) "Quality management systems. Requirements";
- improving the management decisions support and maintenance system based on monitoring the university's activities indicators performance and effectiveness.

*The quality policy was approved at the Academic Council meeting: minutes No. 3, October 26, 2023.*