



# Mission Statement

Center for Lifelong Learning

## Identity and Mission

The Center for Lifelong Learning (ZWW) is the central institution for continuing academic education at Johannes Gutenberg University Mainz (JGU) and is committed to the university's mission statement. Therein, the university defines academic continuing education as its third core task alongside research and teaching. The ZWW conceives further education offers that are specific to its target groups. It recruits third-party funded projects, advises learning organisations and provides general support. As a service facility of JGU, the ZWW advises and supports the university's departments and the universities of the arts and scientific institutions in their activities around continuing academic education.

With its continuing education programmes at the university level, it also addresses the interested public. Furthermore, the ZWW represents the university's interests in this area in state, national and international committees for continuing academic education.

## Values and Attitudes

The ZWW is oriented towards a humanistic view of humanity. Therefore, our activities focus on the human being as a learning subject, who wants to develop and unfold his or her possibilities and abilities in a self-responsible and critically reflective way. Just like the entire university, the ZWW is committed to the principle of equal opportunities. The center enables all interested parties to participate in continuing academic education, regardless of social status, age, origin or gender. From this attitude, the ZWW also practices transparent, collegial and participatory cooperation – the principles that guide us are developed in our ZWW team.

We, therefore, arrange our course fees in such a way that as many interested people as possible can participate and a discount can be granted in cases of hardship. The ZWW is committed to the EU Charter for Lifelong Learning and therefore also considers target groups interested in extra-professional scientific further education. Together with JGU, the ZWW recognises its social responsibility by aligning its services with the needs of society.

## Customers, Clients, Participants, Addressees and Target Groups

The ZWW targets university graduates, individuals who have obtained a first professional degree, as well as those with a scientific interest who wish to update, deepen, and expand their knowledge. In addition, the ZWW is also an attractive partner for public institutions and companies with specially coordinated programmes and projects, building a bridge between university and business practice. The ZWW also offers services to the university's staff, departments and facilities, such as advice and support in planning and implementing academic training courses or conferences.

## Goals of this Institution

The goal of continuing education is to teach the latest findings from both science and research in a practice-oriented way, that the transfer into professional practice can be successfully implemented. To this end, the ZWW works together with lecturers from JGU as well as external lecturers. The ZWW also contributes to current discussions on educational policy and maintains cooperation with other relevant educational institutions, as well as important political committees at national and international levels.



## Skills/Expertise

The ZWW is a professional partner in the conception, planning, organisation and implementation of scientific continuing education programmes. The center is a nationally recognised expert in various fields.

The ZWW follows current trends and helps to shape the scientific and political discourse in the field of academic education. It conducts market research and analyses and uses the results to further develop its services. In addition, the ZWW has several years of experience in the acquisition, planning, implementation and transition to sustainable projects.

This professionalism, both in terms of content and organisation, is made possible by a team of dedicated and exceptionally service-oriented employees and lecturers. When selecting its staff, the ZWW ensures that they meet high professional, didactic and methodological quality standards, impart knowledge in a practice-oriented manner at an academic level and use innovative, participant-oriented teaching and learning methods.



## Services

The center offers continuing education courses and Certificates of Advanced Studies (CAS) with qualifying degrees and individual seminars, as well as conferences, symposia and workshops. The ZWW develops individual offers for institutions and companies that wish to offer their employees specialised continuing education. In addition, the ZWW cooperates on a project-related basis with institutions worldwide.

The ZWW advises JGU's departments in the conception of further education projects. It supports them in their public relations and advertising activities and in the organisation of events. The ZWW also handles contractual arrangements with companies and the financial management of the programmes in cooperation with the university's administrative units. The ZWW applies for accreditation and the recognition of events by ministries and associations and also arranges for the departments to request in-house offers from institutions, companies and businesses.

## Resources

In terms of staff, the ZWW consists of a highly motivated team of qualified employees. The trainers are always up to date and equipped with the latest knowledge in their field. Existing (mainly technical) resources are used effectively in the transfer of knowledge. The team works closely together with a constantly growing number of cooperation partners and uses the synergies arising from this network. A suitable seminar administration software is available for professional seminar marketing, event management and financial processing.

The ZWW can use different rooms on JGU's campus, which are equipped with methodically adequate technology.

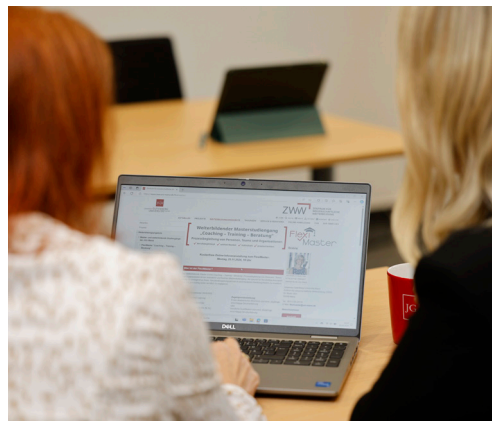
The ZWW is financed by public funds and participation fees.

## Definition of Successful Learning

The ZWW considers learning successful when learners have acquired scientifically sound knowledge and skills that enable them to independently master challenges in their life and work contexts and strengthen their capacity to act. The learners are at the center of the learning process: their professional interests, scientific work, transfer to practice, as well as their learning needs and expectations. The teachers support the process with their professional, methodological and pedagogical competencies. Appropriate framework conditions and an atmosphere in which learning is enjoyable support this process. Successful learning empowers learners to take control on their ongoing learning process, develop their own ideas and apply what they have learned in their work.

## Definition of Successful Consulting

The ZWW adopts a resource- and client-centered approach to consulting, grounded in humanistic psychology. We view consulting as a form of self-help, aiming to strengthen the self-organisation and competencies of those seeking guidance, enabling them to creatively unlock their potential. Our focus is on their needs, as well as their professional and life experiences. These principles underpin both our courses in consulting and coaching and the consulting services we provide to individuals and organisations at ZWW.





## Definition of Successful Evaluation

The ZWW considers an evaluation successful if it contributes to the further development of courses in both content and didactics, making them relevant and beneficial for all participants. The evaluation takes into account learning outcomes, as well as the satisfaction of participants, teachers and stakeholders including clients and institutions. The transparency and clarity of the questions ensure that the purpose and objectives of the survey are easily understood by everyone involved in the evaluation process. A timely evaluation is always conducted. The conclusions and consequences that we draw from the evaluation help us

to continuously improve the learning process of the participants and to implement them within the framework of successful learning. To ensure the quality of the evaluation, the process itself is evaluated at regular intervals and updated as necessary. The insights and actions drawn from the evaluation enable us to continually enhance the learning process for participants and integrate improvements within the framework of successful learning. To maintain the quality of the evaluation, the process itself is reviewed at regular intervals and updated as necessary.





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