Plan for the Implementation of the NAA Development Strategy 2030

№	Strategic goals and objectives (planned activities)	Responsible for execution	Deadlines	Supervisor	Execution note	Remark
1	2	3	4	5	6	7
	Goal 1. NAA cadet as a role model for future officers					
1.1	Establish a recruitment group to support the admissions campaign: - Make changes to the academy's staffing structure by introducing a dedicated recruitment department; - Determine the additional composition of the team (teachers, cadets, communicators, representatives). - Develop functionality: analytics, communication, school visits, presentations. - Determine campaign KPIs (number of schools covered, level of interest, conversion to enrollment). - Ensure team training (briefings, training in presentation skills).	colonel Denysov A.V. colonel Bondarenko S.V.	NLT 1.09.2025	colonel Lanovyi M.B.		Aim: to ensure the systematic and consistent recruitment of new cadets.
1.2	Involve schoolchildren aged 14 and older (explanatory work): - Conduct research on the motivations of teenagers of this age. - Establish a separate communication program for 14–16-year-olds (visual language, mentoring, excursions). - Establish cooperation with teachers of the subject "Defense of Ukraine," class teachers, Plast, and other national-patriotic organizations. - Introduce a series of educational lectures, presentations, and master classes in schools. - Involve cadets as role models for offline meetings.	colonel Bondarenko S.V.	NLT 1.01.2026	colonel Lanovyi M.B.		Aim: to develop children's early awareness of a military career as a path for the future.
1.3	Engage school children aged 16-17 (focus on admission): - Develop a set of materials: videos, brochures, website with FAQs. - Organize Open Days four times a year. - Engage military commissariats and parent communities in disseminating information. - Organize preparatory courses or joint training with partners (EIE/NMST).	colonel Bondarenko S.V.	NLT 1.10.2025	colonel Lanovyi M.B.		Aim: to prepare schoolchildren for informed choices and simplify the path to admission.
1.4	Increase admission requirements. Create a public image of elitism - Analyze the quality of applicants over the last 5 years. - Approve new criteria: minimum scores, physical fitness tests, motivational interviews. - Launch the "Officer of the Future" communication campaign. - Create a film/series of videos about successful alumni.	colonel Bondarenko S.V.	NLT 1.09.2029	colonel Lanovyi M.B.		Aim: to enhance the prestige of the Academy and the quality of recruitment.
1.5	Involve cadets in improving the educational process - Improve the internal education quality assurance system in terms of monitoring student satisfaction. - Establish a regular format for feedback to leadership.	colonel Bakhmat M.V.	NLT 1.01.2026	colonel Krasiuk O.P.		Aim: to increase cadets' engagement and responsibility, to shape the mentality of

					initiators and architects of change
1.6	Develop a system of positive incentives - Define clear criteria for receiving bonuses. - Develop a list of non-material incentives (team awards, participation in internships, publication in the internal official channel). - Create an internal platform with ratings. - Introduce events for cadets	colonel Bakhmat M.V. colonel Bondarenko S.V.	NLT 1.06.2026	colonel Lanovyi M.B.	Aim: to strengthen cadets' motivation for development.
1.7	Create a digital learning ecosystem - Form a team - Develop technical specifications for a mobile application Create an LMS learning system with access to materials and tests Identify an internal team of administrators Train teachers on how to use the system Provide regular technical support.	colonel Denysov A.V.	NLT 1.01.2027	colonel Lanovyi M.B.	Aim: to make education accessible, flexible, and modern.
1.8	Develop specialized cadet communities - Map existing and potential interests (drones, medicine, OSINT, etc.) Launch microgrants for cadet projects Provide spaces (physical and online) for communities to work Appoint community coordinators Promote the most successful cases through official channels.	colonel Krasiuk O.P.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to foster a culture of self-development and professional interests.
1.9	Integrate cadets into external and civil initiatives - Create a database of initiatives where cadets can be involved (teaching, volunteering, events). - Build partnerships with universities in Lviv. - Update internal rules – allow cadets to participate in non-academic events. - Appoint a head of "external liaison."	colonel Bondarenko S.V.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to strengthen the bond between the army and society.

1.10	Develop coworking - Determine the location and format of the space Develop a brand and visual design Develop a program of events (lectures, hackathons, round tables) Establish partnerships with IT companies, universities, and media Involve cadets in managing the space.	colonel Bondarenko S.V.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to provide a sustainable platform for military-civilian interaction.
1.11	Create the Academy's Cadet Code - Conduct workshops with cadets on the basics of the code. - Develop the document jointly with a team of officers, cadets, and alumni. - Approve it through the command. - Publish it and integrate it into the educational process. - Present it to first-year cadet in the form of an initiation ceremony.	colonel Bondarenko S.V.	NLT 1.01.2027	colonel Lanovyi M.B.	Aim: to reinforce shared values, ethics, and behavior.
1.12	Develop internal competition for EQ and physical training - Develop tools for assessing emotional intelligence (modules, training courses). - Establish regular physical challenges with rankings. - Create mixed teams of cadets from different courses. - Organize finals in a ceremonial format. - Identify curators for the development of these competencies.	colonel Bondarenko S.V.	NLT 1.01.2026	colonel Lanovyi M.B.	Aim: to foster a culture of self-improvement.
1.13	Improve cadets' English language skills - Conduct a general audit, entrance testing, and form level groups. - Develop a modular training program. - Engage partners - language schools, foreigners, volunteers. - Launch a mixed format of classes (classroom + online + speaking clubs). - Introduce monthly tests and a final exam.	colonel Nanivskyi R.A.	NLT 1.01.2026	colonel Krasiuk O.P.	Aim: to improve English language skills to the level required for effective self- development, working with NATO documentation, participating in international missions, and academic exchanges.

1.14	Increase international learning opportunities - Create a map of international programs suitable for cadets Develop an internal selection system (language, recommendations, motivation) Introduce a preparation system for participation (language courses, intercultural training) Set a goal: at least 10% of cadets should study abroad each year Create the position of international program coordinator Build partnerships with foreign military academies.	colonel Kikhtan A.A.	NLT 1.09.2026	colonel Krasiuk O.P.	Aim: to broaden horizons and provide experience.
	Goal 2. Strengthening NAA position as an attractive place to work for leading specialists in Ukraine				
2.1	Update and optimize processes for attracting the best specialists- Conduct an audit of HR functions- Define HR policy: principles of selection, adaptation, rotation Conduct retraining courses for staff to perform HR functions Create an internal portal for vacancies and employee profiles.	colonel Denysov A.V.	NLT 1.01.2026	colonel Lanovyi M.B.	Aim: to professionalize human resources policy, ensure transparency and strategic personnel management.
2.2	Automate processes and overcome bureaucracy - Identify the most burdensome processes (certificates, approvals, applications, access). - Select or create an internal digital document management system (based on CRM (customer relationship management) or internal ERP (enterprise resource planning)). - Train staff on new work standards. - Identify KPIs for process efficiency before and after automation. - Create instructions and implement a paperless process for key requests.	colonel Denysov A.V.	NLT 1.01.2027	colonel Lanovyi M.B.	Aim: to reduce the time and resources spent on administrative tasks.
2.3	Establish a system for continuous improvement (implement OKR (objectives and key results)). - Conduct a workshop with managers on OKR principles Pilot OKR in two units during the first quarter Set quarterly goals for departments and employees Ensure a regular cycle: setting tasks → tracking → feedback Integrate OKR into the personnel performance evaluation system Make part of the goals visible to the entire Academy (transparency dashboard).	colonel Denysov A.V.	NLT 1.01.2027	colonel Lanovyi M.B.	Aim: to ensure effectiveness and goal orientation.

2.4	Scale up employee training programs - Map current staff skills (Skill Map) Introduce individual development plans for teachers and managers Establish an internal learning hub: library, training courses, online platforms Build partnerships with foreign and Ukrainian educational institutions Set a budget for training and motivational bonuses for participation Introduce annual certification for teachers.	colonel Krasiuk O.P. colonel Bakhmat M.V.	NLT 1.01.2027	colonel Lanovyi M.B.	Aim: to continuously update staff knowledge and skills in line with new challenges.
2.5	Implement a program to engage civilian experts as consultants - Identify areas where assistance is needed (educational design, communications, cybersecurity, etc.). - Compile a database of potential experts (alumni, volunteers, scientists, entrepreneurs). - Introduce a format of short-term contracts/sessions/workshops. - Develop rules for cooperation (security, access, participation format). - Provide support for these specialists (logistics, accommodation, communication). - Integrate best practices into training programs or internal processes.	colonel Lanovyi M.B.	NLT 1.06.2026	colonel Kachur R.V.	Aim: to enrich the Academy's environment with external expertise in various fields.
2.6	Develop civil-military cooperation projects - Analyze community requests and the Academy's opportunities for interaction. - Identify priority areas: joint training, youth projects, community safety. - Form a team to implement such projects (military + civilian). - Sign memoranda of cooperation with local communities, schools, universities, clusters, and other associations. - Conduct quarterly joint initiatives: courses, meetings, information campaigns. - Communicate results through the media to increase the Academy's openness.	colonel Lanovyi M.B.	NLT 1.12.2026	colonel Kachur R.V.	Aim: to increase the social integration of the Academy and create synergy with society.

	Goal 3. Developing the alumni community as a tool to increase the academy's influence on the Ukrainian military and society				
3.1	Form a specialized team to deal with issues related to the NAA Alumni Community - Appoint a coordinator from among active officers/managers with experience in communication or community development. - Define functions: maintaining the alumni database, planning activities, maintaining communication, engaging in development. - Recruit a team (1–2 people on a permanent basis, volunteer cadets, alumni). - Develop a 12-month action plan: launch, support, first events, feedback. - Separately allocate a budget for community work (meetings, platforms, gifts).	colonel Bondarenko S.V.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to create a separate structural unit responsible for systematic work with alumni.
3.2	Start the NAA Alumni Community - Create a modern alumni database: registration form, verification, structure by year/specialization. - Start a digital platform (website or Telegram/web application): news, events, opportunities, direct contact. - Conduct an online launch campaign through social media, personal contacts, and active officers. - Prepare a welcome kit for alumni (greetings, opportunities for interaction, symbolic gift). - Organize the first convention or meeting (at the Academy or online), which will be the starting point for forming an emotional connection. - Systematically collect feedback from alumni.	colonel Bondarenko S.V.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to create a platform for unity, exchange of experience, and support between the Academy and its alumni.
3.3	Involve alumni in the development of the Academy (teaching, mentoring) - Announce open recruitment for short-term teaching and lectures by alumni Develop a format for involvement: week-long intensives, guest lectures, rotating seminars Introduce a reward/recognition system for active alumni (certificates, interviews on the website, partnership program) Appoint a person responsible for coordinating speakers/lecturers — someone who oversees this area Create a schedule of alumni visits to the Academy as a public event — "Alumni Week," "Meeting of Generations."	colonel Bondarenko S.V.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to integrate practitioners' experience into teaching and improve the quality of the educational process.

	Goal 4. The physical space of the Academy as an example of aesthetics, functionality, and accessibility of higher military education institutions				
4.1	Develop a master plan for the Academy's territory, taking into account the principles of accessibility, aesthetics, and energy efficiency - Assess the current condition of all buildings, facilities, and areas (infrastructure audit). - Engage specialists in the design of educational and military spaces. - Create a design vision for "Academy 2030": space as an environment for development. - Renovate the architecture, spaces, and landscape - Restore and upgrade technical equipment - Provide for zoning: educational, residential, sports, recreational, research, public. - Integrate the principles of accessibility, aesthetics, and energy efficiency. - Establish a phased implementation plan for 3–5 years with priorities.	colonel Saiievych I.I.	NLT 1.06.2026	colonel Kachur R.V.	Aim: to ensure strategic, phased, coordinated renewal of the NAA space.
4.2	Optimize the location of services and departments - Create a map of all functional units and their locations. - Conduct interviews with staff to identify problems with movement and interaction. - Model alternative locations (zoning, simplifying access). - Move/combine rooms that duplicate functions. - Apply the "single window" principle for cadet and administrative needs.	colonel Lanovyi M.B.	NLT 1.06.2026	colonel Kachur R.V.	Aim: to improve logistics efficiency, reduce duplication and wasted time.
4.3	Reorganize classrooms and spaces in the field. Create design standards - Analyze types of classes and real scenarios for classroom use. - Develop a typology of classrooms: lecture, group, modular, simulation. - Create visual and functional standards: furniture placement, colors, lighting, multimedia. - Pilot 2–3 classrooms and test them with students and teachers. - Gradually update all classrooms according to the developed standards. - Create spaces for recovery, development, and entertainment.	colonel Krasiuk O.P.	NLT 1.01.2026	colonel Kachur R.V.	Aim: to adapt the environment to different learning formats – lectures, group work, practical training.

4.4	Reorganize administrative premises in permanent stationing point and field conditions and develop their standard- Analyze the current functions of administrative teams Develop a plan for the placement of teams based on the principle of logical proximity (e.g., HR + planning) Introduce modern office space principles: acoustics, lighting, work areas Implement a common design code (font, colors, navigation, signs) Define an access system and organize a room reservation system.	colonel Lanovyi M.B.colonel Denysov A.V.	NLT 1.06.2026	colonel Kachur R.V.	Aim: to improve staff productivity and management transparency.
4.5	Build a new sports facility - Analyze physical training programs and define functional areas (cardio, strength training, wrestling, functional training). - Invite architects with experience in designing sports facilities (particularly in military or emergency environments). - Plan additional functions: baths, rehabilitation rooms, training area with analytics. - Consider 24-hours accessibility, zoning for individual and team activities. - Use energy-efficient materials and systems to maintain the microclimate.	lieutenant colonel Danylchenko O.A. colonel Romanchuk S.V.	NLT 1.01.2028	colonel Kachur R.V.	Aim: to provide modern physical training in accordance with the requirements for future officers.
4.6	Build DronoHub - Formulate requirements for the hub: training room, maintenance laboratory, repair area, simulation room. - Establish technical requirements: ventilation, work tables, charging stations, IT infrastructure. - Create a training ground or test area. - Engage industrial partners—manufacturers of UAVs, UCAVs, electronic warfare systems, FPV, etc. - Integrate DronoHub into the cadets' curriculum (engineering, tactical, and logistics modules).	colonel Lanovyi M.B. lieutenant colonel Danylchenko O.A.	NLT 1.09.2026	полковник Качур .P.B.	Aim: to provide space for training, modeling, testing, and development of unmanned systems.
	Goal 5. Flexible, adaptive, and relevant learning process				

5.1	Modernize the system for collecting up-to-date information from the battlefield - Form a multidisciplinary team (analysts, officers, IT specialists). - Establish a data flow from the front (communication with units, OSINT, media, reports). - Create a digital incident dashboard (interactive map, tactical cases, new threats). - Integrate data into the methodological base and classes. - Establish a regular update cycle: monthly analytical reports for teachers. - Form technical specifications for R&D and the scientific center.	colonel Hrabchak V.I. colonel Krasiuk O.P.	NLT 1.12.2025	colonel Lanovyi M.B.	Aim: to ensure the relevance of training and innovative solutions based on daily analysis of the war.
5.2	Modernize officer training courses - Conduct an audit of existing courses (content, format, feedback). - Update training programs. - Launch the first pilot program and make changes based on feedback.	colonel Krasiuk O.P.	NLT 1.12.2025	colonel Lanovyi M.B.	Aim: to train a new type of officer – one who thinks strategically and is physically and morally resilient.
5.3	Introduce or update civic-oriented courses - Identify key modules: leadership, public communication, state building. - Involve teachers from the civil society. - Develop case studies based on real events. - Integrate these courses as compulsory into the general curriculum. - Assess knowledge not through tests, but through public speaking, presentations, or project defenses.	colonel Krasiuk O.P.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to train officers who are citizens with an understanding of democratic processes.
5.4	Update the material base for training - Conduct an audit of existing premises and equipment. - Refine the long-term plan for the development of the educational material and technical base; - Update materials according to the principle of "1 cadet – 1 set" (models, multimedia). - Create "demonstration blocks" – classrooms with new equipment as an example for scaling. - Provide support and maintenance for the updated equipment.	colonel Krasiuk O.P.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to provide modern and technological infrastructure for various types of training.

5.5	Update the methodological base - Revise all methodological materials Develop a new format – modules with short texts, infographics, QR codes for videos or training materials Create an internal "editorial hub" for preparing materials Publish manuals in both paper and digital formats Create templates to facilitate the development of new courses by teachers.	colonel Krasiuk O.P.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to provide teachers with modern, systematic, and visually appealing teaching tools.
5.6	Reconsider training programs - Involve practitioners (frontline officers) in program development. - Establish a system for annual review of programs based on relevance criteria. - Integrate new topics: cyber, electronic warfare, FPV, UAV, GMS. - Introduce scenario modeling as a training format. - Institutionalize mandatory interdisciplinarity in all courses.	colonel Krasiuk O.P.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to ensure that training meets the requirements of modern warfare.
5.7	Provide cadets with access to material and methodological resources outside of class - Create a system for accessing classrooms beyond the class hours. - Establish a duty roster for responsible persons (e.g., the teacher on duty). - Introduce an internal electronic catalog of materials. - Create a self-study space with appropriate equipment. - Simplify access procedures (no paper applications).	colonel Krasiuk O.P.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to encourage self-learning, supplement formal education.
5.8	Create a digital knowledge library - Create a library structure: thematic sections, filters, search Collect and digitize all internal training materials Connect open resources: NATO, RAND, Ukrainian think tanks Create a user-friendly web interface with the ability to comment on and rate materials Appoint an editorial team for moderation.	colonel Krasiuk O.P.	NLT 1.01.2027	colonel Lanovyi M.B.	Aim: to centralize access to up-to-date content.

5.9	Modernize immersive technology tools - Identify areas for VR/AR: engineering, medicine, tactics. - Establish partnerships with simulation developers (Ukrainian startups, NATO). - Equip classrooms for VR halls. - Train teachers to work with these technologies. - Integrate immersive modules into the regular curriculum.	colonel Krasiuk O.P.	NLT 1.06.2026	colonel Lanovyi M.B.	Aim: to improve effectiveness through immersion in combat scenarios.
5.10	Improve international cooperation and access to external knowledge - Conduct an audit of access to licensed libraries Establish cooperation with NaUKMA, UCU, and European universities Provide accounts for JSTOR (a digital full-text database of English-language scientific journals), Coursera, NATO Library, and Defense One Conduct training on how to search for and use these materials Integrate the best external sources into internal manuals.	colonel Hrabchak V.I. colonel Kikhtan A.A.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to open up the world of knowledge to cadets and teachers.
5.11	Cooperation with Ukrainian and NATO universities- Identify partner universities (in the areas of tactics, technology, pedagogy, etc.) Develop bilateral exchange programs Send the best cadets and teachers on short-term internships Conduct joint courses with foreign teachers (online or hybrid).	colonel Kikhtan A.A.	NLT 1.01.2028	colonel Lanovyi M.B.	Aim: to integration into the global educational process.
5.12	Program for the qualitative self-development of cadets - Create a "Cadets' Development Chart" with 5 blocks (general education, physical training, psychological resilience, creative and critical thinking, spiritual growth). - Make the program voluntary, but with bonuses for participants. - Offer courses, lectures, challenges, and workshops in each area. - Appoint tutors to monitor cadets' progress. - Reward progress publicly to increase trust and authority. - Develop a book and film club.	colonel Bondarenko S.V.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to create an officer who develops not only academically.

5.13	Establish an R&D center and involve cadets in projects - Identify research topics – tactical, technical, humanitarian. - Provide cadets with mentors from among scientists or officers. - Start a project competition, with the best projects being implemented. - Present the results at conferences and in reports. - Include participation in R&D as an element of cadet ranking.	colonel Hrabchak V.I.	до 1.06.2026	colonel Lanovyi M.B.	Aim: to build a research culture.
5.14	Update the course for young teachers - Develop an intensive course: teaching methods, mentoring, leadership. - Make it mandatory for all newly appointed teachers. - Add an element of mentoring: each young teacher should have mentors from among experienced teachers. - Measure effectiveness based on feedback from cadets. - If successful, scale it up as an internal school for NAA teachers.	colonel Krasiuk O.P.	до 1.06.2026	colonel Lanovyi M.B.	Aim: to ensure the transfer of standards, ethics, and teaching methods.
5.15	Presenter course for teachers - Develop an intensive course on visualization, public speaking, and storytelling Create a peer-review format — evaluation of teachers by teachers Engage professional trainers from presentation courses Conduct quarterly waves for all teachers Link participation in the course to teacher performance evaluation.	colonel Krasiuk O.P.	NLT 1.01.2026	colonel Lanovyi M.B.	Aim: to improve communication and teaching.
	Goal 6. The largest practical training base in Ukraine				
6.1	Develop a master plan for the development of the training ground: training locations, roads, shelters, communications. - Involve military engineers, architects, and combat training specialists in the planning process. - Create a map of functional areas: combat training, maintenance, logistics, engineering, management. - Take into account the multi-scenario nature of training—from assault to defense, from drones to convoys. - Establish implementation stages, budget limits, and sources of funding (own, partner, donor).	colonel Slisarchuk I.V. colonel Lanovyi M.B.	NLT 1.06.2026	colonel Kachur R.V.	Aim: to create a modern, logically organized, scalable structure for the training ground.

6.2	Improve the security of the training area - Assess the existing security system (barriers, towers, cameras, security guards). - Create a new access concept: electronic passes, checkpoints, IT solutions. - Divide access zones by category (cadets, instructors, civilians, guests). - Install video surveillance around the perimeter and at critical points. - Analyze vulnerable areas from the point of view of UAVs and FPV. - Engage engineers to assess the possibility of installing air defense and electronic warfare systems. - Build shelters in all key areas (training areas, barracks, medical center). - Train training ground personnel in clear procedures in case of an emergency.	colonel Slisarchuk I.V.	NLT 1.06.2026	colonel Denysov A.V.	Aim: to protect personnel, equipment, and processes from intrusion and unauthorized access.
6.3	Renovate and develop support infrastructure - Create a map of basic infrastructure facilities: bathrooms, showers, warehouses, medical centers, workshops. - Modernize existing buildings or replace them with mobile containers. - Organize a waste sorting and disposal system. - Ensure autonomous power supply (generators, solar panels). - Place orientation navigation throughout the territory for all participants.	colonel Slisarchuk I.V.	NLT 1.06.2026	colonel Lanovyi M.B.	Aim: to provide comfort, logistics, and life support for long-term stays.
6.4	Start Experimentarium.Area - Identify areas for testing new technology, drones, and simulations. - Set up the testing ground as an open testing site with legal and safety frameworks. - Establish cooperation with miltech startups, research groups, and engineering teams. - Maintain documentation and analyze results—reporting, exchange of experience.	colonel Slisarchuk I.V.	NLT 1.01.2028	colonel Lanovyi M.B.	Aim: to turn the training ground into a testing ground for educational, technical, and tactical experiments.

6.5	Renovate and expand the training equipment pool - Create multi-environment zones: urban combat, forest ambushes, confined spaces, trenches. - Set up specialized sectors for FPV training and medical evacuations. - Introduce digital targets, hit sensors, and results assessment. - Involve combatants with war experience in the design of locations. - Regularly update scenarios in line with the current experience of the Armed Forces of Ukraine.	colonel Slisarchuk I.V.	NLT 1.01.2028	colonel Lanovyi M.B.	Aim: to provide modern training conditions that correspond to the realities of the front line.
6.6	Update the logistics base of the training ground - Compile a list of necessary equipment: targets, weapons, equipment, protective gear. - Conduct an inventory of existing property, write off obsolete items. - Purchase the latest combat simulation equipment (shot and explosion simulators, sensors). - Create reserve stocks in case of failure. - Establish regular maintenance of the training ground infrastructure. Goal 7. The NAA brand as the most recognizable and understandable military educational institution	colonel Slisarchuk I.V.	NLT 1.01.2027	colonel Lanovyi M.B.	Aim: to ensure a safe, modern, and effective learning environment.
7.1	Reorganize the media service into the Academy's communications department - Conduct an audit of the current functions of the media service. - Define a new structure: media production, SMM, strategic communications, crisis communications, analytics. - Engage specialists: videographers, photographers, designers, copywriters, digital marketers. - Build an internal content production process: planning, production, distribution. - Regularly create content that shows the Academy as an innovative, open, and authoritative institution.	colonel Bondarenko S.V.	NLT 1.01.2026	colonel Lanovyi M.B.	Aim: to create a powerful, multifunctional public communications center.
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7.2	Develop a brand strategy for the Academy- Conduct a brand workshop with the Academy team, cadets, and alumni Formulate key positioning: "An academy that trains not just military personnel, but future leaders of the state."- Define brand values: leadership, innovation, service Build a communication architecture: for cadets, parents, media, donors, partners Record everything in a document and pass it on to the teams for implementation.	colonel Bondarenko S.V.	NLT 1.10.2025	colonel Lanovyi M.B.	Aim: to clearly explain to society what NAA is and why it is important.
7.3	Develop a marketing strategy - Coordinate communication, admissions, and HR teams into a unified marketing structure. - Launch regular open days events with immersive formats. - Build a program of cooperation with schools (speeches, interactive lessons, participation in military-patriotic events). - Create guidelines for higher education institution/school teachers on cooperation with the Academy. - Use targeted online advertising and partnerships for targeted outreach.	colonel Bondarenko S.V.	NLT 1.12.2025	colonel Lanovyi M.B.	Aim: to ensure systematic involvement of applicants, parents, and partners.
7.4	Develop a communication strategy - Conduct an audit of existing presence on social media, media, and partner platforms. - Identify key audiences (young people, parents, military personnel, government leaders) and channels for each. Develop a calendar of newsworthy events (events, achievements, training, partnerships).	colonel Bondarenko S.V.	NLT 1.12.2025	colonel Lanovyi M.B.	Aim: to make the Academy a permanent presence in the information space.
7.5	Develop a design strategy for the Academy - Conduct a design audit of all materials (external and internal). - Develop a brand book and design system: logo, colors, fonts, templates. - Standardize the appearance of documents, presentations, signs, and clothing. - Train staff to use templates for daily work. - Integrate the design system into the website, printing, signs, spaces, and cadet uniforms.	colonel Bondarenko S.V.	NLT 1.12.2025	colonel Lanovyi M.B.	Aim: to create a coherent, recognizable, and professional visual language.

7.6	Launch a new website for the Academy - Engage UX designers, copywriters, and developers Create a structure with four sections: representative, informational, recruitment, and analytical Include separate sections for applicants, cadets, parents, partners, and researchers Provide a mobile version, search function, English version, and access to social networks.	colonel Bondarenko S.V.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to make the website the main digital hub of the NAA.
7.7	Launch an ambassador program - Define criteria for ambassadors: cadets, alumni, teachers, military personnel, community leaders Develop an ambassador support program: branded materials, coordination, feedback Hold regular briefings and workshops for them Use their speeches, texts, and stories in communications Integrate ambassadors into Academy events, alumni communities, and external forums.	colonel Bondarenko S.V.	NLT 1.09.2026	colonel Lanovyi M.B.	Aim: to create a network of opinion leaders who communicate the values of the Academy.
	Goal 8. NAA as a partner institution				
8.1	Create an External Partnerships Team / Partnerships Department - Define staff and competencies: fundraising, GR (government relations), international relations, project management. - Set clear KPIs: number of agreements, amount of resources attracted, number of projects. - Develop a database of potential partners: Ukrainian miltech, European government programs, private defense companies. - Create presentation packages for partners: battlefield synchronization proposal, data security, R&D infrastructure. - Prepare a legal model for cooperation (NDA, agreements, IP protection).	colonel Lanovyi M.B.	NLT 1.09.2026	colonel Kachur R.V.	Aim: to centrally manage all initiatives to attract external resources, both financial and human.

8.2	Engage external partners in the development of the Academy - Identify projects that require co-financing or expertise Prepare a separate proposal for each of them for donors, foundations, and companies Conduct communication campaigns among potential partners Build relationships with key structures (Embassy Defense Sections (promote the strengthening of military ties, organize training and exchange of experience, and deal with issues of military assistance and cooperation in the field of defense), NATO Innovation Hubs (places where experts from various fields come together to develop innovative solutions to the challenges facing the Alliance)) Ensure a transparent project management system with the partners involved.	colonel Lanovyi M.B.	NLT 1.01.2027	colonel Kachur R.V.	Aim: to obtain external resources for projects that cannot be implemented solely by the Academy.
8.3	 Establish a systematic launch of joint projects Identify priority areas. Build an internal launch model — from idea to result (brief → team → design → implementation). Establish a schedule for annual competitive selection of projects among partners. Appoint project managers from the Academy. Publish reports and case studies to attract new partners. 	colonel Hrabchak V.I.	NLT 1.06.2026	colonel Lanovyi M.B.	Aim: to create a mechanism whereby new projects in R&D, education, and innovation will be initiated annually.
8.4	Build relationships with the miltech community and military organizations - Create a list of target partner communities (Ukrainian startups, defense funds). - Establish a regular presence of NAA representatives at relevant conferences and defense technology marketplaces. - Invite miltech startups to test their developments in the Experimentarium zone. - Sign memoranda with priority partners. - Maintain a CRM database of partnerships for tracking contacts, project stages, and potential.	colonel Lanovyi M.B.	NLT 1.06.2027	colonel Kachur R.V.	Aim: to institutionalize relations with key players in the sector.

8.5	 Develop international relations Establish contacts with foreign military academies, research centers, and analytical structures. Develop proposals for joint courses, research, and exchanges. Prepare an international presentation of the Academy (English language, certifications, examples of cooperation). Sign cooperation agreements for 3-5 years (structural integration). Involve diplomatic institutions in representing the interests of the NAA in foreign markets. 	colonel Krasiuk O.P. colonel Kikhtan A.A.	NLT 1.09.2026	colonel Kachur R.V.	Aim: to bring the Academy into the circle of international military education players.
8.6	Establish the Academy's Supervisory Board - Define selection criteria: reputation, influence, expertise, access to resources. - Compile a personal list of candidates. - Send personal invitations on behalf of the Academy's management. - Create regulations for the Board: functions, format of interaction, reporting. - Organize the first meeting with a presentation of the Academy's needs and vision. - Integrate the Board into the decision-making process regarding development, partnerships, and modernization.	colonel Krasiuk O.P.	NLT 1.10.2025	colonel Kachur R.V.	Aim: create an influential body that will help the Academy develop strategically.
8.7	Introduce annual reporting meetings with partners format- Define the format: presentation of results, visits to the testing ground, innovation exhibitions, panel discussions Prepare an annual report in English and Ukrainian: finances, achievements, plans Engage partners in reflection, planning, and networking Establish a tradition of public transparency and trust Record partners' commitments for the following year.	colonel Krasiuk O.P.	NLT 1.11.2026	colonel Kachur R.V.	Aim: to make interaction with partners transparent, systematic, and inspiring.