Reflection on developing university quality culture

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Something about me

- Quality Culture Project
- EUA Institutional Evaluation Programme
- ENQA
- National Reviewer in 4 countries
- Towards a QAA in Lebanon
- European QA Forum
- EU SHARE – QA in SE Asia
Developing university quality culture - overview

- Quality Culture is not quality assurance
- Involvement of stakeholders
- Information
- Improving teaching and learning
- Standards and guidelines
Quality Culture is not quality assurance

- Quality assurance supports the development of a quality culture (ESG 2015)
- It is crucial to distinguish quality culture from quality assurance processes, which are part of the structural element. (EUA 2010)
- Culture Quality is defined as an organisational culture characterised by a cultural/psychological element on the one hand, and a structural/managerial element on the other. (EUA 2006)
- Quality Culture is the development of, and compliance with, processes of internal quality assurance” (Harvey, 2009)
Involvement of stakeholders

• Stakeholders include teachers, managers, support staff, students, alumni, employers, professional bodies, experts

• Involvement takes many forms including Steering Groups, Advisory Boards, Representation in decision making forums, providing feedback, advising on policy

• Stakeholder involvement connects the key constituencies of the university and ground the university in reality
Information

• Better evidence based information for decision making
• Better information for students = better choice
• Systematically described to enable comparison
• Collected for a purpose
• Focused on outcomes
• Linked to strategy and mission
• Is an aid to decision making
Improving teaching and learning

- Focus on output not input
- Learning outcomes are the building blocks of higher education reform
- Constructive Alignment – LOLA
- Student workload
- Accessible to students
- Measured by student achievement and stakeholder satisfaction
- Stakeholder involvement in design and monitoring
- Curriculum must be responsive to change
Standards and guidelines

• QA is a process not an event
• External guidelines may be in conflict with each other
• Financial constraints
• External reviewers focus on improvement not merely compliance
• Don’t leave QA to the QA experts
• Building a quality culture demands a concerted collective effort, renewed on a daily basis
Thank you and see you in June

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