



Andy Gibbs
February 2019

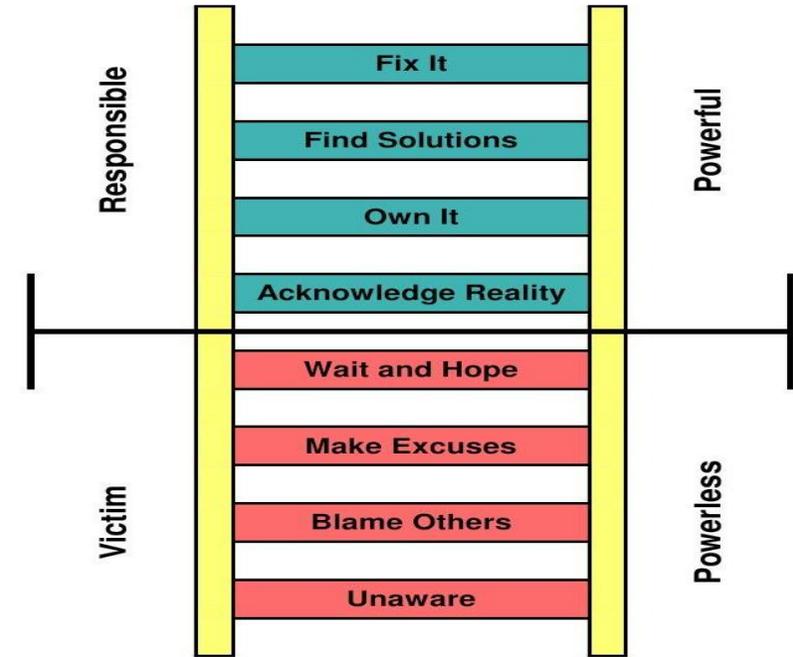
Promoting Accountability - Enhancing Quality

Changing HE landscape

- Be more local/regional/global/internationalised
- Increase participation/widen access/charge fees
- National budgets and funding
- Purpose of Higher Education
- Public and Private participation
- Massification
- Encourage student mobility/more international students
- Marketisation
- Demand for efficiency
- Rankings and ratings
- Non traditional students
- Competition
- Quality as strategy
- Improve academic ability/meet labour market needs



the quality or state of being **accountable** especially : an obligation or willingness to accept responsibility or to account for one's actions



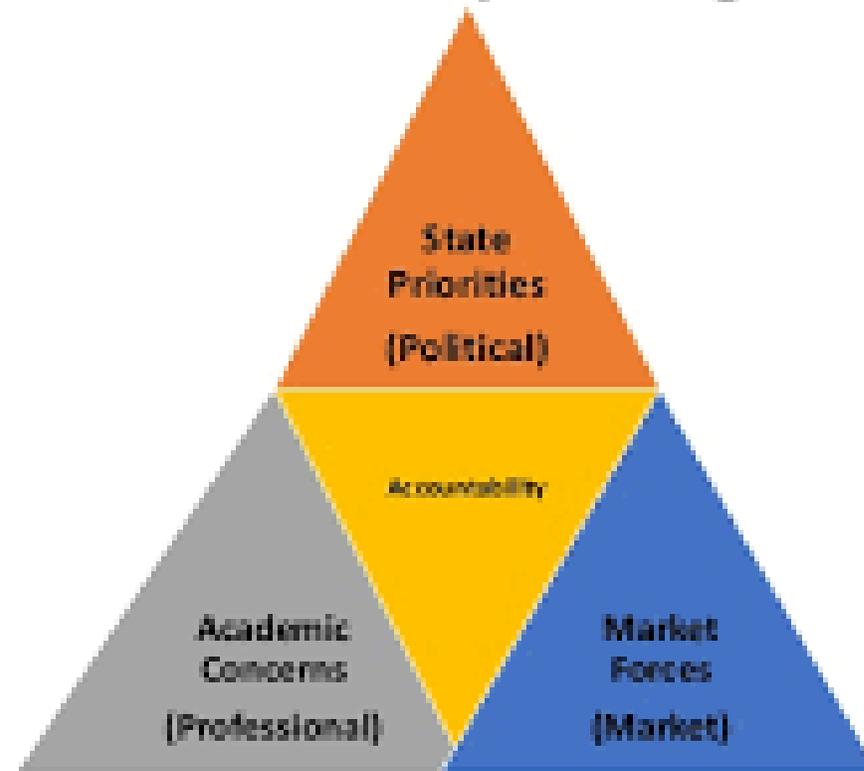
Accountability

Accountability in Higher Education

- Accountability is closely related to evaluation of efficiency, effectiveness, and performance
- Requires proving that higher education has achieved planned results and performance in an effective manner
- Emphasising results and outcomes are the basic characteristics of accountability
- Evaluating higher education is a major approach for implementing accountability

The Accountability Triangle

The Accountability Triangle



Adapted from Burke, Joseph C. 2004. Many Faces of Accountability in Achieving Accountability in Higher Education.

Quality in Higher Education

- Fitness for purpose
- Compliance
- Customer satisfaction
- Excellence
- Value for money
- Transformation
- Enhancement
- Control
- All of the above?

European Standards and Guidelines

- Part 1: Standards and guidelines for internal quality assurance
- Part 2: Standards and guidelines for external quality assurance
- Part 3: Standards and guidelines for quality assurance agencies

1.1 Policy for quality assurance

1.2 Design and approval of programmes

1.3 Student-centred learning, teaching and assessment

1.4 Student admission, progression, recognition and certification

1.5 Teaching staff

1.6 Learning resources and student support

1.7 Information management

1.8 Public Information

1.9 On-going monitoring and periodic review of programmes

1.10 Cyclical external quality assurance

Part 1: Standards and guidelines for internal quality assurance

Accountability in Higher Education

- What is the institution trying to do?
- How is the institution trying to do it?
- How does the institution know it works?
- How does the institution change in order to improve?

The Purposes of Quality Assurance

I deliberately alter my standard of customer service according to how polite the customer is.



your  cards
someecards.com



A banner for "Grow Great" with a yellow background on the left and a black background on the right. The text is as follows:

Small Business Daily Brief

Grow Great

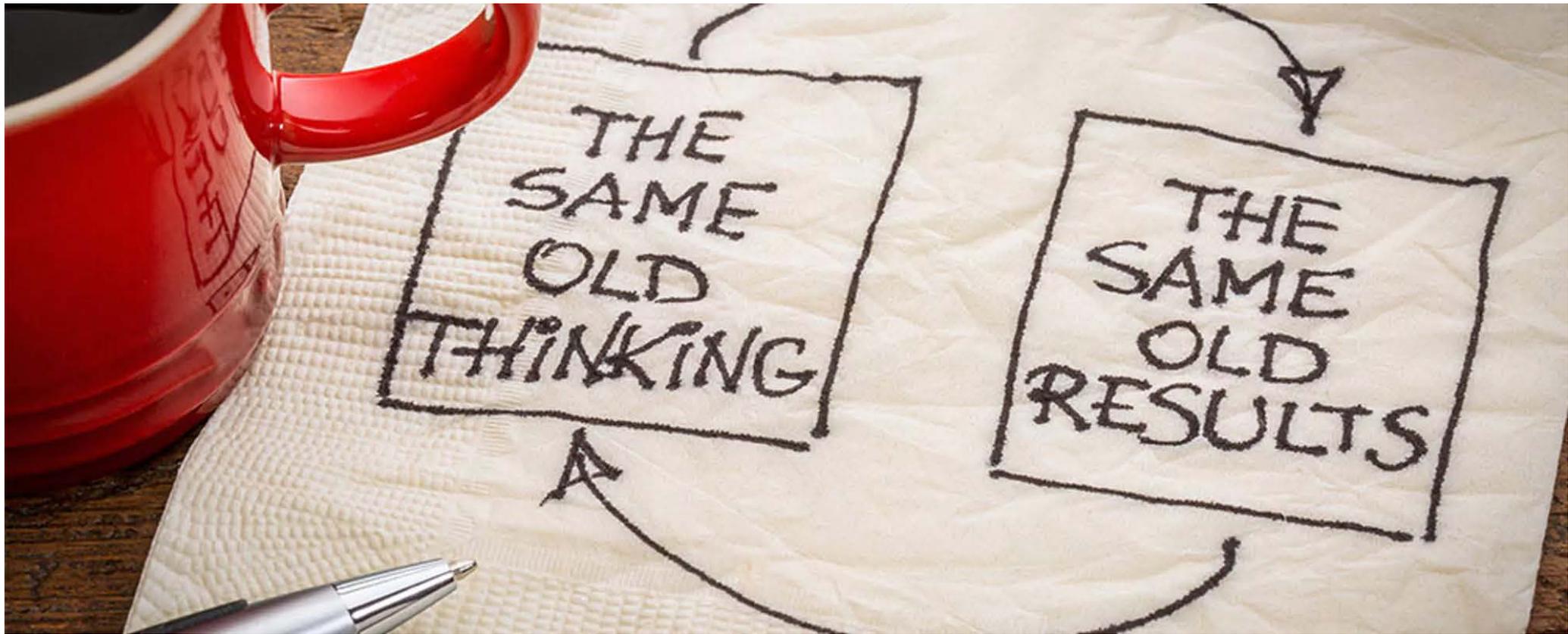
with Randy Cantrell

#46

Key Ingredient For Improvement & Growth Is A Culture Of Accountability

GrowGreat.com

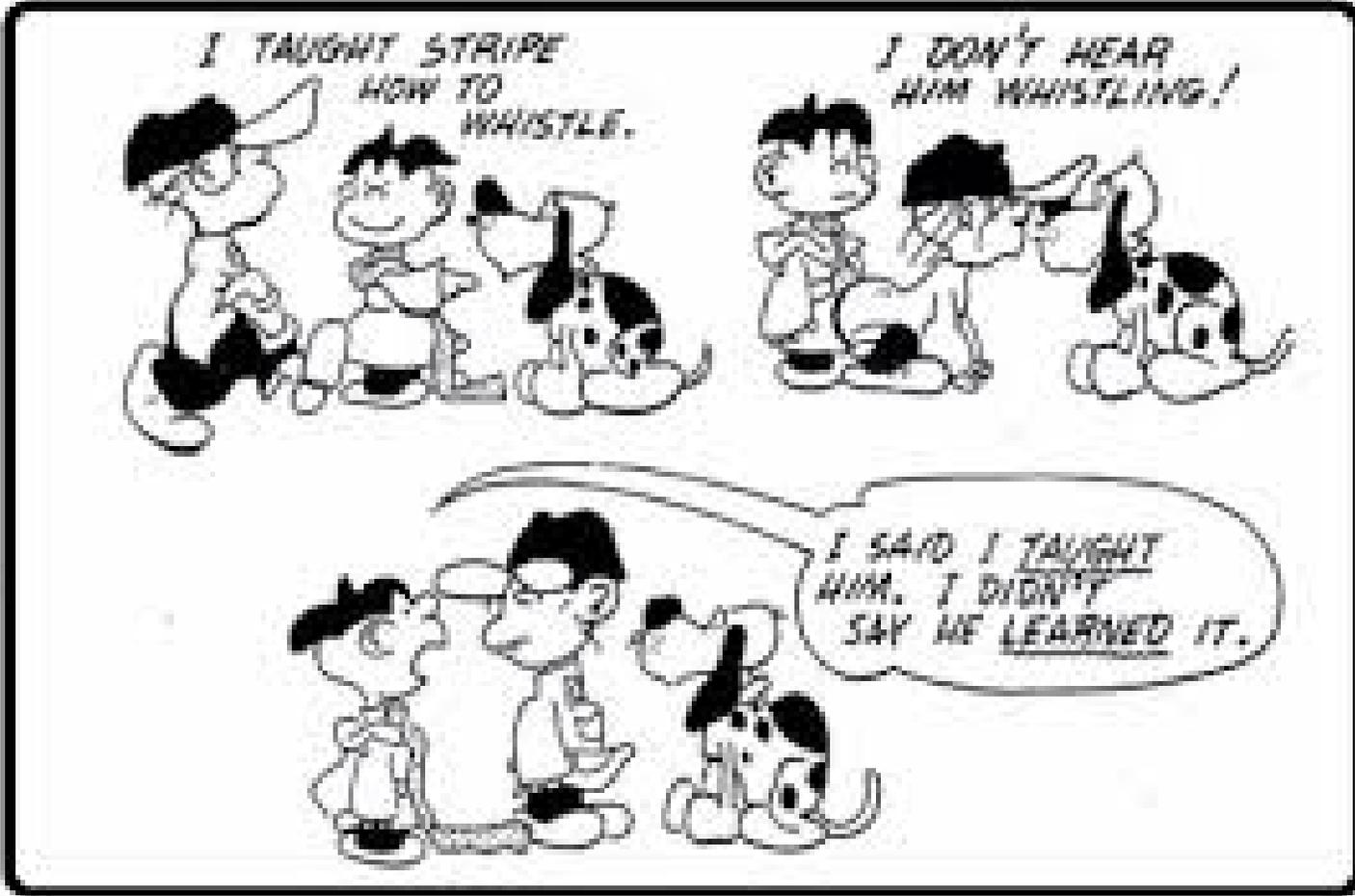
Accountability Vs Improvement



Focus on Enhancement



Focus on outcomes



Evidence Based

Daddy,
do you like
my picture?



Honey,
if you'd like me
to be objective,
I'll have to create
a rubric.



freshspectrum.com

Promoting Accountability - Enhancing Quality



Harmonisation not standardisation



Putting the institution in control



Institution responsible for defining quality and priorities



Institution devises its own Internal Quality Assurance



Supports individual and institutional development



Encourages individual responsibility for quality



Is continuous and enhancing

Any
questions?

- Thank you for listening