

EUA Quality Culture Project

Andrée Sursock
Deputy Secretary General, EUA

EQF, Munich, 24 November 2006

Quality Culture Project: Aims

Increase awareness of the need to develop an internal quality culture in universities in order to:

- Improve quality levels, without stifling diversity and innovation
- Strengthen institutional autonomy
- Promote non-intrusive external QA procedures, i.e., institutional audit

The Project title: A signpost of a philosophy and a method

A carefully chosen title:

Quality culture vs. Quality control or Quality management

To indicate:

- The importance of a change in attitude and behaviour within the institutions
- The importance of a grass-root development of quality rather than a top-down approach

Method: key features

- Six small networks
- Institutional self-evaluation based on SWOTs
- Interactive and geared at participants concerns
- Attentive to cultural aspects and change engineering process
- Engaging the whole institution at key phases of the project
- Resulted in action plans tailored to specific institutions: no single recipe approach
- Identified roles/responsibilities, processes, and structures

Impact

The project had an impact on:

- On **participating institutions** through their individual action plan
- On the **European QA Community**: An increased recognition that quality culture is key to improving quality levels
- On **Berlin and Bergen Communiqués**: Ministers recognised that “ the primary responsibility for QA in HE lies with each institution itself”

Three papers

- From three coordinators in Rounds I, II and III
- Gabriela Atanasiu, Vice dean, Faculty of civil engineering, T.U. Iasi, Romania: The link between QC and the Bologna reform process
- Öktem Vardar, Provost, Işık University, Istanbul, Turkey: Looking at institutional factors that ensure sustainability of QC
- Oliver Vettori (with Manfred Lueger and Monika Knassmüller), Vienna University of Economics and business administration: looking at 4 types of tension, or zones of ambiguity within QC:
 - ✓ Management-driven vs. the engagement of the community
 - ✓ Control vs. Improvement
 - ✓ Standardisation vs. Innovation
 - ✓ External vs. Internal relevance