



A crash course in promoting quality culture

Anna Gover and Tia Loukkola
EQAF 2015

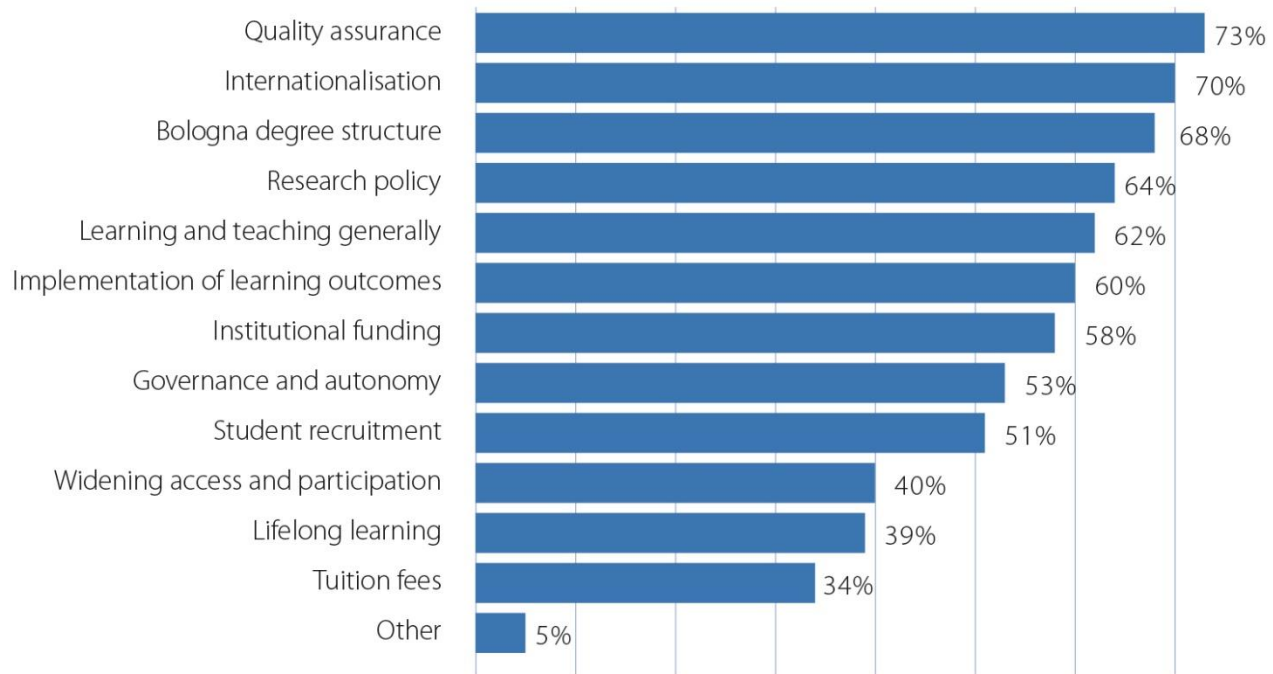
Background: EUA's QA activities

- Institutional Evaluation Programme (IEP) since 1994
- Projects with member universities e.g.:
 - ✓ Quality Culture, 2002-2006
 - ✓ Creativity project, 2006-2007
 - ✓ Quality Assurance for the Higher Education Change Agenda (QAHECA), 2008-2009
 - ✓ Examining Quality Culture in HEIs (EQC), 2009-2012
 - ✓ Promoting Quality Culture in HEIs (PQC), 2012-2013
 - ✓ **Empowering Universities to fulfill their responsibility for QA (EUREQA), 2012-2015**
- European Quality Assurance Forum since 2006

QA one of the key reforms in the past decade

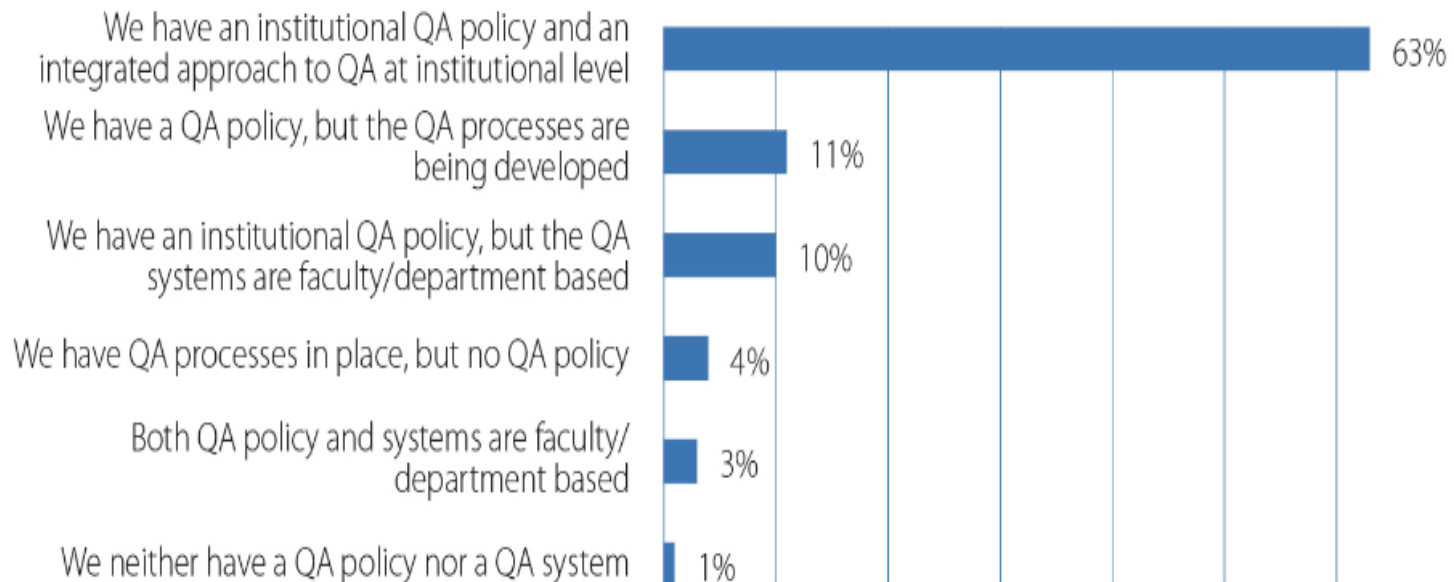
Figure 1: Trends 2015 Q9 – Since 2010, how important have national reform initiatives on the following issues been for your institution? Answer option: “High importance” (Trends 2015 data)

National reforms with high importance for institutions

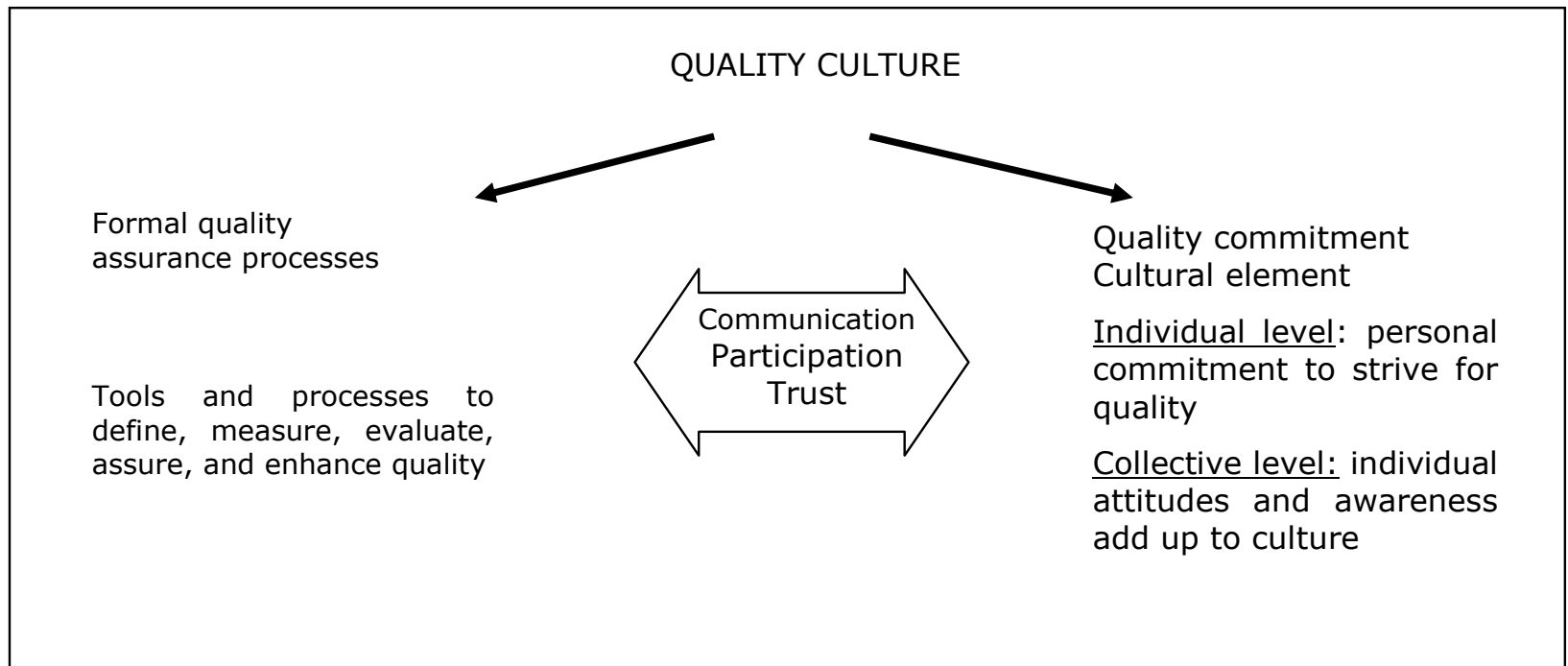


Internal QA systems in place

Institutional quality assurance policy and system



Quality assurance or quality culture?



Focus on 3 key areas/steps

- Policy and context
- Structures and responsibilities
- Tools and processes

Laying the foundation - policy and context

- The context influences what kind of IQA policy and system makes sense for the institution
- ESG provides common framework for all countries and institutions in EUREQA

From foundation to framework - structures and responsibilities

- Different approaches
 - ✓ Centralised vs. decentralised
 - ✓ Specialised QA staff vs. additional task for academic staff
- Common challenges
 - ✓ Promoting ownership and getting the whole institution on board
 - ✓ Ensuring relevance for institutional community
- Going back to the drawing-board?

From framework to action - tools and processes

- Common set of tools used for monitoring and improving the quality of teaching and learning
- The biggest common challenge is closing the feedback loop
- Use a mix of several instruments to ensure good intelligence
- Carefully consider what information is required

Concluding remarks

- Adapting to the context
- Balancing formal and structural approaches with informal and cultural elements
- Investing in follow-up actions



With thanks to our partners in the EUREQA project and contributions today from:

- Sirpa Suntioinen, University of Eastern Finland
- Arjola Dergjini, Shkodra University “Luigj Gurakuqi”, Albania
- Janneke Ravenhorst, Royal Conservatoire, University of the Arts, the Hague, the Netherlands
- Lindita Tahiri, University of Prishtina, Kosovo

“EUREQA Moments! Top tips for internal quality assurance” available online at www.eua.be/publications