

EURASHE Quality Assurance Community of Practice

12 September 2019, Hotelschool The Hague, the Netherlands

Objectives and background

The **EURASHE Community of Practice** (hereafter- QA CoP) was launched in 2018 as a platform for quality management practitioners and leaders from (professional) higher education institutions with an objective to provide opportunity for mutual learning, exchange of views and experience regarding the driving principles, various approaches to quality assurance and building quality culture, as well as very concrete tools and instruments related to quality of various aspects of professional higher education.

The concept emphasises the exchange of experience, views and mutual learning which benefit from small groups' discussions of concrete cases, experience and concerns of hosting institutions. Still, the selected theme is introduced in a wider context at the beginning of the event and lessons learnt are summarised in a final wrap-up session.

The long-term objective is to enhance a collective knowledge base with European-wide applicability that, when put in practice at institutional level, improves individual institutions' performance and can have a positive impact on improving their approach and achievements within addressed issues. EURASHE would like to support the grassroots practitioners (teachers and other staff), as well as institutional leadership, to develop quality culture at the institutions and transform quality assurance.

Themes and agenda of QA CoP

The September 2019 QA CoP¹ will focus on development of high-quality culture, role of leaders and people engagement. The expected outcome are insights into institutional practices, as well as comments on the hosting institutions' experience and plans. The event will benefit from concrete input from the hosting institution, the Hotelschool The Hague who have agreed to share their experience and concerns about further development.

These issues should be discussed from various points of view - not focused merely on measures/indicators showing the performance and quality achievements ("what do you know?", "how do you know...?"), but much widely from the perspective of key principles, values, plans, effective approaches, improvements, the criteria for assuring quality ("what do you expect?") and the effective leadership support for adoption of the school vision, mission, quality culture and people's engagement.

These specific themes will be discussed by participants in small groups based on the input from the Hotelschool The Hague, using the guiding questions and assignments developed accordingly to the school's cases.

EURASHE would like to express our gratitude and high appreciation to the Hotelschool The Hague representatives who are kindly hosting the event and sharing their experience. For more about the institution see <https://hotelschool.nl/en>.

¹ The first QA CoP in November 2018 hosted by UAS Burgenland in Eisenstadt, Austria addressed issues of quality assurance of work-based learning elements of studies and engagement of key stakeholders (students; representatives of a region and the world of work).

Programme

Wednesday, 11 September 2019

Skotel The Hague, Zwolsestraat 189, 2587 TZ Den Haag

19:00-22:00 Evening networking reception

Welcome word by Arend Hardoff, Dean and member of the Board of Directors, Hotelschool The Hague (HTH)

Thursday, 12 September 2019

Hotelschool The Hague, Brusselselaan 2, den Haag, the Netherlands

8:30 – 9:00 Coffee and Reception

9:00 – 9:30 Welcome and General overview

- Key issues for professional higher education and their reflection in EURASHE strategy, Michal Karpíšek, EURASHE Secretary General
- Introduction of Hotelschool The Hague (HTH), Arend Hardoff, Dean and member of the Board of Directors

9:30 – 10:25 Context setting

- How do we engage everybody to be a quality leader? A matter of storytelling!, Joep C. de Jong, Apple, BT, Hotelschool, NVAO, Syntegra
- Reflections on QA, Quality Culture, new leadership & HRM to feed in workshops, Lucien Bollaert, EURASHE Quality assurance expert

10:25 – 10:45 Coffee break

10:45-10:50 Introduction to workshops, themes, Dr. David Brannon and Nataly Alarcon, HTH

10:50 – 12:30 Workshop #1 – People and Culture (Leadership, Educators, Staff, Students)

- Review Hot Topics/Themes and Challenges - HTH Case Study (People and Culture)
- Discussion in small groups: identify problems and brainstorm solutions
 - The role of leadership in achieving a quality culture
 - How to steer high quality performance of individuals and teams
 - What are the characteristics of a quality educator
 - How to foster accountability and trust
 - How to use internal communications to build a quality culture.

12:30 – 13:30 Lunch

13:30 – 15:00 Workshop #2 – Processes and Tools needed for Quality Culture

- Brief reflections from the morning workshop
- HTH Case Study continued (Processes and Tools)
- Discussion in small groups: identify problems and brainstorm solutions
 - How can tools and processes support the issues addressed in the morning session
 - Setting a systemic approach and feedback/monitoring

15:00 – 15:15 Coffee break

15:15 – 16:15 Wrap up and conclusions

- Feedback from the discussion groups
- Wrap up and lessons learned, Lucien Bollaert, EURASHE Quality assurance expert

16:15 – 16:30 Event feedback and future steps

Target group:

- Ca 30 QA Quality Management, HR professional or leader of a higher education institution.

Fees & registrations:

- EURASHE members: **free of charge** including the reception hosted by Hotelschool The Hague
- Non-members: 80 EUROS
- Participants are responsible for their own transport and accommodation.
- Registration at <https://www.eurashe.eu/eurashe-quality-assurance-community-of-practice/>.
- For further details, please, contact EURASHE Secretariat at eurashe@eurashe.eu

Programme Committee:

- Nataly Alarcon-Cepeda, Hotelschool The Hague, quality management
- Lucien Bollaert, international expert on quality in higher education
- Marieke Janssen, University College Gent, Life-long learning, third mission activities and funding
- Ann Verreth, NVAO vice-chair/KU Leuven
- Michal Karpíšek, EURASHE Secretary General

Practical issues:

Accommodation

Participants are responsible for their own accommodation. The hosting school offers a limited number of rooms in their school hotel [Skotel the Hague](#) at the price of 74-95 EURO/night.

Reception:

The pre-event networking reception will be organised at [Skotel The Hague](#), Zwolsestraat 189 2587 TZ The Hague on Wednesday, 11 September 2019 at 19.00-22.00.

Transport:

Participants are responsible for their own transport and accommodation. To reach the venue from The Hague Central Station take tram 9 direction Scheveningen Noord and stop in Nieuwe Duinweg station.