

First Lecture

Quality in Education

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QUALITY ASSURANCE CENTER

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27/01/2018

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Definitions of Quality 1/2

- ▶ “The totality of features and characteristics of a product or service that bears on its ability to satisfy given needs” **ANSI/ASQ**
- ▶ “The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs” **BS4778**
- ▶ “Fitness for purpose and safe in use” **BS5750**

Definitions of Quality 2/2

- ▶ “A measure of excellence or a state of being free from defects, deficiencies and significant variations”
Business Dictionary
- ▶ “Degree to which a set of inherent characteristics fulfils requirements” **ISO 9000:2015**
- ▶ “Conformance to requirements” **Philip B. Crosby**
- ▶ “Fitness for use” **Joseph M. Juran**

Quality Control/Quality Assurance

- ▶ QC: “Part of quality management focused on fulfilling quality requirements” **ISO 9000:2015**
- ▶ QA: “part of quality management focused on providing confidence that quality requirements will be fulfilled” **ISO 9000:2015**
- ▶ Quality control relates to the inspection aspect of quality management
- ▶ Quality assurance relates to how a process is performed or how a product is made

Total Quality Management 1/2

- ▶ “A strategy for continuously improving performance at every level, and in all areas of responsibility” **US Dep. Of Defence**
- ▶ “A management philosophy and company practices that aim to harness the human and material resources of an organization in the most effective way to achieve the objectives of the organization” **BS 7850-1:1992**

Total Quality Management 2/2

- ▶ “A management approach of an organisation centred on quality, based on the participation of all its members and aiming at long term success through customer satisfaction and benefits to all members of the organisation and society” **ISO 8402:1994**

Quality in Education 1/24

Aeroplane Analogy

- ▶ When we talk about quality we use a lot of different terms such standards, quality enhancement and student engagement
- ▶ We can introduce the thinking behind some of these terms by using the analogy of a plane

Quality in Education 2/24

Aeroplane Analogy



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Aeroplane Analogy

- ▶ The plane is like the community which an institution or national group of institutions serve
- ▶ Just like a plane, communities are moving forward, they are going somewhere
- ▶ What drives a plane forward? Its engines - pieces of machinery that keep the plane in the air and heading towards its destination

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Aeroplane Analogy



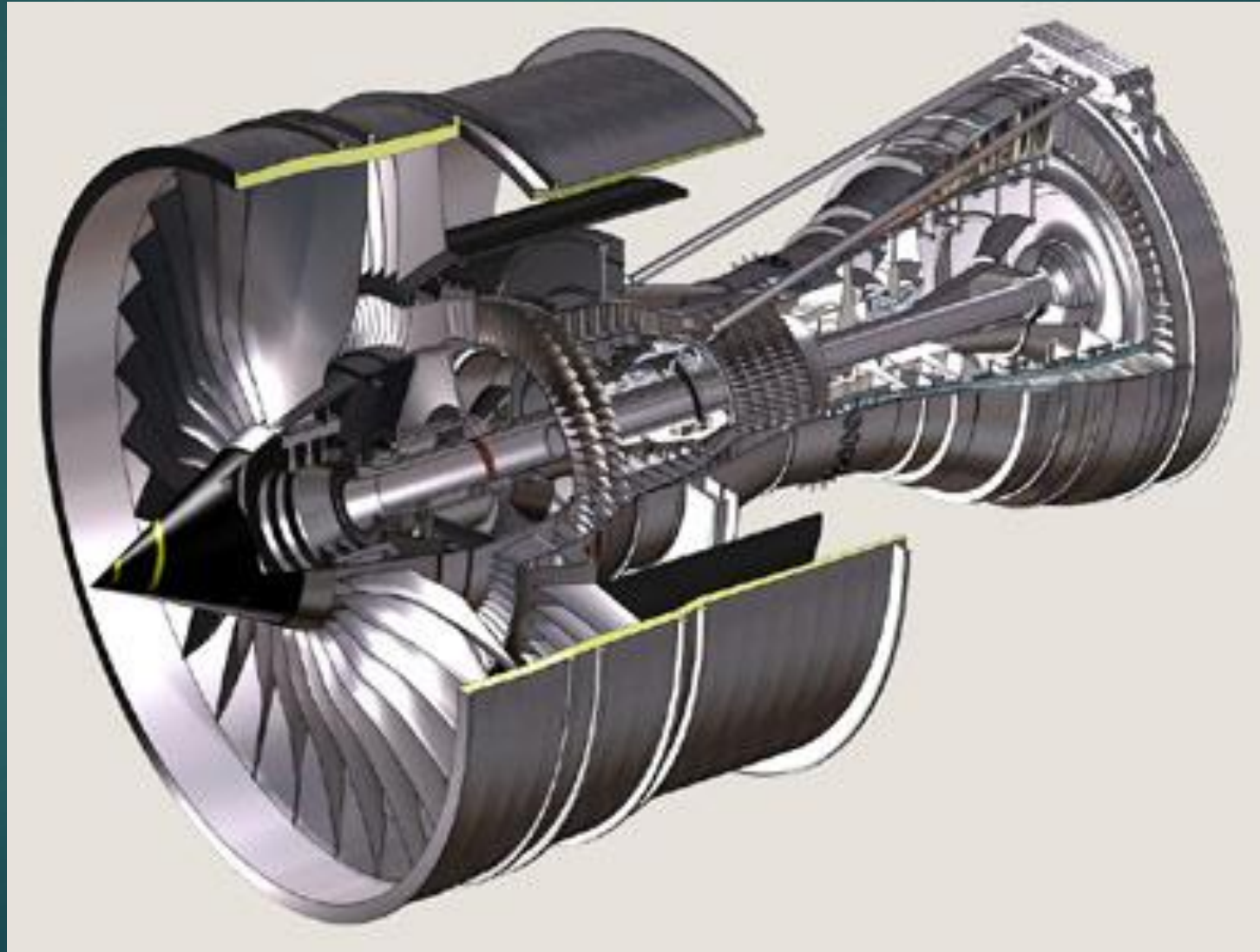
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Aeroplane Analogy

- ▶ But what drives communities forward? Education - education informs, empowers and allows the people that make up a community to achieve their goals
- ▶ The community uses institutions like colleges, universities, and institutes to educate itself and drive itself forwards
- ▶ Taking a closer look at this engine there are many parts to it; it's got combustion chambers, fans and pressure turbines

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Aeroplane Analogy



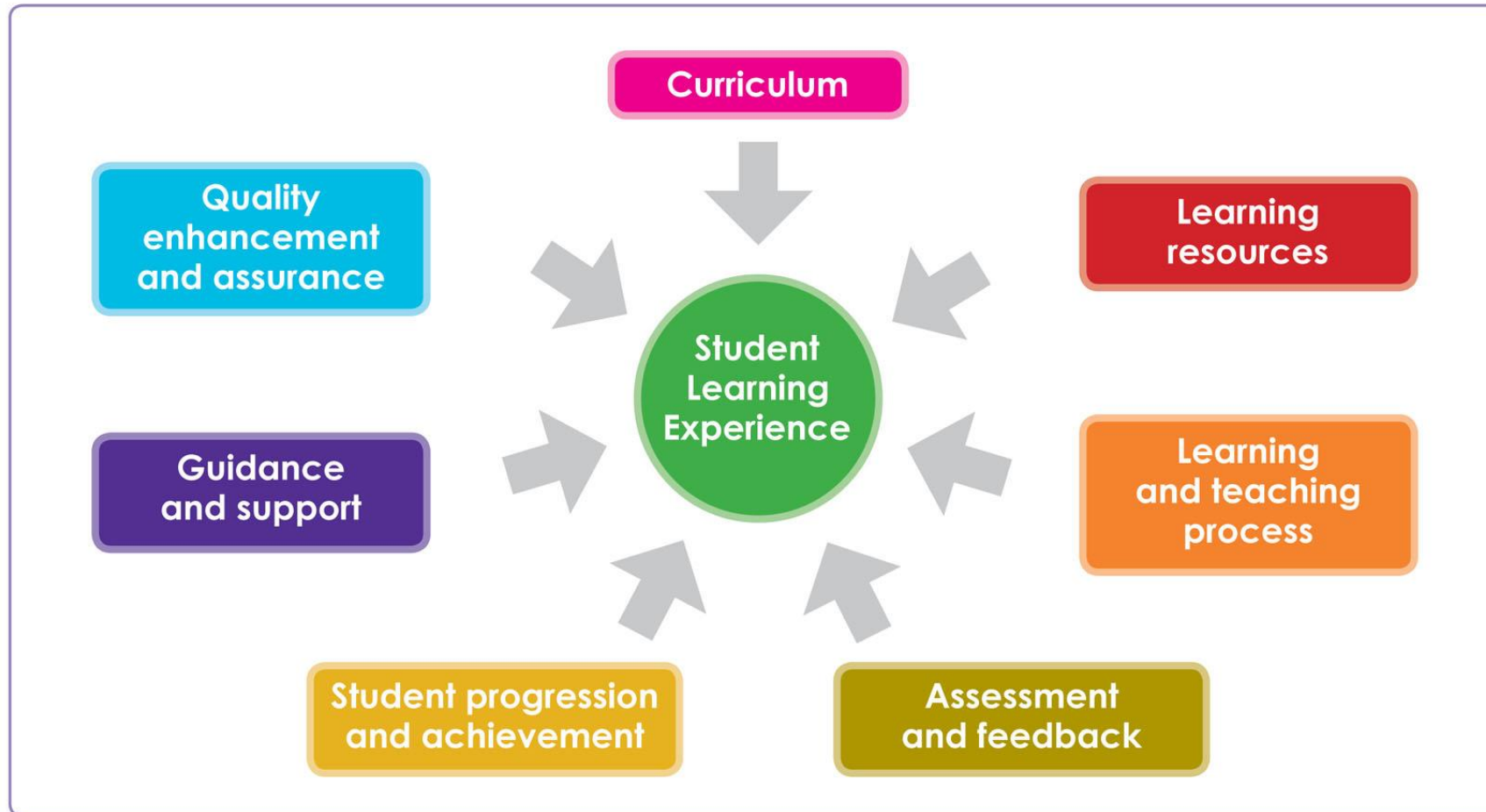
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Aeroplane Analogy

- ▶ It's the same with education, but its parts include things like the elements of the Student Learning Experience:
 - ▶ The curriculum
 - ▶ Learning resources
 - ▶ The learning and teaching process
 - ▶ Assessments and the feedback from those assessments
 - ▶ Guidance and support
 - ▶ Student progression and achievement
 - ▶ Quality enhancement and assurance

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Aeroplane Analogy



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Aeroplane Analogy

- ▶ **Engines as complex as these have to be built to a certain standard**
- ▶ **When we talk about standards we mean the level of learning that you need to achieve to gain the qualification that you are studying for**

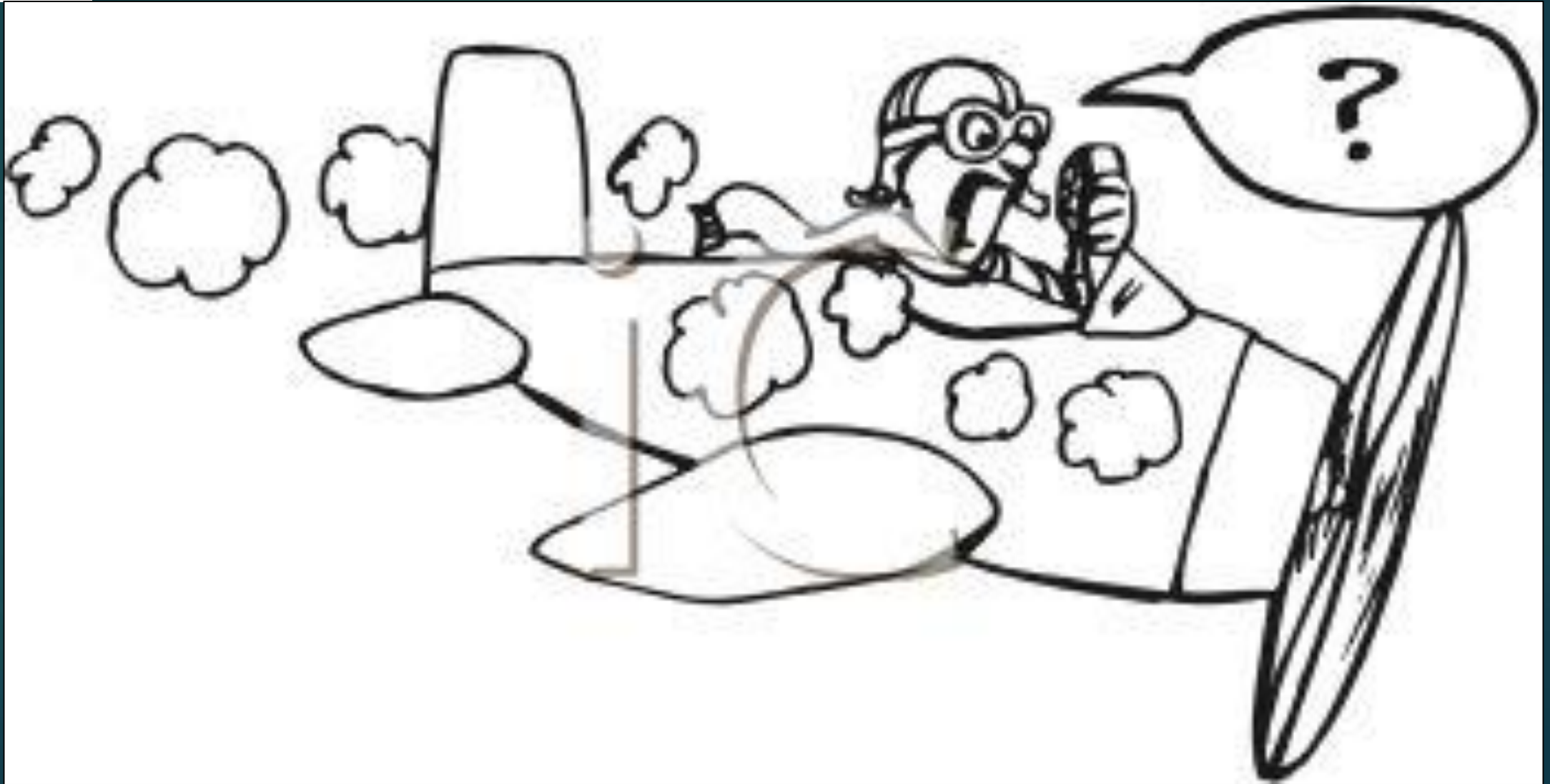
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Aeroplane Analogy

- ▶ To make sure the engines meet these standards the engineers do safety checks, and go through checklists and procedures to make sure all the parts are working properly
- ▶ This is how they make sure that the plane doesn't fall out of the sky, and that it reaches its destination

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Aeroplane Analogy



Quality in Education 12/24

Aeroplane Analogy

- ▶ This is what we call Quality Assurance
- ▶ Institutions continually ask themselves: how can we make sure that our students' learning experience meet the standards we have set out?

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Aeroplane Analogy

- ▶ They check each of part of the student learning experience to check that it's working properly
- ▶ In other words, making sure your qualification is going to get you to where you want to go

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Aeroplane Analogy

- ▶ But engineers don't just make sure their engines are working properly, they also keep trying to make their engines better
- ▶ They look at their engines and think about how they could make them in a different way to be faster, safer and more efficient

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Aeroplane Analogy

- ▶ Institutions ask themselves the same questions
- ▶ This is what we call Quality Enhancement
- ▶ Quality Enhancement is about how your learning experience is being continually improved to make sure you have the best possible experience whilst studying

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Aeroplane Analogy

- ▶ With aeroplanes, it's very easy to know when this process works
- ▶ If your engine doesn't work properly, it falls out of the sky, and when you design a new engine, you can do tests to see that it's faster than the previous one
- ▶ But how can we check whether the learning experience is working properly, and it is as good as it could be?

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Aeroplane Analogy

- ▶ One of the key groups of people who understand what that experience is like is students
- ▶ They are the ones who are attending classes, doing the reading and taking part in the assessments day in day out
- ▶ That is why Student Engagement is so important

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Aeroplane Analogy

- ▶ **Students know whether their education is working properly, so we have to make sure they're involved in these processes of Quality Assurance and Quality Enhancement**
- ▶ **Student Engagement is how students, either individually or collectively, are involved in improving their learning experience**

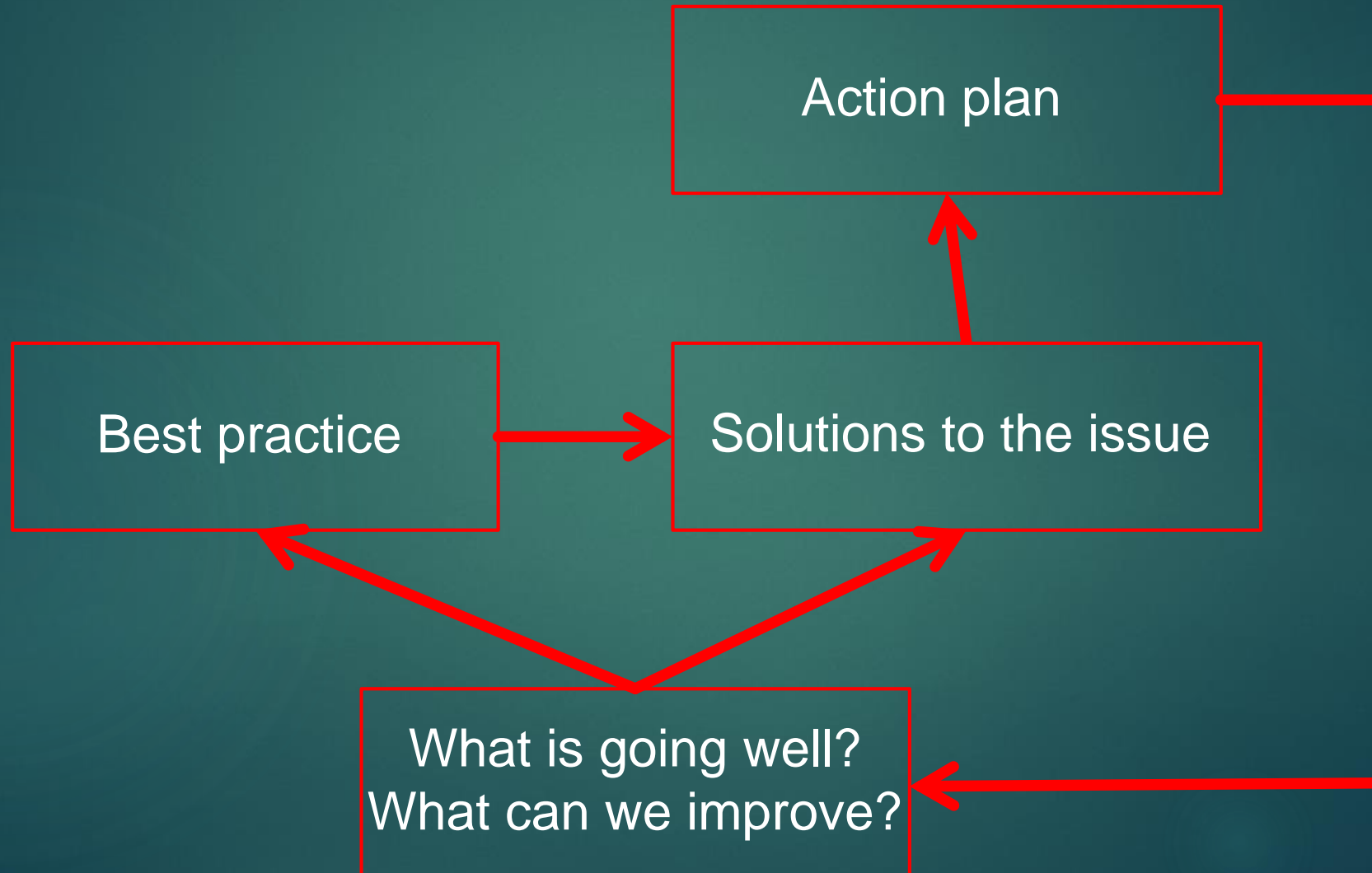
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Underpinning principles of QE & A

- ▶ High quality learning
- ▶ Student engagement
- ▶ Quality culture

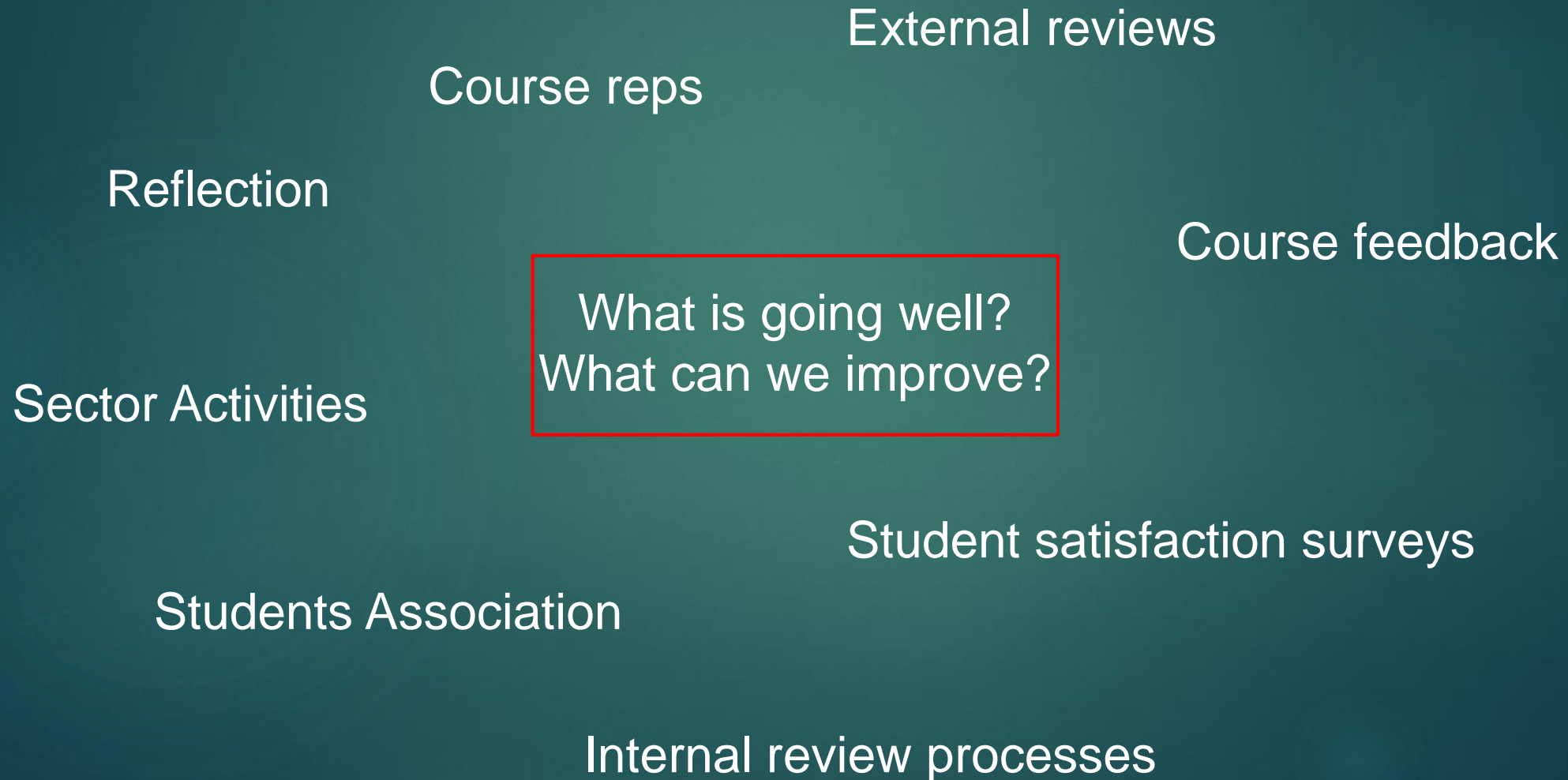
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Underpinning principles of QE & A



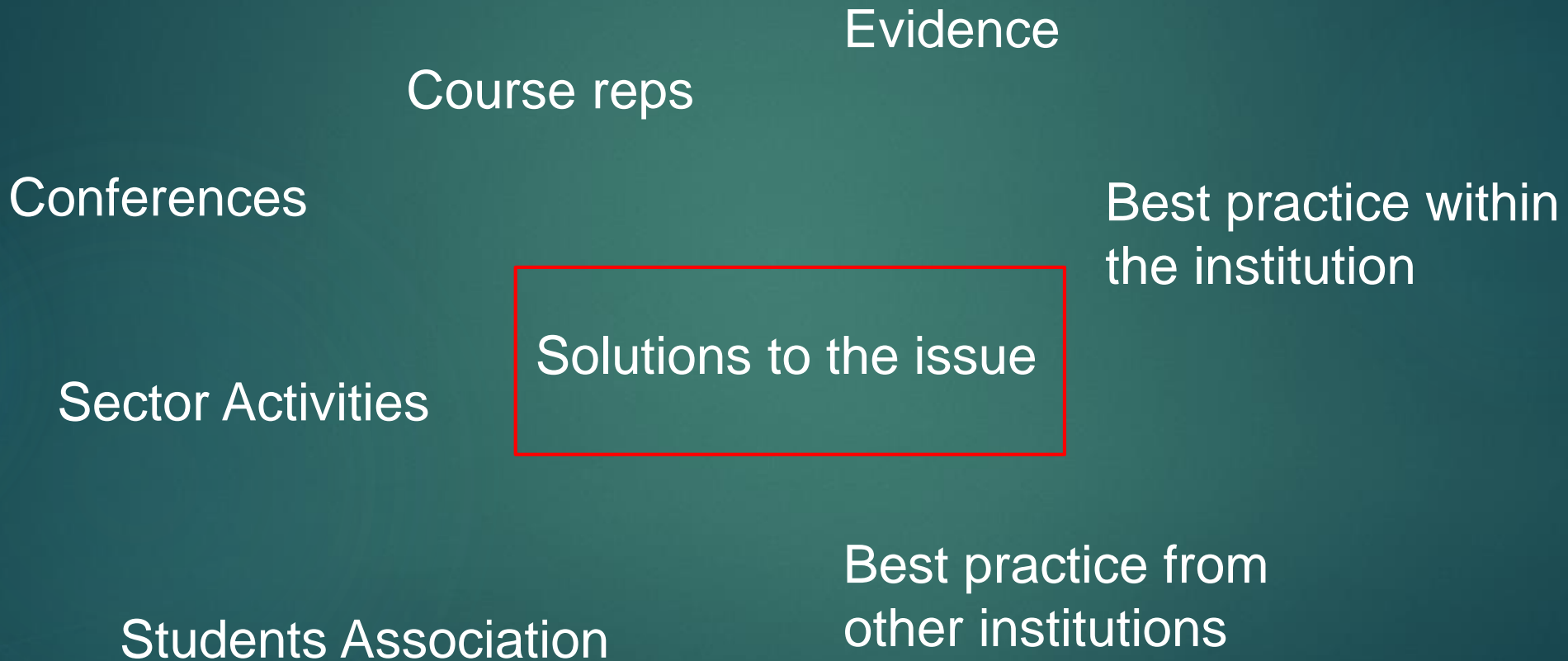
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Underpinning principles of QE & A



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Underpinning principles of QE & A



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Key elements of student engagement

- ▶ Students feeling part of a supportive institution
- ▶ Students engaging in their own learning
- ▶ Students working with their institution in shaping the direction of learning
- ▶ Formal mechanisms for quality and governance
- ▶ Influencing the student experience at national level

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Features of effective engagement

- ▶ **A culture of engagement**
- ▶ **Students as partners**
- ▶ **Responding to diversity**
- ▶ **Valuing the student contribution**
- ▶ **Focus on enhancement and change**
- ▶ **Appropriate resources and support**

End of lecture

Any questions?