

Quality Management in Higher Education EFQM as a Tool for Self-Assessment

4th February 2010, 10:00 – 12:30

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Frame

This pre-seminar to the DRC Annual Conference in Novi Sad (4th-6th February 2010) will be organised by the Centre for Continuing Education and Educational Management at Danube University Krems in cooperation with the DRC Higher Education Management Group.

The seminar will put the need for quality management in the context of recent trends in higher education policy, explain the EFQM excellence model and introduce selected quality management tools from two European projects, namely the UNI-QM and the Trans-SAETO project.

Participants

Academic managers, faculty members and administrative staff at higher education institutions, who want to learn about quality management and EFQM as a tool for organisational self assessment in higher education.

Learning Outcomes

- Participants will be able to put the need for comprehensive quality management in the context of larger developments in higher education policy
- Participants will understand the basic concepts of the EFQM model for organisational excellence as a framework for the self-assessment and the continuous improvement of higher education institutions
- Participants will learn about the different tools, which are based on the EFQM approach and adapted for educational organisations

Content

Universities all over Europe are confronted with a paradigm shift in higher education policy from a system of traditional state control towards a system of more institutional autonomy, combined with an increased demand for accountability. While in the past universities had been merely asked for compliance to state regulations, they are now increasingly held responsible for developing their own strategic goals, for negotiating them with their stakeholders and for achieving them through self management.

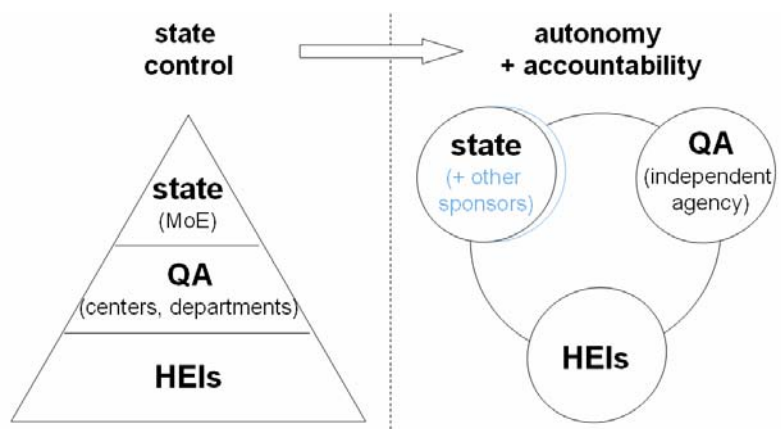


Figure 1: paradigm shift in higher education policy

As a result of this paradigm shift, universities are increasingly held responsible for their own organisational development, the positioning in their environment and the quality of their products. To meet these challenges, different approaches for Total Quality Management (TQM), especially the excellence model proposed by European Foundation for Quality Management (EFQM), help higher education institutions to create comprehensive self-descriptions and self-assessments, which are prerequisites for establishing a quality circle or a continuous improvement process.

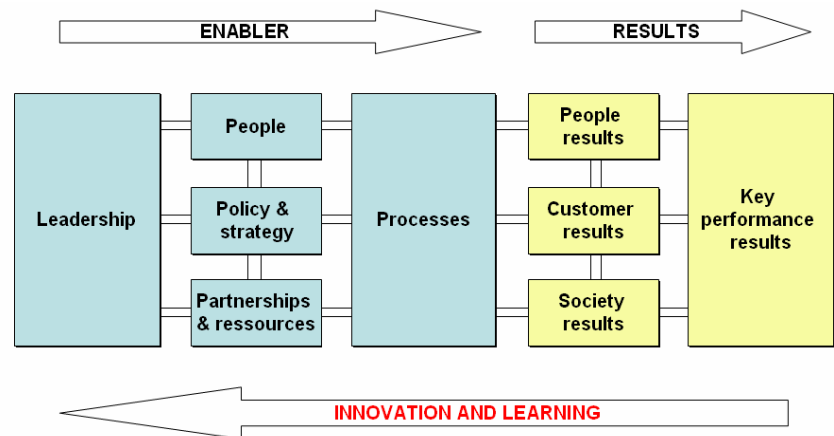


Figure 2: EFQM model for organisational excellence

EFQM is the TQM approach, which is used as the conceptual basis in the following two projects:

UNI-QM

The project UNI-QM (European University Quality Management Tools for Lifelong Learning) developed a common model that includes a range of standard management processes and assessment indicators of lifelong learning institutions. The project also developed a set of support tools to implement this new model.

<http://www.cfp.upv.es/webs/uniqm/inicio/index.jsp>

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Trans-SAETO

Trans-SAETO (Self Assessment for Educational and Training Organisations) is a project that pilots and implements a previously developed software solution for quality management in education and training in at least 30 different schools and universities with a focus on the German speaking parts of Europe.

<http://www.trans-saeto.com/>
<https://moodle.donau-uni.ac.at/moodle-saeto/>

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**Project in a nutshell:**

The UNI-QM project aims at creating a model and tools for quality management in lifelong learning organisations and continuing education. The model and tools will be based on the EFQM model, but applied in the field of Lifelong Learning thus respecting its characteristics and needs.

The project is co-funded by the Lifelong Learning Program of EU DG Education and Culture.

Background:

University education is facing significant changes: universities' traditional and exclusive role as fountains of high level education and research is expanding into a wider role definition. The universities should be able to show the value and impact they bring to the society as a whole: they should for instance have rich cooperation with the working life, foster innovations, act as tools of technology transfer, promote third mission. In short, the universities are facing demands of accountability. This demand brings a great pressure on the management of universities and their development, something that universities perhaps have not paid much attention to.

In this project the fundamental principle is understanding quality management as a tool to make things better and have a continuous development in the processes and results of universities. In the market there are systematic tools for quality management, but their application to the educational sector has been controversial as they have been said to be too business oriented and thus not respecting the fundamental elements of university research and education. Thus, the universities have lacked systematic tools to analyse their processes and outcomes and this project wants to fulfil that need by applying the EFQM model into lifelong learning organisations, universities.

Activities:

The content related project activities have been divided in four workpackages. These workpackages reflect the philosophy behind the project and will finally form the project outcomes. The workpackages overlap and are interlinked with each other even though they have been divided into separate outcomes. The workpackages and their main contents are:

- *Lifelong Learning Quality Management Model*
- *Tools for Quality Management*
- *Definition of Standard Processes and Indicators*
- *Web Tools for Quality Management in Lifelong Learning*

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About Trans-SAETO

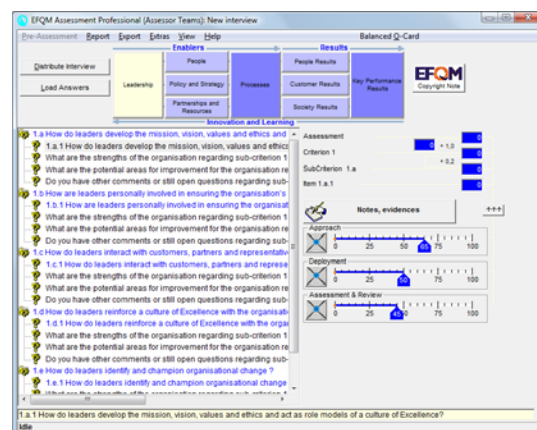
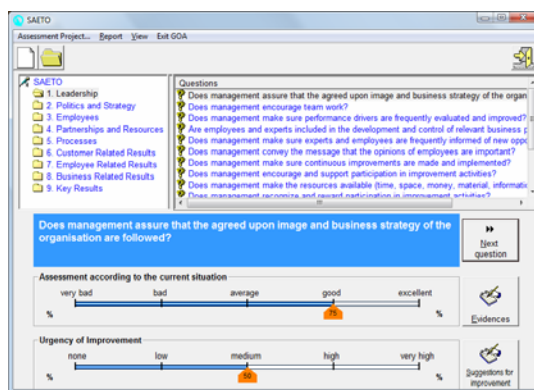
Led by the University of Liechtenstein, Trans-SAETO is a project that during 2009 and 2010 pilots and implements a previously developed solution for quality management in education and training in at least 30 different schools and universities with a focus on the German speaking parts of Europe, i.e. the Principality of Liechtenstein, Austria, Germany and Switzerland, as well as Slovenia.

The Objectives of Trans-SAETO are:

1. To support improvements in quality and innovation in vocational education and training systems, institutions and practices
2. To improve the quality and to increase the volume of co-operation between institutions or organisations providing learning opportunities, enterprises, social partners and other relevant bodies throughout Europe.
3. To facilitate the development of innovative practices in the field of vocational education and training other than at tertiary level, and their transfer, including from one participating country to others.

The SAETO solution

The SAETO tools have their foundation in the GOA-WorkBench, a software solution for self-assessment and inquiries which has already been successfully used for many years in industry.



- Simple and easy handling
- Good value in purchasing and running
- Support by e-learning modules
- Instant installation (plug&play)
- Flexible and scalable according to specific needs
- Fit for small and large organisations
- Compatible with all relevant quality standards in education
- Licenced by EFQM and compatible with ISO