Building a Sustainable Quality Culture: From Internal Quality Assurance to External Accreditation

4th & 5th of March, 2019
University of Sadat City - Egypt

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Supported by:

Quality Assurance & Continuous Improvement Center (QACID)

Program Overview

Crucial to the development of a quality culture is the need to develop an integrated internal quality assurance system that promotes quality enhancement and which takes into consideration the particularities and context of individual institutions and that help respond to the needs of external quality assurance agencies. The aim of this two day 'hands-on' program is to raise awareness on how to develop and sustain an internal quality culture and to build capacity among universities and colleges to enable them to develop internal quality assurance systems that are embedded in the strategies and culture of their institutions and aligned with external national and international accreditation agencies requirements.

Throughout the program emphasis will be placed on how internal and external HE Quality Assurance is delivered internationally, with special focus on the UK, EHEA and the Arab region.

Program Outcomes

By the end of the program, participants will be expected to:

- Strengthen their understanding of the current issues pertinent to implementing quality, quality assurance and quality enhancement in Higher Education.
- Analyze various approaches and tools for quality assurance in the context of HE
- Develop and implement an effective and integrated internal quality assurance (IQA) system.
- Develop and promote an institution-wide culture for quality and quality enhancement.
- Discuss various approaches to monitor and assess internal quality assurance systems and to ensure their continuing effectiveness.
- Share best practices and learn from each other
- Understand the QAA system in the UK and how their institutions are quality assured
- Develop an understanding of how internal and external HE Quality Assurance is delivered internationally, with a focus on the UK and EHEA

Target Audience

- University Vice Presidents, and Provosts and Members of Executive Management
- Deans and Directors of Quality Assurance and Accreditation Offices
- Managers and staff working in Institutional Effectiveness and Institutional Research Offices
- Deans and Heads of Department of Administrative and Academic Support Units in charge of overseeing the quality of programs and services within their Units

Program Structure

Day One

Session 1: Understanding the quality landscape in higher education
- Introduction to the global landscape of Quality Assurance.
- Principles and fundamentals of quality and quality assurance in higher education
- Quality Assurance and Accreditation in the Region: Developments, Challenges and Opportunities
- Quality, Quality Assurance and Quality Enhancement: understanding the differences
- Quality Assurance Systems: Internal QA, External Assessment and Accreditation
- Quality Assurance movement in the Arab Region
- How HE Quality Assurance is delivered internationally, with a focus on the UK and EHEA

Session 2: Developing internal quality assurance systems
- Drivers for implementing internal quality assurance systems
- Designing and implementing internal quality assurance frameworks and systems
- Dimensions of internal quality assurance in higher education (curriculum development and delivery, assessment of students, research, administrative and academic services, etc.)
- Systems, processes, documentation, roles and structures for internal quality assurance
- Effectively using internal audits
- Monitoring your internal quality assurance system
- An international approach to internal HE Quality Assurance processes.

Session 3: QA for academic programs
- Understanding the program life cycle
- Curricula design and development
- QA, learning outcomes and national qualification frameworks
- Program assessment and revision

Day 2: Day Two
Session 4: Creating and sustaining a quality culture: From quality assurance to quality enhancement
- Establishing an internal quality culture: QA and QE
- Core values and beliefs of a quality culture
- Linking internal quality to strategic priorities and institutional mission
- Strategies, processes and structures for to support a quality culture
- Documenting your quality experience: providing evidence of practice
- Evaluating the effectiveness of your internal quality assurance system
- Applying an understanding of how internal and external HE Quality Assurance is delivered internationally, with a focus on the UK and EHEA

Session 5: QAA's International Quality Review

- The International quality review method
- Core principles of QAA's approach
- The European Standards and Guidelines (ESG)
- Working with the ESG

Delivery Strategy

A "hands-on" approach will be used to deliver the program which uses a combination of short lecture presentations and case studies compiled along group activities where participants will be working in teams using various quality assurance tools and techniques and sharing their knowledge and findings on how to effectively implement an internal quality assurance system within their institution.

Program Facilitators

Dr. Narimane Hadj-Hamou
CEO, CLICKS, Dubai, UAE

Dr. Narimane is the Founder and the CEO of the Center of Learning Innovations and Customized Knowledge Solutions (CLICKS). Previously she was the Assistant Chancellor for Learning and Academic Development (Provost) at the Hamdan Bin Mohammed Smart University in Dubai, UAE where she has established and led the academic, research and eLearning vision of the first online University to be recognized and accredited by the Ministry of Higher Education and Scientific Research in the UAE. She has assumed other leadership roles including acting as a Dean for Students Affairs, a Dean for Learning and Teaching and a Director of e-Learning.

Drawing on more than 17 years of experience Dr. Hadj-Hamou expertise and professional background span areas such as technology integration and e-learning in higher education; teaching and learning, quality assurance and accreditation and governance.

She has been the driving force in the promotion of online education and blended learning in the Region by leading many pioneering projects and initiatives.

She is Founder and was the first elected President of the Middle East eLearning Association (MEeA), led the establishment of the MENA Association of University Presidents and chairs the MENA Higher Education Leadership Forum

Over the years she has delivered more than 120 keynote addresses and workshops and led numerous roundtables and panel discussions. Dr. Hadj-Hamou has also been active in publishing articles, book chapters, case studies, and was the founder and editor of the International Journal of Excellence in eLearning for several years. Dr. Narimane consults for various HEIs across the region in areas related to QA, technology integration, governance and strategy development and serves as an expert for various regional UNESCO offices. In addition she acts as an external reviewer for accreditation agencies and provides advice on QA related matters.

Dr Hadj-Hamou was listed among the 200 most influential Arab Women by Forbes Magazine in 2014; have received the Arab Women Award for Education in 2016 and the Influential Education Leaders Award at the University of Cambridge in 2017.

Fiona Crozier
Head of International, QAA, United Kingdom

Fiona Crozier has worked in higher education for 25 years and joined the QAA in 1998. From April 2013 – July 2015, she worked as Director of Quality at University College Cork, Ireland and returned to QAA in August 2015.

Her higher education experience spans HE institutions and national/international agencies. It ranges from policy development and the development of review methodologies to aspects of the quality assurance remit of the Bologna Process, including drafting the revised Standards and Guidelines for Quality Assurance in the EHEA (ESG 2015). She has implemented review methodologies (including the training of reviewers) and has managed multiple reviews. She has managed internal and external quality assurance procedures in the UK and internationally.

Fiona was a member of the Board of the European Association for Quality Assurance (ENQA) from 2008-2013 and was Vice President of the same from 2009-2013. She has been involved in projects in Africa, Latin America, the Far East and Europe.

She chaired the INQAAHE review of QQA, Bahrain in 2014, is a current reviewer for the Danish Accreditation Agency and the Finnish Evaluation Council and is a current chair for ENQA reviews of Quality Assurance Agencies. Among her agency roles, she is currently a member of the International Advisory Committee for the Swedish quality assurance agency (UKA) and of the Advisory Board of the French agency (HCERES). She is currently an ENQA expert on the EU-funded SHARE project in the ASEAN region.

Ian Welch
QAA, UK

Ian Welch has accumulated over thirty years of experience across the further education and higher education sector, in particular round Vocational Education and Widening Participation Ian currently has responsibilities within a number of initiatives which are at the forefront of UK HE Quality Assurance developments, including the Teaching Excellence Framework, Quality Review and Higher Apprenticeship Review. These focus on the movement from cyclical review methodologies to data based, risk based processes. This builds on Ian's leadership of a range of review methods at QAA, including Higher Education Review and Integrated Quality Enhancement Review, and his management of enhancement projects both in the UK and abroad. Ian has

delivered workshops in the United Arab Emirates, the Lebanon and Egypt and training alongside HEC in Pakistan and alongside NCAAA in Saudi Arabia. Before joining QAA, Ian worked in the sector as both a teacher and a senior manager.

Program Registration and Fees

- The registration fee for the 2- Day program is 550 USD.
- 10% early bird discount is available for registration fully completed prior to the 31st of January, 2019.
- Group discounts are available for groups of 3 and above. For details about group discounts, contact us at inquiries@cli-cks.com.
- For Registration to the program click here.
- Please be informed that the number of seats available are limited and based on first come first serve.
- Registration closure will be February 20th or upon filling of all seats.
- For online registration, please visit our website at www.cli-cks.com .
- Registration to the program is confirmed only upon receiving the registration fee. No on-site payment will be accepted.
- Participants attending the full two day program will receive at the end of the day two a certificate of attendance issued by both CLICKS and the QAA.

About CLICKS

Center for Learning Innovations &
Customized Knowledge Solutions

The Center for Learning Innovations and Customized Knowledge Solutions (CLICKS)

CLICKS has been established in 2012 with the aim of supporting Higher Education Institutions in specific areas that are new, emerging and very much required by institutions of learning today.

With the mission of providing innovative and customized knowledge solutions that build education institutions' internal capabilities in the MENA region and beyond. CLICKS provides services and solutions including capacity building programs (public and in-house), consultancy services (i.e strategic planning facilitation, development of internal QA system, setting governance frameworks, building strategies, etc.), knowledge transfer and mentorship and coaching at both individual and institutional level in the following key areas:

- *Leadership Development and Governance*
- *Strategy Development*
- *Quality Assurance and Accreditation*
- *Innovation in Teaching and Learning*
- *Research in Higher Education*

Beyond its own internal capabilities, the Center is associated with several international organizations and institutions as well as with an impressive pool of international experts at the disposal of its clients and is guided by the knowledge and expertise of a formidable advisory leadership board whose membership includes some of the top leaders in the field.

The Center has also a strong emphasis on research and development and engages in publishing best practices, reports and working series as well as organizing conferences and setting up networks to promote the dialogue between and among Higher Education key stakeholders.

To date the Center has been involved with more than 95 Universities and Colleges and have trained over 4500 Higher Education leaders, faculty members and staff from more than 32 countries.

About QAA

The Quality Assurance Agency (QAA)

QAA is the independent UK quality assurance agency that safeguards standards and quality in higher education. We work across the UK to raise standards and quality of higher education.

In the UK, QAA maintains the UK Quality Code for Higher Education, externally reviews higher education providers, and develops training, guidance and events to assist providers to enhance the education they deliver.

Beyond the UK, we use our more than 20 years' experience of assuring and developing higher education quality to support the development of quality assurance systems worldwide.

Specifically for institutions, we review and report on the quality of their higher education and courses through our International Quality Review (IQR) method.

The review aims to offer Non – UK providers opportunities to:

- Demonstrate that their quality assurance systems conform to international standards (ESG Prt 1)
- Evaluate and improve their quality assurance systems
- Non – UK providers to demonstrate that their quality assurance processes are effective and comparable with international best practice

QAA are members of ENQA, INQAAHE, associate members of APQN and are registered with EQAR.

UNIVERSITY OF SADAT CITY
جامعــة مدينــة الســـادات

University of Sadat City (USC) is an Egyptian governmental university located in Sadat City, northwest of Cairo, Menoufya governorate. USC was established by the Presidential Decree No. 180 in13/3/2013. It is one of the newest Egyptian universities and the first public university constructed within an industrial city. It is also the first model for being more than one university within the same governorate outside the framework of Cairo.

USC consists of eight faculties (based on the establishment date): Physical Education, Veterinary Medicine, Tourism and Hotels, Education, Commerce, Law, Pharmacy, Early Childhood Education and two postgraduate institutes, Genetic Engineering and Biotechnology Research Institute and Environmental Studies and Research Institute. The university currently has 776 faculty members, 19547 undergraduate students and 1,524 postgraduate students. Approximately 500 fedans have been allocated for establishing the Future University of Sadat City that will include 22 colleges and institutes, administrative and service buildings for the university, hospitals attached to the Faculty of Medicine as well as the central teaching buildings for practical and theoretical colleges.

USC adopts a philosophy based on directing all academic, administrative and financial resources for the continuous development and quality improvement of all services provided by the university; such as the students teaching services, producing high quality academic and applied researches based on the real needs of the community, in addition to community services, environmental development plans and participation of all partners inside and outside the university to achieve excellence in performance based on the highest quality standards.

Since its inception, USC has taken upon itself the construction of a coherent system to ensure the quality of administrative and academic performance. This reflects the effective impact of governance in supporting and ensuring the quality performance systems and the pursuit of continuous improvement through establishing Quality Assurance Center at the University, to control the internal performance of university quality system.

Because of the permanent and continual support of university leadership, Quality Assurance Center can spring towards implementing the highest quality standards in performance, quality control system and continuous improvement in all faculties and institutes of the university, which crowned by granting accreditation certificates to Environmental Studies and Research Institute (May 2016), faculty of Veterinary Medicine (May 2016), Genetic Engineering and Biotechnology Research Institute (August 2017) and an academic program of preparing geography teachers in the Faculty of Education (May 2017) from the National Authority for Quality Assurance of Education and Accreditation, with postponing the accreditation of faculty of Physical Education and Arabic program of business administration in the faculty of Commerce. The university didn't neglect the side of administrative development, so it pursued to apply the international standard of administrative ISO 9001: 2008 (April 2016) as well as ISO 9001: 2015 in March 2017. University of Sadat City is considered the fourth Egyptian universities that was awarded ISO 9001 certificate

for the year 2008 and the second one that was awarded ISO 9001 administrative certificate for the year 2015.

For controlling the quality system within the scientific research laboratories, university of Sadat City seeked for accrediting the laboratories by National Council of Accreditation (EJAC), which awarded a certificate for applying the international standard of ISO 17025: 2005 for five laboratories in Environmental Studies and Research Institute, Faculty of Veterinary Medicine and Genetic Engineering and Biotechnology Research Institute. University of Sadat City also applied for a project funded by the European Union (Erasmus), entitled "Enhancing the employability of graduates of higher education within quality framework" and pending the acceptance of the project.

University of Sadat City, proud of its achievements within a short time, strives to achieve a leading position in the educational process, not only in Egypt but also regionally and internationally, in order to enhance the growth of society and ensure the prosperous future.

About Quality Assurance and Continuous Improvement Center (QACID)

Quality Assurance and Continuous Improvement Center (QACID)

Quality Assurance Center was established at University of Sadat City via a cooper action project between the university and Ministry of Higher Education. It is one of the most important units of the university that has a special nature in accordance with the Provisions of Article 307 of the Executive Regulations of Organizing Universities Law No. (49) for the year 1972. Based on the decision of university Council at 24/12/2013, the center was being technically, financially and administratively independent, directly following the President of the University and was located in the administrative building of University of Sadat City.

The Center has become responsible for controlling the internal performance of university quality system. The center is considered as one of the comprehensive practices that reflect the policies supporting the administration of the university, and clarify the visions to make a qualitative leap in the institutional performance of the university

The university facilities and institutes have also established units for quality assurance and continuous improvement either through obtaining projects of continuous improvement and qualification for accreditation from Ministry of Higher Education or through direct support from the university to establish quality assurance units in faculties that have not received projects, The units of Quality and continuous improvement serve as branches of Quality Assurance Center of the university, and were treated as an independent administrative unit that directly follow Dean of the faculty. Also, they financially and technically follows the quality assurance and continuous improvement center of the university.

Vision: The QACID — University of Sadat City seeks to a leading center in creating and applying comprehensive quality and continues improvement System internationally.

Mission: The QACID — University Of Sadat City is working on leading and improving the comprehensive quality and continuous improvement System of the university Inner administrations and its educational institutions in the framework of governance and change management to achieve the University mission, Vision and strategic goals according the standards Of institutional evaluation and higher education development requirements.