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***QUALITY ASSURANCE AND
ACCREDITATION OF HIGHER
EDUCATION IN THE UNITED STATES -
REFLECTIONS ON THE WAY
FORWARD***

***ASIIN INTERNATIONAL CONFERENCE 2016
BERLIN***

***Judith S. Eaton, President
Council for Higher Education Accreditation USA
3 May 2016***

QUALITY ASSURANCE (QA) (ACCREDITATION) IN THE U.S. TODAY

DRIVERS OF CHANGE IN QUALITY ASSURANCE IN THE U.S.

A FUTURE U.S. QUALITY ASSURANCE SPACE

***OR – WHAT “QUALITY
MANAGEMENT” IS LIKELY TO
MEAN IN THE U.S. AND WHAT
OUR “WAY FORWARD” IS
LIKELY TO BE***

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QUALITY ASSURANCE (ACCREDITATION) IN THE U.S. TODAY

QUALITY ASSURANCE – TODAY IN THE U.S.

***INDIVIDUAL QUALITY ASSURANCE
ORGANIZATIONS (85)***

***INSTITUTIONAL - ALL TYPES - AND
PROGRAMMATIC***

AFFIRM AND IMPROVE QUALITY

***NON-GOVERNMENTAL; CREATED, FUNDED,
GOVERNED BY HIGHER EDUCATION***

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QUALITY ASSURANCE TODAY

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***COMMITTED TO INSTITUTIONAL AUTONOMY,
ACADEMIC FREEDOM, A BROAD VIEW OF
ACADEMIC QUALITY***

***COLLEGIAL; QUALITY IMPROVEMENT IS KEY;
FORMATIVE***

***SELF-REPORT AND PEER REPORT: TRUST-
BASED AND EVIDENCE-BASED***

STAKEHOLDERS SERVED

ACKNOWLEDGED AS LEADING AUTHORITY ON ACADEMIC QUALITY:

- ***ACADEMIC COMMUNITY - INSTITUTIONS AND PROGRAMS***
- ***STUDENTS***
- ***GOVERNMENT***
- ***EMPLOYERS***
- ***THE PUBLIC***

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DRIVERS OF CHANGE IN QUALITY ASSURANCE IN THE U.S.

FOUR MAJOR DRIVERS OF CHANGE IN QA

GOVERNMENT

***WIDESPREAD WORRY ABOUT ACCESS TO
AND QUALITY OF HIGHER EDUCATION***

INNOVATION:

- THIRD-PARTY OR NEW PROVIDERS OF
HIGHER EDUCATION***
- WHAT'S NEW IN TEACHING AND LEARNING***

NEW PROVIDERS OF QUALITY ASSURANCE

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DRIVERS OF CHANGE IN QUALITY ASSURANCE IN THE U.S. - 2

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***GOVERNMENT: ESTABLISHING A
LARGER AND MORE DIRECTIVE ROLE IN QA
(NOT UNCOMMON IN MANY COUNTRIES, BUT NEW TO U.S.
DEPARTURE FROM “PARTNERSHIP”)***

***WORRY: GREATER NEED TO GO TO
COLLEGE; PRICE OF COLLEGE; MORE
GRADUATES AND LESS DEBT – MEDIA,
THINK TANKS, EMPLOYERS
(\$35,000, \$1.3 TRILLION)***

DRIVERS OF CHANGE IN QUALITY ASSURANCE IN THE U.S. - 3

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INNOVATION:

- ***PROVIDERS - MOOCs, PRIVATE COMPANIES LIKE STRAIGHTERLINE, BOOT CAMPS - NOT TRADITIONAL INSTITUTIONS***
- ***TEACHING AND LEARNING: PREDICTIVE ANALYTICS, CBE***

NEW PROVIDERS OF QA:

GOVERNMENT, PRIVATE COMPANIES, EMPLOYERS, INTERACTIVE DATA SETS, RANKINGS (UNPRECEDENTED)

GOVERNMENT

WORRY

INNOVATION

NEW QA PROVIDERS

...FOCUS IS ON THESE DRIVERS...

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A FUTURE U.S. QUALITY ASSURANCE SPACE: WHERE DO THE DRIVERS TAKE U.S.?

***“PREDICTION ABOUT THE FUTURE IS
AT BEST HAZARDOUS”***

A FUTURE U.S. QUALITY ASSURANCE SPACE

A EXPANDED GOVERNMENT PRESENCE IN QA WILL MEAN GOVERNMENT:

- ***DECIDES HOW QA BODIES ARE TO OPERATE***
- ***SETS THRESHOLDS FOR STUDENT LEARNING
OUTCOMES***
- ***JUDGES EFFECTIVENESS OF QA BODY***

WORRY WILL MEAN:

- ***TOTAL PUBLIC ACCOUNTABILITY/TRANSPARENCY IN
QA***
- ***PUBLIC – NOT ACADEMICS – LAST WORD IN
JUDGING QUALITY***
- ***COMPLIANCE FOCUS***

A FUTURE U.S. QUALITY ASSURANCE SPACE - 2

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INNOVATION WILL MEAN:

- ***NEW QA PRACTICE TO ENGAGE THIRD-PARTY PROVIDERS – HOW TO JUDGE QUALITY WHEN THERE IS NO DEGREE, NO UNIVERSITY, NO FULL-TIME FACULTY, NO RESEARCH OR SCHOLARSHIP***
- ***NEW QA PRACTICE TO USE BIG DATA***

NEW QA PROVIDERS WILL MEAN:

- ***TRADITIONAL QA NO LONGER PRIMARY/SOLE JUDGE***
- ***MULTIPLE APPROACHES TO JUDGING QUALITY***
- ***COMPETITION FOR ACCEPTANCE OF QA JUDGMENT***

THE FUTURE QA SPACE: A TRANSITION

***FROM GOVERNMENT RELYING ON QA TO
GOVERNMENT DOMINATING QA***

***FROM LIMITED TRANSPARENCY AND
ACCOUNTABILITY TO FULL TRANSPARENCY AND
ACCOUNTABILITY – COMPLIANCE IS THE TEST***

***FROM FOCUS ON TRADITIONAL HIGHER EDUCATION
AND PEDAGOGY TO THIRD-PARTY PROVIDERS AND
TECHNOLOGY-DRIVEN TEACHING AND LEARNING***

***FROM MAJOR/SOLE SOURCE OF JUDGMENT ABOUT
QUALITY TO ONE OF MULTIPLE SOURCES***

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WHAT WILL BE THE SAME AND WHAT WILL BE DIFFERENT?

IN THIS SPACE:

***SAME QA BODIES – BUT DIFFERENT FOCUS AND
GOVERNMENT OVERSIGHT DETERMINATIVE***

***SAME STAKEHOLDERS - BUT STUDENTS AND PUBLIC
MORE IMPORTANT THAN ACADEMICS***

***SIMILAR PRACTICES: BUT COMPLIANCE DOMINATES;
QUALITY IMPROVEMENT, SELF-REVIEW, PEER
REVIEW LESS IMPORTANT***

***SAME ROLE - ADDRESSING QUALITY – BUT
ACCOUNTABILITY TO THE PUBLIC DOMINATES***

THE QA SPACE

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***GOVERNMENT-DOMINATED, FULLY
PUBLIC, COMPLIANCE FOCUS,
SERVING MULTIPLE TYPES OF
PROVIDERS, COMPETING FOR
CREDIBILITY ABOUT QUALITY***

***THE SUCCESSFUL QA BODY OF THE
FUTURE WILL MANAGE THESE
CONDITIONS WELL***

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THANK YOU

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