

THE EMERGING DIVERSITY OF HIGHER EDUCATION AND QUALITY ASSURANCE

2015 INQAAHE CONFERENCE CHICAGO, IL

Judith S. Eaton, President Council for Higher Education Accreditation USA 1 April 2015

CHEA

EMERGING DIVERSITY IN HIGHER EDUCATION

EMERGING DIVERSITY IN QUALITY ASSURANCE

WHAT FUTURE FOR QUALITY AND QUALITY ASSURANCE?

...WE IN THIS ROOM HAVE A GOOD DEAL OF INFLUENCE ON THIS FUTURE...



BACKGROUND: TRADITIONAL HIGHER EDUCATION

PLACE-BOUND COLLEGES AND UNIVERSITIES – PUBLIC OR CHURCH-RELATED

PROGRAMS AND DEGREES/QUALIFICATIONS

FULL-TIME STUDENTS AT A SINGLE INSTITUTION

SELECTIVE ADMISSION

SUSTAINED AND PREPARATORY

VISION OF AN EDUCATED STUDENT



THE EMERGING DIVERSITY OF HIGHER EDUCATION

FROM PLACE-BOUND TO:

ONLINE EDUCATION

- MOOCs, COURSES FROM PRIVATE COMPANIES, BADGE PLATFORMS
- PRIVATE (FOR-PROFIT) HIGHER EDUCATION
- INTERNATIONALIZATION: STUDENTS, FACULTY, LOCATIONS, CURRICULA

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THE EMERGING DIVERSITY OF HIGHER EDUCATION - 2

MASS ATTENDANCE/OPEN ADMISSION

MICRO-CREDENTIALS, NANODEGREES, BADGES, SPECIALIZATIONS, CERTIFICATIONS

EPISODIC EDUCATION: PART-TIME STUDENTS, LIFELONG LEARNING, STOP-IN/STOP-OUT, MULTIPLE INSTITUTIONS

"The world is going to university"

The Economist, 3/28/15



EMERGING DIVERSITY: ALTERNATIVE PROVIDERS

UDACITY, edX, COURSERA: 12 MILLION STUDENTS

3,850 MOOCs

MOZILLA: 13 BADGE-ISSUING PLATFORMS AND 1.1 MILLION BADGES

STRAIGHTERLINE: 10,000 STUDENTS AND CREDIT TRANSFER GUARANTEES WITH 80 UNIVERSITIES

UNIVERSITY OF THE PEOPLE: 1,500 STUDENTS, VOLUNTEER FACULTY

LAUREATE: FOR-PROFIT, 80+ INSTITUTIONS, \$4 BILLION

NEW YORK TIMES: "ONE-DAY U"



THE EMERGING DIVERSITY: TEACHING AND TECHNOLOGY

TENURED, FULL-TIME FACULTY AND THE GROUND-BASED CLASSROOM – LECTURE AND DISCUSSION

NOW....

- PART-TIME FACULTY, VOLUNTEER FACULTY, PRACTITIONER FACULTY
- DISTANCE LEARNING, SOCIAL MEDIA LEARNING
- PREDICTIVE ANALYTICS, BIG DATA
- COMPETENCY-BASED EDUCATION
- ASSESSMENT OF PRIOR LEARNING
- UNBUNDLING

EMERGING DIVERSITY – FINANCING AND POLITICS

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PRESENCE OF TUITION AND ABSENCE OF PUBLIC FUNDING

SPREAD OF PHILANTHROPY

DO POLITICIANS BEHAVE AS IF HIGHER EDUCATION IS A PUBLIC GOOD?

ENROLLMENT GROWTH:

2000: 97 MILLION 2012: 196.1 MILLION 2030: 412 MILLION (EST)

EMERGING DIVERSITY: FINANCING AND POLITICS - 2

EUROPE:

- FUNDING DOWN: BRITAIN, IRELAND, SPAIN, NETHERLANDS, HUNGARY, GREECE
- FUNDING UP: SWEDEN, NORWAY, GERMANY
- ENROLLMENT UP: EVERYWHERE BUT HUNGARY

US: TUITION INCREASES, STUDENT DEBT

ASIA: TUITION INFLATION

SO...THE EMERGING DIVERSITY

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- NEW SOURCES/PROVIDERS OF HIGHER EDUCATION
- NEW TYPES OF QUALIFICATIONS
- NEW ATTENDANCE AND ENROLLMENT PATTERNS
- NEW TEACHING MODELS AND TECHNOLOGY
- POWERFUL ACCESS IMPERATIVE
- CHANGING MODELS OF FINANCING

...AN EXTRAORDINARY CHANGE IN HIGHER EDUCATION WORLDWIDE...



IT'S DIVERSITY AND NOT JUST CHANGE – BECAUSE WE ARE ADDING ON TO TRADITIONAL HIGHER EDUCATION, NOT REPLACING IT.

...FUNDAMENTAL, SUSTAINABLE...



QUALITY ASSURANCE

BUILT ON A PRE-DIVERSITY MODEL

QUALITY ASSURANCE (QA) TODAY

175 QUALITY ASSURANCE ORGANIZATIONS 87 ASSOCIATE AND 14 AFFILIATES

ALMOST ALL COUNTRIES

17,000 INSTITUTIONS

REVIEW OF PROCESS AND CAPACITY TO ASSURE QUALITY

... PRODUCT OF A "QUIET REVOLUTION"...

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QUALITY ASSURANCE (QA) TODAY - 2

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COUNTRY-BASED – REFLECTIVE OF NATIONAL CULTURE AND VALUES

PEER REVIEW AND JUDGMENT – DRIVEN BY HIGHER EDUCATION

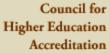
PRIMARY FOCUS ON QUALITY IMPROVEMENT

INSTITUTIONAL AUTONOMY

FORMATIVE AND NOT SUMMATIVE BY DESIGN

EXPLORATORY AND EVIDENCE-BASED

TRUST-BASED





WITHIN QA...CHANGES IN PRACTICE

- FOCUS ON INNOVATION
- MORE ATTENTION TO DISTANCE LEARNING
- MORE EMPHASIS ON ACCOUNTABILITY AND STUDENT ACHIEVEMENT
- REGIONALIZATION
- INTERNATIONALIZATION
- MORE SELF-EXAMINATION "RECOGNITION"



WITHIN QA...CHANGES IN PRACTICE - 2

BROUGHT ABOUT BY CHANGES IN:

- STANDARDS
- POLICIES
- PROCESSES

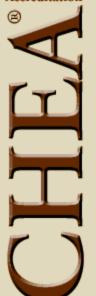
HOWEVER...

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THE QA APPROACH OF THE PAST SEVERAL DECADES IS NO LONGER THE SOLE FRAMEWORK FOR THINKING ABOUT ASSURING QUALITY

GOVERNMENTS AND THE PUBLIC ARE WILLING TO ALTER THE FUNDAMENTALS OF QUALITY REVIEW



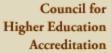
HOWEVER... SKEPTICISM - 2

"MORE AND MONEY IS BEING SPENT ON HIGHER EDUCATION. TOO LITTLE IS KNOWN ABOUT WHETHER IT IS WORTH IT."

"...NO ACTORS IN THE SYSTEM ARE PRIMARILY INTERESTED IN UNDERGRADUATE STUDENT ACADEMIC GROWTH"

"STUDENTS...ARE NOT BUYING EDUCATION....THEY ARE BUYING DEGREES...."

The Economist, 3/28/15





GOVERNMENT:

- **UK: OPPORTUNITY TO REPLACE QAA-UK**
- US: MORE QA SOURCES AND GOVERNMENT DEFINES QUALITY
- IRELAND, AUSTRIA: CONSOLIDATION OF QA BODIES
- MACAU: PICK YOUR OWN QA BODY

GOVERNMENT - 2

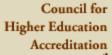
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TAIWAN: ESTABLISHMENT OF SELF-ACCREDITING STATUS

EUROPE: PICK YOUR OWN QA BODY ACROSS COUNTRIES

CHILE: PROPOSED LAW TO MAKE ACCREDITATION MANDATORY, INCLUDING A FORM OF RANKINGS





EMERGING DIVERSITY - TOWARD REGIONALISM AND INTERNATIONALIZATION

UNESCO GLOBAL CONVENTION: A FRAMEWORK FOR RECOGNITION OF DIPLOMAS AND DEGREES

OECD AHELO MAIN STUDY: INTERNATIONAL STUDENT LEARNING OUTCOMES

U-MULTIRANK: EUROPEAN COMMISSION, MULTI-DIMENSIONAL, RANGE OF INSTITUTIONAL TYPES

BOLOGNA, EQAR, ESG



EMERGING DIVERSITY – TOOLS OUTSIDE TRADITIONAL QA

NEW TOOLS, PRACTICES, LANGUAGE FOR QA

- RANKINGS
- **BENCHMARKING**
- QUALIFICATIONS FRAMEWORKS
- RISK-BASED, DIFFERENTIATED REVIEW

NEW ACTORS

- CALLS FOR NEW QA BODIES
- REGIONAL AND INTERNATIONAL BODIES

...A NEW QA MARKET...

SO...

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THERE IS AN EMERGING DIVERSITY OF QUALITY ASSURANCE

THE EMERGING DIVERSITY OF HIGHER EDUCATION IS A KEY DRIVER

THE QA DIVERSITY IS ABOUT BOTH:

- CHANGES WITHIN TRADITIONAL QA
- DEVELOPMENT OF QA ACTORS AND
 APPROACHES OUTSIDE TRADITIONAL QA



LIKELY RESPONSES: WHAT FUTURE WILL WE CREATE FOR QUALITY ASSURANCE?



RESPONSE: MAPPING QA TO EMERGING DIVERSITY OF HIGHER EDUCATION

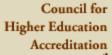
PROVIDERS: QA EXPANDS TO ALTERNATIVE PROVIDERS AND EXPEDITES NEW PROVIDER REVIEW

STUDENTS: QA PLACES MAJOR EMPHASIS ON OUTCOMES AS KEY TO INSTITUTIONAL PERFORMANCE

TECHNOLOGIES: QA INCORPORATES CHANGES IN TEACHING AND LEARNING; MORE ATTENTION TO ELECTRONIC-MEDIATED EDUCATION

CREDENTIALING: QA AUTHORIZES MORE TYPES OF CREDENTIALS

FINANCING: QA ADDRESSES AFFORDABILITY AND VALUE FOR MONEY





RESPONSE - 2: FUTURE TYPICAL QUALITY ASSURANCE

SCRUTINY OF ALTERNATIVE PROVIDERS

INCORPORATING OTHER AUTHORITIES ON QUALITY -RANKINGS

USE OF RISK-BASED ASSESSMENT AND DIFFERENTIATED REVIEWS

DRIVE TOWARD INTERNATIONAL STANDARDS OR PRINCIPLES

ACCOMMODATING IMPACT OF TECHNOLOGY ON TEACHING AND LEARNING



RESPONSE - 3: ASKING THE RIGHT QUESTIONS

- WHAT WILL COUNT AS "HIGHER EDUCATION" IN THE FUTURE?
- ON WHAT VALUES IS OUR REVIEW BASED?
- WHAT DO WE WANT TO ACCOMPLISH WITH OUR SCRUTINY?

...WE HAVE A MAJOR INFLUENCE ON WHAT WILL HAPPEN...



RESPONSE - 4: FOCUSING ON WHAT COUNTS AS QUALITY

STUDENTS SUCCEED: GRADUATION, ACHIEVEMENT OF EDUCATIONAL GOALS, SUCCESSFUL TRANSFER, ENTRY TO GRADUATE SCHOOL, OBTAIN EMPLOYMENT

INSTITUTIONS KEEP THEIR PROMISES: GENERAL AND SPECIFIC COMMITMENTS TO STUDENTS AND THE PUBLIC ARE HONORED: CATALOGS, PROGRAM AVAILABILITY

INSTITUTIONS HAVE ESSENTIAL RESOURCES: FACULTY, CURRICULUM, FUNDING THAT MEETS PROGRAM NEEDS, FACILITIES AND EQUIPMENT

INSTITUTIONS MEET SOCIETAL NEEDS: INTELLECTUAL AND CULTURAL CENTERS, ECONOMIC DEVELOPMENT, INTERNATIONAL COMPETITIVENESS

SUMMARY

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DRAMATIC CHANGE IN HIGHER EDUCATION – AN EMERGING DIVERSITY

MIRRORED BY AN EMERGING DIVERSITY IN QUALITY ASSURANCE – EMERGING FROM WITHIN QA AND OUTSIDE QA

THE FUTURE OF QA IS UP TO US: WE ARE THE MOST INFLUENTIAL ACTORS IN QA

WHAT DO WE WANT THAT FUTURE TO BE?



THANK YOU