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***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***

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***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

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FROM PLACE-BOUND TO:

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

THE EMERGING DIVERSITY OF HIGHER EDUCATION - 2

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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

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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

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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)

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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...***

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

...FUNDAMENTAL, SUSTAINABLE...

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QUALITY ASSURANCE

***BUILT ON A PRE-DIVERSITY
MODEL***

QUALITY ASSURANCE (QA) TODAY

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***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”...

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

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- ***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***

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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

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

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***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

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EMERGING DIVERSITY – TOOLS OUTSIDE TRADITIONAL QA

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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...

***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***

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***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

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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***

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RESPONSE - 3: ASKING THE RIGHT QUESTIONS

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- ***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

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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

***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?

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THANK YOU