

### 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

# CHEA

### 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**

Council for Higher Education Accreditation



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

Council for Higher Education Accreditation



- 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"...

Council for Higher Education Accreditation



### QUALITY ASSURANCE (QA) TODAY - 2

Council for Higher Education Accreditation

CHEA

COUNTRY-BASED – REFLECTIVE OF NATIONAL CULTURE AND VALUES

PEER REVIEW AND JUDGMENT – DRIVEN BY HIGHER EDUCATION

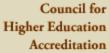
PRIMARY FOCUS ON QUALITY IMPROVEMENT

**INSTITUTIONAL AUTONOMY** 

FORMATIVE AND NOT SUMMATIVE BY DESIGN

EXPLORATORY AND EVIDENCE-BASED

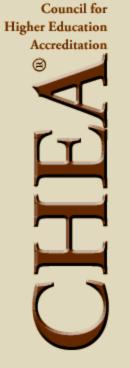
TRUST-BASED





### 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...

Council for Higher Education Accreditation



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



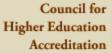
### HOWEVER... SKEPTICISM - 2

*"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** 

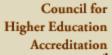
Council for Higher Education Accreditation



### 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...

Council for Higher Education Accreditation



### 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

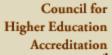
PROVIDERS: QA EXPANDS TO ALTERNATIVE PROVIDERS AND EXPEDITES NEW PROVIDER REVIEW

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

Council for Higher Education Accreditation



### 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