

The right to quality assurance in Chilean universities through strategic direction and management models.



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Introduction

This proposal seeks to present the **Strategic Direction Model** created by the institutional government of UBO and its impact on the quality of educational and research services provided by the university.

Additionally, this presentation seeks to critically reflect on the management and quality assurance mechanisms that exist in Latin America and the world so that improvements can be incorporated into the proposals implemented by UBO.

Methodology

To achieve the proposed aims, the design of the models will be described from a description of the quality measurement variables identified. In addition, it will be explained the multivariate statistical analysis method that allows the examination of the indicators regarding the horizon of assuring quality in education.

The **Strategic Management Model** is a complex and integrated management methodology based on an econometric analysis matrix that allows a holistic analysis of the different key performance indicators, i.e., quality variables (KPI). The econometric model comprises two types of variables, endogenous and exogenous

Literature cited

- Salmi J (2009) The Challenge of Establishing World Class Universities. The World Bank
- Brooks RL (2005) Measuring university quality. Rev. High. Educ. 29:1–21
- The World Bank (2021) World Development Indicators. <https://datatopics.worldbank.org/world-development-indicators/>. Accessed 28 Jan 2021

Results and Conclusions

The model consists of four (4) phases or stages

The main functional responsibilities correspond to the different entities that coexist within the organization.

In order to facilitate the implementation of the model, several key elements were identified in each of the stages.

To graphically represent the sub-processes that make up the Institutional Strategic Direction process, the Process Map tool was used.



Bundesrepublik Deutschland

Urkunde

über die Eintragung des Gebrauchsmusters Nr. 20 2022 100 427

Bezeichnung:
Ein anpassungsfähiges System für interaktiven Unterricht



CERTIFICATE OF GRANT
INNOVATION PATENT

Patent number: 2021104073

The Commissioner of Patents has granted the above patent on 6 October 2021, and certifies that the below particulars have been registered in the Register of Patents.

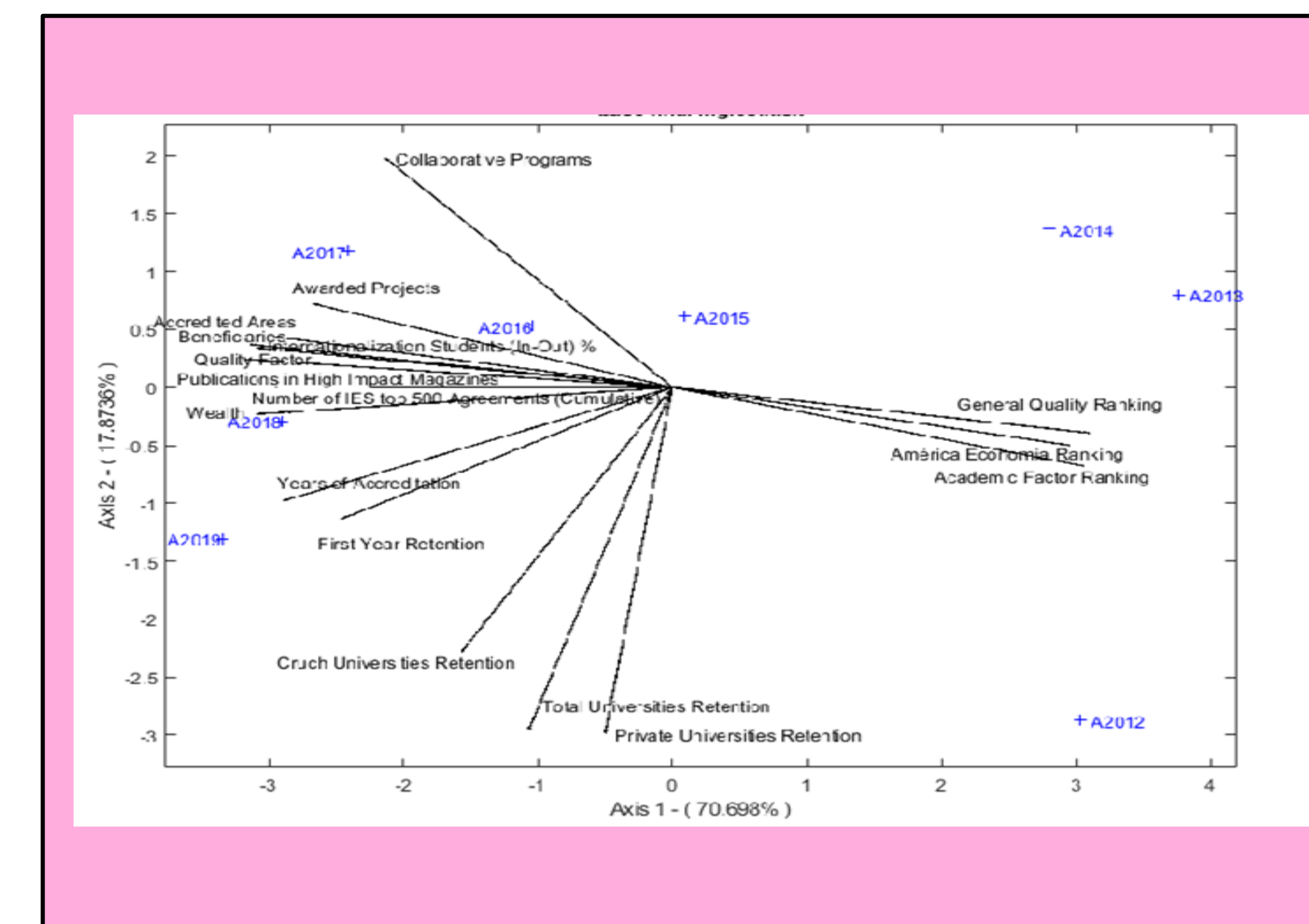
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Title of invention:
A SYSTEM AND METHOD FOR STRATEGIC MANAGEMENT IN EDUCATIONAL SERVICES

The growth in the University quality indicators has been persistent from 2012

There is a high correlation of all institutional quality variables (vectors)

The position of the wealth variable as a correlating variable with the quality indicators stands out, besides being the best variable representing the model's first principal component.



In brief, this proposal seeks to introduce the audience to studies on university governance and its relationship with university educational services. Based on education rights, quality education must be understood as a right in public and private higher institutions, which motivates the creation of different mechanisms to assure quality.



Discussion

The discussion is opened concerning looking at and measuring the universities for the effort and effectiveness they display in the use of resources, that is, what they can do with each dollar or euro that they receive, whatever the source of income (public or private). In this way, it will be possible to measure the universities' true effectiveness, impacting new rankings of quality or performance.. v