

EQuAM: Enhancing Quality Assurance Management in Jordanian Universities

Madrid Workshop 23rd – 24th June 2014

Introduction to the Workshop

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the bigger picture

the key word for this Workshop is ..

'strategic'

**strategic thinking, strategic planning,
strategic action**

**but all based within the realms of
... 'reality'
of the different perspectives**

It is easy for 'QA professionals' to focus on .. *procedures* !!

Establish:

- **some Standards and Criteria**
- **a Code of Practice / Set of Guidelines**
 - **an evaluation Procedure**
 - **data collection**
 - **analysis**
 - **a judgement**
 - **and ???!!!**
- **(hope for some changes / follow-up)**
 - **Repeat in a few years ?!**

But (although 'we' know 'the dance' – and can vary the 'steps')

- **is it efficient?**
- **does it continue to give ..
what people (really) want / need?**

EQuAM is really about 'trying to be smart'

Being

- **more efficient (maximising benefit to cost)**
 - **more effective**
- at giving people what they really *need***

through ...

- **Enhancing (QA) Management .. within**
- **different and constantly changing environments**

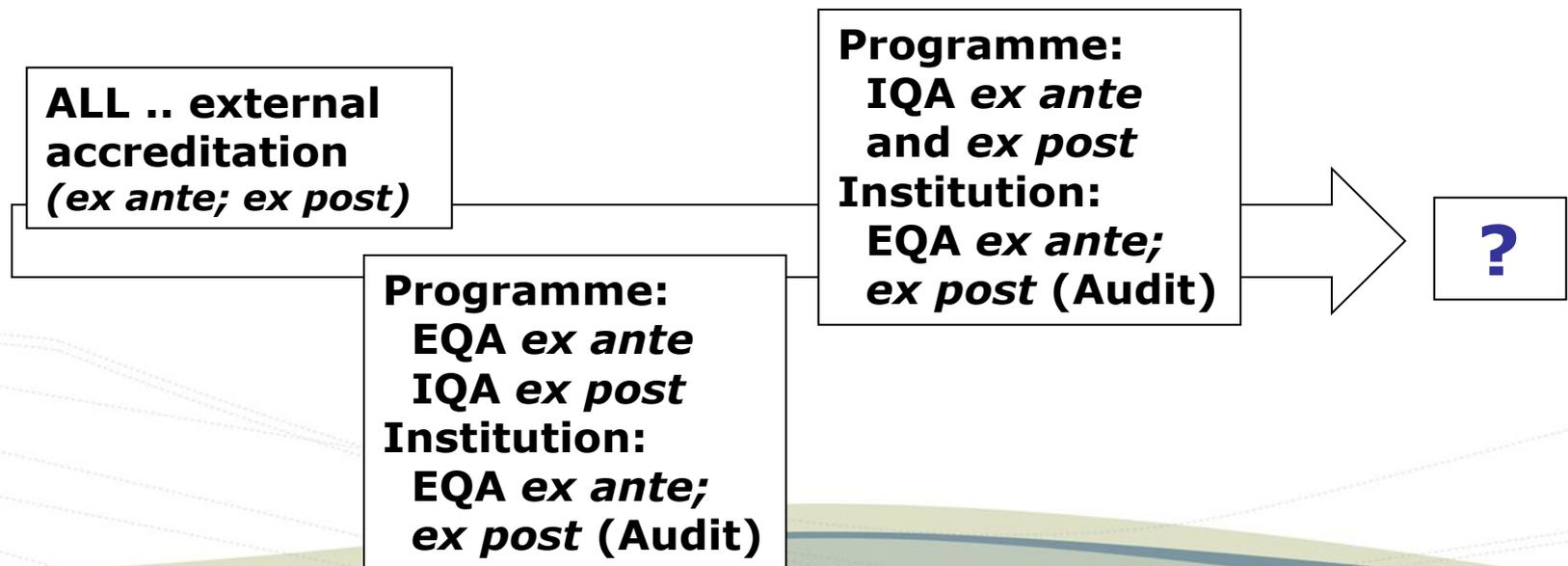
and

**we started by identifying the shared *Principles*
that address the main *Purposes* .. of QA *for/in* HE
(and also current **Priorities**)**

Progression in the QA of HE (not 'reinventing the wheel' !)

Progression can happen:

- by 'revolution' !
- by copy
- by *strategic and planned management* .. (EQuAM!)



Progression in the QA of HE (not 'reinventing the wheel' !)

'Smooth' Progression needs:

- **a shared 'vision' (HEIs, QA agency, ministry)**
- **a realistic 'roadmap'**
- **an acknowledgement of
different 'starting points', different contexts,**
- **a retained focus on the purposes of QA
•(external and internal)**
- **a deliberate avoidance of 'accretion' !**

**ALL of these require STRATEGIC thinking and action
but ..**

Based in the realities of our working lives .. !!

The EQuAM Madrid Workshop

**Will start with an overview of how Spain is developing it's
'progression' ...**

**.. of procedures .. within an overall Strategic Vision
(and the realities of life – national political contexts etc.)**

..and also (tomorrow) within the 'realities of life' for :

- the institutions – and their Quality Offices**
- the expert evaluators who work for the Agency**
- the Agency staff who the support evaluation procedures**

We will also hear about the Jordanian perspectives on

- Strategic progress so far with EQuAM and**
- 'hopes and expectations'**

and *Discuss! 'Strategic visions, planning and realities'!*