

# **EQuAM: Enhancing Quality Assurance Management in Jordanian Universities**

**Madrid Workshop 23<sup>rd</sup> – 24<sup>th</sup> 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**

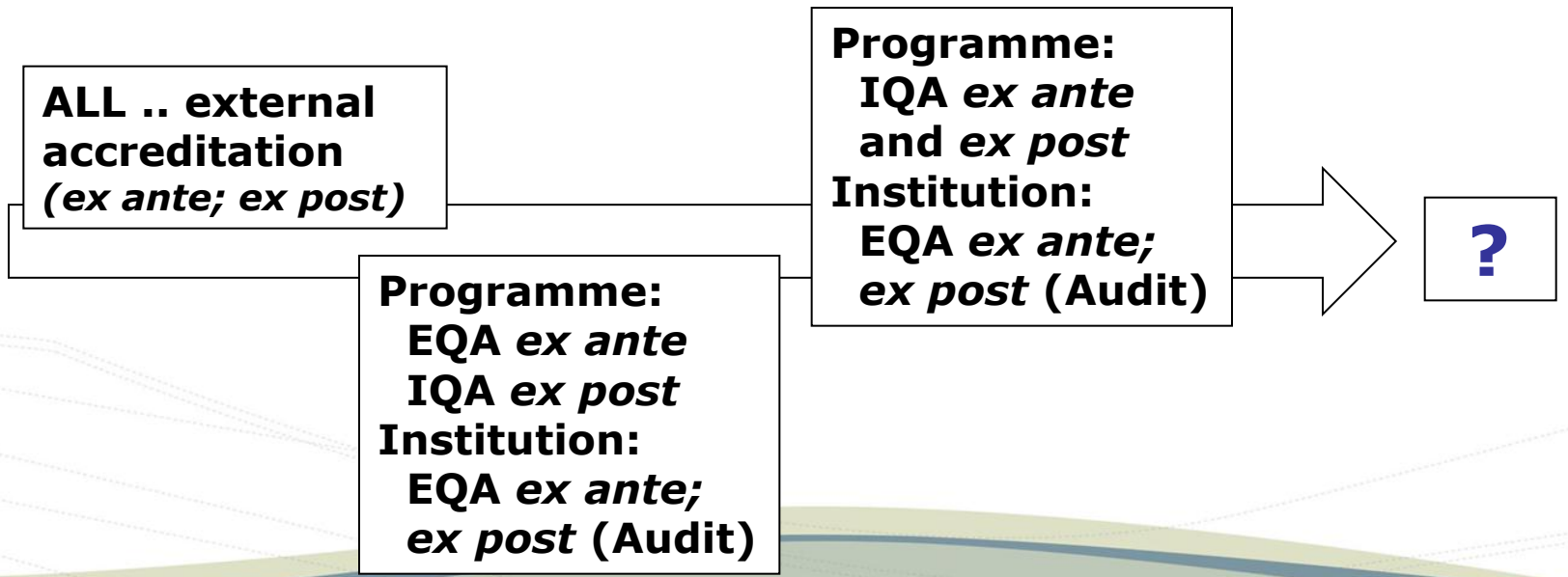
**and**

**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'!***