BUILDING ON WORLD-CLASS QUALITY

STRATEGY 2017-20
The UK’s universities and colleges have a worldwide reputation for the quality of the education they provide, and the rigour with which academic standards are assured. QAA’s mission – to safeguard standards and improve the quality of UK higher education wherever it is delivered in the world – supports this richly deserved reputation.

The scale, diversity and delivery of higher education is changing, both in the UK and globally. So too is the regulatory environment, with reforms set to be implemented in all four nations of the UK. QAA is ready to meet these new challenges, and continues to deliver as part of the system of co-regulation which benefits all students, now and in the future.

To support this, and our vision of world leading and independently assured higher education, we present ‘Building on World-Class Quality’, QAA’s Strategy for 2017-20.

This strategy will guide us through major change in the sector. It is underpinned by five core values – collaboration, innovation, expertise, accountability, and integrity – that shape everything that we do. It combines our years of expertise and experience to deliver lasting value for UK higher education.

Chris Banks, Chairman of the Board, QAA
Douglas Blackstock, Chief Executive, QAA
Our Mission
To safeguard standards and improve the quality of UK higher education wherever it is delivered around the world

Our Vision
World leading and independently assured UK higher education

Our Values
Collaboration • Innovation • Expertise • Accountability • Integrity
BY 2020

QAA WILL BE RECOGNISED AND VALUED BY STUDENT BODIES, INSTITUTIONS AND GOVERNMENTS AS

The expert independent quality body supporting a diverse system of co-regulation of UK higher education.

Delivering valued services that provide assurance and drive quality enhancement.

Using our international reputation and partnerships to benefit UK higher education.
AIM 1: THE EXPERT INDEPENDENT QUALITY BODY SUPPORTING A DIVERSE SYSTEM OF CO-REGULATION OF UK HIGHER EDUCATION

WE AIM TO ACHIEVE THIS BY

- Securing and undertaking quality assurance in Wales
- Ensuring that QAA Scotland’s enhancement-led approach delivers for, and has greater impact beyond, Scotland
- Playing a key role in the design and implementation of the regulatory and quality system in England and Northern Ireland
QAA is the designated quality body operating an effective quality assessment system for England and Northern Ireland.

QAA has a leading role in higher education quality assurance in each nation of the UK, ensuring comparability and the shared benefits of UK-wide approaches.

The benefits from enhancement-led and risk-based approaches are recognised and valued by providers.
AIM 2: DELIVERING VALUED SERVICES THAT PROVIDE ASSURANCE AND DRIVE QUALITY ENHANCEMENT

We aim to achieve this by:

- Being a trusted source of advice and guidance for UK higher education providers and UK governments
- Contributing to improvements in the student learning experience
- Developing and delivering innovative activities and services which meet subscriber needs
QAA has a clear, supported package of products and services

QAA’s views and advice are sought as a trusted expert

The UK Quality Code and its component parts remain current in the context of changing policy across the UK

Analysis and insight from our work provides evidence that drives improvement and change
AIM 3: USING OUR INTERNATIONAL REPUTATION AND PARTNERSHIPS TO BENEFIT UK HIGHER EDUCATION

We aim to achieve this by:

- Providing targeted intelligence that supports the UK sector internationally.
- Working with international partners to seek improvements in the regulatory framework for UK TNE provision.
- Securing demand for International Quality Reviews and other services which endorse QAA as a highly respected authority.
Recognition that QAA’s work actively facilitates UK transnational education

Continued growth in demand for QAA’s paid-for services

Reports and analysis on quality topics are valued and maintain QAA as a thought leader

QAA achieves a successful ENQA review in 2017-18 and retains its place on the European Quality Assurance Register
OUR VALUES

- Expertise
- Innovation
- Collaboration
- Accountability
- Integrity
Expertise

QAA...

- provides expert advice to the governments of the UK
- uses its expertise to strengthen quality assurance internationally
- uses its knowledge and expertise to benefit providers, students and stakeholders.

Innovation

QAA...

- delivers innovative new approaches, services and valuable events to enhance practice and support providers
- is innovatively reviewing our internal systems and processes to deliver cost effective quality services.
Collaboration

QAA...

- has a Board which embodies co-regulation, representing broad student, provider and stakeholder interests - collaborating to lead QAA
- works with regulators, sector agencies and professional bodies, collaborating for the benefit of the sector
- works in collaboration with students and student organisations to engage students and enhance the student learning experience
- collaboratively supports the distinctive requirements of the UK’s home nations.

Accountability

QAA...

- is accountable to our stakeholders through our governance structures
- has complaints and appeals processes in place to ensure we are held accountable for our decisions.
Integrity

QAA...

- has integrity and, as a registered charity, acts in the interests of the public and its beneficiaries
- is fair and transparent in its operations, acting with integrity at all times.

Underpinning these aims are the resourcing strategies to ensure QAA remains financially sustainable and is able to deliver our aims, remaining true to our values.