



PROMOTING QUALITY: IT'S WHAT LEADERS DO

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Council for Higher Education Accreditation

American Psychological Association

Education Leadership Conference

Washington DC

September 9, 2012

OVERVIEW

MYTHS ABOUT QUALITY

TODAY'S WORLD AND QUALITY

TOOLS FOR QUALITY

LEADERSHIP FOR QUALITY

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MYTHS ABOUT QUALITY

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WE CAN'T DISCOVER/DEFINE QUALITY

***WE DON'T KNOW HOW TO
EVALUATE/MEASURE/EXAMINE QUALITY***

EXAMINING QUALITY IS HARMFUL

WE KNOW QUALITY WHEN WE SEE IT

TO THE CONTRARY:

WE ASSERT QUALITY, NOT “DISCOVER” IT

***WE DON'T NEED TO DEFINE QUALITY, BUT
CREATE EXPECTATIONS OF QUALITY***

***WE CAN EXAMINE AND JUDGE WHETHER
THE EXPECTATIONS ARE MET***

***ATTENTION TO QUALITY IS ESSENTIAL, NOT
HARMFUL***

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CONTENTIOUSNESS ABOUT QUALITY

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***WHERE DOES AUTHORITY FOR QUALITY
REST: HIGHER EDUCATION, THE PUBLIC,
GOVERNMENT?***

***WHAT COUNTS AS QUALITY: STUDENT
LEARNING OUTCOMES, EVIDENCE OF
INTELLECTUAL DEVELOPMENT, JOBS?***

***WHO DECIDES QUALITY: FACULTY,
STUDENTS, OTHER?***

QUALITY AND MONEY

\$175 BILLION/YEAR IN FEDERAL STUDENT AID

STUDENT LOAN DEBT EXCEEDS CREDIT CARD DEBT

***AVERAGE LOAN DEBT OF 2010 GRADUATING SENIOR
= \$25,000.***

***PRICE AT PUBLIC INSTITUTIONS - 72 PERCENT
INCREASE IN LAST TEN YEARS***

AND...WHERE ARE THE JOBS?

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IN TODAY'S WORLD, QUALITY IS ABOUT...

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WHETHER AND WHAT STUDENTS LEARN

ACCOUNTABILITY FOR RESULTS

TRANSPARENCY FOR THE PUBLIC

***MEETING THE CHALLENGE OF
DIVERSIFICATION: ON-GROUND, ONLINE,
SOCIAL MEDIA, MOOCs, INTERNATIONAL***

IT'S NOT ENOUGH....

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***TO SAY THAT QUALITY IS ONLY
ABOUT PROCESS***

***TO THINK ONLY IN TERMS OF
TRADITIONAL HIGHER EDUCATION***

TO AVOID CONSIDERING QUALITY

***“QUALITY IS WHAT HAPPENS TO
STUDENTS”***

TOOLS FOR QUALITY

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OUR TOOLS:

ACCREDITATION

INSTITUTION AND PROGRAM REVIEW

***COLLEGE PORTRAIT, LEAP, NSSE AND CCSSE,
VFA***

OTHER TOOLS:

US NEWS AND WORLD REPORT?

FEDERAL AND STATE REVIEW?

WHAT FOUNDATIONS WANT?

LEADERS PROMOTE QUALITY....

IN INSTITUTIONS AND PROGRAMS...

***SET EXPECTATIONS – WHAT COUNTS AS
QUALITY***

ADVOCATE FOR QUALITY

EVALUATE FOR QUALITY

REQUIRE ACCOUNTABILITY FOR QUALITY

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LEADERS ASK QUESTIONS ABOUT ACHIEVING QUALITY

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WHAT ARE OUR INSTITUTIONAL/PROGRAM GOALS?

WHAT COUNTS AS QUALITY IN MEETING THE GOALS?

HOW ARE THE GOALS FOCUSED ON WHAT STUDENTS LEARN?

***DO THE GOALS REFLECT THE QUALITY EXPECTATIONS OF OUR
PROFESSION/TYPE OF INSTITUTION?***

WHAT IS THE EVIDENCE THAT GOALS ARE MET?

HOW DO WE INFORM THE PUBLIC THAT STUDENTS ACHIEVE?

HOW DO WE IMPROVE QUALITY?

LEADERS PROTECT QUALITY

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LEADERS...

***MAKE THE CASE FOR AUTHORITY FOR
QUALITY WITHIN HIGHER EDUCATION***

***PROVIDE LEADERSHIP IN SHAPING
ACCOUNTABILITY***

FOCUS ON RESULTS

SUMMARY

QUALITY IS KNOWABLE AND ACTIONABLE

***AUTHORITY FOR QUALITY NEEDS TO RESIDE
WITHIN HIGHER EDUCATION***

***WE CANNOT LAY CLAIM TO QUALITY
WITHOUT ADDRESSING ACCOUNTABILITY***

***THE PROMOTION AND PROTECTION OF
QUALITY STARTS WITH LEADERS***

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THANK YOU