Quality Assurance Distance Learning - what matters?

CRITERIA OF THE NEW SEAL „EXCELLENCE IN DIGITAL EDUCATION“
And The Contribution To Sustainability

CEENQA - Bi-monthly meeting 16 November
Mag. Diane Freiberger, MBA
AGENDA

FIBAA AGENCY

History of the new seal"

5 Standards

Contribution to sustainability

Q&A
FIBAA AGENCY

FIBAA: 29 Years of Higher Education Accreditation

FIBAA

Foundation for International Business Administration Accreditation

International Accreditation and Quality Assurance Agency for Higher Education Institutions

Established in 1994

By leading employers’ associations and chambers of industry and commerce from Germany, Switzerland and Austria

An independent non-profit foundation under Swiss law with the foundation’s headquarters in Zurich, Switzerland, and head office in Bonn, Germany
FIBAA: 29 Years of Higher Education Accreditation Facts and Figures

2,700+
Accredited study programmes at the Higher Education Institutions of:
- Germany, the Netherlands, Austria, Switzerland, the Russian Federation, Kazakhstan, Georgia, Azerbaijan, Slovenia, Ukraine, Jordan, Lebanon, Oman, Qatar, Turkey, Cyprus, Albania, Vietnam, Indonesia, et al.

8-10 Consulting Projects Per Year
20 Certification Procedures
50 Institutional Procedures
800+ Pool of Assessors: Proven Experts
FIBAA Quality Seal Offered Worldwide

FIBAA: International Recognition

Core Operation Areas

Europe
Central Asia
South-East Asia
Middle East

National Recognition

Germany
Austria
Switzerland
Kazakhstan
Netherlands and Flanders
Indonesia
Vietnam

International Recognition

European Quality Assurance Register for Higher Education (EQAR)
and
European Association for Quality Assurance in Higher Education (ENQA)

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FIBAA: 29 Years of Higher Education Accreditation

FIBAA Product Portfolio

Programme Accreditation

Institutional Accreditation

PRODUCT PORTFOLIO

Certification of advanced education

FIBAA Consult
II. HISTORY OF „EXCELLENCE IN DIGITAL EDUCATION“

“INNOVATIVE EDUCATION NEEDS MODERN QUALITY STANDARDS!”
II. HISTORY OF „EXCELLENCE IN DIGITAL EDUCATION“

• „Occasional Paper 26“ of the European Association for Quality Assurance in Higher Education (ENQA)

• Fall 2020: Two internal workshops

• Draft of assessment guide

• Feedback from “Hochschulforum Digitalisierung” (hochschulforumdigitalisierung.de)

• FIBAA Accreditation and Certification Committee

• Peer Review Pilot with three institutions

• Evaluation in May 2021

• Start October 2021
THE SEAL „EXCELLENCE IN DIGITAL EDUCATION“

FIBAA Standards

DIGITALISATION STRATEGY
- Objective
- Implementation of the strategy
- Review and measures
- Future orientation

QUALITY ASSURANCE
- Integration into the QM system
- Quality assurance of teaching
- Learning Analytics
- Quality assurance of technology
- Continuous improvement

STAFF
- Staffing
- Further qualification
- Support
- Knowledge management

DIDACTIC DESIGN
- Didactic concept
- Teaching methods
- Learning materials
- Forms of examination
- Academic support for students

TECHNOLOGY
- Technical organisational unit
- Technical infrastructure
- Teaching and learning platform
- Data analysis system
- Technical support for students
STANDARD 1: STRATEGY FOR THE DIGITALISATION OF TEACHING AND LEARNING

The institution defines its objectives taking into account the areas faculty and staff, technology, instructional design, quality assurance and learning analytics.
BUZZWORDS

- New learning environments
- New markets
- Internationalisation
- Sustainability
- Efficiency
- Digital transformation
- Lifelong learning
- Ecosystems, communities, networks, alliances...

No „one size fits all“!
The key criteria are:

1. Strategic objectives
2. Implementation of the strategy
3. Review and measures
4. Future orientation
STANDARD 2: FACULTY & STAFF

The key criteria are:

- Qualified faculty and staff
- Personnel resources
- Media literacy
- Support
- Consideration of workload
- Knowledge management
- Further development of instructional competencies and expertise
STANDARD 3: TECHNOLOGY

The institution is responsible for a modern IT which enables the realisation of contemporary digital teaching.

The key criteria are:

1. Technical organisational unit
2. Technical infrastructure
3. Learning management system
4. Data analysis system
5. Technical support for students
STANDARD 3: TECHNOLOGY

What are the tasks and services of the institutional technical organisational unit?

• Video, audio production
• Production of image films and recordings
• Webconferences of lectures and workshops
• Livestreaming
• Guidance for editing of picture, audio and video
STANDARD 4: INSTRUCTIONAL DESIGN

• Excellent digital education requires didactic competence.

• The instructional design ensures that students meet the qualification objectives.

• The didactic concept is the basis for the meaningful application of technology and media.
STANDARD 4: INSTRUCTIONAL DESIGN

The key criteria are:

1. Digital instructional concept
2. Teaching methods
3. Teaching materials
4. Assessment
5. Academic support of students
STANDARD 5: QUALITY ASSURANCE

Excellent digital teaching requires the implementation into a systematic quality management system which considers the specifics of digital teaching.

The key criteria are:
1. Integration in the Quality management system
2. Quality assurance of teaching
3. Learning analytics
4. Quality assurance of technology
5. Continuous improvement
IV. CONTRIBUTION TO SUSTAINABILITY

• further develop in digital transformation with regard to teaching and university-wide processes

• to reflect on the diversity of educational biographies

• Quality-assured processes for digital teaching also ensure the learning outcome within the framework of this methodological design

• Quality assurance of digital teaching contributes to further dissemination of this form of education

Contribution to SDG‘s
Contact & further information