Questing for Accountability:
The Development of Quality Assurance in Higher Education in China

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The Massification of HE in China

Total Enrollment

GER

0.26 0.177 0.857 6.42 7.42 19 20 21 22 23 23.3 24.2 26.5 36.47 50

0.26 1.55 9.8 10.5 17 19 20 23 25 27 29.07 29.79 31.05 36.47 50


0 10 20 30 40 50 million

0 10 20 30 40 50 %
In the past two decade, accountability has become a major concern in most parts of the world. Governments, parliaments, and the public are increasingly asking universities to justify their use of public resources and account more thoroughly for their teaching and research results.

Accountability may take many forms, including legal requirements, quality assurance procedures, benchmarking exercises, professional qualification examinations, budget allocation mechanisms that reward performance, and oversight structures.
The Quality Assurance Framework

- **INTERNATIONAL**
  - Washington Accord
  - UNESCO Convention

- **PROFESSIONAL**
  - Academic rankings
  - [Peer Review]

- **MARKET**
  - [Student satisfaction]
  - [Employer survey]

- **GOVERNMENT**
  - Monitoring & Report
  - Assessment & evaluation
  - Performance-based funding
The Quality Assurance Agencies

Ministry of Education (MOE)

- Department of Higher Education (of MOE)
- Higher Education Evaluation Center (HEEC)
- Department of Academic Degree and Graduate Education (of MOE)
- China Academic Degree & Graduate Education Development Center (CDGDC)
# The Framework of Teaching Assessment

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Sub - indicators</th>
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<tbody>
<tr>
<td>1. mission &amp; leadership</td>
<td>1.1 institutional positioning  1.2 the role of leadership  1.3 the mode of student development</td>
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<tr>
<td>2. staff and faculty</td>
<td>2.1 number and structure  2.2 teaching skills  2.3 professional development</td>
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<td>3. teaching facility</td>
<td>3.1 basic facility  3.2 teaching funding</td>
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<tr>
<td>4. program and curriculum</td>
<td>4.1 program construction  4.2 curriculum &amp; instruction  4.3 practice</td>
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<td>5. quality management</td>
<td>5.1 management team  5.2 quality control</td>
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<td>6. learning environment and student guidance</td>
<td>6.1 learning environment  6.2 guidance and service</td>
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<tr>
<td>7. teaching quality</td>
<td>7.1 moral  7.2 knowledge and competence  7.3 physical  7.4 social reputation  7.5 employment</td>
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<tr>
<td>Indicator</td>
<td>Weight</td>
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<td>------------------------------</td>
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<tr>
<td>the faculty</td>
<td>16</td>
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<td>teaching</td>
<td>31</td>
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<td>research</td>
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<tr>
<td>social services &amp; reputation</td>
<td>21</td>
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The Government – monitoring & report

- National Data Platform for Higher Education Quality Monitoring
  - institutional profile
  - infrastructure
  - faculty information
  - student information
  - study programs
  - teaching process
  - teaching management
  - quality control

- Annual Quality Report of Higher Education
  - the fitness of social demand
  - the achievement of student development
  - the effectiveness of quality assurance
  - the supporting of resources
  - the satisfaction of students and clients
The Government – Performance funding

- **Project 211 / Project 985**
  - national strategy
  - high benchmarks (world-class)
  - another track?

- **‘Double first-class’ Project**
  - subject (rather than institution) centered
  - selection through competition
  - open to all HEIs
The International

- Washington Accord
  - student-centered
  - outcome-based education
  - continuing quality improvement
  - employer involvement
  - the link with industry

- UNESCO Convention
  - regional: Tokyo Convention (2012)
  - global: Global Convention (in process)
The Market

- Employer Survey [Subject Review]
  - vocational (professional) competency
  - vocational (professional) ethics
  - satisfaction

- Student and Client Satisfaction [Quality Report of Higher Education in China]
  - student: ‘soft-ware’ vs ‘hard-ware’ / learning experience vs employment
  - client (employer): knowledge, competence, skills, social practices, program relevance
The Challenges of QA

- the dilemma and complains
  - the nature of quality
  - audit explosion
  - governance by numbers (indicators)
  - increasing competition
  - one size for all
  - quantitative and standardized
  - performance-oriented
  - institutional autonomy
  - excellence without a soul?

... ...

Not everything that counts can be counted, and not everything that can be counted counts.

Albert Einstein
The Way Forward

- transformation of functions for governments
- independent QA agency/body
- diversified standard and system for evaluation
- professional accreditation
Thank you for your attention!