



浙江大学
ZHEJIANG UNIVERSITY

Questing for Accountability:

The Development of Quality Assurance in Higher Education in China

CHEA CIQG 2017 Annual Meeting
Capital Hilton Hotel, Washington, DC, US
Feb. 1-2, 2017



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in
Entrepreneurial Education
China



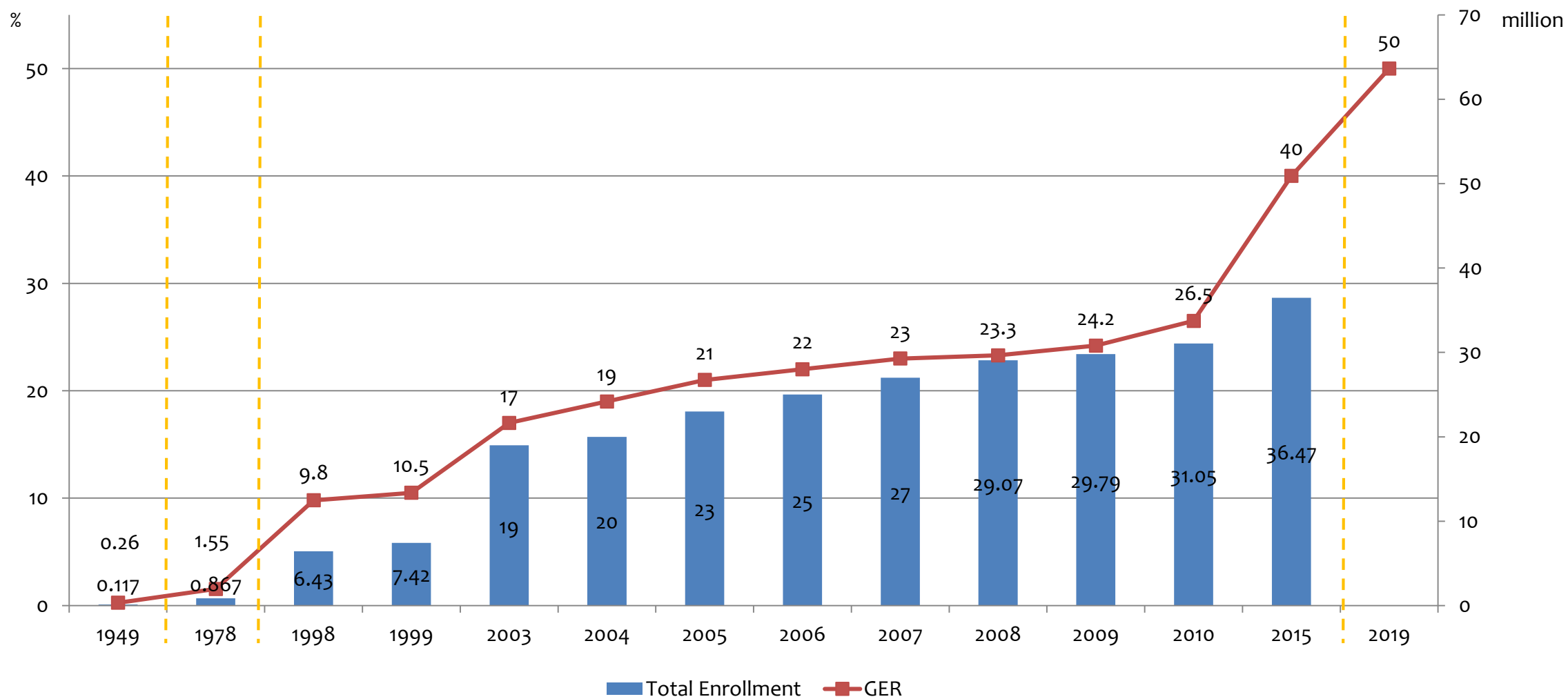
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The Massification of HE in China





The Growing Accountability Agenda

- In the past two decades, 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.

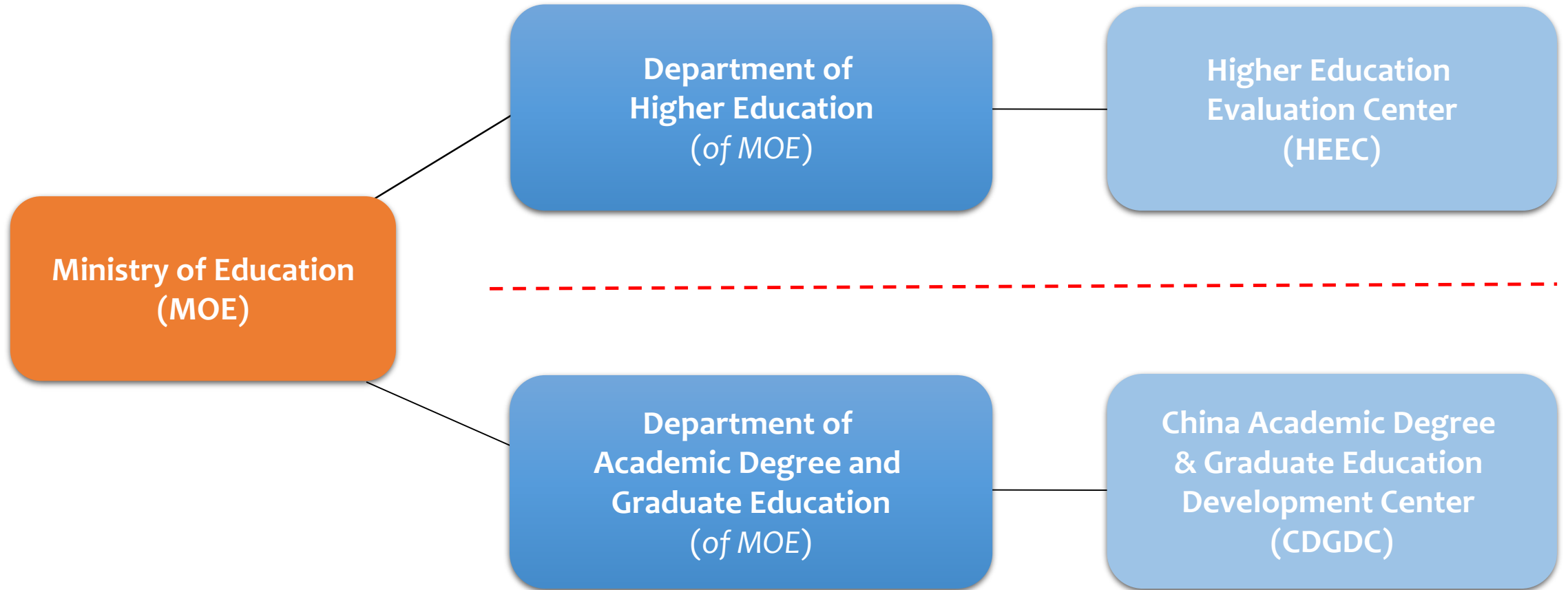


The Quality Assurance Framework





The Quality Assurance Agencies





The Government – Teaching Assessment

The Framework of Teaching Assessment

Indicators	Sub - indicators
1. mission & leadership	1.1 institutional positioning 1.2 the role of leadership 1.3 the mode of student development
2. staff and faculty	2.1 number and structure 2.2 teaching skills 2.3 professional development
3. teaching facility	3.1 basic facility 3.2 teaching funding
4. program and curriculum	4.1 program construction 4.2 curriculum & instruction 4.3 practice
5. quality management	5.1 management team 5.2 quality control
6. learning environment and student guidance	6.1 learning environment 6.2 guidance and service
7. teaching quality	7.1 moral 7.2 knowledge and competence 7.3 physical 7.4 social reputation 7.5 employment



The Government - Subject Evaluation

The 4th Round of Subject Evaluation (2016)

Indicator	Weight	Sub-indicator	Weight
the faculty	16	quality of the faculty	14
		The amount of faculty	2
teaching	31	the process of teaching and learning	11
		quality of students	12
		quality of graduates	8
research	32	research outcomes	17
		research awards	8
		research projects	7
social services & reputation	21	social services [contributions & case studies by peer review]	5
		reputation [academic reputation & morality by peer review]	16



The Government – monitoring & report



2014年度

中国高等教育 质量报告

ANNUAL QUALITY REPORT
OF HIGHER EDUCATION IN CHINA

教育部高等教育教学评估中心 编

教育科学出版社
ESPHE Educational Science Publishing House

- 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

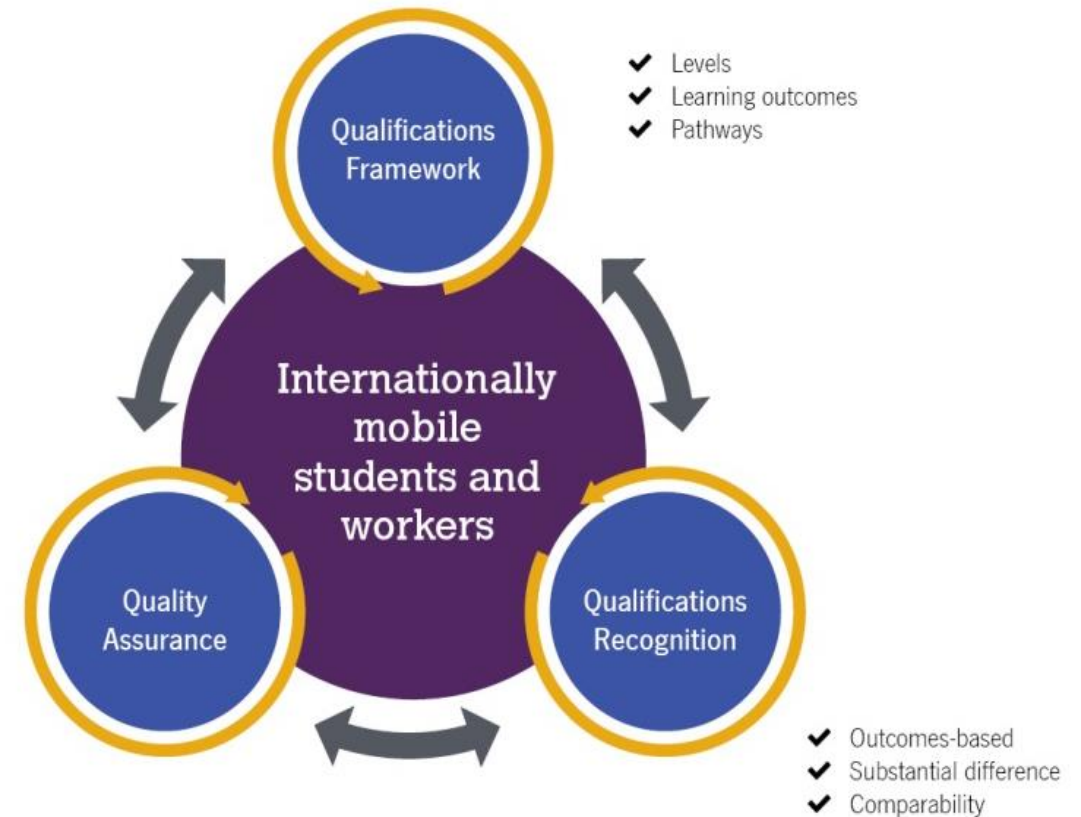
- **Project 211 / Project 985**
 - national strategy
 - high benchmarks (world-class)
 - another track?

- **‘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 Professional



ESSENTIAL SCIENCE INDICATORSSM

Analyze top research output and research fronts





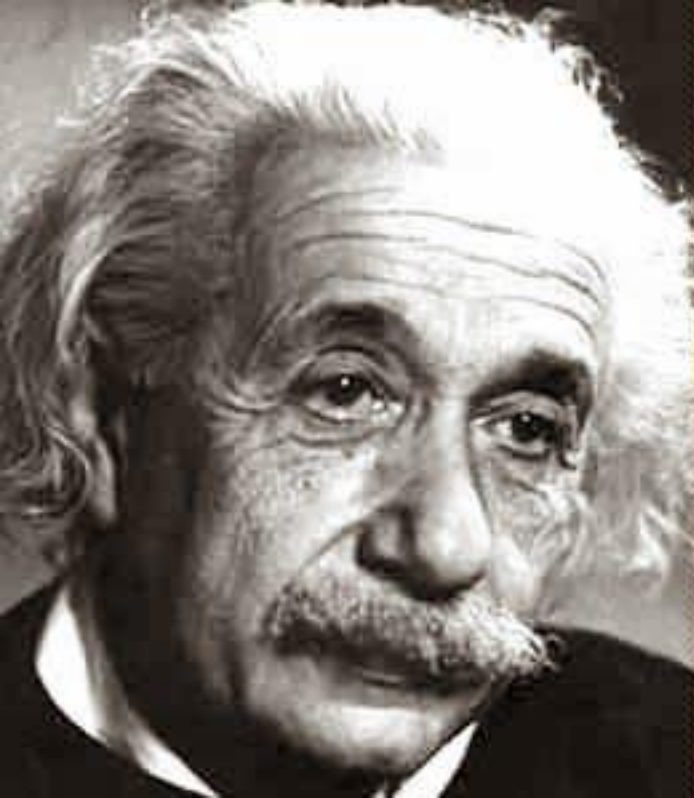
The Market

- 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



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

Albert Einstein

- 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?

... ..



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!**