WHAT KIND OF UNIVERSITIES DOES SOCIETY NEED AND WHAT IS THE ROLE OF QUALITY ASSURANCE?

THE THIRD UNIVERSITY MISSION INTERNATIONAL CONFERENCE
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COUNCIL FOR HIGHER EDUCATION ACCREDITATION USA
THE THIRD MISSION: WHAT ARE THE ISSUES?

WHAT IS THE ROLE OF QUALITY ASSURANCE IN THE THIRD MISSION?
THE THIRD MISSION IS ABOUT

- SERVING SOCIETY – GROWING IMPORTANCE VIS-À-VIS BEYOND TEACHING, LEARNING, AND RESEARCH
- ACADEMIC AND SOCIAL ACCOUNTABILITY
- ENGAGEMENT, SENSE OF OBLIGATION, AWARENESS AND RESPONSIVENESS TO SOCIETY’S NEEDS
THE THIRD MISSION IS NOT NEW…BUT…

- EXTENT OF EMPHASIS AND CONCERN IS NEW

- A SHIFT IN POSITIONING OF HIGHER EDUCATION IS NEW:
  - FROM “IVORY TOWER” TO ESSENTIAL SOCIAL INSTITUTION
  - FROM THE PRIMACY OF ACADEMICS TO THE CENTRALITY OF SERVING SOCIETY
WORLD-WIDE EXAMPLE – THIRD MISSION: UNESCO SUSTAINABLE DEVELOPMENT GOALS

- 17 GOALS
- 2015-2030
- OBJECTIVE: BUILDING A DESIRABLE FUTURE
- GOALS GO WELL BEYOND HIGHER EDUCATION
HOWEVER...SOME ARE CENTRAL TO THE THIRD MISSION

- QUALITY EDUCATION
- GENDER EQUALITY
- DECENT WORK AND ECONOMIC GROWTH
- REDUCING INEQUALITIES
- INDUSTRY, INNOVATION AND INFRASTRUCTURE
- PEACE, JUSTICE AND STRONG INSTITUTIONS

...”SOCIAL ACCOUNTABILITY”...
WHAT DOES ENGAGEMENT WITH TODAY’S THIRD MISSION MEAN FOR HIGHER EDUCATION?

- ACCESS/OPPORTUNITY/MOBILITY – EXPANDING AND DIVERSIFYING THE STUDENT POPULATION

- ACCOUNTABILITY – FOR QUALITY, AND COMPETENCE, STUDENT SUCCESS

- A BEACON OF TRUST - ACADEMIC FREEDOM AND FREE SPEECH

- PUBLIC INTELLECTUAL ROLE – SETTING A TONE IN A DIFFICULT POLITICAL ENVIRONMENT, THOUGHT LEADERSHIP
ENGAGEMENT WITH THIRD MISSION – 2

➤ PARTNERSHIPS
  ➤ ADVANCING WORK AND CAREERS
  ➤ ECONOMIC AND COMMUNITY DEVELOPMENT

➤ COMMITMENT TO INNOVATION:
  ➤ DIVERSIFICATION OF PROVIDERS - NON-INSTITUTIONAL, MOOCs, COMPANIES, ONLINE, FOR-PROFIT
  ➤ DIGITIZATION -TECHNOLOGY CHANGING HOW WE WORK – GDN, BOLOGNA

➤ INTERNATIONAL CONNECTIONS
THE THIRD MISSION MEANS RESPONSIBILITY FOR...

ACCESS
ACCOUNTABILITY
TRUST
INTELLECTUAL LEADERSHIP
PARTNERSHIPS
INNOVATION
INTERNATIONALIZATION

...NO SINGLE UNIVERSITY CAN DO ALL...WE CHOOSE...
WHAT ROLE FOR QUALITY ASSURANCE (QA) IN THE THIRD MISSION?

- TO DATE: QA – FOCUSED ON ACADEMIC ISSUES – TEACHING, LEARNING, RESEARCH
  - QUALITY JUDGED BY REPUTATION, RESEARCH PRODUCTIVITY, FACULTY

- MOVING FORWARD: QA NEEDS TO EVOLVE TO MATCH UNIVERSITIES EMBRACE OF THIRD MISSION
WHAT ROLE - QUALITY ASSURANCE...ASSISTING UNIVERSITIES...

- ACCESS – ANSWER “WHAT IS QUALITY?” FOR A DIFFERENT STUDENT POPULATION
- ACCOUNTABILITY – MAKE EVIDENCE OF STUDENT ACHIEVEMENT AND SUCCESS CENTRAL TO QUALITY, TRANSPARENCY
- TRUST – TRANSPARENCY, AVOID OR ELIMINATE CORRUPTION, PART OF QUALITY REVIEW
WHAT ROLE – QUALITY ASSURANCE – 2

- PARTNERSHIPS – ENCOURAGE AND DON’T STAND IN THE WAY, FRAME QUALITY EXPECTATIONS

- INNOVATION
  - QUALITY REVIEW FOR NEW TYPES OF PROVIDERS - MOOCs AND COMPANIES (STRAIGHTERLINE) PARTNERSHIPS, BLENDED LEARNING, “NEW” INSTITUTIONS – MINERVA
  - QUALITY REVIEW FOR EXPERIMENTATION WITH AI, MACHINE LEARNING, PREDICTIVE ANALYTICS, GROWTH OF ONLINE
WHAT ROLE - QUALITY ASSURANCE – 3

- PUBLIC INTELLECTUAL ROLE - LEADERSHIP IN THE NATIONAL DIALOGUE - RENEWED COMMITMENT TO QUALITY TO BUILD CONFIDENCE IN HIGHER EDUCATION – QUALITY ASSURANCE LEADERSHIP

- INTERNATIONALIZATION – CONTINUING THE QA INTERNATIONAL COMMUNITY AND FURTHER ENGAGE UNIVERSITIES
CHEA INTERNATIONAL QUALITY GROUP

CIQG INTERNATIONAL QUALITY PRINCIPLES
ACADEMIC CORRUPTION
2019 ANNUAL MEETING: SUSTAINING TRUST
ACCOUNTABILITY, STUDENT LEARNING OUTCOMES, INNOVATION
INNOVATION - DIVERSE PROVIDERS AND QUALITY PLATFORM
SO…. THE THIRD MISSION IS ABOUT BUILDING THE INVESTMENT OF HIGHER EDUCATION IN SERVING SOCIETY

THE THIRD MISSION IS ABOUT ENGAGEMENT – STRENGTHENING EQUALITY, SOCIAL JUSTICE, EQUITY, ECONOMIC WELL-BEING, EQUALITY, EMPLOYMENT,

QUALITY ASSURANCE IS ESSENTIAL TO SUCCESS IN ACHIEVING THE THIRD MISSION – ABSENT RELIABLE QUALITY, THE THIRD MISSION CANNOT SUCCEED
THANK YOU

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