HOW TO INSTALL "QUALITY CULTURE" IN HIGHER EDUCATION INSTITUTIONS:
AUN-QA EXPERIENCES

By
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ASEAN University Network (AUN): Network of 30 leading universities initiated by ASEAN since 1995 (16 AUN Thematic Networks)

Aims to:
- Uplift and ensure the quality of higher education for harmonizing HE in ASEAN
- Promote continual quality improvement in ASEAN higher education system
- Enhance the regional higher education recognition

Est. in 1998 by AUN Member Universities
SPECIFIC CHARACTERISTICS OF AUN-QA

- on voluntary basis
- NO legal binding
- fitness for purpose of continued improvement
- De facto QA framework in ASEAN
- NOT a check-list assessment, non-prescriptive
- principle-based quality assurance
- Only Regional QA System in ASEAN
- OBE Implementation (ELOs focused)

The AUN-QA fills in the regional niche nicely.
Past, Present and Future of AUN-QA

1. AUN-QA Programme & Institutional Assessment
2. Human resource development in QA
3. AUN-QA cooperation with national and international agencies

361 Programmes
6 Institutions
>1,500 Trainees

AUN-QA Members

The AUN-QA Members consists of

- 30 AUN Core Members
- 67 Associate Members

AUN-QA Programme Assessment (V. 1.0) (2007)
AUN-QA Programme Assessment (V. 2.0) (2011)
AUN-QA Programme Assessment (V. 3.0) (2016)
AUN-QA Institutional Assessment (V. 2.0) (2017)
AUN-QA Network (1998)
AUN-QA Associate Member (2013)
**QA AS A TRUST-BUILDING MECHANISM IN HIGHER EDUCATION:**

Trust is based on a solid understanding and acceptance of difference!!

<table>
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<tr>
<th>Rationalist-Instrumental (modern way of building trust)</th>
<th>Hard</th>
<th>Soft</th>
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<tbody>
<tr>
<td>Legal Regulation</td>
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<td>Certification</td>
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<td>AUN-QA</td>
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<th>Normative-Cognitive (developed by socialization, value creation, self-control)</th>
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<td>Reputation</td>
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<td>Community Norms</td>
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<td>Bachman (2011)</td>
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**Culture of Trust**

Need “Belief & Passion”

- Creating lasting trust
- Increasing motivation
- Improving behavior & performance

Associate Membership
WHY WILL UNIVERSITIES NEED TO CATCH UP WITH THE CHALLENGES?

University is considered as adaptive social system where people cooperate to achieve common purpose.

N.GAJASENI (AUN-QA PROMOTION_26_06_18_YOGYAKARTA)
Goals of AUN-QA

Quality Assurance (QA) must be implemented to uplift higher education quality for ensuring high qualified workforce.

Only “QA System” is not enough for institution, but we must create “Quality Culture” in our institution!!
HOW TO EMBRACE “QUALITY CULTURE”:

- Maintaining a leadership emphasis on "Quality" (QA in U organization structure???)
- Ensuring policy & message credibility
- Encouraging peer involvement
- Increasing stakeholder ownership and empowerment

Quality as a “Core Value of the University”

- Internally driven

Quality as a “Personal Value” rather than simply obeying the policy

"Quality-Focused Actions" rather than "Quality Guidelines"

- Shifting from a “Rule-based Quality” to a “True Quality Culture”
- Shifting from a “Traditional Strategies” (training, sharing best practices, etc.) to a “Peer-driven Approach”

Translate value into action
KEY STAKEHOLDERS TO ENHANCE “QUALITY CULTURE”

- Clear understanding of “Quality of Education” through “OBE” with willingness to change & open-minded

- Clear understanding of policy with change management skills

- Truly understand the importance of QA and involve by providing a clear QA Policy & Resource Support

- Clear understanding the benefit of “Quality of Education” through “OBE” with active learning, self-learning, LLL, etc

- Active collaboration with the study programme on sharing experiences & contribution

- Close-collaboration with the study programme/university

Academic & Support Staff

Students

Faculty Leaders and Teams

University Leaders (President, University Council, etc)

Alumni

Employers, Users

Quality Culture in Education (AUN-QA)
ON QUALITY ENHANCEMENT

THE WAY FORWARD?

1. (U-U)
   - Strengthen university QA professionals’ capacity in ASEAN
   - Uplift quality education at programme level by AUN-QA Assessment Services
   - Expand “Institutional Assessment” to universities in ASEAN
   - Establish “Country Chapter of AUN-QA” for promoting and enhancing AUN-QA development in respective countries

2. (G-G)
   - Engage with the international/national QA agencies for system-development and recognition
   - Partnering with AQAN to support “ASEAN Quality Assurance Framework (AQAF)”

3. (R-R)
   - Expand AUN-QA Cooperation with dialogue partners e.g. ASEAN+3, ASEAN-EU
Thank you