



Quality Assurance in Continuing Education: Finding mechanisms to guarantee excellence

21 April 2022 at 16:00CET

3rd eucen Seminar Across the Atlantic
organised in collaboration with:
AAACE and UPCEA

Chairman: Pascal PASCHOUD, Université de Lausanne/EPFL (CH) - **eucen**

Presenters: Lyndsey EL AMOUD, University College Cork (IE) - **eucen**
Steven MULLIGAN, StudyPortals (US) - **UPCEA**

Facilitator: Tricia BERRY, Purdue University (US) - **AAACE**



The ACE approach to quality assurance in Continuing Education: Moving beyond QA box ticking to a genuine quality culture

Lyndsey El Amoud
April 2022



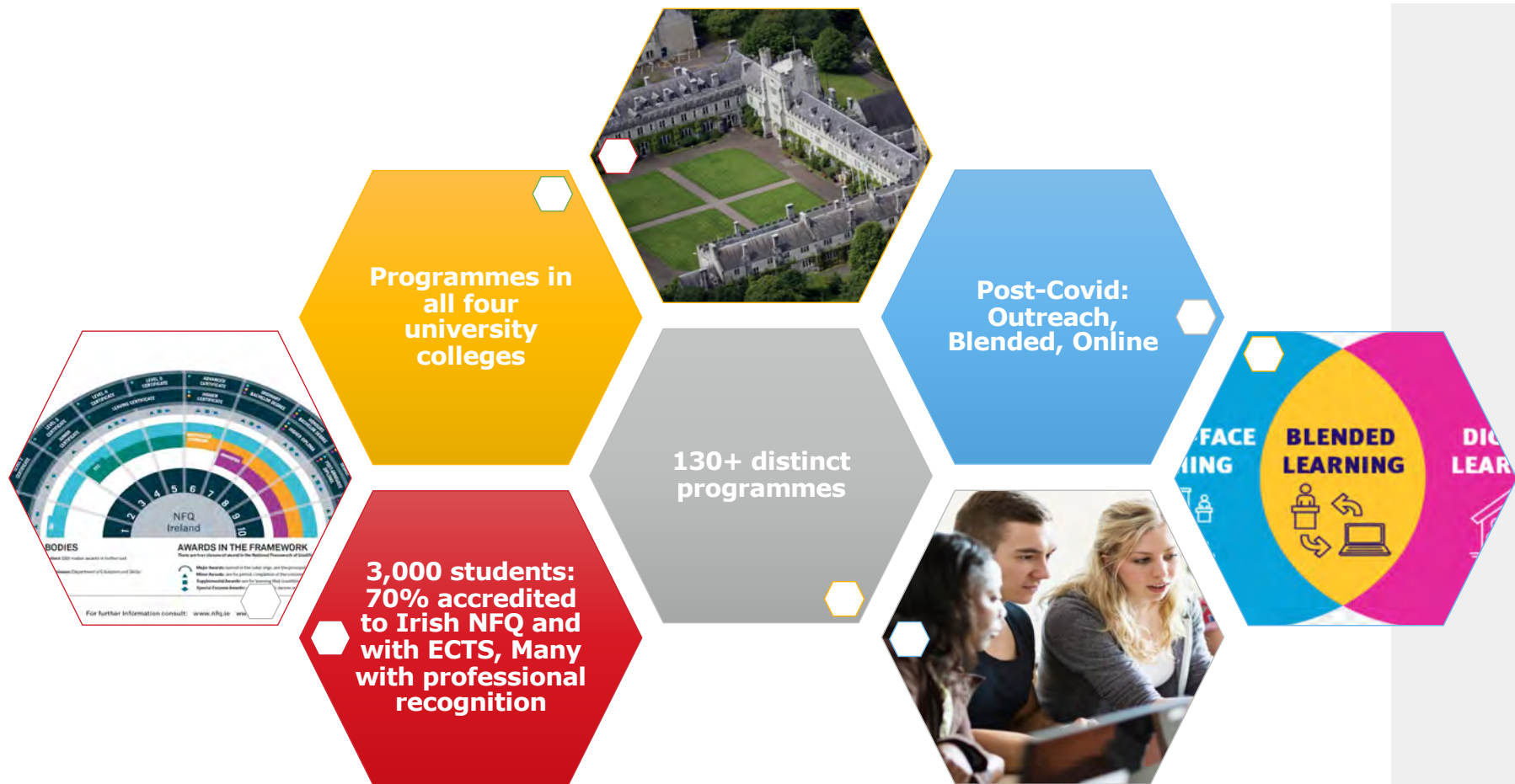
**A TRADITION OF
INDEPENDENT
THINKING**



UCC

University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

ACE at a Glance



Importance of Context



European Context

- Bologna Process
- Standards and Guidelines for Quality Assurance in the European Higher Education Area



Irish Context

- Irish Universities Act 1997
- Qualifications and Quality Assurance (Education and Training) Act 2012



UCC Context

- Autonomous degree-awarding body
- Internal and external quality assurance procedures
- Quality enhancement ethos

The ACE Approach

**Planning and
design**

**Implementation
and delivery**

**Programme
monitoring**

**Programme
improvement**



Phase 1: Planning & Design



Demand-led responsive approach



Dual disciplinary design



Learner-centric approach



UCC Curriculum Development
Process

Example of Planning & Design Stage: Diploma in Management Practice



Need identified
by Regional Skills
Forum



Partnered with
Dept. of
Management &
Marketing at UCC



Part-time
modular delivery
with focus on
applied learning
and work-based
projects



Preparation of
programme
approval
documentation
with input from
all key
stakeholders

Example of Planning & Design Stage: Diploma in Management Practice

Stage 1 Approval

- Dept. of Management & Marketing endorses Outline Programme Proposal
- College of Business & Law endorses Outline Programme Proposal
- Presentation of Outline Programme Proposal to ACE Academic Standards Board
- Presentation of Outline Programme Proposal to UCC Academic Board for approval

Stage 2 Approval

- Full programme planning documentation completed & endorsed by Dept./College
- Programme Approval Panel convened – internal assessors, external assessors, employer rep, student rep
- Robust interrogation of proposed programme followed by approval (may be subject to conditions or recommendations)

Phase 2: Implementation & Delivery



Demand-led
approach to
delivery



Focus on student
experience



Programme
teaching team



Achievement of
programme
learning outcomes

Phase 3: Programme Monitoring

Student feedback

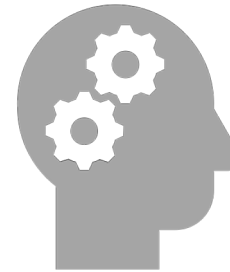
Role of external examiner

Programme Committee

Phase 4: Programme Improvement



Curriculum Change
Process



Evidence-based
decision-making

Key Lessons to Take Away



Believe

Make QA work for you!



Learner-centric

Always keep the learners
at the heart of your
process



Stakeholder
engagement

Involve a broad range of
key stakeholders in the
process



It's all lifelong
learning!

Continue to reflect and
learn in order to improve



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Steven Mulligan

CCO – North America – Studyportals
Chair Elect – International Network UPCEA

 **studyportals**

This session:

The evolving breadth & quantity of data at our disposal can be overwhelming, stressful and confusing; rather than inform decision making.

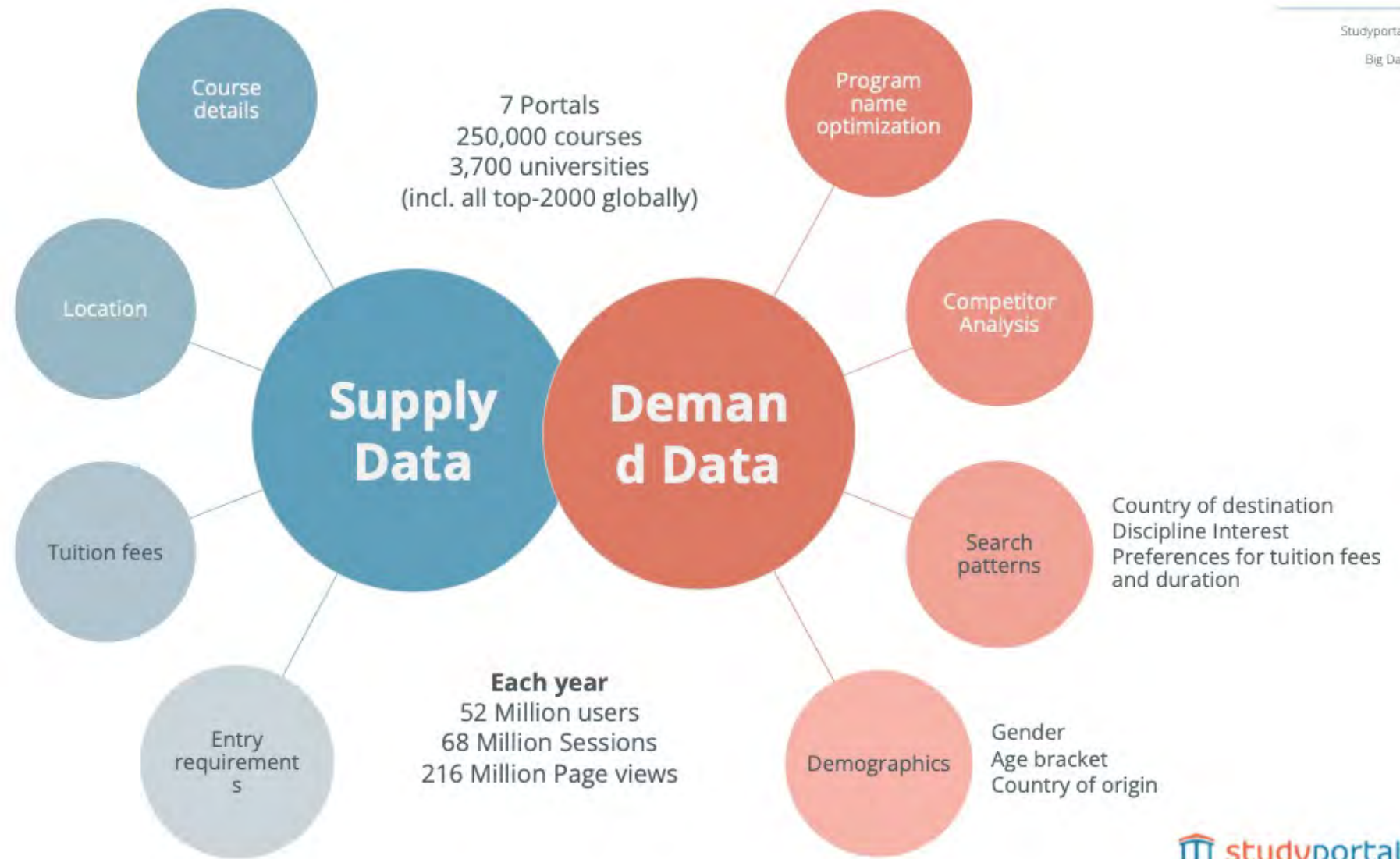
This session aims at:

- Exploring how data is analyzed & visualized
- Looking at what our student behavior data is telling us about student wants in needs today and in the future
- Illustrating trends in student interest (Supply & Demand) in Graduate programs

A photograph of a modern library or study area. In the foreground, several students are sitting on large, tufted, light-colored beanbag chairs, focused on reading or writing. In the background, more students are standing and talking near tall wooden bookshelves filled with books. The atmosphere is quiet and studious.

“Universities that are going to come out of this successfully are the ones who are less in love with their traditions and more in love with their students. [...] Things are going to be changing from one week to another.”

Michael Sorrell, President Paul Quinn College

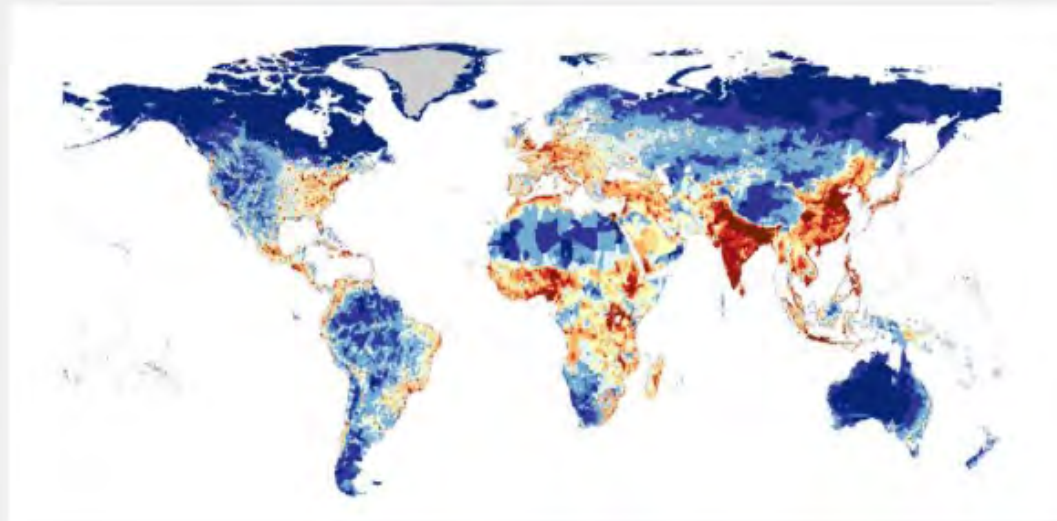


What makes Studyportals data unique?

- **Uniquely large sample size:** based on more than 52 million unique visitors annually (and growing) specifically interested in studying abroad, accounting for over 68 million sessions and more than 198 million page views
- **Very balanced global audience:** visitors from more than 210 countries, well-distributed across the entire globe, providing a good representation of international student interest
- **Extensive coverage:** with more than 190,000 individual programmes listed, we are covering more than 90% of the English-taught programmes world-wide open to international students
- **Great level of detail:** our websites allow students to research different options on programme level rather than institution level, enabling in-depth insights into subject-specific interest
- **Advanced segmenting and filtering:** our dashboards allow to retrieve extremely specific insights, using an extensive set of filtering options
- **Fully customisable:** by using Tableau as a platform, we tailor the data visualisation to your needs while keeping the development time short

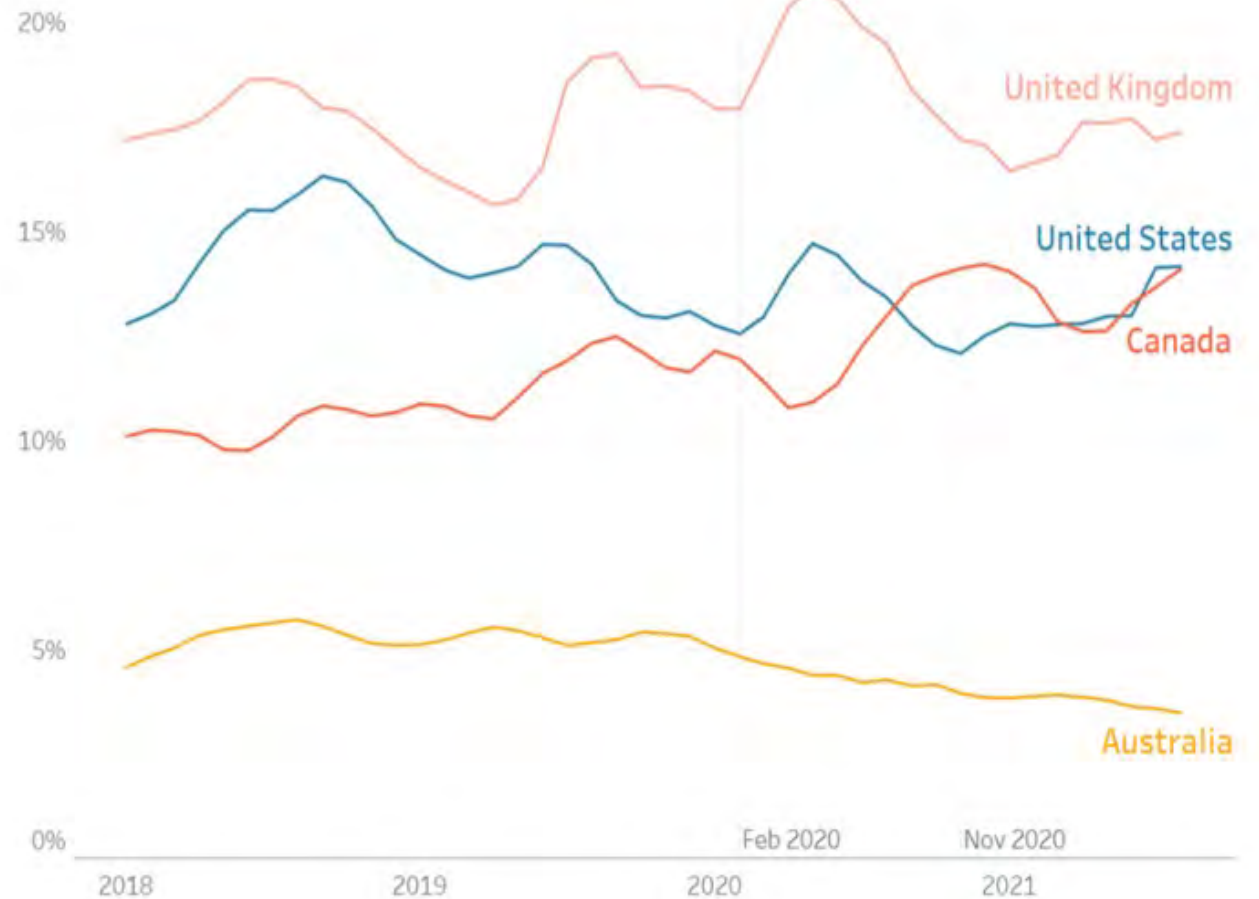
- ✓ Each market is different
- ✓ Data can help focus your recruitment
- ✓ Monitor trends to know how to innovate your academic offering

Global student interest in programs 2018 – 2022:

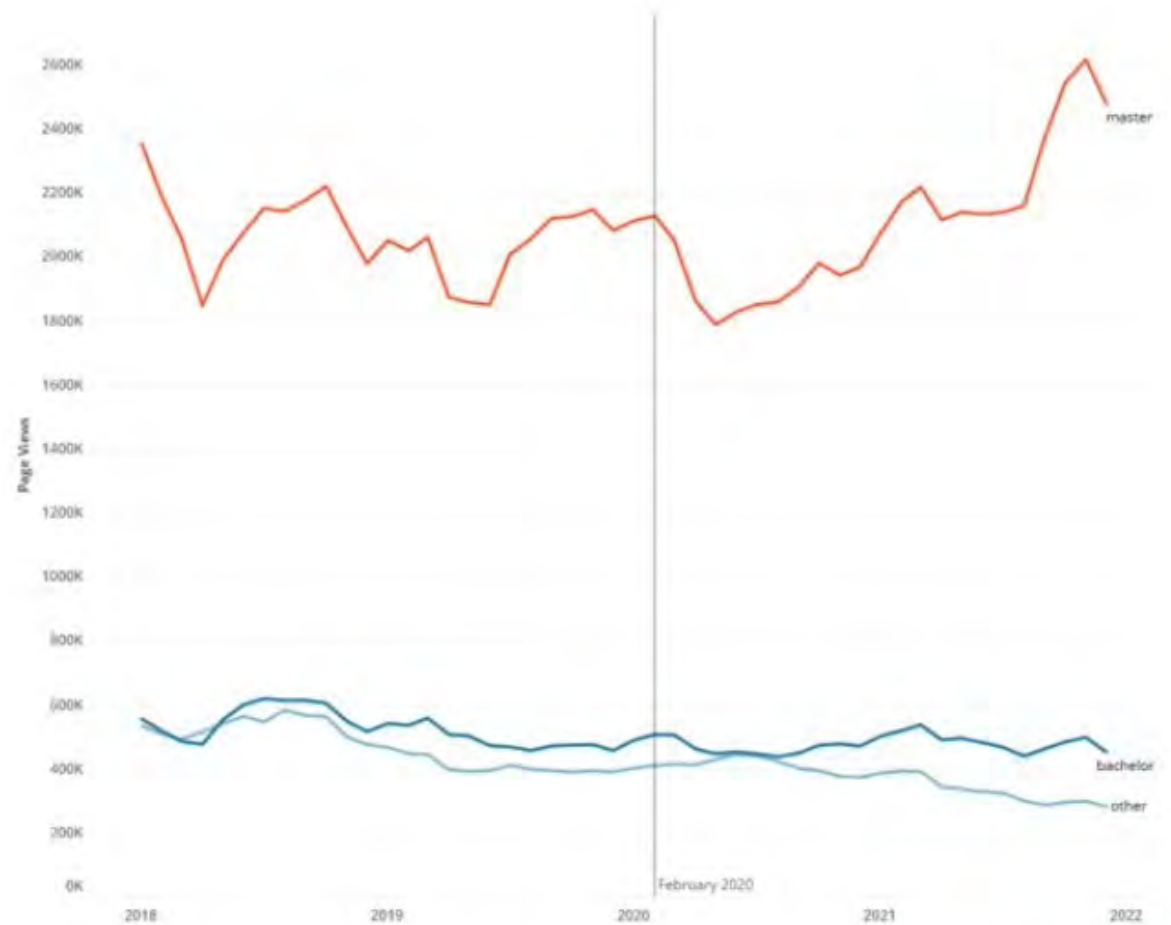


Differences in student
interest for all level of
education

Key global destinations

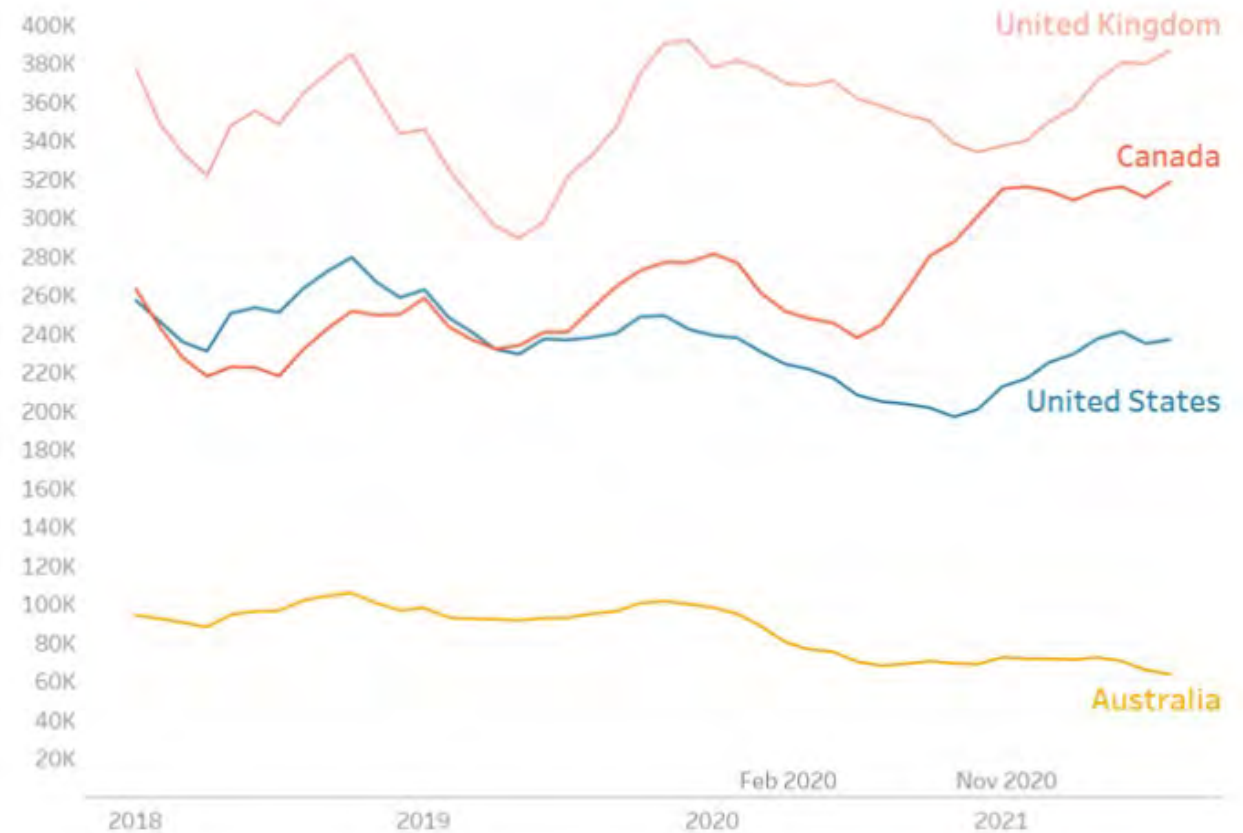


Student interest for different levels of study



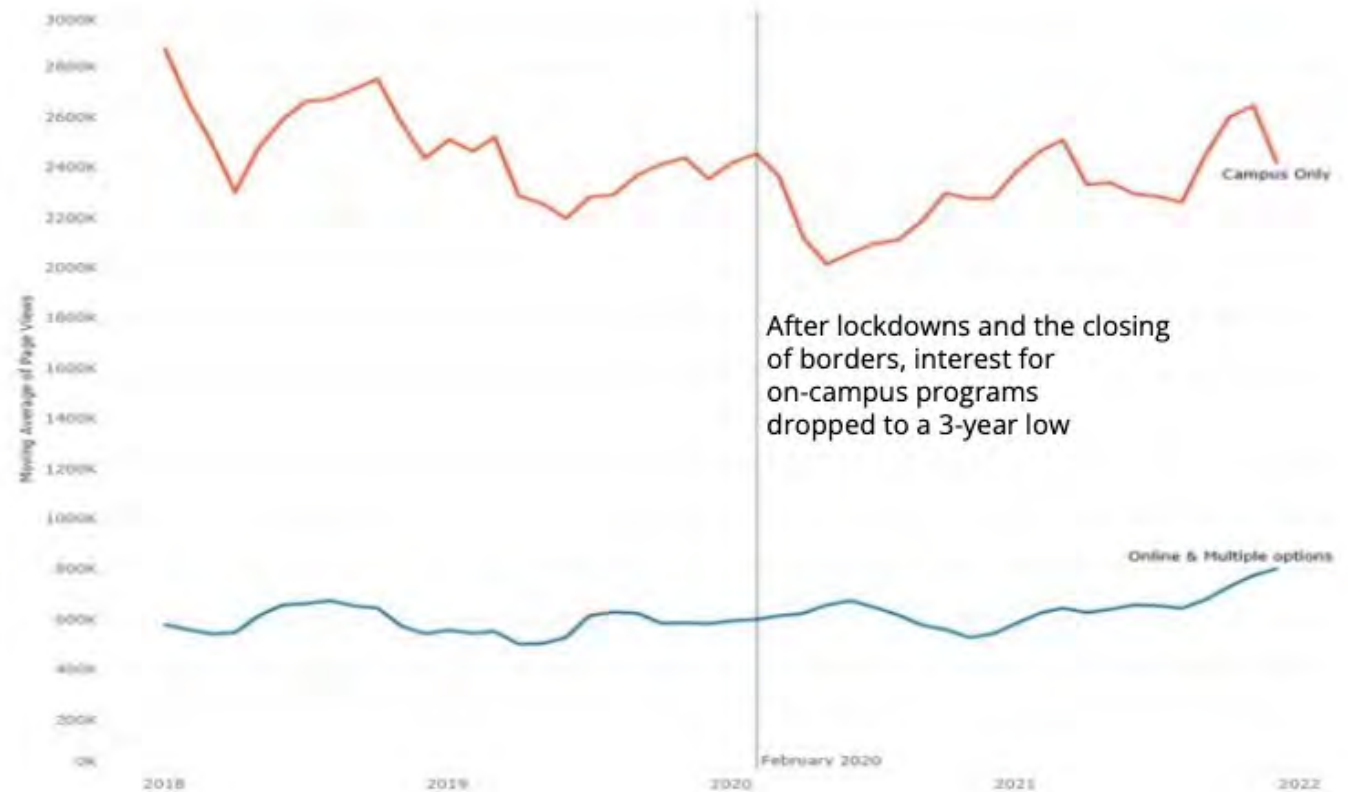
Differences in student
interest for graduate
programs

Key global destinations

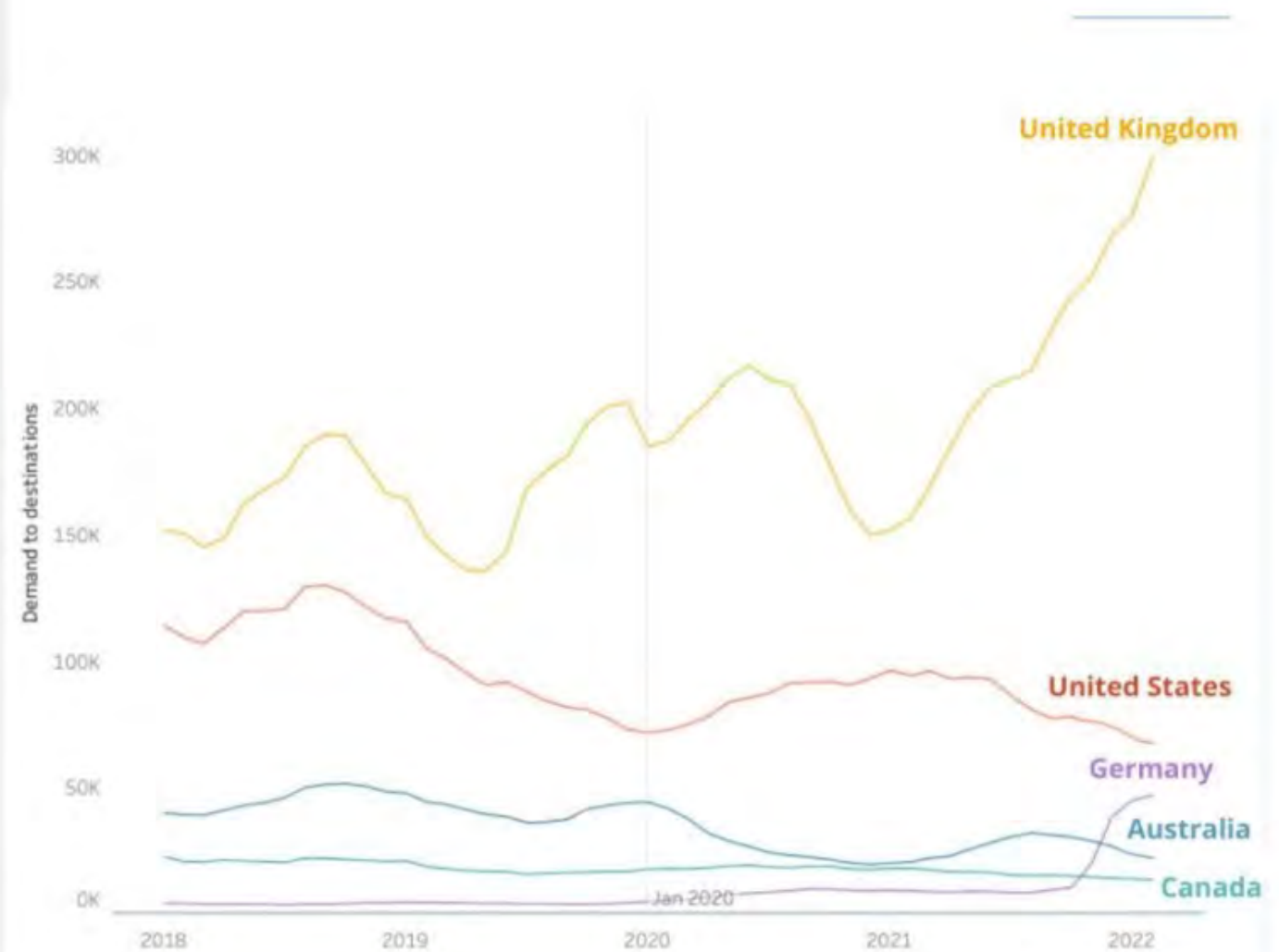


On-campus programs
dropped sharply but
rebounded in 2021

Interest in Online and
flexible methods grew



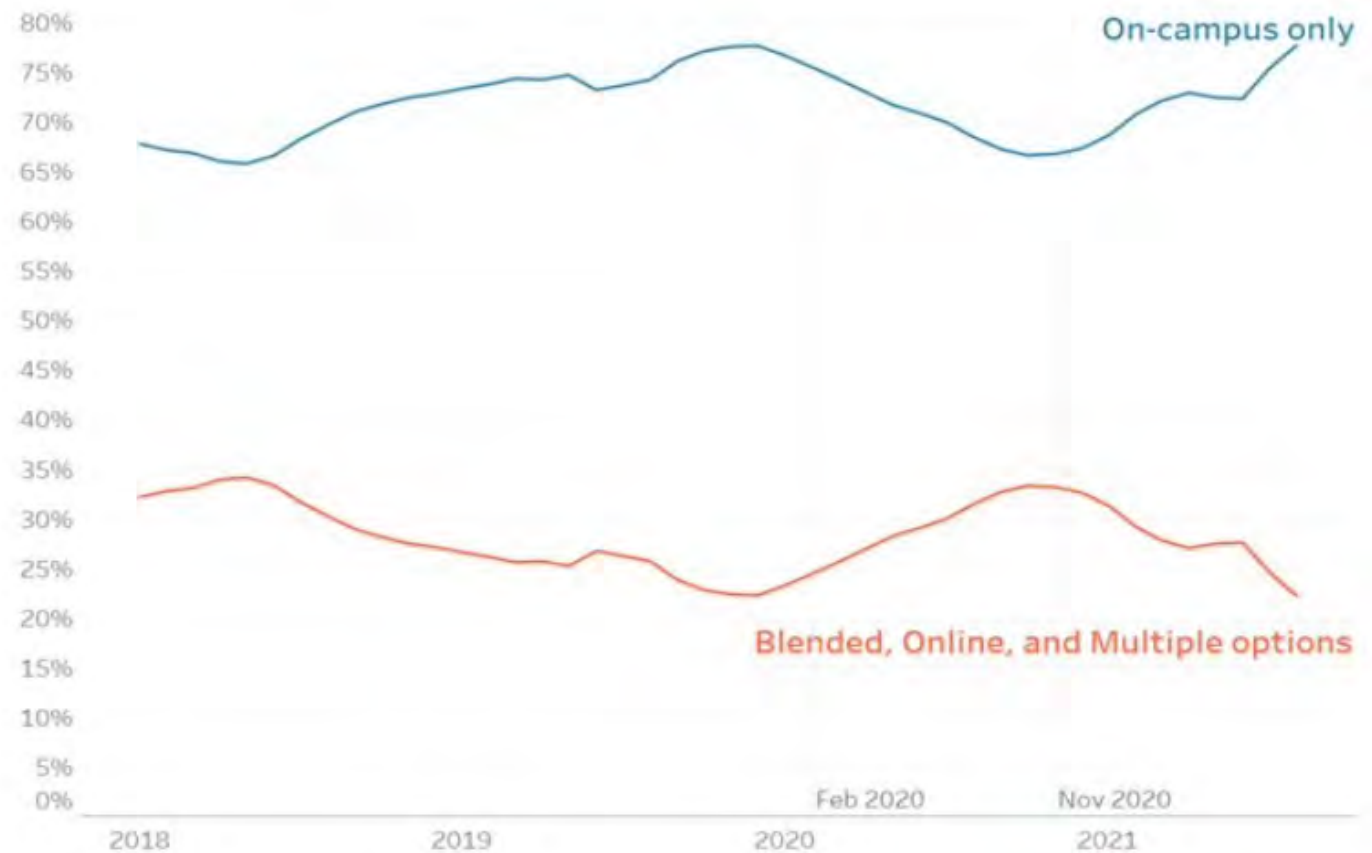
Student interest for the UK's online programs surges



Where is global student interest post-covid?



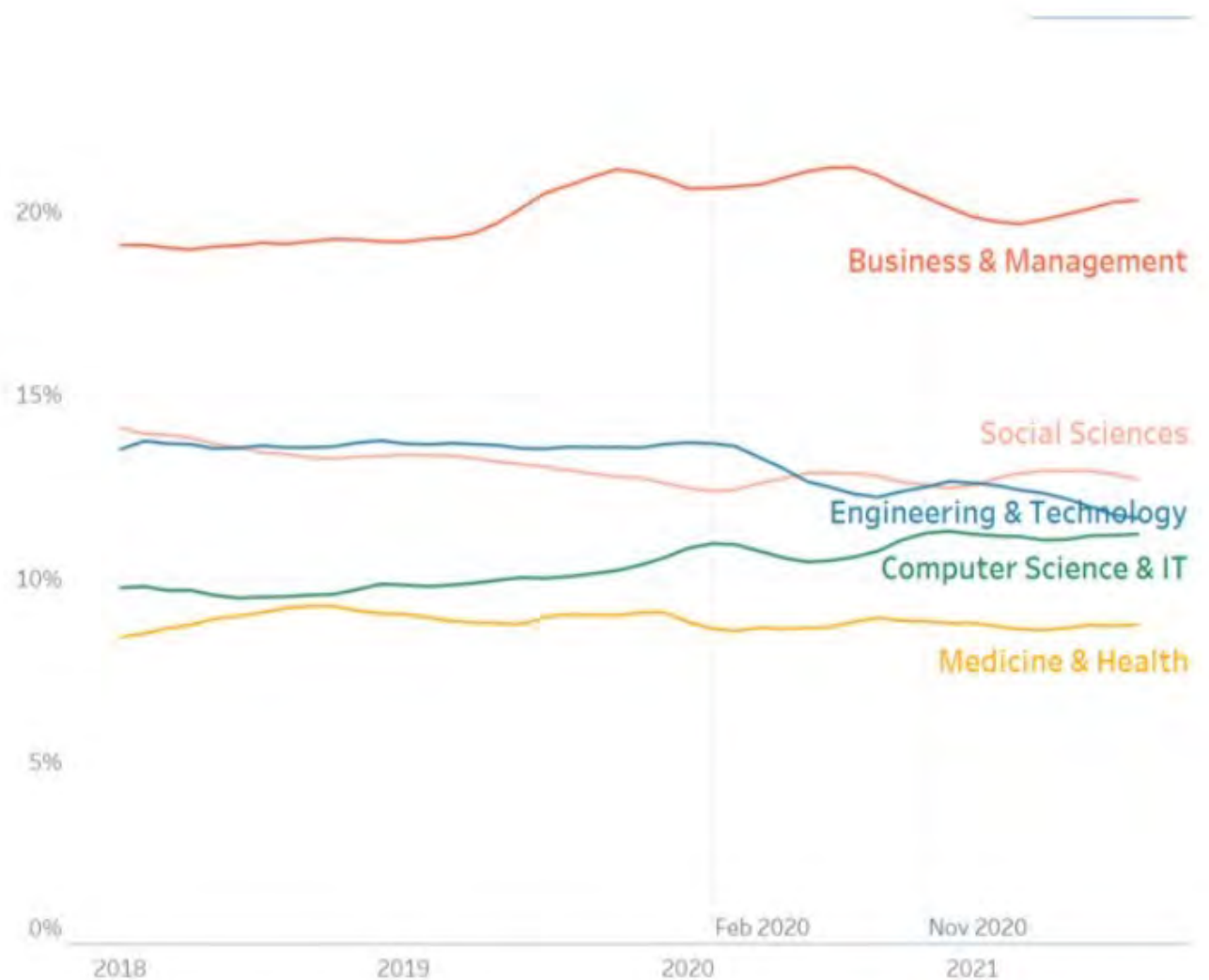
Differences in global student interest for Graduate programs, based on modality



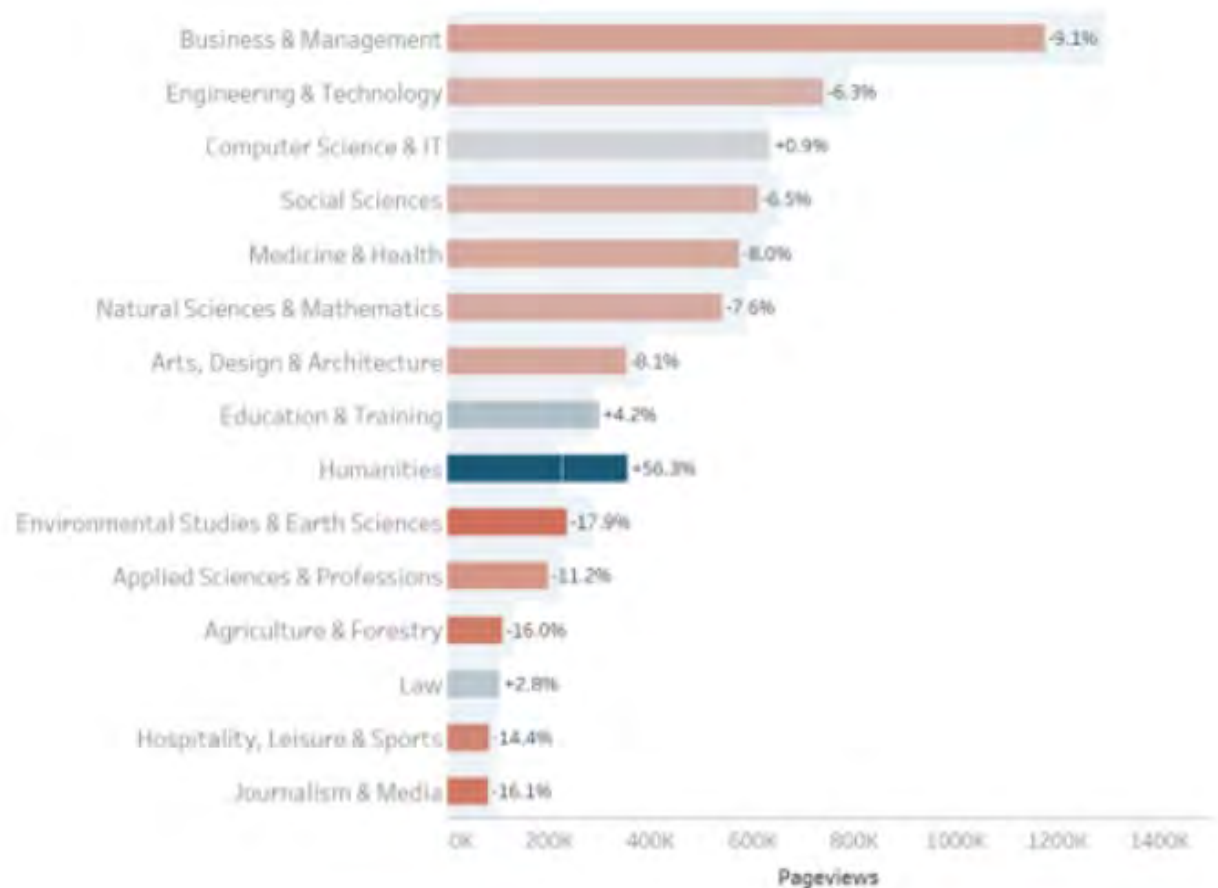


What about disciplines?

Differences in global student interest for Graduate programs



Differences in student interest for Graduate programs Before and “after” the Covid crisis



A person with long dark hair, seen from behind, is walking through an airport terminal. They are wearing a light-colored long-sleeved shirt and a large, brown, multi-pocketed backpack. In the background, the nose and tail of a large white airplane are visible, along with other people and the structural elements of the terminal. The scene is dimly lit, with some overhead lights visible.

Changes in interest by the numbers

Largest Growth & Decline of Student Interest by Destination

DESTINATION COUNTRIES RISING IN POPULARITY



Rank	2021		2018
Poland	15	▲4	19
Finland	14	▲3	17
Austria	17	▲3	20
Canada	2	▲2	4
Italy	6	▲1	7

DESTINATION COUNTRIES FALLING IN POPULARITY



Rank	2021		2018
Denmark	20	▼6	14
Turkey	19	▼3	16
United States	4	▼2	2
Sweden	12	▼2	10
Spain	13	▼2	11

Highest & Lowest Source Countries for International Student Interest

RISE SOURCE COUNTRIES



Rank	2021		2018
Vietnam	11	▲22	33
Sri Lanka	12	▲17	29
Turkey	4	▲5	9
Iran	3	▲5	8
Nigeria	2	▲2	4
Greece	13	▲2	15

FALL SOURCE COUNTRIES



Rank	2021		2018
United Kingdom	8	▼5	3
Egypt	17	▼5	12
South Africa	18	▼5	13
Canada	10	▼4	6
United States	5	▼3	2
Germany	9	▼2	7

Changes in Student interest in sub-disciplines the last few years

SUBDISCIPLINES RISING IN POPULARITY



Rank	2021		2018
Cyber Security	45	▲74	119
Digital Marketing	27	▲66	93
Machine Learning	26	▲55	81
Clinical Psychology	49	▲55	104
Digital Communication	74	▲39	113
Environmental Economics & Policy	120	▲37	83

SUBDISCIPLINES FALLING IN POPULARITY



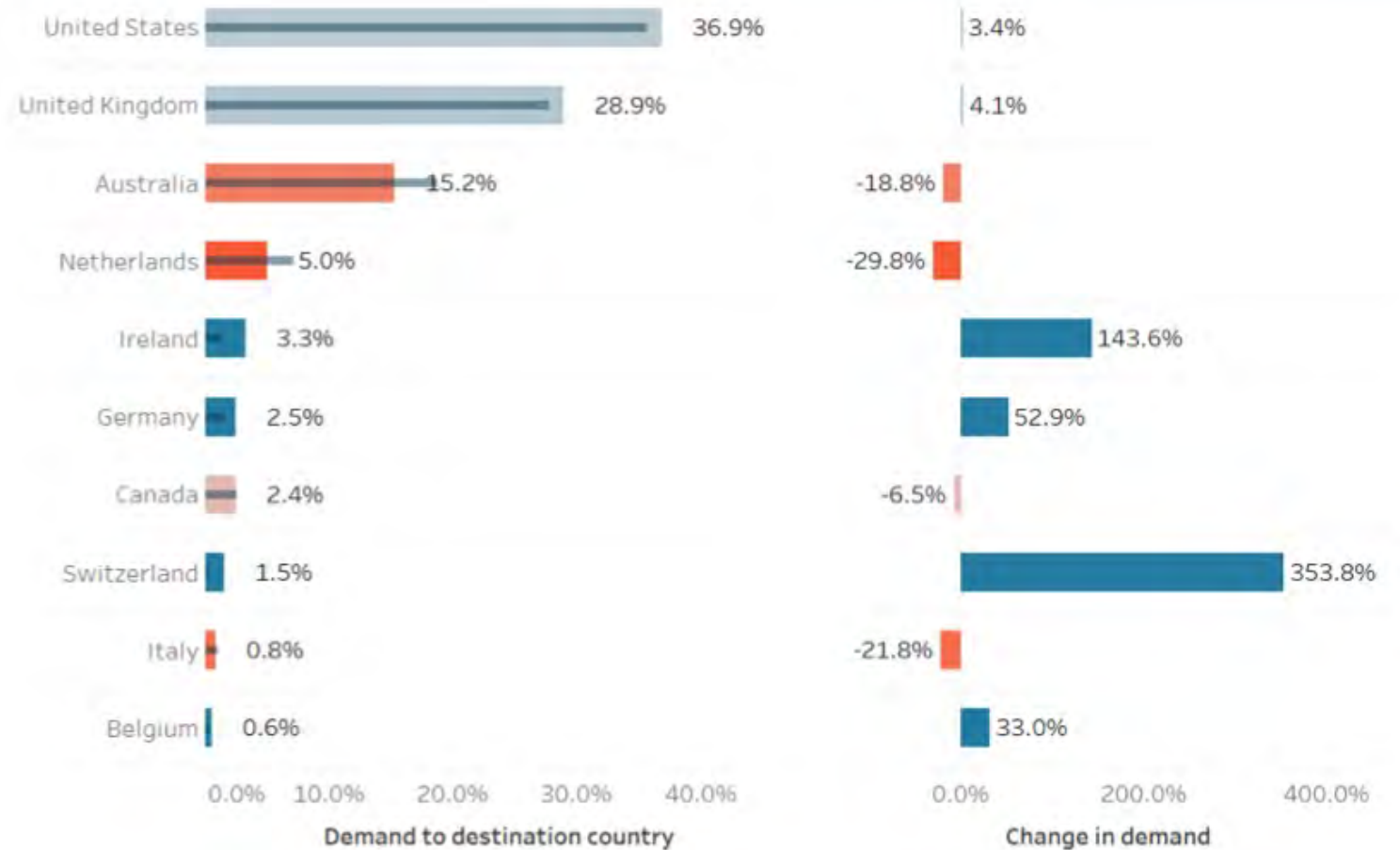
Rank	2021		2018
Gas, Oil & Mining	161	▼39	122
Dentistry	133	▼37	96
Communication Sciences	73	▼31	42
Water Management	135	▼30	105
Nursing	92	▼27	65
Applied Mathematics	95	▼21	74

What's happening with interest for short courses?



Short courses - Globally

Modality: Online



April 2021 – March 2022 ("post covid") Vs April 2019 – March 2020 ("pre covid")

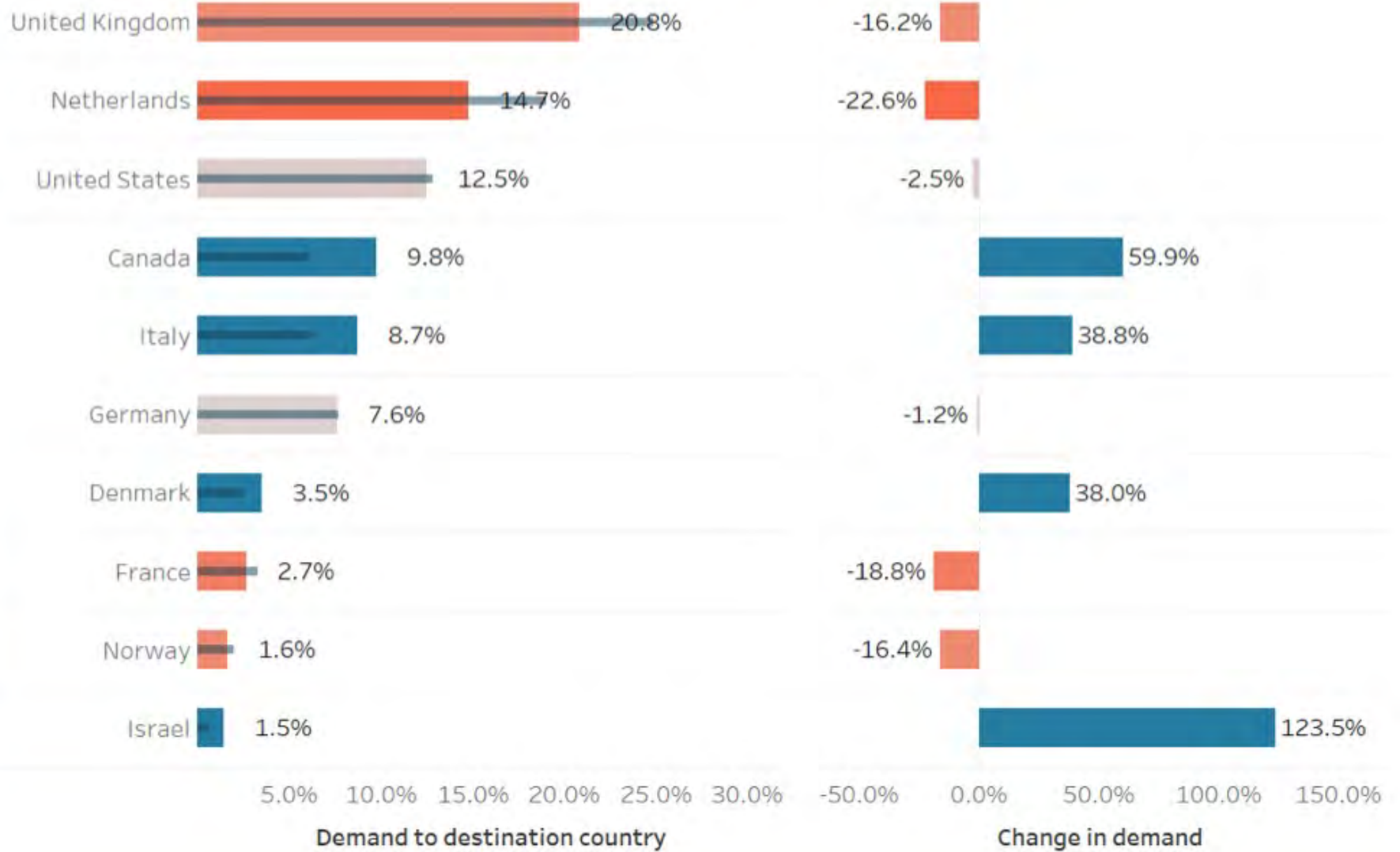
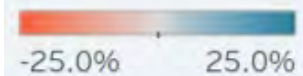
Level
short

Method
Campus Only

Items on chart:
10

Change is measured over:

Mar 2022	Mar 2020
Apr 2021	Apr 2019



Level
short

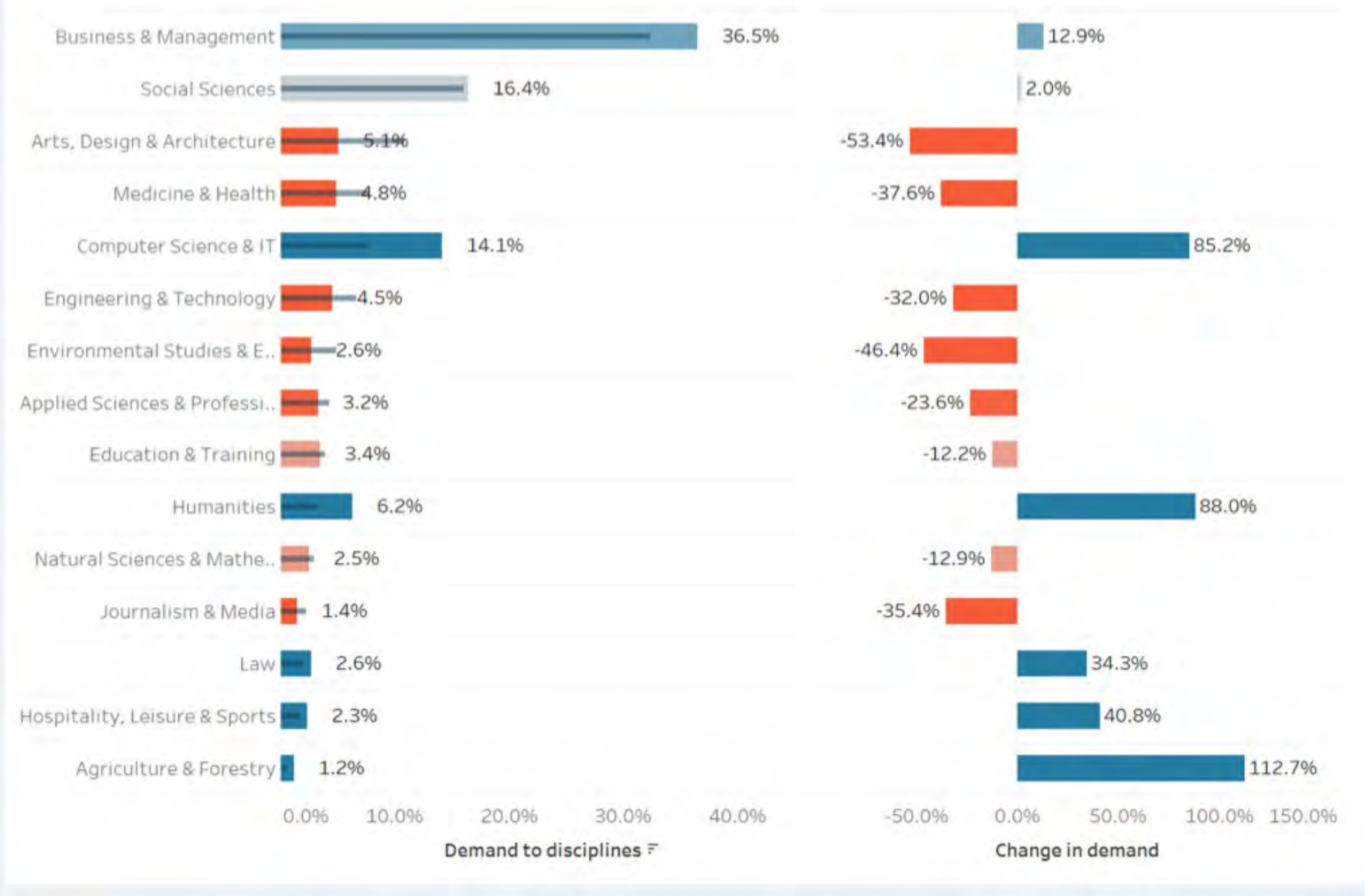
Method
Multiple values

Select Destinations
United States

Mar 2022
Apr 2021

Mar 2020
Apr 2019

-25.0%
25.0%



Level
short

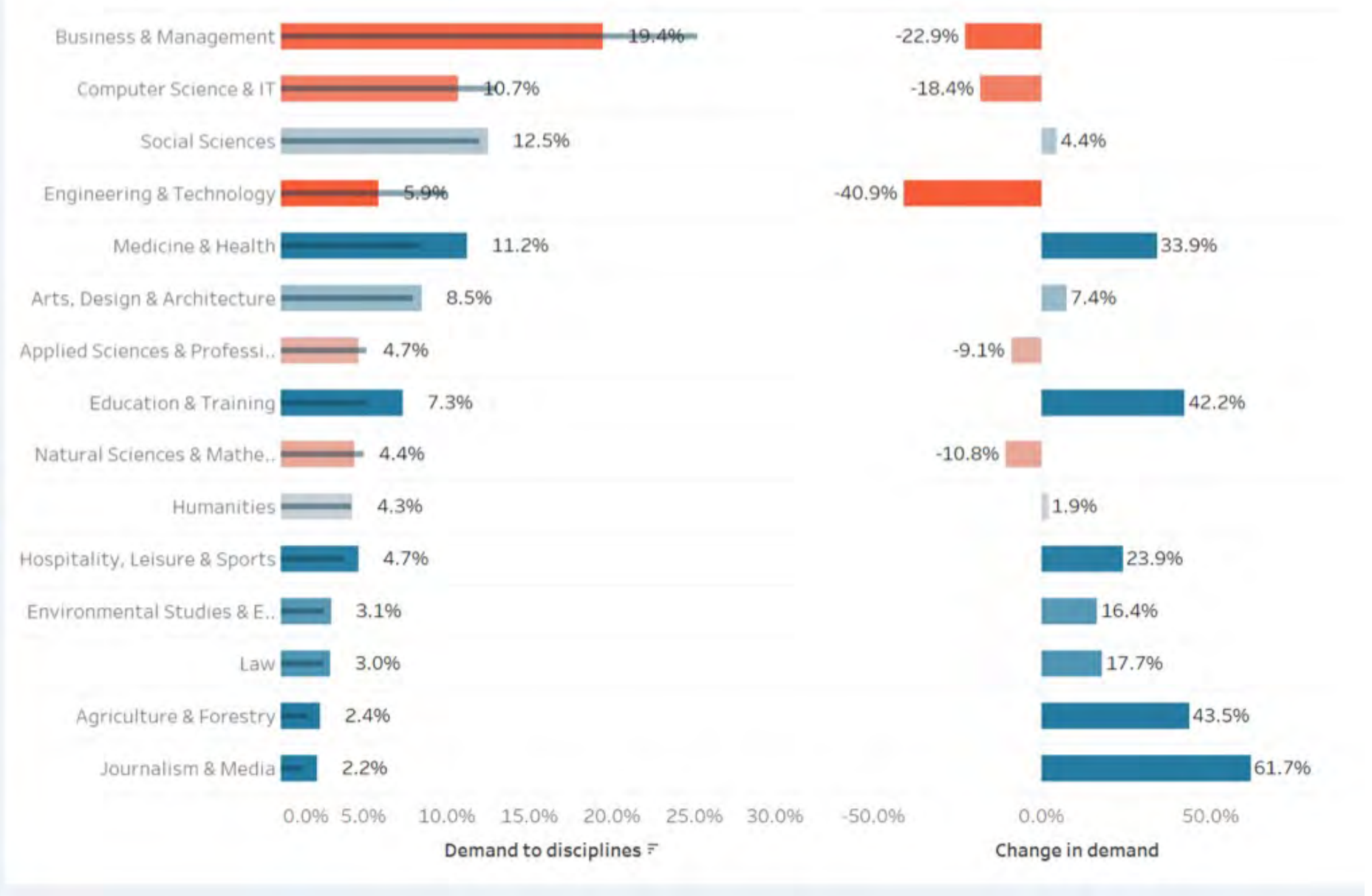
Method
Online Only

Select Destinations
United States

Mar 2022
Apr 2021

Mar 2020
Apr 2019

-25.0%
25.0%



Level short

Method Campus Only

Select Destinations United States

Mar 2022

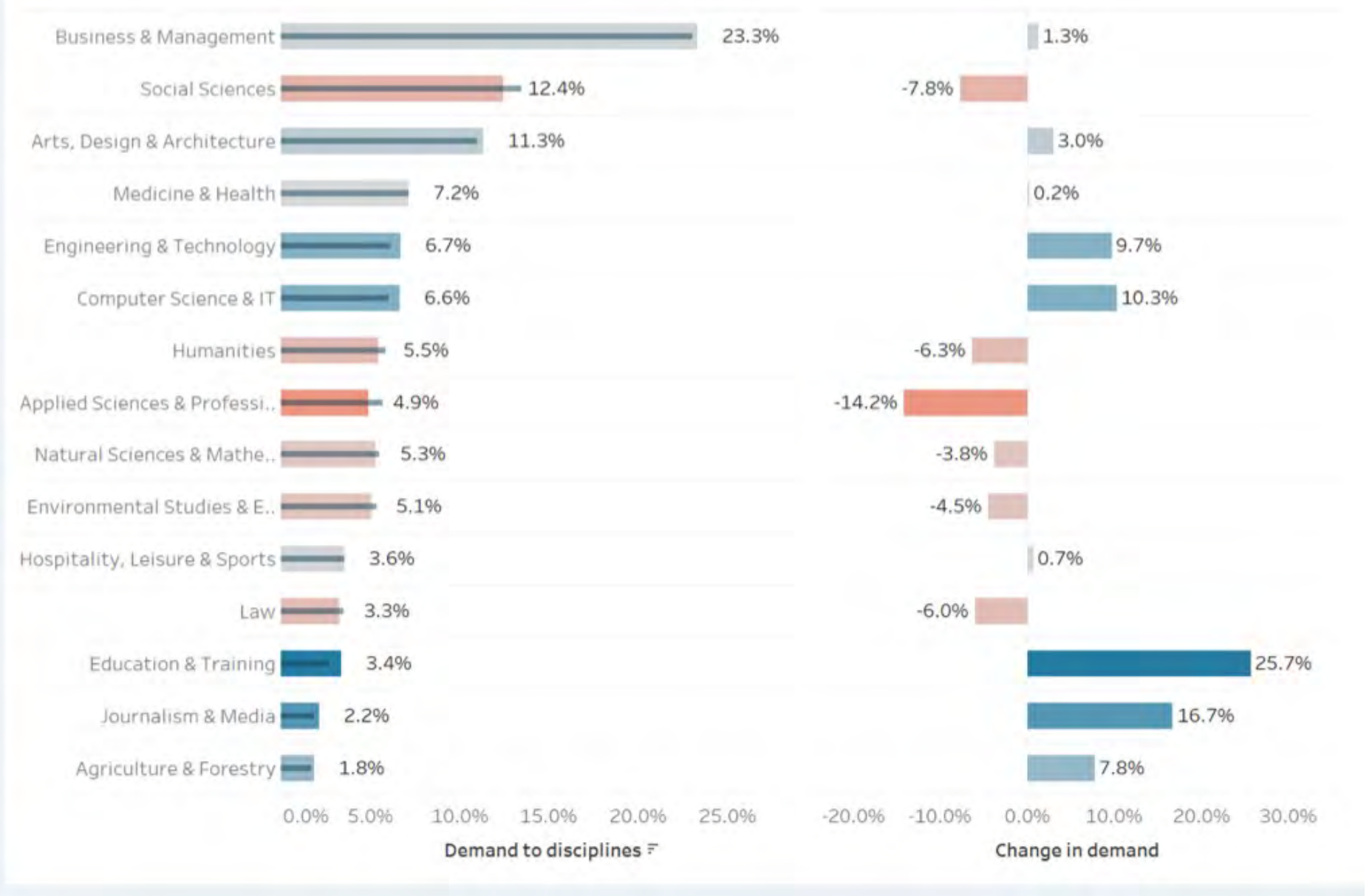
Mar 2020

Apr 2021

Apr 2019

-25.0%

25.0%



Summary

1. U.S. recovery has recovered on the global stage
2. Most of the recovery came from Graduate programs
3. The pandemic has shown the importance of differentiation
 1. Online programs surged in interest when the pandemic was in full swing
 2. Short-courses raised in popularity (esp against Master's) during the pandemic
 3. These efforts have now begun to cool down
4. Program interest has shifted; particularly in the US
 1. Business & Management lost appeal for on-campus teaching, but remained stable for online-teaching
 2. Computer Science & IT grew steadily, but the growth for online programs was more sustained
 3. Medicine & Health & Social Sciences fell behind global levels
 4. Engineering in the US defended its share of interest better than elsewhere
5. Computer Science & IT emerged as the post-pandemic story
 1. Humanities, Law and Education & Training are making a come back
 2. Business & Management emerged diminished from the pandemic (but still have high demand)



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University Lifelong Learning Today and Tomorrow: HEIs for a Higher Quality and More Inclusive Knowledge Transfer

- University LLL in urban environments to enhance learning communities
- Universities promoting LLL through skills development and effective HRD
- Universities' roles in enhancing sustainable environment and social inclusion through LLL

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