

Quality Enabling Policy

Policy Code: QAL001

Version: 1.0

Effective Date: 11 June 2010

Purpose:

‘Quality’ at Endeavour College of Natural Health is defined as providing services and support that assures satisfaction at the highest level to our students, staff and stakeholders, through the use of recognised and measurable standards.

The Quality Enabling Policy aims to ensure the quality of all aspects of the College’s operations especially in the core activity areas of teaching and learning, student support, management and organisational planning.

Quality assurance and the continuous improvement of all the spheres of the College’s operations are fundamental to the mission and values of Endeavour College of Natural Health.

The scope of the term “quality assurance” at Endeavour College is taken to include the following dimensions:

- Regulation (legal documents, governance, responsibilities and accountabilities, etc)
- Outcomes (qualifications, certificates, transcriptions, security, transferability, articulation, recognition/currency and value, etc)

Scope:

- College Wide
- Applies to all campuses
- Applies to all areas of College activity
- Applies to all staff permanent, casual and contractual

Policy Statement:

Endeavour College of Natural Health shall assure quality in all its activities by:

1. Fostering the development of a culture supportive of ongoing quality improvement through:

- A commitment to widespread involvement of staff, students and stakeholders in the QA process
 - Critical self-evaluation and rigorous peer review of divisions
 - Multiple avenues for student, staff and stakeholder feedback
2. Assigning a high priority to Quality Assurance through:
 - A focus on efficient management, planning and resource processes to achieve excellence and ensure continuous improvement
 - College wide strategic goals linked to plans, priorities and the review system
 - A regular cycle of reviews of all departments and administrative and service areas
 - Alignment between academic and administrative review process
 - A process for monitoring implementation of the recommendations of reviews through the Quality Committee and the Academic Board
 - Allocation of funding to address areas for improvement
 - A performance management and development system for all staff, including managers
 3. Strengthening quality assurance processes through enhanced documentation and regular reports from functional areas such as marketing, library, academic departments which use an agreed set of quality indicators
 4. Considering in a systematic way stakeholder reviews and benchmarking activities about the quality of courses, their delivery and the support of the student by:
 - Committing to judging outcomes and processes against the highest external standards
 - National and international benchmarking of quality assurance process with comparable educational institutes
 5. The aggregation, analysis and interpretation of student and graduate feedback about student perceptions of the Quality of the Learning Experience, which includes:
 - Academic and administrative processes
 - Facilities, resources and support services

The College “[Quality Framework](#)” shall facilitate quality assurance and continuous quality improvement. It aims to allow a culture of quality to develop and grow throughout all areas of the organisation.

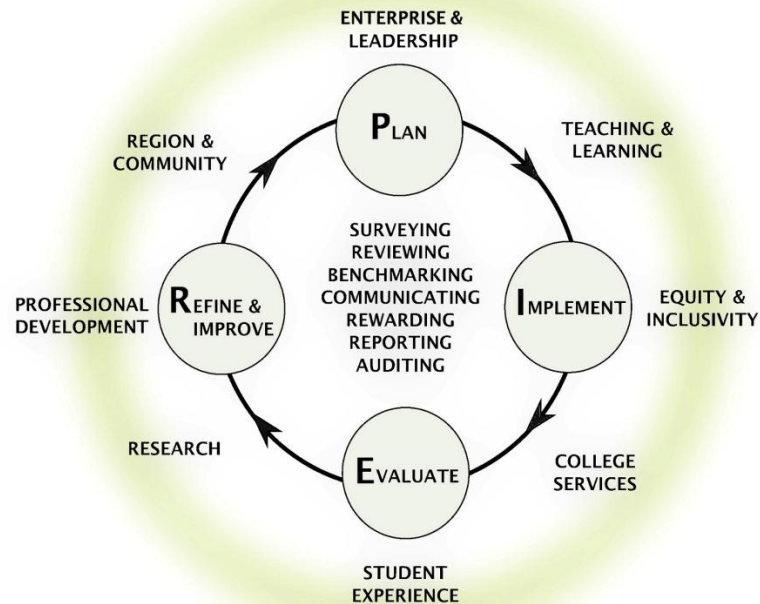
The “[Quality Framework](#)” utilises a common approach to quality implementation through the use of a cyclical quality improvement process based on the OADRI model:

- Objectives
- Approach
- Deployment
- Results
- Improvement

This is demonstrated in the [Quality Framework](#) (as illustrated on the next page) as Plan, Implement, Evaluate and Refine and Improve. This cycle of quality improvement is employed through all areas of the organisation from Leadership, to the Student experience, equity and teaching and learning.

The objective of the quality assurance system is the establishment of cyclic processes to plan, action and implement productive feedback, and then review and where required renew planning. It also aims to provide stakeholders with confidence about the management of quality and the outcomes achieved.

(Refer to the diagram of the Quality Framework on the next page).



PLAN

Strategic plan, budget allocation, functional plans, service level plans, risk management plans

IMPLEMENT

Committees, key policies & procedures, budget expenditure, annual operations, delegations register

EEVALUATE

Self-review, organisational unit review, course & peer review, AUQA review, surveys, feedback, CIR, benchmarking CAC & other bodies

REFINE,
IMPROVE

Reward and recognition, continuous improvement, implement review recommendations, changes as result of stakeholder feedback

Figure 1: Endeavour College Quality Framework

Principles of Quality Management

At Endeavour College of Natural Health, Quality Management relates directly to the mission, vision and strategic planning of the College and encompasses:

- The management of the College as a whole, from the most senior level down, as an integral component of all activities
- Addressing and responding to the interests of a broad range of stakeholders including students, staff and professional bodies through the use of a variety of feedback mechanisms
- The development of Standards and working to them, relevant to each individual division
- Promoting the professional responsibility of each individual within the organisation to incorporate the principles of quality management in all aspects of their role
- Incorporating sound operational and financial management and addressing important areas of risk
- Driving ongoing performance improvement and sustainable growth to establish “fitness for purpose”, defined as the ability of the institution to fulfill the requirements, needs and desires of its clients.

The quality committee engages in the following quality enhancement activities:

- Coordination of quality enhancement across the College
- Ongoing development and implementation of the Endeavour Quality Framework
- Functional areas and discipline reviews – overall coordination and facilitation
- Monitoring and follow up of professional and regulatory body accreditations and reviews
- Facilitation of process improvement activities
- Benchmarking of both processes and outcomes
- Ad hoc quality reviews of functional areas and Campus quality reviews (eg: WA, SA, NSW, VIC, QLD)
- AUQA monitoring of recommendations of audit and ongoing maintenance; and
- Support for the management and reporting of quality in functional areas and academic disciplines.

Responsibilities:

Endeavour College of Natural Health Management is responsible for ensuring the “Quality Framework” forms an integral part of the Strategic and Management planning.

The Governance of the implementation of the “Quality Framework” is the responsibility of the Quality Committee which reports to Academic Board. The Quality Committee embraces all areas of the College as they contribute to the student learning experience. To achieve this objective, the Quality Committee meets regularly to discuss and plan strategic directions of the organisation in regard to quality processes.

Each individual within the organisation is responsible for applying quality principles and contributing to a “culture” of quality through adherence to standards and identified KPIs.

Definitions:

Quality - The use of measurable and verifiable standards to achieve uniformity of output that satisfies specific customer or user requirements.

Quality management - An approach to organisational management characterised by inclusive communication, continuous improvement in performance and by a range of processes (including stakeholder feedback processes, audits and reviews, benchmarking and performance planning and development) designed to ensure these standards.

Quality Assurance – the processes of planning, implementation, evaluation, refinement and improvement that enable the College to attain quality. These encompass:

- Regulations (legal documents, governance, responsibilities and accountabilities, etc)
- Outcomes (qualifications, certificates, transcriptions, security, transferability, articulation, recognition/currency and value, etc)

Further Information:

Related Policies:

[*Academic Quality Assurance Policy*](#)

[*Financial and Legal Quality Assurance Policy*](#)

Human Resources Quality Assurance Policy
Marketing and Communication Quality Assurance Policy
Campus Operations Quality Assurance Policy
Information Technology Quality Assurance Policy

Benchmarking: Swinburne University Policies and Procedures
Deakin University Policies and Procedures
Monash University Policies and Procedures
Melbourne University Policies and Procedures

Supporting Research and Analysis: Not Applicable

Related Documents: Not Applicable

Related Legislation: Not Applicable

Guidelines: Not Applicable

Policy Author:	National Academic Manager – Academic Standards ; AUQA Administrative Assistant
Policy Owner:	Quality Committee
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Endorsing Committee:	College Council Meeting date: 11 June 2010 Agenda Item: 7.3.2
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Responsibilities for Implementation:	Quality Committee
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Version Summary			
Version	Date	Author	Details
0.1	19Feb10	H Morrison, N. Chaperon	Original Document
0.2	03Mar10	H. Morrison	Updating after feedback
0.3	15Mar10	N. Chaperon	Incorporating Quality Committee feedback
0.4	27May10	N. Chaperon	Amended as per Academic Board; updating of Framework image – Sent to COLG
1.0	07Jul10	N. Chaperon	Updated with Approval & stakeholder info