

# **EFFECTIVE REPORTING IN QA FROM AN INTERNAL AND EXTERNAL POINT OF VIEW**

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Oh boy . . .  
what do I do now?

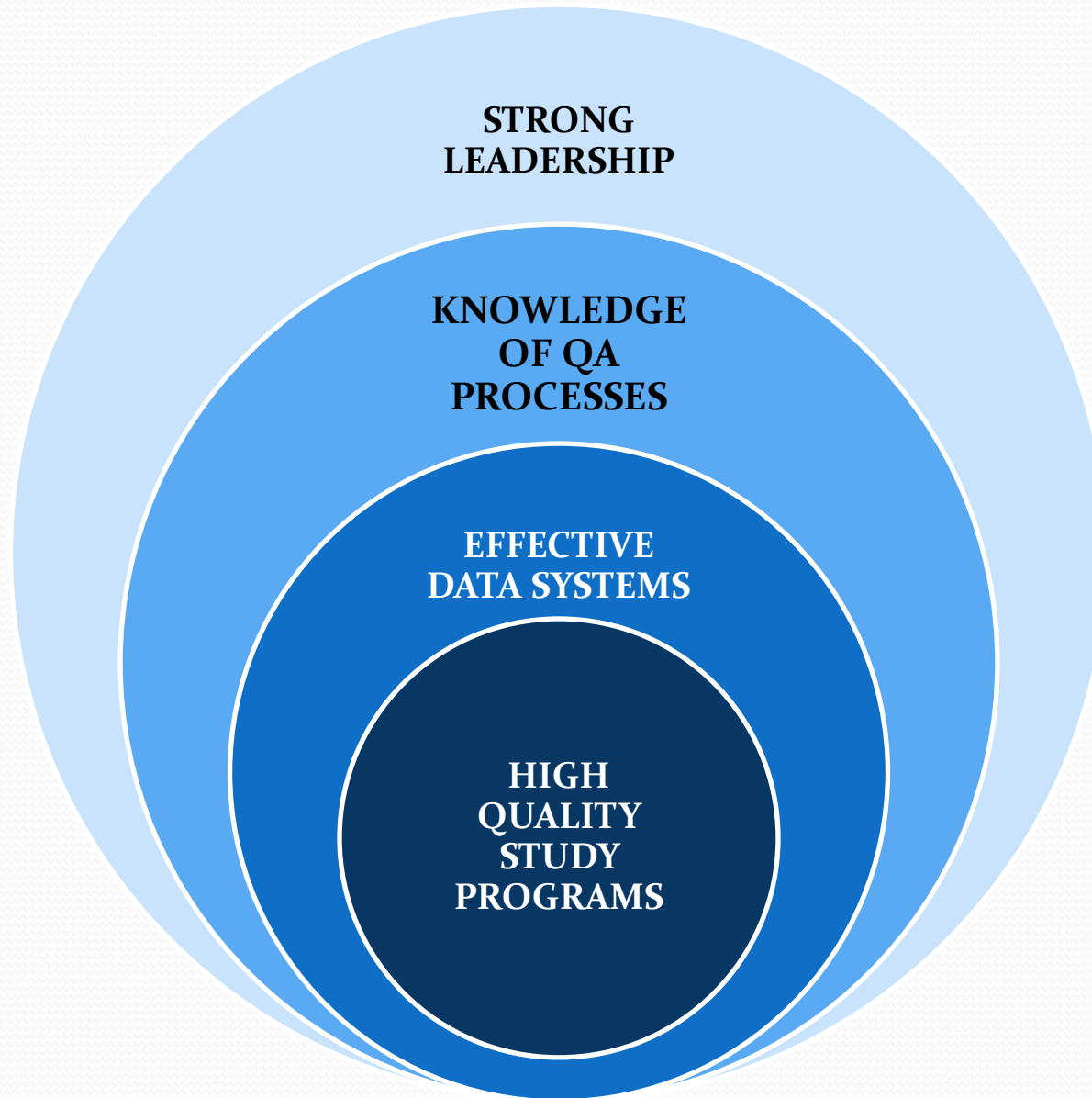




# What is effective Quality Assurance?

- An indispensable tool to strengthen higher education to ensure that resources are effectively utilized.
- To inform strategic planning for continuous improvement through IQA.
- In education systems experiencing massification, IQA in particular is critical for monitoring performance and student outcomes.

# Strengthening QA Conceptual Framework





# Fundamentals for the Self-Evaluation Report (SER)

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- Why prepare a SER?
- Who reads the SER?
- What goes into the SAR?

## Why prepare a SER?

- Presents your program/institution to the visiting team  
Who you are, what you do, why you do it.
- Provides a solid understanding of your program/institution prior to arrival on campus.
- The visiting team will thoroughly review your SER before arriving on campus.
- They will validate and verify your SER.
- “The better the SER, the smoother the visit”.



# How long does it take to complete the SER?

- ✓ The process of preparing a Self-Evaluation Report takes about six months to one year.
- ✓ It is expected to be a qualitative and quantitative assessment of strengths and limitations of the program/institution being reviewed.
- ✓ Usually, the self-assessment is done by committees.
- ✓ Some students may be invited to join the committees.

# What Time Frame Is Used?

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Responses generally are for the year in which the Self-Evaluation is prepared.

Remember:

- Assessment information contains multiple years of data
- Some tables require two to three years of information
- Planned (upcoming) changes should be highlighted



# What steps will you take as you prepare the SER?

1. Check with the External QA Agency what needs to be submitted in terms of forms and templates.
2. Determine the format and sequence of reports to be submitted.
3. Respond to the Criteria/Standards as indicated in the Forms or Manual.
4. Fill out Data Templates / Documents (Quantitative & Qualitative Metrics).

# How to prepare a good SER: Do's and Don'ts

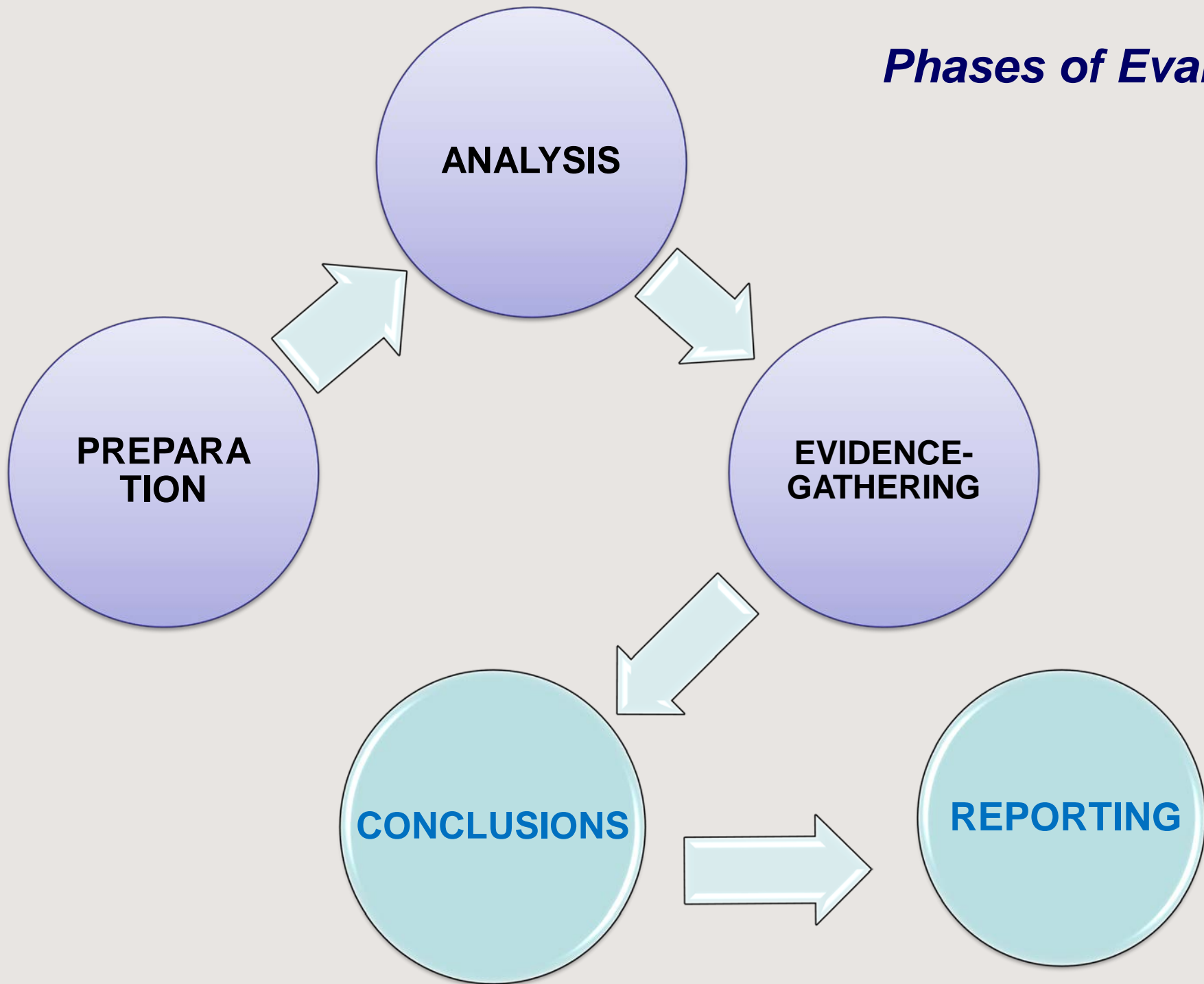
- The best self-evaluation reports are easy to read, not overly descriptive. It is analytical.
- Use available data to demonstrate performance and prove key points, e.g. (success rates, progression of learners, analysis of questionnaires from learners or employers).
- It includes an evaluation of the problems and provides an indication of how the problems identified will be dealt with



# How to prepare a good SER: Do's and Don'ts

- The learner is at the heart of everything you do – they should be also be at the heart of your SER.
- The SER is not about great buildings and resources but their impact on the learning experience of your learners.
- Should provide quantitative and qualitative data and evidence supporting the analysis.
- A quality improvement plan or an action plan should serve as the final outcome of SER and should focus on strengths and areas for improvement.

## ***Phases of Evaluation***





But what about  
this...and that...  
It's really difficult.

Well, nobody said  
it would be easy!



**Good Luck!**