

**Abstract:**

Quality is the most differentiating factor between alternatives in any context. Accordingly, the strive for continuous improvement and better quality is expanding to all aspects of human life including higher education. However, Success of any quality improvement effort depends on having the right understanding, the appropriate skills for identifying the correct quality indicators, and the proper measurement of these indicators. In this workshop, identifying, defining, & measuring quality will be discussed. New definitions and concepts will be presented and demonstrated through samples of quality frameworks across different contexts. For quality improvement in higher education, these introduced concepts, definitions, and frameworks will be applied to educational program and institutional accreditation examples.

Learning Outcome:

1. Participants will understand the perceptive nature of quality and quality identification using a new evolving framework.
2. Participants will realize the summative nature of quality initially and over time.
3. Participants will recognize the difference between characteristics, attributes, and criteria and their relation to quality in different contexts.
4. Participants will be able to identify the different characteristics, attributes, and criteria necessary for measuring, improving, and achieving quality in higher education context.
5. Participants will be able to apply the introduced quality concepts to improve, and achieve educational programs and institution quality and accreditation goals.

Facilitation Plan:

1. Facilitator will present new quality concept, definition, framework, and samples of applications across different contexts (20 Min.).
2. In teams, participants will apply the introduced quality concept, definition, and framework to different applications of their choice (20 Min.).
3. Facilitator will present and discuss examples of higher education and academic program quality frameworks (10 Min.). Using the presented examples, the facilitator will demonstrate:
 - a. The development of quality frameworks in higher education context
 - b. The use of frameworks to improve quality and meet accreditation criteria.
4. In teams, the participants will apply some aspects of the concepts demonstrated in (3) to an educational program or institutional characteristics of their choice (20 Min.).
5. Teams and group feedback and assessment of concepts, definitions, frameworks, and workshop (20 Min.).

Resources:

Facilitator will provide handouts