



**ENQA GENERAL ASSEMBLY 2010  
Helsinki, 23-24 September 2010**

Pörssitalo  
Fabianinkatu 14  
00100 Helsinki, Finland

**Thursday, 23 September 2010, 11:30-13:00**

**Breakout session - Examples of Good Practice in External Quality Assurance**

1) ACSUCYL

SATISFACTION SURVEYS, ANALYSIS AND PUBLICATION OF RESULTS.  
REPORTING TO SOCIETY.

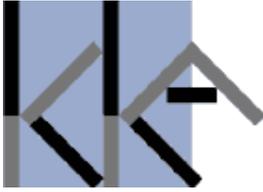
ACSUCYL has worked towards developing and improving surveys which furnish the organisation firstly with an understanding of how satisfied users are with the services provided to them and secondly with an awareness of the organisation's internal functioning and the work it carries out.

Staff participation in developing and defining these surveys is key to furthering quality in the organisation. To achieve this, the specialists in charge of each process have been involved in drawing up the surveys, adapting in each case the questions to the specific assessment process in hand as well as to the respondents.

Sending satisfaction surveys to all of those involved in the procedure once the assessment has concluded is seen as a further stage within the assessment process, this leading to a keen awareness amongst all staff of the importance thereof.

Having decided the various groups to whom the survey will be sent, mainly users of the services provided by ACSUCYL, university and collaborators, as well as the content of each of the surveys, the latter are loaded into a computer application which handles the forwarding, receipt, creation of results reports and analysis of the data obtained.

The responses from the satisfaction surveys are stored on the database anonymously. Using the data obtained, the computer application automatically generates the results reports with graphs for each of the questions together with a brief analysis of the data obtained, providing information concerning the level of satisfaction with a particular process, such as the mean, median, standard deviation and size of the sample. This rapidly provides the Agency staff with information regarding the progress of a specific process.



In addition to receiving the results in the form of a report (previously described), they are also stored on the computer application in Excel tables. Together with the graphic report, this information is then sent to the specialist in charge of the process who may then carry out a more thorough analysis.

All of this information is analysed by the specialist in charge and by the corresponding Assessment Commission. It is also presented to the Director of the Agency and is dealt with in ACSUCYL's Quality Committee, with a view to including improvements in the process or pinpointing strengths and weaknesses.

Publication of the results from these satisfaction surveys has recently begun with a view to promoting transparency in the processes being conducted and to informing society regarding user satisfaction with the service provided by the Agency.

These reports are published at the conclusion of the assessment process and are made publicly available on ACSUCYL's webpage, in the section corresponding to the outcomes of the specific assessment process as well as in the general section dealing with ACSUCYL's publications.

These reports are structured into various sections; a short introduction concerning the process followed, number of surveys sent, response rate, information regarding the issues addressed in the questionnaire, etc., graphical representations of the outcomes organised by the major areas into which the survey carried out is structured, together with brief notes concerning the results to emerge.

By publishing these reports, the stakeholders involved in ACSUCYL's activities, universities, those applying for evaluation, society at large, etc., are given an insight into the outcomes of the surveys in which they have been requested to participate and into the areas where ACSUCYL needs to improve in order to consolidate and enhance the quality of the work it is carrying out with a view to ultimately improving the overall quality of ACSUCYL.

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## 2) Distinctive Quality Feature Internationalisation NVAO

### Context

The international dimension of higher education has become more central on the agenda of European and national governments, institutions of higher education and their representative bodies, student organisations and quality assurance agencies. Increasing competition in higher education and the commercialisation and cross-border delivery of higher education, have challenged the value traditionally attached to international cooperation (exchange and partnership). At