The quality circle

Accreditation UK

Independent quality assurance for UK ELT centres

■ develop, establish and maintain **quality standards** for English language provision delivered in the UK for international students

■ **accredit** all organisations providing English language courses in the UK which meet the Scheme criteria and standards

■ provide an **assurance** of the quality of English language providers accredited under the Scheme to international students and their advisers.
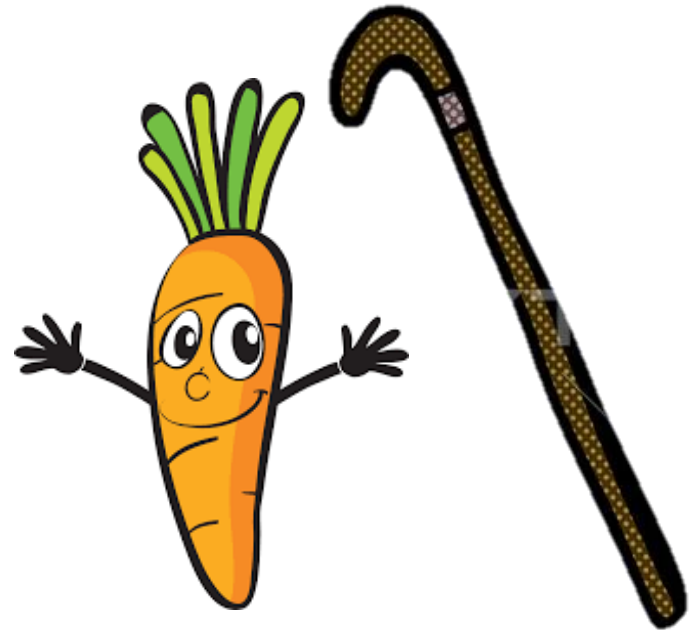
Accreditation UK

Independent quality assurance for UK ELT centres
- published inspection criteria
- guidelines, training and good practice
- inspection every four years
- inspection report (published)
- Points to be addressed
- Matters arising
- Areas of strength

Accredited by the

●● BRITISH
●● COUNCIL

for the teaching
of English in the UK

Accreditation
UK

Benchmarking

- **Internal** - a comparison of internal operations and processes

Set a target – SMART

Identify starting point - baseline

Identify barriers to achievement

Plan improvement

Implement/test

Review/evaluate

Refine

Examples: Increase student numbers

Improve customer satisfaction

Improve student exam results

Benchmarking

- **Competitive** - specific competitor to competitor comparisons for a product or function

Identify position of the competitor

Identify your position relative to it

Identify possible reasons for variance

Plan improvement

Implement/test

Review/evaluate

Refine

If you're part of a group of schools (same company or collaborative network) – friendly competition

Benchmarking

- **Generic** - comparisons of business processes or functions that are very similar, irrelevant of the industry

Thinking outside the box

Process mapping – ISO 9000

Function comparisons – Investors in people

Benchmarking – using QA scheme

- **Internal** - a comparison of internal operations and processes
- **Competitive** - specific competitor to competitor comparisons for a product or function
- **Generic** - comparisons of business processes or functions that are very similar, irrelevant of the industry
- **Functional** - comparisons of similar functions within the same broad industry, or to industry leaders/standards

Benchmarking

- **Functional** - comparisons of similar functions within the same broad industry, or to industry leaders/standards

Identify the standard

Self-, peer- or independent inspection against it

Set targets

Plan improvement
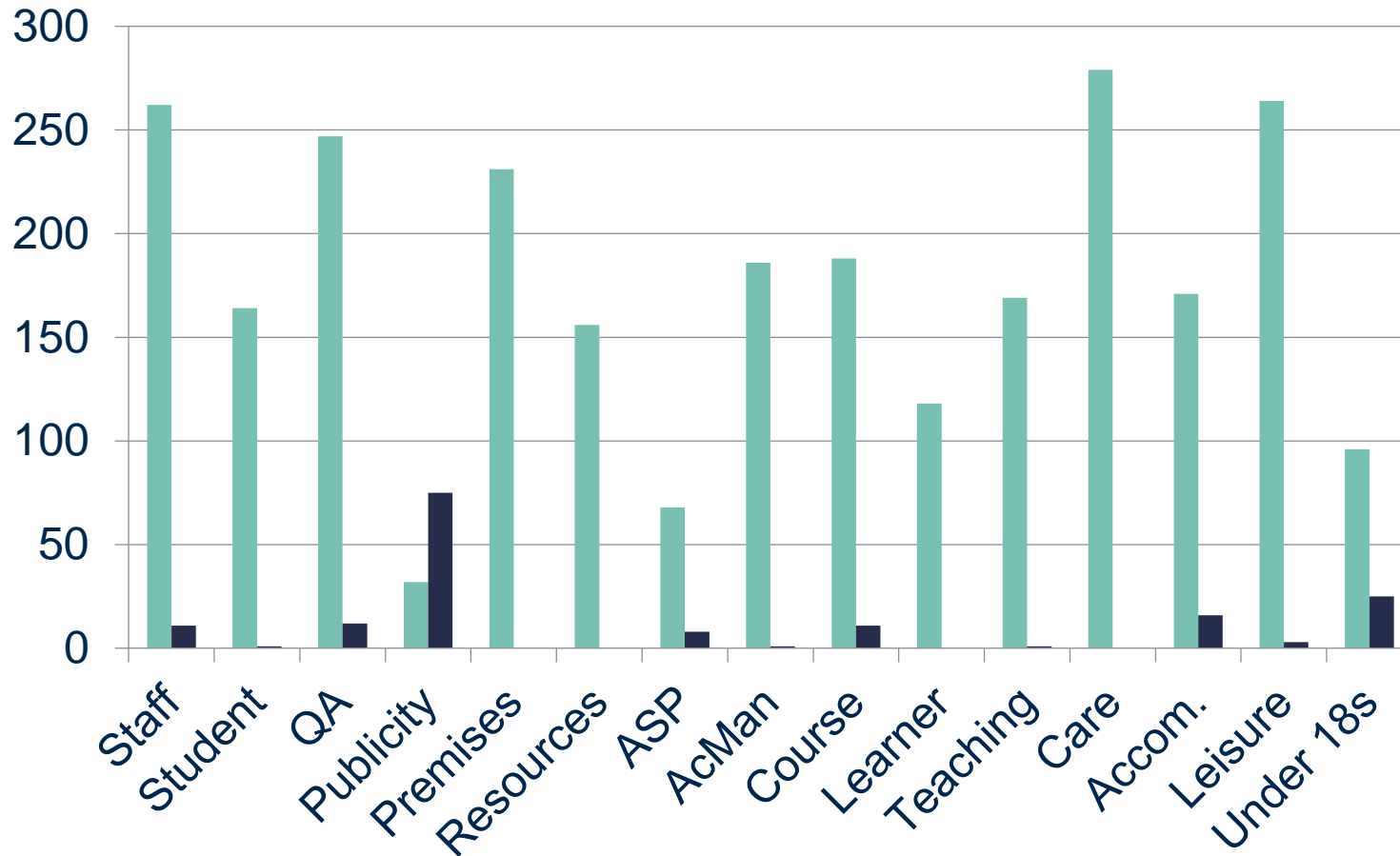
Implement and re-evaluate

Examples: Self-evaluation against criteria

Improve results compared with previous inspection
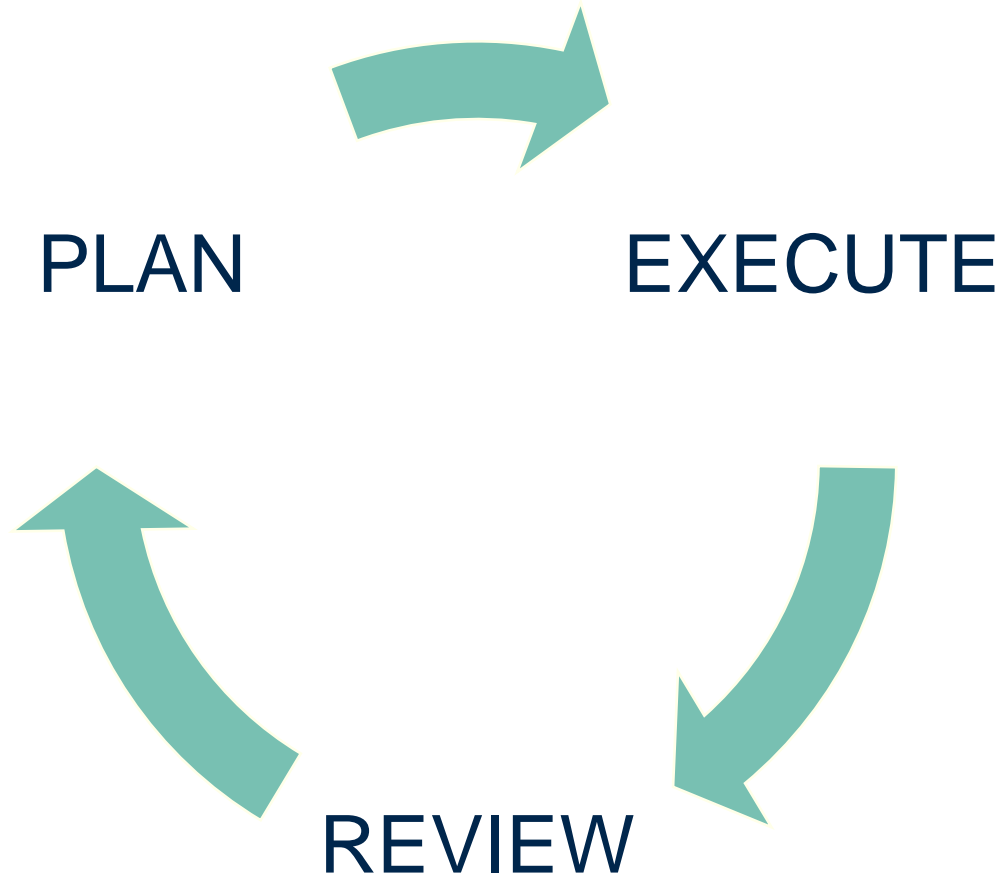
Do better than your competitors (if reports public)

Compare with overall results from sector

Areas of strength or for improvement

Number of centres with Areas of strength or Need for improvement (out of approx 520 accredited)

Accreditation UK

High quality English language courses you can trust...

The quality circle – simplest form

PLAN

EXECUTE

REVIEW

PDCA Cycle(Deming)

The cycle is about learning and ongoing improvement, learning what works and what does not in a systematic way; and the cycle repeats; after one cycle is complete, another is started.

Plan *what is needed*

Do *it*

Check *that it works*

Act *to correct any problems or improve performance*

Design thinking (another perspective)

"Most people make the mistake of thinking design is what it looks like. People think it's this veneer — that the designers are handed this box and told, 'Make it look good!' That's not what we think design is. It's not just what it looks like and feels like. Design is how it works."
— Steve Jobs

Design thinking framework

Can be particularly useful for customer-oriented environments, solving problems or developing products and services
- **Empathise** – deepen understanding of the challenge or problem (customer perspective)
- **Define** – clearly identify target or problem
- **Ideate** – brainstorm possible solutions, select potential solution or development
- **Prototype** – design prototype solution(s) or development
- **Test** – implement, review and refine

Design thinking framework

1. Discovery
Choose an affirmative, strategic topic. Gather data. Understand & empathize with unmet needs.

2. (Re)Frame opportunity
Look for patterns & insights. Question assumptions. Frame your POV. Define your scope.

3. Incubate
Switch gears. Feed your brain with diverse stimuli. Meditate. Sleep on it.

4. Ideate/ illuminate
Experiment. Explore possibilities. Envision a desired future. Co-create in diverse team. Make your ideas visible.

8. Iterate & Scale
Evaluate. Learn. Create. Innovate.
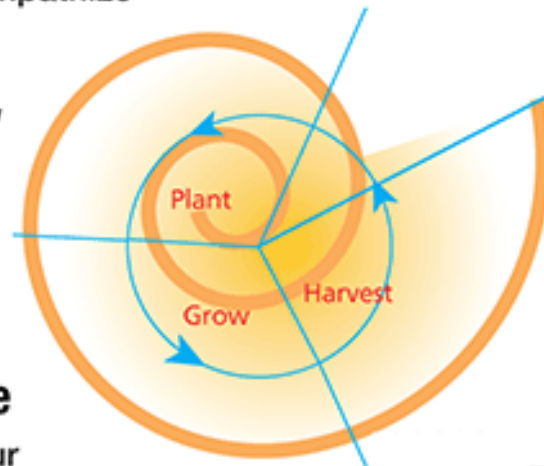
7. Deliver
Final testing, approval and launch.

6. Rapid Prototype /test
Think big, act small, fail fast; learn from end-users and refine.

5. Evaluate/Refine ideas
What is desirable, feasible, viable about your ideas? What are the constraints?

Plant
Grow
Harvest

© 2016 CreativityatWork.com

Any questions?

www.britishcouncil.org/education/accreditation

elizabeth.mclaren@britishcouncil.org

accreditation.unit@britishcouncil.org