

Quality Accreditation, an Essential Strategic Option for Business Excellence

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In this session

Benefits of accreditation:

- what does accreditation mean for you?
- how do you see its benefits from the perspective of applicant institutions and
 - accredited members?
- the Bridge School experience
- Eaquals perspective





A formal published statement regarding the quality of an institution or a programme, following a cyclical evaluation based on agreed standards







Accreditation

- ensures an institution meets external quality standards
- encourages an institution to modify/improve its programmes, services and systems
- strengthens self-evaluation and reflection

Accreditation – what's the point?







Another inspection?







Perception

- stress
- extra work
- preparation time
- hardly any benefits for staff
- fear of failure



Accreditation: quality enhancement project



A non-threatening journey of discovery which will:

- create team spirit
- involve all staff
- give room for initiative and creativity
- benchmark and share internal review and reflection



What is your view?

- How would you describe the process?
- What are the benefits of accreditation for your institution?

or

What benefits do you expect?

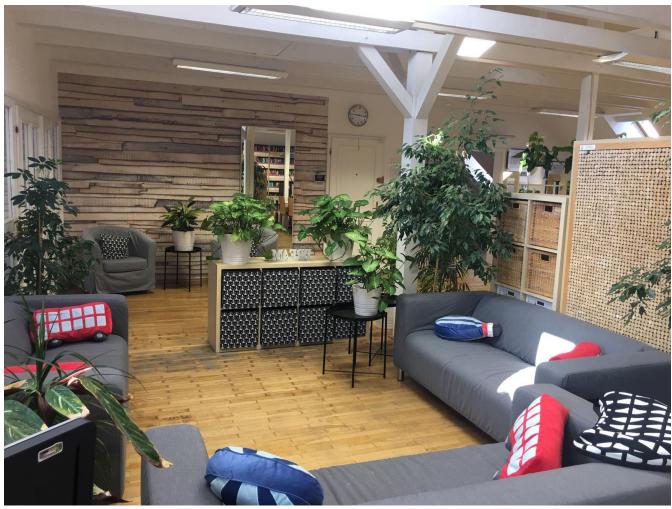






- ✓ Stand alone school in Bratislava
- √ 1st & only accredited school in Slovakia
- √ 11 years in operation
- √ Teaching online & face2face (80% online)
- ✓ Companies & adults & kids
- ✓ CPD enthusiasts











Teachers

- ✓ Raising standards using Eaquals as an "excuse" ☺
- ✓ Being part of a network
- ✓ Recruitment
- √ Job prospects for teachers



 How happy are you teaching for EAQUALS accredited school?
75% very happy & 25% happy

 Do you see added value for your own professional career?

92% yes



- Clients
- ✓ Eaquals = QUALITY SHIELD
- ✓ Quality assurance & Price (+20%)
- **√** -/+ 6%





Accreditation: what does it **Eaquals** mean for various shareholders? **Excellence** in Language Education

- tangible benefits for all stakeholders
- measurable reputation
- visible labelling
- commercial success
- return on investment

- personal and professional development
- collegiality
- self-reflection and evaluation
- enhancement of standards

Some feedback from institutions



- boosted institutional ownership
- increased loyalty
- unique spirit of cohesion
- inclusion and harmony
- platform for development, progress and collaboration
- lessons learned: ideas developed, beliefs altered, skills acquired, attitudes changed



Accreditation experience

- rewarding
- developmental
- beneficial
- reassuring
- return on investment





Eaquals accreditation

- an opportunity to:
- ✓ revisit values and principles
- ✓ reflect on practice
- a process of continuous improvement
- a pathway from threshold standards towards excellence
- an excellent way of
- ✓ communicating one's vision and purpose
- ✓ doing what you say and saying what you do



And more

- Quality label
- A blueprint for future improvement and development
- Enhanced international recognition that come from being a verified centre of excellence

What does this mean for a Eaquals member institution?

- ➤ Take part in the international world of language education
- ➤ Be part of the international network
- Share expertise with international experts and professionals who care about quality
- Form partnerships
- > Get involved in international projects

Member benefits



- Access to Eaquals resources and webinars
- Support to apply the principles and levels of the CEFR
- > Annual Eaquals Teacher Award Scheme
- Member Event Fund
- ➤ November Training Event
- > April Annual International Conference









Thank you

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