

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?

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- ✓ 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

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- **Teachers**
 - ✓ Raising standards – using Eaquals as an „excuse“ 😊
 - ✓ Being part of a network
 - ✓ Recruitment
 - ✓ Job prospects for teachers

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- 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

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- **Clients**

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



Accreditation: what does it mean for various shareholders?

- 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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