

# HERE Seminar QA mechanisms in HE in Europe

## Quality Assurance beyond surveys and questionnaires



October 2024

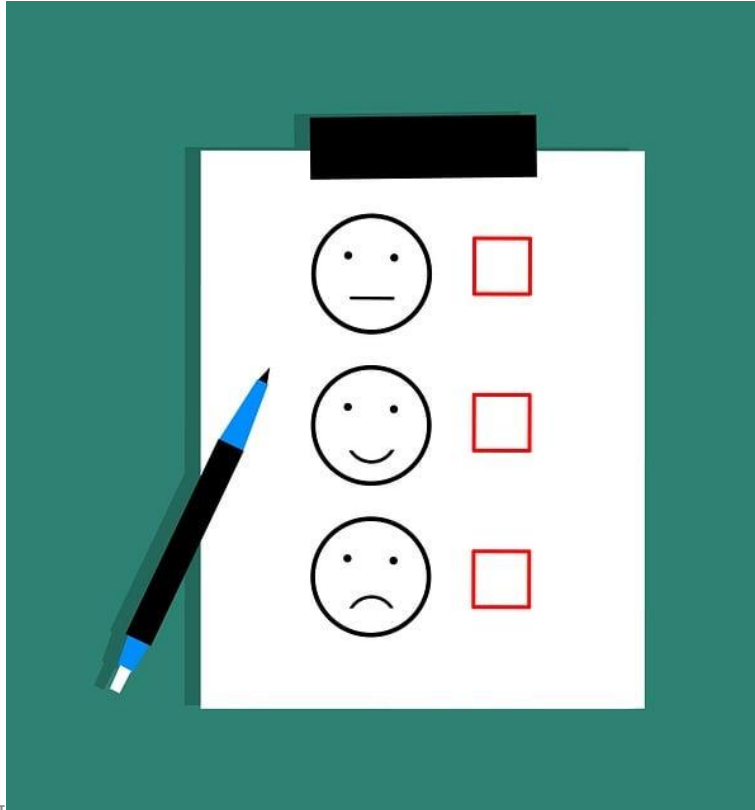
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# We are using too many surveys



- Student evaluations of courses
- Beginner surveys
- Mid program surveys
- Graduate surveys
- Alumni surveys
- Employer surveys
- Academic staff surveys

# We are using surveys the wrong way



- regularity and repeatedness (e.g. measurements)
- growth and and advancement (e.g. improvement)
- Problem of trajectorial thinking and comparing quantities over time
- Overinterpreting changes in data
- Intransparency about results

# But what else is there?



# Observing the organisation and the environment

Benchmarking

Trend analyses



Stakeholder  
dialogue

Data mining

Assessment and  
learning analytics

# What should be our basic principles



# Investing in proper longitudinal analyses



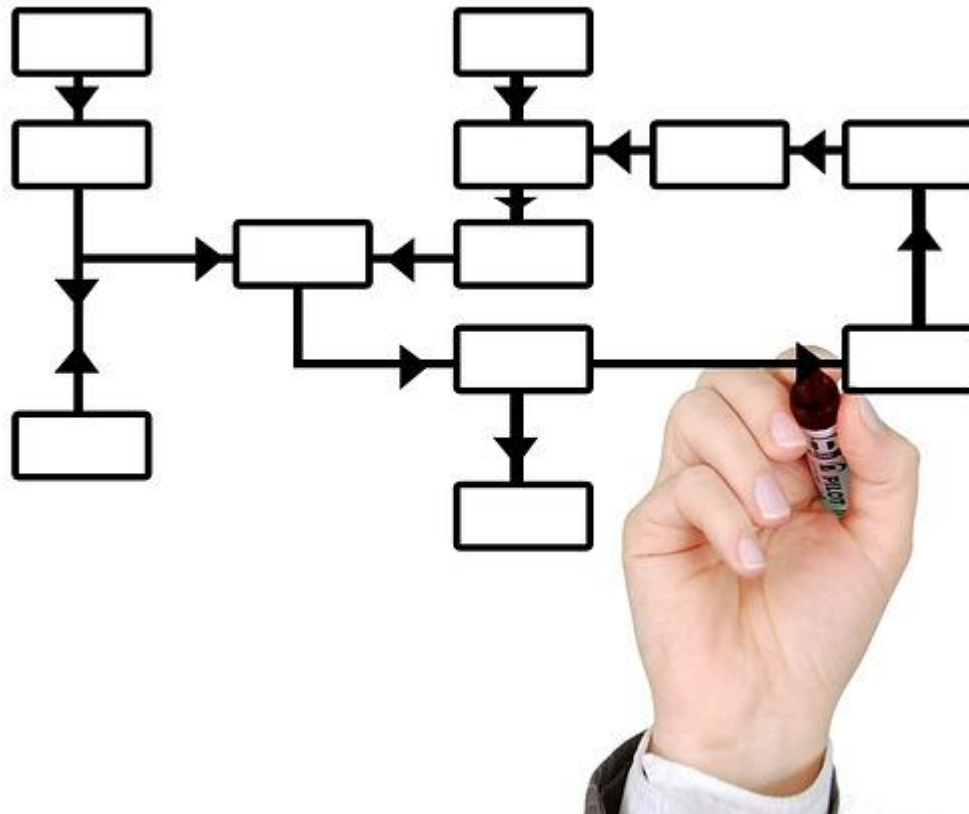
What are the relevant changes over time?

# Nudge people into changing their behaviour

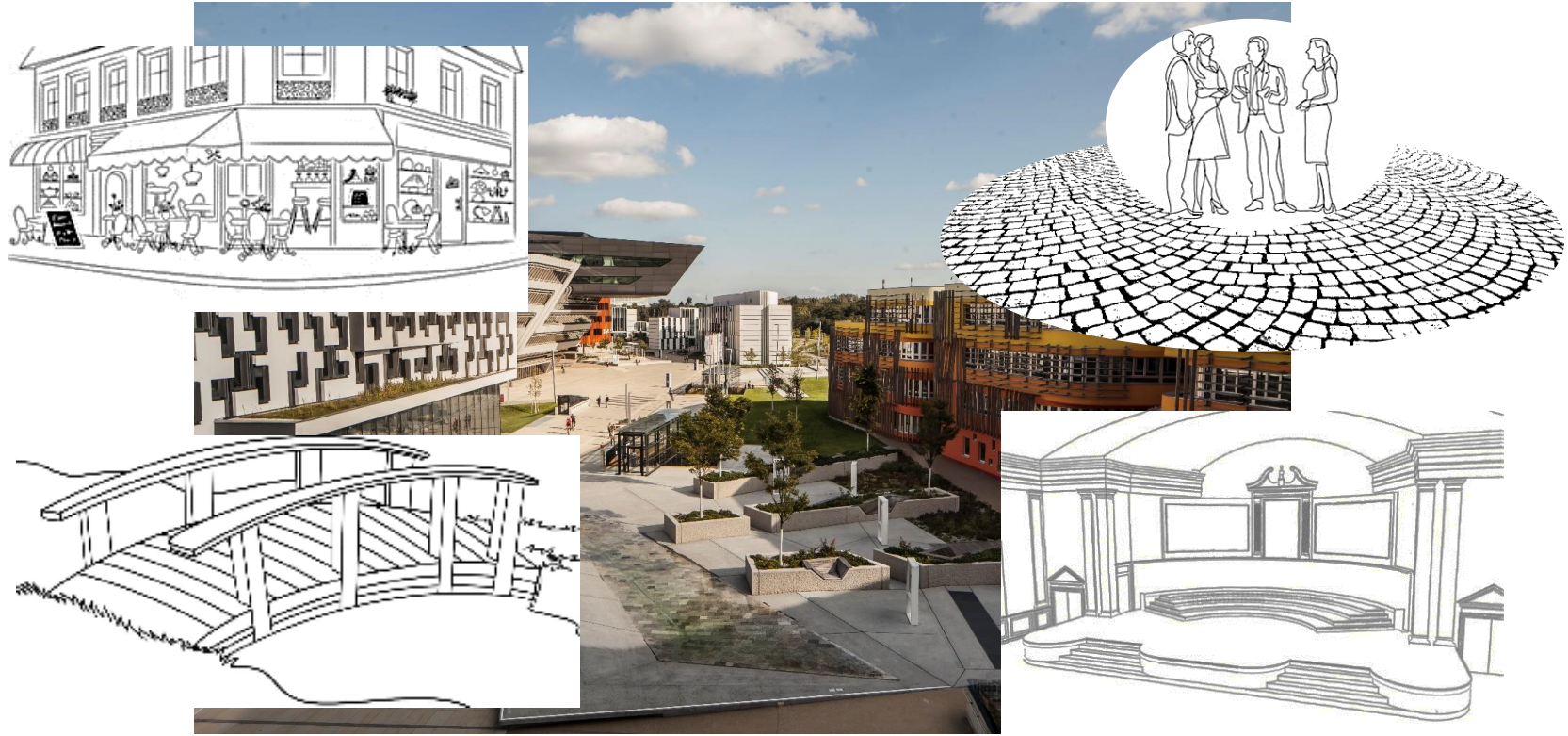




# Managing processes



# But most of all: Building effective communication architectures





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