

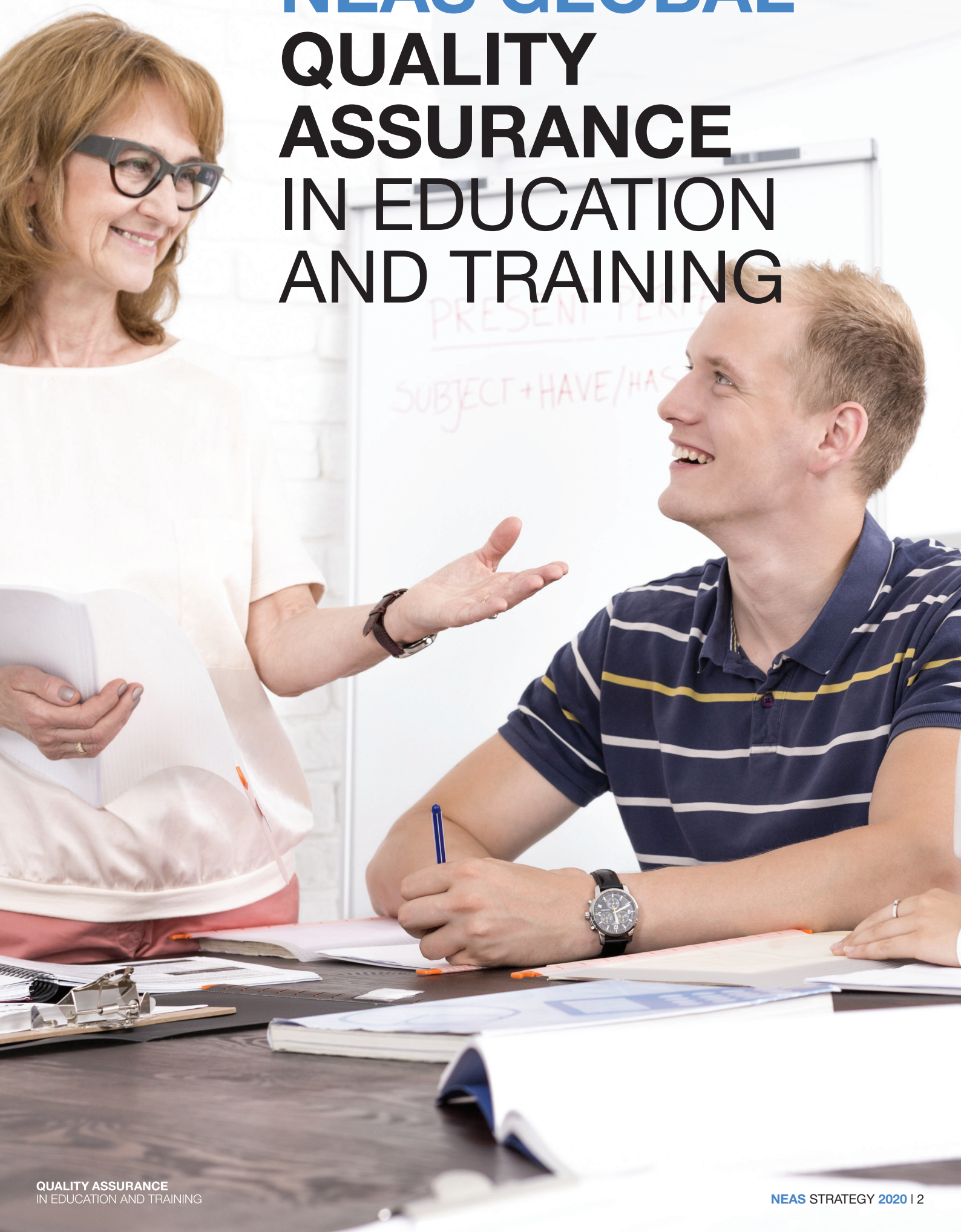


# NEAS STRATEGY 2020

**QUALITY ASSURANCE**  
IN EDUCATION  
AND TRAINING



# NEAS GLOBAL QUALITY ASSURANCE IN EDUCATION AND TRAINING





## THIS STRATEGIC DOCUMENT

The objective of this strategic document is to reach out to NEAS stakeholders, partners, members and key industry representatives and seek feedback about the future direction of NEAS. Firstly, this document explores future growth around member lifecycles, services and categories. This discussion uses a strategic focus approach to propose guiding principles of trust, capability, reach, capacity, innovation and leadership. This is followed by an exploration of future opportunities for NEAS. Finally, the paper explores in detail the strategic priorities for 2018, 2019 and 2020. You are invited to join this exploratory journey, help shape some of these ideas and give feedback.



## THE SUCCESS OF NEAS

The past five years has seen a transformation of NEAS, responding to changes in the economic, political and educational landscape of Quality Assurance in Australia. NEAS' Quality Assurance process is supporting our members in doing the right things, the right way. Quality assurance can only be effective when all stakeholders understand and embrace its challenges and benefits. Developing a culture of quality requires strong, committed stewardship from leaders in this sector such as NEAS. NEAS provides the framework to support all areas of education and training in its efforts to foster a culture of quality.

Australian international education is a world-leading brand. Hundreds of thousands of students are attracted to Australia each year, and Australian teaching and research is delivered around the world. It provides high-quality education for students at all levels, from school through to higher education, vocational education and training and English language tuition. It is a valuable component of the Australian economy, and it builds capacity and networks for national and international business and industry. However, there continues to be significant opportunities to expand and improve our education offerings (Australian Government, 2016).

As a response to this environment, NEAS has led the way in Quality Assurance, adding new dimensions of stakeholder feedback to our Quality Assurance Process. Services to members have expanded with the addition of NEAS Assist, NEAS Benchmarking and NEAS Premium Endorsement. These services integrate with one another to provide a sophisticated snap shot of the quality of each member centre. Members are provided with ongoing support and information through the NEAS Quality Learning Series, NEAS News and website.

## FUTURE GROWTH

NEAS is now poised to extend more services to more members. Providing quality assurance to a wider segment of Education and Training in Australia and globally, can make future growth possible. Strategy for growth will be focused around six strategic pillars: Trust, Capability, Reach, Capacity, Innovation and Leadership. NEAS has served the English language-teaching arm of international education and is now ready to extend quality assurance to all areas of education and training.

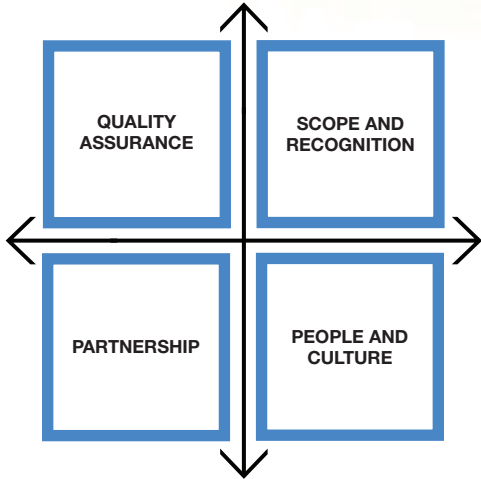




**NEAS VISION: LEAD GLOBAL PRACTICE IN QUALITY ASSURANCE IN EDUCATION AND TRAINING.**

**NEAS MISSION:**

- ✔ **SUPPORT THE ACHIEVEMENT OF QUALITY OUTCOMES FOR EDUCATION AND TRAINING GLOBALLY**
- ✔ **ADVANCE GLOBAL QUALITY ASSURANCE IN EDUCATION AND TRAINING**
- ✔ **EMPOWER KNOWLEDGE PARTNERSHIPS WITH EDUCATION AND TRAINING COMMUNITIES**



NEAS: PRINCIPLES

| QUALITY ASSURANCE                            | SCOPE AND RECOGNITION  | PARTNERSHIPS  | PEOPLE AND CULTURE   |
|--|--|---|--|
| Quality is at the heart of everything we do. | We are the global leaders and innovators in quality assurance. | Strategic engagement underpins our services. We position for purpose. | We strive for excellence, we listen, we learn. We are here to make a difference. |

NEAS: GOALS

| QUALITY ASSURANCE   | SCOPE AND RECOGNITION   | PARTNERSHIPS   | PEOPLE AND CULTURE  |
|---|---|--|---|
| <ul style="list-style-type: none"><li>• Build industry capacity through strategic interventions that foster growth, sustainability, innovation and best practice in education and training</li><li>• Deliver a total customer satisfaction promise, from Board members to frontline staff, through a member oriented service culture</li><li>• Enhance service quality to ensure competitive advantage and complementary positioning with other Quality Assurance organisations</li></ul> | <ul style="list-style-type: none"><li>• Grow and maintain membership, both locally and offshore</li><li>• Build the NEAS brand portfolio to encompass new products and services, thereby increasing recognition, reputation and global awareness of NEAS</li><li>• Take a global leadership role in the driving of quality in teaching and learning</li></ul> | <ul style="list-style-type: none"><li>• Engage in complementary relationships with Commonwealth and other government regulators for the benefit of learners and providers</li><li>• Achieve productive working relationships with complementary peak bodies</li><li>• Lead global network of quality assurance organisations</li></ul> | <ul style="list-style-type: none"><li>• Ensure all assets and resources within NEAS are aligned and support the NEAS mission.</li><li>• Empower stakeholders through professional development, continuous engagement, reflective practice and open communication</li><li>• Communicate and demonstrate international leadership in a culture of quality</li></ul> |



## TRUST & CAPABILITY

Building on and maintaining the trust and capability of NEAS is essential in keeping members engaged and continuing to renew their membership. This will be done by heightening the capability of the various internal stakeholders of NEAS. The NEAS Advisory Council will be supported to support outreach and industry engagement. They will also assist in reaching out to potential members and maintaining good relations with existing members. NEAS Staff will continue with their professional development to build capability and scope. NEAS Contractors will be trained to support more functions of the organisation.

In the next three years, NEAS will see more formalised relationships with English Australia, UECA, ACPET, TEQSA and ASQA. NEAS will work closely with government bodies such as Austrade, DIBP, DET and State and Federal Governments. Through these relationships and MOUs, NEAS will contribute to quality assurance of Education and Training globally.

Existing products can be enhanced and streamlined, with more efficient systems and processes embedded in member organisations and with the NEAS Staff and Contractors.

## REACH & CAPACITY


The next phase of growth for NEAS is around building reach and capacity. By developing multiple communities of practice, NEAS will reach more members, in more regions. Focus will be on building a hub and spoke model with best practice advocates and state-based teams. Membership categories will be enhanced and extended to VET, TAFE, agents, partners, teachers, government and industry and online providers. Synergies will be explored to extend our quality assurance process to the wider international education community.

A client relationship database and a new NEAS LMS will be utilised to track and support a growing networked community of organisations, individuals, partners, teams and regions. NEAS News and the website, in conjunction with the LMS will be utilised to expand reach with professional development and resources for members, the QLS workshops and pre-QA checklists and models. This will enable identification of new member categories allowing for expansion of NEAS products.

NEAS will be seen as the Quality Leader for Education and Training in Australia and will be invited to the table for all industry decision-making events, workshops, steering committees and round-tables.

## INNOVATION & LEADERSHIP

The long-term goals of the NEAS strategy are to demonstrate innovation and leadership in Quality Assurance for all members of Education and Training globally. NEAS will be the preferred international model for QA. Other countries will look to NEAS for models and best practice on Quality Assurance in the sector. There will be global membership categories and the NEAS conference in Sydney will be truly international with a strong representation from Asia and South America. NEAS Brand will be synonymous with Quality Assurance.



DEVELOPING A  
CULTURE OF QUALITY  
REQUIRES STRONG,  
COMMITTED STEWARDSHIP  
FROM LEADERS IN THIS  
SECTOR SUCH AS NEAS.



# FUTURE OPPORTUNITIES FOR **NEAS**







## NEAS ONLINE

One important innovative opportunity is development of online systems and processes including a NEAS LMS. This will allow parts of the quality assurance process to be completed online, allowing a greater number of members to complete the process with economies of scale. Virtual communities of practice will be created, allowing for members and other stakeholders to communicate, network and share solutions to quality issues they are experiencing. The Quality Learning Series will be offered online, allowing for members to build a portfolio of professional development without the large expense of travelling for workshops. Data, metrics and learning analytics will enable an evidence-based approach to determining member behaviour and further support needed. The NEAS LMS will also allow for forums, discussion boards and member postings, allowing different member categories to grow exponentially and be peer monitored and controlled. Building capabilities in online delivery will not only future-proof NEAS but will develop the capacity to then quality assure online education providers in Education and Training.

## NEAS PORTFOLIO

To think outside of the box and develop organisational agility it is imperative NEAS expand the services it provides to stakeholders involved in Quality Assurance in International Education and Training. This involves building on the solid foundation of ELT and AMEP quality assurance and extending the expertise of the organisation into new areas. This approach will look at quality assurance in agents, teachers, students, management, contractors, administrators and alumni. The approach will also look at face-to-face activities, social and engagement activities and online activities. Products that are complementary to teaching will also be explored, not excluding WHS, health and well-being, privacy protection, professional development of all staff, risk management, organisational design and change management. Finally, NEAS will leverage its expertise to quality assure quality assurance, acting as an expert guide to other QA associations and stakeholders.

## NEAS GLOBAL

Another unique opportunity is for NEAS to expand globally. By developing a hub-and-spoke model, NEAS will be able to provide services to regional areas and in other countries. This will involve becoming excellent at teaching and training quality assurance assessment processes, to enable and empower key regional hubs to take ownership over quality assurance in their geographical and provider category area. The NEAS Management Conference will become truly international with strong representation from Asia and South America, as well as webcasts and video-conferencing to allow virtual participation. Collaboration will be encouraged between international universities, VET and high school partners, to enable a truly global approach to quality assurance.







