

**QUALITY ASSURANCE HANDBOOK 2018/19****ANNEX 1: QUALITY STRATEGY**

The University for the Creative Arts<sup>1</sup> is committed to:

- the continuous enhancement of the quality of student learning opportunities and
- a rigorous and robust approach to the academic standards of its awards.

The strategic approach to quality will focus on:

- feedback from external academic leads and current students, used within all quality management processes to enhance student learning opportunities;
- enhancement ensured through the expectation of improvement in performance in quality data. The University will carry out annual impact and effectiveness monitoring in relation to year-on year data performance. The University's quality strategy requires an annual increase in the minimum thresholds for performance;
- mechanisms for identifying and sharing good practice through quality management processes;
- responsibility, accountability and trust in relation to management of standards, with management information used to protect standards through intervention where thresholds for quality data are not met. Intervention will take the form of supportive action planning, using staff from high performing areas (in relation to quality data) to mentor those areas not meeting defined threshold standards. Where impact and effectiveness are not evidenced in the data, increasing levels of intervention will apply; and
- quality management processes will be designed in accordance with national and international external reference points, primarily the UK Quality Code for Higher Education; guidance from the Consumer and Markets Authority; the European Standards and Guidelines and the OIA Good Practice Framework.

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<sup>1</sup> Which includes wholly owned subsidiary, OCA (Open College of the Arts)