


# EMPOWERING EXCELLENCE

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*A Toolkit for Developing an  
Institutional Culture of  
Quality Assurance*



*CHEA's Institutional Culture of Quality Assurance Toolkit* offers resources and opportunities for institutions to foster a culture of quality through accreditation. The *Toolkit* is a valuable resource that administrators, faculty, and staff can use.

# EDUCATIONAL RESOURCES

- CHEA's videos, guidelines, and assessment tools.
  - [Educational Links](#)
  - [CHEA Publications](#)
  - [CHEA Videos, Webinars, and Podcasts](#)
- CHEA encourages institutions to utilize these resources to educate faculty, staff, and administration about the accreditation process, standards, and the benefits of a culture of quality within the institution.



# COLLABORATIVE PARTNERSHIPS

- Facilitate collaboration with CHEA to access important resources and programs.
  - Learn and use CHEA and accrediting organizations' best practices, templates, and case studies.
- [Resources for CEOs and CAOs: Making the Case for Quality](#)
  - [Quality Assurance and Public Accountability](#)



# CUSTOMIZE THIS GUIDANCE FOR YOUR INSTITUTION

- Develop comprehensive, customized informational resources tailored to different audiences (e.g., trustees, administration, faculty, accreditation representatives).



# ENGAGE LEADERSHIP



- Conduct regular briefings and workshops on accreditation standards and strategic quality assurance goals.
- Involve institutional leadership in accreditation planning and regular reviews of progress.
- Use data-driven evidence to demonstrate the impact of quality culture on institutional success.



# ENGAGE TRUSTEES, ADMINISTRATION, FACULTY AND ACCREDITATION TEAMS



*CHEA Leadership Corner*

# ENGAGE FACULTY



- Integrate quality culture into curriculum and teaching practices.
- Provide faculty development and engagement programs focused on accreditation standards at institutional and program levels.
- Encourage faculty participation in accreditation committees and self-study processes.
- Provide necessary resources in support of faculty development related to self-study and accreditation reviews.

## ENGAGE ACCREDITATION TEAMS

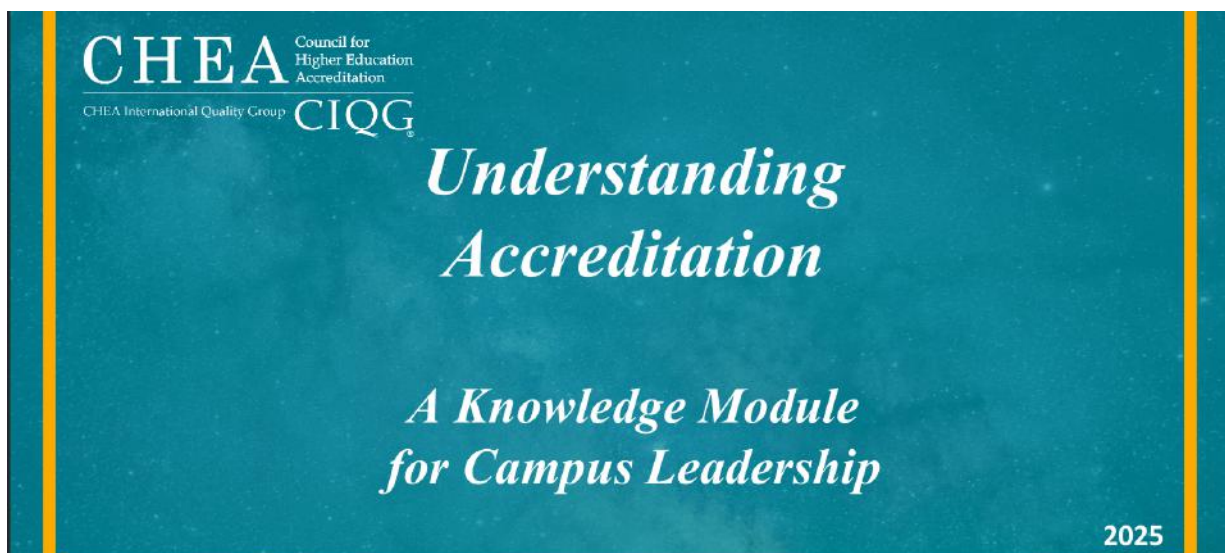
- Demonstrate a public commitment to the accreditation process.
- Create cross-functional teams with clear roles and responsibilities.
- Create and provide access to templates, guidelines, and best practices for documentation and reporting student and institutional successes.
- Develop a timeline and project management plan for accreditation activities.



# EXECUTIVE TRAINING SESSIONS



- Schedule executive training webinar sessions focused on Boards of Directors, Leadership, and accreditation/assessment leaders.
- Review and incorporate recommendations from the CHEA Presentation: [Understanding Accreditation: A Knowledge Module for Campus Leadership](#).



# INCORPORATING CONTINUOUS QUALITY IMPROVEMENT INTO THE STRATEGIC PLAN

## ACCREDITATION RESOURCES - GOVERNING BOARDS

## COMPETENCY ASSESSMENT FOR PROGRAMS PURSING CONTINUOUS QUALITY IMPROVEMENT

## AN EXPANDED ROLE FOR REGIONAL ACCREDITING BODIES: STRENGTHENING CAMPUS GOVERNANCE

## THREATS TO ACADEMIC FREEDOM AND INSTITUTIONAL AUTONOMY CHALLENGE U.S. ACCREDITATION AS WELL

- Seamlessly incorporate continuous quality improvement into the strategic plan.
- Integrate quality initiatives into the institutional strategic plan.
- Align leadership commitment, resource allocation, and continuous improvement efforts with the Board of Directors, administrators, faculty, and staff.

# **ALIGNMENT WITH ACCREDITATION STANDARDS**

Strategic Plans should affirm the institution's unwavering commitment to meeting and exceeding accreditation standards.

- Outline specific goals and innovative initiatives aimed at continuous improvement in key areas, including academic programs, student learning outcomes, faculty qualifications, and institutional effectiveness.

## **QUALITY ASSURANCE MEASURES**

- Incorporate robust mechanisms within the strategic plan to ensure ongoing quality assurance and compliance with accreditation requirements.
- Include regular and thorough assessments and evaluation of institutional policies and practices, timely data collection and analysis, and appropriate implementation of corrective actions as needed.

## **RESOURCE ALLOCATION**

- Allocate resources to bolster accreditation-related activities and initiatives. Invest in faculty development, innovative educational technology, addressing critical infrastructure improvements, and other resources necessary to maintain high academic standards and meet quality benchmarks.

## **STAKEHOLDER ENGAGEMENT**

- Engage with stakeholders, including administration, faculty, staff, students, alumni, employers, and the community. By involving key players in decision-making, planning, and assessment efforts related to accreditation, the institution fosters a culture of transparency, collaboration, and accountability.

## **CONTINUOUS IMPROVEMENT**

- Cultivate a dynamic culture of continuous improvement and innovation to maintain quality and enhance institutional effectiveness. Encourage faculty and staff to pursue professional development opportunities, embrace best practices, and implement evidence-based strategies to improve teaching and learning outcomes.

## **COMMUNICATION AND REPORTING**

- Establish clear, compelling, transparent communication channels and reporting mechanisms to inform stakeholders about accreditation status, progress, and achievements. Provide regular updates, comprehensive reports, and constructive feedback loops to showcase the achievement of accreditation standards and highlight institutional accomplishments.

## **STRATEGIC PARTNERSHIPS**

- Develop strategic partnerships with accrediting bodies, peer institutions, industry leaders, and community stakeholders. Leverage relationships to share resources, exchange best practices, and promote accountability in achieving quality goals and advancing academic excellence.

# ADDITIONAL INFORMATION SOURCES

- In support of member institutions, CHEA provides comprehensive publications and informational resources, including timely news, features, and in-depth reports on accreditation, advocacy efforts, standards, guidelines, and other accreditation-related topics.

## PUBLICATIONS

- [Accreditation Central](#)
- [Accreditation in the News](#)
- [Federal Update](#)
- [Inside Accreditation](#)

## EVENTS

- [CHEA Annual Conference](#)
- [CHEA Webinars](#)

## EVALUATION

- Select appropriate evaluation tools to assess the effectiveness of quality culture initiatives.
- Foster a culture of continuous improvement and reflection based on feedback and data analysis.

# CREATE A LIBRARY OF RESOURCES



## Resource Repository

Centralize all accreditation-related online and physical resources including documents and training materials.

## Training Programs

Develop specialized training programs for different stakeholder groups, focusing on quality awareness and compliance with accreditation standards.

## Peer Support Networks

Develop forums or networks to share experiences and best practices regarding accreditation.

## Marketing Benefits

The value of your accreditation is highlighted through [\*CHEA's Directory of Institutions and Programs\*](#).

## Government Affairs Support

CHEA provides updates on federal, and selected state legislative and regulatory developments affecting accreditation and institutions.



## For Additional Information

For additional information, CHEA is available for in-person or virtual presentations for member institutions. Contact Jahan Culbreath, CHEA Director of Federal Relations, at [\*culbreath@chea.org\*](mailto:culbreath@chea.org).



# THE COUNCIL FOR HIGHER EDUCATION ACCREDITATION

THE NATIONAL VOICE OF  
ACCREDITATION

[WWW.CHEA.ORG](http://WWW.CHEA.ORG)

**CHEA** Council for  
Higher Education  
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