

# Targeting Quality of Education

by *Behram J. Pestonji*



## *Targeting Quality of Education : An Experience*

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## Preamble

**This presentation is not an academic pursuit alone but a sharing of experiences of a Commercial cum Social Service project committed towards the implementation of a step by step application of Quality Assurance concepts to operations in the field of Education under a multi-campus environment.**

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## Project Vision

**.... envisions quality education as the key resource for national development, delivered to cross-sections of our society through sustainable projects.**

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## Project Mission

..... aims for a quality learning experience for the students and quality training for the faculty by providing excellence in education within our socio-cultural framework, bringing forth benefit to students, community and the country.

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## *Quality Policy*

TO SERVE OUR CLIENTS AND MAINTAIN OUR  
POSITION AS A LEADER IN SCHOOL EDUCATION

We intend to achieve this goal by .....

Understanding that quality means complete conformance to agreed customer and user expectations, requirements & satisfaction standards.

Understanding that quality is everybody's direct responsibility and they should continually endeavor to improve processes to ensure customer satisfaction.

Putting our best effort every time for timely achievement of organizational and departmental targets, not compromising on quality, legal and regulatory requirements.

Ensuring control of operational variations, through continuous training of personnel for improving service skills and know-how.

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QUALITY POLICY :  
Part 1

**Understanding that quality means complete conformance to agreed customer and user expectations, requirements & satisfaction standards.**

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QUALITY POLICY:  
Part 2

**Understanding that quality is everybody's direct responsibility and they should continually endeavor to improve processes to ensure customer satisfaction.**

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QUALITY POLICY:  
Part 3

**Putting our best effort every time  
for timely achievement of  
organizational and departmental  
targets, not compromising on  
quality, legal and regulatory  
requirements.**

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QUALITY POLICY:  
Part 4

**Ensuring control of operational  
variations, through continuous  
training of personnel for  
improving service skills and  
know-how.**

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QUALITY POLICY:  
Part 5

**Operating all our work places in  
a safe and healthy environment  
and improve employee  
satisfaction.**

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QUALITY POLICY:  
Part 6

**Ensuring our quality of services  
by improving quality bonds with  
our stakeholders**

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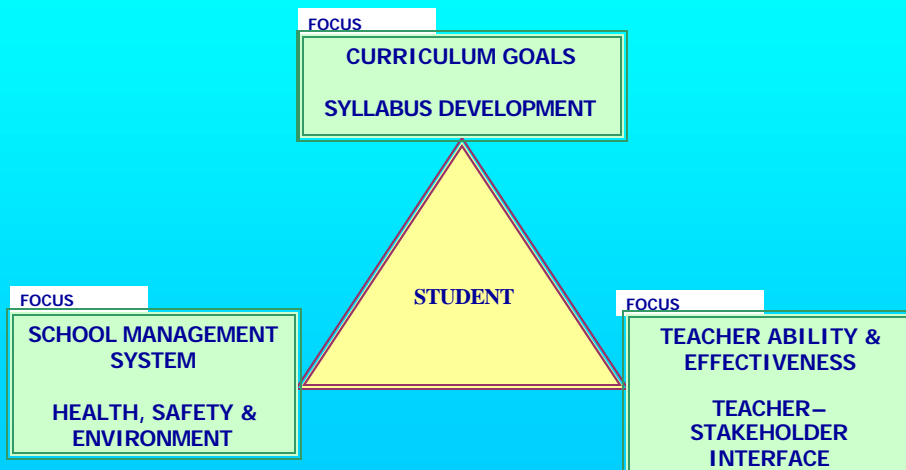
QUALITY POLICY:  
Part 7

**We must all be dedicated to this mission.  
Our reputation depends on all of us  
working as a team to satisfy and retain  
the single most important person in our  
business,.....**

**The STUDENT**

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## THE QUALITY FOCUSED PROCESSES IN EDUCATION



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### **What is Network Association in Education - 1**

Before we go any further, we must all get harmonized about the basic concept of the **Network Association** or Franchising.

This is a method of doing business by which a Network Associate is granted the right to;

- Engage in the business of offering, promoting or distributing Education or related services under a plan or system.
- The Plan or System is prescribed in substantial part by the Network owner and which is substantially associated with the mark of recognition, name and the education system.

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### **What is Network Association in Education - 2**

Basic Business Elements in the Network Association

- Use of the Parent Company's Name
  - Use of Parent Company's Operating systems
    - Network Association Fee is applicable
      - Royalty is applicable

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### **What is Network Association in Education - 3**

What motivates the Network Associate to join the Network

- Being your own **boss**
- Utilization of a reputed trade mark
- Getting corporate identity of an established school chain
- Turnkey business
- Standardized education and system
- Proven system of operations, financial and accounting system
- Initial training to entrepreneur and teachers via induction courses
- On going support and consulting in all areas of school operations
- Benefit from ongoing research and development in the field of education and learning
- Standardization of education and examination systems

**Continued.....**

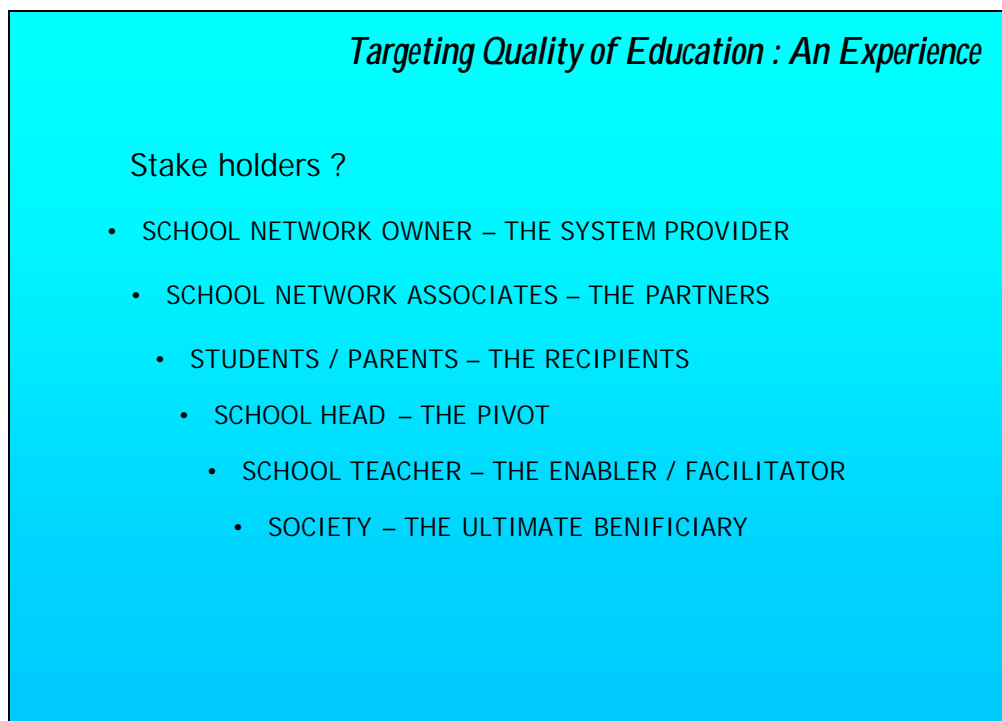
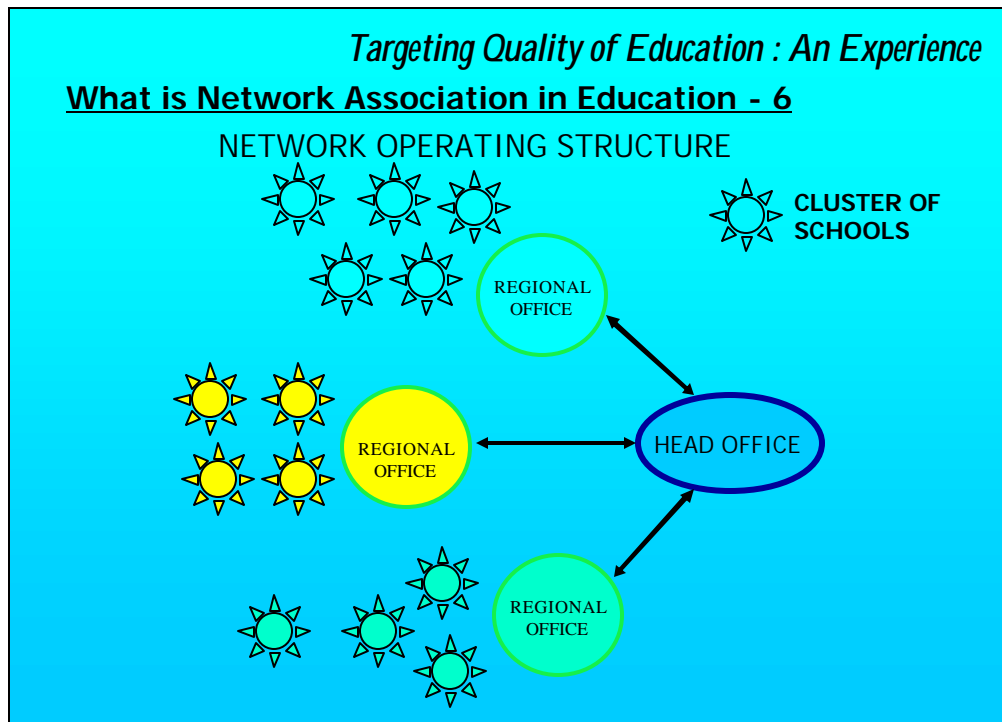
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### **What is Network Association in Education - 4**

- Standard operating policies and procedures manuals
- Starting business with lesser capital
  - Access to pre-feasibility studies, research surveys
  - no guess work on equipment purchasing
  - less working capital needed
- Access to operating financial models.
- Site selection and development with assistance of experts

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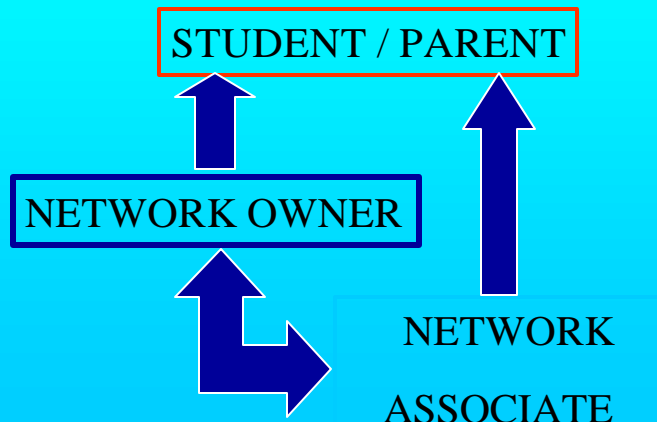
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## What is Network Association in Education - 5

Envisaged Customer Relationships in an Education Network Association



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**DEVELOPING A SYSTEM  
FOR  
QUALITY OF EDUCATION**

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## DEVELOPING COMPONENTS

- Research for system components
- Consult specialists for contents & specifications
- Structure the system
- Management declares System ownership
- Developing a Time line
- Research, develop and write the Standards
- Write the Work Instructions
- Control and Distribute all Documents
- Train as you go along
- Implement System Components
- Status Review : Evaluate System Implementation
- Measure Stakeholder Satisfaction levels
- Setup an Improvement Cycle
- Evaluate Student Performance & Outcome

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### 1. Research for system components

- Aims & Objectives of the Education System
- Product Physical & Academic Specifications
- Operating Path Analysis
- System Efficiency & Optimization
- Financial Implications & Budgeting
- Management Structure

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## **2. Consult specialists for content & specifications**

- Academic Systems
- Quality Assurance Systems
- Physical & Environmental Parameters
- Facilities & Equipment
- Finance & Accounts
- Marketing & Sales
- Good Schooling Norms

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## **3. Structure the system**

- Management / Specialist Domains
- Operating & Specification Documentation
- Communication Paths & Methods
- Feedback Instruments
- Evaluation Methodologies
- Marketing & Sales Arenas

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### 4. Management declares System ownership

- System Presentation & Review
  - Technical Review
  - Financial Review
  - Responsibilities
- Declaring System Ownership & Launch

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### 5. Developing a Time line

- Gantt Chart
  - Activities / Tasks
  - Calendar
  - Linked Activities / Tasks
  - Milestones
  - Progress bars

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### **6. Research, Develop and Write the Standards**

- **Scheme of Studies**
- **Administrative Practices**
- **Communication Systems**
- **Physical Parameters**
- **Facilities & Equipment**
- **Accounting**
- **Marketing, Sales & Logistics**

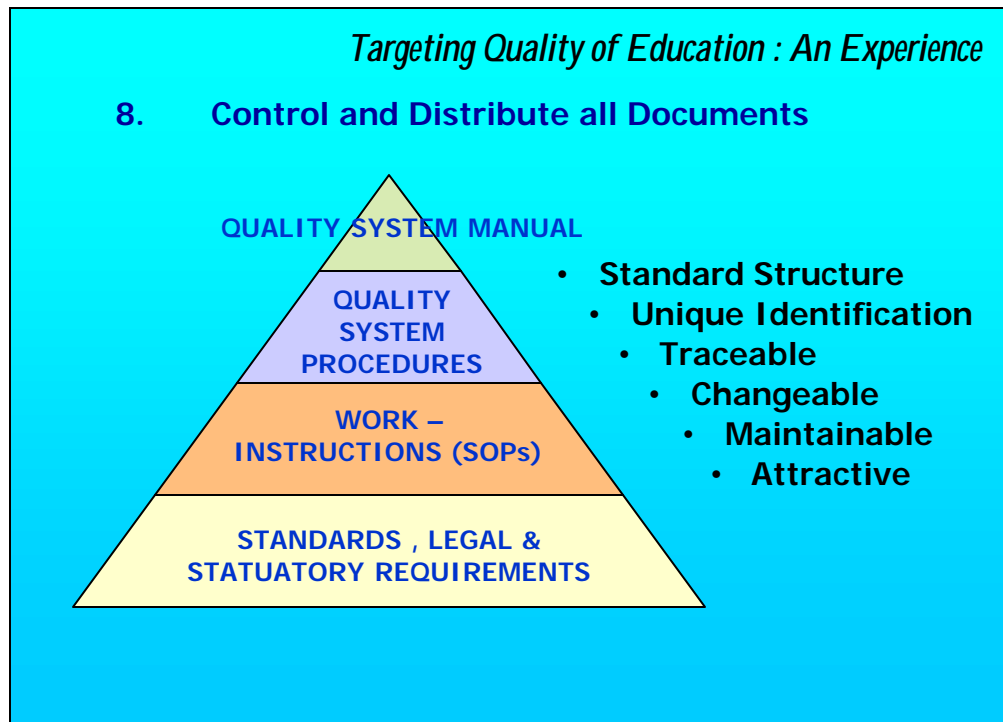
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### **7. Write the Work Instructions**

- **Plan & Schedule**
- **Clear – use simple but effective language**
- **Concise**
- **User Friendly**
- **No repetitions / Overlapping**
- **Practical Forms**
- **Relevant Attachments**

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## 10. Implement System Components

- Empower a responsible function to;
  - Coordinate
  - Insist
  - Persist
  - Train
  - Evaluate
  - Advise Improvements
  - Follow-up on implementation

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## 11. Status Review : Evaluate System Implementation

- Formal - System Audits and Evaluations
  - School Management processes
  - Academic processes
  - Environmental considerations
  - School Accounting processes
- Informal / Surprise – Audit & Evaluation
- Targeted Audit & Evaluation

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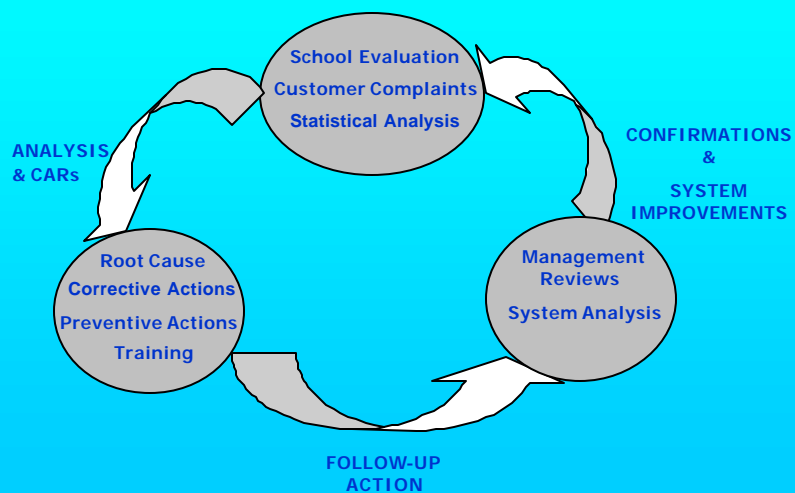
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### 12. Measure Stakeholder Satisfaction levels

- By the use of;
  - Feedback Instruments
  - Direct Communication
  - Surveys
  - Evaluations
  - Financial Audits
  - Quality Audits

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### 13. Setup an Improvement Cycle



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## 14. Evaluate Student Performance & Outcome

- School Tests
- School Examinations
- School Co-curricular activities
- Network based Examinations
- Network based co-curricular activities
- Academic Award System
- BOISE Examinations

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## CONCLUSION

Quality Assured management Practices based on popular methodologies are a prerequisite  
for  
targeting the core activities of school Academics & Administration  
and  
their consequent excellence in attaining  
Quality in Education