



## ECA Strategic Update 2024 – 2029

*Presented at ECA Member's Seminar and General Assembly, 3 June 2024,  
Malta*

### 1. Background

Founded in 2003, [ECA](#), The European Consortium for Accreditation in Higher Education is an association of **recognised accreditation and quality assurance agencies** in Europe, that strives for continuous progress in the area of accreditation and external quality assurance, facilitates mutual recognition of qualifications, promotes internationalisation of higher education and creates transparency in quality assurance to the benefit of students, higher education institutions and society with a strong alliance with **members and observers**.

To refine and align ECA's strategic direction, the ECA Board organized two comprehensive workshops with the member organizations in 2023 (as part of the Member's Seminars in Mallorca and Paris). These workshops facilitated in-depth discussions and collective input, enabling to identify and prioritize ECA's strategic objectives. This collaborative effort ensured that the strategy is attuned to the needs and aspirations of our members considering also ECA diverse stakeholders, reinforcing ECA's commitment to excellence and innovation in quality assurance in higher education.

### 2. Mission & Vision

ECA recognises its *mission, vision and overall objectives* as developed in the 2013 Strategy Plan as still being valid:

**Vision:** The vision of ECA is to act as an internationally recognised driver of innovation in quality assurance (QA). With its expertise, networking and services ECA contributes to the implementation of the European Higher Education Area (EHEA), promotes internationalisation of higher education and assures "state of the art" activities of its members.

**Mission:** ECA is a professional organisation that strives for continuous progress in the area of accreditation and external quality assurance, facilitates mutual recognition of qualifications, promotes internationalisation of higher education and creates transparency in QA to the benefit of students, HE institutions and society.

### 3. Key Stakeholders

ECA engages with a diverse range of stakeholders essential to its mission of enhancing quality and excellence in higher education.



These stakeholders include:

- **Member Organizations:** Quality assurance and accreditation agencies from various countries that are integral to ECA's operations.
- **Higher Education Institutions (HEIs):** Universities and colleges that undergo accreditation processes through ECA member agencies, involve in ECA trainings, and are interested or have already obtained the CeQuInt Certificate for Excellence in Internationalisation.
- **International Organizations:** Entities and quality assurance networks that work alongside ECA to harmonize standards and promote quality in higher education.
- **QA Professionals:** individuals interested in growing their competences with various trainings provided by ECA.

#### 4. Strategic Objectives

The **ECA** strategic **objectives** are:

- to provide a platform for mutual learning and disseminating experiences with accreditation and accreditation-like practises;
- to provide transparent information on quality;
- to facilitate the internationalisation of institutions and students;
- to achieve mutual recognition of accreditation and quality assurance decisions, to enhance the conditions for such mutual recognition, especially for joint programmes;
- to perform any and all acts relating to the foregoing in the broadest sense.

#### 5. Strategic Priorities

The strategic priorities of ECA are the result of collaborative efforts and insights from ECA board, combined with the reflection from member organizations. These priorities serve as a roadmap, guiding ECA's initiatives and actions. By focusing on these key areas, ECA aims to address the evolving challenges in quality assurance in higher education and support our stakeholders in achieving excellence and innovation.

##### **STRATEGIC PRIORITY 1: CAPACITY BUILDING**

*Empowering member organizations through targeted training, resources, and fostering a culture of continuous improvement.*

##### **Key areas:**

- Organising trainings
- Seminars & Working groups
- Best practice and knowledge sharing



## **STRATEGIC PRIORITY 2: INNOVATION**

*Promoting the adoption and integration of innovative practices and technologies in quality assurance to improve efficiency, effectiveness, and adaptability to the evolving educational landscape.*

### **Key areas:**

- Nurturing Diversity: nurturing diversity and maintaining a provocative, positively critical environment that encourages thinking outside the box
- Driving innovation in the European QA system
- Following development of the QA on EU level
- Use of new technology models

## **STRATEGIC PRIORITY 3: COOPERATION**

*Encouraging collaboration among member organizations and with external partners to address common challenges and foster improvement.*

### **Key areas:**

- Joint projects on EU level and Strategic projects
- Promoting internationalisation
- ECA as a testing ground for project ideas and analysis

## **STRATEGIC PRIORITY 4: NETWORKING**

*Strengthening and expanding the ECA network to facilitate knowledge exchange, mutual support, and the development of a cohesive community dedicated to advancing quality assurance in higher education.*