

Decision Regarding Institutional Accreditation Euroacademy

15/09/2015

The Quality Assessment Council for Higher Education of the Estonian Quality Agency for Higher and Vocational Education decided to accredit Euroacademy for three years.

Assessment Committee

Ivo M. Matser (Chair)	TSM Business School, Director (Netherlands)
Pille Juhkov	Student, Estonian Entrepreneurship University of Applied Sciences (Estonia)
Johann Schneider	Consultant and Expert concerning higher education politics, Professor Emeritus and Director, Frankfurt University of Applied Sciences (Germany)
Margaret Helen Thomas	Freelance Higher Education Consultant (UK)

Component Assessments

Organisational management and performance	Partially conforms to requirements
Teaching and learning	Partially conforms to requirements
Research, development and/or other creative activity	Conforms to requirements
Service to society	Partially conforms to requirements

Strengths, Areas for Improvement and Recommendations

Organisational management and performance

Strengths

- Euroacademy's flexibility when planning its organisational structure and activities allows it to effectively respond to its students needs.
- The staff are committed to the institution and students whom they help to establish contacts with both employers and research institutions.
- The teaching facilities and resources of the faculties of Environmental Protection and Design are of an excellent quality.

Areas for Improvement

- Euroacademy's personnel, marketing, financial and other policies must be clearly linked to implementation of an institutional strategy, and the institution must ensure that managerial decisions that are made are implemented in practice.
- Euroacademy must establish a uniform and transparent system for academic staff recruitment, management, evaluation and development that clearly supports the institutional vision for the future; and must define the requirements for the competence and skills of the teaching staff. There is also a need to develop a staff development plan which would relate to the strategic vision of the institution.
- Because of a drop in student numbers, the long-term financial sustainability of the institution is not guaranteed. In order to secure adequate financial resources, Euroacademy must develop an internationalisation strategy, which would be reflected in a portfolio of study programmes and support its development as a profitable institution.
- It is recommended that Euroacademy improve its external communications to be more proactive and experience based. The Euroacademy website must be made more interactive to better attract potential students.

Teaching and learning

Strengths

- Study programmes meet the needs of the labour market, and employers are pleased with graduates' professional preparation.
- Students are provided with comprehensive support when they enrol at the institution or return from academic leave.
- The system of recognising prior learning and work experience works well.
- Organisation of study fits well for the profile of students who are working.
- Students are provided with opportunities for international mobility.

Areas for Improvement

- *It is not clear how particular assessment methods support the achievement of individual course learning outcomes. Euroacademy must develop a transparent system for assessing the achievement of learning outcomes which is in accordance with international standards. A pedagogic rationale for particular assessment methods must be provided and it is advisable to use both formative and summative assessments.*
- *In the interests of equal treatment of students, it must be avoided that individual courses are designed, delivered, and tests compiled and graded by the same staff member.*
- *Study programme development is not consistent, there is no formalised system for collecting or analysing feedback. Objectives of the study programmes, based on the institutional vision, are not reflected in the learning outcomes of individual modules or courses. Euroacademy must develop an effective mechanism for the review of study programmes to systematically support their development toward interdisciplinarity and to ensure the achievement of general competencies described in the learning outcomes.*
- *Euroacademy must critically review its targets for an increase in international student numbers to ensure that they are realistic, and design specific actions to achieve them.*

Research, development and/or other creative activity

Strengths

- *For an institution of professional higher education, Euroacademy's R&D activities are remarkably active and evenly distributed across the different faculties.*
- *The institution offers comprehensive support for research and allocates funds for this purpose.*
- *Visiting lecturers share their research and teaching experience with Euroacademy.*
- *Students are involved in research.*

Areas for Improvement

- *As an institution of professional higher education, Euroacademy should strengthen the applied orientation of its research.*
- *In the long term, Euroacademy must determine its main areas of research and make them more visible and attractive to potential partners and financial contributors.*
- *In order to promote research in a more systematic way and develop a clear and transparent system for guiding and coordinating research in faculties, Euroacademy must develop a strategy of support for R&D. Given the small size of the institution, closer cooperation with other higher education institutions could be one of the strategic objectives.*

- *Euroacademy must strengthen stakeholders' involvement in research and also consider their contributions when formalising a broader based institutional strategy.*

Service to Society

Strengths

- *The Euroacademy staff are actively engaged in professional associations and in various decision-making bodies in society.*

Areas for Improvement

- *Euroacademy does not have a systematic approach for advertising its core activities. It is necessary to develop a common vision and a structured marketing plan reflecting this vision to increase the popularity of the institution and grow the student numbers.*
- *Euroacademy's in-service training objectives are unclear. It is necessary to conduct a systematic analysis of the needs for in-service training in cooperation with employers and also to identify its potential target groups and, based on that, to develop in-service training objectives and strategy.*
- *Not enough information has been disseminated about public events taking place at Euroacademy. It is recommended that Euroacademy cooperate more with alumni and students in spreading of such information.*

Further information:

[Assessment Report](#)

[Self-Evaluation Report](#)