Regional Conference on Quality Management & Quality Enhancement in Higher Education

Date: 20th & 21st February, 2012
Venue: Intercontinental Hotel, Muscat
www.oac.gov.om
Introduction

The Oman Quality Network (OQN) is an independent organisation established for the purpose of creating awareness in quality management and quality enhancement practices and dissemination of good quality assurance practices in the higher education sector. As part of its mission, the OQN is organising a regional conference in Oman titled “Quality Management and Enhancement in Higher Education”.

Mission of Oman Quality Network

The OQN is a collegiate national network of higher education institutions (HEIs), and supported by the Ministry of Higher Education (MoHE) and the Oman Academic Accreditation Authority (OAAA). It is concerned with developing a strong and vibrant higher education sector by improving quality in higher education within the Sultanate of Oman. It aims to build a quality-conscious, knowledge-rich higher education sector through the sharing of ideas, strategies, research, and practices that inform the pursuit of quality improvement. Together, all parties will work to continue to build on our collective strengths for the benefit of the higher education sector in the Sultanate of Oman.

About Oman

The Sultanate of Oman is an independent country in the southeastern quarter of the Arabian Peninsula. It is bordered by the Gulf of Oman and the Arabian Sea. His Majesty Sultan Qaboos bin Said came into power in 1970 and has since reformed, developed and modernised this jewel of the Peninsula.

Muscat is situated in the north of the country and is the capital of Oman. Host to beautiful stretches of untouched coastline and a historical and fascinating culture, its rich heritage dates back thousands of years and makes Muscat one of the oldest cities in the Middle East. The city enchants visitors in a way that no other city in the Gulf Region can match and amalgamates a delightful mixture of preserving the old, and developing the new. Muscat, Muttrah and Ruwi are the capital’s core districts. Muscat is the site of the Sultan’s main palace, whilst Muttrah is the old port area, which was the hub of trade in historic times. Ruwi is the capital’s modern commercial district. However, considerable further development is taking place in other cities, from Salalah in the south, to Sur, a traditional coastal town, on to Sohar in the north.

About The Conference

This is a two-day regional conference in Quality Management and Quality Enhancement organised by the OQN for creating awareness, sharing good practices and providing a platform to bring policy makers, HEIs and interested stakeholders to share experience and ideas. H.E. Dr Rawya Saud Al Busaidia, the Minister of Higher Education is the patron of this conference.

Conference Objectives

The conference will provide an opportunity for stakeholders to deliberate on how higher education development in the Sultanate of Oman and the region can be nurtured and stimulated through sustainable policies and practices in quality assurance. More specifically, the conference will:

- Review recent developments and their impact on policy and practice in quality assurance and quality enhancement in higher education in Oman;
- Highlight best practices in quality management, policy and practice in higher education and cross-border higher education;
• Review progress made by HEIs in the implementation of quality management systems in Oman.

Main Themes

• Quality Management Systems (QMS) in Higher Education
• Quality Enhancement in Higher Education

Sub Themes

1. Quality Management in Higher Education:
   • Quality Management Systems (QMS) in Higher Education
   • Higher Education Institution Licensing & Accreditation
   • QMS Best Practices
   • Quality assurance of cross-border higher education: Policy and Practice
   • Promoting Student Participation in Quality Management & Enhancement
   • Criteria for staff promotion and designation of academic titles
   • Strategies for Quality Assurance in Higher Education
   • Building quality culture for academic excellence
   • Development of QMS framework in HEIs
   • Challenges in the implementation of QMS in Higher Education
   • Balancing sustainability and social responsibility

2. Quality Enhancement in Higher Education:
   • Quality enhancement in Teaching & Learning
   • Use of technology to enhance teaching/learning
   • Gulf standards for professional education (e.g. Medicine, Engineering and Law)
   • Performance Indicators & Benchmarks in Higher Education
   • Ethics and Attributes for professions
   • Quality assurance in teaching methods and materials
   • Linking Self-assessment to quality enhancement
   • Quality system and quality assessment

Date

The Oman Quality Network Regional Conference will take place in Muscat, Sultanate of Oman, 20-21 February 2012.

Fees

Delegate: 70 OMR
OQN Delegates: 35 OMR
Student: 10 OMR (Students selected by Higher Education Institutions in Oman)

The Venue & Accommodation

The Oman Quality Network Regional Conference will take place at the InterContinental Muscat, which is a 35-acre oasis in the heart of the city’s residential, government and diplomatic quarter. The hotel prime location means the business and commercial districts are close by, as are must-see sights like the Sultan Qaboos Grand Mosque, Bait Al Zubair Museum and Amouage Perfume Factory. Shoppers will want to visit the Muttrah Souk—the essence of Muscat—located just 15 minutes by taxi from the hotel.

For more information, please visit http://www.ichotelsgroup.com/intercontinental/en/gb/locations/overview/mscha

Important Dates and Deadlines

• Abstract submission: 10th September 2011
• Notification of acceptance of abstracts: 30th September 2011
• Full paper submission: 30th November 2011
• Final notification of paper acceptance: 28th December
• 2011 Receipt of final manuscripts: 25th January 2012
Keynote Speakers

Dr Achim Hopbach
Managing Director of the German Accreditation Council
President of European Association for Quality Assurance in Higher Education (ENQA)

Dr Hopbach has had extensive experience in the quality assurance arena both in Germany and internationally. He has been Managing Director of the German Accreditation Council since 2005 and has served as the President of the European Association for Quality Assurance in Higher Education (ENQA) since 2009. Dr Hopbach is also part of the ENQA Finance Committee. He was a member of the Working Group responsible for developing the German Qualifications Framework and Chair of the National Working Group for the Implementation of the European Standards and Guidelines for Quality. He also has experience working with the European Bologna Project. Internationally, Dr Hopbach has worked with external quality agencies in Hong Kong, Austria and Spain. He is the co-editor of the journal “Qualität in der Wissenschaft” and has published extensively on quality assurance issues, both in German and English.

Dr Hopbach's participation in the conference is made possible by the generous support of DAAD (German Academic Exchange Service).

Dr Saad Said A Alzahrani
Assistant Secretary General for National Commission for Academic Accreditation and Assessment (NCAAA), Saudi Arabia

Dr Saad Alzahrani has been Assistant Secretary General for the National Commission for Academic Accreditation and Assessment (NCAAAA) in the Kingdom of Saudi Arabia since 2008. He is also an Associate Professor in the Psychology Department of the Islamic University of Imam Muhammad Ibin Saud, Riyadh, a post he has held since 1998. He has been a member of the American Psychological Association since 1994 and served on the Board of Directors of the Saudi Educational and Psychological Association from 1999 – 2005. Dr Saad has published widely in the area of Social Psychology and has given more than 14 paper presentation and workshops on quality assurance in the last three years.

Dr Claire Carney
Assistant Director with responsibility for the Quality Enhancement Themes, QAA, Scotland

Dr Carney an Assistant Director with responsibility for the Quality Enhancement Themes, Quality Assurance Agency, Scotland. The Enhancement Themes are learning and teaching areas of interest identified by the Higher Education sector in Scotland and have included for example: Assessment; the First Year, Research-Teaching Linkages and Graduates for the 21st Century. Her role involves the strategic planning and managing of Themes; and liaising and working closely with colleagues in all 20 HEIs in Scotland. An important aspect of this role is building and maintaining relationships with: practitioners; middle and senior managers and also with relevant agencies (Higher Education Academy, Scottish Funding Council, National Union of Students, Scotland for example) to engage with and progress the Themes. Dr Carney has been involved with a number of research projects, including Widening Participation Service for the University of Glasgow. Internationally, Dr Carney has worked on a national research project on graduate learning outcomes in Australia and is a quality reviewer for the Higher Education Training and Accreditation Council of Ireland. Dr Carney has presented a considerable number of conference papers in the UK, South Africa, Canada and Europe and has published journal articles on teaching and physical education.

Dr Carney's participation in the conference is made possible by the generous support of the British Council.
**Sponsorship Package**

**Sponsorship Categories**

- **Platinum Sponsor**: 5000 OMR
- **Gold Sponsors**: 3000 OMR
- **Silver Sponsors**: 2000 OMR
- **Bronze Sponsors**: 500 OMR

**Platinum Sponsors: 5000 OMR**

By becoming a Platinum sponsor your organisation will be entitled to the following valuable benefits:

**Pre- Conference Promotion**

- Recognition in all OQN promotional materials distributed prior to the conference.
- Recognition of your corporate support role in official pre-conference press releases
- Corporate logo prominently displayed in the Conference Proceedings CD ROM and conference brochure.
- One full-page advertisement in the official Conference Proceedings, along with the inclusion of your organisation’s profile, if required
- Official exposure on the Conference website prior to, and after the conference takes place
- Corporate literature (provided by the sponsor’s organisation) inserted in the official conference kit

**On-Site Recognition and Exposure**

- Institution logos appearing on the official banner on stage
- Acknowledgement in the auditorium during session breaks
- Corporate recognition at conference plenary sessions
- Sponsor’s head delegate / representative, will be invited to the inauguration ceremony
- Five delegates can attend free of charge from your organisation.
- Institution corporate logo appearing on the conference banners
- Corporate logos positioned, in very visible locations on all conference advertisement and promotional material.

**As an official sponsor, please kindly provide the following to enable the above benefits:**

- Corporate logo in .jpg and .gif formats, colour and B/W.
- Artwork for Conference Proceedings CD ROM and advertisement.
- A five minutes video highlighting the sponsor institution profile (if available).
- Names and necessary details of the delegates from your institution who will attend.
Sponsorship Package

Gold Sponsors: 3000 OMR

Pre- Conference Promotion

• Recognition in all OQN promotional materials distributed prior to the event
• Recognition of your corporate support role in the official pre-conference press releases
• Corporate logo visibly displayed in the Conference Proceedings CD ROM and entitlement to a half page advertisement, along with the inclusion of your organisation’s profile, if required
• Official exposure on the official Conference website prior to, and after the conference takes place
• Corporate literature inserted in the official conference kit

On-Site Recognition and Exposure

• Institution logos on the stage appearing on an official banner
• Sponsors Head delegate/Representative will be invited to Inauguration ceremony
• Three free delegates from your organisation
• Corporate logos positioned in visible locations on all Conference advertisement and promotional materials.

As an official sponsor, please kindly provide the following to enable the above benefits:

• Corporate logo in .jpg and .gif formats, colour and B/W
• Artwork for Conference Proceedings CD ROM and advertisement
• Names and necessary details of the delegates from your institution that will attend

Silver Sponsors: 2000 OMR

Pre- Conference Promotion

• Recognition in all OQN promotional materials distributed prior to the event.
• Corporate logo displayed in the Conference Proceedings CD ROM and conference brochure.
• One-half page advertisement in the official Conference Proceedings CD ROM along with the inclusion of your organisation’s profile, if required.
• Official exposure on the official conference website prior to, and after the conference takes place.
• Corporate literature inserted in the official conference kit.

On-Site Recognition and Exposure

• Institution logos on the stage appearing on an official banner.
• Two free delegates from your organisation.
• Corporate logos situated in visible locations on all conference advertisement and promotional materials.
As an official sponsor, please kindly provide the following to enable the above benefits:

- Corporate logo in .jpg and .gif formats, colour and B/W.
- Artwork for Conference Proceedings CD ROM and advertisement.
- Names and necessary details of the delegates from your institution who will attend.

**Bronze Sponsors: 500 OMR**

**Pre- Conference Promotion**

- Recognition in all OQN promotional materials distributed prior to the event.
- Corporate logo displayed in the Conference Proceedings CD ROM and conference brochure.

**On-Site Recognition and Exposure**

- Institution logos on the stage appearing on an official banner throughout the three days.
- One free delegate from your organisation.

As an official sponsor, please kindly provide the following to enable the above benefits:

- Corporate logo in .jpg and .gif formats, colour and B/W.
- Artwork for Conference Proceedings CD ROM and advertisement.
- Names and necessary details of the delegate from your institution who will attend.
For Further Information

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OQN Mission

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