

Abstract

Research of Customized Consulting Plan for Quality Improvement in Higher Education

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The purpose of this research is to provide customized consulting plan for quality improvement in higher education. Moreover, to present tasks for universities and the government in order to effectively carry out the consulting plan. The researchers used following questions as the study proceeded.

How is the current trend of consulting in universities at home and abroad?

What kind of consulting do domestic universities receive?

What are the problems of current consulting?

What kind of consulting do universities pursuit?

What is the main factor, which effects the success/failure of consulting?

What are the action plans for successful consulting?

How should universities and the government make endeavor to improve consulting effect?

In order to carry out this study, the researchers used various methods including basic literature analysis, roundtable operation, interview with consulting parties, survey and professionals association.

Since university consulting is at an early stage, the concepts and theories are not properly established. Therefore, to understand the characteristics of consulting, researchers reviewed related studies and examined the current statues in reality. In addition, the examination of Institutional Research(IR), which few universities partly manage for self-consulting, was conducted.

The analysis of consulting, depend on the government policy project and universities own consulting was conducted in matters of domestic universities consulting trend. In policy project-related consulting, there are Customized universities consulting follow-up by Evaluation of University Structural Reform, University for Creative Korea(CK) consulting, University Institutional Evaluation and Certification consulting, Leaders in Industry-university Cooperation(LINC) consulting, Program for Industrial needs-Matched Education(PRIME) consulting. To understand foreign universities consulting trend, cases of university institution research in Indiana University and University of Arizona were analyzed.

To find out domestic universities consulting trend, roundtable operation and interview and survey of consulting parties were conducted. Major research findings are as follows.

Consulting Trend (Survey: out of 336 universities, 158 universities responded)

Consulting experience in the last three years: out of 158 universities(responded), 119 universities(75.3%)

Consulting Institution: private consulting enterprise(32.3%), consulting follow-up by Evaluation of University Structural Reform(29.1%), government-funded programme consulting(23.4%)

Consulting satisfaction: rated around 3.5/5 (full score 5)

Consulting expense: annual average around 67,460,000won(₩)

Purpose of Consulting: efficiency of university management through restructuring, requesting government-funding program, consulting which depends on distribution of

educational finance selection

Advantages of Consulting: obtain objective perspective to examine the problems of university from outsider's point of view, apply to developmental planning, manage indicator in preparation for all sorts of evaluation, seek opportunities for the changes of university

Conditions of Successful Consulting: expertise of consultants(understand the characteristics of university and be familiar with content and method of consulting), sufficient information communications within the university

Henceforth Direction of Improved Consulting: consulting for education(not for university management nor restructuring), consulting to strengthen the strength of individual university, consulting in order to enrich quality of education, consulting takes in public institutions

This study took three viewpoints of while developing customized consulting plan for university. Those are enhanced educational competency, scientific approach and based on the characteristics of university. Basic frames of consulting plan are as in the following.

Purpose of Consulting: purpose is to enhance education competency of university. Specifically, to pave the way for foundation of education management and to support enhanced educational competency of university by establishing and managing educational system.

Content of Consulting:

[Area of establishing education system and enhancing education competency through operation]

Direction and purpose of education: mid/long-term developmental plan and characterization plan

Education Management: run curricular as well as extracurricular courses, manage lecture and academic affairs and support student learning and activities

Achievements: educational operation achievement(students' filling rate, career achievements, educational satisfaction, etc.), achievement of improvement on the infrastructure of education operation

[Area of establishing educational operation infrastructure]

Facilities and Environment: educational facilities and computer data, based on students' activity(safety, welfare, etc.) and infrastructure of support and cooperation of IndustryUniversityInsititueCollaborlation, etc.

Finance of Education: appropriateness of financing, appropriateness of educational investment, stability of finance, financial solvency, corporate accountability, etc.

Administration and Organization: secure and treat well teaching staff, develop competency of faculty as well as welfare, manage personnel evaluation and achievement of organization, decision-making framework, organizational culture, etc.

Subject of Consulting: university, consultant, consulting operating institution(organization)

Procedure of Consulting: preparation(needs of consulting) → analyze and diagnosis (analyze needs and diagnose problem) → plan and carry out solution (deduct improvement plan, set and implement detailed promotion plan) → wrap up consulting (measure improvement effectiveness and decide whether to continue or not)

Two Types of Consulting Operation: university evaluation-based consulting, university needs-based consulting

In conclusion, this research presents a policy plan to carry on customized consulting plan for quality improvement in higher education based on the roles of the major subjects in consulting.

- The role of the government
 - Maintain a policy plan for quality improvement in higher education
 - Complement a legal device for university consulting
 - University consulting expense as a public allotment

- The role of specialized institution of university consulting
 - Operate specialized institution of university consulting and secure professionalism
 - Utilize systematically organized university data
 - Enhance expert competency of university consultants
 - Intensify researches of university consulting

- The role of university
 - Strive for improvement of education quality
 - Analyse gathered university data

- Concurrence and communication within university members

Keyword : Quality of education, University evaluation-based consulting, University needs-based consulting, Institutional research, Specialized institution of university consulting