

# Higher education institutions delivering value to students through qualitative services

*“Training for administration”*

*Project: “Supporting and Developing the Structures for the Quality Assurance at the Private Higher Education Institutions”*

*Prishtina, 27.01.2011*

**Mjellma Carabregu**  
*WUS Austria Prishtina Office*



European Commission

**TEMPUS**

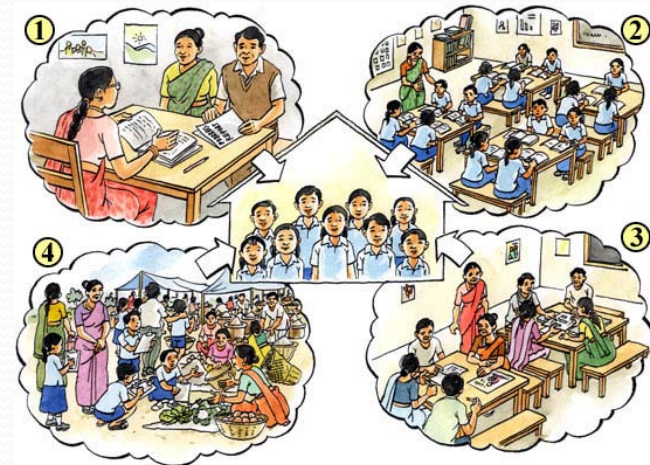
# Definition of quality

1. “High grade; superiority; excellence”;
2. “Producing or providing products or services of high quality or merit”;
3. “Distinguishing characteristic, property, or attribute”.



# Definition of value

1. “ An amount, as of goods, services, or money, considered to be a fair and suitable equivalent for something else; a fair price or return”;
2. “Worth in usefulness or importance to the possessor; utility or merit”
3. “A principle, standard, or quality considered worthwhile or desirable”



# Students Support Services (SSS)?

- Providing services and resources to a wide variety of students for fulfilling their needs and requirements;
- Help students to overcome class, social, academic, and cultural barriers to higher education;
- It provides an unreserved support to low-income and disabled students;

# How can SSS help?

- Administrative support
- Advising
- Academic support
- Financial assistance
- Space and referrals
- Mentoring

# Student as a customer for higher education institution

- *Definition of customer:*
  1. “Someone who pays for goods or services”;
  2. “Entity that receives or consumes products (goods or services) and has the ability to choose between different products and suppliers”.
  3. “Entity directly served by an organization”.



- *Definition of student:*

1. “A learner who is enrolled in an educational institution “.
2. “A person following a course of study, as in a school, college, university, etc.”

# Why role of students have been strengthen within the higher education institutions?

- ✓ Continuously underlined by Ministers in the Bologna Process;
  1. Prague Communiqué 2001
  2. Berlin Communiqué 2003
  3. London Communiqué 2007
- ✓ Conclusion: The role of students in higher education recognized at all levels



# Perceiving students as customer

STUDENTS

Front-line people

Middle management

Top mngt

STUDENTS

STUDENTS

# Offering value to students through qualitative services

- Offering services to diverse groups
- An easy access of the services
- Professional staff behavior
- Prompt execution of requests
- Diversity of student support services
- Gender equality
- Services for disabled students
- Tailor-made approach for each student

# SSS according to the TRENDS VI Report

- Statistics according to TRENDS VI on provision of student services:
  1. Psychological counseling services 66%
  2. Accommodation facilities 69%
  3. Information on study opportunities 73%
  4. Social and cultural activities 78%
  5. Career guidance services 83%
  6. Sport facilities 84%
  7. Language training 89%
  8. Academic orientation services 91%

# Measuring students satisfaction?

- Which support services should the institution measure?
- Which tools and procedures should be used?
- How can the result processed enhance the student support services (with a focus on administrative ones)?



**Thank you for your attention!**