

# Quality assurance and self assessment

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## What is quality?

A degree or standard of excellence

The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.

Continuous quality improvement occurs when a business has the flexibility to react to different situations with fact-based decision making.



## Quality assurance – why do we need it?



Inspection requirement!

To learn more about our service

- Evidence base for continual improvement
- Assumptions or facts?

Reassurance for funders

- Star ratings

Feedback to customers, employers, stakeholders

- Commissioning
- Individual budgets
- Credibility

## Self assessment - benefits



- Involving stakeholders, customers
- Ownership by the whole staff team
- Keeping on top of performance management
- A starting point for identifying improvements
- Benchmark for future comparison
- Demonstrating quality



## Use of other quality standards



Integrate evidence from other quality systems:

EUSE quality standards

EFQM

ISO9000



**Certificate No. ID 03 / 0260**

## EUSE Quality Standards

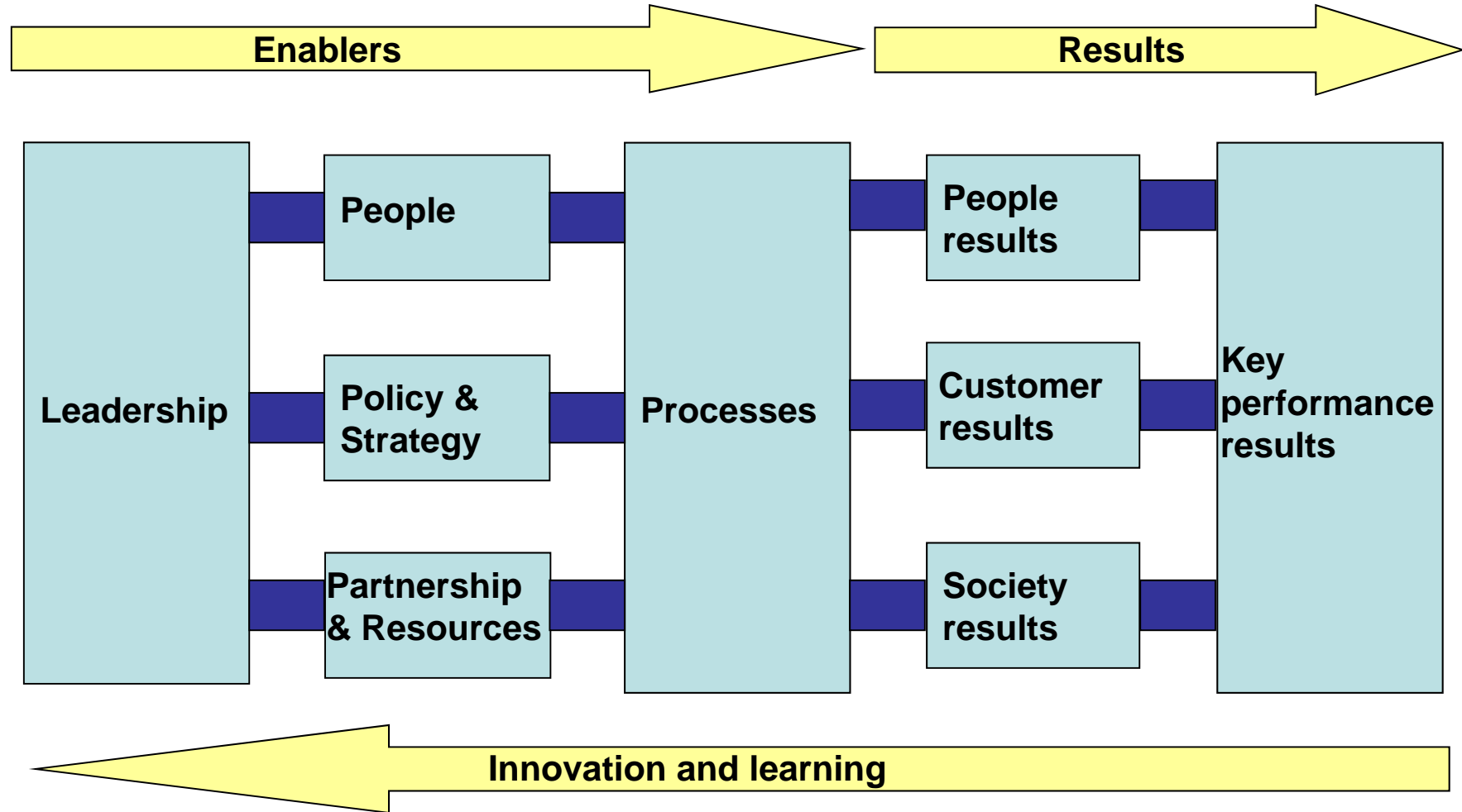
Launched 2005 as a trans-European document

- Values and principles
- Process
- Code of ethics
- Quality standards framework

Gives us a framework for what we do – not how well we do it



# The EFQM model of excellence



A management system based on organisational self assessment

Based on 9 criteria

5 enablers – what the organisation does

4 results – what the organisation achieves

Factors:

Results Orientation

Customer Focus

Leadership & Constancy of Purpose

Management by Processes & Facts

People Development & Involvement

Continuous Learning, Innovation & Improvement

Partnership Development

Corporate Social Responsibility



# Quality Improvement



A process that relies on continual evaluation of performance

- Self assessment and external moderation

Cycle of analysis, learning, action planning and implementation

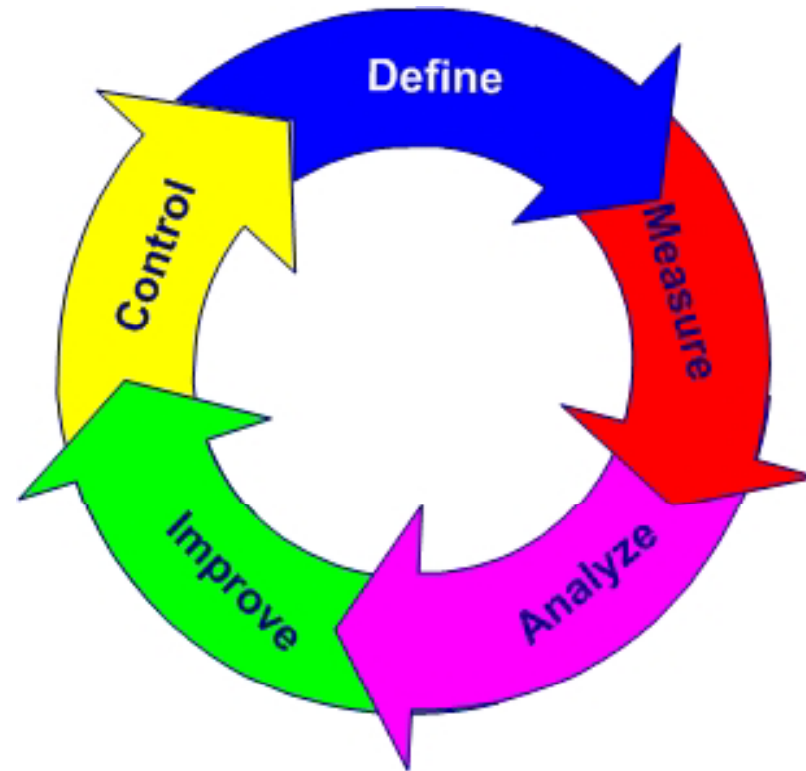
It doesn't happen by itself!

# Improvement cycle

How do we self assess?

What do we need to know?

- Data
- Processes
- Observation
- Feedback



# Data: key performance indicators



Key performance indicators (KPIs):  
What do we need to know?

Which KPIs would give a true picture of performance:

- Job outcomes?
- Job retention?
- Value for money?

The screenshot displays the Oracle Data Miner interface with several windows open:

- Oracle Data Miner - Table : CD\_BUYERS**: Shows a table with columns CUST\_ID, CD\_BUYER, AGE, MARITA..., and ANNUAL\_IN. A list of activities like Mining Act, Anom., Association Rules, etc., is visible on the left.
- Result Viewer: "DM4JSCD\_BUYER19890\_TM"**: Displays an ROC curve chart for the model. The Area Under Curve is 0.874251. It includes a Confusion Matrix and various performance metrics:
 

Confusion Matrix:	
Others	1
Others	816
1	107
1	186

 True Positive Rate: 0.6348122866  
 False Positive Rate: 0.0963455149  
 Avg Accuracy: 0.7692333859  
 Overall Accuracy: 0.8377926421  
 Cost: 194  
 Probability Threshold: 0.4705882353
- Result Viewer: CD\_BUYERS20881\_DT**: Shows a decision tree structure with nodes and their associated predicates, confidence, and support.
 

Node ID	Predicate	Predicted V...	Confidence	Cases	Support
0	true	0	0.7800	1,804	1.0000
1	RELATIONSHIP is in ( Husband ...	0	0.5440	818	0.4534
13	PAYROLL_DEDUCTION <= 97.5	0	0.7852	298	0.1652
14	PAYROLL_DEDUCTION <= 69.5	0	0.9204	113	0.0626
3	PAYROLL_DEDUCTION > 69.5	0	0.7027	185	0.1025
4	PAYROLL_DEDUCTION > 97.5	1	0.5942	520	0.2882
15	AVE_CHECKING_BALANCE <= ...	0	0.6746	126	0.0698
16	CAPITAL_GAIN <= 5715.5	0	0.7328	116	0.0643
17	CAPITAL_GAIN > 5715.5	1	1.0000	10	0.0055
5	AVE_CHECKING_BALANCE > 1...	1	0.6802	394	0.2184
6	OCCUPATION is in ( ? Cleric, Cr...	1	0.5337	193	0.1070
18	CAPITAL_GAIN <= 5463.0	0	0.5294	170	0.0942
19	CAPITAL_GAIN > 5463.0	1	1.0000	23	0.0127
17	OCCUPATION is in ( Armed-F Ex...	1	0.8208	201	0.1114
7	RELATIONSHIP is in ( Married...	0	0.6991	888	0.4866
- Histogram for selected attribute**: Shows a histogram for the AGE attribute. The x-axis is Bin Count (0-700) and the y-axis is Bin Range. Statistics provided:
 

Sample count:	3000
Minimum value:	17
Maximum value:	90
Average value:	38.5
Variance:	186.88
Sigma:	13.67
Skewness:	0.61
Kurtosis:	-0.04

# Data

Hard and soft outputs

Job outcomes

Workplace qualifications

Distance travelled

Individual development

Analysis of trends

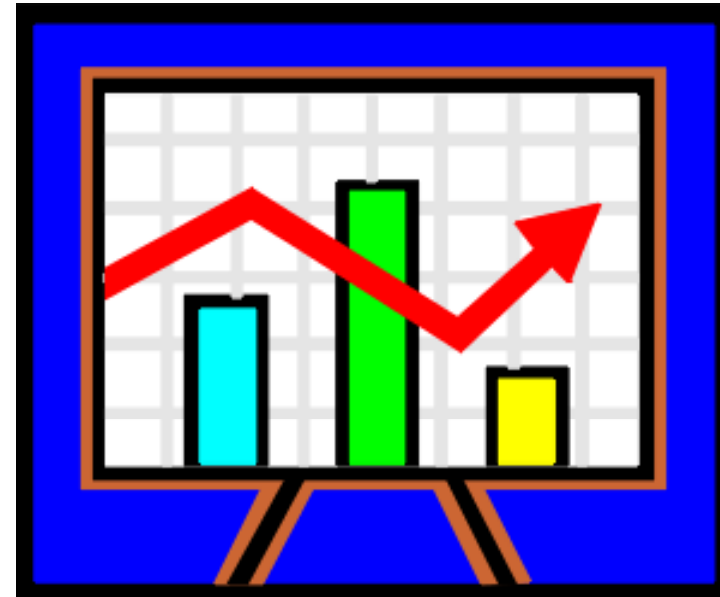
Retention rates

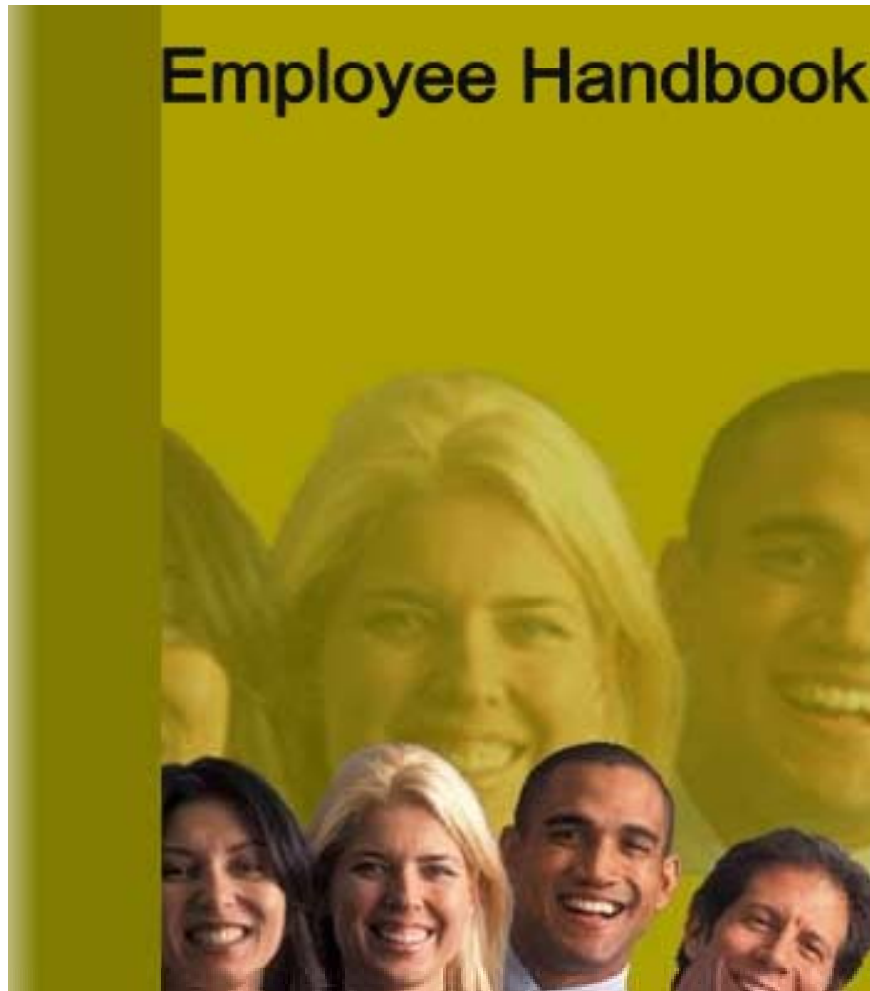
Progression rates

Comparison across time and target groups

Demographic participation

Comparative achievement





A collection of agreed procedures or a “How to...” guide

Based on exploration, discussion and consensus

Benefits:

Agreed best practice

Efficiency and effectiveness

Minimise wrong documentation

Consistent delivery

Reference point for staff induction



## Quality Assurance

Audit of compliance with agreed systems and processes

Written procedures

Structured / random sampling

How do we do this?

**systems?**

*staffing capacity?*

roles?

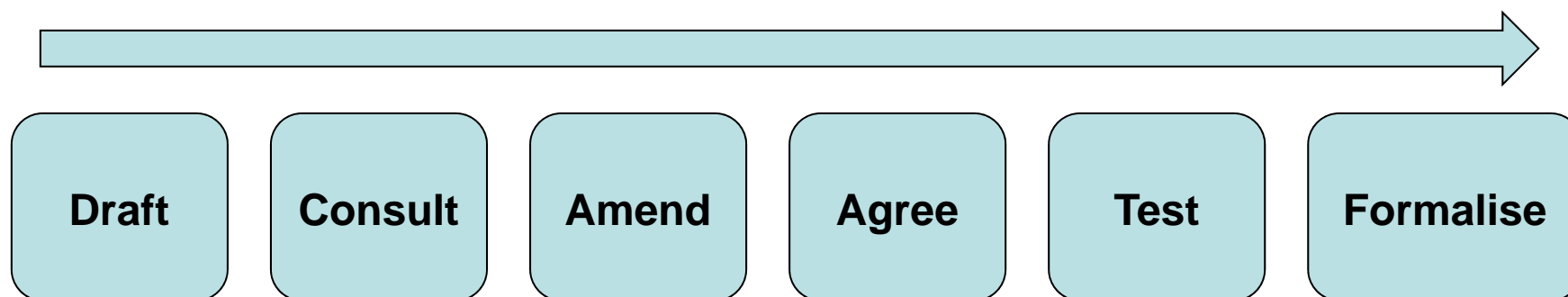
**schedules?**

**agreement?**

## Developing your own system



- Steal a format
- Explain the process for staff
- Split up the work
- Coordinate and schedule
- Nominate leads and working groups
- Consult, test, tweak and formalise
- Incremental introduction



## Staff observation



- Regular observed practice
  - Dealing with referrals
  - Vocational profile
  - Employer engagement
  - Job analysis
  - Health & safety / risk assessment
  - Development planning
  - Workplace support



- Use alongside supervision and appraisal systems
- Strengths – acknowledge, publicise, integrate into handbook
- Needs – identify and include in training needs analysis

**It's not a test!**

## Observation tips

Prepare staff – tackle fears and concerns

Start with staff who are keen

Line manager to observe and feedback

Be constructive!

Give immediate verbal feedback

Rapid follow up meeting

Be consistent – moderate results



Surveys and questionnaires

Customers

Employers

Stakeholders

Complaints and suggestions

Focus groups

Develop the themes from  
earlier consultation

Use prompt questions





What should we ask customers?

How often should we consult?

What formats work?

What do we do with the results?

**Make it easy**

**Keep it clear and concise**

**Reward participation**

**Give people the results**

**Follow up**

# Surveys

What do you want to ask?

Who do you want to ask?

What format would you use?



## How do we bring this all together?

Schedule everything!

Monthly analysis meetings

Investigate unexpected results

Document evidence and decisions

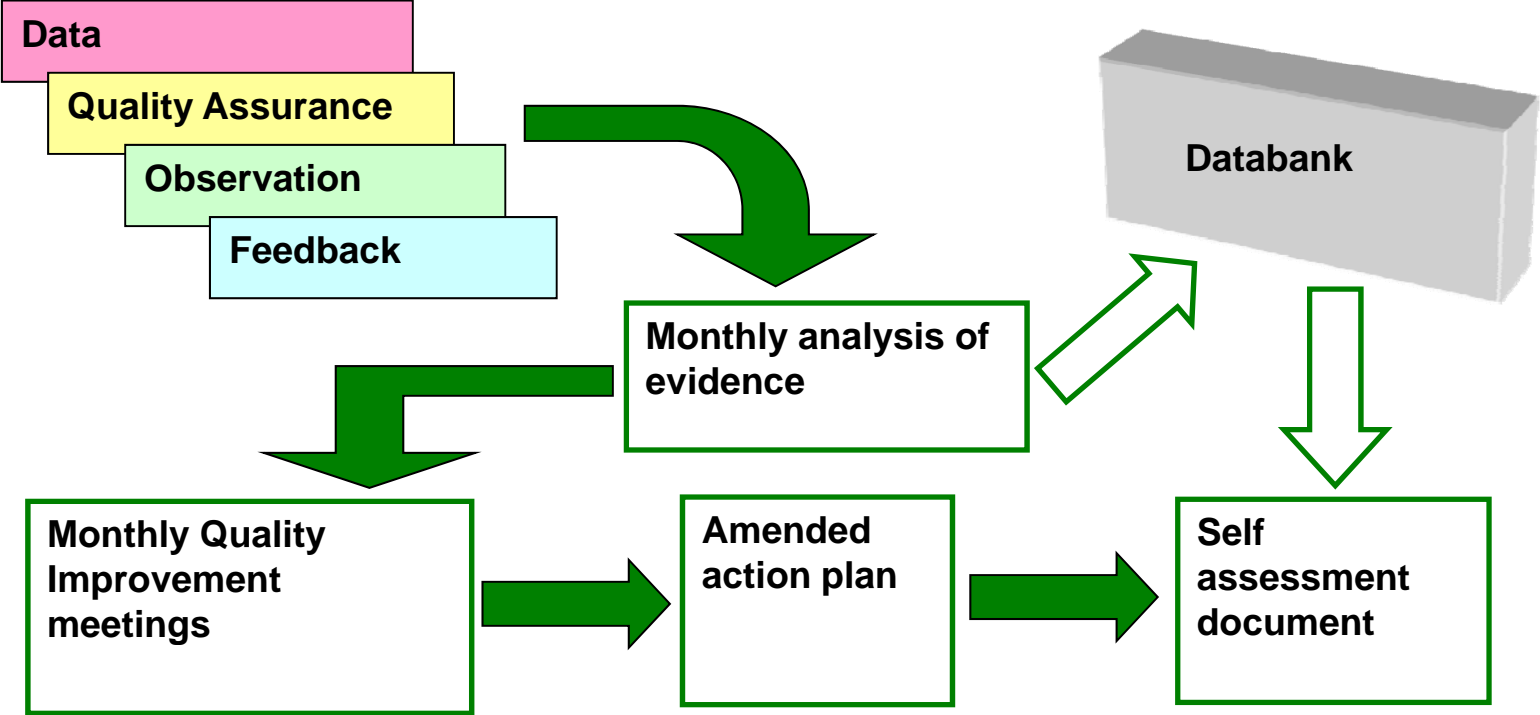
Bank the evidence for your report

Decide on actions and targets

Communicate your plans



# Quality Management



How well do learners achieve?

How effective are teaching, training and learning?

How well do activities meet the needs and interests of learners?

How well are learners guided and supported?

How effective are leadership and management in raising achievement and supporting all learners?

New for 2009:

Less frequent inspection depending on risk assessment

- health checks and focused monitoring visits
- Less notice of inspection

# Self assessment report: Formats

Clear structure and headings

- Relate to your inspection framework

Findings

- Concise, authoritative, valid, relevant

Data

- Appendix of evidence

Action plan

- Themed sections
- SMART objectives: challenging but realistic
- Identify strengths, weaknesses and things that can improve
- How do they impact on the customer?



## Getting ready for inspection



Inspection judges what's really happening compared to your notion of how good your services are.

A failing is not necessarily bad if you're aware of it and tackling it.

How do you make it easier for inspectors?

A structured, clear and concise self assessment report

Indexed evidence logs



## The inspection

- Prepare - have everything ready!
- Know where everything is
- Brief staff and test their knowledge
- Check everything first
- Display marketing materials
- Customer stories – barriers and achievements
- Inform & prepare customers
- Be quietly assertive



## Further information



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