



## THE QUALITY ASSURANCE AND ITS IMPACT ON DEVELOPING EDUCATIONAL SERVICES AT THAMAR UNIVERSITY (YEMEN)

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### ABSTRACT

This study aims to investigate the effect of implementing the Total Quality Assurance in improving the performance of the higher educational services. The study was conducted at the University of Thamar (Yemen). The study deals with growing quality requirements at Thamar University. This highlights the negligence of the qualitative side in higher education. The teaching performance is taken into account without giving any concentration on the administrative performance and other functions related to them. The qualitative educational services introduced to students are also neglected. The study shows that the implementing of the quality assurance was at a medium scale. Accordingly, some of the suggestions and recommendations were given to apply the quality assurance as a standard in improving the quality of higher educational services.

**KEYWORDS :** Quality-Assurance, Higher Educational Services. University.

### Introduction

The global scientific and technological revolution and the competition among higher educational institutions aim to significantly change and develop the qualitative educational standards. These standards make the educational institutions able to compete and continue in doing their duties. This challenge may include the developed and developing countries. The quality assurance is taken into consideration by most countries and become their top priority. In addition, the restructuring of higher education institutions should be done in the side of philosophy, strategies, and output to cope with the modern developments.

The higher education is considered as an essential base to any country in the world, and others counted it as a measure for the development and prosperity. This is because of the importance of education in developing the societies and preparing the qualitative and efficient cadres, who are qualified by knowledge, culture and sciences. The study aims to identify the extent of applying the quality assurance in educational system. Accordingly results, suggestions and recommendations are also aimed to be applied.

### The Problem of the Study

Due to the necessity of the quality assurance to all educational institutions, the widespread of higher institutions and the private ones, the increasing number of students; it becomes very important for all educational institutions to apply the standards of quality assurance. The present paper investigate to what is the extent of applying the quality assurance standards from perspective of faculty members of Thamar university.

### The Importance of the Study

The implementing of the quality-assurance standards and its impact in qualitative educational service are still taken into consideration by several writers and authors. This is because of its core significance in improving the performance of the higher education in the time by which students' numbers are increasing year by year. From the scientific perspective, this study comes up with a number of results and recommendations that may benefit the University administration to identify the extent to which the standards of quality assurance and academic principles can be implemented. The administrative affairs of the University can also identify the quality of educational services, which help to support and enhance positive trends and to revise the negative ones. The study will help to improve the quality of educational services and attain the competition merits that can be used to train good learners to meet the requirements of the job market.

### The Objective of the Study

The objective of this study is stated as follows:

- To identify the extent of implementing the quality-assurance standards in educational services at Thamar Universities.
- To explore the difficulties in managing quality.
- The Methodology of the Study

This study is a descriptive and analytical one that aims to investigate the problems and challenges that face the Thamar University. The research instruments of this study are: the library survey and the questionnaire. The library survey aims to collect the accessible publications or books and researches in the field related to the study scope. The questionnaire is the main source of collecting the data from the respondents. The sample of study Consists of all members of the faculty of Thamar University of the holders of scientific titles (Professor, Associate Professor, Assistant Professor) and they are (250)respondent.

### Data Analysis:

The level of applying the quality assurance standards (college mission and its objectives, outputs of learning academic programs, academic programs structure, regulatory structure and management, financial structure of the college, the financial structure of academic programs and its management) from the perspective of faculty members of Thamar University, that shows the following statistics.

**Table (1): The Arithmetic Means, Standard Deviation, and Percentages**

| Standard No.                   | Standard Rank | Standard   | Mean | standard deviations | Percentages | Application level |
|--------------------------------|---------------|--|------|---------------------|-------------|-------------------|
| First                          | 1             | College mission and its objectives and outputs of learning academic programs | 3.4  | 0.71                | 68.6        | High              |
| Second                         | 2             | the structure of academic programs   | 3.3  | 0.78                | 66.8        | Medium            |
| Third                          | 3             | the regulatory structure and management                                      | 3.0  | 0.80                | 60.6        | Medium            |
| Fourth                         | 4             | the financial structure of academic programs and management                  | 2.6  | 0.87                | 51.9        | Low               |
| Fifth                          | 5             | financial structure of the colleges  | 2.3  | 0.80                | 45.5        | Low               |
| Standards Of Quality Assurance |               |  | 2.93 | 0.68                | 58.7        | Medium            |

Source: field survey

On the observation of the data analysis of the above table no 1, the present paper answered the question of study and it's 4 sub-questions, and it is evident that;

- 1- What is the extent of applying the standards of quality assurance

(college mission and its objectives and outputs of learning academic programs, from the perspective of faculty members of Thamar University?)

- The arithmetic means, standard deviations and the items percentage of university mission and its objectives and outputs of academic program learning were calculated in (15) items:
- The standard of college mission, its objectives and the outputs of academic program learning got the first rank in the descended order of outbalanced variables means, that the standard mean is (3.4) which is high with the percentage (68.6%). This means in that the deans of the colleges mainly pay their attention on formulating the university mission and its objectives and outputs of academic program learning.
- 2- What is the extent of applying the quality assurance standards (the structure of academic programs from the perspective of faculty members of Thamar University?)
  - The arithmetic means, standard deviations and the percentage of the standard items of academic programs structure were calculated in (14) items:
  - Standard of academic programs structure got the second rank in the descended order of outbalanced variables mean is (3.3), which is medium with the percentage (66.8%). This means that the colleges mainly pay their attention towards the education plans and characteristics of academic programs and syllabi.
- 3- What is the extent of applying the quality assurance standards (the regulatory structure and management) from the perspectives of faculty members of Thamar University?
  - The arithmetic means, standard deviations and the percentage of the standard of the regulatory structure were calculated in (10) items:
  - The standard of the regulatory structure and management got the third rank in the descended order of outbalanced variables mean is (3.0), which is medium with the percentage (60.6%). This indicates that the colleges mainly pay their attention towards the regulatory structure and management to give it qualified and active leadership that helps to achieve the objectives for which it is formed.
- 4- What is the extent of applying the quality assurance standards (the financial structure of academic programs and management) from the perspective of faculty members of Thamar University?
  - The arithmetic means, standard deviations and the percentage of the standard of the financial structure of academic programs and management were calculated in (5) items:
  - The standard of the financial structure of academic programs and management got the fourth rank in the descended order of outbalanced variables means, that is (3.0), which is low with the percentage (51.9%). This means that the attention of the colleges to the financial structure of academic programs is low because the financial revenue is not sufficient to help execute its academic programs.
- 5- What is the extent of applying the quality assurance standards (financial structure of the colleges) from the perspective of faculty members of Thamar University?
  - The arithmetic means, standard deviations and the percentage of the standard of the financial structure of the colleges were calculated in (5) items:
  - The standard of the financial structure of the college got the fifth rank in the descended order of outbalanced variables means is (2.3), which is low with the percentage (45.5%). This shows that the attention of the colleges to the financial structure of the colleges is low.

### Summary

The main objective of this study is to investigate the quality assurance and its impact in developing the education services in the local public universities and colleges. Achieving this objective, it has been displayed in the theoretical work of the topic to stand on its theoretical background and going through the previous studies to get benefits and to determine the variables that effect on the study and forming it in intrinsic question and main hypothesis. Then, the practical work has also been displayed which is considered embodying the theoretical work in the real situation. In this view, a questionnaire was designed and distributed to a sample of (250) individuals. The participants were included in this study were teachers and employees of Thamar University.

The questionnaire was analyzed by using statistical procedures that enable the researcher from testing the hypothesis and summarizing the

results and finally giving suggestions of the topic.

### Conclusions

Based on the results that have been discussed previously, the study reached the following conclusions:

1. The extent of applying the quality assurance in the colleges of Thamar University was medium, and this means the colleges of the university do not pay more attention to applying the quality assurance.
2. The attention of the colleges is mainly paid to formulating the mission of the university, its objectives and outputs in high degree and thus it is important, whereby the colleges paid attention to have mission and objectives that had been formulated by all employees rather than providing the students with scientific skills in developing intellectual abilities of the student through the academic programmes.
3. The attention of the colleges towards the structure of academic programmes came in the second rank with medium degree, whereas this is considered one of the duties of the college which gives syllabi all knowledge and skillful aspects related to the specialization and developing the content of syllabuses that should be fit for the needs of job market.
4. The attention of the colleges towards the regulatory structure and management came in the third rank with a medium degree. This means that the colleges pay attention towards regulatory affairs and management less than the attention to academic affairs.
5. The attention of the colleges towards the financial structure of academic programs was in the fourth rank with low degree. This means that the colleges pay little attention to promote the competence of using financial revenue allotted in the budget and not following or the financial regulation is not available that organizes the collection and spending the financial revenue rather than the weakness of financial surveillance mechanisms. Moreover, the financial revenue is not sufficient to support the academic programs and activities.
6. The attention of the colleges towards the financial structure of the colleges came in the fifth rank with low degree. This means that the colleges pay little attention to avail wholesome and safe structure inside the colleges' buildings rather than the classes are not fit for the number of the students. Also, the majority of the sets and equipment, modern aids and computer laboratories, electronic library are invalid for use. This means that the colleges pay less attention towards the basic affairs.

### Recommendations

Based on the conclusions mentioned above, the researcher gives a number of recommendations that aimed at increasing the attention to applying standards of quality assurance and improving the quality of education services introduced to the students. They are as follows:

- 1- Modernizing and developing the academic programs in the colleges which lead to students acquiring scientific and practical skills that in turn should be fit for the job market.
- 2- The necessity of revising the specializations that currently available and working to create new specializations.
- 3- The attention towards the quality and the continual improvement in the academic and management affairs should be increased.
- 4- Performing a clear plan for developing the academic work management. And rehabilitating the building of the colleges for use.
- 5- Preparing career description for all management works and jobs in the colleges.
- 6- Activating the financial surveillance in all the revenue of the college and the way of spending it.

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