



## Self Assessment according to EFQM Excellence Model as the Tool for Evaluation of University

*Milan Hutyra*

1. Implementation of customer focus at university environment
2. Products of university and its customers.
3. Evaluation of complex quality (Excellence)
4. EFQM Excellence Model as the framework for evaluation of universities
5. Implementation of self assessment based on EFQM Excellence Model at VŠB- Technical university of Ostrava

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## Implementation of Customer Focus at University Environment

Currently the universities are situated at **Global Competitive environment.**

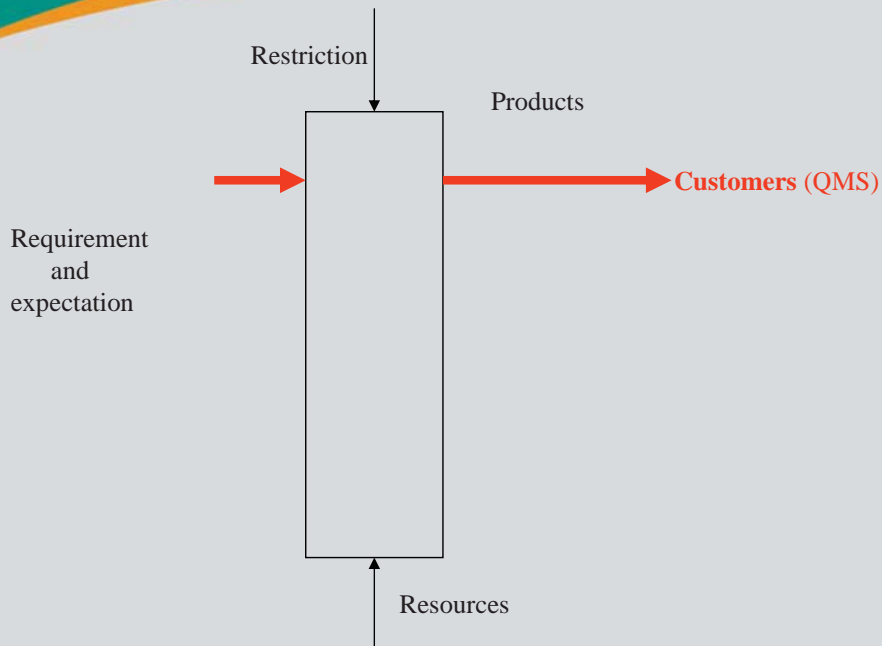
*The universities have to*

- satisfy its customers (customer focus)
- improve the overall organizational performance and capabilities

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## Products of university and its customers



### Process model of university

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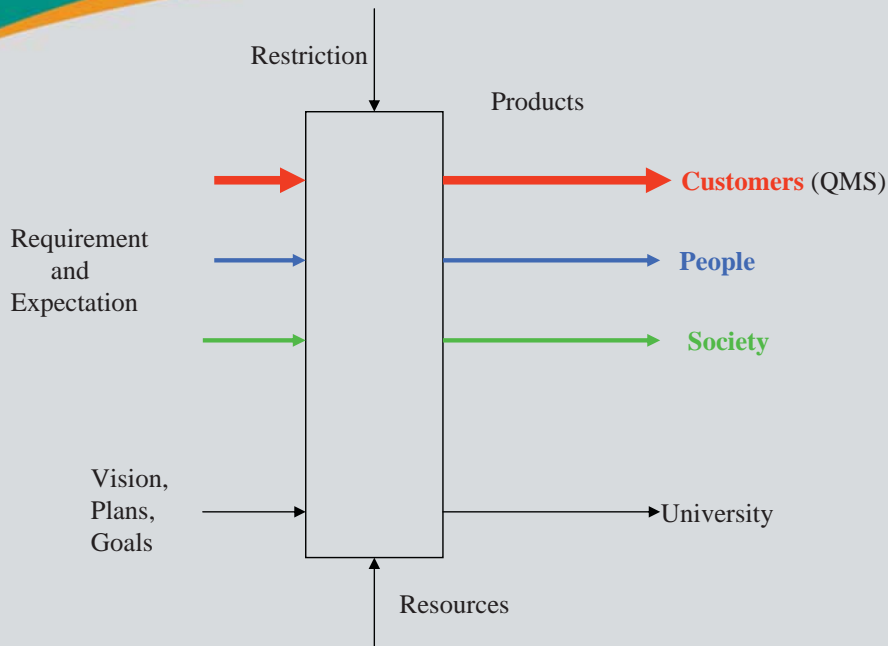


## Products of university and its customers

| <i>Product</i>                                     | <i>Characteristic</i>                      | <i>Customer</i>       | <i>Customer's expectations</i>        |
|--|--|-----------------------|---------------------------------------|
| Bachelor, master and doctoral university education | Obtained qualification                     | Students              | Readiness in practice                 |
|  |  | Employers             | Performance capability                |
|  |  | Society               | Conformance with development strategy |
| Life-long learning                                 | Deepen knowledge, change of qualifications | Participants          | Possibility to grow, change of career |
|  |  | Employers             | Planned fulfillment                   |
| R&D  | Looking for new principles                 | Society (enterprises) | New principles, feasibility           |
| Cooperation with public and business sector        | Solving real problems                      | Enterprises           | Applicable solution, effectiveness    |



## Products of university and its customers



### Process model of university

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## What is the criterion of customer satisfaction?

### Quality

ISO 9000:2000

*Degree to which a set of inherent characteristics fulfils requirements*

Quality of products



Quality of processes

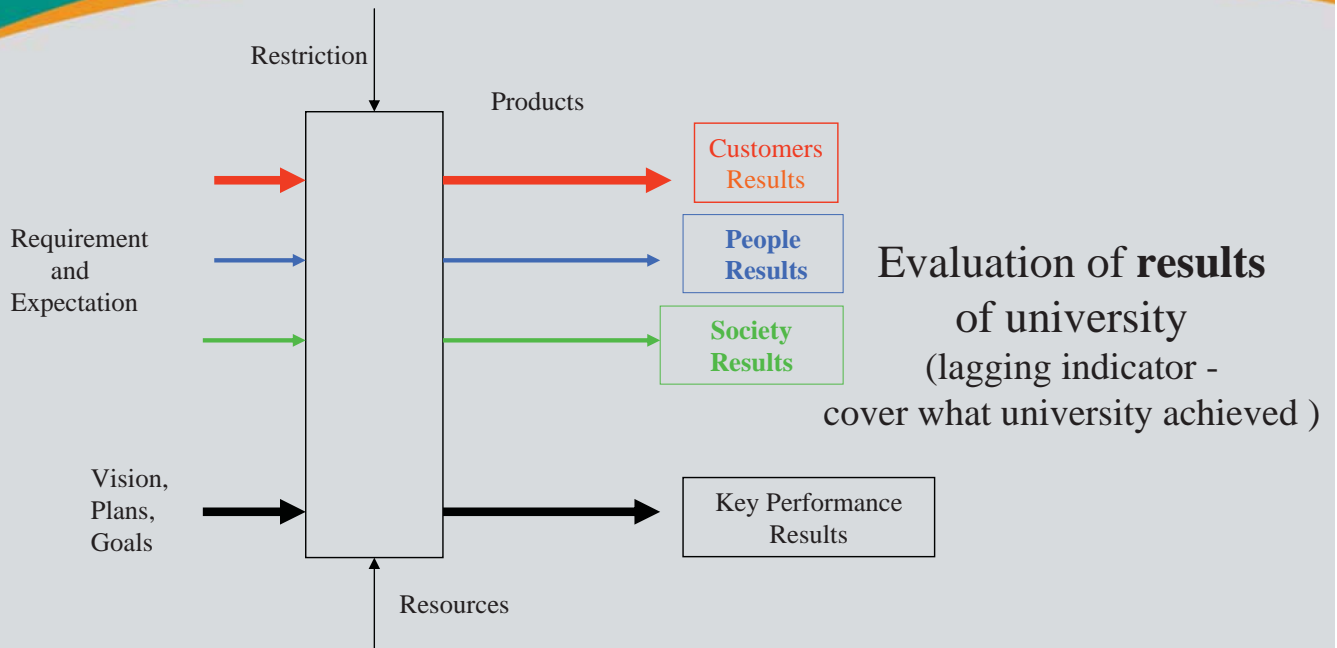


Quality of management

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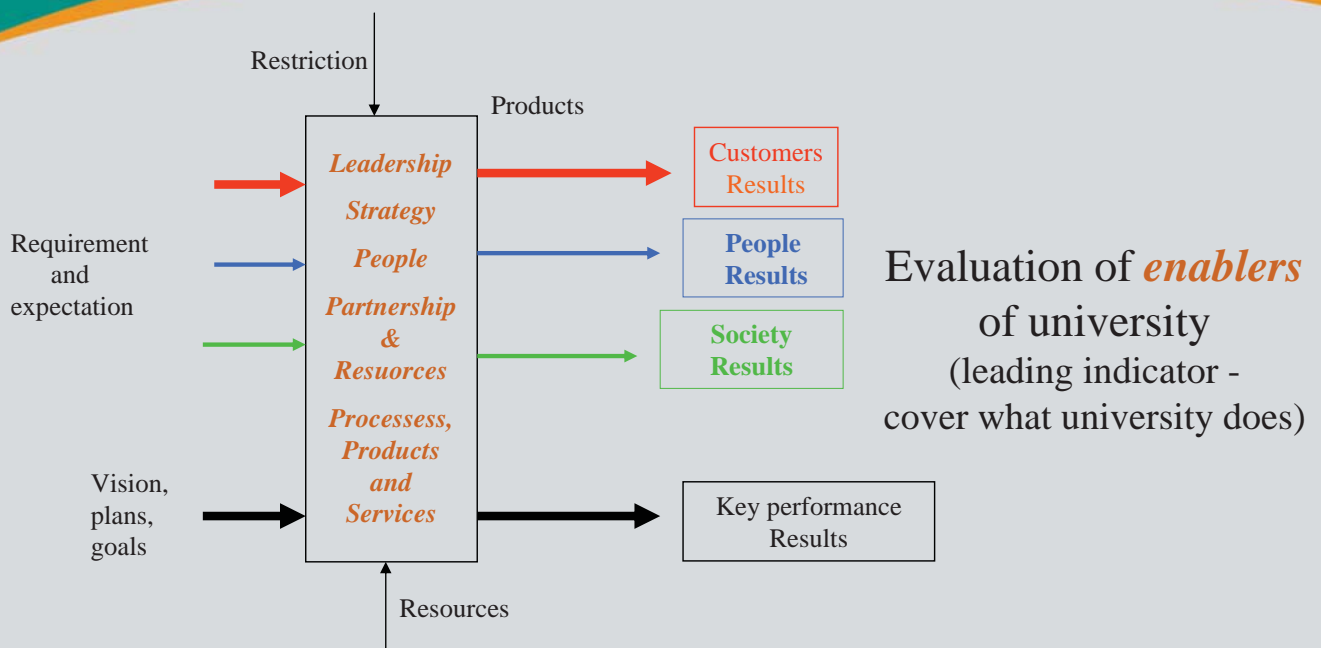
## Evaluation of complex quality (Excellence) of university



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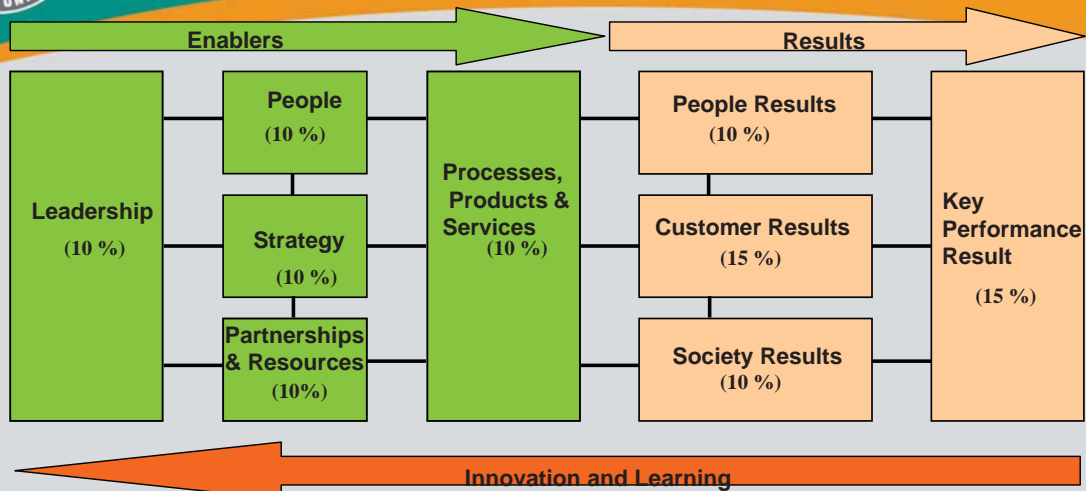
## Evaluation of complex quality (Excellence) of university



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## EFQM Excellence Model as framework for evaluation of universities

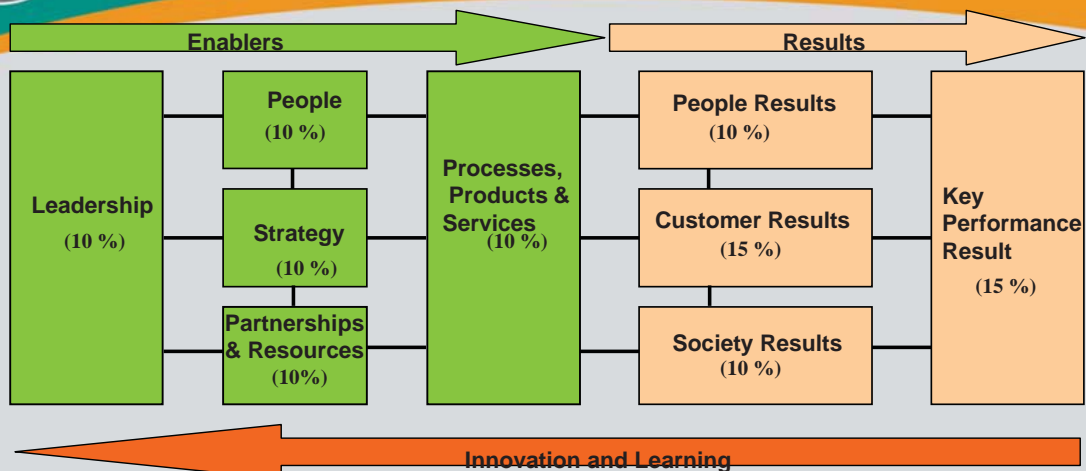


### EFQM Excellence Model

- formally launched in 1991 as assessment framework for European Quality Award
- revised in 1999, updated slightly in 2003
- the last version from 2010 builds on years of experience and takes into the account the current and future challenges of an organisation



## EFQM Excellence Model as framework for evaluation of universities



### EFQM Excellence Model is non-prescriptive approach

- based on 9 criteria (5 Enablers, 4 Results)
- 32 criterion (24 within Enablers, 8 within Results).

This criterion parts pose a series question that could be considered during self assesment process. Within each criterion part is a list that contains possible area to address.



## Implementation of self assessment based on EFQM Excellence Model at VŠB – Technical University of Ostrava



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## VŠB-Technical University of Ostrava



- **more than 160 years history**  
( established at 1849 )

- **is the first public university  
in Czech Republic that was  
certified according to ISO 9001  
(2007)**

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## VŠB-Technical University of Ostrava

### Consists of seven faculties

- **Faculty of Mining and Geology** (since 1849)
- **Faculty of Metallurgy and Material Engineering** (since 1849)
- **Faculty of Mechanical Engineering** (from 1951)
- **Faculty of Economics** (since 1977)
- **Faculty of Electrical Engineering and Computer Science** (since 1991)
- **Faculty of Civil Engineering** (since 1997)
- **Faculty of Safety Engineering** (since 2002)

More than 23 000 students, appr. 2000 staffs  
(including 1000 teachers and R&D personnel)

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## Implementation of self assessment based on EFQM Excellence Model at VŠB – Technical University of Ostrava

The motivation for orientation of VŠB-TU Ostrava to the complex quality comprehension was

### the Program of Czech Republic National Quality Award

2006

- Opened for non-profit organisations
- Extended by two categories
  - Based on the CAF Model
  - Based on the EFQM Excellence Model

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## Implementation of self assessment based on EFQM Excellence Model at VŠB – Technical University of Ostrava

Single faculties applied for the Program of the Czech  
Republic National Quality Award

„The assessment of performance of an organisation  
based on EFQM Model Excellence „

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## Implementation of self assessment based on EFQM Excellence Model at VŠB – Technical University of Ostrava

Based on the evaluation of the self-assessment  
report, followed by the site visit by assessors  
of Czech Republic National Quality Award

the Faculty of Mechanical Engineering was  
awarded

“Czech Republic National Quality Award 2007  
in the category Public Sector“



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## Program of the Czech Republic National Quality Award - Participation of VŠB-TU Ostrava

| Year | Faculty   | Award                     |
|------|-----------|---------------------------|
| 2006 | FME       | Recognised for Excellence |
| 2007 | FME       | <b>Award Winner</b>       |
| 2007 | FMG       | Recognised for Excellence |
| 2008 | FMG       | <b>Prize Winner</b>       |
| 2008 | FMME      | Recognised for Excellence |
| 2009 | VŠB - TUO | Recognised for Excellence |

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## Summary

The proper implementation of customer focus (QMS) at the university environment bring benefits to

- customers and stakeholders of the university
- the university itself

The results of implemented self assessment based on EFQM Excellence Model at VŠB – TU Ostrava and participation in the Program of the Czech Republic National Quality Award

**improved the university life, its processes and efficiency.**

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***Thank you for your attention***

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