

**Classification:** Academic Affairs

**Approving Authority:** President

**Responsible Authority:** Vice President of Academic Affairs (VPAA)

**Implementing Authority:** Deans, The Office of Institutional Effectiveness (OIE)

**Effective Date:** February 2026

**Review:** October 2028

## ***Academic Quality Assurance and Continuous Improvement Policy & Procedure***

### **1.0 Purpose**

- 1.1 To ensure that the educational programs and services provided by the American University of Iraq Baghdad (AUIB) maintain high standards of quality, consistency, and effectiveness as demonstrated by compliance with the accreditation and regulatory bodies, and through a commitment to continuous improvement.
- 1.2 This policy establishes a comprehensive framework for assessing and enhancing the structure, processes, and documentation that ensure academic quality across AUIB.
- 1.3 The policy ensures that quality assurance processes are systematic, evidence-based, and integrated into the University's planning, assessment, and decision-making systems.
- 1.4 This policy serves as the umbrella policy that integrates and governs the core components of the University's academic quality system, including academic program development and approval, assessment of student learning outcomes, academic program review, and course evaluation.

### **2.0 Scope**

- 2.1 This policy applies to academic programs offered at AUIB, on campus, virtual or in collaboration with international partners.
- 2.2 It applies to faculty members, staff, students, and any other stakeholders involved in the educational process.
- 2.3 Supporting policies and procedures governed by this umbrella policy include Academic Program Development and Approval Policy; Assessment of Student Learning Outcomes Policy; Course Evaluation Policy; and Academic Program Review Policy.
- 2.4 This policy applies institution-wide and informs the development, monitoring, and improvement of all academic quality activities to ensure alignment with the University Strategic Plan, Institutional Learning Outcomes (ILOs), and accreditation requirements.

### **3.0 Definitions**

- 3.1 Accreditation: official recognition and approval of academic programs by relevant external accrediting bodies.
- 3.2 Academic quality: the standard of excellence achieved in the design, delivery, and assessment of educational programs. It is demonstrated through coherent and rigorous curricula, effective and engaging teaching practices, and evidence of student achievement of clearly defined learning outcomes.
- 3.3 Continuous improvement: ongoing efforts to identify areas for improvement and implement necessary changes to achieve higher quality outcomes.
- 3.4 Stakeholders: individuals or groups, such as students, faculty, staff, and governing bodies, who have a vested interest in the institution's academic programs.
- 3.5 Quality Review Cycle: is a systematic and comprehensive process of quality assessment and enhancement that is completed within a predefined timeframe and that is regularly repeated.



- 3.6 Program Review: a faculty led systematic assessment of the content, delivery, and outcomes of an academic program to ensure its alignment with quality standards and objectives.
- 3.7 Course Evaluation: the systematic process of gathering feedback from students regarding their educational experiences, including the evaluation of teaching effectiveness, course content, instructional methods, and overall learning outcomes.
- 3.8 Assessment of Student Learning: the systematic collection, analysis, and use of data on student achievement of learning outcomes to inform improvements in curriculum, pedagogy, and student support.
- 3.9 Benchmarking: the process of comparing AUIB's academic programs, outcomes, and quality assurance practices with those of recognized U.S.-accredited universities or international standards to ensure competitiveness and alignment with best practices.

#### **4.0 Policy**

- 4.1 The Academic Quality Assurance Policy provides the institutional framework that defines how academic programs are designed, delivered, assessed, and improved to ensure educational excellence and accountability.
- 4.2 The University is committed to maintaining and continuously improving the quality and integrity of its academic programs through systematic, collaborative, and transparent processes.
- 4.3 Through this policy, the University ensures that:
  - 4.3.1 Academic programs are developed and reviewed in alignment with the University's mission, strategic plan, and accreditation standards.
  - 4.3.2 Learning outcomes are clearly defined at the institutional, program, and course levels, demonstrating alignments across all levels of instruction.
  - 4.3.3 Assessment of student learning is systematic, evidence-based, and used to enhance teaching effectiveness, curriculum development, and student achievement.
  - 4.3.4 Program and course reviews are conducted regularly to ensure ongoing relevance, quality, and improvement.
  - 4.3.5 Findings from assessments, course evaluations, and program reviews shall directly inform institutional planning, budgeting, and faculty development priorities to ensure resource alignment with academic quality goals.
- 4.4 The Academic Quality Assurance Policy will be readily accessible to all stakeholders. It will be published on the institution's official website, included in relevant academic handbooks, and distributed during orientation programs for students and faculty. Updates to the policy will be communicated through official channels and staff meetings.
- 4.5 The OIE, in collaboration with deans, will oversee policy compliance and accountability. It will conduct periodic reviews and evaluations to ensure that academic programs, teaching practices, and student support services align with the policy's purpose. Non-compliance with the policy may result in continuous improvement measures and action plans.
- 4.6 All quality assurance data, reports, and evidence shall be stored in secure institutional repositories managed by OIE, ensuring data integrity, confidentiality, and accessibility for internal and external review.

#### **5.0 Procedures**

- 5.1 Academic Quality Assurance Cycle



- 5.1.1 AUIB's Academic Quality Assurance processes operate within a continuous, evidence-based cycle that includes planning, implementation, assessment, review, and improvement. Each component of the academic quality system functions as follows:
- 5.2. Program Development and Approval
  - 5.2.1 All new programs undergo an internal review to ensure alignment with the university's mission and market relevance.
  - 5.2.2 Proposals are developed collaboratively by faculty and reviewed by the Curriculum Committees, Dean, and VPAA.
  - 5.2.3 External benchmarking, labor market analysis, and resource evaluations support the approval process.
  - 5.2.4 Once approved, programs are subject to a three-year program review to assess initial effectiveness.
- 5.3 Assessment of Student Learning Outcomes
  - 5.3.1 Learning outcomes are established at institution, program, and course levels, demonstrating clear vertical alignment.
  - 5.3.2 Assessment follows an annual cycle: data collection (Spring/Fall), analysis (December), and reporting (Early January).
  - 5.3.3 Both direct measures (e.g., exams, portfolios, capstones) and indirect measures (e.g., surveys, focus groups) are used.
  - 5.3.4 Results are analyzed to identify trends, gaps, and areas for curricular and pedagogical enhancement.
  - 5.3.5 Programs document "closing the loop" actions to show how evidence leads to improvement.
- 5.4 Academic Program Review
  - 5.4.1 Each program undergoes a comprehensive review every five years.
  - 5.4.2 The process includes self-study, analysis of outcomes data, stakeholder feedback, and external peer review. External reviewers shall be independent subject-matter experts from accredited institutions.
  - 5.4.3 The review evaluates program relevance, learning outcomes, resources, and alignment with AUIB's strategic priorities.
  - 5.4.4 Findings are summarized in a Program Review Report, with an action plan approved by the Dean and VPAA.
  - 5.4.5 The OIE tracks progress and provides feedback to ensure accountability.
- 5.5 Course Evaluation
  - 5.5.1 Student feedback on teaching effectiveness, content quality, and learning experience is collected each semester. Faculty reflect on the results, identify improvement strategies, and report follow-up actions to their Chair.
  - 5.5.2 Aggregated results inform departmental planning, faculty development, and instructional innovation.
  - 5.5.3 OIE shall ensure that course evaluation instruments include standardized items linked to course learning outcomes, supporting institutional comparability and longitudinal analysis.



- 5.6 Data Collection, Analysis, and Reporting
- 5.6.1 Academic data (e.g., student success, retention, completion, and satisfaction) are collected and analyzed annually.
  - 5.6.2 Deans and Chairs prepare Department Academic Quality Assurance Reports that include assessment results, course evaluation summaries, and improvement actions. Reports are reviewed by the VPAA and discussed at the Deans' Council to promote cross-unit learning.
  - 5.6.3 The OIE prepares the Annual Institutional Academic Quality Assurance Report summarizing key trends and indicators for academic decision-making. The report is reviewed and approved by the VPAA before submission to the President and the Board Academic Affairs Committee.”
- 5.7 Continuous Improvement and Follow-up
- 5.7.1 Action plans resulting from assessment, program review, or course evaluations are implemented, monitored, and reviewed annually.
  - 5.7.2 The OIE tracks completion and evaluates the impact of implemented changes through a documented feedback loop.
  - 5.7.3 Good practices and success stories are shared across colleges to foster a culture of excellence and evidence-based learning.
  - 5.7.4 Each academic unit shall maintain a Continuous Improvement Log summarizing findings, actions taken, and evidence of impact, to be reviewed annually by the Dean and OIE.
- 5.8 Governance and Responsibilities
- Academic quality assurance is a shared responsibility involving faculty, academic leaders, and the OIE.
- 5.8.1 Faculty Members
- Develop and deliver courses in alignment with approved learning outcomes.
  - Conduct regular assessments of student learning and participate in program and course evaluations.
  - Engage in continuous professional development, including OIE-led assessment workshops, to strengthen teaching, assessment literacy, and alignment with institutional effectiveness processes.
- 5.8.2 Chairs and Deans
- Ensure academic programs meet institutional and accreditation standards.
  - Review and validate assessment findings, program review reports, and course evaluation results.
  - Lead the preparation of Academic Quality Reports and annual quality improvement plans within their units.
  - Deans shall submit annual Academic Quality Summary Reports to the VPAA, highlighting key findings, improvement actions, and resource needs.
- 5.8.3 Office of Institutional Effectiveness (OIE)
- Oversees university-wide quality assurance processes, including data collection, integration, analysis, and reporting.
  - Coordinates institutional assessments, program reviews, and accreditation self-studies.
  - Maintains centralized documentation of quality evidence and facilitates continuous improvement.



- Ensures the integrity and accessibility of institutional data and develops dashboards for decision-making.
- Prepares the Annual Academic Quality Report, approved by the VPAA before submission to the President and Board.
- 5.8.4 Academic Committees (e.g., Curriculum, Assessment, and Academic Affairs Committees)
  - Review program proposals, assessment plans, and evaluation results.
  - Provide recommendations to improve academic standards, student learning, and institutional alignment.
- 5.8.5 Vice President for Academic Affairs (VPAA)
  - Ensures institutional compliance with this policy.
  - Approves final quality assurance reports and improvement action plans.
  - Communicates outcomes and recommendations to the President and the Board.

### **Related Policies and Documents**

University Strategic Plan  
Academic Program Development and Approval Policy  
Assessment of Student Learning Outcomes Policy  
Academic Program Review Policy  
Course Evaluation Policy