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## **АКТУАЛЬНІ ПИТАННЯ ЗАБЕЗПЕЧЕННЯ ЯКОСТІ ВИЩОЇ ОСВІТИ В СУЧАСНИХ УМОВАХ**

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# **THE ADVANCE HIGHER EDUCATION AS THE QUALITY ASSURANCE BODY FOR HIGHER EDUCATION IN THE UK**

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The quality of higher education is one of the most urgent issues of the modern world. There are several reasons for the actualisation of the problem of higher education quality. Firstly, the emergence of a large number of higher education institutions increases competitiveness and implements market approaches to higher education, which creates the need to define the quality of education in economic terms. Secondly, the processes of globalisation and rapid changes in the economy and society, which education seeks to keep up with, play a role.

There are a number of definitions of the concept of "quality of education". In particular, the Law of Ukraine "On Higher Education (2023) defines the quality of higher education as " compliance of the conditions of educational activities and learning outcomes with the requirements of legislation and standards of higher education, professional and/or international standards (if any), as well as the needs of stakeholders and society, which is ensured through the implementation of internal and external quality assurance procedures" [3].

Despite the war in Ukraine, the Government of Ukraine is working on a roadmap for post-war development. Of course, education plays an important role in this plan [2]. The recovery plan emphasises the need to take into account the experience of European countries, the use of EU principles, approaches, tools and practices [1].

Therefore, it will be interesting to study and take into account in the future the experience of one of the bodies that deals with the quality of higher education in the UK – the Advance Higher Education (formely The Higher Education Academy).

The purpose of the Advance Higher Education is to support the teaching staff and the entire higher education sector in the face of changes in society and education, as well as to improve the quality of student education. The uniqueness of this body lies, firstly, in the fact that it is a national leader in the development and assessment of higher education. Secondly, it acts as an independent expert. Thirdly, the body works at different levels:

with universities and colleges, associations in certain disciplines, and individually with teachers. And finally, the Advance HE unites all four parts of the UK, taking into account their peculiarities and specifics [6].

Our attention was drawn to the Strategy 2024 “Helping HE shape its future” document presented by Advance HE in 2021, which outlined 6 main areas of work in the field of higher education. This document has been developed to “help higher education be the best it can be” [4, p. 6]. Strategy 2024 aims to help shape the future of higher education by supporting all stakeholders in the educational process in implementing the strategic and cultural changes that are taking place.

So, the commitments that the Advance HE has set for itself are as follows:

- 1) Enable strategic transformation;
- 2) Transform leadership for a new world;
- 3) Drive progress in equality, diversity and inclusion;
- 4) Enhance teaching and learning for student and institutional success;
- 5) Reimagine professional development and recognition;
- 6) Evolve higher education governance [4, p. 7–9].

It is noted that the effective implementation of strategic changes has never been more important and more difficult. It is necessary to take into account all accumulated experience, including during the pandemic, for the formation of higher education of the future. Advance HE will work in close partnership with other institutions and bodies to support them to set new strategic directions and create roadmaps to achieve these goals, while embedding sustainability in new ways of working. Advance HE will create a new generation of leaders in education who develop and adapt to new challenges, for example, changing geopolitical forces, adapting to the post-Covid world; increasing competition, inclusion, etc. The organisation is well placed to offer insights and show leadership in creating the safe, inclusive and respectful environments needed to live, learn and work. It is important to create a flexible, high-quality, digital education for students that prepares them for future success. In this context, Advance HE aims to create flexible teaching, learning and assessment strategies that optimise the use of new effective technologies, promote inclusive strategies for student success that improve student experience and outcomes, contribute to the revision of the Professional Standards Framework for Teaching and Supporting Learning in Higher Education. It will be created a new space for digitally recognised professional learning and development, career support and institutional succession planning [6].

To ensure the quality of education, Advance HE adheres to a holistic approach. The focus is on such aspects as: embedding employability, transforming assessment, student retention and success, enterprise in higher

education, flexible learning, internationalising higher education, student engagement through partnership, education for sustainable development, technology enhanced learning, mental wellbeing in higher education [5].

Thus, the challenges faced by UK higher education and the ways to improve the quality of higher education are similar to those in Ukraine. Thus, studying and taking into account the experience of various British organisations involved in higher education, including Advance HE, will be useful for ensuring the quality of higher education in Ukraine.

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