



A Plain Guide to **NEAS** Quality Endorsement

QUALITY ASSURANCE
IN ENGLISH LANGUAGE
TEACHING



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What is NEAS Quality Endorsement?

NEAS Quality Endorsement is achieved by ELT Centres who demonstrate their quality through NEAS's rigorous Quality Assurance processes. NEAS Quality Assurance relies on a stakeholder-driven feedback model informed by input from students, teachers, marketers and administrative staff. Through the use of online surveys and on-site focus groups, NEAS Quality Assessors review data from these sources to identify strengths and suggest opportunities for improvement.

How does the NEAS Quality Assurance process work?

The process of achieving Quality Endorsement is grounded in the NEAS Quality Assurance Framework. Click [here](#) for details.

ELT Centres complete an Annual Return of Information which covers the necessary core competencies required to be a successful ELT Centre. A biennial Quality Review concentrating on a site visit by one or more NEAS Quality Assessors confirms the Centre's achievement of standing against a range of critical success factors.

1. Annual Return of Information

The Annual Return process has been made as convenient as possible for providers, with pre-filled forms and a limited number of documents requested. NEAS Quality Assessors prepare an Annual Return of Information which is forwarded to each ELT provider to check, update and then return to NEAS. The completed Annual Return, including a limited number of documents requested, is reviewed by the NEAS Quality Assessor and once the process is completed, the provider receives written confirmation.

2. Biennial Quality Review

- Anonymous on-line surveys are completed by students and by managers, teaching, administration and marketing staff in the weeks immediately prior to the site visit. NEAS Quality Assessors use survey results to inform areas of focus for the site visit.
- At the site visit, NEAS Quality Assessors hold focus groups with students, teachers and administration/marketing staff to tease out issues arising from survey results. On-line and focus group survey criteria map to the NEAS QA Framework.
- The NEAS Quality Assessor looks for alignment or dissonance between what the centre indicates it does, and what students, teachers, marketers and administrative staff indicate.
- A premises tour and discussions with academic manager(s) and the Centre's senior management, provide avenues for elucidation of survey and focus group findings.
- Following the visit, the Centre receives the survey outcomes and a report identifying strengths and opportunities for improvement, based on the input from the focus groups and management.
- If significant issues are identified, these need to be resolved before Quality Endorsement is finalised.

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- When Quality Endorsement is finalised, the Centre receives a Certificate of Quality Endorsement and the Centre then has the right to use the NEAS Quality Endorsed logo. Details of the Centre's scope of operations are recorded on the NEAS [website](#) and available to the provider via log-in. A Confirmation of Quality Endorsement document can be downloaded from the website.

Can a Centre fail a Quality Review?

Focus groups and online surveys allow NEAS Quality Assessors to identify alignment or dissonance between stated performance and actual performance. Where dissonance is greater, it is more likely that a Centre will be provided with areas for improvement prior to receiving Quality Endorsement.

So, does achieving Quality Endorsement depend on the students?

Not really – students are usually privy to the circumstances of their own Centre only and are rarely in a position to make a comparative assessment. The process needs to include the input from management, marketers, teachers and administrative professionals to contextualise the Centre, its business model, strategic objectives and pedagogical outcomes.

Besides, compliance with legislative and regulatory requirements is essential to NEAS Quality Endorsement is. Any non-compliances that show up in the visit must be addressed before Quality Endorsement can be granted.

Who makes the final decision about granting Quality Endorsement?

Following the site visit, the NEAS Quality Assessor submits a recommendation alongside the survey and focus group results. The final decision about Quality Endorsement resides with NEAS senior management and Board.

Once a Centre has Quality Endorsement, what is the process for retaining it?

- Quality Endorsement is granted for a period of two years; the next site-based Quality Review will take place during the second year.
- The Annual Return of Information enables NEAS to check and update the ELT Centre's scope. Fees are payable at that time.
- A Certificate of Quality Endorsement is issued following the conclusion of each Quality Review and is valid for two years.
- Biennial reviews are critical in an industry with a high turnover of stakeholders, to confirm ongoing quality.

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What about multi-Centre providers?

- Initially, all Centres undergo Quality Endorsement individually. On an ongoing basis, a selection of Centres will be reviewed biennially.
- Each Centre completes an Annual Return of Information. Multi-Centre organisations will lodge Annual Returns concurrently, along with accompanying documents.

Is there an extra fee for NEAS Quality Endorsement?

- No – NEAS Quality Endorsement is covered by the Centre's annual fee. (Contact us for details or check the NEAS website.)
- The Certificate of Quality Endorsement is issued at no additional cost.
- Centres may elect to receive their certificate engraved as a plaque at cost, plus postage and handling.

Is the NEAS Quality Endorsement process different for Centres outside Australia?

- The Quality Endorsement process is essentially the same for all Centres. Centres can be confident that NEAS Quality Endorsement reflects the same standard of quality assurance, regardless of where they are located.
- However, there will be differences relating to compliance with legislative and regulatory requirements, which vary from one country to another, and to some extent in different states of Australia. Compliance with legislative and regulatory requirements is essential to NEAS quality endorsement.
- Fees also differ for Centres outside Australia. (Contact us for details or check the NEAS website.)

How can a Centre join NEAS and become Quality Endorsed?

- Contact NEAS for an application pack, using the [Application Form](#) on the NEAS website.
- Various documents are requested as part of the application process. You will be assigned a NEAS Account Manager, who can provide advice during the application process.
- During the subsequent desk audit, additional information or amendments may be requested.
- Following the desk audit, a Quality Endorsement visit takes place at the Centre's premises. This follows the same format as the Biennial Quality Review (above).

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Does NEAS help a new Centre to develop documents and syllabuses?

- The NEAS Account Manager can provide advice during the application process but the Centre is responsible for its own documentation.
- The [NEAS Assist](#) service is also available at a fee, if substantial assistance is required with matters such as developing documents or mentoring key staff.

What about a new Centre which doesn't have students yet?

- A Centre which is not yet operational follows the above process for applying to join NEAS and become Quality Endorsed.
- Following the desk audit, a site visit takes place at the Centre's premises. However, a full Quality Endorsement visit is not possible until classes are actually being taught and students and staff are in a position to provide feedback on the Centre's operations.
- Following the initial visit, and once any significant issues have been finalised, Quality Endorsement Pending status is confirmed.
- Once classes are in operation, the Centre notifies NEAS to arrange a supplementary Quality Endorsement visit to complete the Quality Endorsement process.

What is Quality Endorsement Pending status?

- Quality Endorsement Pending status is given to new applicants who have successfully undergone a desk audit and site visit, but are not yet enrolling English language students.
- A Centre which continues to hold Pending status 12 months later submits an Annual Return of Information.
- Quality Endorsement Pending status can be held for a maximum of two years. If the Centre does not qualify for full Quality Endorsement within this time, Pending status lapses and a new application would need to be submitted.

When does the Quality Review process start?

- Initial Quality Endorsement is for a period of 12 months.
- The Annual Return of Information will be requested a year after the Centre achieves initial Quality Endorsement.
- Once the Annual Return process is finalised, the first biennial Quality Review visit will be organised. Thereafter, Quality Review visits will take place every two years.