

A large decorative graphic on the left side of the slide. It consists of two large orange triangles pointing towards each other, meeting at a point. A dark blue triangle points from this meeting point towards the right, towards the center of the slide.

## Enhancing the academic reputation

Agueda Benito, PhD  
June 2024

# The institutions of the ASU-Cintana Alliance share common goals

Breaking through to the next level of scale and recognition  
Become a World Class University



**GROWTH**  
More scale and  
student  
enrollment

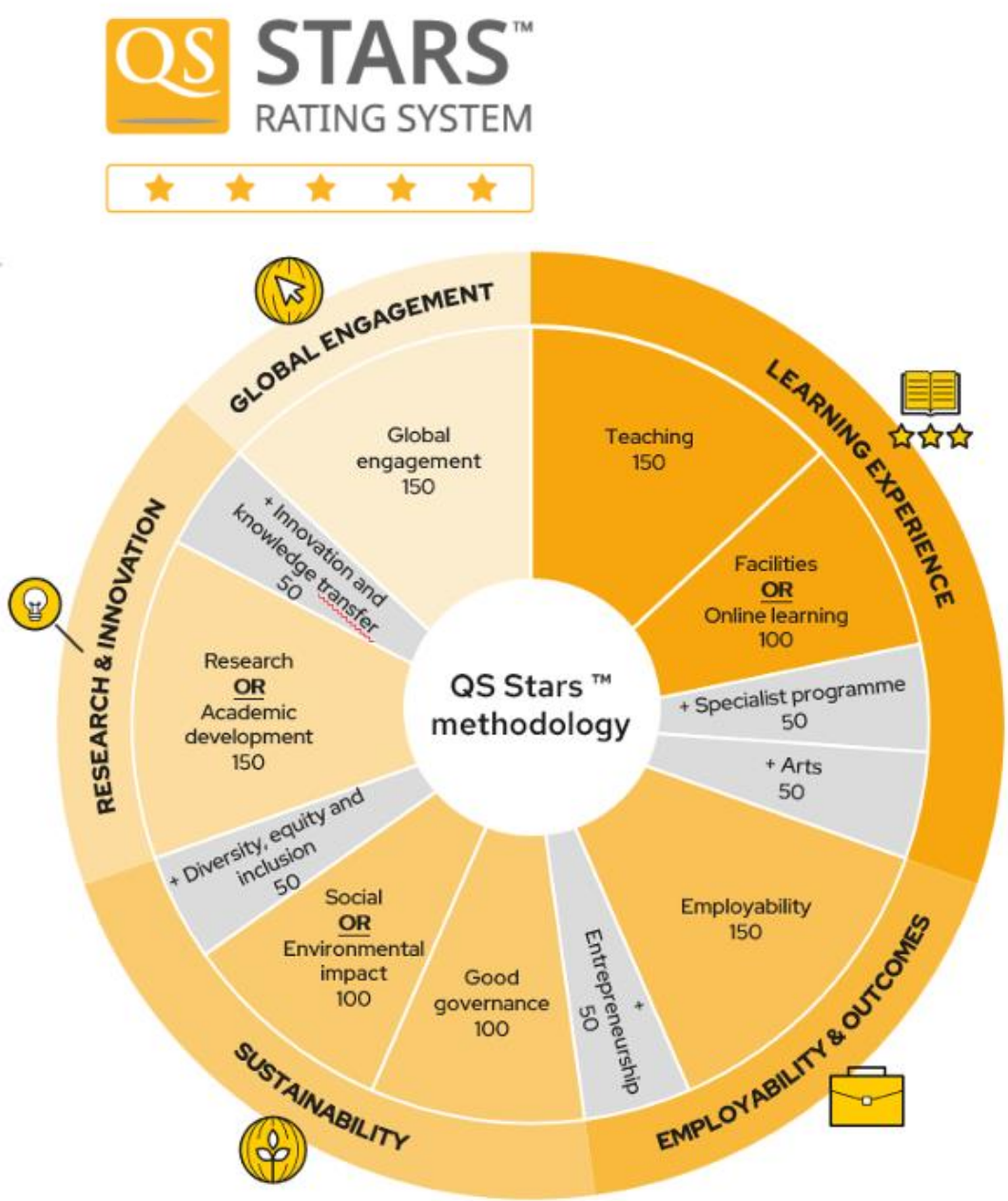


**INTERNATIONALIZATION**  
Becoming  
world  
class universities



**REPUTATION**  
Academic prestige  
and competitive  
advantage

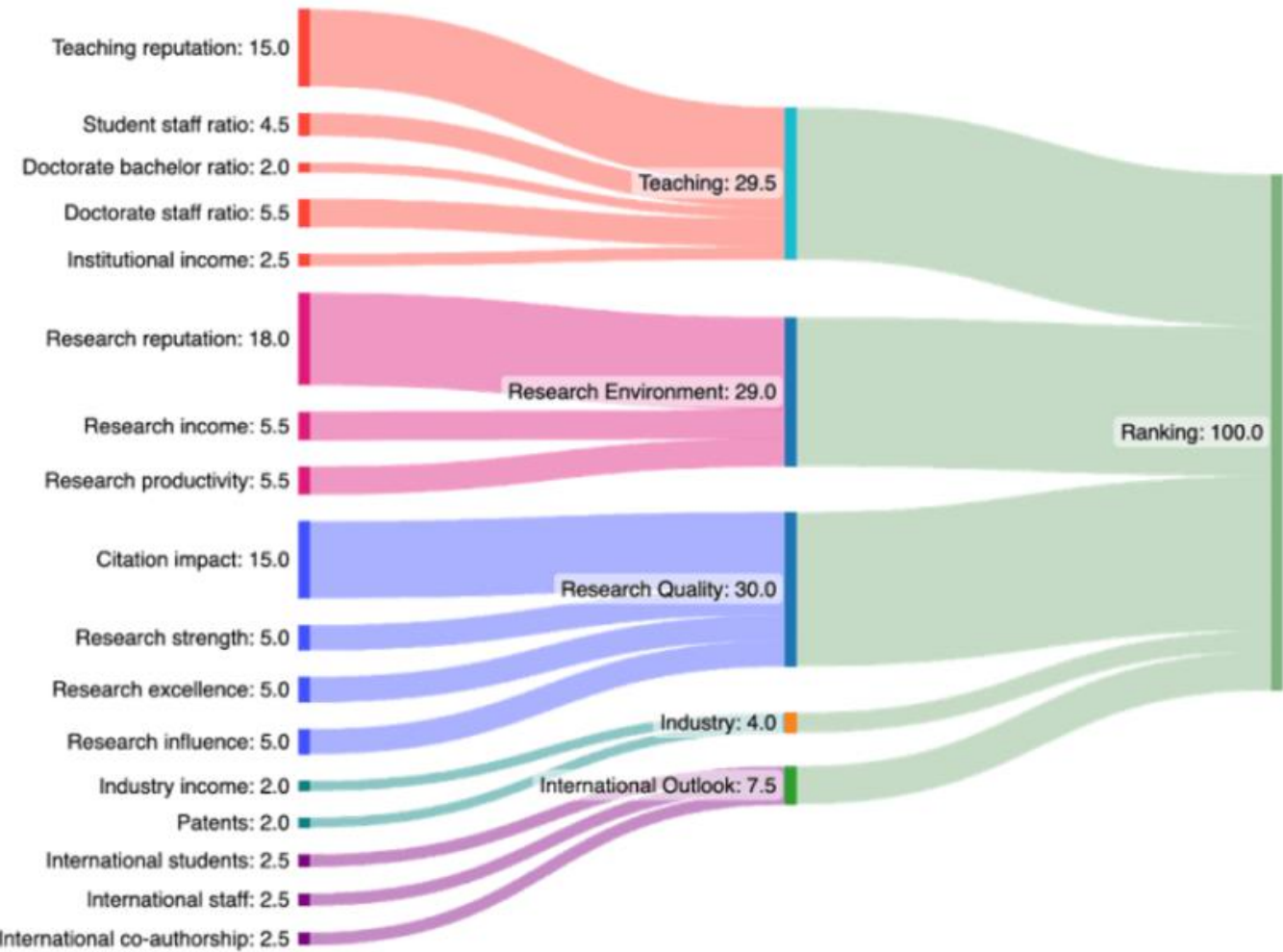
# Rankings and ratings are important measures of reputation



# Rankings and ratings are important measures of reputation



- Research
- Stewardship
- Outreach
- Teaching



# Some key components in the ranking/rating strategy



# Quality

*Taking care of the basics*



# Multiple definitions of Quality...

Doing the right things right, and having  
many friends that tell others all the good  
things you do

*By Juan Mayorga, 2012*

# Multiple definitions of Quality...

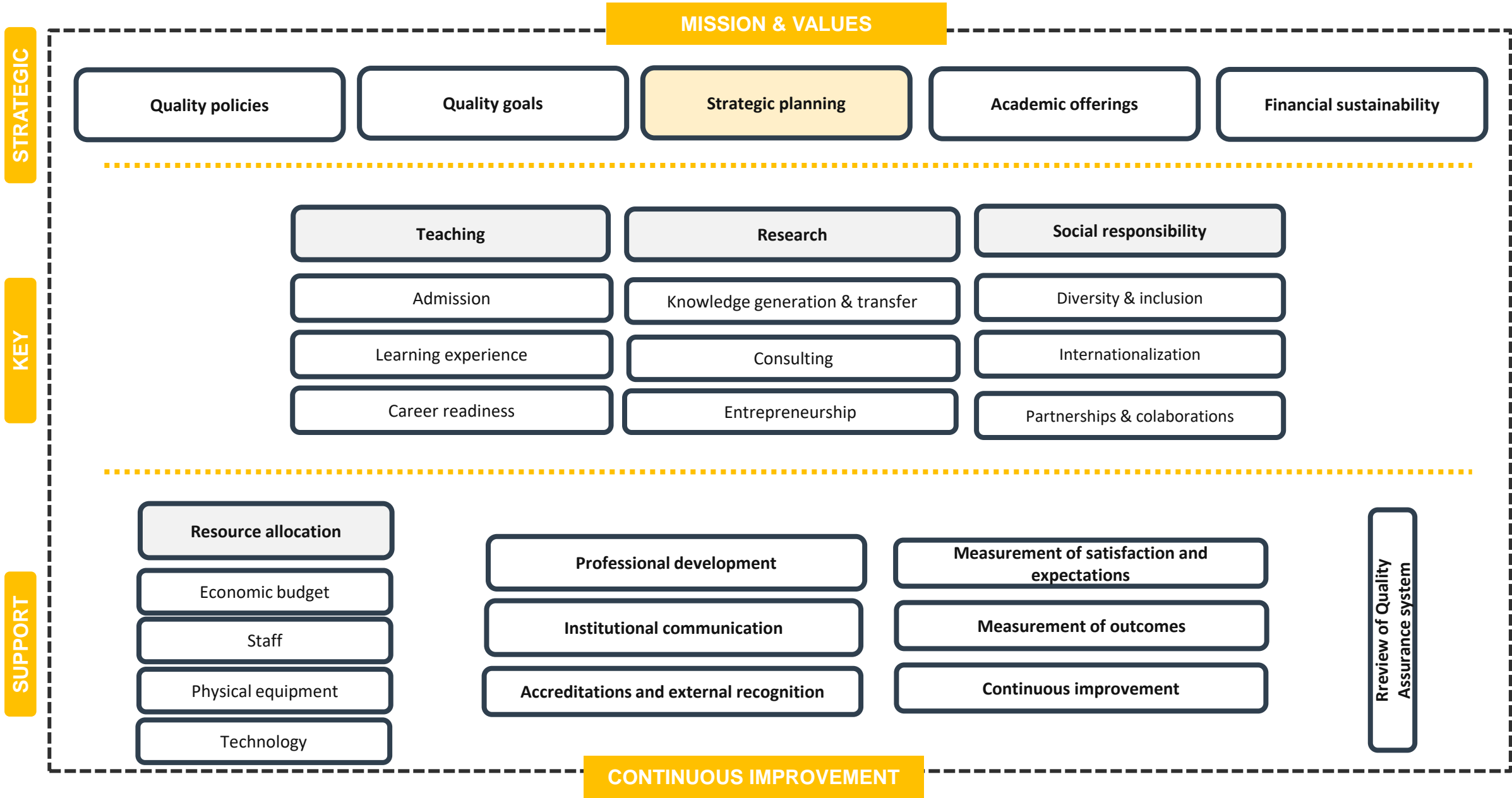




# Quality Assurance System

Process description, execution and continuous improvement

Illustrative  
Process Map



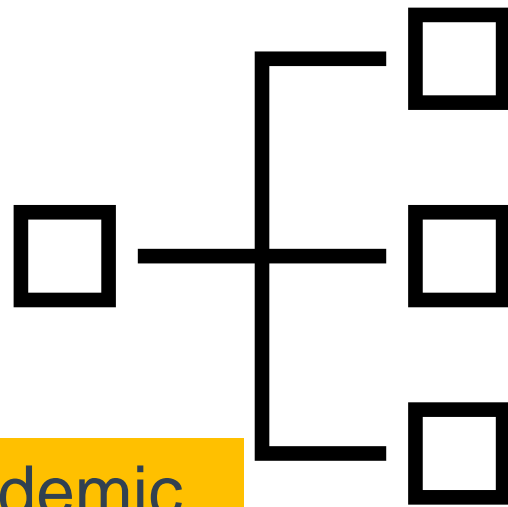
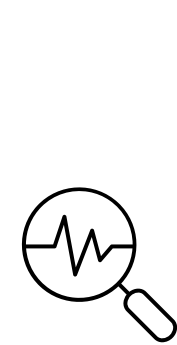
# Measuring what we do to be able to improve

## Key information

Enrollments	Internships	Community
Satisfaction	Employability	Sustainability
Retention	Faculty	Accreditations
Attrition	Research	Awards
Success	Internationality	Rankings
Graduation	Entrepreneurship	...

# Quality Assurance System

Data collection and analysis for continuous improvement



Academic  
data

Continuous,  
automatic feeding



Academic  
information

## A Dashboard is a key tool



Aggregation  
levels

University

School

Degree



Evolutions and  
trends



Selection of indicators, interface and  
alerts:

- Board reviews
- Program reviews
- Accreditations
- Rankings
- QS stars
- ...

# Internationality

*You can't be alone these days*



“If you want to move fast, go alone, if you want to  
get far, go together”

African Proverb

Well...

very often, going alone does not even  
allow you to go fast

# An example...

## Performance lenses and evaluation criteria



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# Becoming a truly GLOBAL university



International curriculum

International faculty

Dual degrees

Student mobility

Faculty mobility

Global signature courses

Collaborative research

Communities of practice

...



# Sustainability

*Now and tomorrow*

# Long term, positive impact

Social, Economic, Environmental

Addressing  
SDGs



100%



5%



20%

# Outcomes

*Prove it works*

# Focusing on results and real impact

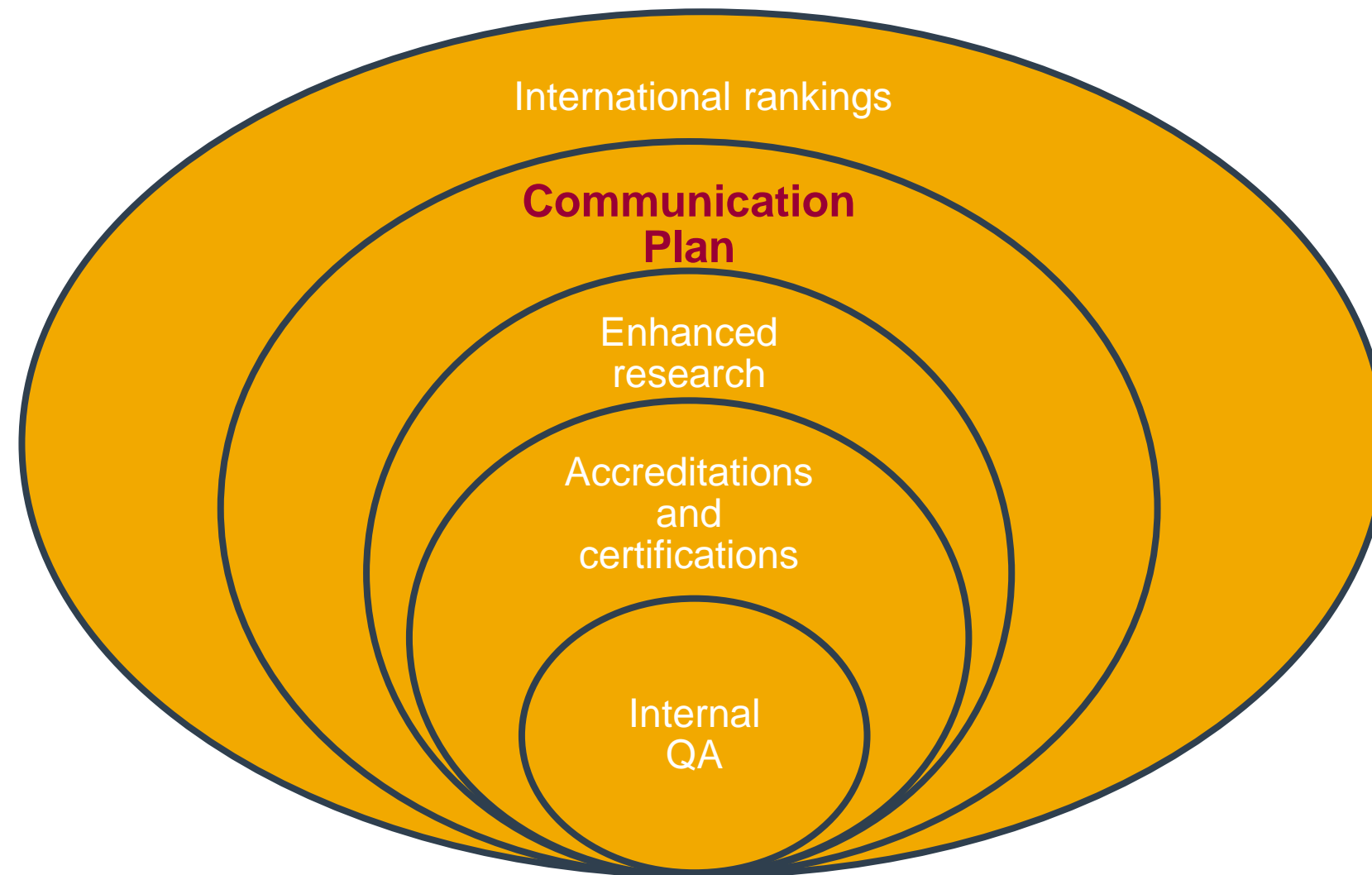
Some key outcomes reflected in rankings

Teaching	Research	Community
Retention	Publications	Engagement
Satisfaction	Citations	Support
Graduation	Patents	Impact
Employability	External funds	

# Reputation

*Make it shine, and help others see the light*

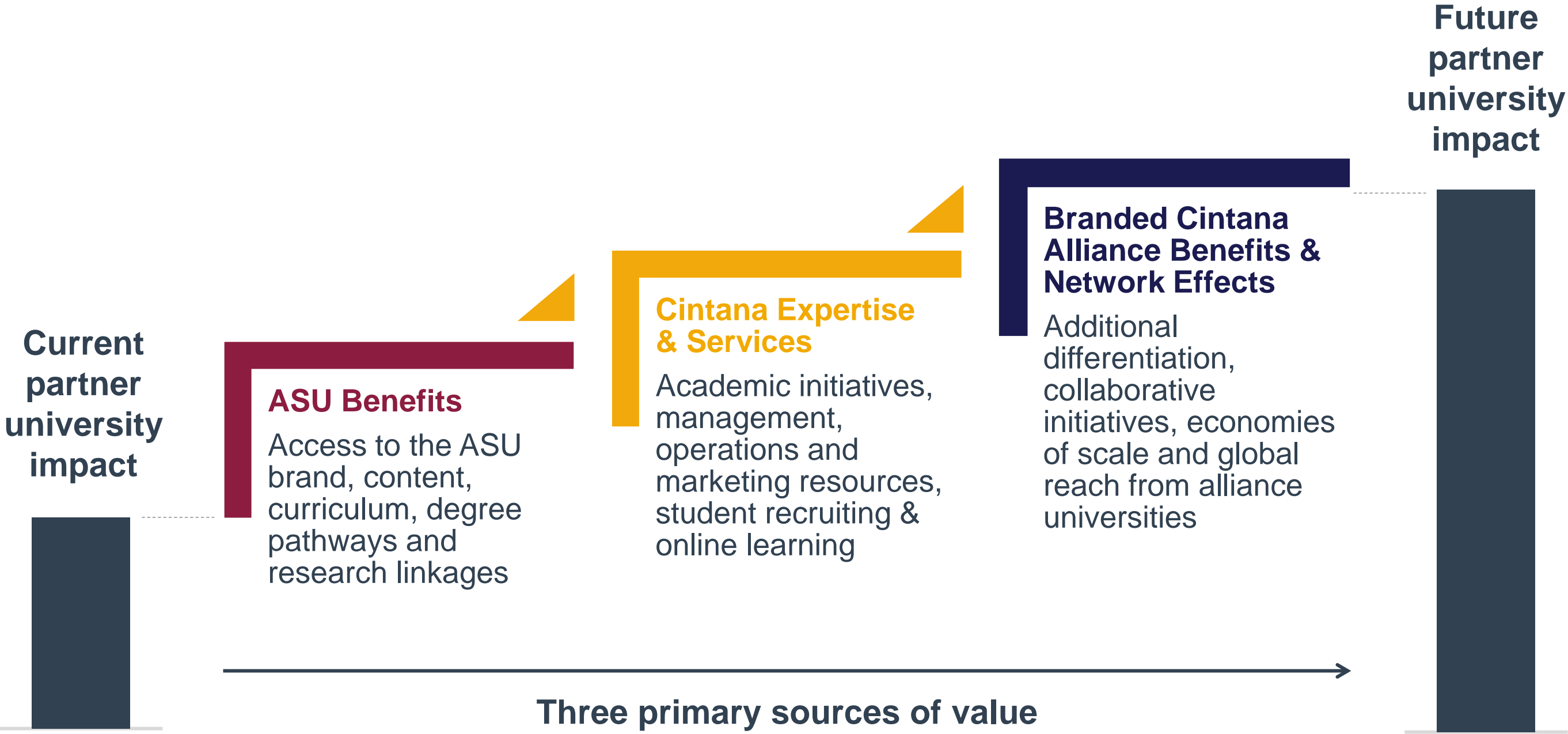
# Building a Global reputation



Some of the things  
we do together



# We power our partners to increase their impact



# Enhancing excellence and international reputation



Academic strategy

Research

Faculty development

Student and Faculty mobility

Collaborative initiatives

International programs

Global reputation roadmap

International accreditations

Rankings / Ratings

...

Looking forward to our  
work together  
Thank you!

