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### 40 OUTLOOK 2024
Dear friends and partners,

as we navigate the ever-evolving landscape of higher education, it is with great pride and enthusiasm that we present the latest strides and accomplishments of FIBAA. First of all, I am honoured to share our relentless commitment to excellence and innovation in ensuring quality standards across the educational sphere.

Our innovative steps into Consulting Services marks a significant milestone in our pursuit of supporting educational institutions worldwide. With a vision to offer bespoke solutions tailored to the unique needs of each client, our consulting arm has rapidly gained traction. From guiding universities through the intricacies of establishment to providing strategic advice on accreditation procedures, our consulting endeavours have yielded tangible results. Notable successes include facilitating university founding ventures in Switzerland and Germany, culminating in substantial progress towards institutional accreditation and concept submission.

At FIBAA, our ethos revolves around empowering institutions to reach their full potential and effect positive change in the educational landscape. Through our initiatives, we aim to foster a culture of continuous improvement and innovation, equipping institutions with the tools and expertise needed to navigate complex accreditation procedures and elevate their standards of quality. Our ongoing commitment to excellence is further underscored by recent staffing developments, including the recruitment of a Deputy Head for our Consulting division, poised to enhance our support capabilities and bolster our consulting efforts.
LOOKING AHEAD: A VISION FOR TOMORROW

As we reflect on our achievements thus far, we also set our sights on the future with unwavering optimism and determination. With an array of projects on the horizon, including engagements in Switzerland and Germany, we are poised to further expand our reach and impact in the realm of higher education quality assurance. Moreover, as we enter a new era marked by leadership transitions and strategic realignment, we remain steadfast in our commitment to driving positive change and fostering excellence in education.

In closing, I extend my deepest gratitude to our clients, partners, and dedicated team members for their unwavering support and commitment to our shared mission. Together, let us continue to raise the bar for quality standards in higher education and pave the way for a brighter, more impactful future.

Warm regards,

Mag.ª Diane Freiberger, MBA
## FIBAA Foundation Board

<table>
<thead>
<tr>
<th>NAME</th>
<th>MEMBERSHIP PERIODS</th>
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<tr>
<td>Dr. Barbara Dorn</td>
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<td>Prof. André Haelg</td>
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<td>Dr. Oliver Heikaus</td>
<td>22.10.2023 – 21.10.2025</td>
<td>Vice President</td>
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<td>Mag. Kurt Koleznik</td>
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<td>Prof. Dr. oec. HSG Rudolf Minsch</td>
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<td>President</td>
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<td>Prof. Dr. Gerhard Riemer</td>
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<td>Mag.a Melina Schneider</td>
<td>22.10.2023 – 21.10.2025</td>
<td>Vice President</td>
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Composition of the FIBAA Foundation Board (October 2023)
# FIBAA Structure

**Accreditation and Certification Committee**

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<tr>
<th>REPRESENTATIVES FROM ACADEMIA</th>
<th>REPRESENTATIVES FROM PROFESSIONAL PRACTICE</th>
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<tr>
<td>Prof. Dr. Andreas Altmann</td>
<td>Karl-Peter Abt</td>
<td>Elisa Knief</td>
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<td>Prof. Dr. Axel Benning</td>
<td>Dr. Bernd Baasner</td>
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<td>Prof. Dr. Vera de Hesselle¹</td>
<td>Dr. Ivo Matser</td>
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<td>Prof. Dr. Volker Hasewinkel</td>
<td>Hans-Hellmuth Retzlaff-Schröder</td>
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<td>Prof., dipl. Ing. ETH, lic. oec. publ. Jürg Kessler-Stecher</td>
<td>Dr. Markus A. Tomaschitz²</td>
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<td>Prof. Dr. Ruedi Nützi</td>
<td>Kerstin Wagner</td>
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<td>Prof. Dr. Sabine Remdisch</td>
<td>Dr. Mathias Winde</td>
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<td>Prof. Dr. Wolfgang Renninger</td>
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<td>Prof. Em. Dr. György Széll</td>
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<td>Prof. Dr. Peter Thuy²</td>
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<td>Prof. Dr. Jürgen Weigand</td>
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<td>Prof. Dr. Cornelia Zanger</td>
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¹ Vice President  
² President  

As announced, Prof. Dr. Troßmann has stepped down as President by the end of 2023 in order to retire. Prof. Dr. Thuy (previous Vice President) has been appointed as the new President in November 2023. Dr. Tomaschitz will remain responsible as Vice President. The vacant seat has been taken by Prof. Dr. de Hesselle.
Organisational Development

The key to our success is change. As demands escalate, our organisational structure undergoes transformation. We acknowledge the necessity of adapting to these demands, ensuring our agility and responsiveness in an evolving landscape. Through this evolution, our aim is not solely to boost efficiency but also to fortify our competitiveness amidst an increasingly dynamic market milieu.

Concurrently, our processes are undergoing refinement to harmonise with shifting realities. As we tailor our workflows to suit changing circumstances, we remain resolute in our pursuit of efficiency and effectiveness. By embracing innovation and change, we cement our position as a frontrunner in our field, equipped to confront tomorrow’s challenges head-on.

Furthermore, our approach to work organisation is evolving in light of the trends of digitalisation and remote collaboration. Recognising the transformative potential of these trends, we are reimagining how we structure our teams and foster collaboration. By harnessing digital tools and embracing flexible work arrangements, we empower our workforce to flourish in an ever-evolving work environment.

Throughout, meticulous documentation remains a bedrock of our operations. By upholding comprehensive records of our processes and workflows, we champion principles of transparency and quality, ensuring every team member has access to the information needed for excellence. As we navigate the complexities of our evolving landscape, we do so united in our commitment to shaping our future collectively. Through active participation and contributions to our shared journey, each member of our organisation plays a pivotal role in charting a course for growth and success.

EMBRACING CHANGE FOR PROGRESS

Central to this transformation was the decision to permanently remove the “Assistant to the Managing Director” position. This strategic measure reflects our unwavering commitment to refining our organisational structure.

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organisational structure, ensuring that each role contributes meaningfully to our overarching objectives.

Our objectives are clear: to alleviate the responsibilities of our executive leadership, streamline the functions of our management processes, and fortify communication channels for enhanced collaboration and clarity.

Tangible outcomes have already begun to materialise. A cohesive management team, bolstered by the unwavering support of our executive leadership, has emerged. Through a meticulous allocation of responsibilities, encompassing tasks, competencies, and accountabilities, we are laying the groundwork for heightened operational efficiency and efficacy.

Central to our strategy is the establishment of bi-weekly regular meetings, serving as a conduit for transparent discourse and informed decision-making. These sessions epitomise our collective commitment to fostering an environment of collaboration and mutual respect.

Rest assured, transparency remains paramount. Regular updates will provide comprehensive insights into our progress, including the ramifications for internal workflows, ensuring that every member of our team is well-informed and empowered to contribute meaningfully to our collective success.

As we embrace these changes, let us do so with a sense of optimism and purpose, mindful of the opportunities they present for our continued growth and prosperity.
Navigating Forward

Within the framework of our existing corporate goals and directions, measures have been derived for all teams. This process involves the illustration of tasks and objectives in Asana, where team goals are set, projects are created, and assignments are distributed. Moving forward, the status of these measures and team goals will be regularly reported to ensure transparency and accountability.

GUIDING PRINCIPLES

Our strategy for 2030 is guided by several core principles. Firstly, there is a clear alignment with our long-term vision and mission, ensuring that every initiative contributes to our overarching goals. Secondly, we prioritise focus and efficiency, directing our resources towards essential initiatives that drive meaningful progress. Additionally, we prioritise adaptability to ensure resilience in the face of market changes, allowing us to remain agile and responsive. Furthermore, we aim to gain a competitive advantage by targeting clear objectives that align with our strategic priorities. We also focus on resource optimisation, ensuring that resources are utilised efficiently through clear prioritisation. Finally, we emphasise motivation and alignment, fostering employee engagement and a sense of purpose that drives our collective efforts forward.

The strategic goals we set are crucial for providing direction, enhancing competitiveness, and ensuring efficient resource utilisation – all pivotal factors for corporate success.

To ensure effective execution, we have established several key elements. Firstly, we prioritise timely planning, establishing clear timeframes for each measure to ensure progress is made efficiently. Secondly, we focus on team resources, identifying and assigning the required project team members to ensure tasks are completed effectively. Thirdly, we emphasise clear responsibilities, ensuring that each team member knows their role and responsibilities in achieving the set objectives. Lastly, we prioritise monitoring and adaptation, implementing mechanisms to monitor progress and adapt strategies as needed to ensure we stay on track towards our goals.

Success criteria for our strategy include measurable results, defined by clear Key Performance Indicators (KPIs) that allow us to track progress and measure success. Additionally, we prioritise feedback and learning, establishing feedback loops to continuously learn and improve our strategies and initiatives.

In terms of communication, we prioritise both internal and external communication. Internally, we ensure that employees are well-informed about our objectives and measures, fostering a sense of transparency and alignment throughout the organisation. Externally, we communicate progress and successes to relevant stakeholders, ensuring that our partners and stakeholders are kept informed and engaged in our strategic journey.

STRATEGIC ALIGNMENT

Under the umbrella of “Strategy Implementation,” the executive leadership provides support in defining team objectives and deriving corresponding measures, with the process illustrated in Asana. Simultaneously, the Quality Management team oversees the Asana project organisation, aiding in defining team objectives and creating templates such as F-ACC or onboarding new employees.
Internal Digital Transformation

**Mapping Goals and Objectives**

The eight established corporate goals, along with their associated 32 directions, are depicted in the project management tool Asana. For each direction, a total of 92 team goals (measures) have been set for the year 2023. Currently, 11 teams are working on approximately 197 projects, contributing continuously to achieving these goals. Each quarter, all department heads report the status of their team goals during the Team Jour fixe meetings. Additionally, with the support of Asana, the executive management derives an overall status for 2023 for the directions and goals. By the end of 2023, new, more advanced team goals for the following year, 2024, will be established, along with corresponding projects for the 11 teams.

**Employee Survey: Assessing Asana Usage**

A recent employee survey aimed to assess the usage of Asana within the organisation. The survey, conducted from September 18th to October 13th, involved the entire team, including external project managers (36 persons in total). Approximately 58% of the team participated, providing insights into their thoughts, experiences, and suggestions regarding the tool’s usage. The survey’s goals included optimising workflow, identifying and addressing obstacles, enhancing tool effectiveness, and improving transparency and collaboration in projects.

**Utilising Asana**

Asana is utilised extensively for various purposes, including project templates, onboarding, offboarding, new employee orientation, strategic meetings (in coordination), and active utilisation of additional Asana functionalities such as dependencies, forms, portfolios, and status updates. Regular checks ensure that all tasks are completed and all projects are accurately reflected in Asana, linked to their respective goals.

**Feedback and Challenges**

Feedback from the survey highlighted successful Asana deployment within FIBAA and identified challenges that have already been addressed. Cross-departmental communication, message retrieval, reduction of internal emails, task and project management, linking of common goals, tracking and organising multiple concurrent projects, and interconnected information were among the key areas of focus. Successful utilisation examples included unified project structures, inclusion of essential data such as project numbers and server directory links, project templates (e.g., for procedures), consolidated information storage, facilitation of handovers during absences, enabling remote work and collaboration on cross-departmental projects, adherence to deadlines, reminders for less frequent tasks, and improved communication.

**Expectations and Measures at All Levels**

At every level, from employees to project managers to department heads, regular self-reflection is encouraged to ensure alignment with Asana usage expectations. This includes filling out task and project descriptions, understanding task/project interconnections, tracking task/project status, and ensuring comprehensive management and application of tasks, projects, portfolios, team goals (measures), and corporate goals. Self-efficacy and collaboration are fostered through the responsible use of Asana.
IT INITIATIVES

IT initiatives include commencing planning for CRM introduction, defining business requirements, analysing core processes, and optimising the customer journey as part of the process optimisation for the CRM system.

INTEGRATION WITH 2024 INITIATIVES

In 2024, interfaces to ongoing measures will be established, with Customer Relationship Management (CRM) system integration becoming a core focus. Asana currently provides detailed mapping of the core process; however, considerations are being made regarding what constitutes a project and which tasks should be created. It is recommended not to upload files that require collaborative work in Asana; instead, SharePoint should be utilised.

SUPPORT FROM PROJECT MANAGEMENT AND PROJECT REPORTING

The introduction of project status reporting, both at the project and team goal levels, is underway, with reminders provided by the Project Control and Reporting Department. Additionally, further criteria are being established, such as when the creation of an Asana project becomes mandatory. External project managers are also being integrated into Asana.

REVISED OF FIBAA ASSESSMENT GUIDES

Our internal development efforts are not isolated endeavours but integral components of our broader strategic vision. As we embark on the revision of the FIBAA Assessment Guides for Certification as well as for Programme Accreditation, we do so with a keen awareness of how these revisions will directly impact our customers. By updating these frameworks to align with contemporary needs and standards, particularly with a focus on SDG 4, Diversity, Digitalisation, and AI, we are not only enhancing our internal processes but also improving the quality and relevance of the services we offer to our valued clients.

In this context, our internal workshops gain significance as a platform to align our divisional strategies with the overarching Strategy 2030. By discussing topics such as microcredentials, EQF classification, online teaching, AI concepts, and Sustainable Development Goals (SDGs) during the workshop, we aim to ensure that our internal development initiatives directly translate into enhanced value for our customers. These discus-
Enhancing Employee Satisfaction

Within the overarching strategy aimed at enhancing employee satisfaction, our commitment to providing comprehensive benefits plays a crucial role. At FIBAA, we recognise that fostering a supportive and enriching work environment is essential for employee satisfaction and well-being. As part of this strategic objective, we continuously strive to improve our employee benefits package to meet the evolving needs and expectations of our team.

One significant aspect of our strategy involves offering a range of employee benefits designed to support our staff in various aspects of their lives. Our comprehensive benefits package includes initiatives such as “Jobrad-Leasing”, Fitnessstudio partnerships, and the transition to “Deutschlandticket” for convenient and cost-effective transportation options. These initiatives not only contribute to the physical well-being of our employees but also promote sustainability and work-life balance.

Moreover, our commitment to employee satisfaction extends to the realm of financial security through our Company pension plan (Betriebliche Altersvorsorge – BaV). By providing a generous contribution towards the company pension plan, we aim to support our employees in planning for their future and achieving long-term financial stability. Additionally, initiatives like the Geschenkemanager – Giveajoy underscore our dedication to creating a positive and fulfilling work environment for our employees.

Contributing to New Specimen Decree

Furthermore, our active participation in national initiatives, such as shaping the response to the new Specimen Decree, reinforces our commitment to excellence and customer satisfaction. By actively contributing to national discussions and initiatives, we not only stay at the forefront of industry developments but also advocate for policies and practices that benefit our clients. Ultimately, our strategic alignment and continuous improvement efforts are aimed at enhancing the overall experience and outcomes for our customers, positioning us as trusted partners in their educational journey.

Internal Training

The first internal training focused on project management methodologies, enhancing our efficiency and workflow. The second session honed our moderation skills, enabling us to facilitate productive discussions and workshops effectively. These trainings have not only improved our individual capabilities but also strengthened our teamwork, setting the stage for future successes.

By aligning these initiatives with our broader strategy to enhance employee satisfaction, we aim to not only attract top talent but also foster a culture of engagement, growth, and well-being within our organisation. Our ongoing commitment to supporting and investing in our employees reflects our belief that their satisfaction and success are integral to the overall success of FIBAA.
FIBAA TEAM NEWS

Embracing New Talent and Nurturing Internal Growth

In June marked the end of an era, with her role as Assistant to the Managing Director left unfilled. Oliver Kreucher’s exit from the IT support team in June prompted considerations for alternative support measures. And at the end of the year, Estefanía Guzmán has also departed the company to pursue new challenges. We wish all of them every success in their future endeavors.

FAREWELL AND GOODBYE

The year saw farewells to valued team members – Anja Gleißner and Johanna Schrieber – who embarked on new journeys to Higher Education Institutions. Gina Schneider’s departure in June marked the end of an era, with her role as Assistant to the Managing Director left unfilled. Oliver Kreucher’s exit from the IT support team in June prompted considerations for alternative support measures. And at the end of the year, Estefanía Guzmán has also departed the company to pursue new challenges. We wish all of them every success in their future endeavors.

Anja Gleißner

Gina Schneider

Johanna Schrieber

Estefanía Guzmán

Kein Foto vorhanden

Oliver Kreucher
**INTERNAL DEVELOPMENT**

Internally, Christiane Butler assumed the role of Deputy Division Manager for Certification Procedures alongside her existing responsibilities as Project Manager for national and international certification procedures. While introducing a dedicated Management Team to streamline operations and foster collaboration, Jubin Hadadi, our Division Manager for IT, now also serves as Division Manager for Quality Management. Additionally, Miriam Mesenholl, Division Manager for Marketing and Communications, has taken on the additional role of Division Manager for Project Management and Project Reporting. Elisabeth Rosenthal’s appointment as Deputy Division Manager for FIBAA Consult marked another significant development. These appointments reflect our commitment to maximising talent and driving excellence across our organisation.

Furthermore, Nadja Mohdad’s transition to a permanent role as Office Management Assistant in October 2023, along with Eva Seidel’s confirmation as Project Manager, underscored the organisation’s commitment to stability and growth in its workforce.

**A WARM WELCOME**

Among the notable arrivals were Eva Seidel, who joined as Project Manager for National Procedures on March 15, 2023, and Nadja Mohdad, who commenced as an Assistant in Office Management on April 1, 2023. Additionally, Aline Wasmer, started as Project Manager for National Procedures on May 1, and Achim Vogel, followed suit on July 1. Lastly, Edina Hasanovic, joined as Account Manager in Expert Management on August 1, bringing her expertise to our team.

Eva Seidel, Project Manager for National Procedures

Nadja Mohdad, Assistant in Office Management

Aline Wasmer, Project Manager for National Procedures

Achim Vogel, Project Manager for National Procedures

Edina Hasanovic, Account Manager in Expert Management
Honouring Years of Dedication and Leadership

In this section, we take great pride in celebrating the employee anniversaries and jubilees within our team. It is a special occasion to honour and recognise the dedication, commitment, and hard work of our valued team members who have reached significant milestones in their careers with us. These anniversaries not only signify the longevity of their service but also symbolise the strong bond and shared journey we have embarked upon together.

First, we raise our virtual glasses to Jubin Hadadi, commemorating his incredible five-year journey with us. From day one, Jubin has infused our team with his infectious energy, unwavering dedication, and boundless enthusiasm. His contributions have been instrumental in shaping our collective success, and we’re immensely grateful for his enduring commitment. Here’s to Jubin and the countless achievements we’ve celebrated together, with heartfelt wishes for many more years of shared triumphs and growth!
Team Spirit

EMBRACING THE CHALLENGE: THE FIRMENLAUF EXPERIENCE

On August 24th, we participated in the annual Bonn Corporate Run, showcasing the spirit of teamwork and camaraderie that defines FIBAA. Under the banner of “FIBAA Excellence in Motion,” our team, comprising colleagues from various departments, took to the streets with enthusiasm and determination. The event was not just about running; it was a celebration of our collective energy and commitment to excellence. Following the run, we regrouped for a delightful picnic, extending our gratitude to everyone who contributed to making the event a resounding success.

Next, we extend our warmest congratulations to Viktoria Dermanowski, who marks an impressive five years of leadership excellence at FIBAA. As Division Manager for International Accreditation Procedures, Viktoria has consistently demonstrated outstanding dedication, vision, and proficiency. Her exemplary leadership has been pivotal in driving our organisation forward, and her unwavering commitment inspires us all. We applaud Viktoria’s remarkable achievements and look forward to many more years of collaborative success and innovation under her guidance.
RECOGNISING EXCELLENCE: A HEARTFELT THANK YOU TO OUR TEAM

Our collective efforts have demonstrated exceptional collaboration, high engagement, and the achievement of our strategic objectives. Together, we’ve shown that teamwork leads to outstanding results. Your flexibility in adapting to new challenges and enduring motivation are truly inspiring, driving us forward on the path of success.

PROMOTING SUSTAINABILITY: OUR STADTRADELN JOURNEY

At FIBAA, we stand for reliable support in quality development and always change perspectives.

Six participants and 784 kilometers – we set two new records in this year’s STADTRADELN event in September! We applaud your dedication to climate protection and cycling promotion. Even as we commute daily, there are always new discoveries to be made. Similarly, in our services, accreditations and certifications offer opportunities to optimise existing processes and explore new horizons. We are committed to accompanying you on your journey towards achieving your quality goals.
F-ACC MEETINGS

Deciding on Excellence

As the cornerstone of quality management and advancement within the realm of higher education, the FIBAA Accreditation and Certification Committee (F-ACC) is committed to fostering transparency, establishing indispensable standards, and upholding the utmost levels of quality. Operating as the focal point for decision-making, the F-ACC meticulously evaluates the academic caliber of study programmes and continuing education offerings, meticulously aligning them with our rigorous FIBAA quality benchmarks.

With the authority to confer accreditations and certifications, the F-ACC plays a crucial role in ensuring our unwavering dedication to excellence. Beyond its primary responsibility of upholding rigorous standards, the F-ACC remains at the forefront of innovation, proactively monitoring emerging trends and advancements within the higher education landscape. By staying abreast of developments and remaining adaptable, we guarantee that our accreditation and certification procedures, alongside our quality development initiatives, remain at the forefront of industry standards. FIBAA serves as a dependable pillar of support in the realm of quality enhancement, offering continual guidance to institutions and stakeholders alike. Through regular convenings, the F-ACC ensures consistent and reliable assistance necessary for successfully navigating accreditation and certification procedures. Together, we strive to elevate standards in higher education quality assurance and effect positive change in our pursuit of academic excellence.

FIRST MEETING IN MARCH

During the first F-ACC meeting held on March 23, 2023, significant achievements were celebrated both nationally and internationally. At the national level, Steinbeis Hochschule is set to receive the prestigious Premium Seal for its International Management (M.Sc.) programme, highlighting its exceptional quality and adherence to stringent standards.

Meanwhile, on the international front, two Premium Seals were awarded, marking notable accomplishments in accreditation. In Indonesia, a remarkable feat was achieved with the accreditation of five clusters at Universitas Islam Negeri Sunan Kalijaga Yogyakarta. What sets this accreditation apart is that all five clusters received accreditation without conditions, with Cluster 3 being honored with the Premium Seal for its outstanding programmes in Islamic education. Additionally, in the Netherlands, Wittenborg University of Applied Sciences Apeldoorn was recognised for its Master of Business Management (M.Sc.) programme. Notably, FIBAA conducted the accreditation procedure for this programme while also assessing it against Standards 10 and 11 of the NVAO framework, showcasing a comprehensive evaluation approach. These accomplishments underscore the commitment of institutions to upholding excellence in education, both nationally and internationally, and demonstrate FIBAA’s dedication to ensuring quality and standards across diverse educational landscapes.

SECOND MEETING IN JUNE

The second F-ACC meeting in June 2023 marked another significant milestone in the realm of higher education accreditation and certification. Congratulations were extended to all Higher Education Institutions and providers of continuing education for their notable achievements. Among the highlights of this meeting was the recognition bestowed upon Universität Augsburg in Germany.
In the final FIBAA Accreditation and Certification Committee meeting of 2023, held on November 29th, the culmination of a year filled with remarkable achievements was celebrated.

Heartfelt congratulations were extended to all Higher Education Institutions and educational providers for their exceptional accomplishments. During this meeting, several noteworthy highlights were discussed, including the accreditation procedures for Brand University and Polizeiakademie Niedersachsen, along with the certification procedures for Coursera/Meta and the clearance of Coursera reports, including communication matters.

As the year drew to a close, it was acknowledged that 2024 would bring changes in both composition and leadership within the committee, signifying a new chapter in FIBAA's commitment to maintaining and enhancing academic quality in higher education. These discussions underscored the ongoing dedication to excellence and continuous improvement in education, ensuring that FIBAA remains at the forefront of promoting quality assurance and driving positive change within the higher education landscape.
FIBAA ACTIVITIES

Exploring FIBAA’s Dynamic Engagements

Within the realm of quality assurance in higher education, FIBAA plays a pivotal role through its diverse range of activities. These encompass FIBAA Certification procedures, national FIBAA Accreditation Procedures, and international FIBAA Accreditation Procedures. Each of these activities is meticulously designed and executed to uphold rigorous standards, foster innovation, and drive positive change within the global education landscape. Let’s delve into each of these components to gain a deeper understanding of FIBAA’s multifaceted approach to quality assurance.

Certification Activities

In this chapter, we provide an overview of the certification procedures conducted by FIBAA, highlighting institutions that have undergone certification, including those pursuing the esteemed FIBAA Certification “Excellence in Digital Education”®.

BRAND UNIVERSITY

Brand University, a renowned institution specialising in brand and marketing management education, has successfully completed FIBAA’s certification procedure. This certification reflects its commitment to excellence in education and innovative teaching practices.

POLIZEIAKademie niedersachsen

The Polizeiakademie Niedersachsen, offering police initial and continuing education, has also undergone FIBAA’s certification procedures. Its certification underscores its commitment to providing high-quality training for law enforcement professionals.

COURSERA (IBM, GOOGLE, META)

FIBAA has also conducted certification procedures for various collaborations, including Coursera partnerships with tech giants like IBM, Google, and Meta (formerly Facebook). These certifications ensure that online courses offered through these platforms meet rigorous quality standards.
Among the standout achievements in the accreditation procedures were the successful evaluations of several programmes. Notably, the preparatory programme for the First State Examination in Law at EBS Universität garnered recognition for its comprehensive approach to legal education. Additionally, the auditing programmes at FSFM and Hochschule Mainz, as well as at Leuphana Universität, received acclaim, including recognition under § 8a WPO. Furthermore, the collaboration between the Hochschule für Finanzwirtschaft und Management and XUFE resulted in the accreditation of the International Finance (B.Sc.) programme, showcasing excellence in financial education and management.

In the realm of national accreditation procedures, educational institutions have demonstrated unwavering dedication to enhancing programme quality, submitting a significant number of accreditation reports for evaluation. Notably, 86 study programmes were encompassed in over 43 procedures, underscoring institutions’ commitment to maintaining rigorous standards.

Within the FIBAA Procedure aligned with the German Accreditation Council’s requirements, several programmes have attained the esteemed FIBAA Quality Seal for accredited Programmes in the Quality Category “Premium”. This designation signifies exceptional quality and adherence to the stringent standards set by FIBAA.
PROGRAMME ACCREDITATION

Several exceptional study programmes have been distinguished with the prestigious FIBAA Premium Seal, signifying their outstanding quality and adherence to rigorous standards. Among these programmes is the “International Management (M.Sc.)” offered by the Steinbeis Hochschule, recognised for its excellence in providing students with advanced knowledge and skills in international business management.

Another notable recipient of the FIBAA Premium Seal is the “Global Business Management (B.Sc.)” programme at the University of Augsburg. This achievement was celebrated in October 2023, with FIBAA’s Managing Director Mag. a.Diane Freiberger joining the ceremony to underscore the significance of this honor. The recognition highlighted the dedication and achievements of both students and faculty, setting a new standard for academic excellence at Augsburg University.

Further adding to the roster of esteemed programmes is the “Executive Master of Business Administration (MBA)” and “Master of Business Administration (MBA)” offered by Johannes Gutenberg-Universität Mainz. Additionally, Kühne Logistics University was honored for its “Leadership and Supply Chain Management (MBA)” programme, showcasing excellence in the field of logistics and supply chain management.

The FIBAA Premium Seal was also awarded to the EBS Universität für Wirtschaft und Recht for its “Rechtswissenschaft (LL.B.)” and “Rechtswissenschaft Erste Juristische Prüfung” programmes. These ceremonies, held in December 2023, celebrated the exceptional quality and rigor of these legal education programmes, recognising the dedication and achievements of both students and faculty members.

These accolades underscore the commitment of institutions to delivering high-quality education and their dedication to meeting and exceeding FIBAA’s stringent quality criteria. Congratulations to all recipients for their remarkable achievements, which not only reflect personal excellence but also contribute to enhancing the reputation and standing of their respective institutions.
Accreditation Activities – International Procedures

In international procedures, accreditation teams evaluate institutions and programmes from different countries, promoting global standards and fostering collaboration among educational institutions worldwide. This chapter focuses on the activities and outcomes of international accreditation procedures, highlighting the ongoing efforts to enhance the quality of education on a global scale.

In addition to promoting global standards, international accreditation procedures serve as catalysts for fostering collaboration among educational institutions worldwide. Through these procedures, accreditation teams meticulously evaluate institutions and programmes from various countries, facilitating the exchange of best practices and promoting a culture of continuous improvement in education quality on a global scale. In the latest round of international accreditation procedures, a total of 177 study programmes were evaluated across 50 procedures, reflecting the breadth and depth of the global accreditation efforts undertaken by FIBAA. These procedures not only underscore FIBAA’s commitment to ensuring excellence in education but also demonstrate its role as a key player in advancing international collaboration and quality assurance in higher education.

In recognition of exemplary quality and adherence to rigorous standards, FIBAA awards Premium Seals to outstanding study programmes worldwide. This chapter celebrates recent recipients of the prestigious FIBAA Premium Seals in international accreditation procedures.

Among the recipients is Universitas Islam Negeri Sunan Kalijaga Yogyakarta, Indonesia, which earned the Premium Seal for several programmes including Bachelor and Master degrees in Education for Islamic Elementary School Teachers, Islamic Early Childhood Education, and Islamic Education Management.

Another notable recipient is Wittenborg University of Applied Sciences in the Netherlands, which received the Premi um Seal for its Master of Business Management programme. This achievement marks a significant milestone for WUAS as the only institution in the Netherlands to have all its degree programmes accredited by FIBAA.

Congratulations to all the recipients for their dedication to delivering top-quality education and maintaining the highest standards of excellence in their respective programmes.

Programme Accreditation

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FIBAA ACTIVITIES

ON-SITE VISITS

Amidst our ongoing commitment to upholding rigorous standards in higher education, our international teams have embarked on numerous on-site visits, conducting thorough evaluations of educational institutions worldwide.

FIBAA QUALITY SEAL

We congratulate Business School Nederland for achieving the esteemed FIBAA Quality Seal for Programmes. This remarkable accomplishment reflects the dedication and hard work of all teams involved, as well as the invaluable contributions of every individual who played a part in the accreditation procedure.

The Executive MBA and Distance Learning MBA programmes at Business School Nederland have earned well-deserved recognition for their exceptional quality and adherence to rigorous standards. This achievement is a testament to the institution’s unwavering commitment to excellence in higher education.

A particularly noteworthy aspect of this accreditation is that it was conducted through a combined procedure involving Hobéon, Huis van het Onderwijs, and FIBAA. This collaborative effort allowed for the seamless integration of both FIBAA and NVAO accreditation requirements, streamlining the procedure and ensuring a comprehensive evaluation of the programmes.

Through our Memorandum of Understanding, signed in March 2022, Hobéon and FIBAA worked closely together to coordinate the assessment frameworks and consolidate efforts into one expert team. This innovative approach not only demonstrates the effectiveness of collaboration but also sets a new standard for accreditation procedures.

We extend our sincere gratitude to all parties involved for their dedication, professionalism, and commitment to excellence throughout this combined accreditation journey. Together, we have achieved a significant milestone that underscores our collective efforts to uphold and promote the highest standards of quality in higher education. Congratulations once again to Business School Nederland on this well-deserved recognition!

Embarking on a series of significant on-site visits, FIBAA’s international teams undertook comprehensive evaluations of higher education institutions across various regions. One notable visit oc-
Another noteworthy visit transpired at the University of Economics in Ho Chi Minh City, Vietnam, from June 6 to 7. FIBAA’s delegation engaged in accreditation and re-accreditation procedures for three study programme clusters, adhering closely to FIBAA’s quality requirements for both Bachelor and Master programmes. Prof. Dr. Su Dinh Thanh, President of the University, and all members of the UEH community are commended for their openness during discussions and gracious hospitality extended to FIBAA’s expert panel teams and project managers Friderike Uphoff, Nina Rotermund, and Yelena Istileulova, PhD.

Lastly, FIBAA conducted an on-site visit at Universitas Pembangunan Nasional Veteran Jakarta in Indonesia on June 20 and 21. Here, accreditation procedures for Bachelor programmes across three clusters were carried out by FIBAA’s expert panel teams, accompanied by project managers Yelena Istileulova, Nina Rotermund, and Friderike Uphoff. Dr. Anter Venus, President of UPNVJ, and the university’s team are acknowledged for their exceptional organisation and warm hospitality during the evaluation procedure.

Trainings, Workshops and Conferences

Let’s dive into a dynamic realm of professional development and knowledge exchange: Trainings, Workshops, and Conferences offer invaluable opportunities for learning, networking, and staying abreast of the latest trends and practices in the field of education quality assurance.

In 2023, FIBAA facilitated two expert training sessions and a specialised NVAO (Nederlands-Vlaamse Accreditatieorganisatie) training, providing invaluable opportunities for skill development and knowledge enhancement among our team members.

The intercultural training organised for our FIBAA Experts and project managers was a valuable opportunity to delve into the intricacies of Indonesian culture and gain insights into accreditation procedures in the country. During this one-day session, participants engaged in insightful discussions, emphasising the impor-
FIBAA ACTIVITIES

FIBAA offered several workshops over the past year, aiming to inform education stakeholders about key topics and provide them with practical insights. One such workshop was the PM Workshop on dual degree programmes, which offered an in-depth exploration of the challenges and opportunities presented by this educational model. Participants had the opportunity to delve into the specifics of dual degree programmes and discuss best practices. Additionally, FIBAA organised a two-day customer workshop on programme accreditation, aimed at supporting educational institutions in their accreditation procedures. During this workshop, participants received practical guidance and tips for preparing for programme accreditation and had the opportunity to engage with experts and clarify their queries. These workshops helped deepen understanding of important educational topics and enhance the quality of educational institutions.

WEBINAR SERIES FOR EXCELLENCE IN DIGITAL EDUCATION®

FIBAA hosted two enlightening webinars as part of its Excellence in Digital Education® (EDE) series, offering valuable insights into key aspects of digital education. In March, the focus was on “Dig-
FIBAA actively engages in various national events and forums to contribute to the discourse on quality assurance in higher education. These gatherings serve as platforms for dialogue, knowledge exchange, and collaboration among stakeholders in the education sector. Here’s a glimpse into some of the notable events FIBAA participated in through an Exchange Round with Speakers from Accreditation Agencies and the Accreditation Council, engaging in fruitful discussions on topics such as sampling methodologies, quality loops, and significant changes in accreditation procedures.

Exchanges organised by the DHSD delved into the challenges and strategies for integrating dual studies into the system accreditation framework, focusing on content integration of learning venues and organisational concepts for collaboration between academic and practical environments.

With the success of the “Learning Analytics – Let’s get started!” webinar, FIBAA plans to continue its exploration of digital education topics, with more webinars scheduled for the coming year. These webinars aim to further illuminate the path towards excellence in digital education, empowering educators and institutions to harness the full potential of digital technologies for teaching and learning.

The webinar not only provided a platform for sharing knowledge but also served as a catalyst for ongoing discussions and exploration of best practices in learning analytics. Following the event, participants expressed their gratitude for the valuable insights gained and looked forward to future webinars in the series.

FIBAA’s Managing Director, Mag. Diane Freiberger, shared insights on the quality evaluation of digital education at the LEARNTEC International trade fair and convention in Karlsruhe. Discussions centered on the evolving landscape of digital learning formats in higher education and the importance of quality assurance in enhancing the digital teaching and learning experience. FIBAA presented its pilot product “Services” at a working group of the Association of Private Universities (VPH), fostering insightful discussions, knowledge sharing, and networking among participants. Participation in the HRK University Rectors’ Conference focused on fostering a culture of recognition in higher education and promoting lifelong learning and student mobility. At EDUCA Berlin, FIBAA revisited the constellation and impact of learning design, with a specific focus on digital education: Perspectives and Quality Assurance,” exploring the evolving landscape of digital education and the measures taken to ensure its quality. Then, in September, the spotlight shifted to “Learning Analytics – Let’s get started!” featuring a distinguished panel of experts ready to delve into the transformative potential of learning analytics in education.

The September webinar, “Learning Analytics – Let’s get started!”, invited participants to embark on a journey into the realm of learning analytics and discover its profound impact on education. With a lineup of esteemed speakers, including Oksana Noorlander, Dr. Anne Kranzbühler, Dr. Oliver Nahm, and Prof. (FH) Karsten Böhm, the webinar promised insightful discussions and practical insights into the application of learning analytics. Attendees had the opportunity to learn from the experiences of these experts and engage in enriching discussions, fostering a collaborative learning environment.
quality assurance in digital higher education and the implementation of internationally comparable quality standards for digital teaching. Another Exchange Forum on System Accreditation provided a platform for stakeholders to exchange insights and best practices in system accreditation procedures.

These participations underscore FIBAA’s commitment to promoting quality and excellence in higher education through active engagement in national events and forums.

Internationally, FIBAA actively participated in several international conferences and forums, showcasing its commitment to advancing quality assurance in higher education on a global scale.

At the ENQA Members Forum held in Tbilisi, Georgia, representatives from FIBAA engaged in discussions on new ideas and developments in quality and quality assurance in higher education. Special topics included the future development of the ESG (European Standards and Guidelines) and priorities for quality assurance leading up to the Bologna Ministerial Conference in 2024. The event provided an excellent opportunity for networking and exchanging insights with other agencies, contributing to a deeper understanding of ENQA’s work and the broader landscape of quality assurance in higher education.

Furthermore, FIBAA’s participation in international conferences extended to symposiums such as “Towards Academic Excellence in Asia Pacific,” where Mag.a Diane Freiberger delivered a keynote speech on the “Quality Barometer towards World-Class University.” This symposium brought together Vice-Chancellors for Academic Affairs to discuss strategies for achieving world-class education in the Asia Pacific region, emphasizing the importance of quality metrics in this pursuit.

Another significant engagement was at the INQAAHE Biennial Conference 2023 hosted by the Independent Agency for Quality Assurance in Education (IQAA) in Astana, Kazakhstan. FIBAA’s Managing Director, Mag.a Diane Freiberger, served as a keynote speaker, addressing the theme “The Use of Learning Analytics in HEI.” Her presentation shed light on the importance of assuring quality in the digital era and highlighted the role of learning analytics in achieving this goal. By sharing insights and lessons learned from FIBAA’s renowned certification, “Excellence in Digital Education,” Diane provided valuable perspectives on navigating the complexities of digital transformation in higher education.

Additionally, FIBAA’s Managing Director, Mag.a Diane Freiberger, virtually participated in the Online International Conference on ESG: Guidelines for Universities and Quality Assurance Agencies in Achieving Their Goals. Her presentation on “ESG Part 1: Standards and Guidelines for Internal Quality Assurance” contributed to the ongoing dialogue on enhancing quality assurance practices in line with international standards.

Overall, FIBAA’s involvement in these international conferences and forums...
underscored its dedication to promoting excellence and innovation in higher education quality assurance worldwide. Through insightful presentations, engaging discussions, and collaborative partnerships, FIBAA continues to play a pivotal role in shaping the future of higher education quality assurance on a global scale.

**International Affairs**

In the dynamic landscape of international higher education, fostering international affairs is paramount for educational institutions seeking to expand their global reach and enhance academic collaboration. This chapter delves into international affairs, exploring the initiatives, partnerships, and engagements undertaken by FIBAA to promote cross-border cooperation, facilitate academic mobility, and uphold quality standards in education on a global scale.

**FIBAA DEEPENS TIES WITH NCEQE**

April marked a significant milestone in FIBAA’s international engagement as our Managing Director, Mag. Diane Freiberger, convened with Lasha Margishvili, Deputy Director at the National Center for Educational Quality Enhancement (NCEQE) of Georgia. The occasion was momentous: the formal signing of a Memorandum of Understanding (MoU) between FIBAA and NCEQE, paving the way for enhanced collaboration and mutual support in the realm of educational quality assurance.

The signing ceremony was held during the ENQA: European Association for Quality Assurance in Higher Education Members’ Forum in Tbilisi, Georgia, underscoring the shared commitment of both institutions to fostering excellence in higher education. The MoU signifies a commitment to future joint initiatives, providing a framework for ongoing dialogue and cooperation between FIBAA and NCEQE.

Already, the partnership has commenced with a staff exchange programme, facilitating knowledge sharing and capacity building. Viktoria Dermanowski, Division Manager for National Procedures at FIBAA, has embarked on a visit to NCEQE, fostering deeper understanding and collaboration between the two organisations.

This collaboration represents a significant step forward in promoting quality assurance in higher education, not only in Georgia and Germany but also on the international stage. FIBAA expresses gratitude to NCEQE for their dedication and looks forward to the fruitful outcomes of this partnership in the years to come.
FIBAA JOINS CEENQA BOARD:

FIBAA is proud to announce its representation on the board of the Central and Eastern European Network of Quality Assurance Agencies in Higher Education (CEENQA). Our Managing Director, Mag.a Diane Freiberger, has been appointed as a member of the board, and we are thrilled about the contributions she can make in this role. Being part of CEENQA provides FIBAA with an excellent opportunity to collaborate with other quality assurance agencies in the region, share best practices, and contribute to the advancement of quality assurance in higher education. We look forward to actively engaging with the network and leveraging our expertise to support its mission.

FIBAA'S INDONESIA TOUR ELEVATES HIGHER EDUCATION QUALITY STANDARDS

In April and May 2023, FIBAA embarked on a fruitful tour in Indonesia, engaging with the vibrant landscape of higher education in the country. The tour commenced with a workshop attended by 300 participants representing 77 universities, underscoring the robust interest in quality assurance and accreditation. Following this, FIBAA conducted ceremonies to award its prestigious Quality Seal for Programmes to 16 universities and higher education institutions (HEIs), acknowledging their commitment to excellence in education.

During the visit, discussions were held with multiple universities, fostering dialogue on accreditation practices and quality enhancement strategies. Additionally, FIBAA representatives met with key stakeholders, including the national accreditation agency BAN-PT and the Ministry of Education, to discuss the evaluation of digital teaching quality—an increasingly pertinent aspect of modern education.

A highlight of the tour was the official ceremony at UIN Sunan Kalijaga Yogakarta, where FIBAA’s Managing Director Mag.a Diane Freiberger and Division Manager for International Procedures Viktoria Dermanowski congratulated the teams and individuals behind the accredited programmes. The event was followed by a well-attended workshop, facilitating knowledge exchange and collaboration among attendees.

Subsequently, Mag.a Diane Freiberger and Viktoria Dermanowski embarked on visits to several universities across Indonesia, including Universitas Airlangga, Universitas Islam Indonesia, Universitas Kristen Indonesia (UKI), and Universitas Katolik Indonesia Atma Jaya. These interactions further enriched the exchange on accreditation practices and highlighted the commitment of Indonesian institutions to quality assurance in higher education.

Overall, the Indonesia tour underscored FIBAA’s dedication to fostering international collaboration, promoting quality assurance, and supporting the continuous improvement of higher education institutions worldwide.

In the wake of the ENQA: European Association for Quality Assurance in Higher Education Forum held in April, FIBAA's...
In July, we had the distinct honour of welcoming a delegation from Universitas Airlangga to our Bonn office, marking a significant step towards enhancing international academic collaboration and fostering global partnerships.

Throughout the day, fruitful discussions took place, facilitating a meaningful exchange of ideas and insights. The agenda centred around exploring the potential for vocational studies programmes and delving into the intricacies of institutional accreditation. UNAIR expressed a keen interest in leveraging FIBAA’s expertise in quality assurance for digital pedagogy, underscoring their commitment to excellence in education.

More than just a visit, this encounter served as a bridge of knowledge, connecting individuals and institutions
A heartfelt thank you goes out to the dedicated teams at FIBAA and Hobéon for their unwavering commitment and tireless efforts in making this collaboration a reality. Together, we are shaping the future of education, one step at a time.

FIBAA AT EQAF 2023

In a dynamic landscape where internationalisation shapes the future of education, FIBAA actively participated in the European Quality Assurance Forum (EQAF) 2023 held in Aveiro, Portugal. Themed “Internationalisation in a changing world: New trends and challenges for QA,” the forum provided a platform for insightful discussions and exploration of emerging trends.

In a recent milestone, our Managing Director, Mag. Diane Freiberger, and our Division Manager for International Accreditation, Viktoria Dermanowski, had the privilege of sharing their insights in the Hobeon Jubile Special, shedding light on the transformative collaboration between FIBAA and Hobéon, Huis van het Onderwijs.

Discover the promising partnership that is reshaping global education landscape and dive into the full interview to gain valuable insights into the innovative initiatives and collaborative efforts driving this transformative journey!

Leading FIBAA’s engagement at EQAF 2023 was our Division Manager for International Accreditations, Viktoria Der-
manowski. She presented a compelling session on the “Impact of International Accreditation on the Internationalisation Strategy of Indonesian Higher Education Institutions,” shedding light on the transformative role that accreditation plays in shaping global education standards.

The event was not just about presentations; it was a vibrant hub of exchange and networking. Engaging discussions with stakeholders from diverse backgrounds enriched our understanding of the evolving challenges and opportunities in quality assurance within higher education. These interactions facilitated the forging of new connections and collaborations, reinforcing FIBAA’s commitment to fostering global partnerships.

As we returned from EQAF 2023, we brought back valuable insights and perspectives that will inform and enhance our accreditation procedures at FIBAA. Stay tuned as we integrate these learnings to further strengthen our commitment to quality assurance and internationalisation in education.

**FIBAA’S JOURNEY IN VIETNAM**

In December 2023, as the year drew to a close, FIBAA’s Division Manager for International Accreditation, Viktoria Dermanowski, embarked on an enriching journey into the educational landscape of Vietnam. This insightful visit offered a unique opportunity to delve into the vibrant higher education sector of the country, with a particular focus on Ho Chi Minh City and Hanoi.

A standout moment during the visit was the privilege of meeting with representatives from the Viet Nam Education Quality Management Agency (VQA), a crucial entity operating under the Ministry of Education & Training. Engaging in dynamic discussions on Quality Assurance and Quality Enhancement in Higher Education in Vietnam proved to be both an honor and a valuable experience for FIBAA.

The exchange of ideas and perspectives during the visit fostered mutual understanding and laid the groundwork for potential collaborations in the future. FIBAA and Viktoria Dermanowski extend heartfelt appreciation for the warm reception, open dialogue, and stimulating conversations extended by our hosts in Vietnam.

As we look ahead, FIBAA remains committed to nurturing partnerships and contributing to the advancement of education quality on a global scale. Here’s to a year of fruitful collaborations, shared successes, and continued growth!
Consulting Matters

CONSULTING ACTIVITIES

FIBAA’s consulting activities encompass a spectrum of projects aimed at facilitating institutional growth and excellence in education. Among our recent accomplishments are several completed projects, including consultancy services for university establishment in Switzerland and Germany. In Switzerland, our consultancy resulted in the development of a Strategic Development Plan (SDP) tailored to meet the requirements for institutional accreditation. Similarly, in Germany, we provided strategic guidance for university establishment, resulting in the formulation of an SDP for submission to the German Council of Science and Humanities.

Additionally, FIBAA offers a range of consultancy services, including support for concept accreditation in Switzerland, guidance for university establishment in Germany (specifically in Mecklenburg-Vorpommern), and assistance in selecting international accreditations. These offerings are crafted to address the unique challenges and goals of each institution, ensuring tailored solutions that drive sustainable growth and excellence.

Furthermore, to bolster our consulting division, FIBAA has introduced a qualified candidate for the position of Deputy Division Manager for FIBAA Consult. This role will play a pivotal part in providing strategic direction and operational support, enabling us to deliver unparalleled consulting services to our clients.

With a clear commitment to excellence and innovation, FIBAA’s consulting activities will make a significant impact on the higher education landscape. By leveraging our expertise and resources, we empower institutions to navigate complex challenges, seize opportunities, and achieve their full potential in today’s dynamic educational environment.

INTRODUCING SERVICES

FIBAA is proud to unveil its innovative consulting services tailored to meet the diverse needs of higher education institutions. Our comprehensive consulting solutions are designed to provide institutions with strategic guidance and support across a wide range of areas, ensuring they thrive in an ever-evolving educational landscape. To kickstart this initiative, we have prepared a concise one-pager outlining the benefits and scope of our consulting services, aimed at acquiring pilot customers and showcasing the value we bring to the table.
NEUE CHANCE FÜR SYSTEMAKKREDITIERTE HOCHSCHulen UND JENE, DIE DAS VERFAHREN PLANEN

INTERN E QUALITÄTSSICHERUNG (QS) MIT «FIBAA SERVICES FÜR HOCHSCHULISCHE QS»

Systemakkreditierte Hochschulen in Deutschland sind verpflichtet, einen internen Prozess zur Qualitätssicherung für die Akkreditierung und Re-Akkreditierung von Studiengängen auszuarbeiten, einzuführen und umzusetzen.

Akkreditierung und Re-Akkreditierung von Studiengängen ist Kernaufgabe der FIBAA.

Ab dem Wintersemester 2023 bietet FIBAA eine inhouse Dienstleistung unter dem Pilot-Arbeitstitel «FIBAA Services für hochschulische Qualitätssicherung».

Die Services sind modular aufgebaut – entscheiden Sie als Hochschule, welche Services Sie nutzen möchten.

INTERNE QUALITÄTSSICHERUNG:

NOTWENDIGE TÄTIGKEITEN

• fachliches Know-how zu aktuellen Richtlinien der MRVD und Darstellungen in den FAQs des AR aufbauen und aktuell halten
• personelle Ressourcen freistellen oder / und schaffen
• Fristen für die Akkreditierung und Re-Akkreditierung einhalten
• Akreditierungsverfahren einrichten und etablieren (Entscheidungsgremien, GutachterInnen, SD & Gutachten)

FIBAA ÜBERNIMMT DABEI

• Fristen-Monitoring für Re-Akkreditierungen
• Beratung zur Ausarbeitung und Optimierung von Verfahren und Prozessen sowie bestehender Infrastruktur
• fristgerechte Akkreditierungen und Re-Akkreditierungen von Studienprogrammen
• Konzeptakkreditierungen neuer Studienprogramme

ZUSAMMENARBEIT, VON DER SIE PROFITIEREN:

IHR MEHRWERT

• Sie agieren stets auf Basis aller aktuellen rechtlichen Auslegungen
• Ihnen stehen erfahrene FIBAA ProjektmanagerInnen sowie das umfangreiche FIBAA GutachterInnen-Team zur Verfügung
• der Akkreditierungsstatus Ihrer Studienprogramme ist zu jedem Zeitpunkt sichergestellt

SIE BLEIBEN SPEZIALIST FÜR LEHRE UND FORSCHUNG, WIR ÜBERNEHMEN IHRE QUALITÄTSSICHERUNG!

Werden Sie Pilotkunde der «FIBAA Services für hochschulische Qualitätssicherung».

Wir freuen uns darauf, den Weg mit Ihnen gemeinsam zu gehen.

Diane Freiberger, FIBAA Geschäftsleiterin

KONTAKT UND ANSPRECHPARTNERIN

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fibaa.org
FIBAA EXPERTS

Enhancements and Innovations

In our continuous efforts to enhance FIBAA’s Expert Management processes, we have implemented various initiatives aimed at improving efficiency, effectiveness, and transparency. One of the key areas of focus has been the updating of essential documentation to ensure accuracy and relevance. This includes the revision of existing materials such as the assessment forms and associated annexes, as well as the development of new documents like the Privacy Policy and Declaration of Impartiality.

Additionally, we have introduced a pilot phase for a new Gutachtersuchformular (assessment form) to streamline the process of identifying and selecting suitable experts. This form aims to gather comprehensive information about potential assessors, including their qualifications, expertise, and availability, to facilitate better matching with assessment assignments.

To complement these efforts, we have invested in video production to create informative content that explains the role, responsibilities, and benefits of being a FIBAA Expert. This initiative aims to attract a diverse range of experts and rejuvenate the pool of Experts by reaching out to new audiences through various channels such as social media, job boards, and professional networks like LinkedIn.

Furthermore, we have implemented measures to improve the effectiveness of pre-assessment communications, with the goal of saving time for both FIBAA Experts and Project Managers. By providing clear and concise information upfront, we aim to streamline the assessment process and minimise unnecessary delays or misunderstandings.

In addition to these operational enhancements, we have undertaken initiatives to optimise data management and archiving processes. These efforts ensure that our systems are up-to-date, organised, and conducive to efficient workflow management.

Moreover, we have revamped the Expert Management homepage, refreshing the content and layout to provide visitors with a more user-friendly and informative experience. This includes updating text content and providing access to essential documents and resources for assessors.

Looking ahead, we are exploring the establishment of regular short training sessions or podcasts to provide ongoing education and support for both existing and new Experts. These initiatives aim to facilitate onboarding for new Experts and ensure that all Experts are equipped with the necessary knowledge and skills to perform their roles effectively.

Furthermore, we are actively expanding our pool of Experts through targeted recruitment efforts, including the issuance of OnePager advertisements in various online platforms resulting in the successful recruitment of 77 new Experts in 2023.

Through these initiatives, we are committed to enhancing the effectiveness, efficiency, and transparency of FIBAA’s Expert Management processes, ensuring that we continue to uphold the highest standards of quality assurance in higher education accreditation and certification.
FIBAA QUALITY MANAGEMENT

Our Approach and Initiatives for Driving Excellence

In our relentless pursuit of excellence, Quality Management (QM) stands as a cornerstone of our operations, under the stewardship of Jubin Hadadi. Internally, our QM initiatives aim to optimise processes, enhance quality standards, and foster satisfaction among both our esteemed clients and our dedicated team members.

To achieve these objectives, we employ a multifaceted approach. Firstly, through rigorous process analysis, we identify areas for improvement and implement strategies to streamline our workflows. Additionally, the adoption of new tools and methodologies allows us to stay at the forefront of best practices in quality management. Equally important is our commitment to raising awareness through collaborative teamwork, ensuring that every member of our organisation is invested in our pursuit of excellence.

INTERNAL ACTIVITIES

Internally, our QM activities are structured around several key components. Through ViFlow, our process management tool, we can visualise and optimise our workflows, ensuring transparency and accountability at every step. This platform not only allows us to clearly delineate processes but also facilitates the allocation of roles and responsibilities, empowering our team members to take ownership of their respective areas.

EXTERNAL ACTIVITIES

Externally, we remain steadfast in our commitment to meeting and exceeding regulatory standards. Our adherence to stringent quality management reporting requirements, as well as our compliance with ENQA standards, underscores our unwavering dedication to quality assurance.

As we move forward, the insights gleaned from our Quality Management reports serve as a roadmap for continuous improvement. From streamlining processes to enhancing our Customer Relationship Management system, each measure derived from these reports is aimed at driving efficiency and enhancing the overall quality of our services.

In essence, our commitment to Quality Management is not merely a reflection of our dedication to excellence but also a testament to our unwavering commitment to the satisfaction of our clients and stakeholders. Through continuous refinement and innovation, we are poised to remain at the forefront of quality assurance in our field.
FIBAA MARKETING ACTIVITIES

Elevating Initiatives

In alignment with our strategic objectives aimed at enhancing customer satisfaction and improving the overall customer journey, we have embarked on a journey to enhance our marketing activities. Our goal is to create a seamless and engaging experience for our clients, from the initial interaction with our brand to the final engagement with our services. By focusing on the enhancement of our marketing efforts, we aim to better understand the needs and preferences of our target audience, tailor our messaging to resonate with them effectively, and ultimately build stronger relationships with our clients. Through innovative marketing strategies and initiatives, we strive to elevate our brand presence, increase customer engagement, and drive sustainable growth for FIBAA.

Our website, fibaa.org, serves as a pivotal platform for engaging with our audience, providing valuable information about our services, accreditation procedures, and industry insights. Over the past year, we’ve seen significant growth in website traffic, with a steady increase in both page views and user engagement. By implementing strategic enhancements and structuring our content more effectively, we aim to further optimise the user experience and ensure that visitors can easily navigate the site to find the information they need.

We are thrilled to report on the continued success and growth of our LinkedIn channel, building upon the outstanding accomplishments highlighted in the previous year. Since the end of April 2020, we have witnessed remarkable progress, with our follower count soaring to new heights. By December 2023, our follower count had reached an impressive total of 399, marking a significant increase from the previous year.

Furthermore, we are delighted to announce that our LinkedIn channel has maintained its exceptional ranking, securing the coveted top position among our esteemed competitors. Compared to renowned accreditation agencies our commanding presence and influence in the industry are evident.

In addition to our remarkable growth and ranking, we have conducted thorough analyses to evaluate the perfor-
Moving forward, we remain committed to leveraging LinkedIn as an invaluable tool for expanding our professional network, sharing industry updates, and connecting with key stakeholders. With a growing number of followers, reaching 644 in December 2023, we continue to amplify our reach and foster meaningful conversations within the higher education community.

Through targeted content creation, sponsored posts, and strategic engagement, we are dedicated to strengthening our presence on LinkedIn and solidifying our position as thought leaders in the accreditation and certification space. We are immensely grateful to our loyal followers and supporters who have played an instrumental role in our success, and we look forward to continuing our upward trajectory as we embark on exciting new endeavors.

In the past year, we have continued to produce and upload new content, expanding our video library to cover a diverse range of topics and address the evolving needs of our audience. Our commitment to delivering valuable content and support in their quality development journey remains unwavering.

In December 2023, our YouTube channel experienced continued growth, with subscriber numbers reaching 34 and video views experiencing a significant uptick compared to previous quarters. We are immensely grateful to our viewers for their participation, feedback, and engagement as we continue to embark on this exciting endeavor to deliver valuable content and support.

We are also excited to announce that additional videos are currently in production and planning stages, further enriching our channel with valuable content.

We are delighted to report on the continued success and expansion of our YouTube channel, FIBAA Insights, building upon the exciting addition to our marketing initiatives introduced last year. Embracing the power of video-based content, we have aimed to engage and inform our audience in a dynamic and visually captivating manner.

Since its launch in September 2022, FIBAA Insights has evolved into a dynamic platform for sharing informative and engaging video content. From programme highlights to testimonials and informational videos, we have leveraged YouTube to provide our audience with a multimedia experience that complements our other marketing efforts.

Stay tuned for more insightful content coming soon to FIBAA Insights.
OUTLOOK 2024

FIBAA STRUCTURE

• FIBAA Anniversary — 30 Years of Excellence

FIBAA STRATEGY 2030

• Introduction of a CRM
• Sharepoint Migration for Data Storage

FIBAA ACTIVITIES

• Further FIBAA presence and market penetration
• New Pilot Product “Services for HEI” — national launch
• In-depth exploration of “Micro-Credentials”

FIBAA QUALITY MANAGEMENT

• ENQA progress visit

NOTES ON DATES

F-ACC Meetings
• 6 March 2024
• 14 June 2024
• September 2024
• 27 November 2024
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