**QUALITY ENHANCEMMENT CELL**

The purpose of establishing Quality Enhancement Cell (QEC) at PIFD, Lahore is to enhance the quality practices in curriculum, research and assessment. The sole objective of this exercise is to excel in academics and research nationally and internationally. QEC acts as facilitator for the teachers and the students to enhance their performance in every field.

The prime task of QEC is to make the idea of Self Assessment (SA) acceptable and to facilitate the staff to assess themselves and improve instead of monitoring them. QEC is to identify the strength and area of improvement through the prescribed SA procedure and to ensure the implementation and remedial measures. Ultimate aim of quality education could only be achieved by developing the habit of self evaluation which is merely impossible without changing the culture of the institute.

The quality enhancement is a process which enables us to determine new milestones and to set new goals after attaining the previous and it is continuous of achieving the standards near to perfection. The main focus of quality assurance program is continuous professional development of staff, self assessment report, academic audit and assessment of academic departments in terms of their degree programs working within the Quality Assurance Frame Work.

PIFD has already practicing quality assurance and enhancement procedure since its inception and now QEC to expedite these efforts and enable the institute to continuously enhance the quality of its processes and services. QEC is operated in this institute for the execution of Quality Assessment (QA) policies designed by Quality Assurance Agency (QAA) under the auspices of Higher Education Commission (HEC) with uniformity of pace and standards. The quality aspect has therefore always dominated the decision making by the institution through the development of faculty, infrastructure, curriculum and improvement in learning environment with good governance.

**VISION**: To be a leading public sector higher education institution in the areas of fashion and design by taking best quality assurance measures to ensure highest quality of education compatible and competitive with the international standards.

**MISSION**: To deliver high quality teaching and learning with sustainable quality strategies in academics to meet the challenges of the rapidly changing world that consistently emphasize:

* Creativity and innovation;
* Industry relevance and employability;
* Enterprise and entrepreneurship;
* Professional excellence; and
* Socially responsible with ethical professional practice.

QAA outlined the process of conducting SA of academic programs and requires institution to conduct periodic SA in order to improve them and ensure higher academic standards. SA is an important tool for academic quality assurance and provides feedback for faculty and administration to initiate action plans for improvement with the following objectives:

* Creation of collective commitment to enhance quality within the institution;
* Clear definition of customers (the student and his sponsor) needs satisfaction consistent with appropriate quality measures and professional standards;
* Giving consideration to the requirements of industry, commerce and the public sector;
* Identification of preventive actions and controls to avoid customer dissatisfaction; and
* Continuous (and never ending) review of service requirements to identify opportunities for service quality improvement.

**ORGANOGRAM**

**Vice Chancellor**

**Director**

**HEC/QAA**

**Deputy Director**

**Assistant Director**

**Data Analyst**

**SELF ASSESSMENT PROCEDURE**

QEC initiates SA through the dean one semester prior to the assessment

Department forms the PT that will be responsible for preparing SAR

QEC reviews the Documentation within one month

SAR

Complete

YES

NO

The Vice Chancellor / Rector forms the AT in consultation with the concerned dean based on the recommendation of the QEC

QEC plans and fixes AT visit

The AT conducts assessment and presents its findings to QEC, Dean, PT and dept. faculty

The QEC submits an executive summary to the Vice Chancellor / Rector

Department prepares implementation plan as in table A.2

Follow up of the implementation plan by QEC

**Legend**

|  |
| --- |
| * QEC: Quality Enhancement Cell |
| * PT: Program Team |
| * SA: Self Assessment |
| * SAR: Self Assessment Report * AT: Assessment Team |

**PROGRESS**

During the period under report, QEC conducted the awareness sessions and seminars with the Program Teams (PTs) of all the six (06) departments and faculty to apprise them about Self Assessment Manual (SAM) through powerpoint presentation in accordance with following plan particularly eight (08) Criteria, its thirty one (31) associated Standards and ten (10) Survey Forms in detail for preparation of Self Assessment Report (SAR) of the Departments in terms of their academic programs:

|  |  |
| --- | --- |
| 1. Overview; | vi. TORs of Program Teams; |
| 1. QEC Establishment; | vii. Self Assessment Criteria, Standards and Survey Forms |
| 1. Definitions; | viii. Concluding Remarks; |
| 1. QEC Functions; | ix. Conclusion; and |
| 1. Self Assessment Procedure; | x. Question and Comments. |

|  |  |  |
| --- | --- | --- |
| **Sr.No** | **Name** | **Designation** |
| **Department of Fashion Design** | | |
| 1 | Ms. Umber Zahid | Associate Professor, Textile Design **(Team Leader)** |
| 2 | Ms. Saira Bano Khan | Assistant Professor, Foundation Year Studies |
| 3 | Ms. Faiza Khalid | Assistant Professor, Fashion Design **(Subject Expert)** |
| **Department of Fashion Marketing & Merchandising** | | |
| 1 | Ms. Shawana Abid | Associate Professor, Fashion Design **(Team Leader)** |
| 2 | Ms. Farah Sharif | Assistant Professor, Foundation Year Studies |
| 3 | Ms. Amna Tahir | Lecturer, Fashion Marketing & Merchandising **(Subject Expert)** |
| **Department of Textile Design** | | |
| 1 | Mr. Muhammad Asim Naeem | Associate Professor, Fashion Design **(Team Leader)** |
| 2 | Ms. Faiza Khalid | Assistant Professor, Fashion Design |
| 3 | Mr. Allah Dad | Assistant Professor, Textile Design **(Subject Expert)** |
| **Department of Jewellery Design & Gemological Sciences** | | |
| 1 | Ms. Florence Plair | Assistant Professor, Fashion Design **(Team Leader)** |
| 2 | Mr. Waqas Ahmad | Assistant Professor, Fashion Design |
| 3 | Ms. Hinna Javed Chowdhry | Assistant Professor, Jewellery Design & Gemological Sciences  **(Subject Expert)** |
| **Department of Furniture Design and Manufacture** | | |
| 1 | Mr. Javed Akhtar Mir | Associate Professor, Leather Accessories and Footwear Design  **(Team Leader)** |
| 2 | Mr. Allah Dad | Assistant Professor, Textile Design |
| 3 | Ms. Amal Qureshi | Lecturer, Furniture Design & Manufacture **(Subject Expert)** |
| **Department of Leather Accessories & Footwear Design** | | |
| 1 | Ms. Hinna Javed Chowdhry | Assistant Professor, Jewellery Design & Gemological Sciences  **(Team Leader)** |
| 2 | Mr. Waqas Ahmad | Assistant Professor, Fashion Design |
| 3 | Mr. Javed Akhtar Mir | Associate Professor, Leather Accessories and Footwear Design  **(Subject Expert)** |

In order to conduct assessment of the academic programs in view of SARs, the Vice Chancellor constituted the following Assesment Teams (ATs) comprising 2-3 senior faculty members including one subject expert in consultation and recommendation of QEC:

**Assessment Teams**

There are following ten (10) Survey Forms whose feedback has to be incorporated in the SAR:

|  |  |
| --- | --- |
| 1. Faculty Evaluation Form | 1. Faculty Resume |
| 1. Course Evaluation Form | 1. Alumni Survey |
| 1. Survey of Graduating Students | 1. Employer Survey |
| 1. Faculty Course Review Report | 1. Department offering Ph.D Program |
| 1. Faculty Survey | 1. Research Student Progress Review |

Initially, QEC has conducted survey of Faculty and Course Evaluation of Spring Semester 2014 in accordance to an activity chart as annexed for perusal. Evaluation Reports were delivered to the Faculty under confidential cover about their performance.

After receipt of SAR from PT through the Course Coordinator/Head, Department of Fashion Marketing and Merchandising, AT visited the department and assessed the academic program in the presence of Head QEC, Course Coordinator/Head of Department, PT and Faculty and submitted the Assessment Report which depicted the status of addressing the criteria and its associated standards, identified strengths and weaknesses of the academic program with recommendations for improvement as under:

* **Status**: Very good to excellent.
* **Strengths**: i) Curriculum is one of its kind for Fashion Marketing in Pakistan;

ii) International exposure to faculty and students;

iii) Very strong industry linkages; and

iv) 100% employment.

* **Weakness**: More faculty required with Master and Ph.D.
* **Recommendations**: i) Master program must be started;

ii) More faculty needs to be sent for higher studies; and

iii) Curriculum needs to be developed for Masters.

QEC convened the 1st Exit Meeting of the Department wherein AT, PT and all faculty members participated. The Team Leader AT presented her findings as well as recommendations in detail regarding allocation of scores on all the eight (08) criteria and its associated standards. The outcome of this whole SA process is that the department falls under the category of result, **“Good to excellent performance in all areas”** as per Criteria Reference Self Assessment.

Course Coordinator/Head of Department submitted the Assessment Results Implementation Plan Summary based on AT findings/weaknesses, corrective actions to be taken, assignment of responsibilities and a time frame for such actions in terms of SA procedure to QEC for follow up.

At the end of SA process, Head QEC submitted an Executive Summary regarding SAR of the department in terms of academic program and Assessment Results Implementation Plan Summary to the Vice Chancellor for perusal/consideration and the same was placed before the Academic Council in its 12th meeting held on 2nd December, 2014 for information.