

# Elements of the Quality of University Educational Institutions Considering the Information Revolution

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## **Abstract**

*The study aimed to identify the elements of the quality of university educational institutions considering the modern information revolution, where the qualitative analytical approach was used to track the quality of university educational institutions. It is represented by faculty members, students, and scientific research, which leads to the creation of distinguished educational quality, competition, and keeping pace with technological and informational progress and development, whose impact is reflected on society in general and on individuals in particular.*

**Keywords:** Elements, Total Quality, Quality of University Educational Institutions, Higher Education, Information Revolution.

## **INTRODUCTION**

Quality has become an essential and necessary element for any institution that provides its services in a global competitive manner, and universities consider the most important elements and tools for the progress, development and prosperity of any society. Universities are the first institutions entrusted with the preparation of professionals and specialists for all sectors of society. Universities are also responsible for the progress and advancement of society and raising the state's status among the worlds. Universities in developed countries such as the United Kingdom contribute a large percentage to the economy. 2011 approximately 73 billion pounds sterling This illustrates the importance of universities in the countries of the world in various sectors of society (Al-Momani & Al-Rabadi, 2022; Amira, 2013; Najjar, 2019)

Quality is considered One of the most important terms that appeared in the last century, as it appeared for the first time in Japanese thought in 1962 during the development of the Japanese industry and its achievement of proficiency rates in the industry described as high quality, and then the concept moved after that to the United States of America to be widely used in the field of vehicle manufacturing technology Aerospace and rocketry that requires the quality of every part of a spacecraft or rocket not to accept the slightest degree of error (AL-Momani & Rababa, 2022; Merzouga, 2014; Badrakhan, 2016)

Quality is considered in undergraduate institutions Basis Progress for the quality of all institutions of society; Because graduates of university institutions are the bearers of the banner of progress and progress in various institutions and sectors of society, which obliges us to pay attention to the quality of university education in the era of the information revolution that has made the world a small village that can evaluate each other. The present working paper addresses the elements of an investigation quality in university institutions (AL-Momani, 2022; Al-Nouri, 2016)

## **Problem the Study**

considered the founder The university is what graduates the leaders of society and its decision makers, and university graduates influence the progress and advancement of any society, which places a heavy burden on universities to raise the level of their graduates in a way that qualifies them to take responsibility for the renaissance of their countries, and graduates of university institutions are affected by the quality of those universities, and since the quality of universities is affected by multiple elements if What has been achieved, the university quality will be achieved(Al-Momani, 2022; Gouda, 2012; Al-Zubaidi, 2017)

A problem the study Present In determining the elements of quality in university institutions in the era of the

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information revolution, and given that our contemporary world is brimming with many colors and types and complex challenges to improve the quality of education, so we had to develop a new philosophy for the development of education aimed at introducing the concept of total quality and reconsidering the entire educational system and adapting it to comply with the information age, for several reasons, perhaps the most important of which are (scientific, technological and economic challenges, the increasing social demand for education, the need to employ available resources, achieve sustainable development and change in lifestyle.

Have The application of total quality in higher education has become an urgent matter to interact and deal efficiently with the variables of an era characterized by the acceleration of knowledge and technology, and in which the fever of conflict and competition between individuals, groups and institutions is increasing. However, education must be of high quality. And based on that problem can be identified the study Present In answering the following questions:

What are the basic elements needed to achieve quality in university institutions?

What are the proposals to support each element of university quality from international experiences?

### **Importance the Study**

The importance of the study is evident in the following:

Importance theory:

Developing a theoretical academic vision of the elements of achieving educational quality in university institutions.

applied significance:

Submit proposals to achieve the elements of educational quality in university institutions based on the expertise and experiences of developed countries.

### **Goals the Study**

Definition of quality in university institutions according to international standards.

Determine the elements of educational quality in university institutions.

Developing a vision for proposals for developing university quality elements.

### **Definition of Quality**

knows her dictionary (Webster new world) as superiority and distinction of a particular quality of product.

As The Oxford American Dictionary defines it as a degree or level of excellence.

The quality of products or services is considered one of the main factors that contribute to the success or failure of institutions of all kinds, and therefore it seeks to provide products and services of high quality through which it can achieve a competitive advantage that achieves the satisfaction of the customer or the recipient of the service, and for the purpose of clarifying what quality is, several concepts have been proposed. Quality includes suitability for use, the degree to which the product or service satisfies the needs of the recipient, and the degree to which the product conforms to scientific, technical and engineering design specifications. Accordingly, quality can be divided into:(AL-Momani & Rababa, 2022; Abu al-Haija, 2006). 1-

### **Design Quality**

It is how the specifications of the product or service meet the needs and desires of the recipient or consumer, and it is the quality from the point of view of the recipients of the service, students and parents.

Matching quality: It includes manufacturing the product in accordance with the scientific, technical and engineering design specifications, which is quality from the point of view of the educational institution.

Thus, it can be said that poor quality can occur for two reasons. The first is the lack of conformity between

consumer expectations and design specifications, which is known as design quality deviation. The second is the lack of conformity between design specifications and actual results, which is known as symmetry quality deviation. (Maree, 2016). This applies to education if the outputs of the educational process for students do not keep pace with international rates or what society expects from its educational system..

### **The Concept of Quality in the Educational Field**

The definition of quality in the educational process does not differ from the definitions of quality in other fields such as industry, commerce or tourism except in the final product, which is the level of the student and his academic, professional, psychological and social preparation to be an active and influential element in his society.(Rhodes, 1997) It is an administrative process based on several values and information through which the talents and capabilities of teachers are employed in various fields to achieve continuous improvement of the objectives of the educational institution..

As he knew (Mustafa, 2019) Education quality as: “a set of items from the inputs, processes and outputs of an educational system, which meet the strategic aspirations of the internal and external public.

Know (Mohsen,2017) Quality is evoking the needs and desires of the learners, society and all beneficiaries of the education service inside and outside the educational institutions, and developing educational programs according to standards that guarantee response to those needs and desires to a degree that is compatible with the expectations of the beneficiaries and obtains their satisfaction, and these programs are subject to improvement and development.

We can identify quality elements in university institutions A set of interconnected elements, as shown in the following figure (1):



**Figure (1)** Elements of quality in university institutions

Accordingly, and previously mention it We can define educational quality procedurally in the following points:

Meeting learners' educational needs according to scientific bases that keep pace with international standards.

Preparing and qualifying teachers to be highly skilled in meeting students' needs according to scientific standards.

The quality of scientific research, its feasibility and community benefit from it.

Develop community programs that enrich community work and contribute to the development of the environment.

Establishing a system of follow-up, accounting, evaluation and evaluation according to the expectations of the community in order to achieve the best performance rates for the educational institution.

Establishing a mechanism for the submission and susceptibility of the university educational system to continuous development and improvement for the better.

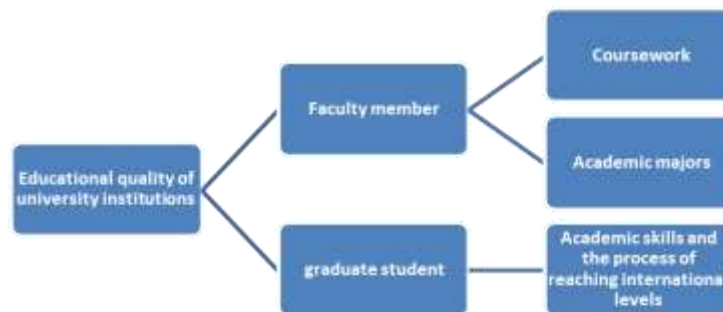
The researcher will address the elements necessary to achieve quality according to the definitions and theoretical frameworks previously presented, as we will address the following elements Shown in Figure No.



**Figure (2)** Elements of achieving quality in university institutions

**First - the Quality of The Education Process Within University Institutions**

The quality of education within university institutions means that the graduate of these institutions is able to carry out his role and functional tasks with a high efficiency comparable to international universities, and we can define this in the following axes Shown in Figure No. (3): (Mustafa, 2019;AL-Momani & Rababa, 2022; Rouman, 2014; AL-Kaser, 2018)



**Figure (3)** Axes of the quality of the process of achieving quality in university institutions

**STUDENT QUALITY**

The student is one of the main axes in the educational process, because these institutions were established to serve him and for him. The quality indicators associated with this axis are multiple, including the selection of students, so that the selection process takes into account the student’s health, practical, cultural and psychological qualification to be able to understand, assimilate and interact with the faculty members, and his

quality is measured by Through his ability to create, create, innovate, excel, possess a critical mind, participate in self-critical discussions, and build his personality and integrity.

### **Quality of the Faculty Member**

The quality of the teaching staff is one of the important factors for the quality of higher education. The quality of the teaching staff is one of the important factors for the quality of university education.

### **University Courses and Scientific and Cultural Qualification**

University courses and academic qualification for graduates must be characterized by good behavior, required practical experience, self-development, outstanding academic and professional performance, and contribution to community service.

### **Quality Of Educational Programs and Teaching Methods**

The quality of educational programs, study plans and teaching methods stems from this axis in terms of content, method and style, the extent of their comprehensiveness, depth, flexibility and absorption of variables, and the recent developments of the knowledge revolution in the era of communications and the extent of their contribution to the formation and refinement of the student's personality..

## **Second - The Quality of Scientific Research**

Scientific research and postgraduate studies are among the most important functions of any university, and research is the feature that distinguishes university institutions from others. Because it contributes to solving the problems of society and developing all its sectors. Also, scientific research is a tool for society to build its civilization and achieve its renaissance and progress. Scientific research must be characterized by quality, which is one of its characteristics (Al-Khatib, 2020; Dalalshah, 2006)

Its relevance to solving society's problems, and to be closely linked to society's issues and demands.

Modernity, originality, feasibility of research and its relevance to international standards.

The quality of scientific research, its honesty and integrity, and the absence of plagiarism.

Training researchers on scientific publishing and eliminating electronic illiteracy for Arab researchers.

Develop the necessary rules to make scientific publishing a condition for obtaining master's and doctoral degrees and scientific promotions.

This is achieved by encouraging scientific research, allocating the necessary budgets for it and cadres capable of supervising it, and the existence of scientific plagiarism detection programs.

## **Third - Quality in the Field of Community Service and Environmental Development**

The field of community service and environmental development is one of the most important functions of universities around the world. This is because the university is an inseparable part of the environment and the society in which it resides, which obliges the university to provide its community services in a way that advances the interests of societies and achieves the desired benefit for the members of society. (Jaljal, 2019; Badah, 2003; Hammoud, 2007)

We can define the means of community service and environmental development as follows:

The work of hospitals and service centers that provide services to all groups and sectors of society.

Providing seminars, workshops and specialized lectures in cooperation with all sectors of society.

Opening service and training centers for students and citizens at competitive prices.

Cooperate with companies and institutions to benefit from research and university studies.

## **Recommendations the Study**

Activating the role of quality committees in all sectors of the university and developing a unified competitive quality policy at the level of state universities.

Using the evaluation of international institutions to indicate the quality of university institutions, and motivating universities to achieve them.

Paying attention to the elements of university quality (education - research and studies - community service and environmental development).

Work to provide self-financing sources for the continuity of the work of the university and its institutions.

Monitoring the quality of the educational process and its courses and setting international standards for the competence of graduates of Arab universities.

Encouraging research quality, motivating researchers, and setting strict standards for scientific theft.

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