



Center for Learning Innovations &  
Customized Knowledge Solutions

# ADVANCING QUALITY, QUALITY ASSURANCE AND INSTITUTIONAL EXCELLENCE

Strategic Consulting, Capacity Building and Institutional  
Transformation Solutions for Higher Education



# Who We Are

Since 2012, CLICKS has partnered with higher education institutions across the MENA region and beyond to strengthen educational quality, faculty capability, student success, and institutional effectiveness.

We work alongside universities to design future-ready learning ecosystems that combine educational excellence, digital innovation, employability, and responsible adoption of emerging technologies, including artificial intelligence.

Our work spans strategy development, institutional reviews, framework design, policy development, capacity building, and implementation support, helping institutions translate ambition into measurable impact.

## Some of Our International Partners

**coursera**

**AdvanceHE**

QUALITY MATTERS  
**QM**

**QAA**  
GLOBAL

**emerald**  
PUBLISHING

**TUMint**  
TUM International GmbH  
The University Company

# Our Reach



**235+**

Higher Education  
Institutions



**25K+**

Participants



**45+**

Countries



**650+**

Institutional  
Projects



**300+**

Workshops and  
Programs



**14+**

Years Supporting  
Higher Education  
Transformation

# The importance of Quality Assurance and Enhancement

Higher education institutions today operate in an increasingly complex, competitive, and accountable environment. They face growing expectations to demonstrate transparency, educational quality, responsible governance, and value to students, regulators, funders, employers, and society.



## Institutions are expected to:

-  Demonstrate academic quality, institutional effectiveness, and public value
-  Respond to increasing regulatory, stakeholder, and public accountability
-  Meet evolving national and international accreditation requirements
-  Maintain consistent standards across diverse modes of educational delivery
-  Use reliable evidence to support transparent decision-making and improvement
-  Strengthen governance, accountability, and quality assurance systems
-  Improve institutional processes while protecting academic standards
-  Assure the quality of digital, AI-enabled, and non-traditional education
-  Build an institution-wide culture of quality and continuous improvement

These expectations require more than isolated initiatives or compliance-driven processes. They require a coherent institutional approach that connects quality assurance, governance, accreditation readiness, academic quality, Lean Management, stakeholder engagement, and continuous improvement.

CLICKS helps institutions build the systems, frameworks, capabilities, and cultures required to strengthen accountability and move beyond compliance towards sustainable quality, institutional excellence, and measurable impact.



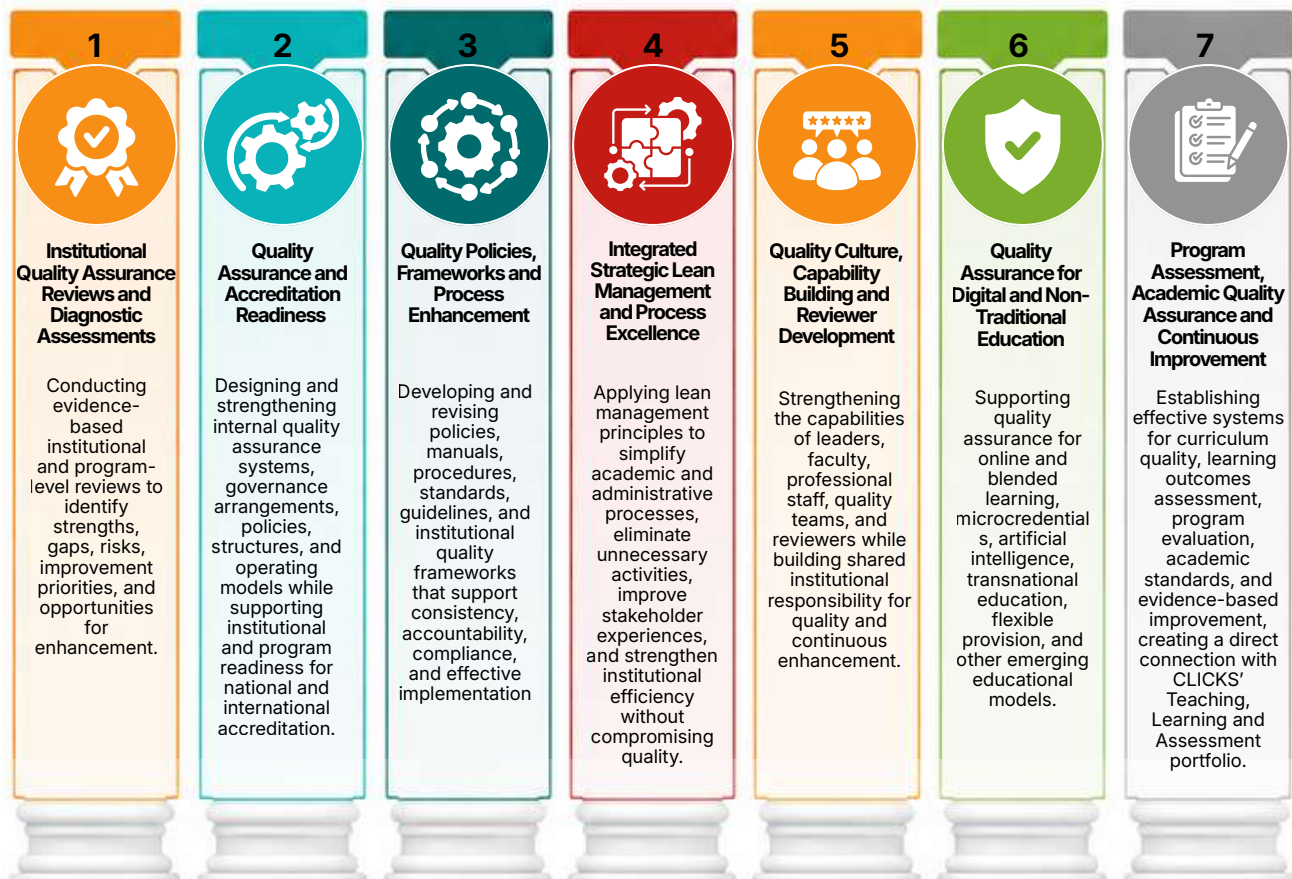
# The **CLICKS** Quality and Quality Assurance Ecosystem

At CLICKS, we view quality as an interconnected institutional ecosystem rather than the responsibility of a single department.

Sustainable quality requires alignment between institutional governance, academic standards, internal and external quality assurance, accreditation, policies, processes, institutional capabilities, stakeholder engagement, and continuous improvement.



## Quality and Quality Assurance Ecosystem



# The CLICKS Approach



## What Makes Our Approach Different?

- ✓ Evidence-Based
- ✓ Stakeholder-Centred
- ✓ Future-Focused
- ✓ Implementation-Oriented
- ✓ Contextually Relevant
- ✓ Designed for Sustainable Impact

Our consultancy methodology combines international best practices with institutional context to ensure meaningful and sustainable outcomes.

STEP

01

### Diagnose

Understand current practices through reviews, benchmarking, stakeholder engagement, and data analysis.

STEP

02

### Engage

Collaborate with leadership, faculty, students, and stakeholders to build ownership and shared understanding.

STEP

03

### Design

Develop strategies, frameworks, policies, and solutions tailored to institutional needs.

STEP

04

### Enable

Support implementation through capacity building, mentoring, coaching, and professional development.

STEP

05

### Enhance

Establish monitoring, evaluation, and continuous improvement mechanisms.

## SOLUTION AREA 1 //

# Institutional Quality Assurance Reviews and Diagnostic Assessments

## Why It Matters

Before redesigning quality assurance systems or preparing for accreditation, institutions need a clear and objective understanding of their current position.

Many universities have established policies, committees, reporting processes, and quality initiatives, yet these components may not operate as an integrated system. Responsibilities may be unclear, evidence may be fragmented, and improvement actions may not be consistently monitored or completed.

CLICKS conducts comprehensive reviews that help institutions identify strengths, gaps, risks, duplication, and priorities for enhancement while benchmarking existing practices against regulatory expectations, accreditation requirements, institutional objectives, and international good practice.

# What We Do



## Institutional Quality Reviews

- Comprehensive reviews of institutional quality assurance arrangements.
- Evaluation of governance structures, responsibilities, and reporting lines.
- Review of quality policies, manuals, procedures, and supporting systems.
- Assessment of the effectiveness of quality assurance and enhancement practices.



## Diagnostic Assessments and Gap Analysis

- Gap analysis against national and international standards.
- Quality maturity and institutional readiness assessments.
- Identification of compliance risks and improvement priorities.
- Review of the alignment between documented processes and actual practices.



## Benchmarking

- Benchmarking against comparable institutions.
- Comparison with international quality assurance practices.
- Identification of transferable practices and enhancement opportunities.



## Stakeholder Engagement and Evidence Gathering

- Leadership and governance consultations.
- Faculty, staff, student, and stakeholder engagement.
- Surveys, focus groups, interviews, and document analysis.
- Evaluation of the quality and reliability of institutional evidence.



## Deliverables

- Institutional Quality Review Report.
- Diagnostic Assessment and Gap Analysis.
- Quality Maturity Assessment.
- Benchmarking Report.
- Risk and Priority Improvement Register.
- Strategic Recommendations.
- Quality Enhancement Roadmap.



## Typical Outcomes

- Clear understanding of institutional strengths and areas for improvement.
- Stronger alignment between quality assurance and institutional priorities.
- Identification of regulatory and accreditation risks.
- Better prioritisation of improvement initiatives and resources.
- Enhanced readiness for accreditation and external review.
- A reliable evidence base for strengthening institutional quality systems.

## SOLUTION AREA 2 //

# Quality Assurance and Accreditation Readiness

## Why It Matters

Effective quality assurance requires a coherent institutional system supported by clear governance, accountability, shared ownership, and alignment with national and international expectations.

Accreditation should not be treated as a periodic documentation exercise. Sustainable accreditation readiness depends on the effectiveness of the institution's internal quality assurance system, the reliability of its evidence, and the consistent implementation of policies and processes.

CLICKS supports institutions in designing integrated quality assurance systems while strengthening their readiness for institutional and program accreditation, licensing, and external review.

# What We Do



## Quality Assurance Strategy and System Development

- Development of institutional quality assurance strategies.
- Design and revision of internal quality assurance systems.
- Development of quality assurance frameworks and operating models.
- Integration of quality assurance with institutional governance and decision-making.

## Quality Governance and Accountability

- Design and review of quality governance structures.
- Development and enhancement of quality committees.
- Clarification of roles, responsibilities, authorities, and reporting relationships.
- Development of annual quality cycles and institutional reporting calendars.

## Accreditation and Licensing Readiness

- Readiness assessments against applicable national and international standards.
- Standards mapping and detailed gap analysis.
- Review of institutional and program-level evidence.
- Development of accreditation and licensing action plans.

## Self-Study and Documentation Support

- Guidance in preparing institutional and program self-studies.
- Review and enhancement of accreditation submissions.
- Evidence mapping and evidence repository development.
- Support in demonstrating compliance, effectiveness, and improvement.

## Mock Reviews and External Review Preparation

- Institutional and program mock accreditation reviews.
- Interviews with leadership, faculty, staff, students, and stakeholders.
- Review-team simulations and evidence testing.
- Preparation of institutional teams for external review meetings

## Post-Review Support

- Analysis of accreditation findings and recommendations.
- Development of corrective and improvement action plans.
- Monitoring and reporting on required actions.
- Establishment of sustainable systems for maintaining accreditation readiness.



## Deliverables

- Institutional Quality Assurance Strategy.
- Internal Quality Assurance Framework.
- Governance Framework and Committee Structure.
- Accreditation Readiness and Gap Analysis Report.
- Accreditation Action Plan.
- Mock Review Report.
- Post-Review Improvement Plan.
- Implementation Roadmap.



## Typical Outcomes

- A coherent and integrated internal quality assurance system.
- Improved governance, accountability, and institutional ownership.
- Greater consistency across colleges, departments, and programs.
- Stronger institutional and program readiness for accreditation.
- More credible self-study submissions and supporting evidence.
- Reduced compliance risks and last-minute preparation.
- Sustainable readiness for future accreditation and external review.

## SOLUTION AREA 3 //

# Quality Policies, Frameworks and Process Enhancement

## Why It Matters

Policies, frameworks, and procedures translate institutional expectations into consistent practice. However, they can become outdated, fragmented, duplicated, overly complex, or disconnected from the realities of implementation.

CLICKS helps institutions establish coherent policy and process environments that strengthen governance, clarify accountability, support regulatory compliance, and enable effective institutional practice.

# What We Do

- ✓ Policy management systems and institutional policy reviews
- ✓ Development and revision of quality policies and manuals.
- ✓ Development of institutional quality standards and guidelines.
- ✓ Identification of duplication, gaps, delays, and control weaknesses.
- ✓ Development and revision of standard operating procedures.
- ✓ Clarification of responsibilities, authorities, and approval pathways.
- ✓ Alignment with regulatory and accreditation requirements.
- ✓ Development of policy monitoring and review mechanisms.
- ✓ Assessment of opportunities for process digitisation and automation.
- ✓ Development of compliance programs



## Deliverables

- Policy Management System – including implementation and monitoring
- Institutional Quality Manual
- Quality Policies, Standards, and Guidelines.
- Responsibility and Authority Matrix.
- Process Enhancement Recommendations.
- Compliance Program Framework.



## Typical Outcomes

- Clearer and more coherent institutional policies.
- Improved consistency, accountability, and compliance.
- Better alignment between documented processes and actual practices.
- Reduced duplication and administrative complexity.
- More efficient approval and decision-making processes.
- Stronger implementation and monitoring of institutional requirements.

## SOLUTION AREA 4 //

# Integrated Strategic Lean Management and Process Excellence

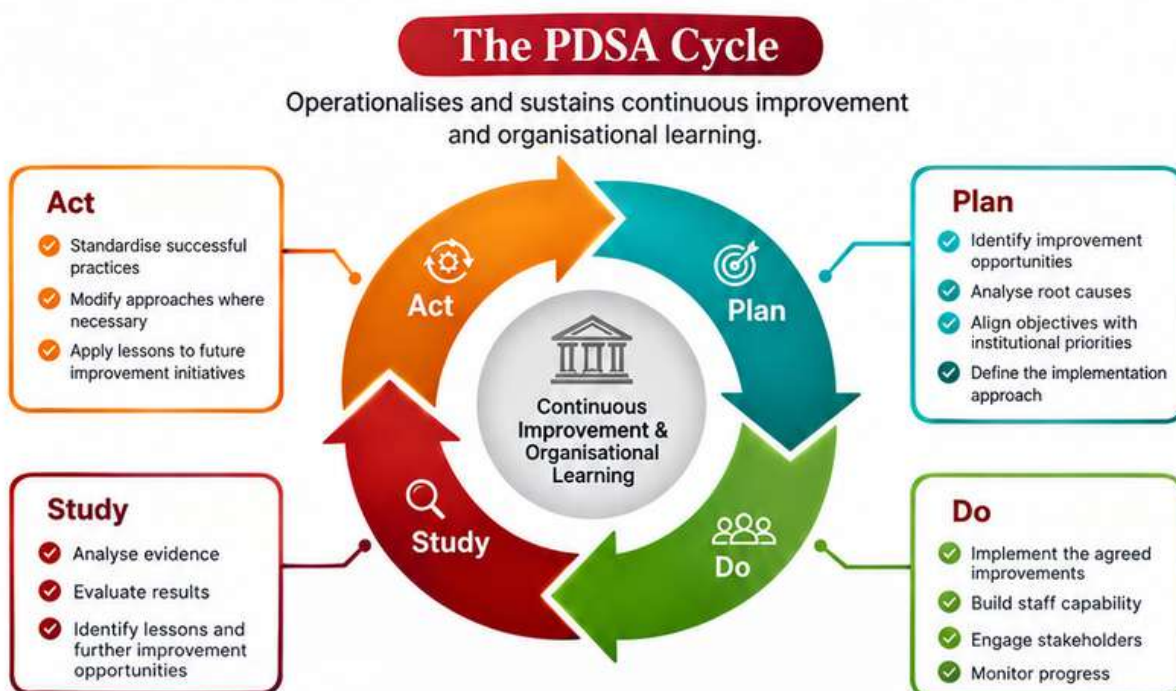
## Why It Matters

Higher education institutions often manage strategy, quality, performance, and process improvement through disconnected systems. This can lead to duplicated activities, complex processes, slow decision-making, unclear accountability, and limited institutional agility.

The CLICKS **Integrated Strategic Lean Management Framework** for Higher Education provides a holistic approach that connects institutional strategy, strategic leadership, Lean Management, operational excellence, stakeholder value, and continuous improvement.

The framework positions Lean Management as more than a set of process-improvement tools. It serves as a strategic management approach for aligning people, processes, resources, and evidence-based decision-making with institutional priorities.

# The Integrated Strategic Lean Management Framework



**Evidence and learning generated through each cycle inform institutional strategy, leadership decisions and future planning, creating an ongoing cycle of improvement and organisational learning.**

# What We Do

## Strategic Alignment and Institutional Assessment

- Assess the alignment between institutional strategy, leadership, governance, processes, and performance.
- Evaluate institutional readiness and maturity for Lean Management.
- Identify strategic and operational improvement priorities.
- Review how resources and improvement initiatives are aligned with institutional goals.
- Identify fragmentation, duplication, and gaps across existing management systems.

## Lean Management Framework Development

- Adapt the Integrated Strategic Lean Management Framework to the institution's context.
- Develop institutional Lean principles, governance arrangements, and operating mechanisms.
- Establish criteria for identifying stakeholder value and institutional waste.
- Integrate Lean Management with quality assurance, strategic planning, risk, and performance management.
- Develop mechanisms for continuous learning and institutional feedback.

## Process Assessment and Redesign

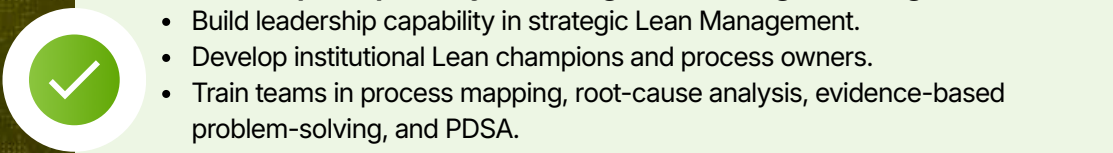
- Map academic, administrative, research, and support processes.
- Identify non-value-adding activities, duplication, delays, unnecessary approvals, and process bottlenecks.
- Analyse root causes and institutional dependencies.
- Redesign workflows to improve quality, efficiency, responsiveness, and stakeholder experience.
- Clarify process ownership, responsibilities, authorities, and performance expectations.

## PDSA-Based Improvement

- Establish PDSA as the institution's operational improvement methodology.
- Develop improvement project charters, measures, and implementation plans.
- Support the implementation, monitoring, and evaluation of improvement initiatives.
- Analyse improvement results and identify lessons learned.
- Support the standardisation and institutionalisation of successful practices.

## Operational Excellence and Value Creation

- Develop standards for efficient, consistent, and high-quality service delivery.
- Review student, faculty, staff, partner, and community experiences.
- Align process improvements with stakeholder needs and institutional value.
- Develop indicators for operational excellence, stakeholder value, and institutional performance.
- Strengthen organisational agility and responsiveness.



## Leadership, Capability Building and Change Management

- Build leadership capability in strategic Lean Management.
- Develop institutional Lean champions and process owners.
- Train teams in process mapping, root-cause analysis, evidence-based problem-solving, and PDSA.
- Coach improvement teams throughout implementation.
- Support stakeholder engagement, communication, and institutional change.



## Deliverables

- Integrated Strategic Lean Management Framework.
- Strategic Alignment and Lean Maturity Assessment.
- Institutional Improvement Governance and Operating Model.
- Institutional Process Architecture.
- Stakeholder Value Framework.
- Priority Process Maps and Diagnostic Assessments.
- Redesigned Academic and Administrative Workflows.
- Process Ownership and Accountability Framework.
- PDSA Continuous Improvement Framework and Toolkit.
- Operational Excellence and Performance Indicators.
- Portfolio of Prioritised Improvement Initiatives.
- Leadership and Institutional Capacity-Building Program.
- Change Management and Stakeholder Engagement Plan.
- Phased Implementation Roadmap.



## Typical Outcomes

- Stronger alignment between institutional strategy, leadership, processes, resources, and improvement initiatives.
- Clearer translation of institutional priorities into operational action.
- Simpler and more efficient academic, administrative, research, and support processes.
- Reduced duplication, delays, unnecessary approvals, and non-value-adding activities.
- Stronger process ownership, governance, and accountability.
- Improved student, faculty, staff, partner, and stakeholder experiences.
- Greater use of evidence in institutional decision-making and improvement.
- Stronger organisational agility, innovation, and service quality.
- Improved capability to implement and sustain institutional change.
- An embedded culture of continuous learning and improvement.
- Greater stakeholder value and measurable institutional performance.
- A coherent management system that supports sustainable institutional excellence and resilience.

## SOLUTION AREA 5 //

# Quality Culture, Capability Building and Reviewer Development

## Why It Matters

Quality cannot be sustained through policies, systems, or a central quality office alone. It requires shared understanding, distributed ownership, and the active engagement of leaders, faculty, professional staff, students, and reviewers.

CLICKS helps institutions strengthen the knowledge, capabilities, behaviours, and leadership practices required to build an institution-wide culture of quality and continuous enhancement.

# What We Do

- ✓ Quality culture assessments.
- ✓ Quality awareness and institutional engagement initiatives.
- ✓ Competency frameworks for quality professionals.
- ✓ Tailored development programs for leaders, faculty, and professional staff.
- ✓ Capacity building for internal and external reviewers.
- ✓ Self-study and evidence-writing workshops.
- ✓ Accreditation and quality assurance development programs.
- ✓ Quality leadership development.
- ✓ Coaching and mentoring for quality teams.
- ✓ Development of quality champions and communities of practice.
- ✓ Evaluation of the impact of quality-related professional development.



## Deliverables

- Quality Culture Assessment Report.
- Quality Capability and Competency Framework.
- Institutional Capacity-Building Strategy.
- Tailored Training and Development Programs.
- Quality Champions and Communities of Practice Model.
- Quality Engagement and Communication Plan.
- Evaluation and Impact Framework



## Typical Outcomes

- Greater shared responsibility for quality.
- Stronger capabilities among leaders, faculty, staff, and reviewers.
- Improved implementation of institutional quality processes.
- Increased stakeholder engagement and ownership.
- More consistent and credible internal and external reviews.
- A sustainable culture of evidence, reflection, and enhancement.

## SOLUTION AREA 6 //

# Quality Assurance for Digital and Non-Traditional Education

## Why It Matters

Online and blended learning, microcredentials, artificial intelligence, transnational education, and other flexible models are transforming higher education.

While these models create new opportunities for access and innovation, they also introduce quality considerations relating to academic standards, student identity, assessment integrity, learner support, technology, data, faculty capability, and regulatory compliance.

CLICKS supports institutions in developing quality assurance approaches that enable innovation while protecting academic standards and the quality of the student experience.

# What We Do

- ✓ Development of quality frameworks for online and blended learning.
- ✓ Quality assurance standards for microcredentials and short courses.
- ✓ Review of digital learning governance and operating arrangements.
- ✓ AI-related quality assurance and governance frameworks.
- ✓ Quality standards for technology-enabled teaching and assessment.
- ✓ Review of learner support, accessibility, engagement, and digital readiness.
- ✓ Academic integrity and assessment assurance for digital provision.
- ✓ Quality assurance for partnerships and transnational education.
- ✓ Monitoring and evaluation frameworks for non-traditional provision.



## Deliverables

- Digital and non-traditional education quality assurance framework.
- Quality standards and review criteria for online, blended, and technology-enabled provision.
- Microcredentials and short-course quality framework, including approval, monitoring, and review requirements.
- Digital learning and AI governance model defining roles, responsibilities, decision-making, and oversight.
- Institutional self-assessment and digital quality-readiness diagnostic.
- Academic integrity, student identity, and digital assessment assurance framework.
- Faculty capability and learner support framework addressing accessibility, engagement, and digital readiness.
- Monitoring framework with key performance indicators, reporting templates, and review tools.
- Prioritized implementation roadmap supported by relevant policies, procedures, guidelines, and templates.



## Typical Outcomes

- Stronger assurance of quality across diverse modes of delivery.
- Improved consistency of academic standards and student experience.
- Greater institutional readiness for digital and AI-enabled education.
- Better governance of microcredentials and flexible provision.
- Reduced academic integrity and regulatory risks.
- Responsible innovation supported by clear quality expectations

## SOLUTION AREA 7 //

# Program Assessment, Academic Quality Assurance and Continuous Improvement

## Why It Matters

Program assessment is an essential link between institutional quality assurance and the quality of teaching, learning, curriculum, and assessment.

It enables institutions to determine whether academic programs remain relevant and coherent, whether students are achieving the intended learning outcomes, and whether assessment findings are being used to improve curricula, teaching practices, learning experiences, and graduate outcomes.

Many institutions have established program assessment and reporting requirements but experience challenges related to the quality of assessment methods, curriculum alignment, data analysis, stakeholder participation, reporting, and the effective closing of the improvement loop.

CLICKS supports institutions in developing practical and sustainable program assessment and academic quality assurance systems that connect directly with the institution's broader Teaching, Learning and Assessment ecosystem.

# What We Do



## Program Assessment Systems

- Development and review of program assessment frameworks.
- Program-level assessment planning.
- Alignment of program assessment with institutional quality assurance.
- Development of academic quality indicators and monitoring mechanisms

## Learning Outcomes and Curriculum Alignment

- Development and review of program and course learning outcomes.
- Curriculum mapping and assessment mapping.
- Alignment between learning outcomes, teaching activities, and assessment.
- Review of graduate attributes and program-level competencies

## Assessment of Student Achievement

- Development of direct and indirect assessment methods.
- Rubric development and assessment standardisation.
- Analysis and interpretation of student achievement data.
- Evaluation of the quality and reliability of assessment evidence

## Program Review and Reporting

- Annual program monitoring and reporting systems.
- Periodic program review frameworks.
- Course and program report development.
- External advisory and stakeholder feedback mechanisms.
- Use of benchmarking and performance data in program evaluation.

## Continuous Improvement and Closing the Loop

- Development of evidence-based improvement action plans.
- Monitoring the implementation and impact of improvement actions.
- Documentation of improvements to curriculum, teaching, and assessment.
- Integration of findings into planning, resource allocation, and faculty development.
- Development of mechanisms for sharing effective practices across programs.

## Capacity Building and Institutionalisation

- Training for faculty, program leaders, and quality teams.
- Development of program assessment guides and toolkits.
- Coaching and mentoring for academic teams.
- Support in embedding consistent assessment and improvement practices



## Deliverables

- Program Assessment and Academic Quality Assurance Framework.
- Learning Outcomes Assessment Plans.
- Curriculum and Assessment Maps.
- Program Review Framework.
- Course and Program Reporting Templates.
- Academic Quality Indicators.
- Continuous Improvement and Closing-the-Loop Toolkit.
- Assessment Dashboard Specifications.
- Capacity-Building Program.
- Implementation Roadmap.



## Typical Outcomes

- Improved alignment between curriculum, learning outcomes, teaching, and assessment.
- More meaningful course and program reporting.
- Consistent implementation of academic quality assurance practices.
- Better use of evidence to improve teaching and student learning.
- Stronger connections between quality assurance and academic practice.
- More effective closing of the continuous improvement loop.
- Stronger evidence for accreditation and external review.

# Signature Frameworks

CLICKS has developed and refined a range of proprietary frameworks that support institutional transformation.



**Teaching, Learning and  
Assessment Ecosystem  
Framework**



**AI in Teaching and  
Learning Adoption  
Framework**



**Employability Ecosystem  
Framework**



**Faculty Competency  
Framework**



**Academic Advising  
Excellence Framework**



**Governance Assessment  
Framework**



**Integrated Strategic lean  
Management Framework  
for Higher Education**

# Why Institutions Choose CLICKS



**Deep Higher  
Education Expertise**



**Evidence-Based  
Consulting**



**International Best  
Practices**



**Regional  
Understanding**



**Customized  
Solutions**



**Strong Implementation  
Focus**



**Capability Building and  
Knowledge Transfer**



**Long-Term  
Partnerships**



**Sustainable  
Impact**



# CLICKS

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## Your Partner in Educational Excellence and Innovation

*SINCE 2012*



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