

**Accreditation & Quality Assurance Commission for Higher
Education Institutions**

**Guide for Quality Assurance Criteria for the
Media Program**

2021

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Preface

This Guide for Quality Assurance Criteria and Procedures for the Media Program presents guidelines for the Jordanian faculties of Media which apply for the Quality Assurance Certificate issued by the Jordanian Accreditation & Quality Assurance Commission for Higher Education Institutions. It encompasses the approved set of quality assurance criteria for the Media program and the guidelines issued by the Commission in this respect. This will help the Jordanian faculties of Media conduct the self-assessment study, which is an important part of the process for obtaining the Jordanian Quality Assurance Certificate.

In addition to this guide, Jordanian faculties of Media can get further information about quality assurance by participating in workshops that are periodically held by the Commission for those in charge of self-assessment, or through communicating with the Commission's Quality Assurance Directorate.

It is our hope that those in charge of the self-assessment process at Jordanian faculties of Media will provide the Commission with their comments and suggestions on the content of this Guide to enable the Commission to modify and update it in future editions.



His Majesty King Abdullah II Bin Al Hussein



His Royal Highness Prince Hussein Bin Abdullah

1- Criterion One: Strategic Planning

Strategic planning at contemporary educational institutions is one of the major functions of the Institution's administration. It is a scientific organized process for achieving goals and dealing with the obstacles and risks facing the institutions.

At higher education institutions, Faculties of Media at Jordanian universities shall have a clear, approved and declared mission statements that reflect their educational vision and that are consistent with the university's vision and mission. The faculty shall translate its mission into achievable strategic goals and use it in planning activities and operations and in identifying implementation mechanisms and priorities with a view to achieving the faculty's vision, mission, objectives, and values within a clear specified time frame.

1-1 Sub-criterion One: Vision, Mission, , Objectives, and Values

1-1-1 Elements of Sub-criterion One:

1. The vision of the faculty
2. The mission of the faculty
3. The objectives of the faculty
4. The values of the faculty

1-1-2 Indicators of Sub-criterion One:

1. Accuracy and clarity: The vision, mission, objectives, and values of the Faculty of Media should be based on clearly defined foundations understood by all parties involved in administrative decision-making.
2. Methodology of preparation: Participation of several parties (the Faculty's administration councils and academic departments, teaching staff members, representatives of the Ministry of Higher Education and Scientific Research, the Ministry of Information, and other parties concerned with higher education and media affairs such as the journalists' union and administrations of the press and media institutions) in the preparation and formulation of the vision, mission and objectives
3. Appropriateness and Feasibility: The vision, mission, objectives and values shall be used as a basis for decision-making and informing academic activities in the fields of teaching, learning, scientific research and community service and in describing the educational process, which leads to the preparation of graduates with high scientific and training competencies in line with the requirements and needs of the labour market.

4. Integration, compatibility, and harmony: Availability of policies and principles for building the faculty's vision, mission, goals and values and a clear methodology to implement this without overlapping or contradiction. The objectives should be compatible with the Faculty's vision and mission and based on its human, financial and logistic resources available to it.
5. Means of raising awareness and publicity: The Faculty's vision, mission, and objectives should be declared and known to all those concerned with higher education and media business.
6. Realism: The Faculty's objectives, vision, and mission should be based on realistic studies, potentials available to the Faculty and the Faculty's vision for the future.
7. Means and tools of review and evaluation: Activation of procedures and processes appropriate for the review and on-going development of the mission and objectives. Evaluation outcomes shall be positively declared.

1-1-3 Evidence and Documents Required for Sub-criterion One:

1. Minutes of meetings, decisions, recommendations and surveys concerning the formulation of the faculty's vision, mission, objectives, and values, and the tools used in the review and evaluation process.
2. A document comprising the Faculty's vision, mission, objectives, and values
3. Consistency and integration of the Faculty's vision, mission, objectives, and values;
4. The committees, forms, and procedures that were followed in preparing the faculty's vision, mission, objectives, and values;
5. Workshops, training courses and seminars offered / conducted by the Faculty of Media on strategic planning for its future activities;
6. Dissemination of the Faculty's vision and mission through all means available.

1-2 Sub-criterion Two: The Strategic Plan of the Faculty

1-2-1 Elements of Sub-criterion Two:

1. The realism of the Faculty's strategic objectives which should be commensurate with its human, financial and logistic resources.
2. Analysis of the Faculty's internal and external environment;
3. The Faculty's strategic plan domains;
4. Preciseness, clarity, and measurability of the Faculty's strategic objectives;

5. The Faculty's implementation plan (Plan of action);
6. The Faculty's risk, crisis, and opportunities management plan;
7. The Faculty's performance indicators
8. Benchmarking with comparable faculties at the national, regional and global levels

1-2-2 Indicators of Sub-criterion Two:

1. Strategic planning for the Faculty and the relationship of its results to the Faculty's vision, mission, goals, and values
2. Achievement of the Faculty's strategic objectives to attain the goals and aspirations of the Faculty.
3. Results of comparisons with national, Arab and global benchmarks
4. Carrying out evaluation processes of all aspects of the teaching and learning processes
5. studying, enhancing and developing the infrastructure and carrying out scientific and academic activities in a manner that promotes the goals, vision, and mission(of the faculty)
6. Programming the strategic plan electronically so that it provides the Faculty with feedback.
7. The strategic plan shall include all internal and external environment factors that may affect the development of the Faculty
8. Informing staff of the levels achieved by the Faculty in all areas
9. Agreeing a realistic annual budget for the faculty to implement its plans
10. Accuracy, clarity, and ease of measurement and verification of objectives.
11. A complete and comprehensive Faculty implementation plan
12. A Faculty risk and crisis management plan
13. Adherence to the Faculty's mechanisms and means of review and evaluation to ensure achievement of its vision, mission, objectives, and values
14. Inclusion of the media and academic agreements at the local and global levels in the plans
15. Taking into consideration ethical values in academic and administrative matters.

1-2-3 Evidence and Documents Required for Sub-criterion Two:

- √ A table showing the number of the Faculty's teaching staff, their academic ranks and narrow specializations and the number of students and their ratio to the teaching staff.
- √ Identification of a mechanism for selecting the elements of the internal and external environment when conducting the planning process
- √ Evidence showing how faculty employees participate in the preparation of the implementation plan
- √ Minutes of meetings of the Faculty and its departments, and the means related to following up the implementation of the Faculty's strategic plan
- √ The Faculty's procedures and improvement plans based on the review, benchmarks and the Faculty's self-assessment study

2- Criterion Two: Governance at the Faculty of Media

The governance criterion represents the general framework of any institution, as it represents a set of laws, regulations, and decisions that help in setting roles and making decisions. Here, there must be an effective leadership that directs the Faculty's activities in a manner that serves the Faculty and the interests of its students.

The Faculty's activities must achieve high levels of integrity and ethical practice, and must be carried out within a framework of legislation and laws that guarantee accountability, define clear roles of the Faculty's staff and help in making decisions and taking actions within the Faculty on a high level of transparency and oversight to achieve quality and excellence of performance.

2-1 Sub-criterion One: Legislation

2-1-1 Elements of Sub-criterion One:

1. Policies
2. Laws, by-laws and regulations
3. Principles, procedures, and standards

2-1-2 Indicators of Sub-criterion One:

1. Issuing the regulations and instructions in accordance with the laws in force at the higher education institutions
2. Adherence to the instructions, regulations and laws of the university to which the Faculty belongs
3. Availability of stated policies on the different aspects of the Faculty business in respect of the students, teaching staff members and other employees and concerned people
4. Compatibility of the principles, procedures, and standards approved by the Faculty with the regulations and instructions in force at the university
5. Commitment to the principle of transparency and clarity.
6. Development of a code of conduct that provides for commitment to ethical and legal values.

2-1-3 Evidence and Documents Required for Sub-criterion One:

- √ The university laws, by-laws, and regulations, and the Faculty's legislation manuals
- √ Files and minutes of meetings on the implementation and development of legislation relating to the Faculty
- √ Documents on the Faculty's policy and media plans, including the policies, regulations, and procedures relating to the affairs of the teaching and administrative staff members and the criteria of their appointment
- √ Evidence of publicizing and announcing the Faculty's legislations to concerned parties through the university's website and other venues of dissemination
- √ Decisions issued by the Faculty and department councils
- √ The Faculty's Code of Conduct

2-2 Sub-criterion Two: Leadership and Management

2-2-1 Elements of Sub-criterion Two:

1. Organizational structure of the Faculty

2. Faculty and department councils
3. Functions and responsibilities of the different councils and committees in the Faculty
4. The job descriptions for the Faculty staff
5. Faculty staff performance evaluation and accountability

2-2-2 Indicators of Sub-criterion Two:

1. Availability of an organizational structure for the Faculty that covers the academic and administrative fields
2. Availability of a clear mechanism for reviewing the organizational structure of the Faculty
3. Identification of the powers, responsibilities, and duties of the various councils in the faculty.
4. Identification of the responsibilities, duties and the behavioural and ethical practices entrusted to the Faculty Dean and his deputies and assistants, department heads, and other Faculty staff. These responsibilities, duties and behavioural and ethical practices shall be well defined, and there shall be mechanisms to follow up and implement them.
5. Forming committees at the Faculty and its various departments, and determining the powers, responsibilities, and duties of those committees
6. Availability of a mechanism for the preparation of tasks, responsibilities and job descriptions for the Faculty employees and for documenting and reviewing them
7. The academic leadership should facilitate the faculty's business and cooperative relations between its various departments and units, and encourage dialogue and open communication between them
8. Availability of clear and stated procedures for evaluating performance, accountability, documenting results and making necessary adjustments
9. The Faculty administration shall allow students freedom of expression and communication with the administration.
10. The Faculty of Media shall allow the media free access to its achievements and future plans.

11. The Faculty of Media shall facilitate the preparation of documentary programs on the activities it performs in cooperation with various radio and T.V. stations.
12. The administration shall seek to create a clear framework for mechanisms of work as per quality standards adopted locally and globally.
13. The code of conduct should include ethical and value-based principles and rules.

2-2-3 Evidence and Documents Required for Sub-criterion Two:

- √ The organizational structure of the Faculty and its departments and the changes made thereto
- √ Evidence of the faculty management's commitment to directing the Faculty activities toward the development of the faculty and serving its students and staff
- √ Minutes of meetings of the Faculty council and the councils of the various committees and councils of the faculty and its departments
- √ Documents, letters, and decisions showing the tasks, responsibilities, and powers of the faculty's councils, committees and other staff, including the Dean, department heads and other Faculty staff
- √ Performance and accountability files (records of actual cases at the Faculty)

2-3 Sub-criterion Three: Institutional Integrity

2-3-1 Elements of Sub-criterion Three:

1. Administrative and financial control
2. Transparency
3. Fairness
4. Incentives and disciplinary penalties

2-3-2 Indicators of Sub-criterion Three:

1. Application of transparency in the implementation of all governance criteria at the Faculty
2. Measures for attaining justice and equal opportunities for the Faculty teaching staff members and other staff working at the Faculty
3. Procedures to activate the role of administrative and financial control
4. Identification of principles and procedures for granting incentives and issuing penalties.

5. The grievance procedures followed at the Faculty and the degree of fairness in the implementation of these grievances
6. The code of conduct shall deal with the rules of integrity and ethical standards in effect in the field of management.

2-3-3 Evidence and Documents Required for Sub-criterion Three:

- √ Files on appointment, promotion, upgrading, and termination of the services of the Faculty's administrative, technical and teaching staff
- √ Proofs of follow-up of grievance cases and attaining justice for the students and staff
- √ Files on sabbaticals
- √ Files on missions, scholarships, training courses and conferences
- √ Files on resignation from work at the Faculty

3. Criterion Three: Academic Programs

The academic programs criterion is one of the important criteria to ensure getting university accreditation, which cannot be achieved by any educational institution unless it has clear goals and bylaws that are consistent with its educational mission and ensure its ability to continue attaining its desired educational mission. Therefore, the Faculty must have an effective system that ensures compatibility of all its academic programs with the highest levels of learning and teaching. Moreover, student learning outcomes must be identified in a manner consistent with work requirements and professional standards. The learning outcomes must be evaluated against external benchmarks.

3-1 Sub-criterion One: Teaching and Learning Policies

3.1.1. Elements of Sub-criterion One:

1. Introduction and development of academic programs at the Faculty
2. Faculty policies on admission, equivalence, and transfer
3. Learning and teaching methods at the Faculty

3.1.2. Indicators of Sub-criterion One:

1. Policies on introduction, development, and termination of academic programs
2. Policies and procedures related to admission and graduation

3. Policies on and procedures for the transfer of students and equivalence of courses
4. On-going improvement of the methods of the learning and teaching processes
5. The theoretical and applied aspects should be linked together in a manner that leads to upgrading the level of the students and graduates.
6. Compatibility of the academic programs with the labour market needs
7. The Faculty's programs and courses of study should be consistent with the general philosophy of the Kingdom and should realize its mission and the needs of the students and the Faculty.
8. Availability of academic counselors for the Faculty students as per the specializations available therein.
9. Review, evaluation, and development of the academic programs through time.
10. Compatibility of academic programs with the relevant international standards, if available
11. Integrated relationship between the teaching staff and the staff working at the library and databases
12. The role of councils and their responsibility for the implementation and follow-up of the teaching and learning policies
13. Disseminating the learning outcomes of all academic programs offered
14. Stating the learning outcomes of all courses included in the program's study plans
15. Developing and building up study plans in a manner that serves the practical aspect of the curriculum, including provision of training opportunities through Jordanian media institutions or Faculty media and using modern communication technologies and software packages
16. Consistency of the study plans with the outcomes of research and applied studies
17. Holding conferences and seminars specialized in education and media matters.
18. On-going review, evaluation, and modification of the Faculty's programs to ensure their consistency with local and global standards

3-1-3 Evidence and Documents Required for Sub-criterion One

- √ Procedures and evidence used for introducing, developing, and terminating academic programs
- √ Procedures and evidence used to ensure compatibility of academic programs with the labour market needs
- √ Procedures and evidence used for and related to the review, evaluation and modification of academic programs
- √ Procedures and evidence used for and related to the compatibility of academic programs with relevant global standards
- √ Procedures and evidence used for and related to the development of the Faculty's academic programs
- √ Forms and files on student admission, graduation, transfer, and equivalence of courses
- √ Studies and questionnaires on the effectiveness of programs comprising all concerned stakeholders (Journalists, media organizations, and graduates).
- √ Minutes of the meetings of the committees and councils indicating the review, evaluation, and development of the Faculty's programs
- √ A correlation matrix of goals and learning outcomes
- √ Evidence of the dissemination of learning outcomes and communication mechanisms between teachers, technicians, and students with respect to the implementation of the Faculty's teaching programs
- √ Minutes of conferences and symposia and the approved training mechanisms

3-2 Sub-criterion Two: Study Plans

3-2-1 Elements of Sub-criterion Two:

The study plans include two key programs

1. The Bachelor's program

2. The Graduate program

Following is a discussion of all points related to the two programs, separately

:

3-2-2 Indicators of Sub- Criterion Two:

3-2-2-1 Indicators in respect of the Bachelor's Program/Programs

1. The Faculty shall have committees specialized in study plans to design curricula and study plans in line with the Faculty's vision, mission, and objectives.
2. The Faculty study plan committee shall design curricula and study plans in cooperation with the Faculty's department councils, and the faculty council, taking into account the feedback provided by teaching staff members, students, graduates, the local community, media institutions and related parties to be utilized in the modification and improvement of curricula.
3. The courses of study included in the study plans shall be inclusive, thorough and logically sequenced. A comprehensive syllabus shall be provided for each course of study detailing its content, objectives, learning and teaching strategies, and evaluation methods for its outcomes and its references.
4. The study plans and teaching methods shall include teaching methods that make the student responsible for his/her learning and prepare him/her for life-long learning, bearing in mind graduating highly qualified students in accordance with the needs and planning of media institutions, manpower and national and global policies.
5. The Faculty shall adhere to the national and global educational standards and to the professional and organizational practice requirements in designing and organizing its programs by making available educational, human, physical, financial, and technological effective resources. The Faculty shall also facilitate student's task of attaining the required learning and teaching outcomes, keeping in mind the special nature of the study of media through focusing on its applied aspects.
6. There shall be policies and procedures for periodic evaluation and development of the study plans.
7. The Faculty shall provide the students with an academic advising plan that provides them with the necessary information when needed. Such a plan shall be implemented by specialized members of the teaching staff in a highly professional manner that ensures providing consultancy and academic advice.

8. The Faculty shall provide opportunities for field training at media institutions and public relations departments and services that will ensure students' success in their future careers.
9. The basic educational programs offered by the Faculty and the subsequent stage of training and practice before and after graduation shall be cohesive and interrelated.
10. The Faculty's academic departments shall provide a comprehensive dossier for each course offered in the study plans of the Faculty programs.
11. The degree of adherence to regulations and criteria for the accreditation of the Media specializations as detailed in the subject / specialization accreditation instructions and criteria regulations, and whatever amendments approved by the higher education and Accreditation Commission competent authorities.
12. The Faculty shall provide the practical requirements of the Faculty, including training studios in the fields of radio and television, editorial and production laboratories, local radio stations, closed circuit television, paper and electronic newspapers, as an integral component of the study requirements and the theoretical and practical courses, so that the study plans will highlight the students' media creativity and abilities.

3.2.2.2 - Indicators in Respect of the Graduate Program/Programs

(In addition to the indicators of the above - mentioned undergraduate program)

1. There shall be specific policies and procedures for admission to the Higher Diploma, Masters and Doctoral programs that shall ensure a high degree of competitiveness according to the criteria of merit and competition.
2. Research and statistical skills must comprise an essential and mandatory part of all graduate programs at the Faculty at the Masters and Doctoral program levels.
3. The courses of study programs offered by the Faculty shall be comprehensive, modern, up-to-date, thorough and logically sequenced.
4. There shall be specific policies and requirements for graduation at the Higher Diploma, Masters and Doctoral programs, such as the preliminary exam for the Doctoral programs the comprehensive examination for the Masters programs, and any other requirements.
5. There shall be regulations, procedures, and guides for the preparation of theses and dissertations at the Faculty

6. The faculty shall provide a sufficient number of full-time qualified teaching staff members commensurate with the number of students in the programs offered and with the levels of those programs.
7. Adherence to the period specified for completion of programs offered
8. Provision of assistantships, grants, and training opportunities for graduate students, especially for those who are academically outstanding.
9. On-going review of the programs and study plans of the Faculty in order to keep up with scientific developments in Media fields, the requirements for student future learning and the professional roles expected of them, focusing on the needs of the community and the labor market, in order to keep the programs at a high level of quality / excellence.
10. The Faculty shall evaluate all aspects and components of its Media programs, with the participation of teaching staff members, students, stake - holders, the institutions where the graduates are expected to work, and all concerned parties. The Faculty shall utilize the outcomes of evaluation and feedback in developing and improving the programs.

3.2.3 Evidence and Documents Required for Sub-criterion Two:

3-2-3-1 Evidence and Documents Required for the Bachelor's Program/Programs

- √ The study plans of each of the Faculty programs, and its objectives and outcomes
- √ Guides for the practical Media aspect and the extent of benefiting from training opportunities available in the various fields
- √ The outputs of the training process, such as the films and T.V. media materials produced by the students, and student contributions to the Faculty's newspaper and local radio station
- √ Program Courses and plans of action for the Faculty's local radio station
- √ Issues of the Faculty's newspaper
- √ Tools and procedures used to develop study plans for Faculty programs
- √ Student guides and instructions for obtaining a bachelor's degree in Media specializations
- √ Minutes of meetings of committees and councils associated with evaluation and development of academic programs

- √ Statistics on the number of teaching staff members, their academic ranks, and specializations, the number of students and the student to teaching staff members ratio
- √ Instructions on and procedures for tests, samples of tests, and distribution and review of grades
- √ Forms used in student academic advising.
- √ Evidence of the follow-up of the quality assurance of the programs offered
- √ Files of courses of study and plans for their development

3-2-3-2 Evidence and Documents Required in Respect of the Graduate Program

(In addition to the evidence related to the undergraduate program mentioned above)

- √ Evidence related to the graduate programs
- √ Guides for the preparation of dissertations and theses
- √ Instructions on and procedures for tests and the distribution of grades in respect of the graduate studies
- √ Evidence of and procedures for conducting proficiency and comprehensive examinations, samples thereof, and documenting their results
- √ Number of students benefiting from grants and scholarships offered to postgraduate students
- √ Policies on admission into the Master's and Doctoral programs

3-3 Sub-criterion Three: Evaluation of Learning Outcomes

3-3-1 Elements of Sub-criterion Three:

1. Evaluation of student performance
2. Evaluation of the Faculty teaching staff members' performance
3. Faculty graduates and the labour market

3-3-2 Indicators of Sub-criterion Three:

1. Policies on the student performance evaluation process and procedures, all of which must be stated in the study plans.
2. The Faculty shall publish the intended learning outcomes of each of the programs it offers and shall provide proofs and evidence that show the students who graduated from its programs have highly achieved these outcomes.
3. The faculty shall regularly include students, teaching staff members and Media institutions in evaluating the educational program .
4. Encouraging Faculty teaching staff members and postgraduate students to conduct field research on the quality of education, and labour market requirements
5. The faculty shall use standard measures and procedures to identify the learning outcomes achieved by its graduates.
6. The Faculty shall have statistics and data on securing job opportunities by its graduates in various fields at the Media and public relations institutions
7. Policies and procedures for evaluation of teaching staff members
8. Compatibility and consistency between the educational outcomes of the Faculty programs and the requirements of the labour market
9. Cooperation agreements concerning field training for the Faculty's students
10. Specialized seminars and dialogue and discussion sessions on evaluation and development of academic programs

3-3-3 Evidence and Documents Required for Sub-criterion Three:

- √ Surveys of student views towards the educational process and their satisfaction with it
- √ Surveys of teaching staff member views towards the educational outcomes
- √ Studies on the labour market and the graduate and employer satisfaction
- √ Plans for on-going improvement
- √ Samples of agreements and partnerships with the other faculties and educational institutions
- √ Documents on the evaluation of the outcomes of the academic programs including:
 - √ Studies on verification of achievement of goals by the Faculty and its effectiveness

- √ Studies about the outcomes achieved by the Faculty's students and graduates
- √ Studies on the effectiveness of the programs, level of graduates and employer satisfaction with their performance
- √ The percentage of graduates of each of the programs offered by the faculty during the last three years (of the total number) of students enrolled in each program, and the percentage of employed graduates doing work relevant to their specialization.
- √ A sample of student transcripts of grades showing the sequence of courses in accordance with the guidelines of the study plan /program.
- √ Self-evaluation reports conducted by the Faculty, or reports on the evaluation results obtained by the Faculty from external parties within the previous five years
- √ A copy of the Faculty's Guide and a summary of information appearing in it with reference to the pages on which the information appears.
- √ All academic degrees the Faculty grants.
- √ The general and special graduation requirements for the Faculty, department, and specialization
- √ Requirements for admission into the graduate programs (Masters and Doctorate)
- √ Names of the teaching staff members who teach in the bachelor's program and those who teach in the graduate program, together with their qualifications, academic ranks and exact specializations (as stated in the equivalence certificate), and the universities from which they graduated.

4. Criterion Four: Scientific Research, Missions, and Innovations

All Faculty teaching staff members shall be actively involved in conducting research and publishing its results in in their fields of specialization. This shall reflect on their teaching performance and supervision of graduate students. Their research contributions shall be included in the evaluation and promotion criteria. The Faculty shall issue reports on the teaching staff members' scientific production and professional development and shall compare this with similar faculties. The Faculty shall also provide an environment that is conducive to innovation and entrepreneurship.

4-1. Sub-criterion One: Scientific Research

4-1-1 Elements of Sub-criterion One:

1. Scientific research projects
2. Scientific conferences, seminars, and workshops
3. Publication of research papers and books
4. Incentives, rewards, and prizes

4-1-2 Indicators of Sub-criteria One:

1. Policies, regulations, procedures, and instructions related to the support and publication of scientific research
2. The Faculty shall provide the teaching staff members with the academic freedom to conduct research and scientific studies and shall significantly support it in a manner that serves the Faculty's vision, mission, and objectives and reflects this in the planning, development, and improvement of its programs.
3. There shall be a plan to follow up and evaluate scientific research.
4. Identification of scientific research priorities and interests in the light of Media specializations on the one hand, and Media problems on the other.
5. Holding scientific conferences and workshops to announce and present the results of the research process and ensure continuity of interest of researchers to participate in these conferences
6. Cooperating with faculties, institutions concerned with scientific and media affairs and research centres inside and outside Jordan
7. Providing financial, physical and information support necessary for conducting research and writing and publishing books
8. Members of the teaching staff shall publish books, and research papers in specialized refereed scientific indexed journals and conferences.

9. The Faculty shall demonstrate a clear commitment to the policies and procedures related to scientific research and participation in local and global conferences.
10. There shall be instructions and procedures related to granting encouragement incentives and awards
11. Specification of the roles and responsibilities of committees and councils concerned with scientific research
12. Extent of benefit obtained by postgraduate students from supported scientific research projects
13. The Faculty shall seek to market scientific research.
14. Researchers from among the teaching staff members must make research contributions in local community service with its different needs.
15. Research projects supported by external national and global parties
16. The degree to which the local community and Media institutions benefit from research projects
17. The extent of scientific research publishing on the internet, and the marketing of scientific research

4-1-3 Evidence of Sub-criterion One

- √ Criteria and forms used in supporting scientific research projects and following up their implementation
- √ Criteria and forms used in supporting the publication of scientific research and in writing books and other manuscripts
- √ Annual statistics on the Faculty's teaching staff's supported research projects and their expenditure.
- √ Annual statistics of the number, nature, and fields of faculty members research papers published in refereed and specialized journals and conferences
- √ Annual statistics of published research papers based on higher education theses and dissertations
- √ Scientific research projects that meet the development needs of the local community and the various media sectors
- √ Statistics on the number of scientific conferences, seminars, and workshops in which the Faculty's teaching staff members took part

- √ Minutes of meetings of the committees and councils concerned with the Faculty's scientific journals and venues of publication.
- √ Samples of the teaching staff's research papers and books published or accepted for publication, together with the mechanisms for documenting them within the Faculty
- √ Criteria and procedures used for the evaluation of the teaching staff members published research papers
- √ The annual expenditure on scientific research and merit awards and incentives

4-2 Sub-criterion Two: Missions

4-2-1 Elements of Sub-criterion Two:

1. Missions for getting Masters and Doctoral degrees
2. Research and development training courses

4-2-2 Indicators of Sub-criterion Two:

1. The Faculty shall have clear policies and well-defined procedures on scholarship and missions, and the Faculty shall be committed to applying these policies and procedures.
2. The Faculty's policy should include clear statements to support sending people on scholarships, missions, and educational exchange.
3. Transparency and fairness in the selection of people for scholarships.
4. Expenditure on missions and training courses
5. Availability of regulations and instructions for sending people on scholarships and missions.
6. Committing persons sent on scholarships to studying specific Media specializations that serve the educational process.
7. Assisting persons on scholarships in selecting topics for their Masters theses and Doctorate dissertations so that they serve the scientific objectives of the Faculty and the needs of society.
8. Follow-up of the persons on scholarships in respect of their academic studies

9. The Faculty's teaching staff members shall take part in the professional development programs through obtaining higher scientific degrees and development of research capabilities
10. Regulations and procedures for holding and participating in training courses
11. Compatibility of the training courses with the teaching and research requirements of teaching faculty members
12. The role of the Faculty's committees and councils concerned with scholarships and training .

4-2-3 Evidence and Documents Required for Sub-criterion Two

- √ Annual plan for scholarships
- √ Criteria and forms used in the process of sending people on scholarships
- √ Mechanisms to follow-up persons on missions and to evaluate their performance
- √ Annual statistics the number of persons on missions, their exact specializations, the universities they are attending and their progress
- √ Annual expenditure on Missions and training courses
- √ Agreements concluded with other universities for getting scholarships
- √ Annual statistics of the number of persons participating in training courses inside and outside the University

4-3 Sub-criterion Three: Innovations

4-3-1 Elements of Sub-criterion Three:

1. Media innovations
2. Utilization of modern communication technologies
3. Entrepreneurship Media research projects

4-3-2 Indicators of Sub-criterion Three:

1. Regulations and procedures related to the support of scientific innovation and mechanisms for its implementation and publication/ dissemination
2. The Faculty shall demonstrate a clear commitment to the policies and procedures related to encouraging Media innovations and talents, and shall support participation in joint research projects conducted in cooperation with local and global strategic partners.

3. Teaching staff members shall compete for getting local, regional and global awards.
4. Policies on and procedures for entrepreneurship Media research projects
5. The role of committees and councils concerned with innovations

4-3-3 Evidence and Documents Required for Sub-criterion Three

- √ Criteria and forms used in documenting media innovations
- √ Annual statistics on documented or published Media innovations
- √ Annual statistics on Media innovations submitted for national, regional or global competitions and prizes
- √ Samples of the Faculty's teaching staff members' innovations
- √ Mechanisms for the follow-up of the implementation and evaluation of all types of Media innovations
- √ Minutes of meetings of the committees and councils concerned with innovations at the Faculty
- √ Samples of the innovative Media output produced by the Faculty's teaching staff members and students
- √ Evidence of scientific and Media prizes obtained by the Faculty's teaching staff members

5. Sub-criterion Five: Financial, Physical and Human Resources

The financial and physical resources available to the Faculty shall be adequate for the effective provision of its programs. These resources should help in creating an environment supportive to human resources including students, academicians, researchers and administrative and services staff. The Focus shall be on the human resources competence and expertise to achieve the academic research and/or community service responsibilities and guarantee their quality. Focus must also be on the on-going development of financial resources, as well as developing and upgrading human resources. The educational resources and their associated services shall be adequate for the fulfillment of the program requirements and the courses of study offered by the Faculty, and shall be available to students when needed. The Faculty shall make available all facilities and supplies required for the teaching and learning process.

5-1 Sub-criterion One: Financial Resources

5.1.1. Elements of Sub-criterion One:

1. Financial Planning and the budget
2. Financial Management and the budget

5.1.2. Indicators of Sub-criterion One:

1. The faculty shall identify the financial resources required for the various councils and include them in the university budget. Such resources shall cover the faculty needs including implementation of the study plan.
2. The Faculty shall fully control all its expenditures, and the Faculty's Dean shall submit regular reports to the university governance board/council about future expenses and needs of the faculty.
3. Budget preparation policies and procedures
4. Financial allocation policies and procedures

5-1-3 Evidence and Documents Required for Sub-criterion One:

- √ Financial planning and budgeting records
- √ Evidence of financial allocation for budget items
- √ Financial forms (in financial planning and budget calculation)
- √ The Faculty's financial allocations within the university's budget for several previous years

5-2 Sub-criterion Two: Physical Resources

5-2-1 Elements of Sub-criterion Two:

1. Academic elements
2. Research elements
3. Administrative elements
4. General services
5. Sources of information

5.2.2. Indicators of Sub-criterion Two

1. Provision by the Faculty of capabilities, modern infrastructure, and facilities suitable for employees and students, as well as equipped classrooms and places for practical training such as radio and T.V. studios and technological laboratories for the Media and information processes.
2. Provision by the Faculty of media requirements in the fields of journalism, radio, T.V., public relations and advertising, such as cameras, recording devices, design programs, printers, and computers.
3. Appropriateness of the equipment and requirements provided by the Faculty for quality standards.
4. The Faculty shall develop safety and security policies and procedures in line with approved standards.
5. Facilities shall be designed to allow easy access for persons with special needs. Facility management, operation, and maintenance shall be appropriate for ensuring sustainability of quality and safe use in support of the Media programs and teaching services therein.
6. The laboratories and studios shall contain the necessary hardware and software, and shall be furnished in a manner suitable for their function, as required by the studyplan courses, and shall meet the needs of scientific research and Media production, which may be carried out by students, faculty members, and the Faculty's personnel.
7. The Faculty shall provide appropriate equipment, modern means of communication, computers, workshop seminar rooms, data shows, electronic devices or technical teaching support devices, as well as adequate conventional or electronic bulletin boards, and a photocopying machine at each academic department to serve the administrative affairs, and faculty members.
8. The faculty shall provide a website on the university's intranet comprising all academic, Media and administrative information about the Faculty and its departments.
9. The Faculty shall work on offering some courses electronically, and to expand the scope of these offerings in the future.
10. The Faculty shall provide the programs students and academics need for the teaching process such as media production programs (radio and T.V. montage, design, and newspaper layout), appropriate statistical programs, and computers for faculty members.

11. The University shall provide an adequate number of books, periodicals, dictionaries, encyclopedias and other resources necessary for the programs offered at the Faculty of Media.
12. The Faculty shall develop appropriate plans for improving and developing its work in a manner that serves its mission and objectives
13. Quality management of facilities and services, and monitoring, improving, and maintaining them.
14. Faculty teaching staff members, students and employees satisfaction with the facilities
15. Diversity of learning resources such as books, databases, and periodicals

5-2-3 Evidence and Documents Required for Sub-criterion Two:

- √ Records and files of financial resources
- √ Follow-up and supervision records
- √ Safety and security regulations and electronic portals
- √ Guides for persons with special needs
- √ Annual statistics and surveys on satisfaction with facilities and services, and follow-up and improvement thereof
- √ Internet subscription contracts
- √ Subscription contracts to libraries and international electronic journals
- √ Annual statistics on the use of the library, information resources and media
- √ Annual statistics on the use of the internet and electronic portals
- √ Specialized research laboratories and equipment
- √ Appropriate studios and technical supplies
- √ keeping maintenance order forms and their records

5-3 Sub-criterion Three: Human Resources

5-3-1 Elements of Sub-criterion Three:

1. Academic staff
2. Research staff

3. Administrative staff
4. General services staff
5. Information resources staff

5.3.2: Indicators of Sub-criterion Three:

1. The Faculty shall ensure attraction and appointment of an adequate number of full-time professionally competent teaching staff members who cover the fields and programs offered by the Faculty and are in line with the fields of specialization of the courses of study included in the studyplans and their levels (at least one teaching staff member for each of the basic fields of the specialization; however overlapping between two fields or more may in special cases be taken into consideration). The number of the teaching staff members appointed shall be consistent with program requirements.
2. The Faculty shall adopt a policy based on maintaining a balance between the teaching staff members' abilities in teaching, training, doing research, academic advising and community service, to show their talents and innovations, and the time and support necessary for their professional development and continuing learning. It shall also ensure concluding cooperation agreements with the parties concerned with the development of teaching, administrative and technical staff.
3. Faculty members' salaries and incentives shall be appropriate for attracting and retaining them in the Faculty, and shall be applied in a just and fair manner on the basis of clear and declared promotion and tenure policies.
4. The Faculty shall have clear principles for promotion and for granting sabbatical leaves for the teaching staff members. Regulations shall specify retirement age, its procedure, and policies for making use of the services of retired faculty members, and shall also specify maternity benefits. Furthermore, the regulations, and policies concerning teaching staff members shall be available and published.
5. The Faculty shall provide an adequate number of well-qualified technical and administrative staff members to support the implementation of the educational programs and their co-curricular activities. These staff members are selected, promoted, tenured and dismissed in accordance with transparent principles of merit and fairness.
6. There shall be professional and career development of all human resources through the provision of all printed and electronic scientific and

information resources that facilitate access to all new and useful developments.

7. The Faculty shall have an administrative unit for quality control and management, a unit for developing the capabilities of faculty members and employees, and a career office for graduates.
8. There shall be an accountability system in effect at the Faculty's academic and administrative units, and the Faculty shall perform an official and regular evaluation of the performance of its technical and administrative staff.
9. Support and services offered to human resources
10. Staff satisfaction with the services provided: (appointment, training, qualifying, services, and benefits)

5-3-3 Evidence and Documents Required for Sub-criterion Three:

- √ Documents showing recruitment policies and procedures at the Faculty
- √ Training workshops and staff development records: (statistics of the workshops held, attendance and participant feedback questionnaires)
- √ Service and support committee files and statistics of the number of beneficiaries
- √ Surveys measuring staff satisfaction and follow-up thereof
- √ Records of the benefits offered (housing, savings ...) and statistics on the benefits and their beneficiaries.
- √ Samples of teaching staff members files and CVs
- √ Forms used for evaluation, leaves and other purposes
- √ Data on salaries, incentives and financial allowances of teaching staff members and technical and administrative staff
- √ Statistics concerning teaching staff members working at the Faculty, covering their specializations, academic ranks, the universities from which they graduated, numbers of males and females, and number of those working full-time and part-time, number of years of academic service, scientific qualifications and the scientific production of each of them in the previous three years.

- √ Documents showing enrolled students and graduates' degree of satisfaction with the competence of Faculty members, and technical and administrative staff.

6. Criterion Six: Student Services

The Students shall be provided with clear information about the requirements of the Faculty's various programs and their admission and graduation criteria. Student dispute settlement mechanisms shall be clearly indicated, known to the students and fairly carried out. Student guidance and counseling shall also be provided, and there shall be communication with the graduates. There shall be mechanisms for providing academic advice, counseling and support services. These mechanisms shall be responsive to student needs, who should know their rights and duties.

6-1 Sub-criterion One: Student Guidance and Counselling

6-1-1 Elements of Sub-criterion One

1. Raising student awareness
2. Psychological and social counseling
3. Guidance and professional training

6-1-2 Indicators of Sub-criterion One

1. The Faculty shall make available to students on- going academic counselling programs that provide them with guidelines for making the right academic decisions on the basis of relevant information, and specific criteria.
2. The Faculty shall provide programs and training courses that serve the students in their fields of study and in their practical life after graduation.
3. The role of the committees and councils concerned with student guidance and counseling
4. The guidance programs shall be developed on the basis of evaluation results, and feedback.
5. The counseling and awareness-raising services shall include a clear policy to discover and support student talents and innovations.
6. The Faculty shall provide the students with a printed or electronic guide covering the following subjects:

- The Faculty's vision, mission, and objectives
- Admission procedures and requirements
- The policies governing student rights and responsibilities
- Psychological and social counseling procedures
- Professional counseling procedures
- Basic information about the programs offered by the Faculty, its study plans and courses.
- Program requirements and granting academic degrees
- Laws and regulations on procedures students are required to abide by such as deferment, withdrawal, and absence
- The opportunities available for obtaining grants, financial support or loans
- Fees and procedures for payment and recovery
- The facilities provided by The faculty for academic purposes
- The Faculty's academic calendar

6-1-3 Evidence and Documents Required for Sub-criterion One:

- √ Availability of organizational units or offices concerned with student guidance and counseling
- √ Evidence of student counseling and guidance activities
- √ Student guidance and counseling regulations
- √ Minutes of meetings of the committees and councils concerned with student guidance and counseling
- √ Annual statistics on those benefiting from:
 - Raising student awareness
 - Psychological and social counseling
 - Guidance and professional training
- √ The forms used in student guidance and counseling
- √ Student evaluation of student guidance and counseling activities
- √ Periodic reports on student guidance and counseling and utilization thereof

6-2 Sub-criterion Two: Support Services

6.2.1. Elements of Sub-criterion Two

1. Student elections

2. Sports services
3. Health services
4. Facilities for Students
5. Extra-curricular activities
6. Training activities and Media services

6-2-2 Indicators of Sub-criterion Two

1. Regulations and procedures for student elections
2. Regulations and procedures for grants and loans offered to students
3. Regulations and procedures for employment of students at the university and the Faculty.
4. Regulations and procedures for providing support services
5. Holding a reception for new students to inform them about the university and faculty regulations and the services. The student guide shall be distributed to the students during the reception.
6. The Faculty shall provide, in cooperation with the Deanship of students, extra-curricular activities (sports, arts, culture, Media ...etc.) which support the mental and personal development of students . The Faculty shall accelerate this development in a manner compatible with its vision, mission, and objectives. The Faculty shall also provide services and facilities..
7. The role of the Student Union, and student committees and clubs in supporting ancillary services
8. Follow up and development of the support services.
9. The Faculty shall provide an environment conducive to practical and vocational training, and shall provide a series of counseling services in this field in addition to various media services.
10. The Faculty shall maintain a strong relationship with parties and institutions involved in media work and student services, including the local community.
11. The Faculty shall provide qualified human resources to supervise its student services.

6-2-3 Evidence and Documents Required for Sub-criterion Two

- √ Evidence of conducting student elections.
- √ Number, aims, and types of the Faculty's student clubs
- √ Annual statistics on the number of the Faculty's students benefiting from student grants loans, and student employment programs.

- √ Annual statistics on the extra-curricular activities organized by the Faculty, and the number of participants therein
- √ Statistics on the number of training courses organized by the Faculty in the areas of journalism, radio, T.V., public relations and advertising
- √ Minutes of meetings of committees and councils concerned with support services
- √ Mechanisms for looking into student complaints and grievances and the benefit therefrom
- √ Surveys of the Faculty's student views about services it provides to them (sports, health, restaurants, banks, bookshops ...etc.)
- √ Evidence in regard of the nature of relations between the Faculty and Media institutions

6-3 Sub-criterion Three: Communication with Graduates

6.3.1. Elements of Sub-criterion Three

1. Faculty graduates data
2. Representation of graduates on governance boards
3. Means of communication with graduates

6-3-2 Indicators of Sub-criterion Three

1. The Faculty shall have a mechanism for following up the quality of its graduates performance in the labour market in order to assure the high quality of its outcomes and the realization of its vision, mission, and objectives, and to utilize these findings in the development process.
2. Representation of graduates on the Faculty's governance boards
3. There shall be two-way channels of communication between the graduates and the Faculty on the one hand and the Faculty and media institutions on the other to exchange views about the programs offered by the Faculty, their effectiveness and methods of teaching and evaluation.
4. There shall be at the Faculty or university a graduates career office to follow up the graduates and their needs. The tasks and work mechanisms of this office shall be identified and performed by specialized and trained staff.
5. The Faculty shall provide on – going databases on graduates and shall benefit from them.

6-3-3 Evidence and Documents Required for Sub-criterion Three

- √ Minutes of meetings of concerned committees and councils
- √ Annual statistics on the participation of graduates in the Faculty's activities
- √ Evidence of graduates' representation on governance boards
- √ Opinion polls directed towards Faculty graduates and media institutions
- √ Annual statistics on alumni club activities and number of participants therein

7. Criterion Seven: Community Service and External Relations

The Faculty must provide appropriate and important contributions to the community, especially to institutions of public education on the basis of the knowledge and expertise of the teaching staff members and the needs of the community for this experience and expertise. The teaching staff members shall be encouraged to provide consultancy services to the local community about issues and affairs related to their educational specializations. The community's perception of the Faculty shall be monitored, and appropriate strategies shall be adopted to improve understanding, and enhance the Faculty's reputation.

7-1. Sub-criterion One: Community Service

7.1.1. Elements of Sub-criterion One

1. Areas of local community development
2. Representation on governance boards / councils
3. Representation of teaching and administrative staff on official, voluntary and global institutions to serve the society

7.1.2. Indicators of Sub-criterion One

1. The Faculty shall adopt clear policies to strengthen its relations with the local community and relevant sectors that shall be represented on some of the Faculty's councils and committees concerned with development.
2. The Faculty shall conduct studies necessary for assessing the needs of the local community, and its relevant sectors. It shall also set policies to meet

these needs and establish procedures to monitor their implementation and effectiveness.

3. Training courses and development and awareness-raising lectures
4. The Faculty shall implement planned projects that contribute to the development of the local community and its relevant sectors, carry out regular evaluation studies to determine the effectiveness and impact of these projects, and periodically update plans in line with its priorities.
5. Media, academic and research support for meeting the various needs of the local community
6. The contribution of the Faculty to the local community's development activities through its media means.
7. Contributions made by teaching and administration staff members, and students to the local community service and development
8. Enabling the community and researchers to utilize the databases available to the Faculty.
9. Linking the outcomes of the educational process to the values, ethics, laws, and regulations in force within the community.
10. The Faculty shall take into account in its media or academic policies and activities the laws and regulations governing the media practice in Jordan
11. Conducting studies and research to measure the degree of the impact of media on the community and to what extent it meets its needs
12. Holding seminars and workshops dealing with the local community and the role of media in serving its needs.

7.1.3. Evidence and Documents Required for Sub-criterion One:

- √ Documents showing the policies, plans and procedures related to the local community
- √ Administrative correspondence between the Faculty and the local community organizations
- √ Annual statistics on the number of studies, projects, and research related to the local community and the extent of their utilization.
- √ Studies conducted by the Faculty to assess the needs of the local community and the relevant media sectors, and the problems they face.

- √ A table showing the services offered to the community in respect of:
 - Type of activity
 - The Beneficiaries
 - implementing party / agency
- √ Annual statistics on joint initiatives, development projects, and the extent of their benefit and value.
- √ Statistics concerning the number of faculty member, administrative employees, and students who participated in local community activities.
- √ Mechanisms and decisions on the selection of local community representatives to the Faculty Council
- √ Annual statistics on the number of community students benefiting from grants and student loans
- √ Statistics on awareness-raising lectures and training courses related to community service

7-2. Sub-criterion Two: External Relations

7.2.1. Elements of Sub-criterion Two:

1. National relations
2. Regional and international relations

7.2.2. Indicators of Sub-criterion Two:

1. The policies governing the building of relationships at all levels
2. The Faculty shall facilitate regional and global exchange of faculty members and students, and provide the appropriate resources for that.
3. The Faculty shall have agreements on scientific and academic exchange concluded with scientific and professional media institutions in respect of teaching faculty members and students or exchange of training expertise and organization of joint workshops, conferences, and seminars.
4. Grants and assistance provided by national, regional and global institutions and organizations within the framework of the established principles of the University

5. Joint Projects and studies
6. Marketing of graduates through open career days
7. Establishing relations between the Faculty and experienced media professionals and writers to serve the educational process, and establish a clear partnership between the Faculty and the media.
8. Mechanisms and activities related to attracting students.

7.2.3. Evidence and Documents Required for Sub-criterion Two:

- √ Documents showing the policies, plans and procedures associated with cooperation at the national, regional and global levels
- √ Samples of memoranda of understanding and agreements concluded between the Faculty and other institutions inside the university and outside it, and the mechanisms for approving and signing them.
- √ Mechanisms for following up, evaluating and implementing memoranda of understanding and agreements
- √ Annual statistics on the grants and assistance provided to the Faculty from inside and outside Jordan.
- √ Annual statistics on the joint projects, studies, training courses, conferences and workshops conducted in cooperation between the Faculty and other educational and media institutions
- √ Evidence of establishing relations with media people and writers
- √ Annual statistics on the number of graduates benefiting from career days
- √ Evidence of attracting students inside and outside Jordan .

8. Criterion Eight: Quality Assurance

Faculty members and other staff must commit themselves to developing their performance and improving the quality of the Faculty's programs. Regular evaluation of the quality of each course must be carried out and academic plans must be evaluated on the basis of valid evidence and appropriate standards.

8-1 Sub-criterion One: Faculty Commitment to Improving Quality

8.1.1. Elements of Sub-criterion One:

1. Leadership
2. Resources
3. Institutional partnership

8.1.2. Indicators of Sub-criterion One:

1. Support and follow-up by the Faculty's leadership of the quality assurance activities
2. Availability of physical, human and financial resources necessary for improving and maintaining quality at the Faculty
3. Creating internal financial resources through offering various media services
4. Benefiting from advertisements obtained from the Faculty Media
5. Dissemination of the culture of quality assurance among the Faculty's teaching staff members and employees
6. The Faculty's administration practice of quality assurance procedures and its commitment to the areas of improvement
7. Involving all the Faculty's staff in the quality improvement processes and training them in the required skills
6. Utilization of feedback in the improvement processes

8.1.3. Evidence and Documents Required for Sub-criterion One:

- √ Level of responsibility and representation on quality assurance committees
- √ Faculty plans to improve quality assurance management
- √ Quality assurance guide for the Faculty
- √ Evidence of dissemination of the quality assurance culture among the Faculty's academic and administrative staff

- √ Periodic reports on the performance of the Faculty's departments and various units
- √ Reports on the effectiveness of the academic and administrative development programs
- √ Integration and inclusiveness of quality assurance reports and documents at the Faculty
- √ Training programs related to improving quality at the Faculty
- √ Reports on the size of internal financial resources generated by the Faculty
- √ Samples of advertisements posted by the Faculty in its media venues.

8-2 Sub-criterion Two: Scope of Work of Quality Assurance

8. 2. 1 Elements of Sub-criterion Two:

1. On-going periodic evaluation
2. Quality assurance coverage of inputs, processes, and outputs

8.2.2. Indicators of Sub-criterion Two:

1. Application and follow-up of quality assurance activities at the various departments and administrative and technical units of the Faculty to ensure a high-level of quality assurance in respect of all tasks and functions at the Faculty. Teaching staff members and other staff from all Faculty's various departments shall participate in the processes of performance evaluation, and planning for improvement.
2. Regular evaluation of inputs, processes, and outputs, with a focus on the quality of the outputs of the programs implemented by the Faculty.
3. Quality control, improvement, and dissemination of relevant results.
4. On-going meetings of quality assurance committees at the Faculty

8-2-3 Evidence and Documents Required for Sub-criterion Two:

- √ The committees concerned with quality assurance and the minutes of their meetings at the Faculty and its departments
- √ Reports on on-going periodic evaluation of the Faculty's programs and services

√ The evidence and procedures followed in quality assurance management at the Faculty

8-3 Sub-criterion Three: Indicators, Standards, and Benchmarks

8.3.1. Elements of Sub-criterion Three

1. Key performance indicators
2. Secondary performance indicators
3. Benchmarking standards of the quality of performance at the Faculty
4. Feedback
5. Verification of learning outcomes

8.3.2. Indicators of Sub-criterion Three

1. Inclusiveness and integration of key performance indicators and their being objectively measurable in all Faculty departments and units
2. Selection of secondary performance indicators for following up the performance of the various academic and administrative units and departments within the Faculty and in a manner consistent with their special character
3. Identification of benchmarking standards for the quality of performance at the Faculty
4. Verification of learning outcomes achieved by the students and comparing them with the labour market requirements and needs
5. Quality assurance self assessment processes shall be based on multiple sources of relevant evidence and proofs whenever possible. These includes feedback through surveys of user and beneficiary views (stakeholders), such as students, teaching staff members, employees, graduates, and the media institutions where graduates work

8-3-3 Evidence and Documents Required for Sub-criterion Three

- √ Periodic and on-going reports on the key and secondary performance indicators and the areas of their application
- √ Studies or reports related to the benchmarking of the quality of the Faculty's performance and the effectiveness of its academic programs

8-4 Sub-criterion Four: Independent Verification of Evaluation

8-4-1 Elements of Sub-criterion Four:

1. Multiple sources of evidence and proofs
2. Feedback obtained through polls
3. Verification of learning outcomes

8-4-2 Indicators of Sub-criterion Four:

1. Validation of the findings based on interpretations of the evidence and proofs of quality by external media competent parties
2. Validation of the learning outcomes achieved by students in comparison with the requirements of national qualifications and the levels achieved by similar faculties

8-4-3 Evidence and Documents Required for Sub-criterion Four:

- √ Comparisons between the Faculty's learning outcomes and those of other similar institutions
- √ Polls of students, teaching staff members, and employer views, and improvement plans related thereto.
- √ Verification matrix of the teaching and learning outcomes (compatibility between outcomes and content) and the correlation between the Faculty's vision and mission and the labour market
- √ The self-assessment study, the graduates' views and the feedback they provide on the Faculty's programs
- √ Plans for improvement of the quality assurance processes at the Faculty