



**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
**IULIU HAȚIEGANU**  
CLUJ-NAPOCA

# THE 360-DEGREE ACADEMIC EVALUATION

## A CASE STUDY: „IULIU HAȚIEGANU” UNIVERSITY OF MEDICINE AND PHARMACY

---

---

*Corina Moruțan, Alina Sicoe, Radu Oprean*



**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
IULIU HAȚIEGANU  
CLUJ-NAPOCA

# The 360-Degree Feedback Tool

- **Definition:** *“a process whereby an individual (the recipient) is rated on his performance by people who know something about his work (the raters)” (Clive Fletcher)*
- **Role:** using **multiple sources** to provide **feedback** about an organization's **performance** can lead to **noticeable improvement**
- **Valuable features:**
  - ☐ the provided information
  - ☐ the input



**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
**IULIU HAȚIEGANU**  
CLUJ-NAPOCA

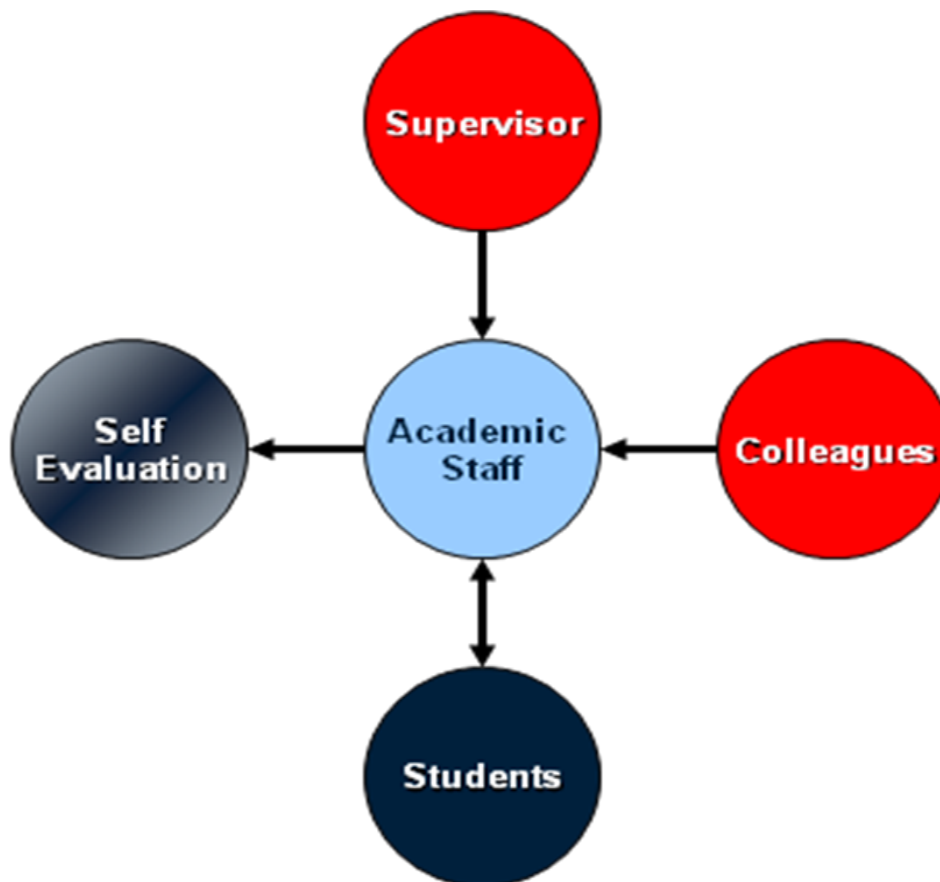
# The 360-Degree Feedback in Higher Education

- **Higher Education Institutions** have become more and more similar to any other organizations
- They are constantly adapting and integrating **quality assurance mechanisms** used in the private sector
- As an indicator of organizational performance, **education's quality** should be the primary goal of all universities
- In this context, **360-degree feedback models** have finally made some initial inroads in educational settings



**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
IULIU HAȚIEGANU  
CLUJ-NAPOCA

# The Elements of a 360-Degree Academic Evaluation





**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
**IULIU HAȚIEGANU**  
CLUJ-NAPOCA

# Study Objectives

- Approaches the issue of implementing a **360-Degree Feedback System** within a **Higher Education Institution**
- Emphasizes **our university's progress** in terms of **quality assurance** mechanisms
- Anticipates the **effects** of the 360-Degree Academic Evaluation System on teaching, learning and research quality



UMF  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
IULIU HAȚIEGANU  
CLUJ-NAPOCA

# QMS - ISO 9001:2008

- Our university has established a **quality management system** (QMS) in conformity with the requirements of standard **SR EN ISO 9001:2008**
- The vice-rector offices and quality committees of the faculties perform **responsibilities** specific to the **evaluation** and **assurance of quality**
- The regulation and monitoring are associated with **periodic quality evaluations**, at least annual, on each study program and on the institution



UMF  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
IULIU HAȚIEGANU  
CLUJ-NAPOCA

# Quality Assurance Process within our University (I)

- **2004 – 2005** – students' general evaluation of the didactic activity
- **2006** – students' general evaluation of the didactic activity for the first academic cycle
- **2007 – 2008** – students' general evaluation of the didactic activity for each study year
- **from 2008** – the students' evaluation of didactic activity is made **nominally**, for **each discipline** in part





UMF  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
IULIU HAȚIEGANU  
CLUJ-NAPOCA

# Quality Assurance Process within our University (II)

- Our university's **self-evaluation questionnaire** was also modified, in accordance with the newest criteria of quality assurance
- **Since 2009**, the **360-Degree evaluation process** has been set by **our university** to be conducted **over the internet**
- In order to assure raters privacy and confidentiality, the university invested in **highly professional software**





**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
**IULIU HAȚIEGANU**  
CLUJ-NAPOCA

# Online Evaluation System Students' Evaluation (1)

## ■ 2 + 2 + 1 dimensions

### ☐ Lecture evaluation

- Lecture + professor
- Students theoretical examination

### ☐ Practical work evaluation

- Practical work + professor
- Students practical examination

### ☐ ECTS workload



**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
IULIU HAȚIEGANU  
CLUJ-NAPOCA

# Online Evaluation System Students' Evaluation (3)





**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
**IULIU HAȚIEGANU**  
CLUJ-NAPOCA

# Online Evaluation System Academic Staff Self-evaluation (1)

## ■ 4 dimensions

### ☐ Teaching

- 5 items

### ☐ Research

- 6 items

### ☐ Professional Recognition

- 10 items

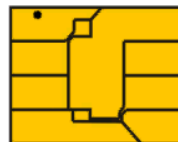
### ☐ Involvement in Institutional Development

- 4 items



**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
IULIU HAȚIEGANU  
CLUJ-NAPOCA

# Online Evaluation System Academic Staff Self-evaluation (2)



**Sesiunea a fost finalizată.**

**Conectare**

Utilizator:   
Parola:

**Conectare**



**UMF**  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
**IULIU HAȚIEGANU**  
CLUJ-NAPOCA



UNIUNEA EUROPEANĂ



GUVERNUL ROMÂNIEI  
MINISTERUL MUNCII, FAMILIEI ȘI  
PROTECȚIEI SOCIALE  
AMFOSORU



Fondul Social European  
POS DRU 2007-2013



Instrumente Structurale  
2007-2013



MINISTERUL  
EDUCAȚIEI,  
CERCETĂRII,  
TINERETULUI  
ȘI SPORTULUI  
OPOSDRU



AGENȚIA ROMÂNĂ  
DE ASIGURARE A  
CALITĂȚII ÎN  
ÎNVĂȚĂMÂNTUL SUPERIOR

# Reports

## ■ **Non-customized** summary reports:

- ☐ Stakeholders
- ☐ Students

## ■ **Non-customized** full reports:

- ☐ Academic staff
- ☐ Heads of departments

## ■ **Customized** summary reports:

- ☐ Rector
- ☐ Deans
- ☐ Vice-rectors
- ☐ Head of administration



UMF  
UNIVERSITATEA DE  
MEDICINĂ ȘI FARMACIE  
IULIU HAȚIEGANU  
CLUJ-NAPOCA

# Conclusions

- A **360-Degree Feedback System** within a **Higher Education Institution** was designed
- **Data acquisition software** for self- and student evaluations was designed and implemented
- Customized and non-customized **reports** are used for further development of quality system
- The implementation of a **360-Degree Feedback System** in a **Higher Education Institution** is a complex process which involves a large amount of time, human and material resources



**UMF**  
 UNIVERSITATEA DE  
 MEDICINĂ ȘI FARMACIE  
 IULIU HAȚIEGANU  
 CLUJ-NAPOCA

# Acknowledgements

## Department of Academic Evaluation and Quality Assurance



Smart Division  
 Company

