



Observations on Short Course Delivery

From the perspective of private Higher Education providers

Session 4

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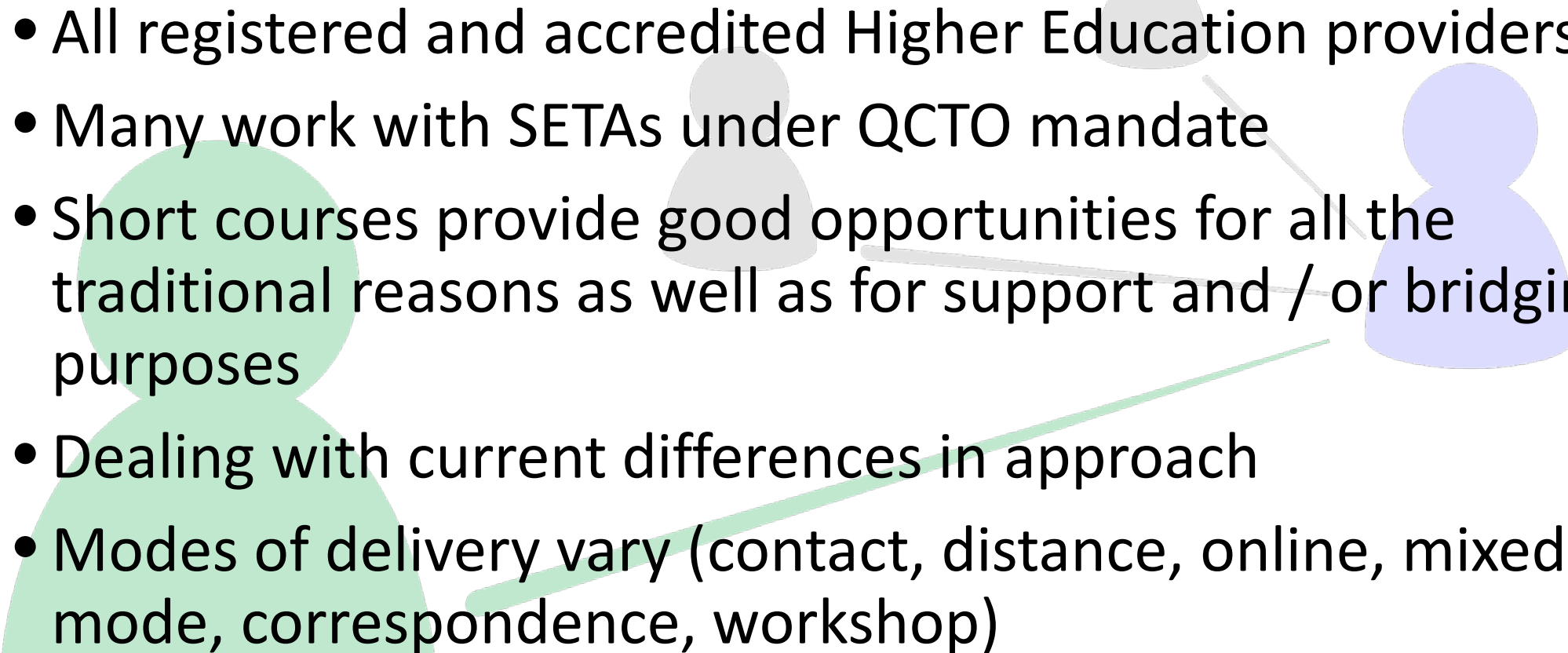
Milpark Education

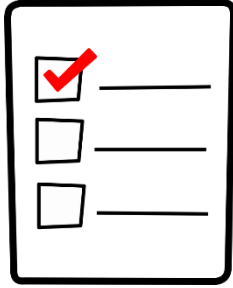
Private HE in SA

- There are more than 100 Private Higher Education Institutions (PHEIs)
- Mostly niche providers
- Address a wide range of fields: Commerce, IT, Psychology, Theology, Design, Film, Biotechnology, Public Relations, Branding, Marketing, Criminal Justice
- Qualifications range from level 5 to 10
- Some providers also offer in FET bands (4 upwards)
- PHEIs register with DHET, register qualifications with SAQA and are subject to intense HEQC scrutiny (more than universities as all 19 criteria are applied for re-accreditation in a regular cycle)
- Illegal offering leads to shutting down / criminal charges



members & short course provision

- All registered and accredited Higher Education providers
 - Many work with SETAs under QCTO mandate
 - Short courses provide good opportunities for all the traditional reasons as well as for support and / or bridging purposes
 - Dealing with current differences in approach
 - Modes of delivery vary (contact, distance, online, mixed mode, correspondence, workshop)
- 



Sample of courses offered:

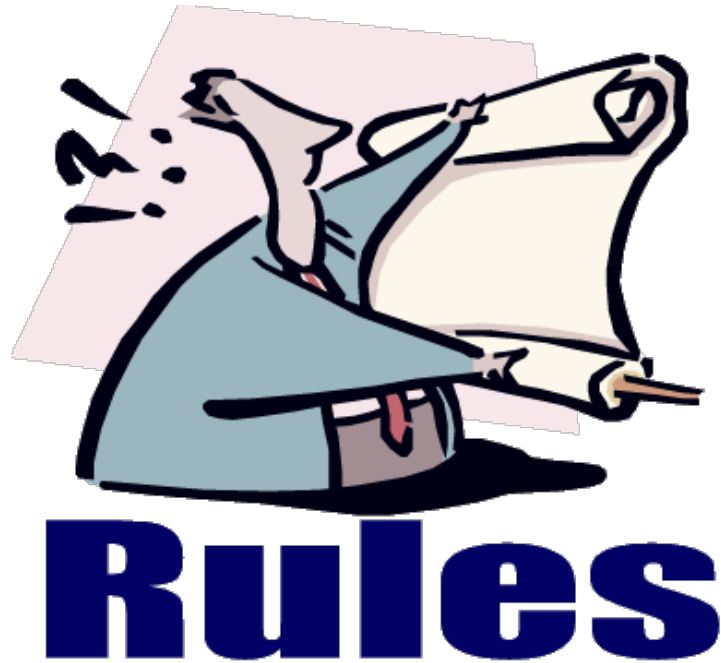
- Operations management
- Project Management
- Leadership
- PR/Event Management
- Corporate governance
- Risk management
- Web development and design
- Desktop publishing and design
- Accounting, finance
- Brand building
- Marketing management
- Brand leadership, practice and entrepreneurship
- Digital strategy
- Photography
- Copywriting
- Technology enhanced learning programme
- Strategic HR Management
- Legal office support
- Fundamentals of SA's legal system



What do we all have in common?

Short course provision

Regulatory Framework



- The QA of short course delivery is delegated to institutions
- “Accreditation” is not delegated (PHEIs & Universities use this language erroneously)
- Relevant QA, governance and other associated requirements are thus to be implemented and managed by the institution
- Within parameters set by the HEQC (only as recently as 2016)

Current status

- Not all HEIs know or act in terms of what is permitted
- HEIs speak of “accredited” short courses – especially true of “Executive Education”
- HEIs link and advertise short courses to NQF levels and / or offer them with credits allocated
- HEIs use short courses without requisite RPL / admission process
- CAT difficulties
- Certification / nomenclature variable
- Legitimacy issues result
- ‘Provider’ v ‘accredited HEI’ creates market confusion



Public / Private Providers

Public providers

- Often delivered through the 'enterprise' arm – not necessarily formal /academic
- Not always clear what QA / approval processes are followed
- Variable policy / approval processes
- Variable advertising and academic claims made

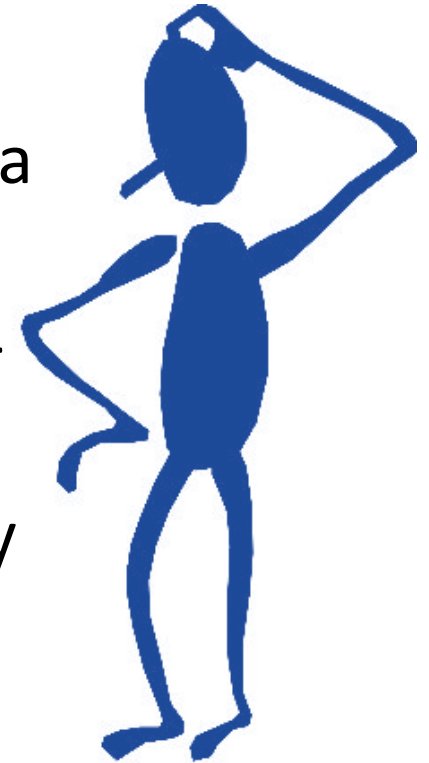
Private providers

- Governance not always clear
- Business to business model, rather than one on one – impact
- Variable policy/ approval / certification makes RPL usability less reliable
- Variable advertising and academic claims made



Challenges

- Policy frameworks vary among HEIs (separate / integrated)
- Policy has been vaguely communicated and not always from a single source (SAQA / CHE overlap / confusion)
- Nonetheless, key provisions of the 2016 Guide are not new – and are adhered to by a number of compliant providers
- Most providers in SAPHE manage short courses no differently to qualifications – design, approval, review, development
- Link to QCTO under-exploited?
- “Bleeding” in and between HE and FET provision



Key areas of concern

- Design and purpose considerations vary (CPD, enrichment, compliance, development, BEE / scorecard considerations) - process and policy cannot
- Marketing not always ethical, clear and compliant
- Certification ambiguous
- Site of delivery to be accredited
- Learning programmes presented as 'qualifications'
- Self-regulation is key
- Modules on HE programmes offered as short courses - non-degree purposes



Where to now?



- Maintain delegated status – need sector compliance, both public and private
- Propose an efficient, light-touch monitoring / self-regulatory process for short course delivery and offerings
- Massification challenges do not seem to have undermined value of and demand for SA short courses – understand and use this
- Responsive and flexible short courses need to deliver a solid ROI

