

Appendix 13: Updated SWOT Analysis 2017 ENQA SSR; Previous SWOT Analysis 2015

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Experienced in international accreditations (6 countries/ 10 programmes).</p> <p>Respected as an autonomous, independent QA agency.</p> <p>Graduates from ECCE accredited institutions can seek employment internationally.</p> <p>ECCE members bring experience from several different countries.</p> <p>ECCE members have a depth of higher education as well as clinical practice experience.</p> <p>Site evaluation team members are not subject to the maximum 8 year term of service and thus serve as highly experienced evaluators and mentors to new site evaluation team members.</p> <p>Some ECCE members have advanced degrees in medical education or related educational qualifications in addition to their professional qualifications.</p> <p>The addition of Student members to ECCE as well as site evaluation teams has been a very positive experience.</p> <p>The addition of a Student to the CoA committee</p> <p>The appointment of an excellent Executive Secretary.</p> <p>The appointment of a Quality Assurance Consultant as a paid position without a fixed term of office to oversee documentation, perform research and serve as a mentor for new members.</p> <p>Working with national accrediting agencies for joint accreditation/evaluation activities.</p>	<p>The maximum 8 year term of membership for non-institutional members means that those with the most experience are usually replaced by members with less experience.</p> <p>Limited ability to generate increased financial resources. The increasing numbers of accredited programmes and recent fee increases have eased the financial situation since 2015.</p> <p>Most ECCE members volunteer their time and efforts while having full-time jobs outside of the ECCE.</p>	<p>Risk-based re-evaluation time-tables now allow flexibility and working with national accrediting agencies in some countries to conduct joint accreditation site visits.</p> <p>The opportunity to positively influence chiropractic education internationally, particularly in emerging countries.</p> <p>The opportunity to perform internal and external research studies on performance achievements for the various Standards and comparison between countries and institutions.</p> <p>The opportunity to continue to explore and perfect web-based training for site evaluation team members.</p> <p>Mentoring new ECCE members by more experienced members</p> <p>Expanding the definition of 'Student' to allow longer terms of service on ECCE and particularly the CoA by including those in recognized post-graduate programmes.</p>	<p>Currently the only agency with its' core purpose the external review of chiropractic education in Europe. If another agency took on this role it would be a threat.</p> <p>Financial limitations affect some desired activities (i.e. attending some ENQA and related agency workshops or meetings.)</p> <p>The future need for ECCE's services is predicated by the profession's desire for an independent, cross-border quality assurance agency for chiropractic education. As such a change in the political will of the profession to support ECCE would have dramatic consequences. Currently and for the past many years the European Chiropractors Union strongly supports the ECCE and particularly wishes ECCE to remain an ENQA member.</p>

Previous SWOT Analysis for the 2015 ENQA SSR

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<p>Experienced in international accreditations.</p> <p>Respected as an autonomous, independent QA agency.</p> <p>Graduates from ECCE accredited institutions can seek employment internationally.</p> <p>ECCE members bring experience from several different countries.</p> <p>ECCE members have a depth of higher education as well as clinical practice experience.</p> <p>Site evaluation team members are not subject to the maximum 8 year term of service and thus serve as highly experienced evaluators and mentors to new site evaluation team members.</p> <p>Some ECCE members have advanced degrees in medical education or related educational qualifications in addition to their professional qualifications.</p> <p>The addition of Student members to ECCE as well as site evaluation teams has been a very positive experience.</p> <p>The appointment of an excellent Executive Secretary.</p> <p>The appointment of an Evaluation Secretary with significant higher education experience who also serves as a member of all site Evaluation teams.</p>	<p>The maximum 8 year term of membership means that those with the most experience are usually replaced by members with less experience.</p> <p>Limited ability to generate increased financial resources.</p> <p>All ECCE members volunteer their time and efforts with most having full-time jobs outside of the ECCE.</p>	<p>Potential to work with national accrediting agencies in some countries to conduct joint accreditation site visits.</p> <p>The opportunity to explore risk-based assessments and flexible re-accreditation time frames to align with national accreditation time frames.</p> <p>The opportunity to positively influence chiropractic education internationally, particularly in emerging countries.</p> <p>The opportunity to continue to explore and perfect web-based training for site evaluation team members.</p> <p>Mentoring new ECCE members by more experienced members</p>	<p>Currently the only agency with its' core purpose the external review of chiropractic education in Europe. If another agency took on this role it would be a threat.</p> <p>Financial limitations affect some desired activities (i.e. attending some ENQA and related agency workshops or meetings.)</p> <p>Some chiropractic institutions question the need for both ECCE and their own national accreditation.</p> <p>The future need for ECCE's services is predicated by the profession's desire for an independent, cross-border quality assurance agency for chiropractic education. As such a change in the political will of the profession to support ECCE would have dramatic consequences.</p>