



## PROFESSIONAL BODIES

### QUALIFICATIONS PROTECTING THEIR CURRENCY VALUE

**Professional Bodies, Learned Societies and other representative organisations, often rely heavily for income upon their “Awarding Body” activities - offering qualifications. This is therefore an important area to get right.**

In setting standards, offering qualifications and acting as gatekeeper to a profession, Professional Bodies must avoid the threats inherent in misjudging the fine balance between commercial considerations and quality assurance.

With regard to Awarding Body activities, there are some common *pitfalls to be avoided*, such as:

- Putting insufficient clear water, in terms of organisational structure and management responsibility, between the two key priorities of quality assurance and commercial efficacy
- Failing to ensure that higher management is fully aware of the quality assurance issues (including regulatory) and of the need to ensure the maintenance of standards
- Allowing standards to slip, letting the perceived currency value of the qualifications reduce and thereby threatening the continued official recognition by the authorities
- Failing to have measures in place to control the activities of third party partners in the qualifications activity.

The activity can be broken down as follows:

- Setting a syllabus/curriculum for each qualification:
- Developing teaching and learning materials
- Vetting and approving colleges/trainers to deliver the programmes
- Setting assessments and “validating” them before use
- Marking assessments and “moderating” the marks before publication
- Issuing certificates/diplomas to successful candidates
- Collecting fees.

The perceived currency value of a qualification in the eyes of employers and students is heavily influenced by the integrity of the whole process and the recognition and reputation it enjoys as a result.

All these aspects of Awarding Body activity need to be managed in a particular way, giving due attention to their specialist aspects whilst at the same time adopting a customer-focused approach to their delivery.

**Oriel helps Professional Bodies to create the circumstances where they can deliver results, even in these turbulent times.**

**We work with Management Teams to develop revenue streams, create strategies to achieve the objectives and move the organisation forward.**

**For further information or an exploratory discussion,  
call Oriel on 01252 727625**

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