

Strategic Benchmarking with Universities of Music

Benchmarking in Higher Education
International Benchmarking Conference

13th – 14th of September 2012

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TOPICS

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0. Short introduction of the University of Music Detmold
1. Incentive for project >> reasons for starting
2. Objective and motivation >> ambition in participating
3. Work effort >> own effort

TOPICS

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4. Insight, experience, benefit >> insights and results
5. Advantages of benchmarking
6. Significance of external consulting

0. Introduction



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- **University of Music Detmold**
- Institution in Northrhine-Westfalia = very autonomous
- NRW: 4 universities of music/ 3 universities of arts
- Nearly 750 students
- Small learning groups, mostly one-to-one lesson

0. Introduction

- **University of Music Detmold**
- Nearly 100 engaged staff
- Nearly 150 lecturers >> independent
- Administration nearly 50 persons
- Bologna: BA since WS 2008/09
 MA since WS 2009/10

0. Introduction



**Excellence in
teaching ...**

**... of classical
music**



0. Introduction



Highly technical
training institution
for ...

... professional
music recording



1. Incentive for the project

- University of Arts Bremen >> comparison of equipment, costs and activities.
- **Results not valid because of the specific character of a university of music or of arts.**
- >> aim at an own benchmarking strategy

1. Incentive for the project

- **Strategic workshop**
- **Intention of getting a solution of the strategic questions by comparing themselves with each other**
- **Permanently communicating concerning all those questions of interest.**

2. Objective and motivation

- **Answering those questions which are asked in all universities of music concerning the same topics.**
- **>>Identification of best practises**
- **Development of qualities and organisation**
- **Sustainability of implementation of valid methods**

2. Objective and motivation

- **Personal relationship of the involved responsible chancellors**
- **>> basic confidence >> ideal basis for a efficient benchmarking >> benchmarking code**
- **Identification being of interest for all universities of music >>>**

2. Objective and motivation

- **QUALITY is the main topic**
- **No standards concerning quality in universities of music**
- **No definition within the universities of music concerning quality.**

2. Objective and motivation

- **1. QM concerning quality of teaching and success in teaching**
- **Focus:**
 - What has to be done in order to save quality?
 - What is quality of teaching?
 - How can you measure quality?

>>>

2. Objective and motivation

- **2. application of the independent lecturers**
- **>>> topics**
 - Lectureship and quality of teaching
 - Administration and organisation concerning lectureship
 - Implementation of lectureship into the university
 - Creating lectureships

2. Objective and motivation

- **Own personal incentive: allocation of 6.4 Mio € for a network of 12 universities of music**
- **For quality management and development of teaching**
- **>>> results of the benchmarking club as possible valid results for the new network**

3. Work effort

- **Highly exhausting and stressful**
- **But also very profitable**
- **Intensive preparation for the next session**
- **query of data**

4. Insight, experience, benefit

- **Same problems everywhere >> same systematical and structural problems**
- **Uncapability to see the wood for the trees >> transparency by benchmarking**
- **Dual method of QM**
 - **Best practise >> achieving a better method than one's own**
 - **Identification of own systematical handicaps**

5. Advantages of benchmarking

- **Identification of strengths and weaknesses**
- **Analysis of workflows**
- **Best-practise-solution >> learning from each other**
- **Club of fixed members >> long duration perspective of benchmarking**

6. Significance of external consulting

- **Neutrality**
- **Moderation**
- **Coordinating**
- **Critical attendance**
- **Summarizing the results of the workshop >> driving the members to the next step**

