

JAMES Accreditation Operating Policy

This document identifies the operating framework and expectations to be placed upon the process of industry accreditation of education.

This is the evolution of the process started in 1998.

Made up of dedicated audio and media industry professionals, JAMES' role is to create and maintain supportive links between education and the entertainment and media industries. We wish to ensure that many years of professional experience are not lost to future generations.

Within our course accreditation process, we ensure that education leaders are aware of the need to train and send into the workplace skilled practitioners from as varied a background as possible.

JAMES welcomes into our industry, professionals with the right level of experience, industry knowledge and education, regardless of gender, religion, race or cultural identity.

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BACKGROUND:

JAMES' **Higher Education Accreditation**, started in 1998, and **Further Education** award schemes are recognised as the preferred method by which industry can support education and identify those courses that are able to produce suitably trained and qualified potential employees and individuals for the future.

The industry members of JAMES and endorsing industry bodies have combined their experience and expertise to bring a concerted approach to this process. Course accreditation and approval is valid for 3 years, at which point re-accreditation will be necessary and is available for both public and private sectors in the U.K. and internationally.

THE PROCESS ENVIRONMENT:

Vocational education aims to produce individuals with the background and skills required by employers. Industry accreditation for our sector is a voluntary submission by those believing they deliver a programme of education that meets industry expectations and wish to be recognised as such.

JAMES represents the interests of its industry body organisations, operating a scheme by which those organisations can be assured that individuals who have successfully completed an accredited course are likely to have the basic understanding and skills required.

The criteria for JAMES Accreditation are based on current and National Occupational Standards.

JAMES accreditation is seen as a rigorous, confidential yet supportive process by which education providers and students can be assured of the value to industry of a course. It is also seen as a partnership through which industry can feed back in to education and thereby support the development of courses that are relevant to industry requirements and survival.

THE PROCESS:

The criteria for HE and FE course accreditation has been set and agreed by the Directors of the organisations that make up JAMES after consultation with their members, academics, working professionals and employers practicing in the industry. The accreditation process is managed and developed by the JAMES Executive.

The process centres on three phases:

- An Initial Evaluation
- The Course Accreditation
- The Final Report

'Initial Evaluation' is a process that filters submissions for accreditation. Over a period of time, sometimes many months involving several conversations and visits, the 'Initial Evaluation' will then require a written submission from the institution and a follow-up site inspection visit. Based upon this information, a judgment can be made as to the suitability of the submission. Therefore, for a small financial outlay, an institution can identify potential areas of concern within a submission. Weak submissions will be supported and encouraged to address any concerns or alternatively hold back from committing to the expense and work involved in the Full course accreditation phase.

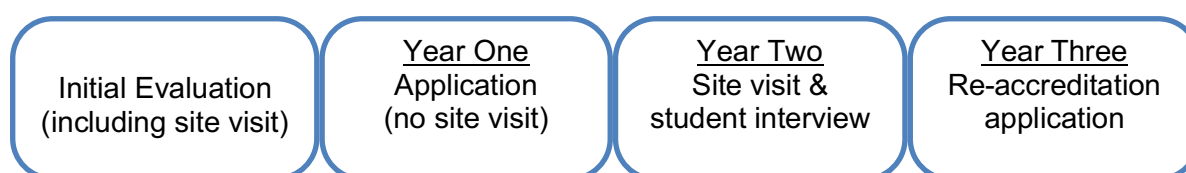
THE ACCREDITATION PROCEDURE *IN BRIEF*:

- A university or institution apply for accreditation and our accreditation team will assist with the application process.
- Having completed an 'Initial Evaluation', the decision whether to proceed with Full accreditation is agreed between JAMES and the institution.
- Further documentation* is then submitted electronically using a provided FTP link.
- Two or more assessors [1] will review the documentation and an online meeting with the course team may be required for further discussion.
- The accreditation committee will review the assessor's report and a confidential report, including recommendations, will be collated and sent to the institution.
- A starting date for the 3-year accreditation period will be included.
- From this date, JAMES logos and other marketing materials can be used to promote the course and students commence enjoying accreditation benefits.
- A follow up site visit [2] to inspect facilities and interview students on the course/s is arranged the following year. This provides an opportunity for continuing engagement with JAMES.

* Information provided will include facility resources, syllabuses, external examiner reports and links to course work. The assessors will examine and report on items set out in the support documentation that is specific to each type of course.

[1] JAMES Assessors: JAMES trained assessors and the accreditation committee members include working professionals with specific experience and knowledge to evaluate the industrial relevance of a course. Assessors are required to complete a statement detailing their industry experience and any past or ongoing education links. **Our assessors are expected to act responsibly and in turn expect to be treated with respect at all times.**

[2] Site visit procedure: A site inspection visit is an integral part of the 'Initial Evaluation' and the second year when assessors inspect the facilities and interview past and present students.



THE FINAL REPORT:

The Final Report includes supportive recommendations on how the course content, equipment and links with industry could improve the value of the education experience for the student. This also provides a vehicle for the course team to gain support from industry for any changes and improvements they have identified. This may help the course team with future plans and funding applications for the facilities and course/s.

The Report provides a mark against which future developments can be measured. The Report should be made available to the course team and management for a minimum of 5 years.

ACCREDITATION PERIODS COVERED: see example Timeline below

Successful accreditation will last 3 years. Students graduating in the year of the award and the following 3 years will have completed a 'JAMES accredited' course.

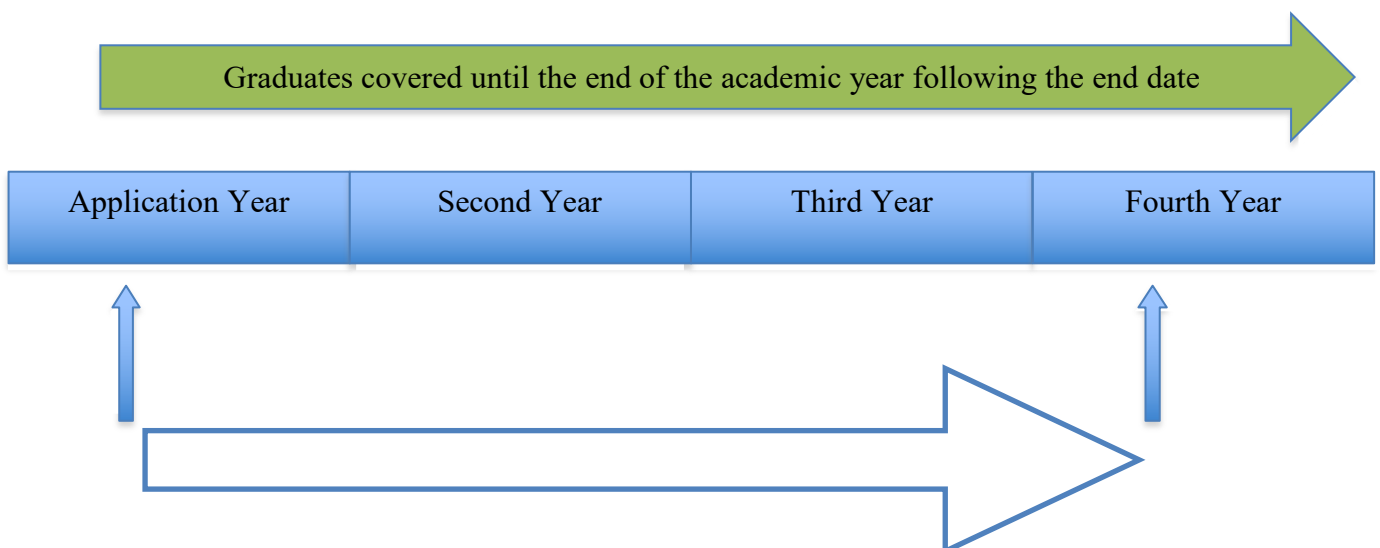
Re-accreditation must be arranged to start immediately following the end date of the existing award to maintain continuity [unless agreed otherwise by JAMES].

Failure to arrange re-accreditation by the relevant date will affect ALL those students graduating in following years. **Those students will NOT have completed a JAMES accredited course, even though they will have started one.**

This information will be published on the JAMES web site against the course.

ALL use of JAMES logos by the institution on their web site and in marketing material relating to the course/s must cease. Failure to do so will be seen as a gross misrepresentation to students and other interested parties and will be reported to HESA and Discover Uni.

This is a mandatory requirement of PSRB's (Professional, Statutory and Regulatory Body) by HESA and Discover Uni to make sure future prospective students are not misled by out-of-date or incorrect KIS information.



ACCREDITATION OF DIFFERENT COURSE TYPES:

As there is a growing movement towards "modularisation" of courses and qualifications, JAMES offers accreditation to full term and short courses in both the public and private sectors.

We will ensure that when courses are presented, the aims and objectives of the course will be clearly indicated so that employer members can assess whether graduates from a particular course are suitable for their requirements.

Courses that form part of a franchise agreement must be processed as separate applications and must individually undergo the Full accreditation process. No awards or rights will pass automatically between them.

THE JAMES 'ACCREDITATION COMMITTEE':

The Accreditation Committee is accountable to the JAMES Executive.

The committee is responsible for agreeing and implementing changes to the process in line with the needs of the industry members, and also:

- Assessing suitability of applications for accreditation
- The selection of suitably experienced industry assessors
- Ensuring the process is carried out in line with the 'Operation Policy'
- Adjudicating when the final report highlights concerns and recommending follow up actions
- Approving the final award decision
- Monitoring and applying due diligence over the duration of each award
- Agreeing action where the spirit or rules of the award are broken

JAMES GOVERNANCE STATEMENT:

A Higher or Further Education or independent establishment that has been successfully accredited by JAMES carries an independent, industry relevant, measure of the ability to deliver the course/s as described in the prospectus at the date of inspection. The Accreditation Procedure includes:

- Inspection of facilities, equipment and technical support
- Reviewing the course/s content for relevance to industry and good practice
- Ongoing awareness & interaction with current industry practices
- An emphasis on 'Transferable Skills' that can be used in the larger workplace
- Evidence of a balance of academic and industry experience across the team
- Continuing skills development & industry links of the course team
- Student collaboration across disciplines and between other relevant courses

After the accreditation award date, JAMES places responsibility on the institution to report any changes that take place that may affect the course/s or their delivery. The accreditation process is renewed after a period of three years.

Industry Accreditation of any course will not guarantee successful graduation and successful graduation will not guarantee employment in a chosen career.

REPORT AND FEEDBACK:

JAMES is very interested to learn about academic experiences relating to our accredited courses. The positives as well as the negatives

If you are dissatisfied with any aspect of a learning experience or have any complaints regarding a course or how it was delivered, it is vital to contact the university or college directly. You may not be in possession of all the relevant facts and there may be very sound mitigating circumstances. Institutions have well established complaints procedures that must be followed in order to resolve a concern and these procedures are taken very seriously.

JAMES will not be able to act directly on behalf of any individual or specific case. However, if you copy to JAMES any correspondence, we will keep a record of any complaints in order to identify re-occurring issues. We will use any such information in a confidential, yet constructive, manner.

Contact admin@jamesonline.org.uk or accreditation@jamesonline.org.uk

DEFINITIONS:

Validation and Industry Accreditation

Validation can be looked upon as being mainly concerned with academic standards and keeping the rules of the validating body, whilst industry accreditation is concerned not only with course content and its relevance to prospective employers, but with the environment in which the course is delivered.

The environment includes the outlook and experience of those who deliver the programme with particular reference to the industry experience within the course team and student welfare.

TERMS:

Accreditation Fee Payments

All payments are due upon receipt. If a payment is not received, the buyer forfeits ownership and associated privileges of any item or services provided. All references to JAMES and use of JAMES logos must be removed from marketing materials and web sites.

Re-accreditation Application

Application and payment for re-accreditation should be in place by the expiry date of the current accreditation period. If after 3 months following the expiry date no application has been received, **ALL** reference to courses being accredited by JAMES **MUST** be removed from web pages and marketing material. The institution will be marked, '**No longer accredited**' on the JAMES site.

Current students must be informed their course will no longer be accredited when they graduate **with a copy being sent to JAMES** and they will no longer be able to enjoy associated benefits

HESA and 'Discover Uni' must be contacted and course KIS details amended immediately.

Education Support Payments

Any education events or master classes that are included in the fees must be organised and used within the award period. It is the responsibility of the client to propose dates and subjects to be covered. Any unused funds will be forfeited and will not be carried forward.

Cancellation

Any item or service may be cancelled up until the point of delivery. At such time, a minimum percentage payment of the full value will be due covering administration costs.

* Over 4 weeks, a **minimum** of 20%

* Less than 4 weeks, a **minimum** of 40%

Legalities

JAMES is not responsible for any health or safety concerns of individuals delivering or receiving services provided.

These Terms and Conditions are subject to change.

Our Mission: Music and Media Industry Supporting and Linking with Education

JAMES considers education and training to be vital in nurturing tomorrow's talent. Our initiatives are designed to facilitate the highest standards thus ensuring that many years of audio industry experience are not lost to future generations. This is achieved by our Higher Education course accreditation and Further Education schemes.

Industry Accreditation: A Confidential and Supportive Process

Our Accreditation and Approval schemes indicate that education courses will satisfy the demands and expectations of employers including the needs of an increasingly freelance workforce.

Industry Accreditation is concerned with:

- Integration and relevance of subject matter.
- The infrastructure to deliver the stated course objectives.
- Plans for the evolution of the course.
- The impact of new technologies and the exclusion of obsolete material.
- Adequate coverage of the fundamental principles of sound, acoustics, technology, engineering, music production, computers and software implementation.
- Adequate relevant resources and the availability of resources to students.
- Intellectual challenge.
- Pastoral care of the students.
- Preparation of students for work in interdisciplinary teams.
- The employability of successful students.
- The industry and academic experience of teaching staff.
- Adequate equipment service and back-up facilities.
- Industry links.
- The environment in which the course operates.

Who benefits from Accreditation?

- Industry
- Students & Parents
- Institutions
- Course Leaders and their teams
- Government bodies

What are the benefits of Accreditation?

- Assists employers to know which courses are consistent with industry and their employment needs.
- Students and Parents are assured of a course's value and relevance to industry
- Education providers are assured of a course's relevance to industry and the potential employability of their students
- Government are provided a measure of the vocational value of a course

Accredited courses cover:

- Sound Recording
- Music Technology
- Music Production
- Live Sound
- Audio Post Production for Film and Television
- Audio for Games
- Song writing & Performance
- Artist and business management
- Film & TV
- Courses from levels 3 to 8 of the National Qualifications Framework and Levels C, I, H, M, D of the Framework for Higher Education.
- Equivalent courses in the private sector.