



Mark of Excellence FAQs

What are the costs involved in applying for the Mark of Excellence?

- The registration fee for 2020-21 is £2475 + VAT (payable in two instalments)
- The assessment fee for 2020-21 is £1775 + VAT

Please note that these prices are subject to change each academic year.

Additional costs to be paid are your advisor and assessor's direct expenses, at AUA standard rates, which are passed on at cost.

What support is available throughout the process of working towards the Mark of Excellence?

When you register, you will be allocated an adviser who will support you during the time that you are working towards the Mark. Your adviser is independent of the assessor who will establish if your organisation meets the standards for the Mark of Excellence.

Is there an additional cost for adviser support?

Your adviser's time is included in the basic cost of the Mark of Excellence and is broken down as: one half day before a site visit, a day developmental visit and one half day for follow up and for post-visit to work collaboratively on the action plan with your organisation. You are welcome to purchase additional adviser time, through the AUA, if required. Please contact a member of the team for more information.

On top of this, you will cover your adviser's direct expenses, at AUA standard rates, which are invoiced at a later date and passed on at cost.

The role of the AUA adviser is not to assess your application but to work with you as a critical friend and consultant over two days.

How long does the whole process take?

We advise that you should aim to submit your application for the Mark of Excellence within two years of registering.



Why does the application have to go to an assessment panel?

The role of the Panel is to make the final decision whether the institution is to be awarded the Mark and strategically, to uphold the standard and reputation of the Mark. The Panel comprises three people, including an AUA Board member, a representative of AHUA and a staff developer, each with sufficient knowledge and experience to form judgements on the basis of the assessors' reports.

How long does an institution retain the Mark of Excellence?

The Mark of Excellence lasts for a period of three years from the date of the panel decision.