



Certification of Quality in e-Learning

UNIQUE and ECBCheck

Anthony F. Camilleri | Moscow Education Online 2012

Introduction to EFQUEL

EFQUEL is a **European membership organisation**.

EFQUEL consists of **more than 120 members** globally (8 members in Russia).

The members represent associations, universities, companies, vocational training institutions and local networks.

All members share **the same interest: quality in technology enhanced learning.**

Mission

EFQUEL's mission is to **enhance the quality of technology enhanced learning** in Europe by providing services and support for all stakeholders.

EFQUEL is built on principles of dialogue and inclusiveness to **promote excellence and innovation in learning.**

Setting the Scene



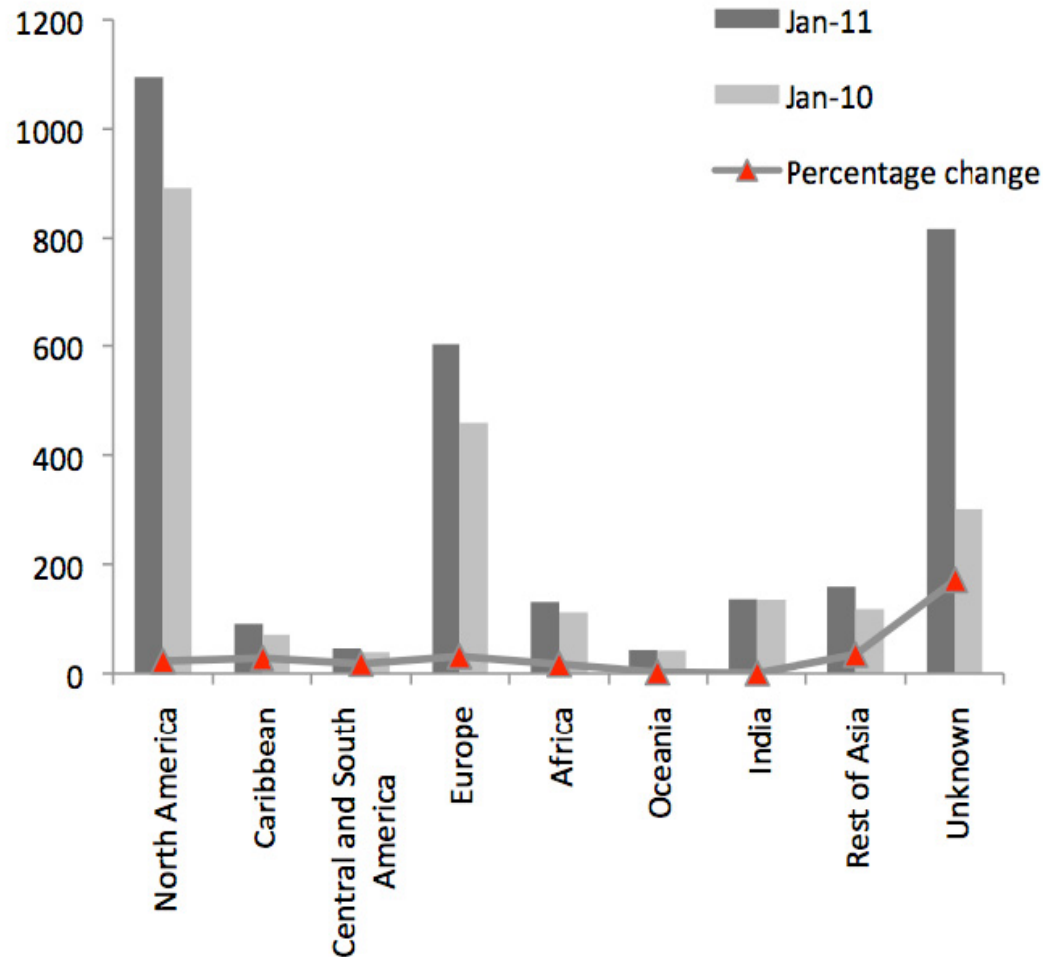


Online Education

has a

credibility problem

Growth of Diploma Mills Globally



48% growth
in one year

nearly entirely
online education

Quality itself is changing



- Traditional perceptions of quality are not always valid
- New societal / political values set new expectations from education
- Disruptive innovations mean constantly shifting standards

Demands on Education are Rising

- provide graduates to supply the knowledge economy
- Increase efficiency of processes
- Extend reach of programmes
- Adapt content to ever-changing priorities

do more, better, with less

An appropriate response.....

Quality

culture

to sustain your mission

An appropriate response.....

Quality

verification

to remain relevant vis-a-vis peers

An appropriate response.....

Quality
certification

to ensure recognition

**EFQUEL's
Quality Portfolio**



UNIQUE^e

unique.efquel.org

certification for
Higher Education Institutions

engaging in

Technology Enhanced Learning

ECB  CHECK

ecbcheck.efquel.org

certification for
e-learning programmes

offered as

Fully Online or Blended

Value Proposition

- Produced and developed by leading international organisations
- Over 10 years of continuing research & development
- Supported by a community of professionals
- Calls on top European expertise
- Clear, standardised and transparent

Leading International Organisations

The logo for UNIQUE, featuring the word "UNIQUE" in a serif font with a small star above the 'e', all contained within a light green rectangular box.

unique.efquel.org

**European Foundation for
Management Development
MENON Network
EuroPace**

The logo for ECB CHECK, featuring the letters "ECB" in blue, a yellow checkmark inside a white square, and the word "CHECK" in black.

ecbcheck.efquel.org

**GIZ
International Labour
Organisation
United Nations University
Commonwealth of Learning**

**FAO, UNEP, UNITAR, CGIAR,
SPIDER, IICD, EFMD, GDLN,
AVU**

Continuing Research & Development

- Over 1.5 million € invested in criteria design, testing and development
- Continual updating of criteria to reflect feedback and latest developments (UNIQUE 2011 – ECBCheck 2014)
- Ongoing research into new frontiers in quality: peer production, open education, e-learning for VET/Adults/schools...

Supported by a Community



We give you access to:

- A network of worldwide e-learning professionals for peer-learning
- Training and Capacity development opportunities (EFQUEL Academy, Training Events)
- Opportunities to share best practice, influence policy (EFQUEL Innovation Forum, policy seminars, workshops etc)

European Expertise

- All reviewers are screened against stringent criteria.
 - Each team includes expertise in:
 - quality systems
 - institutional management
 - e-learning design & provision
 - local context
- Awarding Bodies made up of globally recognised personalities

Clear, standardised, transparent

- All criteria freely available online
- All staff involved publicly acknowledged
- All awarded institutions listed
- All steps supported by extensive documentation, training

The Details



Eligibility



Nature of the Institution

UNIQUE for Institutions

- the institution is accredited by its relevant national authority
- the institution is active in the provision of qualifications at ISCED Level 5 and above

UNIQUE for Institutes

- the institute must be located within an institution meeting the UNIQUE criteria
- the institute must have academic autonomy from the institution (autonomy in curricular design and provision)
- the institute must be characterized thematically, not by mode of provision (e.g. a school of law is eligible, a distance learning institute is not)
- the institute's application must be formally supported by the institution

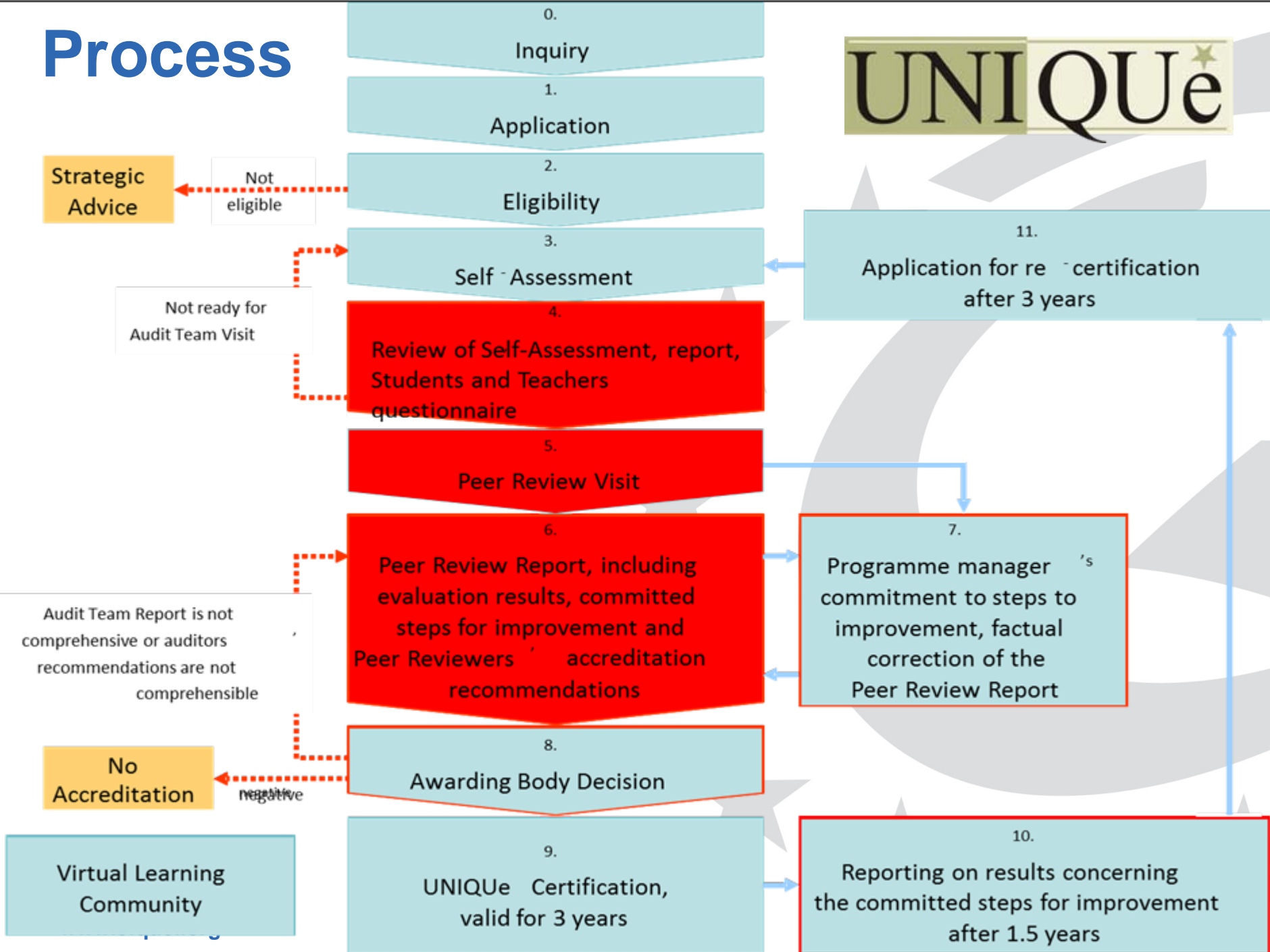
Evidence of TEL Activities

The institution must show that it is active in the field of Technology Enhanced Learning.

Ability to conduct evaluation

From the initial application, the secretariat determines that the applicant has a sufficiently developed quality system to allow it to conduct a system-wide self-evaluation, and organize a peer-review.

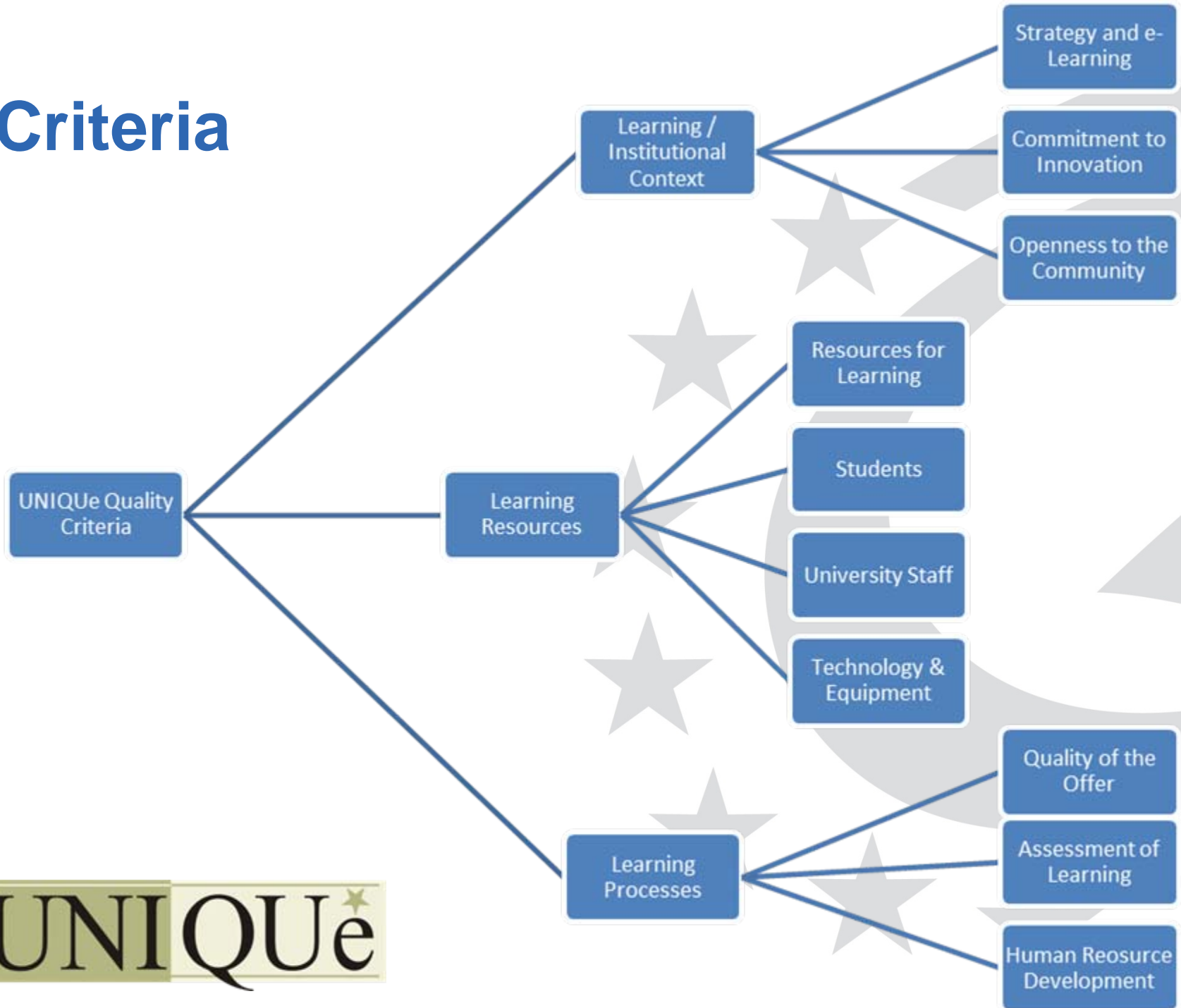
Process



Highlights

- Traditional Review Process involving:
 - Self-assessment
 - Peer-Review (3 reviewers – 2 days)
 - Assessment
 - Award
- Certification Awarded for 3 years

Criteria



Eligibility



- Min. 20% e-learning
- Offered by any nationally (or internationally) accredited training institution

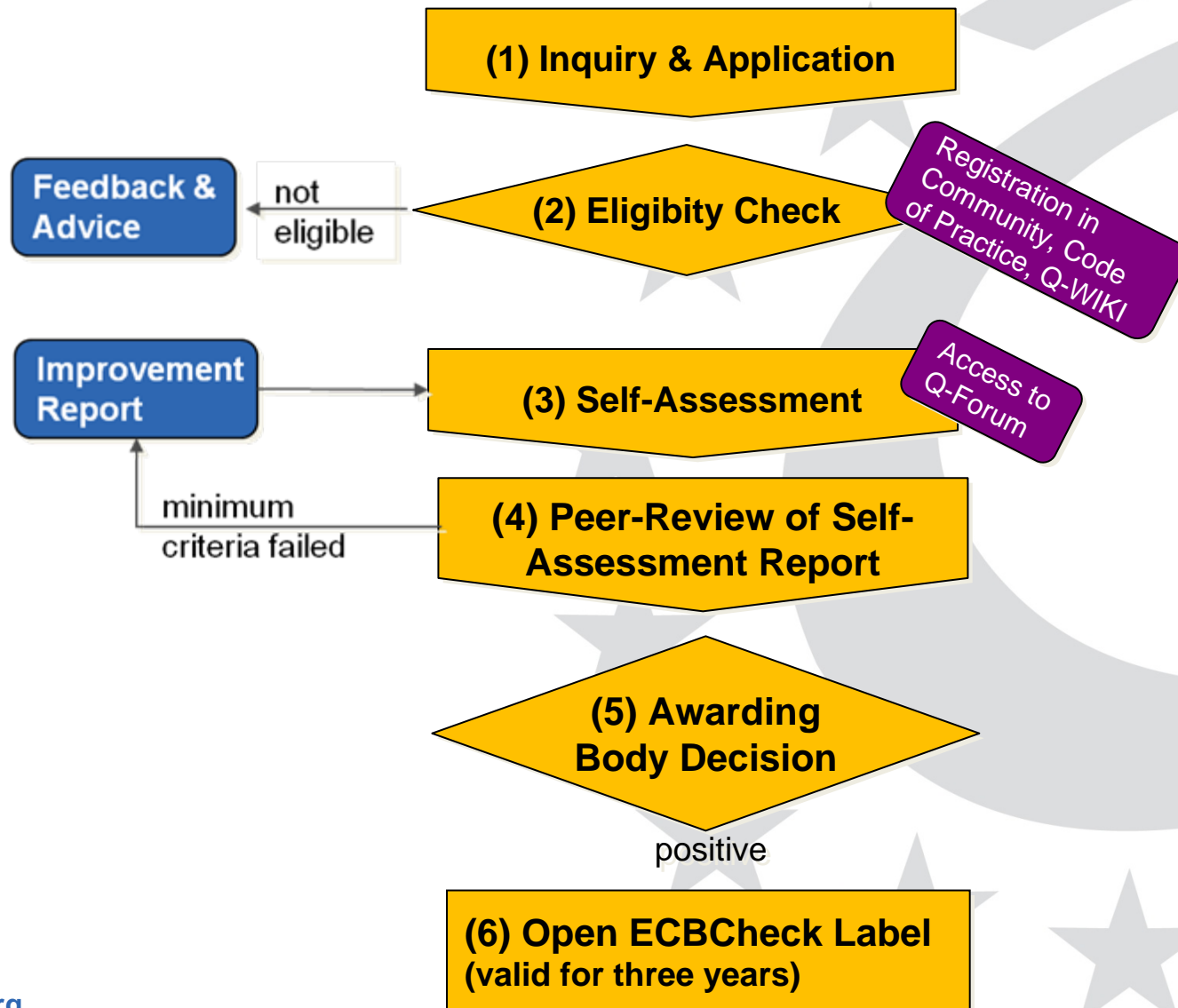
Programmes

100h >

Courses

< 100h

Process



Highlights

- Online Review Process involving:
 - Self-assessment using online tool
 - Peer-review
 - review of all course materials and progress in LMS
 - review of self-assessment report
 - 2 reviewers – conducted online
 - Assessment
 - Award
- Certification Awarded for 3 years

The Summary



EFQUEL Offers you:

- Criteria & Tools to improve the quality of your programmes and institutional management
- An international support and peer-learning community
- A **reliable, verifiable and well-recognised certification of quality**

EFQUEL in Russia:



More Information

unique.

ecbcheck. **efquel.org**

eif.

sevaq.

Thank-You

for your attention

Questions?

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