QualitE-Learning Assurance Inc. – consumer confidence and consumer protection

Presentation by

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THE EQCHECK COMPANY

The E-learning Industry

Huge

- e-training 2003\$11.4 billion US
- e-universities 2004 \$750 million US
- e-learning in Canada
 2004 \$880 million

THE growth industry of the future!

But with Huge challenges

- vicious competition
- constant change
- complex and confusing
- increasing cost
- variable quality
- no regulations
- emerging standards

The Result?

Buyer beware!

- No way of differentiating the "good stuff"
- Wasted time and money
- Confusion and anger
- Misinformation and bad press

Investor beware!

Who can be trusted to give impartial, credible advice?

We can!



A Canadian corporation registered in BC
 An e-business in start-up mode

Canadian Recommended E-learning Guidelines

(© FuturEd and CACE, 2002)

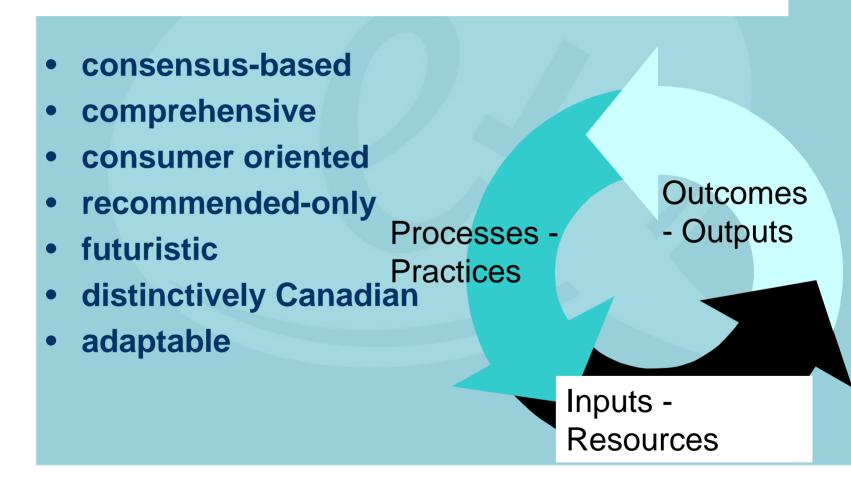
Created and Recommended by:

- FuturEd Inc.
- Alberta Online Learning
- AMTEC, CACE & CADE
- Commonwealth of Learning
- Licef, Tele-Universite
- Human Resources
 Development Canada
 (OLT)
- Schoolnet (Industry Canada)

Rebranded as the Open eQuality Learning Standards

Jointly managed by EIFEL and LIFIA

Key Features



Quality of Outcomes and Outputs

- ✓ overall academic achievement
- ✓ change in content knowledge and learning skills
- ✓ overall social achievement and change in citizenship-related KSA
- ✓ increase in individual self-confidence and personal strengths
- ✓ preparation for work in the future
- ✓ system effectiveness and efficiency (ROI)

Satisfaction with Processes and Practices

- √ student management
- ✓ learning management
- √ use of technologies
- √ communications
- ✓ leadership / administration

Adequacy of Inputs and Resources

- √ intended learning outcomes
- ✓ learning materials
- √ appropriate technologies
- ✓ appropriate and necessary personnel
- ✓ the learning environment, e.g.,
 safety, resources, access to library
- √ funding and plans

The eCertification Process

- 1. Registration
- 2. Quality assessment based on the CanREGs
 - self-assessment, or
 - with assistance, or
 - complete service
- 3. Audit of the assessment
- 4. Yes? approval
 No? advice to meet the standards
- 5. License to use the mark
- 6. Annual renewal fee with quality spot checks



Our Business Concept

- We certify the quality of on-line learning products and services.
- Producers pay for our:
 - professional objectivity
 - rigorous assessment process
 - registered certification mark
 - unique access to the <u>only</u> consumer-based eLearning quality standards – the Open eLearning Quality Standards
- Consumers are urged to "look for the eQcheck!"

QualitE-Learning Assurance Inc.

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