

**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

- consensus-based
- comprehensive
- consumer oriented
- recommended-only
- futuristic
- distinctively Canadian
- adaptable

Processes -
Practices

Outcomes
- Outputs

Inputs -
Resources

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



eQcheck

E-L EARNING

Q U A L I T Y .

C E R T I F I E D .

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 only consumer-based eLearning quality standards – the Open eLearning Quality Standards
- Consumers are urged to “look for the eQcheck!”

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