



# European Seminar on QA in e-learning

Madrid, 12-13 June 2008

## VENUE

UNED CAMPUS, FACULTY OF LAW OF SOCIAL  
AND POLITICAL SCIENCES  
C/ del Obispo Trejo, 28040 Madrid



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[REGISTRATION FORM](#)





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## Introduction to the European Seminar

### OVERALL INTRODUCTION TO THE SEMINAR

The rise in initiatives aimed at promoting the internationalisation of higher education, in particular the rapid development of cross-border higher education, have underlined an urgent need to establish robust frameworks for quality assurance (QA) and the recognition of qualifications. Quality assurance issues have become more important with the increased mobility of students, academic staff, as well as higher education providers resulting from the globalization of higher education. Quality assurance in e-learning is especially of interest as e-learning has become the main instrument for generating cross-border higher education.

The quality of e-learning in higher education is however not integral part of the current internal and external quality assurance systems. Still missing is the QA specific to e-learning like:

- criteria based on ease of access
- new forms of interaction (students and staff)
- flexibility, personalisation and other pedagogical aspects that are more relevant to e-learning

It is therefore of direct interest to ENQA and EADTU to define and determine the elements of quality in e-learning and develop strategies and processes of assessment and accreditation. ENQA and EADTU have therefore decided to start collaborating on the subject of quality assurance in e-learning and work towards models of e-learning quality assessment and accreditation across Europe.

Starting point will be the E-xcellence benchmarking in e-learning instrument that was developed by EADTU. This instrument is the result of a joint effort of a team of 12 European experts coming from open universities, traditional universities, the EUA as well as assessment and accreditation bodies.

From 2008 on, EADTU will further introduce and test this instrument on quality assurance in e-learning throughout Europe with the support of the European Commission under the Lifelong Learning Programme and ENQA as our collaboration partner.



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## WHAT IS E-XCELLENCE ?

The E-xcellence instrument is a quality benchmarking assessment tool covering the pedagogical, organisational and technical frameworks with special attention on accessibility, flexibility and interactiveness. The instrument is supplemented by a full on-line manual, assessors' notes and glossary.

All this is freely available under the "creative commons license" at [www.eadtu.nl/e-xcellenceeqs](http://www.eadtu.nl/e-xcellenceeqs) .

*Why benchmarking?* The E -xcellence team decided to work with benchmarks as the instrument of benchmarking is building on dialogue. By stimulating dialogue in a collaborative process we create an environment of learning from each other. E-xcellence includes a European-wide set of benchmarks, independent of particular institutional or national systems, and with guidance to educational improvement. The benchmarks are in fact representing numerous best practices that can differ from country to country and give valuable input for dialogue.

*E-xcellence leads to recommendations on opportunities of improved e-learning performance and therefore creates opportunities for lifelong learning by increased quality, attractiveness and accessibility of higher education within member-states.*

*With E-xcellence+, EADTU starts in 2008 on valorising the developed QA tools by further introducing E-xcellence on the local level with the support of ENQA.* The project supports processes of improving e-learning performance by self-assessment, on-site assessment and accreditation. Within E-xcellence+ we investigate the possibilities of integration of the instrument in the institutional and national quality assurance frameworks. This exercise involves universities and quality accreditation agencies working together in supplementing the e-learning specific criteria to their quality systems.

## GOAL OF THE EUROPEAN SEMINAR

The European Seminar is for most participants a first introduction to quality assurance in e-learning. The Seminar will therefore start the first day with a focus on the concept of e-learning assessment in higher education and then further elaborate on the E-xcellence instrument and manual on e-learning benchmarking. Issues to be discussed are i.e.:

- QA in e-learning as a supplement to the existing QA in higher education
- QA by benchmarking
- E-learning specific criteria related to management, course development, design and delivery and related services
- Models of e-learning quality assessment and accreditation



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The second day will fully focus on the preparation of the Local Seminars on institutional and external e-learning assessments. In relation to this we will amongst others address the following issues:

- Internal quality assurance focusing on improved e-learning performance
- Fine-tuning the E-xcellence instrument for local introduction
- Self assessing your e-learning performance
- Internal QA extended by external QA
- E-xcellence Associates label

Depending on the level of intensity we can distinguish e-learning assessment by Quick Scan or Full Assessment.

The Quick Scan provides you the possibility of a quick orientation on all relevant aspects of e-learning. The aspects that are assessed are specific to e-learning and are related to categories of:

- Curriculum design
- Course design
- Course delivery
- Services (student support; staff support)
- Management (institutional strategies)

The Full Assessment is based on the same categories but a more in-depth analyses that will enable you to determine the performance of your e-learning programmes and to pinpoint the requirements for further enhancement. It is a self-assessment approach combined with an on-site visit by an e-learning expert and external assessment and accreditation body.

With both instruments, institutions can map their e-learning efforts on the different sections.

Next to the introduction on e-learning specific assessment, seminar participants take part in a training on self-assessment by using e-learning benchmarks. All this as preparation of the Local Seminars that will take place in all 13 countries between September 2008 and February 2009.

## LOCAL SEMINARS

The Local Seminars are 2-day events in 13 different countries. All seminars start with a meeting of the university staff on the first day. Our aim is to analyse a course or programme on e-learning performance and stimulate dialogue, discuss improvement opportunities and share expertise and experiences for educational enhancement and innovation. Main theme of the Local Seminars is the fine-tuning of the e-learning benchmarks to the institutional quality system.

This is followed by a 2nd day meeting with involvement of the external quality assessment bodies to further determine the extension of e-learning specific criteria to the current quality assurance system. The Local Seminars are coordinated by representatives of the E-xcellence+ core group.

Further details to be presented and discussed in the European Seminar.



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## SEMINAR PARTICIPANTS

In this European Seminar on QA in e-learning we have participants from all **16 partner institutions of the E-xcellence+ project**. These are:

- EADTU
- OULU-University (Fin)
- Open Universiteit Nederland (NL)
- Open University (UK)
- UNINETTUNO (IT)
- NVAO (BE/NL)
- Estonian Information Technology Foundation (EE)
- Hungarian e-University Network (HU)
- NSHU (S)
- Universidad Nacional de Educacion a Distancia (UNED) (ES)
- KU-Leuven (BE)
- Czech Association of Distance Teaching Universities (CZ)
- University of Hradec Králové (CZ)
- Slovak University of Technology in Bratislava (SK)
- Moscow State University for Economics, Statistics and Informatics (MESI) (RU)
- Universitäre Fernstudien Schweiz (CH)

The university delegations will consist of the project partners extended by colleagues responsible for the institutional quality assurance system as well as university programme assessments. Next, **ENQA members** interested in extending QA in higher education with e-learning specific criteria will participate as well as a UNESCO delegation interested in QA in distance education in a global context.

At the Local Seminars we expect the same delegations from the universities and assessment bodies to participate extended with course designers, administrative and technical staff etc. Further guidelines on this local team will be given in the Madrid Seminar as preparation for the local seminars.



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**THURSDAY, 12<sup>TH</sup> OF JUNE 2008**  
**13.30 - 19.00 hrs.**

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- 13.30 - 14.00 hrs. Registration of the participants
- 14.00 - 14.15 hrs. Welcome and introduction  
E-xcellence coordinator *George Ubachs (EADTU)*
- 14.15 - 14.40 hrs. Quality assurance for e-learning: a benchmarking approach  
*Tim Brown (The Open University, UK)*
- 14.40 - 15.30 hrs. Introduction to the E-xcellence tool  
*Jo Boon and Leo Wagemans (Open Universiteit Nederland)*
- 15.30 – 16.00 hrs. Break**
- 16.00 - 17.15 hrs. Workshops  
Internal and external quality assurance for e-learning
- 17.15 - 17.45 hrs. Reports on the workshops
- 17.45 - 18.00 hrs. Break**
- 18.00 - 18.30 hrs. AQU-UOC assessment of a fully virtual higher education institution.  
*Esther Huertas Hidalgo (AQU)*
- 18.30 - 19.00 hrs. FIBAA: distance learning programmes accreditation process  
*Daisuke Motoki (FIBAA)*
- 19.00 hrs. Closure
- 20.00 hrs. Dinner at the [Gaudeamus café](#)



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**FRIDAY, 13<sup>TH</sup> OF JUNE 2008**  
**09.00 - 13.00 hrs.**

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- 09.00 - 09.30 hrs. Outline of the E-xcellence+ project  
*George Ubachs (EADTU)*
- 09.30 - 11.00 hrs. Local seminar preparation  
*Jo Boon and Leo Wagemans (Open Universiteit Nederland)*
- 11.00 - 11.30 hrs. Break**
- 11.30 - 12.15 hrs. E-xcellence Full Assessment  
*Keith Williams (The Open University, UK)*
- 12.15 - 12.45 hrs. E-xcellence Associate Label  
*George Ubachs (EADTU)*
- 12.45 - 13.00 hrs. Closure
- 13.00 hrs. Lunch**



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## PRACTICAL INFORMATION

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[How to get there](#)

### ACCOMODATION

Recommended hotel with special rate:

Tryp Atocha Hotel, 83  
29012 Madrid SPAIN  
Tel: (34) 91 3300500 / Fax: (34) 91 4201560

[Website](#)

Type	Rate per night (Bed and Breakfast)
Double, Single Use	120€
Double Room	130€
Double Room PREMIUM	135€
Double, Single Use PREMIUM	145€

Contact person at the Tryp Antocha Hotel is Lola Gomez - [lola.gomez@solmelia.com](mailto:lola.gomez@solmelia.com).

You can best make a booking as soon as possible , as they can only keep our block reservation for a limited period of time.

### REGISTRATION

- Free of charge (this seminar is co-funded by the European Commission and ENQA)
- Please use the [registration form](#) to list for this seminar
- Registration includes dinners and lunches