



**SCIL** Swiss Centre  
for Innovations  
in Learning

# Developing eLearning Quality

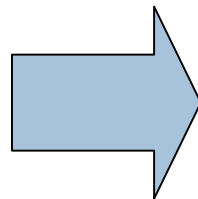
## Workshop on main challenges

**SWISS VIRTUAL CAMPUS DAYS , October 17, 2007**  
**Prof. Dr. Sabine Seufert, Christian Hohnbaum**



## Goals of the Session

- Designing the **Swiss e-Hub**
- **Strategic Aspects:**  
Where does a „national initiative“ make sense regarding eLearning Quality? What is the role of the Swiss e-Hub?
- **Implementation Aspects:**  
What are necessary services the Swiss e-Hub should provide?



**5 relevant Questions**



## Agenda

- Introduction: Key Questions
- Group work on key Questions and short Presentations
- Consolidation: Designing the Swiss e-Hub
  - what is the role of the Swiss e-Hub?
  - what kind of services are necessary?



# Example of an existing Quality System

## [www.das-ranking.de](http://www.das-ranking.de) (CHE)

| STUDIERENDE                           |     |   |
|---------------------------------------|-----|---|
| Betreuung durch Lehrkräfte            |     |   |
| Kontakt zu den Lehrkräften            |     |   |
| Kontakt zu Studierenden               |     |   |
| Lehrangebot                           | 2,3 | ● |
| Studienorganisation                   | 2,4 | ● |
| Praxisbezug                           | 2,5 | ● |
| Einbeziehung in Lehrevaluation        | 1,9 | ● |
| E-Learning                            | 1,9 | ● |
| Bibliotheksausstattung                | 2,0 | ● |
| Räume                                 | 1,9 | ● |
| Ausstattung der Arbeitsplätze         | 2,4 | ● |
| IT-Infrastruktur                      | 1,9 | ● |
| Ausstattung mit audiovisuellen Medien | 1,9 | ● |
| Arbeitsmarktbezug                     | 2,1 | ● |
| Studiensituation insgesamt            | 1,6 | ● |

On a scale from 1 (very good) to 6 (very good) evaluate students the following Internet services::

- Literature lists,
- Pamphlets,
- Exercises and exemplary exams



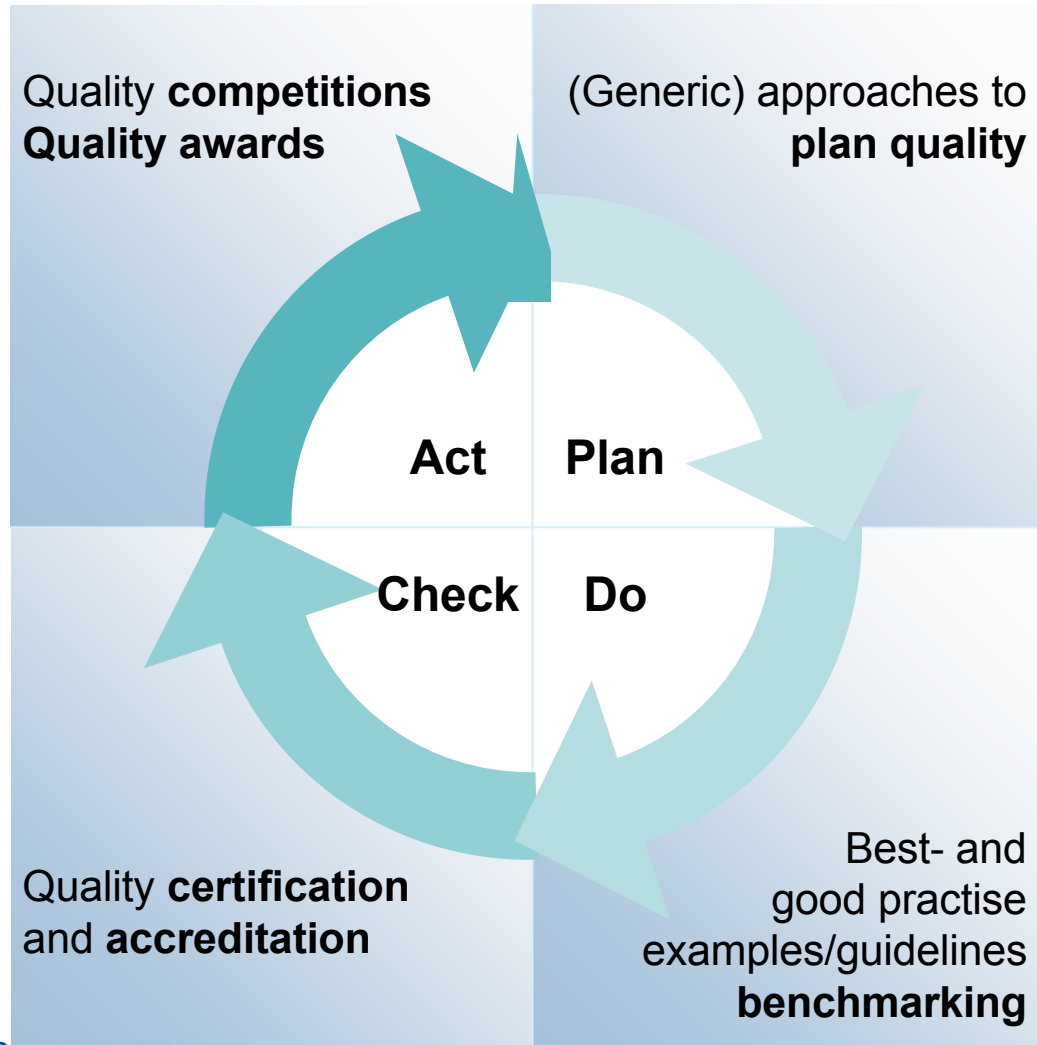
# Developping eLearning Quality in Switzerland - 5 Main Questions

1. Why to evaluate the eLearning Quality?
2. What to evaluate?
3. Who evaluates?
4. What are relevant quality standards?
5. How to evaluate?



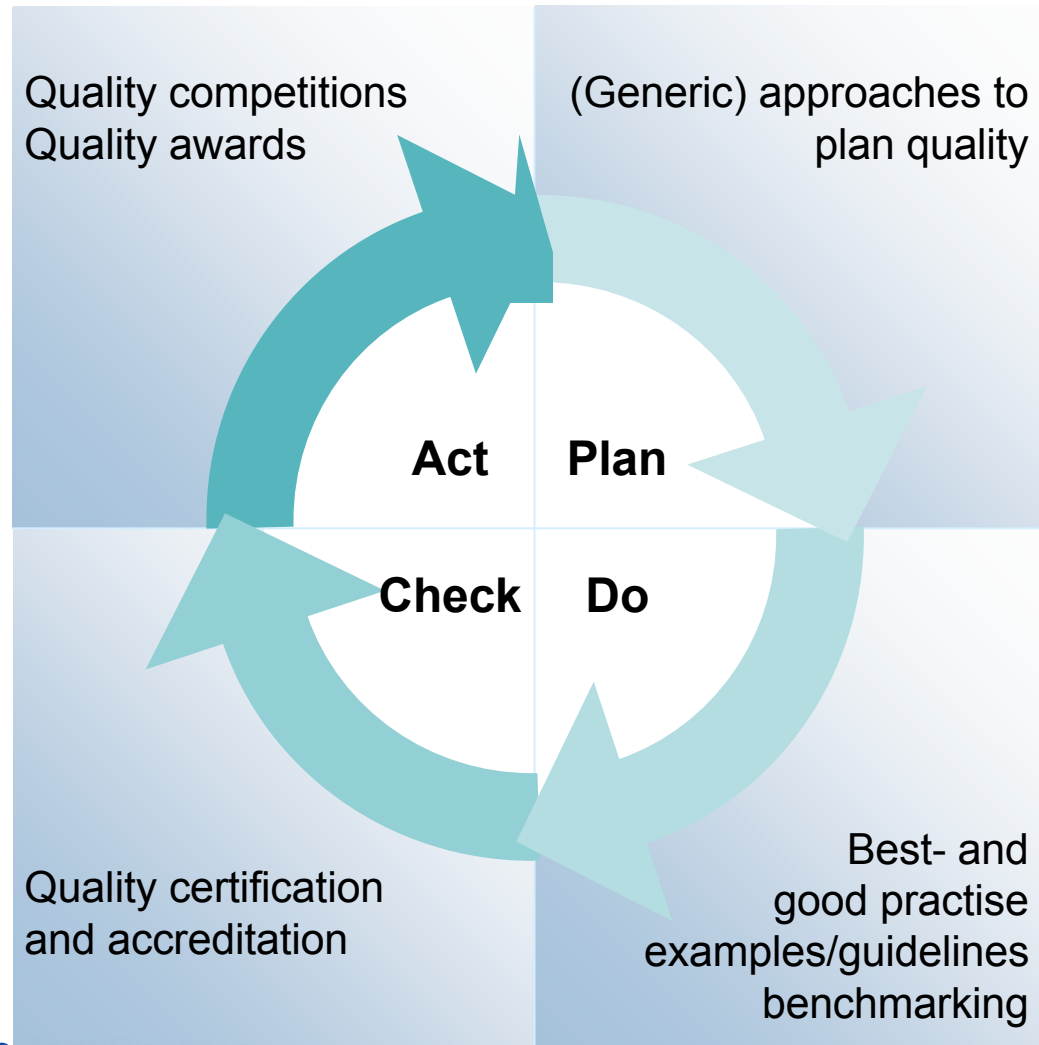
# Developping eLearning Quality in Switzerland

## - 1. Why to evaluate the eLearning Quality?





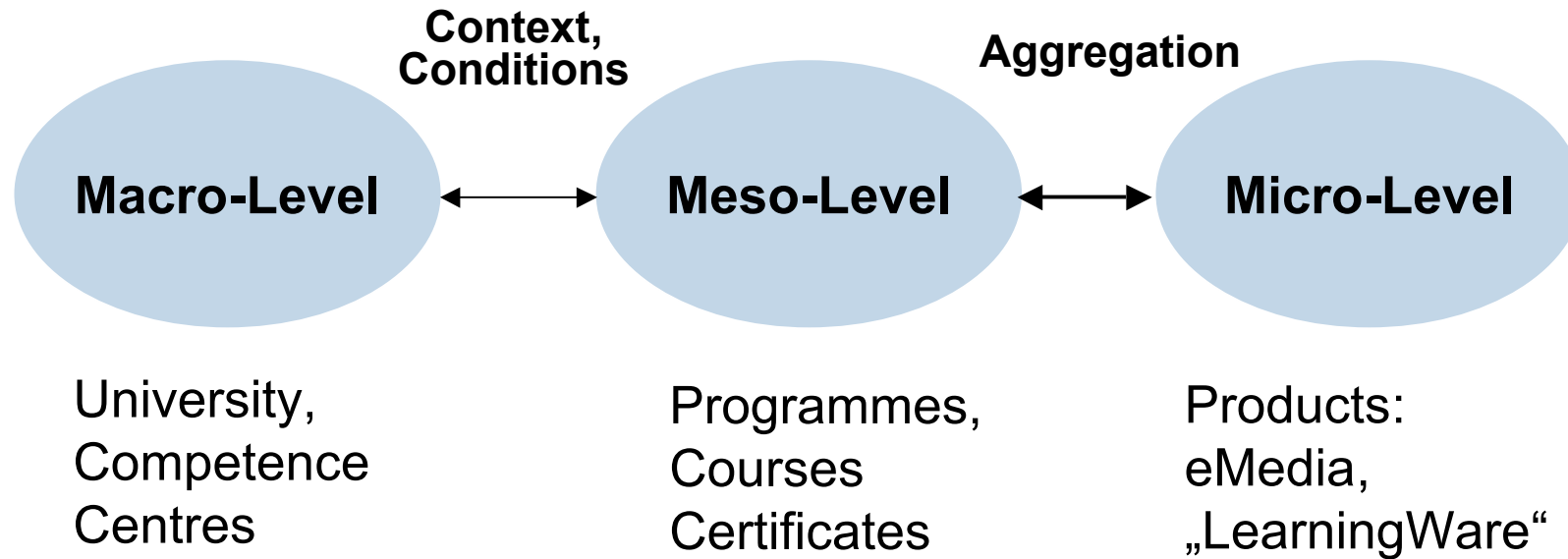
# Different approaches to address the quality challenge in education





# Developping eLearning Quality in Switzerland

## - 2. What to evaluate?





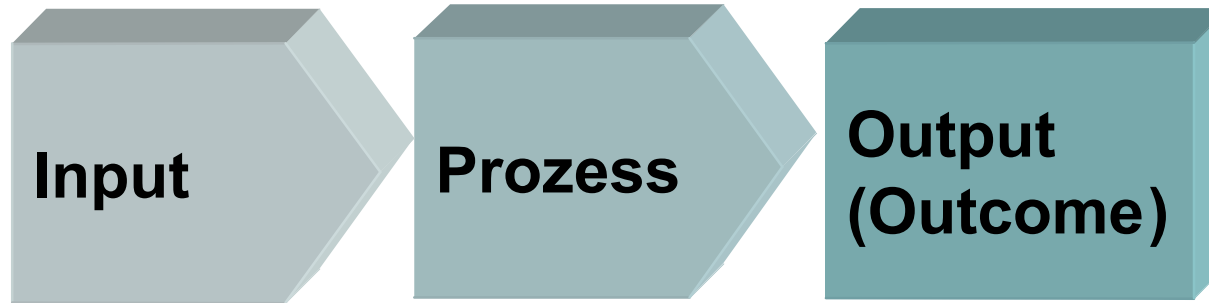
## Developping eLearning Quality in Switzerland - 3. Who evaluates?

- Oneself
- Internal, external peers
- Auditors: trained according to the Quality system
- One person or a group with complementary expertise?
- Coordination with responsible Units for (general) Quality Management/ Evaluation?
- The role of Swiss e-Hub?



# Developping eLearning Quality in Switzerland

## - 4. What are relevant quality criteria?



e.g . – Qualification of tutors, teachers

– Feedback to students

– Evaluation of the tutor support



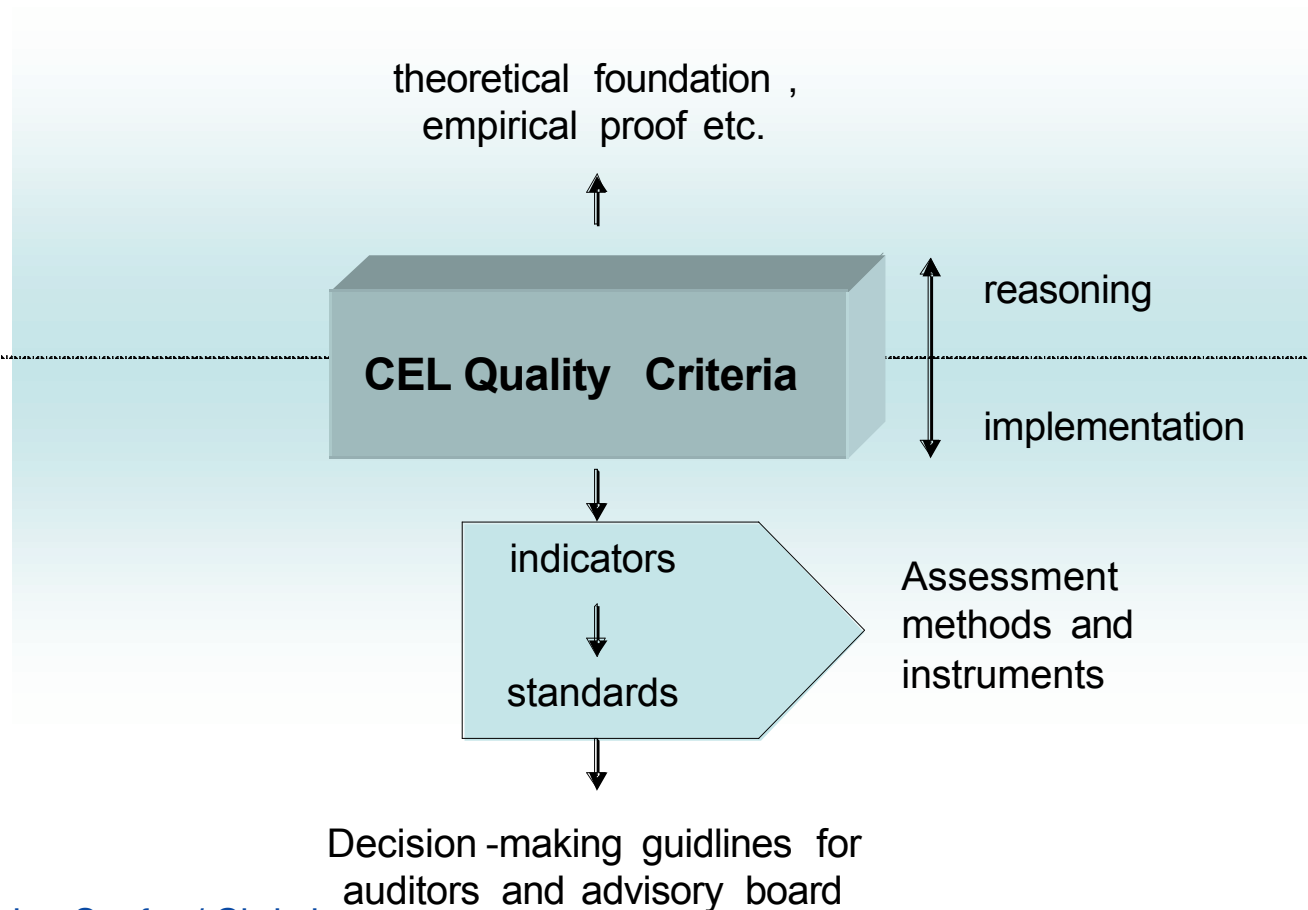
## 4. What are relevant quality criteria? Example: CEL – [www.emfd.org](http://www.emfd.org)

|                          | Input              | Process                 | Output    | Perspectives  | Quality Perceptions  |
|--------------------------|--------------------|-------------------------|-----------|---|--|
| Programme Profile        | PR1, PR2, PR3, PR4 |                         |           | - Management<br>- Learners                              | Quality as fitness for purpose in respect to institutional settings and strategic goals            |
| Pedagogic Dimension      | PE1, PE6, PE7      | PE2, PE3, PE4, PE5, PE8 | PE9, PE10 | - Learners<br>- Lecturers/Teachers                      | Learning and transfer success, strengthening of the self study competence, pedagogical added value |
| Economic Dimension       | E1                 | E2                      |           | - Management  | Sustainable funding and sustainable added value  |
| Technological Dimension  | T1, T2             | T3, T4                  | T3, T5    | - Technical Staff<br>- Lecturers/Teachers<br>- Learners | Quality as standards oriented<br>Zero-tolerance<br>Quality as added value                          |
| Organisational Dimension | O1, O3             | O2, O4, O5              |           | - Management<br>- Lecturers/Teachers<br>- Learners      | Fitness for purpose in respect to the set programme and learning goals and programme stakeholder   |
| Cultural Dimension       |                    | C1, C2, C3, C4          |           | - Lecturers/Teachers<br>- Management/Staff              | Quality as transformation:<br>Empowerment for innovations  |



# Implementation: Dimensions, Criteria, Indicators, Standards

Putting quality criteria in operational terms is regarded to be a crucial element





## Developping eLearning Quality in Switzerland - 5. How to evaluate?

- Self-Evaluation and/ or Third Party evaluation
- Formative vs. Summative Evaluation
- Methods: Review of Documents and Logfiles, student evaluations, usability checks, audit team visits,..
- Instruments: Student Questionnaires, interview guidelines, usability checklists,.....



## Any Questions left?

Ihre Durchfallquote  
ist besorgnis-  
erregend!

Die Qualität  
der Mensa sollte  
überprüft werden!

