



E-learning self-assessment

Jeanne.schreurs@uhasselt.be
Ahmad.Alhuneidi@uhasselt.be

NY, 12-06-2012.



My premises: (not discussed in the paper)

- Learning/ training has a high priority in the organization
 - to enable the staff to function as competent professionals
- E-learning / e-training: a challenging solution for training
 - to optimise the training on point of flexibility and cost



3 conditions to become qualitative:

- Ensure real growth in personality and behaviour of the learner
- Alignment with the needs of the professional and the social environment on point of required knowledge and attitudes
- The learning institution must have the qualitative resources and the professional management skills

How can we met the requirements of quality?:

By controlling it, **by measuring it!**

Quality assurance: measuring quality using quality indicators and taking remedial actions to enhance the quality

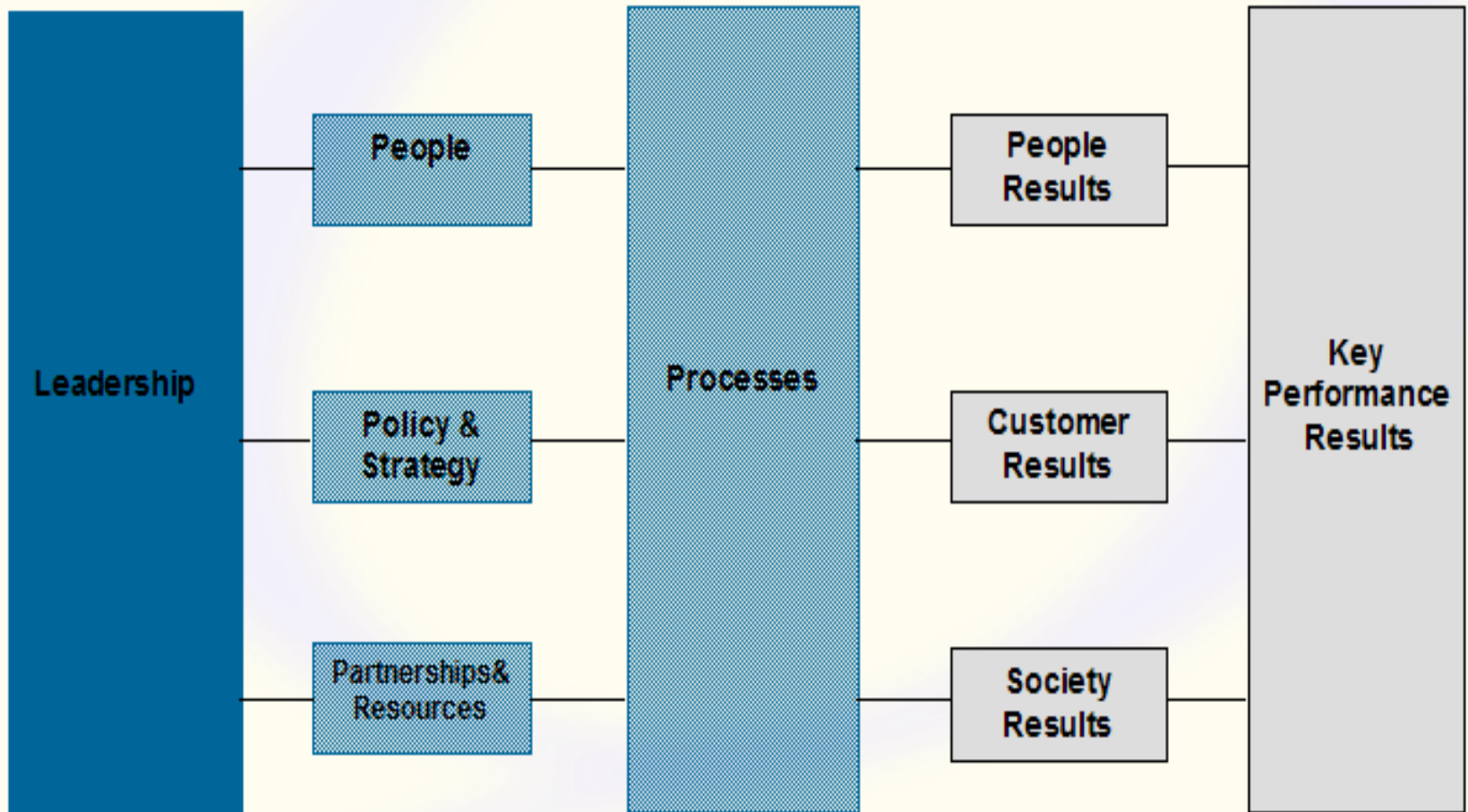


TQM, the path to excellence/ to high performancy

- **TQM: organization-wide** quality management of management processes, products/ services, people and other resources
 - setting the targets,
 - measuring the results and improvements,
 - deciding on remedial actions
- The organization will evolve on **a path to excellence/** to high performance
- **Excellence** means: results orientation, customer focus, excellent products/ services, via excellent processes and with excellent resources enabled by excellent management and in an excellent relation with all stakeholders



EFQM: The European Foundation for Quality Management
a model of organization-wide quality criteria: 5 enabling and 4 result main criteria





: a model of organization-wide quality criteria

- 5 enabling main criteria
- 4 result main criteria

The model can be used as:

- A self assessment tool for all kind of organizations (large-small, public-private, commercial-non-commercial, ...)
- A self assessment model for quality assurance of an organizational process**
- A benchmarking tool
- To achieve a quality certificate

www.efqm.org



- more types of self-assessment models,
but **questionnaire / survey** is most popular
- More types of questions
 - YES-NO
 - Rating: scale 1-4
 - **Combining** rating quality and rating importance/
relevance



The evaluation of the e-learning activity in the organization can be split in: **evaluation of**

1. The management and organization of learning/teaching, including the e-learning course and the e-learning process
2. The results of the learning activity: being the enhanced knowledge and competences of the learners and also including the impact on the functioning of the learner in the organization and the indirect impact on the organizational (business) results. (see also Kirckpatrick model)

In this presentation: focus on 1. Some elements of results, being related to acquired knowledge by the learner, are also included. (see also case KBC)



Which criteria?

The EFQM model (the 9 main criteria) is modified to be applicable for e-learning

Who is assessor?

All relevant *stakeholders* must be included in the quality evaluation.

management

teacher

learner

Leadership & strategy & policy	Management learning/ teaching processes	Learners in learning process -learning & teaching activities -learning resources -support of learning	Results for learner: Skills & competencies	Results: Impacting success of organisation
	Management learning/ teaching resources			
People management	(partnership)	Results: impacting future functioning of learner		

(-customer of company)
 -parents / relations
 -society
 -(future) employers of learners

Which criteria?

The 9 main criteria have been translated to the learning / teaching process. Relevant criteria, subcriteria and statements are identified



Who is assessor? All stakeholders:

- (Company) **mgmt, the learning department, including the trainers and the tutors**, (learners' department): evaluation of:

- management and organization of the learning activity,
- (processes of development and adoption of resources, controlling the impact on the business, on its product/service, on its processes and on its environment including the customers)

- Learners**: control/ evaluation of course and of e-learning process and their perception of results



MC1-Learning resources

C1-Info on available learning materials

C2-Online learning system and tools

C3-the face-to-face learning environment

C4-learner infrastructure

C5-learning materials

MC2-learning processes

C6-organization of learning services

C7-e-learning activities

C8-learner support

C9-assessment of learners

MC3-learning results

C10-learners' knowledge



Overview criteria set2: assessment by management + teaching team

MC1-management of learning process & resources

C1-leadership and strategy

C2-planning and organization

C3-quality assurance

MC2-management and people

C4-management teaching capability

Criteria (generic set)

- A model of main criteria, criteria, subcriteria
- A generic set of statements for all subcriteria
- For each statement/ question the respondent will have to answer on 3

questions:

1. Is this statement important or relevant?
2. How do you rate the quality / relevance of this statement?
3. And is an improvement needed yes or no?

Management or the teaching team who is organizing the survey, can **build own questionnaire** by selecting statements (built in) and by adding own relevant statements

The **survey analysis reports** tell management which subcriteria have a low quality compared with the mean quality and even which aspects (in statements) need improvement



In this case the staff of the ICT department was Evaluating the e-learning courses implemented for them

A portfolio of e-learning courses from Skillsoft. This package of more than 2800 e-learning courses with ICT professional focus are available on 24/7 base, during office time (@office) and in free time (@home). Subscription is on "free" base.

Self-assessment:

Questionnaire was developed based on eLSA model



Learning Resources

- Information on available learning opportunities (Learning Programs, Course prospectus, Learning provider, ...)
- The electronic Learning Environment (Reliable tools, 24/24, 7/7, Login, ...)
- The online learning environment (Suitable area, Sufficient time, ...)
- Learning materials (Availability of help and support, Content (up-to-date, relevant,

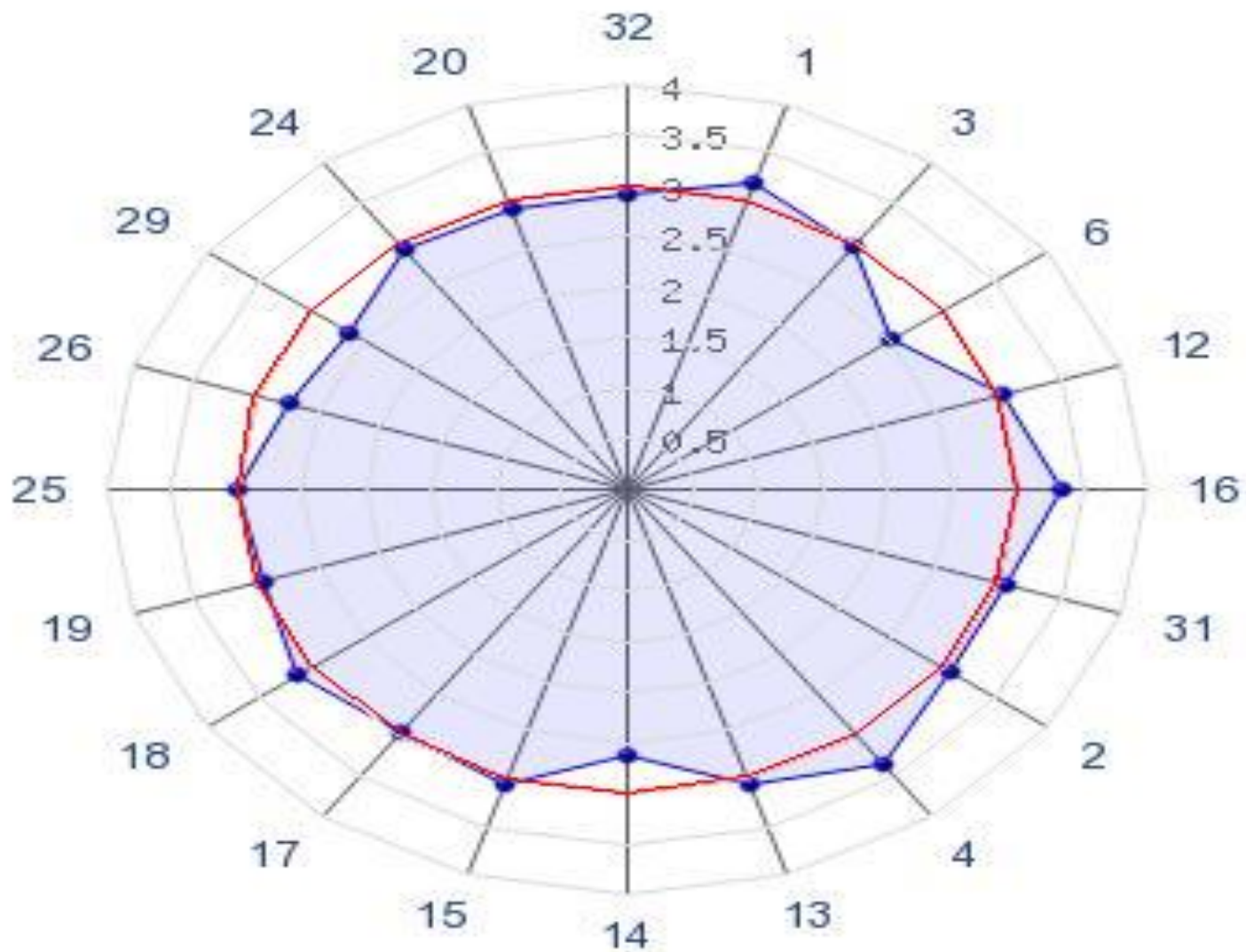


Learning Processes

- Organization of Services (Guidance in the choice and selection of a course, Registration Process, Welcome, ...)
- E-learning Activities (Course Progression, Personalising of the learners's course, ...)
- Learner Support (ICT Support, Online Support)
- Assessment organisation (Proof of attendance, certificate, ...)

Learning Results

- Knowledge Increase (Knowledge Level at the end of the course)
- Using what learnt (Using skills learnt in the course)



(c) SEVAQ 2007

■ mean value for the evaluation
● sub criteria mean value

Mean value for the evaluation = 3



4	ICT and the learning system	3.35
16	Welcome	3.35
1	Availability of learning opportunities	3.18
18	Course progression	3.13
15	Registration process	3.07
2	Course prospectus	3.07
13	Learning content	3.06
31	Knowledge level on finishing the course	3.05
12	Availability	3.02
25	ICT Support	3.00

17	Organization services and administration	2.96
3	Information on the learning provider	2.96
24	Use of learning content	2.94
19	Teaching approach/Course design	2.93
32	Using skills learned on the course	2.91
20	Personalizing the learner's e-learning course	2.90
26	Online support	2.73
29	Assessment organization	2.64
14	Guidance in the choice and selection of your course	2.64
6	The physical learning environment provided for online sessions	2.51



Identified problems:

6. Physical learning environment for e-learning
 - Suitable area is set aside
 - Sufficient time available during office time
14. Guidance in the courses



Improvement actions taken

- In KBC Leuven a new training room + support from ICT training consultants
- In KBC Brussels and Gent: development of learning centers
- Planning for e-learning in training room
- Courses integrated in KBC training process
- ICT training consultants are advising the learners

