



Swiss Centre  
for Innovations in Learning

University of St.Gallen

# **ELIP - Quality Management Initiative**

## **ADL Meeting Zurich, 17.02.2004**

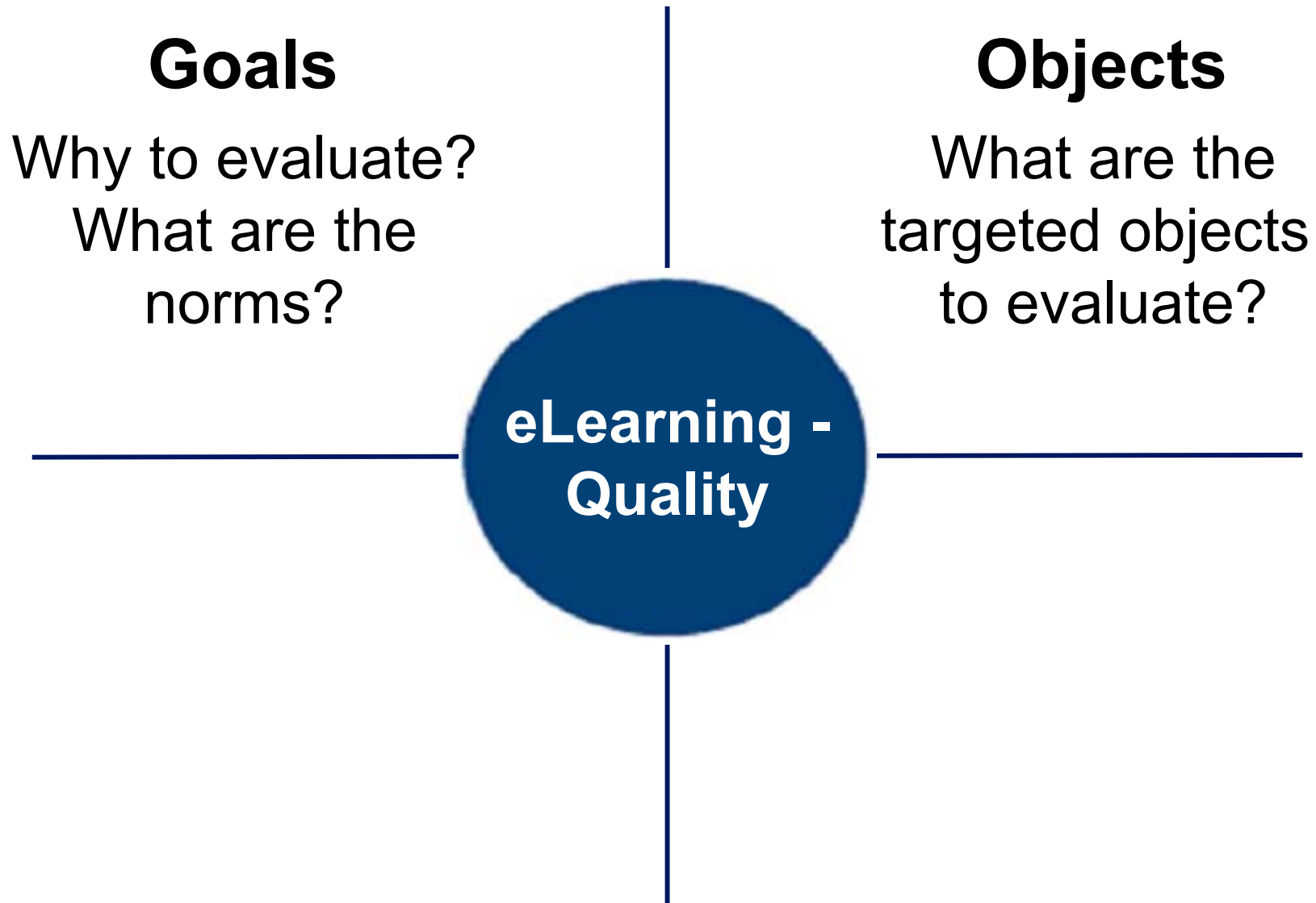
### **Dr. Sabine Seufert**



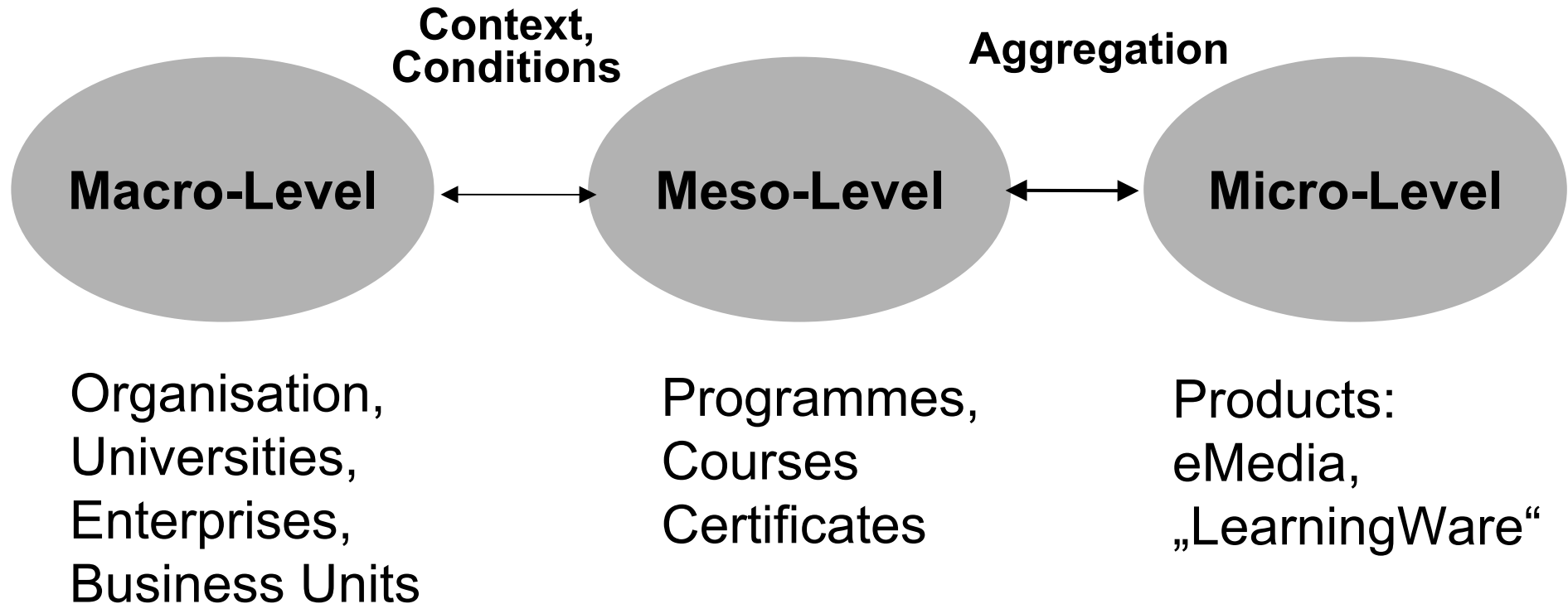
# SCIL Activity Fields



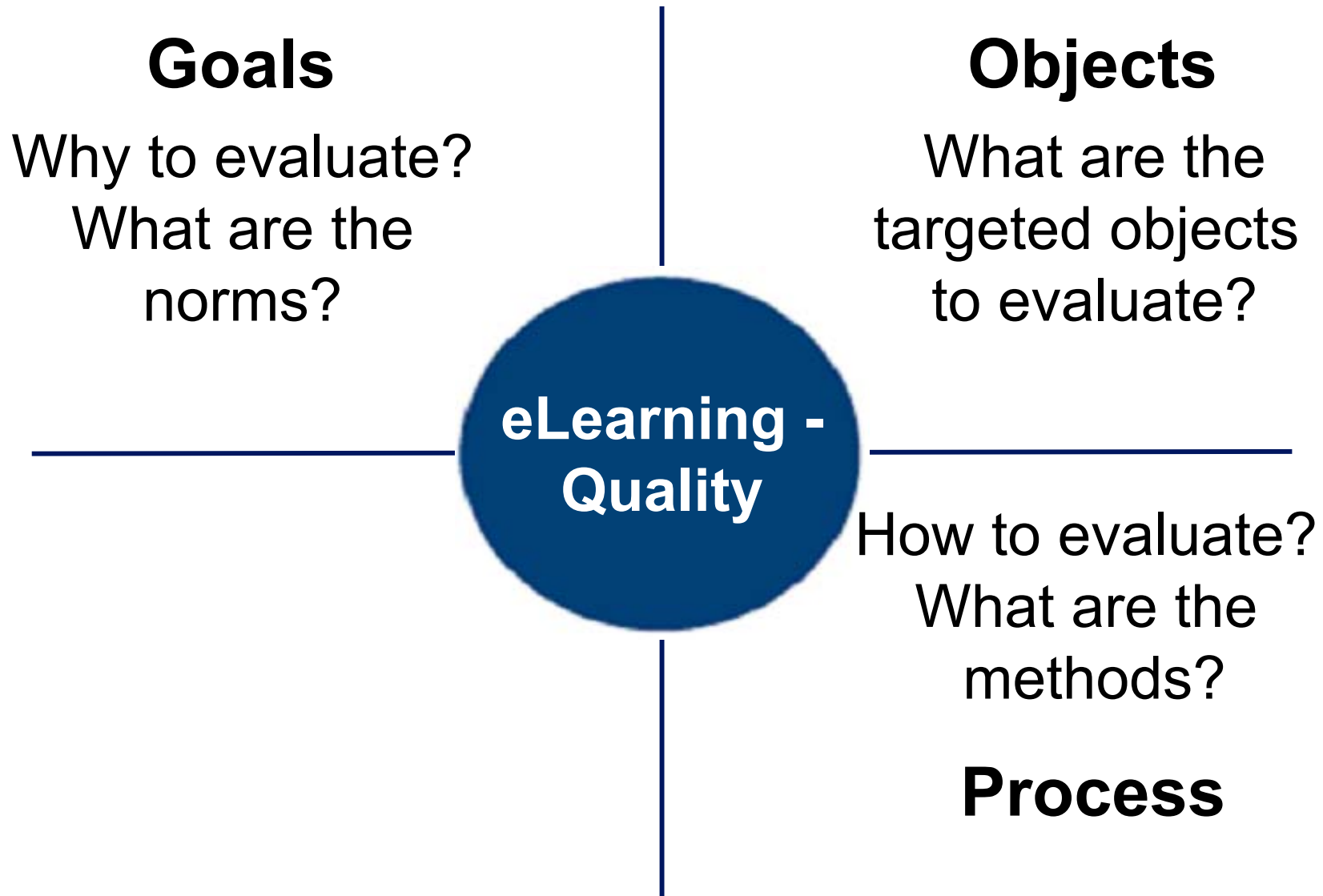
# What is „Quality“? 4 Main Questions



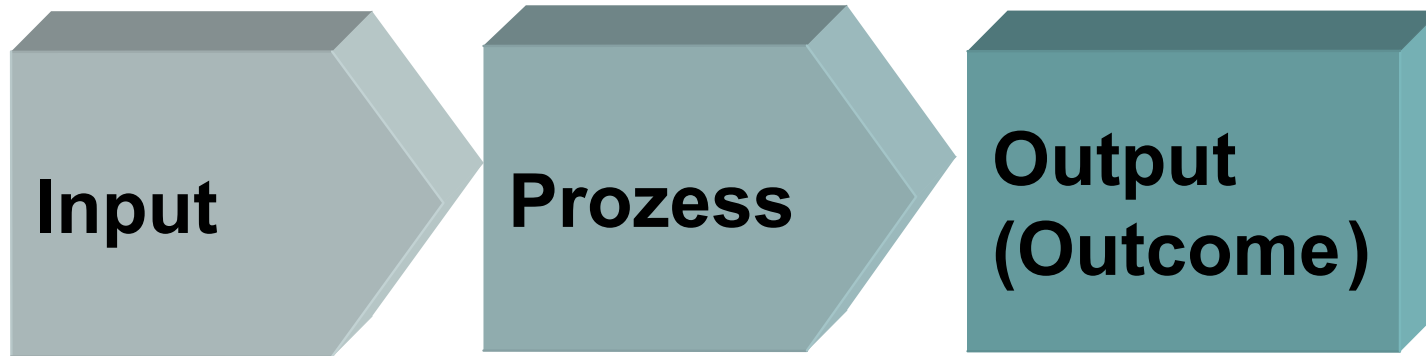
# What is „Quality“?: Objects



# What is „Quality“? 4 Main Questions



# What is „Quality“: Process



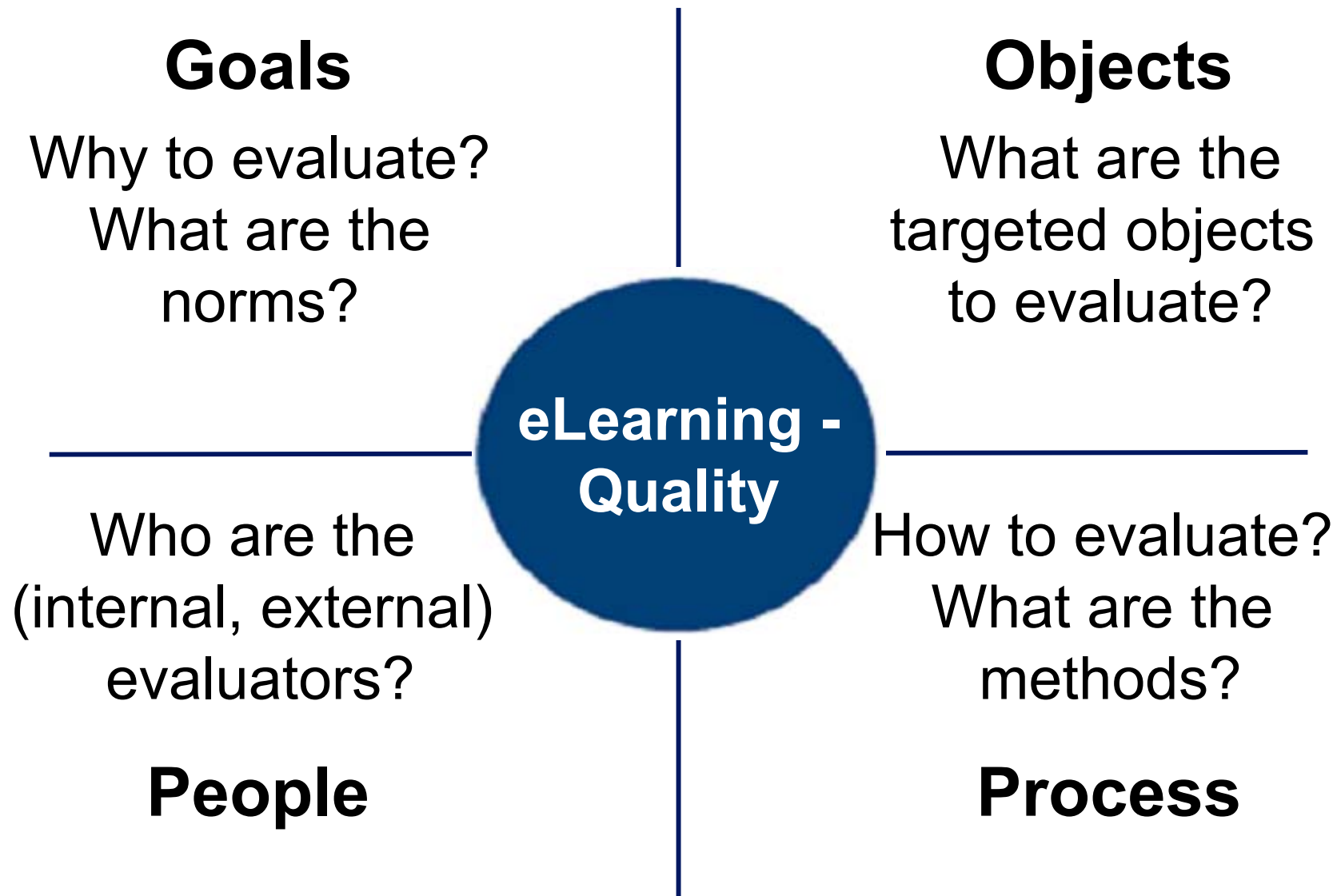
e.g. • Qualification  
of tutors,  
teachers

• Feedback  
to students

• Learning  
Outcome

- Process of a Quality Management System: Evaluation
  - Formative evaluation: action use (initiate changes)
  - Summative evaluation: conceptual use (decisions)

# What is „Quality“? 4 Main Questions



# What is the Quality Initiative „ELIP“?



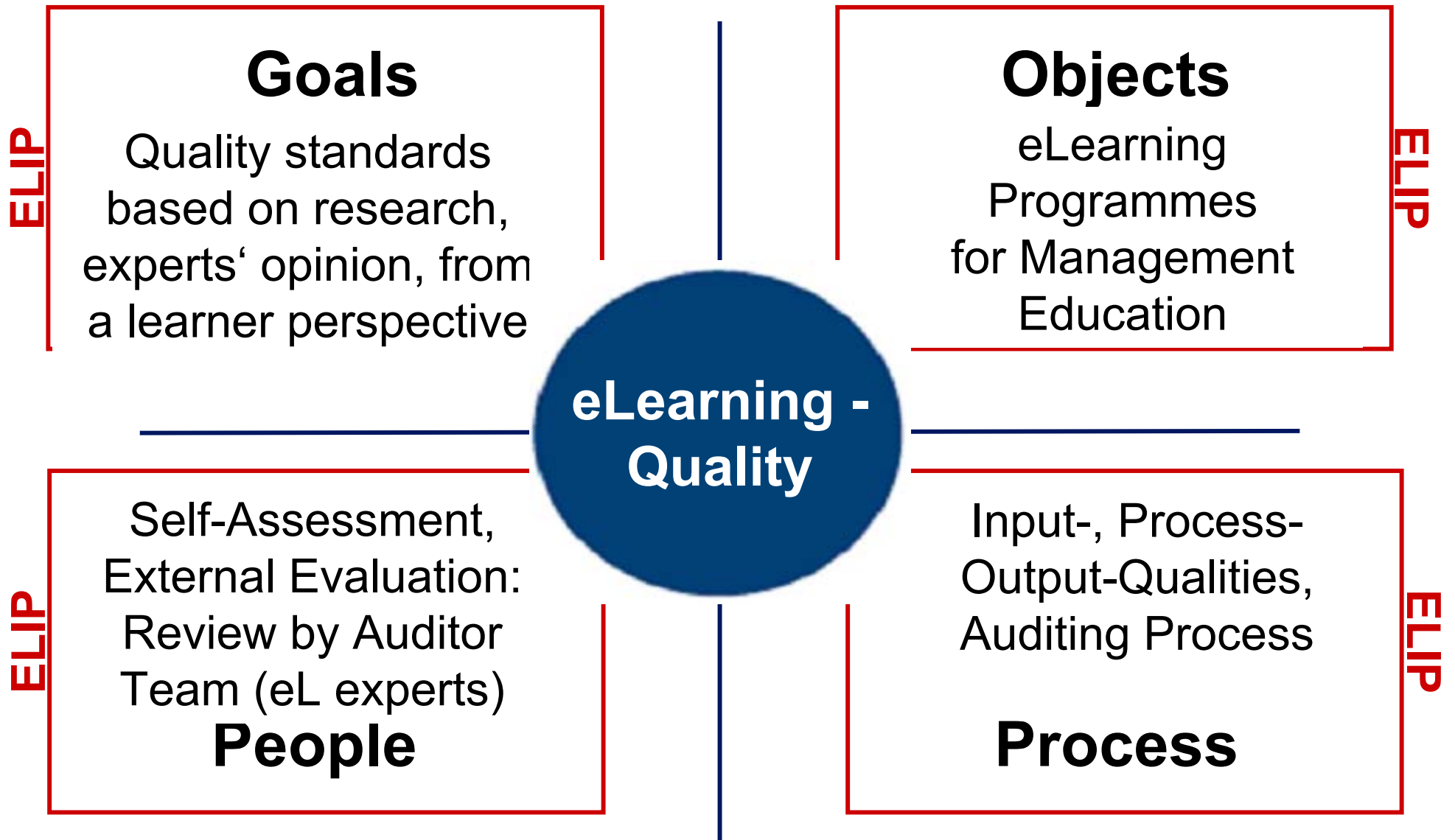
*ELIP (eLearning Quality Improvement Programme)*

Cooperation with **efmd** (European Foundation for Management Development)

Accreditation Institute in Brussels:

- **EQUIS**: Accreditation for Universities
- **CLIP**: Accreditation for Corporate Universities

# What is ELIP?



# Why „ELIP“?



*From a customer perspective:*

- Marketing Strategy to promote advanced quality of eLearning (transparency for „end-customers“)
- Implementing quality standards

*From a research perspective:*

- Urge for theoretically sound quality framework
- Supported by empirical evidence

*From a market perspective:*

- No systematic approach for programmes with focus on quality improvement (facing multi-dimensional challenges)

# Why ELIP?

<b>Object Application</b>	<b>Institution</b>	<b>Programme</b>	<b>Product</b>
<b>„Traditional“ Education (Face-to-Face)</b>	Total Quality Management, Accreditation (e.g., efmd, AACSB)	Certification, e.g. A-MBA	Evaluation of Content
<b>Distance Education, eLearning</b>	Expansion of existing approaches, DIN-Norm	A-MBA Certification, Criteria Catalogues, e.g. Inst. f. HE Policy, ELIP-Certification	ASTD Criteria Catalogue for eLearning Software, DIN-Norm for Developing eL
<b>Blended Learning, („Dual Mode“)</b>	Expansion of existing approaches, DIN-Norm	A-MBA Certification (enhanced criteria), ELIP-Certification	ASTD Criteria Catalogue, DIN-Norm for Developing eLearning

# How does ELIP look like?

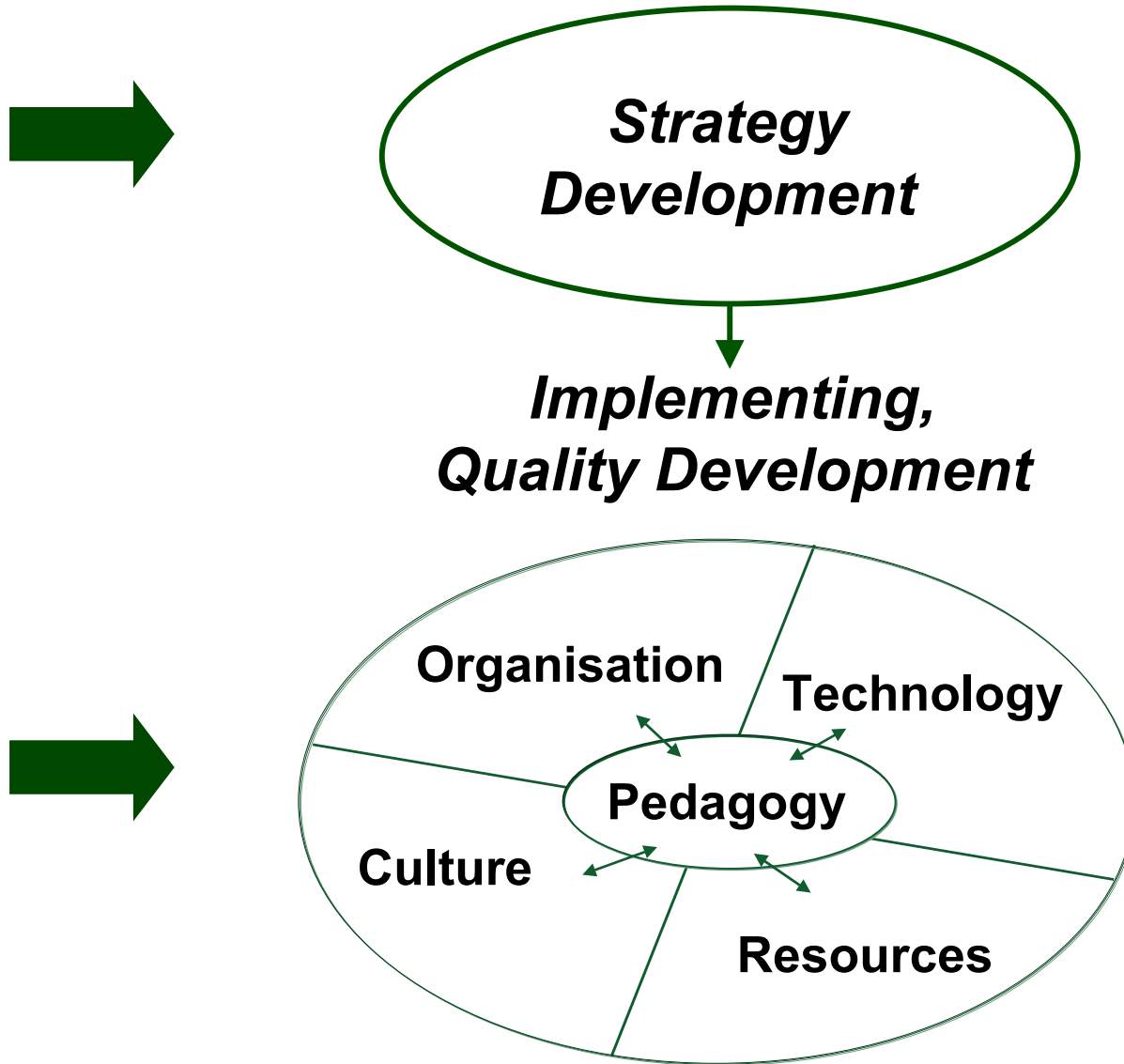
## ***Strategy Development***

### **Quality Management-Approach**

*Based on:*

- Quality Framework and Criteria:
  - Expert Interviews (25 Experts)
  - Delphi-Study (37 Experts, 2 Rounds)
- Results: 47 Quality Criteria
- Self-Assessment Guide and Review Guide for Auditor Teams
- Focus: Quality and Sustainability

# How does ELIP look like?



# Outlook



## *ELIP Outlook:*

- Pilotphase: 2 Universities, 1 Company for testing the ELIP Certification Process
- Validation of the Quality Criteria (Phd contribution): Theoretical basis and empirical proof in practice

## *General Outlook Quality Management Systems:*

- Systematic, Multi-dimensional approaches, considering contextual conditions
- Shift from (static) Quality Assurance towards (dynamic) Quality Development

# Thank you very much for your attention!

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