Fostering Quality in European ODL and e-learning

e-Quality seminar, Poland
21 September 2006

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Education, Audiovisual and Culture
Executive Agency
1. The Executive Agency
2. The political context
3. Quality and the impact of ICT
4. The European programmes
5. Future perspectives
1. The Executive Agency
• Commission’s strategy:
  – Separating political/legislative tasks and management tasks
  – Replacing private bodies by public bodies for the management tasks (Executive Agencies)

• Raison d’Etre:
  – Better managed programmes and improved services to beneficiaries
  – Synergies between programmes

• Executive agencies have legal personality and are supervised by the Commission
Strands of several community programmes:

- Socrates
- Leonardo
- Youth
- Media Plus
  Media Training
- Culture
- E-Learning
- Erasmus Mundus

Minerva
Socrates

Comenius
Grundtvig
Erasmus

Learning
2. Political context
Strategic goals for education & training: 
**Quality**, **Access** and **Openness** to the wider world

*Stockholm European Council, March 2001*

Europe to become a **worldwide quality reference** in education & training by 2010

*Barcelona European Council, March 2002*

» *Education and Training 2010*
The Treaty of Maastricht

- Legal basis for EU involvement in education & training established in the treaty of Maastricht (1992)
- Article 149, for the first time, expressly refers to education: ‘The Community shall contribute to the development of quality education by encouraging co-operation between Member States ... by supporting and supplementing their action ...’

Maastricht sowed the seeds for the Minerva programme
‘Community action shall be aimed at:
... - encouraging the development of distance education’.
The political context
Factors effecting quality

- Education as a global market
- ‘Massification’ of education
- Towards lifelong learning
- The changing learning paradigm
- The introduction of ICT
- Standards
The political context
The eLearning Action Plan

The eLearning Action Plan helps co-ordinate community actions concerned with e-learning, mobilising the educational and cultural communities, as well as the economic and social players in Europe.

Four action lines:
• Infrastructures and equipment
• Training at all levels
• Quality contents and services
• Co-operation and dialogue
3. Quality and the impact of ICT
• A process from conception, through preparation and use, to review
• Not a linear process, but co-production
• A convergence of competencies and skills
• Learner is not a ‘consumer’ but an active participant

‘What model of quality for e-learning?’, Le Préau, 2002

www.preau.ccip.fr
Eight dimensions for quality

• Educational purpose
• Mode of use
• Needs of individual learners
• Robustness and friendliness
• Added value
• Cultural relevance
• Avoidance of stereotypes
• Affordability and mode of delivery
<table>
<thead>
<tr>
<th>Early versions of e-learning</th>
<th>Later versions of e-learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost reduction</td>
<td>Added value for learning</td>
</tr>
<tr>
<td>Isolated, individual learners</td>
<td>Connected, community of learners</td>
</tr>
<tr>
<td>Automated guidance (if any)</td>
<td>Human guidance (e.g., remote tutor)</td>
</tr>
<tr>
<td>One way communication (delivery)</td>
<td>Two-way interaction</td>
</tr>
<tr>
<td>Asynchronous</td>
<td>Asynchronous &amp; synchronous</td>
</tr>
<tr>
<td>Replacement for face-to-face</td>
<td>Blended with face-to-face</td>
</tr>
</tbody>
</table>

**Technology driven learning**                                   **Learning enhanced by technology**
3. European programmes
Promote European cooperation in the field of Open and Distance Learning (ODL) and Information and Communication Technology (ICT) in education

Objectives:

- To promote **understanding** of the implications of **ODL** and **ICT** for education
- To ensure that **pedagogical considerations** are given proper weight in the development of ICT and multimedia-based educational products and services;
- To promote **access** to improved **methods** and educational **resources** as well as to **results** and **best practices** in this field.

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Projects</th>
<th>Budget (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001-2005</td>
<td>169</td>
<td>56.9 million</td>
</tr>
<tr>
<td>2006</td>
<td>26</td>
<td>7.5 million</td>
</tr>
</tbody>
</table>
Results of the 2006 selection.
Contracts are now being launched.

<table>
<thead>
<tr>
<th>PRIORITY</th>
<th>Number of projects selected</th>
<th>Total eligible budget €</th>
<th>EC grant awarded €</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Understanding innovation</td>
<td>3</td>
<td>1.1</td>
<td>0.8</td>
</tr>
<tr>
<td>2. New methods and education resources</td>
<td>20</td>
<td>8.0</td>
<td>5.8</td>
</tr>
<tr>
<td>3. Providing access to existing resources</td>
<td>2</td>
<td>0.7</td>
<td>0.5</td>
</tr>
<tr>
<td>4. Exchange of ideas and experience</td>
<td>1</td>
<td>0.4</td>
<td>0.3</td>
</tr>
<tr>
<td>TOTAL</td>
<td>26</td>
<td>10.3</td>
<td>7.5</td>
</tr>
</tbody>
</table>
### eLearning Initiative

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Duration</th>
<th>Projects</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>eLearning Initiative</td>
<td>2000-2003</td>
<td>65</td>
<td>27.2 million €</td>
</tr>
</tbody>
</table>

### eLearning Programme

<table>
<thead>
<tr>
<th>Programme</th>
<th>Duration</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>eLearning Programme</td>
<td>2004-2006</td>
<td>44 million €</td>
</tr>
</tbody>
</table>

#### Four action lines:

- **School twinning**: 45%
- **Digital literacy**: 10%
- **Virtual campuses**: 30%
- **Transversal actions**: 7.5%

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<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>School twinning</td>
<td>16 projects</td>
<td>5 projects</td>
</tr>
<tr>
<td>Digital literacy</td>
<td>4.1 million €</td>
<td>1.4 million €</td>
</tr>
<tr>
<td>Virtual campuses</td>
<td>18 projects</td>
<td>8 projects</td>
</tr>
<tr>
<td>Transversal actions</td>
<td>3.1 million €</td>
<td>4 projects</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1.0 million €</td>
</tr>
</tbody>
</table>
Contribute to the quality of e-learning in Europe by building a sustainable environment that can express leadership in this domain.

www.qualityfoundation.org  2005 to 2007  Grant 494 k€

Outputs:
- Services and support
- Quality repository
- Foundation for Quality in eLearning (EFQUEL)
- European Quality Mark for eLearning (EQM)

Contribution to partnerships for lifelong learning:
- Builds upon previous eLearning projects and extends the network
- Transversal, offering support to all users of eLearning
- Sustainable, long-term approach
4. Future perspectives
**Future perspectives**

**Lifelong Learning Programme**

<table>
<thead>
<tr>
<th>Programme</th>
<th>Key Activities</th>
</tr>
</thead>
</table>
| **Comenius**  
  School education       |                                                                                |
| **Erasmus**  
  Higher education & advanced training |                                                                                |
| **Leonardo da Vinci**  
  Initial and continuing VET |                                                                                |
| **Grundtvig**  
  Adult education      |                                                                                |

**Transversal programme**

4 key activities – Policy development; Language learning; ICT; Dissemination

**Jean Monnet programme**

3 key activities – Jean Monnet Action; European Institutions; European Associations

ICT encouraged in each sub programme

Also transversal ICT actions to encourage lifelong learning

Conditional call for proposals expected in last quarter 2006
Future perspectives
Communication at the heart

- Towards networked learning; focused on partnerships for LLL
- Collaborative, social, networked
- Flexible, personalised, guided
- Creative, innovative, stimulating
- Formal, non-formal, informal
- Self-confidence, self-esteem
Handbook on Quality

Paper entitled ‘Quality in a Europe of Diverse Systems and Shared Goals’, Brian Holmes

‘Handbook on Quality and Standardisation In E-Learning’,
‘I cannot teach anybody anything,  
I can only make them think’  
Socrates

The programmes:


http://eacea.cec.eu.int/static/en/overview/minerva_overview.htm

Policy for ICT in Lifelong Learning:

http://europa.eu.int/comm/education/elearning/index.html

Results of ICT in Lifelong Learning in Europe:

http://elearningeuropa.info