



... the eQcheck company

Kathryn Chang Barker, PhD, President kbarker@eQcheck.com 250.539.2139
Victor P. Leginsky, LLB, Chief Executive Officer vleginsky@eQcheck.com 250.539-2130

QualitE-Learning Assurance Inc.
101 – 1001 W. Broadway, pod 190
Vancouver, BC Canada V6H 4E4
www.eQcheck.com



Welcome to the eQcheck company. This document will:

- Introduce you to the eQcheck service;
- Explain step by step how you can become an eQcheck licensee; and
- Tell you how you benefit by becoming an eQcheck licensee.

All the information you need, including registration and licensing procedures for using our certification mark on labels and all types of promotional material, is included. For more information, please contact us directly.

1.1. The Term “e-learning”

The term “**e-learning**” is used to mean **learning using a computer and the Internet**.

E-learning products or services take various forms. They may be:

- single courses and/or entire programs
- entire courses and/or course units, lessons or components
- specific portions of an e-learning course or program, e.g., instructional design
- aimed at individuals or entire groups in classes
- instruction with or without various support services, such as access to a library
- offered for credit at an education institution and/or for general interest without credit
- very expensive, free of charge, or somewhere in between
- aimed at specific age groups and/or any age group
- offered by public and/or commercial education and training agencies
- really effective or of questionable quality

The focus of QualitE-Learning Assurance Inc. is quality assurance through assessment and evaluation of e-learning products and services for both consumers and providers.

PRIVATE and CONFIDENTIAL

1.2. The eQcheck Service for e-Learning Consumers

E-learning consumers may be individuals, organizations like corporations or school boards, even entire provinces or states. How do they make informed choices?

The eQcheck company – QualitE-Learning Assurance Inc. – advises consumers in three ways:

- Public relations to highlight the need for informed decision-making and quality concerns.
- Lists of products that have met eQcheck quality standards on the website.
- Consulting services to help make appropriate choices between products and services.

E-learning consumers have access to, in fact are targeted by, e-learning from the global marketplace. Given the variability of cost, quality and relevance, consumers need tools and assistance to make informed choices and to ensure return on their substantial investment of public and private resources. The eQcheck mark is their short-cut to informed decision-making and quality assurance.

1.3. The eQcheck Service for e-Learning Producers

If you produce e-learning products and services, and want to demonstrate to your customers and competitors that you produce the quality that consumers are looking for, follow these steps.

Step 1: Register with QualitE-Learning Assurance Inc. – the eQcheck company -- to apply to become a licensee. This will require filling out a registration form and accepting the service agreement (both on line). There is a one-time registration fee, a per-product audit fee and an annual license fee. Identify explicitly the product or service that is to be assessed, whether it is:

- A module or lesson;
- An entire course;
- An entire program (with similar or dissimilar courses);
- An entire agency or institution; or
- An e-learning enterprise in the industry.

This will tell QualitE-Learning which of the assessment tools to send you.

Step 2: Provide evidence that your products and services meet the eQcheck standards in **one** of three ways. You choose between the following options.

- Self-assessment -- Using the appropriate QualitE-Learning self-assessment tool, provide the evidence that your product or service meets the eQcheck standards. This can be done on line; we will send you the right tool to use.

PRIVATE and CONFIDENTIAL

- Assisted assessment -- Contract with the eQcheck company to help you do the assessment and establish ongoing quality assurance mechanisms.
- External assessment – Contract with QualitE-Learning to conduct the complete quality assessment for you.

When done, QualitE-Learning audits the assessment – examining the evidence -- and awards the eQcheck certification mark if the eQcheck standards are met. If they are not, the eQcheck company will work with you to make the necessary changes and improvements. Once the standards are met, you become a licensee, and sign the license agreement allowing you to use the eQcheck seal of quality.



Step 3: Use the eQcheck certification mark to indicate to customers and competitors that your products meet international quality standards. QualitE-Learning stipulates how and where the certification mark can be used.

Step 4: Continue to monitor quality and meet quality standards in order to continue using the eQcheck certification mark. QualitE-Learning will conduct spot checks to provide continuous quality assurance to e-learning customers and to ensure the integrity of the eQcheck.

1.4. Benefits to the eQcheck Licensee

We didn't help you earn your good reputation, but we can help you protect it.

- When you are an eQcheck licensee, you can use the eQcheck on your product labeling and marketing to show that you meet the strict internationally recognized quality standards.
- You can proudly promote the fact that an objective, professional body has found your products to be of the quality consumers are looking for.
- You can direct your customers to the eQcheck website to verify that your products are there and your competitors may not be.
- You can design new products and services to meet the eQcheck standards.

PRIVATE and CONFIDENTIAL

As a licensee, QualitE-Learning will:

- supply you and your customers with full details of the standards for those products for which you are licensed;
- keep you fully informed of any changes that are made to e-learning standards, and give you 12 months' notice before any such changes are implemented;
- work with you to improve quality, should any of your products fail to meet our standards; and
- carry out spot checks on all products that are labeled with our certification marks and take action to remove sub-standard or counterfeit products from the market.

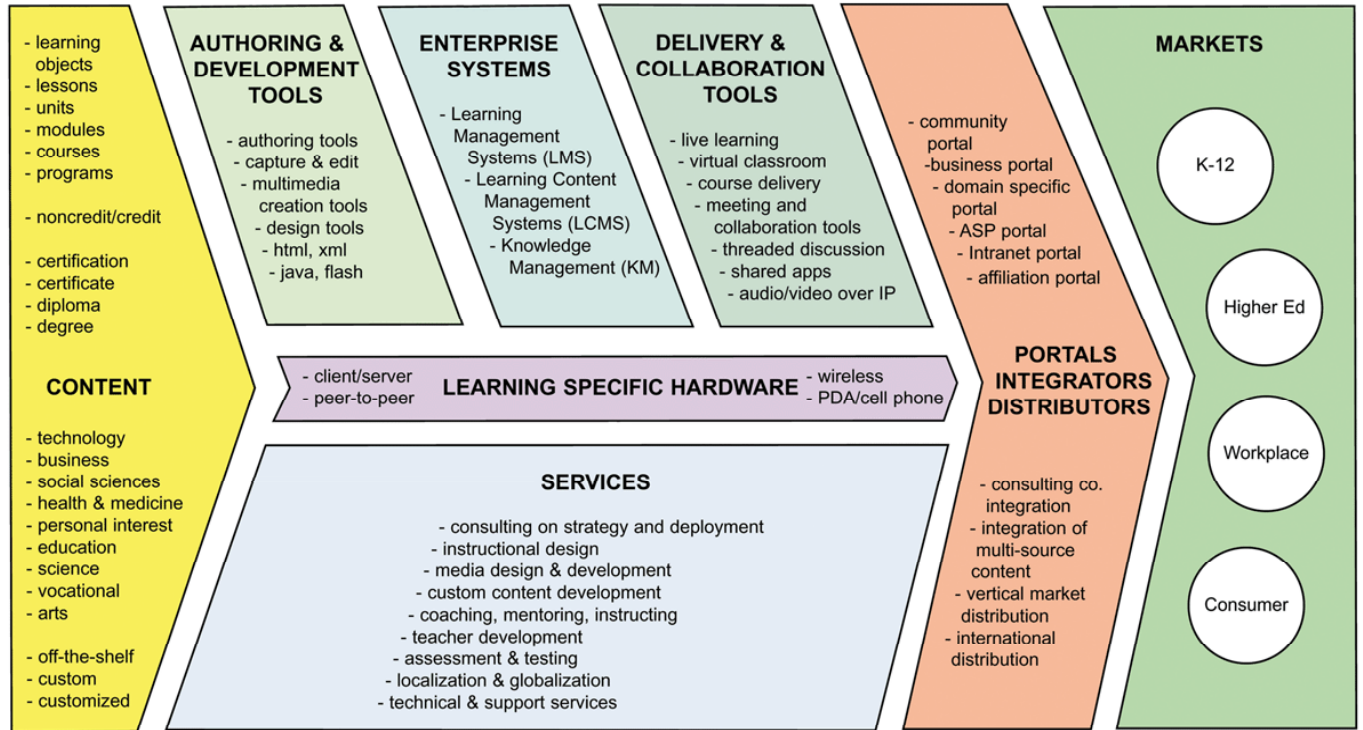
1.5. History and Key Facts

- The eQcheck service was introduced in 2002 by FuturEd Inc. and QualitE-Learning Assurance Incorporated..
- QualitE-Learning Assurance Inc, founded by Dr. Kathryn Chang Barker of FuturEd Consulting Education Futurists, is the world's leading e-learning quality assurance service.
- Together with its certification marks, it is synonymous with research and development, innovation, promotion and quality assurance in e-learning products and services.
- FuturEd launched eQcheck to identify e-learning products and services that meet quality standards, particularly from the consumer's point of view.
- QualitE-Learning – the eQcheck company – is globally marketing the value of the eQcheck certification mark to consumers – students, businesses, governments.



1.6. The e-Learning Industry

1.6.1. from the Producer's perspective



Source: Paul Stacey's e-learning framework developed for New Media BC eLearning SIG, August 2002

1.6.2. from the Consumer's Perspective - the eQcheck perspective

E-LEARNING COMPONENTS	Products and services	Results
A: Entire e-learning product	<ul style="list-style-type: none"> ▪ non-credit lesson or module ▪ non-credit course (a collection of modules) ▪ credit course - K-12 and adult / post-secondary ▪ non-credit program (a collection of non-credit courses) ▪ credit program (a collection of credit courses) 	<ul style="list-style-type: none"> ▪ Learner moves through information seeking and registration to course / program completion
B1: Agencies serving learners (connecting to learners, student management, completion award, and overall administration)	<ul style="list-style-type: none"> ▪ Public sector education and training ▪ Private sector, full service ▪ Portals ▪ Distributors 	<ul style="list-style-type: none"> ▪ Engages students ▪ Provides information and registration ▪ Delivers package ▪ Manages content and delivery to student completion
B2: Businesses that produce and market e-learning services / systems	B2a: e-learning content B2b: design and production of e-learning B2c: delivery and management of learning	<ul style="list-style-type: none"> ▪ Sells components of e-learning
B2a: Content	<ul style="list-style-type: none"> ▪ RLOs / SCOs ▪ Databases of information / materials 	<ul style="list-style-type: none"> ▪ Becomes the curriculum for the learner
B2b: Design and production	<ul style="list-style-type: none"> ▪ Authoring tools ▪ Development tools ▪ Content Management System (CMS) ▪ Learning Content Management System (LCMS) ▪ Choice of Hardware and ICT 	<ul style="list-style-type: none"> ▪ Organizes content and technologies for use by learner
B2c: Delivery and management of learning	<ul style="list-style-type: none"> ▪ Delivery and collaboration tools ▪ Knowledge Management Systems (KMS) ▪ Student Information Systems (SIS) ▪ Learning Management systems (LMS) ▪ Integrated Learning Systems (ILS) ▪ Portfolio systems 	<ul style="list-style-type: none"> ▪ Delivers content ▪ Enables teaching and learning ▪ Assesses learning ▪ Provides interaction and communication ▪ Additional services e.g., mentoring ▪ Contributes to learner's digital portfolio
C: Services to e-learning providers¹	Consulting for: <ul style="list-style-type: none"> ▪ Policy ▪ Strategy ▪ technical assistance ▪ customization ▪ quality assessment ▪ research and development 	<ul style="list-style-type: none"> ▪ Improves planning and accountability ▪ Assures quality for providers and consumers

¹ Not assessed by eQcheck because the CanREGs do not apply

PRIVATE and CONFIDENTIAL

1.7. Terminology used

Authoring tool (source: *Brandon Hall, 2003*)

A software application which allows individuals to create their own e-Learning content, without needing to have programming skills. Such tools often use a template approach or a metaphor (book, form, timeline, flow chart, etc.) to support the content creation process. Well-known general purpose authoring tools include Authorware, ToolBook and Quest. Many other more specialized authoring tools also exist, including tools built into learning management systems or learning content management systems.

Authoring tool: (Source: *ASTD, 2003*)

A software application or program used by trainers and instructional designers to create e-learning courseware. Types of authoring tools include instructionally focused authoring tools, Web authoring and programming tools, template-focused authoring tools, knowledge capture systems, and text and file creation tools.

Blended learning (source: *Brandon Hall, 2003*)

Learning events or programs which combine two or more delivery strategies to provide a more integrated and effective learning experience. A common blended learning approach in the business skills area is to provide instruction on basic concepts and principles via self-paced online learning modules, followed by classroom training to provide opportunities for practicing skills in a simulated, group context.

Collaboration tools (source: *Brandon Hall, 2003*)

This term is often used to refer to the asynchronous and synchronous tools integrated with learning management systems to support collaborative learning. Asynchronous tools include threaded discussion groups and e-mail, while synchronous tools include virtual classroom platforms, "whiteboarding", online chat and application sharing.

Collaboration technology: (Source: *ASTD, 2003*)

Software, platforms, or services that enable people at different locations to communicate and work with each other in a secure, self-contained environment. May include capabilities for document management, application sharing, presentation development and delivery, whiteboarding, chat, and more.

Computer Supported Learning Resources (CSLR) (<http://www.e-learningguru.com/gloss.htm>)

The parts of a e-learning product other than those that instruct, test, or track progress. These include glossaries, bulletin boards and chats, bibliographies, databases, etc.

Content Management System (CMS) (source: *Brandon Hall, 2003*)

Content Management Systems (CMS) are used to store and subsequently find and retrieve large amounts of data. Content management systems work by indexing text, audio clips, images, etc., within a database. In addition, CMSs often provide version control and check-in/check out capabilities. Using robust built-in search capabilities, users can quickly find a piece of content from within a database by typing in keywords, the date the element was created, the name of the author, or other search criteria. Content management systems are often used to create information portals for organizations and can serve as the foundation for the practice of knowledge management. They can also be used to organize documents and media assets. For example, a newspaper agency may

PRIVATE and CONFIDENTIAL

use a content management system to provide an archive of every story ever written for the paper. Likewise, they might use the CMS to provide an extensive library of photographs that are reusable for future stories.

CMS (content management system): (Source: ASTD, 2003)

A centralized software application or set of applications that facilitates and streamlines the process of designing, testing, approving, and posting e-learning content, usually on WebPages.

Integrated Learning System (ILS): (Source: ASTD, 2003)

A complete software, hardware, and network system used for instruction. In addition to providing curriculum and lessons organized by level, an ILS usually includes a number of tools such as assessments, record keeping, report writing, and user information files that help to identify learning needs, monitor progress, and maintain student records.

Interoperability (source: Brandon Hall, 2003)

The ability of hardware or software components to work together effectively. Interoperability among e-Learning content and software products is the goal of SCORM, IMS and AICSS standards efforts.

- **Advanced Distributed Learning Initiative (ADL)** <http://www.adlnet.org>. A collaborative effort between the U.S. government, industry and academia to establish a new distributed learning environment that permits the interoperability of learning tools and course content on a global scale.
- **Advanced Learning Infrastructure Consortium (ALIC)** <http://www.alic.gr.jp/eng/index.htm>. A collaborative effort between the Japanese government, industry and academia to provide a learning environment which enables anyone to learn anytime and anywhere, according to the goals, pace, interests, understanding of individuals and groups.
- **Aviation Industry CBT Committee (AICC)**. <http://www.aicc.org> An aviation industry consortium creating guidelines for the development, delivery, and evaluation of technology-based learning.
- **CEN/ISSS Learning Technology Workshop**. <http://www.cenorm.be/iss/iss/workshop/lt> An activity funded by the European Commission to encourage the development and effective use of standards for learning technologies in Europe.
- **Customized Learning Experience Online Lab (CLEO Lab)**. <http://www.cleolab.org>. A consortium defining common profiles of open specifications and standards appropriate for commercial providers of business-oriented learning content.
- **IEEE Learning Technology Standards Committee (IEEE LTSC)**. IEEE LTSC Website: <http://ltsc.ieee.org>. An accredited standards body developing standards, recommended practices and guides for learning technology.
- **IMS Global Learning Consortium (IMS)**: <http://www.imsglobal.org>. A consortium developing and promoting open specifications for facilitating online distributed learning activities.
- **ISO/IEC JTC1 SC36**: <http://jtc1sc36.org>. An international, accredited standards body focused on information technology for learning, education, and training.

PRIVATE and CONFIDENTIAL

- **Schools Interoperability Framework (SIF):** <http://www.sifinfo.org>. A consortium developing an open specification for ensuring that K-12 instructional and administrative software applications work together more effectively.

Knowledge management (source: *Brandon Hall, 2003*)

Refers to a wide range of practices aimed at capturing, organizing and storing the knowledge and experiences of individuals and groups within an organization and making it available to others in the organization.

Learning Content Management System (LCMS) (source: *Brandon Hall, 2003*)

A Learning Content Management System (LCMS) is an environment where developers can create, store, reuse, manage and deliver learning content from a central object repository, usually a database. LCMSs generally work with content that is based on a learning object model. These systems usually have good search capabilities, allowing developers to quickly find the text or media needed to build training content. LCMSs often strive to achieve a separation of content - which is often tagged in XML -, from presentation. This allows many LCMSs to publish to a wide range of formats, platforms, or devices such as print, Web, and even Wireless Information Devices (WID) such as Palm and Windows CE handhelds, all from the same source material.

LCMS (learning content management system): (Source: *ASTD, 2003*)

A software application (or set of applications) that manages the creation, storage, use, and reuse of learning content. LCMSs often store content in granular forms such as learning objects.

Learning Management System (LMS) (source: *Brandon Hall, 2003*)

A Learning Management System (LMS) is software that automates the administration of training events. All learning management systems manage the log-in of registered users, manage course catalogs, track learner activities and results, and provide reports to management. An LMS may or may not include additional functions such as: Authoring of content, Management of classroom training, Instructors and resources, Competency management, Management of certification or compliance training, and Learner collaboration tools (mentoring, chat, discussion groups, etc.).

Learning Service Provider (LSP): (Source: *ASTD, 2003*)

A specialized service offering learning management and training delivery software on a hosted or rental basis.

Portal: (Source: *ASTD, 2003*)

A Website that acts as a doorway to the Internet or a portion of the Internet, targeted towards one particular subject.

Reusable Learning Object (RLO) (source: *Brandon Hall, 2003*)

Reusable Learning Objects (LO), also called Learning Objects or Sharable Content Objects (SCO), are not really a set technology, but rather a philosophy for how content can be created and deployed. Learning objects refer to self-contained chunks of training content that can be assembled with other learning objects to create courses and curricula, in much the same way a child's Lego blocks are assembled to create all types of structures. Learning objects are designed to be used in multiple training

PRIVATE and CONFIDENTIAL

contexts, aim to increase the flexibility of training, and make updating courses much easier to manage. Update a part of a learning object, and the change should appear in any course using that learning object. The size of a learning object differs based on the instructional designer, from as small as a single page of content to as large as is required to contain an objective, presentation material, a practice section, and an assessment. The current SCORM specifications provide a more precise, yet flexible, definition of what a learning object should be.

Reusable Information Object (RIO): (Source: *ASTD, 2003*)

A collection of content, practice, and assessment items assembled around a single learning objective. RIOs are built from templates based on whether the goal is to communicate a concept, fact, process, principle, or procedure. A Reusable Learning Object is a collection of RIOs, overview, summary, and assessments that supports a specific learning objective.

SCORM (source: *Brandon Hall, 2003*)

The Sharable Courseware Object Reference Model (SCORM) is a set of specifications that, when applied to course content, produces small, reusable learning objects. A result of the Department of Defense's Advanced Distributed Learning (ADL) initiative, SCORM-compliant courseware elements can be easily merged with other compliant elements to produce a highly modular repository of training materials. The SCORM specifications integrate specification from both AICC and IMS.

Sharable Content Objects (SCO)

See Reusable Learning Objects above

Simulations: (Source: *ASTD, 2003*)

Highly interactive applications that allow the learner to model or role-play in a scenario. Simulations enable the learner to practice skills or behaviors in a risk-free environment.

Student Information System (SIS) (Source: *Insignia, 2003*)

A Student Information System is a comprehensive student data management system including, e.g., registration, course work and achievement, alerts (e.g., custody, health), biography, discipline, fees, scheduling, contacts.

Virtual classroom: (Source: *ASTD, 2003*)

The online learning space where students and instructors interact.

PRIVATE and CONFIDENTIAL

2. Becoming an eQcheck Licensee

QualitE-Learning Assurance Inc. is the owner of the eQcheck brand and has the sole license to use the CanREGs for certification purposes. Before you can use our certification mark you will need to be licensed by us. In the sections which follow, we explain the licensing procedure and what it involves.

2.1. Can your products carry the eQcheck?

E-learning products and services are those which use a computer and the Internet to provide for teaching and learning. Your products can carry the eQcheck if they are:

- single courses and/or entire programs;
- entire courses and/or course units, lessons or components;
- particular elements of the e-learning industry, i.e.
 - e-learning content
 - e-learning design and production
 - delivery and management of learning
 - student recruitment and management
- products aimed at individuals or entire groups in classes;
- offered for credit at an education institution and/or for general interest without credit;
- offered by public and/or commercial education and training agencies.

If you would like further information about the products included within the eQcheck, please contact QualitE-Learning Assurance Inc. by visiting www.eQcheck.com or by e-mail info@eQcheck.com

2.2. Step-by-step Licensing Procedure

The steps to becoming a licensee are as follows.

- First contact QualitE-Learning to register your interest in becoming a licensee. There are two methods of registration:
 - [simple registration](#)
 - [advanced registration](#)
- We will send you a form to complete. You will be asked to provide various information about your company – types of e-learning products and services produced, in-house quality assurance procedures and main markets – both domestic and export, where relevant. You will identify explicitly what product or service you wish to certify with the eQcheck and negotiate a service contract with us.

PRIVATE and CONFIDENTIAL

- You will tell us which of the three methods you intend to use to assess your product – choosing one of the following:
 1. Self-assessment -- Using the appropriate on-line QualitE-Learning assessment tool, provide the evidence that your product or service meets the eQcheck standards.... OR
 2. Assisted assessment -- Contract with the eQcheck company to help you do the assessment and establish ongoing quality assurance mechanisms... OR
 3. External assessment – Contract with QualitE-Learning to conduct the complete quality assessment for you.
- When the assessment is done, QualitE-Learning audits the assessment – examining the evidence -- and awards the eQcheck certification mark if the eQcheck standards are met. If they are not, the eQcheck company will work with you to make the necessary changes and improvements. The audit fee is based on the complexity of the e-learning product or service being assessed and licensed.
- On successful completion of the audit and payment of the audit fee, you will sign a license agreement and then have the use of the eQcheck mark for the period of one year from issuance.
- To continue to use the eQcheck mark, you will pay an annual license fee. QualitE-Learning will conduct random spot checks to ensure that quality standards continue to be met.

2.3. What does the license agreement mean?

The license agreement sets out the terms and conditions which apply to the use of our certification marks. These can be summarized as follows:

- The eQcheck certification mark is to be reproduced to the specifications of the eQcheck company. Specifications and actual labels can only be obtained from QualitE-Learning.
- Use of our certification marks in advertising, point of sale and other forms of promotional material needs to be approved by QualitE-Learning before production begins. If the designs proposed do not meet our requirements we will suggest appropriate modifications.
- To ensure that our quality standards are upheld, it is your responsibility – as the licensee – to make sure that all products to be labeled with the eQcheck meet the quality standards that we have specified.
- We will carry out spot check quality testing of your products to ensure that the standards continue to be met, and will advise you of the results. In the event that any product fails to meet the specified quality criteria, we will advise you of what steps you should take to improve the product's quality.
- In exceptional circumstances we may require you to cease offering a product or service, or to remove the eQcheck labels from it before offering it for sale.

2.4. Categories of E-learning Products / Services for Assessment and Certification

A. Entire e-learning packages / products

1. non-credit lesson or module
2. non-credit course (a collection of modules)
3. credit course
 - a. K-12
 - b. adult / post-secondary
4. non-credit program (a collection of non-credit courses)
5. credit program (a collection of credit courses)

B. E-learning Industry

1. Learning Service Providers (public and private sector agencies, brokers, portals that **contract with learners, manage students and administer client services; they must meet standards for student management and overall e-learning administration**)
2. E-learning enterprises (businesses that produce and sell e-learning services; in addition to product specific standards in the three categories below, they must meet consumer standards for marketing and management)
 - a. Content (format and nature), e.g.,
 - RLOs / SCOs
 - Information repurposed
 - b. Design and production (instructional design and format) e.g.,
 - Authoring tools
 - Development tools
 - Content Management System (CMS)
 - Learning Content Management System (LCMS)
 - Knowledge Management Systems (KMS)
 - Choice of Hardware and ICT
 - c. Delivery and management of learning, e.g.,
 - Delivery and collaboration tools
 - Learning Management systems (LMS)
 - Integrated Learning Systems (ILS)
 - Student Information Systems (SIS)
 - Digital portfolio systems

2.5. Schedule of fees

All clients register once. A client is defined as the official organization or agency paying for the license. Individuals may not be clients. Following payment of the registration fee with registration form, a contract is negotiated/signed, and 50% is paid before the audit begins.

In the context of e-learning (using a computer and the internet), eQcheck licenses both products and services, both credit and non-credit.

- A product is a complete learning package.
- A service is part of a learning package provided by an organization or agency.

PRIVATE and CONFIDENTIAL

- The term credit means for recognition by a recognized accrediting body, e.g., high school, public or private university or college, professional body.
- The term non-credit implies there are limited or no acceptance or transferability issues.

Assessment primarily takes the form of self-assessment. Following payment of the registration fee and signing of the contract, clients are given access to the self-assessment tools (on-line and/or in print). Products that achieve the necessary score on the assessment tools - i.e., the necessary quality - can be licensed with the eQcheck after the assessment is satisfactorily audited. The initial service fee, then, includes the cost of auditing the assessment and the initial license fee. Thereafter, an annual license fee is assessed.

The product fee schedule is based type of e-learning product; i.e.:

- a non-credit lesson or module
- a non-credit course (i.e., a number of lessons or modules)
- a credit course
- a non-credit program (i.e., a number of courses)
- a credit program
- a part of or an entire agency or organization (e.g., department where all e-learning products are developed and delivered in the same way by the same agent; a department cannot be licensed until / unless all the courses / programs are licensed)
- entire agencies with different departments cannot be licensed until/unless all departments and variety of products/services are licensed
- elements of e-learning products

The service fee schedule is based on type of e-learning service from an organization or agency providing specialized components of an e-learning package directly related to the quality standards.

The fee schedule is based on the type of service required of QualitE-Learning Assurance Inc. Services include, but are not limited to:

- An audit of a self-assessment, i.e., examining the evidence, making a judgement and providing advice if/where necessary.
- Consulting services including but not limited to:
 - An assisted assessment and audit, training quality assurance staff to undertake the assessment, assembling the evidence for self-assessment, then eQcheck audit.
 - A complete assessment, i.e., a complete external assessment and audit.
 - E-learning development, pre-assessment and/or post-assessment advice.
 - Third-party assessments and evaluation of product options.

PRIVATE and CONFIDENTIAL

The payment follows three steps:

1. One-time registration fee
2. eQcheck service fee (audit resulting in license and/or consulting services)
3. Annual license fee

2002-2003 Payment Schedules

1. One-time **registration fee** to establish records, determine nature of contract(s), and maintain contracts and records, of:

- \$500 for small businesses
- \$1500 for public-sector e-learning providers
- \$2500 for large-scale e-learning companies and e-training corporations

2. Consulting fees (per diem rates of \$1500 CD) for:

- assisted assessment (plus audit fee)
- complete assessment (including audit fee)
- e-learning service assessment and audit (negotiated case-by-case)
- individualized e-learning product development and improvement
- generalized workshops and presentations

PRIVATE and CONFIDENTIAL

3. Audit fees and annual license fees (2002-2003 in Canadian dollars)

e-learning product / service	Initial audit service and license	Days/ cost added for assisted assessment	Days /cost added for complete assessment	Annual license fee (e.g., 20% of initial audit)
A1. non-credit lesson or module	\$1000	2 (\$3000)	4 (\$6000)	\$200 per
A2. non-credit course	\$2000	2 (\$3000)	4 (\$6000)	\$400
A3. credit course	\$2500	3 (\$4500)	5 (\$7500)	\$500
A4. non-credit program	\$5000	4 (\$6000)	6 (\$9000)	\$1000
A5. credit program	\$10,000	5 (\$7500)	10 (\$15000)	\$2000
B1. e-learning service providers (manage students and learning)	To be negotiated	As required and negotiated	As required and negotiated	To be negotiated
B2a: e-learning enterprises: content	To be negotiated	To be negotiated	To be negotiated	To be negotiated
B2b: e-learning enterprises: design and production	To be negotiated	To be negotiated	To be negotiated	To be negotiated
B2c: e-learning enterprises: delivery and management of learning	To be negotiated	To be negotiated	To be negotiated	To be negotiated

Examples:

Product	Initial audit fee	Additional costs (e.g.)	Total first year (e.g.)	Annual fee (at 20%)
University with 5 same courses in one department	$\$2500 \times 5 = \12500	One assisted assessment (\$4500)	Plus registration of \$1500 = \$18,500	$\$500 \times 5 = \2500
Company producing 20 non-credit modules	$\$1000 \text{ plus } 19 \times \$200 = \$4800$	One complete assessment (\$6000)	Plus registration of \$500 = \$11300	$\$200 \times 20 = \4000
College with 3 different programs	$\$10000 \times 3 = \$30,000$	Two complete assessments (\$30,000)	Plus registration of \$1500 = \$61500	$\$2000 \times 3 = \6000
Employer with two non-credit courses	$\$2000 \times 2 = \4000	One assisted assessment (\$3000)	Plus registration fee of \$2500 = \$9500	$\$400 \times 2 = \800

2.6. How long will it take to become an eQcheck licensee?

The time taken for the licensing process to be completed will depend on a number of factors, including:

- timely provision of all relevant background material to enable us to assess your application;
- timely provision of assessment with evidence for audit by QualitE-Learning;
- prompt payment of all fees;
- the speed with which the license agreement is signed and returned to QualitE-Learning.

We appreciate that once you have decided to make the commitment to become a licensee, you will be anxious to complete the formalities as quickly as possible so you can begin using the eQcheck on your products. We therefore give priority to processing all new applications, so providing the assessment with evidence, payment and license agreement are all made promptly, most applications are processed within three - five weeks.

3. E-learning Quality Assurance

Both providers and consumers of distance and e-learning want education and training products and services that are effective and efficient. The term “quality” is used to encompass these concepts.

Maintaining consistent high quality is the foundation of the eQcheck service, so it is important that all licensees understand the quality standards and have good quality assurance procedures in place. To ensure that quality standards are upheld, it is the licensee's responsibility to make sure that all products labeled with our certification mark meet the quality standard that we have specified.

We will carry out spot check quality testing of your products to ensure that the service standards are being met. We will safeguard the integrity of the eQcheck service by taking action to remove sub-standard or counterfeit products from the market.

3.1. The Quality Standards

The eQcheck is designed to ensure that a product will give satisfactory performance to the consumer.

The standards on which the eQcheck is based are the Canadian Recommended E-Learning Guidelines – the [CanREGs](#), published and copyrighted by FuturEd Inc. and the Canadian Association for Community Education (2002). The CanREGs are based on best practice and research in distributed learning and learning technologies, developed through a national consultation process, and sponsored by a number of national organizations.

The key features of the CanREGs are that they are:

- **consumer-oriented** – developed with particular attention to return on investment in e-learning for learners
- **consensus-based** – developed through consultation with a balance of provider and consumer groups in Canada and beyond
- **comprehensive** – inclusive of all elements of the learning system: outcomes and outputs, processes and practices, inputs and resources
- **futuristic** – describing a preferred future rather than the present circumstances for design and delivery
- **distinctively Canadian** – reflecting the highest of Canadian values and learning priorities
- **adaptable** – best used for adult and post-secondary education and training, but adaptable to other levels of learning services
- **flexible** -- not all guidelines will apply in all circumstances

PRIVATE and CONFIDENTIAL

The CanREGs are recommended by the following national and international agencies:

- Alberta Online Consortium
- Association for Media and Technology in Education in Canada
- Canadian Association for Community Education
- Canadian Association for Distance Education
- Commonwealth of Learning
- Licef, TeleUniversite
- Office of Learning Technologies, Human Resources Development Canada
- SchoolNet, Industry Canada
- FuturEd Consulting Education Futurists Inc.

These standards are under regular review to ensure that they remain relevant to, and compatible with, current market requirements and advances in e-learning best practice. In developing and monitoring the relevance of the standards, we maintain close contact with certification associations, standardization bodies, key educators and consumer groups to ensure that our standards are consistent with their own.

3.2. Assessment Procedures

To ensure that standards are consistently interpreted and applied by licensees, we have developed a comprehensive quality assessment which describes in detail the procedures that must be followed in assessing the quality criteria which are shown in the CanREGs.

The CanREGs standards do not apply in the same way to all e-learning products and services.

Therefore, specific assessment tools have been developed for:

- single, non-credit modules or lesson units
- courses offered to adults and post-secondary students for credit
- non-credit courses and programs offered to adults
- courses offered to K-12 students for credit
- specific elements of the e-learning industry, e.g., instructional design

3.3. License Agreement

The eQcheck is the world's only e-learning quality assurance symbol – and is the flagship brand of QualitE-Learning, the world's leading learning quality assurance organisation. To safeguard its use, on printed and digital materials, we have introduced a number of rules which we have set out in the sections which follow. Please take a few minutes to become familiar with them.

PRIVATE and CONFIDENTIAL

eQcheck can only be used by producers who are licensed by QualitE-Learning Assurance Inc. and on products which meet our consumer-oriented standards. It is your responsibility as the licensee to ensure that your merchandise is correctly labeled and complies with the national labeling regulations appropriate to the markets in which your products or services will be sold.

We undertake quality assurance testing of e-learning products labeled with our certification mark and regularly check the standard of labeling upon sale. We will take corrective action if we find sub-standard products and/or services upon sale or examples of incorrect labeling. Our labeling requirements stipulate that e-learning products should carry a clear identification of quality assurance; these should be attached to the product so that it will be clearly seen by the consumer.

3.4. Symbol Usage on Labeling

The symbol must only be reproduced from master artwork - (please go to the - [eQcheck Symbols section](#) for master artwork). The eQcheck symbol must be accompanied by the trade mark symbol [™] to denote that the certification mark is registered.

In certain countries (e.g. Canada, USA, UK, India and Hong Kong) the words "Certification Mark" must also be included directly beneath the symbol. This is a requirement of the certification mark Regulatory authorities in these countries.

The eQcheck mark must not be less than 10 mm high. The eQcheck should be produced in color, and may be reproduced in black on a white background. We allow limited use of single colour reproductions of our certification marks on tickets and on promotional material; this is subject to our prior approval.

The mark must be not reproduced on a multi-coloured or patterned background which visually distorts the symbol. Artistic distortion of the symbols is not permitted. The symbols must always be reproduced on their correct base lines - and not tilted from the horizontal.

Please take care in using our certification mark in close association with your own brand name or logo. Our mark must never appear as an integral part of a design which incorporates your brand name or logo. We can provide guidance if in doubt.

Our mark must be protected in print from any graphics or text intruding into the mark itself. We have established what we call an exclusion zone to provide a minimum area in which no other printed image may appear. The size of this exclusion zone (see .pdf files below for illustration) is related to the size of the symbol itself:

PRIVATE and CONFIDENTIAL

- a space equal to half the width of the symbol must be left on either side;
- a space equal to one third of the height must be left above the symbol; and
- a space equal to two thirds the height must remain beneath the symbol.

The eQcheck should be positioned so that the information contained can be readily seen by the consumer.

3.5. Termination

If you decide to discontinue your license, or if it is discontinued by QualitE-Learning because of non-payment of fees, inadequate quality or breach of the license agreement, you will no longer be able to apply labels showing the symbol for which you were licensed on products from the date on which the license agreement expired; this applies even though you may have unsold product. The eQcheck must be removed immediately from all materials and marketing.

