



National Standards Authority of Ireland

IRISH STANDARD

**S.R. CWA 15661:2007**

ICS 35.240.99

**PROVIDING E-LEARNING SUPPLIES  
TRANSPARENCY PROFILES**

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**CEN**

**CWA 15661**

**WORKSHOP**

February 2007

**AGREEMENT**

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ICS 35.240.99

English version

## Providing E-Learning supplies transparency profiles

This CEN Workshop Agreement has been drafted and approved by a Workshop of representatives of interested parties, the constitution of which is indicated in the foreword of this Workshop Agreement.

The formal process followed by the Workshop in the development of this Workshop Agreement has been endorsed by the National Members of CEN but neither the National Members of CEN nor the CEN Management Centre can be held accountable for the technical content of this CEN Workshop Agreement or possible conflicts with standards or legislation.

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## Foreword

This CEN Workshop Agreement (CWA) introduces a proposal to support the E-Learning industry by enhancing the transparency of E-Learning supplies. This proposal serves two purposes:

- first, it empowers the customers by helping them in their decision making process for a new E-Learning experience;
- second, it offers a set of recommendations to help E-Learning providers to make a full and sound explanation of their offers.

This CWA was originally prepared by the work group on Quality Management and Quality Assurance within the CEN/ISSS Workshop Learning Technologies on the basis of preparatory work (CWA 14644<sup>1</sup>) which provided input sources to build on. It has been developed further by comparing it, completing it, and matching it with quality work done in similar or adjacent areas: the work of the German DIN workshop on transparency<sup>2</sup>, the SEEQUEL E-learner's guide<sup>3</sup>, the AFNOR NFx50- 760 standard<sup>4</sup>, the CanReg Consumer and Provider Guidelines<sup>5</sup> and the LHEO<sup>6</sup> Language of description of a training program.

The decision for this work item was taken by the Learning Technologies Workshop at the 19<sup>th</sup> meeting on July 05/06, 2004. Work on the CWA actually started at the 21<sup>st</sup> meeting in January 2005.

The document has been developed through the collaboration of a number of contributing partners, representing a wide range of interests, from universities to commercial companies representatives. The names of the individuals and their affiliations that have expressed support for this CWA is available from the CEN/ISSS Secretariat.

The final review/endorsement round for this CWA was started on 2006-09-20 and closed on 2006-11-20.

The final text of this CWA was submitted to CEN for publication on 2007-01-11

This CWA was authored by Claudio Dondi, Barbara Hildebrandt, Anne-Marie Husson, Michaela Moretti and Jan Pawlowski.

This CEN Workshop Agreement is publicly available as a reference document from the National Members of CEN: AENOR, AFNOR, ASRO, BDS, BSI, CSNI, CYS, DIN, DS, ELOT, EVS, IBN, IPQ, IST, LVS, LST, MSA, MSZT, NEN, NSAI, ON, PKN, SEE, SIS, SIST, SFS, SN, SNV, SUTN and UNI

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<sup>1</sup> CEN Workshop Agreement - CWA 14644 Quality Assurance Standards, January 2003, <ftp://cenftp1.cenorm.be/PUBLIC/CWAs/e-Europe/WS-LT/cwa14644-00-2003-Jan.pdf>

<sup>2</sup> The assessment schema for educational supplies of the DIN workshop on transparency will be published as a German PAS (publicly available specification) in October 2006

<sup>3</sup> the SEEQUEL e-Learners' guide is a collection of guidelines and hints able to guide the novice as well as the expert eLearner in any decision process about e-Learning.

[http://www.education-observatories.net/seequel/SEEQUEL\\_eLearners\\_user\\_guide.pdf](http://www.education-observatories.net/seequel/SEEQUEL_eLearners_user_guide.pdf)  
The SEEQUEL Project (standing for Sustainable Environment for the Evaluation of Quality in E-Learning) supported by the European Commission (DG Education and Culture). <http://www.education-observatories.net/seequel/index>

<sup>4</sup> The AFNOR NF X 50-760 standard defines the criteria facilitating the clear expression of a training offer through a chart of presentation of the organisation, its catalogue and its response to an invitation to tender or the negotiation of a training activity. AFNOR is the French Body of Standardization [www.afnor.fr](http://www.afnor.fr). The NF X 50-760 standard belongs to a set of 4 other standards all relating on transparency and negotiation between a training provider and its customers.

<sup>5</sup> The CanReg Guidelines (Canadian Recommended E-Learning Guidelines), a FuturEd production <http://www.futured.com/pdf/ConGuide%20Eng%20CD.pdf>, are a precursor of the Open eQuality Learning Standards, licensed under the Creative Commons Attribution © CC2004 LiLiA & EifEL

<sup>6</sup> LHEO : (Langage Harmonisé d'Échange d'informations sur l'Offre de formation) produced by French entities involved in public organisations is a standard describing and organizing the assets of information to be given by a training provider. [www.lheo.org](http://www.lheo.org)

## **CWA 15661:2007 (E)**

### **Introduction**

The E-Learning Supplies Transparency Profile (LST Profile) will enable knowledge exchange and improve decision making processes. Its purpose is to provide help both to customers and providers in communicating with each other: the customer by finding relevant guidelines to work on his/her decision making process for a suitable E-learning supply and on his/her relationship with the provider (esp. before buying/purchasing), and the provider finding a constructed framework to organise his/her communication towards the customers in order to provide them with adequate information for a sound decision making process.

### **1 Scope**

The target audience of this CWA are all stakeholders of the E-Learning lifecycle, such as course authors, providers, trainers/tutors and as important learners. The action is supported by consumer councils (ANEC) which specifically require these activities from the learners' perspective. Other stakeholders will be included by multipliers, such as eLIG (E-Learning Industry Group), academic associations and selected quality projects (e.g. from the E-Learning initiative and the IST programmes of the European Commission). The CEN/ISSS Workshop on Learning Technology Standards will include the key stakeholders to ensure the maximum consensus rate and acceptance.

All key stakeholders for the learning process are involved in the work on the adaptation guidelines based on the forth-coming ISO quality standard, specifically in this context, learners, content providers, service providers, consultants, trainers, tutors and administration are involved. The activity will show different implementations to promote the European diversity of E-Learning quality approaches. Therefore, European requirements are included and promoted. The result will help to harmonise quality approaches, as well as maintaining diversity and individualisation. The results will then be fed into the global standardisation in ISO/IEC JTC1 SC36.

This CWA is one of three CWAs developed by the Project Team Quality workgroup.

CWA1 provides good practice for implementing E-Learning quality approaches. It results directly from experiences when applying quality strategies into practice mostly from a decision makers-perspective.

This CWA (CWA2) aims at enhancing the quality of E-learning supplies by giving purchasers – from individual learners to third parties and funding bodies - help and guidance in their decision making process and in their communication with E-Learning providers. Its resulting LST (Learning Supplies Transparency) Profile will enable the providers to communicate in a more accurate way with their customers. Stakeholders involved are mainly learners and customer councils (specifically ANEC and national consumer councils) as well as E-Learning producers.

The CWA3 provides a conceptual framework (metadata model and process model) to illustrate and support the process of selecting and applying a suitable quality approach (QA) to a specific E-Learning situation from a conceptual point of view including all stakeholders. The proposed Conceptual Model will improve the ability to share, exchange and improve knowledge on quality approaches in the field of E-Learning by providing a methodology to improve interoperability and knowledge exchange. The usefulness of the model has been tested in the E-Learning project "European Quality Observatory".

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