

To submit this registration, use our mailing address or fax number, which you will find on the other side of this brochure.

LAST name: _____
FIRST name: ☐Mr. ☐Ms. ☐Mrs. ☐Dr. _____
Organization: _____
Job Title: _____
Address: _____

City, Province/State: _____
Postal Code / ZIP: _____ Country: _____
Telephone: _____
Fax: _____
Email: _____

Registration for a LIfIA Working Forum includes a 6-month trial membership. Membership in LIfIA includes access to personal ePortfolio development free of charge, and joint membership in EIFEL - the European Institute for eLearning. Membership is required to access Fora follow-up information on the website.

CHOICE 1: ePortfolio Working Forum (April 18-19)

- ☐ \$350 includes lunch and refreshments both days
☐ \$50 Monday night dinner (optional)

CHOICE 2: eLearning Quality & ROI (April 20)

- ☐ \$150 includes lunch and refreshments

CHOICE 3: BOTH Working Fora (save \$50)

- ☐ \$450 includes lunch and refreshments for 3 days
☐ \$50 Monday night dinner (optional)

PAYMENT OPTIONS

- ☐ Charge my credit card below
☐ My cheque or money order is enclosed
☐ FAX form and credit card info to +1(250)539-2129

Credit Card Type: ☐VISA ☐MasterCard ☐AmEx

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**QUALITY ASSURANCE and
RETURN on INVESTMENT
in eLEARNING**

This program will feature a meeting of the Joint eQuality Committee to set out a strategy for the continued development of the Open eQuality Learning Standards, and their world-wide use and protection.

Morning

Focus on Quality Assurance

Afternoon

Focus on Return On Investment

For the most current updates to this program, including confirmed speakers, please consult our website at
www.lif-fia.org

Quality Assurance & Return on Investment in eLearning Working Forum

Sponsored by the
Learning Innovations Forum
d'Innovations d'Apprentissage
with the
European Institute for eLearning

Vancouver, British Columbia
April 20, 2005

held in conjunction with the LIfIA ePortfolio
Pan-American Working Forum, April 18-19

LEARNING INNOVATIONS FORUM



This information is gathered for the sole purpose of registering forum participants. **CANCELLATIONS** RECEIVED BY APRIL 1, 2005 will be subject to a 50% cancellation fee. Cancellations made after April 1, 2005 (as well as 'no-shows') are liable for the full registration fee. Cancellations must be in writing and are only valid when you receive a cancellation number from us. Substitutions may be made at any time with written authorization.

____ I do NOT wish to be included in the participants list

____ I do NOT want a 6-month trial membership

www.lif-fia.org

The Joint eQuality Committee of LIfIA and EIfEL is pleased to announce that agreement has been reached on comprehensive standards for quality in eLearning. The Standards are called the Open eQuality Learning Standards (abbreviated as the Open eQLs), and the Joint Committee will meet in Vancouver BC in April 2005 to set out a strategy for the continued development of the Open eQLs and their world-wide use.

WHO SHOULD ATTEND?

Plan to be at this Joint LIfIA - EIfEL Working Forum if you:

- care about Quality and Return on Investment for eLearning consumers
- are concerned about the sustainability and competitiveness of the eLearning industry
- are prepared to be honest about real costs
- are willing to be collaborative in assessing quality and ROI
- would like to become part of the International Open eLearning Standards team
- need to find practical quality and ROI assessment tools

eLEARNING is a short-hand term for:

- many types of teaching/learning 'programs' that include the use of a computer and the internet - complete education courses and programs, just-in-time training modules, courseware for classroom use
- learning services, anything other than a formal teaching/learning program, delivered via the internet, including chat rooms, webinars, communities of practice, portals, information sessions, computer literacy programs, online newsletters and non-formal learning services.
- any industry that uses ICT as the basis for products and learning services.

Online, virtual, web-based, technology-assisted, distributed, tele-learning, learning management systems... they're all eLearning.

Producers of eLearning must assure quality but they cannot provide quality assurance. Quality assurance must be objective, professional, credible, iterative, recognized and continuous. And it should focus on consumers.

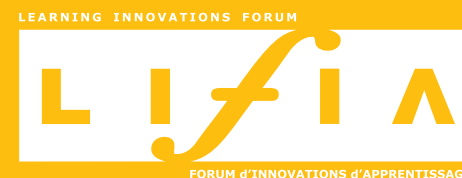
ELearning Quality Concerns:

- Who defines quality? Can you leave it to the producers of eLearning?
- How can consumers be protected?
- How sustainable is eLearning as a learning innovation? As an industry?
- Exactly what IS the quality of existing eLearning products and services?
- What are the Open eQuality Learning Standards? How do they relate to the technical standards like ISO and SCORM?

Return on Investment (ROI) analysis an accounting-based method of comparing the costs and benefits that may be:

- tangible / measurable and/or intangible / difficult to measure
- direct and/or indirect
- immediate / short-term and/or evolving / long-term
- positive and/or negative
- intended or planned and/or unintended but achieved
- variable and/or fixed
- once-off and/or ongoing
- of equal value or prioritized in importance
- essential and/or optional
- different for producers and consumers

eLearning is the most recent addition to the training community, and many providers of eLearning present the argument that there is greater ROI for e-learning versus face-to-face or traditional training practices. Information Week surveyed more than 300 Information Technology executives and found that, while conventional classroom instruction costs about \$75 per hour, computer-based training costs about half that amount. Because employees don't have to take time to travel, corporations see distance learning, or desk-top learning, as a time- and money-saver. The actual cost of the eLearning was not revealed. We should be able to do better.



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