

Mandate and Planning Statement:

Deanship of eLearning

King Faisal University

DRAFT: K. Barker 2009

1. Vision

The vision of the Deanship of eLearning (DeL) at King Faisal University (KFU) is of an effective and accountable organization continuously developing and using learning technologies and innovations effectively and efficiently to enhance teaching, learning and management of learning at KFU.

2. Mission

The overall mission of the DeL is to contribute actively to the vision of KFU with an international reputation for excellence in teaching, learning, eLearning and learning technologies.

Specifically, the mission of DeL is:

- To focus on eLearning in all its varieties¹ and elements² together with eLearning technologies³ eLearning innovations⁴ and future applications and implications; eLearning management, administration, policy, strategic planning and evaluation; eLearning quality,⁵ Return on Investment, and quality assurance; and
- to provide the leadership⁶, training⁷, services⁸, resources,⁹ management¹⁰ and research¹¹
- to ensure that Information and Communications Technologies (ICT) are used effectively and efficiently to enhance teaching and learning at KFU.
- to achieve excellence in Skills Development, in individual and collective achievement, and overall excellence of programs and services at King Faisal University.

¹ **eLearning** – online learning, ODL (open and distance learning), iLearning, e-training, virtual, web-based, OBC (online and blended classroom), computer-aided, interactive, blended, distributed learning, open and flexible learning, micro-learning, technology-based, technology enhanced learning, asynchronous learning, advanced distributed learning (ADL), learning technologies and ICT-based learning, digital/electronic applications and services

² **eLearning elements** – outcomes and outputs (e.g., learning, skills and knowledge, competencies, organizational change), processes and practices (e.g., student management, learning management, teaching and learning processes, assessment of learning), inputs and resources (learning objects, platforms, services and vendors), quality assurance (evaluation, TQM, ROI, impact)

³ **eLearning technologies** – learning management systems, technology tools, learning software and hardware, communications tools, etc.

⁴ **Learning innovations** – eLearning, m-Learning, e-Portfolio, trends, open source, VLE, wireless and mobile and ubiquitous learning, games-based and gaming, etc.

⁵ **eLearning quality** – best practices, excellence, awards, quality assurance, TQM, quality certification

⁶ **Leadership:** Modeling behavior, professional networking, continuous improvement by Centre staff, localized and international conferences, research

⁷ **Training:** Working directly with the **Department of Skills Development**, Deanship of Academic Development

⁸ **Services:** Development services and repositories of Reusable Learning Objects (RLO), eLearning modules, courses and programs; support services to faculty and students

⁹ **Resources:** Appropriate and necessary software and hardware for current and future usage, Website/portal, tools and materials, experts, manuals, emerging innovations

¹⁰ **Management:** Policies, protocols, reporting and accountability mechanisms, quality assurance

¹¹ **Research:** Professional and academic studies that demonstrate leadership and accountability, and contribute to the global Higher Education eLearning community



3. Goals

To achieve the Mission of the DeL at KFU, the goals are to:

- 3.1. deliver a comprehensive eLearning strategy for KFU within the context of Higher Education in the Kingdom of Saudi Arabia and the global eLearning community;
- 3.2. implement policies and practices for excellence in eLearning that contribute directly to quality assurance, innovation and excellence in teaching, learning and management at KFU;
- 3.3. understand and address the existing and emerging eLearning needs and opportunities of faculty and students;
- 3.4. offer a comprehensive, effective and efficient eLearning system of services, resources and materials;
- 3.5. ensure effectiveness and accountability of eLearning initiatives;
- 3.6. systematically develop and expand the department as appropriate;
- 3.7. actively demonstrate the mission of the Department.

4. The Objectives

To achieve the Goals of the DeL at KFU, the objectives are to:

- 4.1. develop, monitor and update a comprehensive eLearning strategy for KFU that addresses the opportunities and exigencies inherent in the development of eLearning in Saudi Arabia and in the global eLearning community;
- 4.2. develop and implement policies that reflect best practices and innovation in eLearning, and that ensure quality and accountability of services;
- 4.3. develop systems, tools, services and options for creating and utilizing eLearning to maximum advantage in courses and programs at KFU;
- 4.4. seek out, engage and manage the best possible resources for eLearning – hardware and software, online tools and resources, methods and networks;
- 4.5. ensure quality in all elements of eLearning by meeting international standards for quality;
- 4.6. develop and improve the department, and its services, in a phased fashion, prioritizing audiences and services, and addressing emerging needs and opportunities, while working towards a dynamic and self-sustaining system of eLearning development and utilization at KFU and the communities it serves;
- 4.7. lead, manage, network, innovate, research and communicate effectively to model excellence in eLearning.

5. Responsibilities, Services and Strategies

The Deanship of eLearning (DeL) is responsible, at KFU, for the systematic development and utilization of eLearning so that it is sustainable¹², equitable¹³, effective¹⁴ and efficient¹⁵. DeL is responsible for the development and implementation of policies and practices, the allocation of financial and human resources, and research for needs, quality and impact analysis that create and support excellent eLearning.

Services of DeL include, but are not limited to:

Strategies include, but are not limited to:

- To research existing eLearning Deanships and international networks in order to identify and build on institutional strategies for eLearning;
- To develop a consensus-based eLearning strategy for KFU that is comprehensive and future-oriented;
- To equitably and actively promote and review the KFU eLearning strategy across departments and colleges;
- To research existing eLearning services and the literature for best practices that contribute to excellence in eLearning;
- To systematically examine and test eLearning tools and approaches for quality, effectiveness and efficiency;
- To purchase or license, manage and maintain suitable tools and services across the University;
- To identify skills development issues and work directly with the Department of Skills Development;
- To identify instructional technology issues and work collaboratively with the IT Deanship at KFU;
- To identify quality issues and work directly with the Deanship of Quality Assurance, including international quality and technical standards;
- To identify teaching, learning and assessment issues and work collaboratively with Academic Departments;
- To research learning innovations and assess applicability at KFU;
- To network with and contribute to the global Higher Education eLearning community;
- To develop a website and portal of eLearning-related items, resources, networks and communications;
- To develop, with appropriate content and process expertise, Reusable Learning Objects, eLearning modules, courses and programs
- To develop, maintain and market repositories of eLearning products and services
- To assist faculty and students to use eLearning effectively;
- To develop a group of process experts, including instructional designers, digitization experts, etc. to support the development of eLearning products and services.
- To develop and host eLearning events.

¹² Cost-effective, developing and utilizing local resources and expertise

¹³ Inclusive of all and of equal value to all

¹⁴ Does what it claims to do: increases competencies, performance and organizational excellence

¹⁵ Makes the best use of existing resources