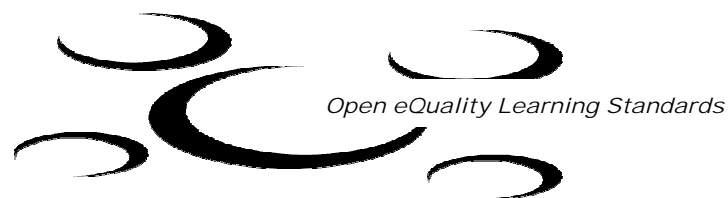


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European – Pan-American Agreement on Quality Standards for eLearning

The Joint eQuality Committee of two international non-profit eLearning organizations 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**. The Open eQLs will be represented by this symbol:



“We have seen a tremendous demand in European eLearning projects for a set of comprehensive quality standards that connect to other eLearning standards being developed around the world. The Open eQLs meet this demand”, says Serge Ravet, CEO of the European Institute for E-Learning (Ei/EL).

The two organizations that co-sponsored the drive to create the standards are Ei/EL (European Institute for E-Learning), representing the European Union, and Lifia (Learning Innovations Forum -Forum d'Innovations d'Apprentissage -Foro de las Innovaciones que Aprende), representing the Americas.

“A key part of the eLearning quality equation is return on investment or ROI in eLearning,” says Dr. Kathryn Chang Barker, Chairperson of Lifia. “ROI measurement is built into the Open eQLs, which will make them extremely valuable.”

The Open eQLs are open industry standards. Providers, consumers and researchers are all free to use them non-commercially, and contribute to their continued development. They will be protected by a Community Commons copyright license. A committee, the “Joint eQuality Committee”, created jointly by Ei/EL and Lifia, and chaired by Dr. Barker, will hold the pen on the standards.

The Joint eQuality Committee will meet in Vancouver, Canada in September 2004 to set out a strategy for the continued development of the Open eQLs and their world-wide use and protection. The Committee will comprise leading eLearning experts worldwide.

For further information, please contact: Joint eQuality Committee K. Barker (kbarker@lif-fia.org) or S. Ravet (serge.ravet@eife-l.org); Ei/EL or Lifia on either web site, www.EiE-L.org or www.LIF-FIA.org