

Development of a quality assurance conceptual model

In 2008 the Ministry of Education of New Zealand funded a project titled *Using e-learning to build workforce capability* (Clayton, Elliott, Saravani, Greene & Huntington, 2008). During the project the team recognised that although the concept of 'Quality Assurance (QA)' could be very difficult to precisely define, its critical importance to organisations is widely accepted (BNET Australia., 2003). It was clear industries who provided e-learning to meet the needs of workplace/work-based training, and the employees who participated in these events, needed to be assured the activities developed and offered were firstly, effective (do what they say they will do) and secondly, were efficient and cost effective in terms on return of investment on the fiscal and human resources consumed.

The quality of the workplace/work-based training offered by industries and experienced by participants is directly attributed to the quality of the processes used in the creation of the workplace/work-based training event (Nichols, 2002). For example, the processes used in the;

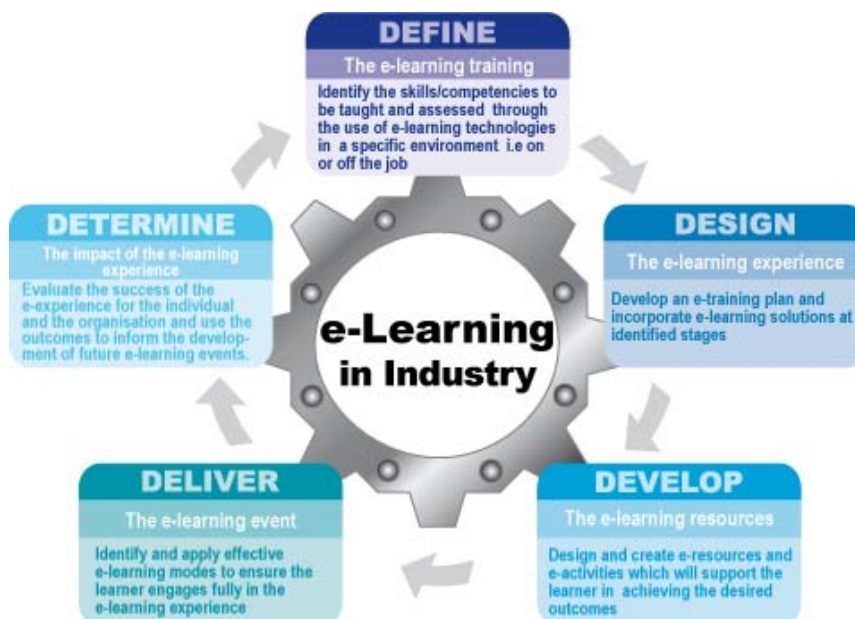
- creation of digital learning materials,
- tutoring/mentoring/ supporting of learners, and
- administration of workplace/work-based training events.

A lack of 'quality' during any of the processes ultimately affects the final learning experience of employees.

To ensure quality the research team developed a cyclical pattern conceptualised as the **Five Ds (5Ds)**.

- *Define*: the training requirement(s),
- *Design*: the training event(s),
- *Develop*: the resource(s),
- *Deliver*: the event(s),
- *Determine*: how or if e-learning can or should be used to meet the above requirements successfully.

The research teams 5Ds model is illustrated in figure 3.1 below



References

- BNET Australia. (2003). *Quality Assurance*. Retrieved January 20, 2008, from <http://jobfunctions.bnet.com/abstract.aspx?docid=59018>
- Clayton, J & Elliott, R., Saravani, S., Greene, N., & Huntington, N. (2008) *e-Learning in Industry: A Summary of Activities (pp80)*: e-Learning in Industry: Tertiary e-Learning Research Fund, Wellington Retrieved 17/7/2008 from <http://ito.e-learning.ac.nz/>
- Nichols, M. (2002). Development of a quality assurance system for e-learning projects. Paper presented at ASCILITE 2002 Conference. Winds of change in the sea of learning: Charting the course of digital education, Auckland, New Zealand. Retrieved February 8, 2008, from: <http://www.ascilite.org.au/conferences/auckland02/proceedings/papers/004.pdf>