

Guidelines for the E-course Quality Label

Approved by the Director of the Estonian Quality Agency for Higher and Vocational Education 26.02.2021

I. General provisions

1. The aim of the e-course Quality Label is to improve the quality of e-courses offered by educational institutions and to share best practices.
2. An e-course is a systematic comprehensive set of materials, learning activities and guidelines for learners that support the partial or full execution of the learning process online.
3. The Quality Label affirms the very good quality of the e-course and is a recognition for the creator and organiser of the e-course, who have achieved excellent results in the application of digital technologies in the learning process. The Quality Label of the e-course affirms to the learner that the course and its level of delivery meet the quality requirements.
4. The Quality Label is linked to the year when it was awarded. As the e-course landscape is a rapidly changing field, renewal of the quality label after 3 years is considered good practice.
5. Teaching staff from higher education institutions and teachers from general and vocational schools can apply for the Quality Label for e-courses.
6. Applying for the e-course Quality Label is free of charge for the applicant.
7. The Estonian Quality Agency for Higher and Vocational Education (EKKA) awards Quality Labels for e-courses from 2021. The image and concept of the e-course Quality Label were developed by the e-learning quality team of the Information Technology Foundation for Education (HITSA) in 2008. Between 2008 and 2020, the quality label was awarded by HITSA.

II. Application process

8. The call for applications for the e-course Quality Label is launched once a year. Educational institutions are informed of the schedule of the call and the conditions of participation on the EKKA website and through mailing lists.
9. The evaluation of e-courses in the process of applying for the Quality Label takes place in three stages:

Self-analysis. The self-analysis shall be carried out by the applicant on the basis of an online matrix developed for this purpose. The objective

of self-analysis is to raise the applicant's awareness of the quality requirements for e-courses and to motivate e-course providers to analyse their e-courses.

An organisation's review of the e-course. The organisation shall provide an assessment of the e-course from the perspectives of the organisation and the learner in the form of an organisational review. The form shall be filled in by a person selected by the organisation (programme or study programme manager, Head of Academic Affairs, etc.) and approved by the direct manager of the applicant. The organisation's review shall be submitted by the applicant for the Quality Label.

Feedback from experts. E-learning courses are evaluated by e-learning experts on the basis of an evaluation matrix. Experts' assessment is based on the e-course, the e-course self-analysis and organisational review. All participants in the call receive feedback to improve their e-courses.

III. Team of experts

10. To evaluate courses, a team of e-learning experts will be formed. The experts will be selected by the EKKKA e-course quality working group. Each team of experts shall be assigned a mentor from among the members of the working group, who shall support the team during the evaluation process and ensure uniform interpretation of the quality requirements.
11. Based on their assessments, expert teams shall submit to the e-course quality working group nominees for e-courses worthy of the Quality Label and nominees for the title "E-course of the Year".

IV. Result

12. As a result of the call for applications for the e-course Quality Label, e-courses meeting quality standards will be awarded the Quality Label. The Quality Label entitles the author and/or organiser of the course to use the electronic image of the label in the online learning environment of the course to promote the course. See Image 1.



Picture 1. The image of the e-course quality label.

13. The courses awarded the Quality Label shall be presented at the "Best e-courses" seminar.
14. The title „E-course of the Year" recognises the creator of the most outstanding e-course in the call for applications for the e-course Quality Label. The title of the "E-course of the Year" is accompanied by a cash prize.
15. The "E-course of the Year" is selected by the e-course quality working group from among the nominees proposed by the expert teams.
16. The decisions shall be approved by the Director of the EKKA by his/her decision. EKKA reserves the right not to award the title in the absence of suitable candidates.