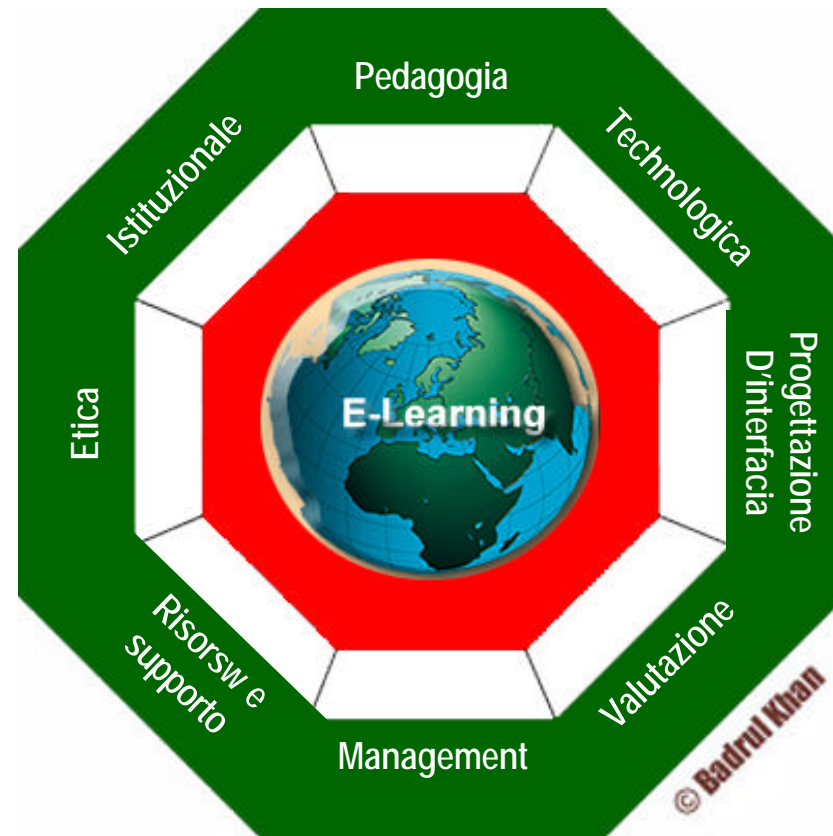


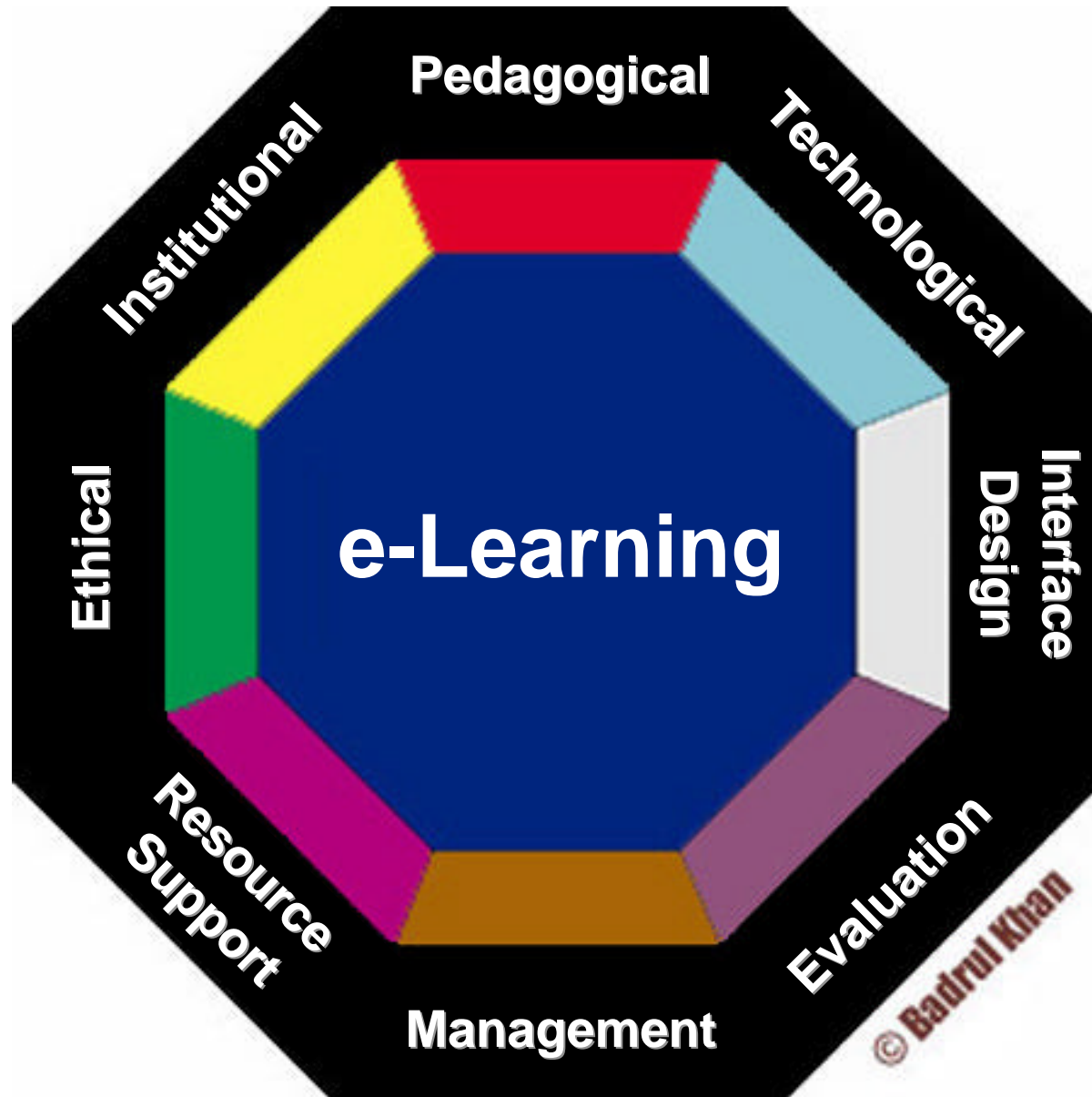
Essential Factors for a Successful e-Learning Program



BADRUL H KHAN

Lifelong Learning and E-Learning Conference
Rome, Italy

Assessment, Academic, administrative, & student services Quality, Learning, & Learning Environment



1. PEDAGOGICAL

- 1.1 Content Analysis
- 1.2 Audience Analysis
- 1.3 Goal Analysis
- 1.4 Medium Analysis
- 1.5 Design approach
- 1.6 Organization
- 1.7 Methods and Strategies

2. TECHNOLOGICAL

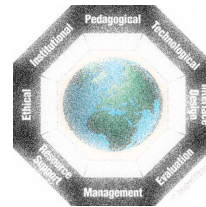
- 2.1 Infrastructure planning
- 2.2 Hardware
- 2.3 Software

3. INTERFACE DESIGN

- 3.1 Page and site design
- 3.2 Content design
- 3.3 Navigation
- 3.4 Accessibility
- 3.5 Usability testing

4. EVALUATION

- 4.1 Assessment of learners
- 4.2 Evaluation of the instruction
& learning environment



5. MANAGEMENT

- 5.1 E-Learning Content Development
- 5.2 E-Learning Maintenance

6. RESOURCE SUPPORT

- 6.1 Online support
- 6.2 Resources

7. ETHICAL

- 7.1 Social and Political Influence
- 7.2 Cultural Diversity
- 7.3 Bias
- 7.4 Geographical diversity
- 7.5 Learner diversity
- 7.6 Digital Divide
- 7.7 Etiquette
- 7.8 Legal issues

8. INSTITUTIONAL

- 8.1 Administrative Affairs
- 8.2 Academic affairs
- 8.2 Student services



Pedagogical

Content

Audience

Goals

Medium

Design

Organization

Methods

**How often is
dynamic course
content updated?**



Pedagogical

Content

Audience

Goals

Medium

Design

Organization

Methods

- **What is the instructor's role?**
 - **more facilitative than didactic**
 - **more didactic than facilitative**
 - **a combination of both**



Pedagogical

Content

Audience

Goals

Medium

Design

Organization

Methods

- Does the course promote *Inside Collaboration* by providing a supportive environment for asking questions, clarifying directions, suggesting or contributing resources and working on joint projects with class members?



Technological

Infrastructure
Planning
Hardware
Software

**Does the course
have personnel
who can assist
learners to set up
for starting the
course?**



Technological

Infrastructure
Planning
Hardware
Software

**Are the hardware
requirements for
the course clearly
stated?**



Technological

Infrastructure
Planning
Hardware
Software

**Does the course
provide links to
resources where all
necessary software
can be downloaded?**



Interface Design

Page and Site
Design

Content
Design

Navigation

Accessibility

Usability
Testing

**Do Web pages look good
in a variety of Web
browsers and devices--in
text-based browsers, all
recent versions of
Internet Explorer and
Netscape, and so on.?**



Interface Design

Page and Site
Design

Content
Design

Navigation

Accessibility

Usability
Testing

**Is the course Website
designed to be
accessible by a wider
user population?**

**(Is the course 508
compliant?)**



Interface Design

Page and Site
Design

Content
Design

Navigation

Accessibility

Usability
Testing

How quickly users find answers to the most frequently asked questions on the course site?



Evaluation

Assessment
of Learners

Evaluation of
Instruction &
Learning
Environment

**Does the course have a
mechanism in which a
learner can be truly
measured and not
cheat?**



Evaluation

Assessment
of Learners

Evaluation of
Instruction &
Learning
Environment

Does the course have a system to accept students' online evaluation of the following?

- content
- instructor
- learning environment
- learning resources
- course design
- technical support



Management

Content
Development
Maintenance

**Is there a project support site
for e-learning production
team?**



Management

Content
Development
Maintenance

Does the course notify students about any changes in due dates or other course relevant matters (e.g., server down) via following means?

- e-mail
- announcement page
- alert boxes
- running footer added to a page
- phone call
- mail



Resource Support

Online
Support
Resources

**Does the course provide
troubleshooting (or
expert technical support
from specialized staff)
assistance or a help line?**



Resource Support

Online
Support
Resources

**Does the course
provide examples of
previous student's
work on the Web?**



Ethical

**Social/Political
Influence**

Cultural Diversity

Bias

**Geographical
Diversity**

Learner Diversity

Digital Divide

Etiquette

Legal Issues

**Does the institution have
to get approval from any
external entities (who can
serve as political barriers)
to implement e-learning?**



Ethical

**Social/Political
Influence**

Cultural Diversity

Bias

**Geographical
Diversity**

Learner Diversity

Digital Divide

Etiquette

Legal Issues

**To improve cross-cultural
verbal communication and
avoid misunderstanding,
does the course make an
effort to reduce or avoid the
use of jargon, idioms,
ambiguous or cute humor,
and acronyms?**



Ethical

**Social/Political
Influence**

**Cultural Diversity
Bias**

**Geographical
Diversity**

Learner Diversity

Digital Divide

Etiquette

Legal Issues

**Is the course offered to
geographically diverse
population? If yes ...**

**Is the course sensitive about
students from different time-
zones (e.g. synchronous
communications are scheduled at
reasonable times for all time
zones represented)?**



Ethical

**Social/Political
Influence**
**Cultural Diversity
Bias**
**Geographical
Diversity**
Learner Diversity
Digital Divide
Etiquette
Legal Issues

**Information accessibility issue must
be expressed in terms of digital
“haves” and “have nots,” a gap
expressed in the term “digital
divide.”**

**Is the digital divide issue
considered in designing the
e-learning content?**



Ethical

**Social/Political
Influence**

**Cultural Diversity
Bias**

**Geographical
Diversity**

Learner Diversity

Digital Divide

Etiquette

Legal Issues

- **Does the course provide any guidance to learners on how to behave and post messages in online discussions so that their postings do not hurt others' feelings?**



Ethical

**Social/Political
Influence**

**Cultural Diversity
Bias**

**Geographical
Diversity**

Learner Diversity

Digital Divide

Etiquette

Legal Issues

**Does the course get
students' permission to
post any of the following
on the Web?**

- students' photographs**
- students' projects**



Institutional

Administrative
Affairs
Academic
Affairs
Student
Services

**Is the institution ready
to offer online courses?**



Institutional

Administrative
Affairs
Academic
Affairs
Student
Services

**Does the course provide
academic quality such
as one would expect in
a traditional course?**



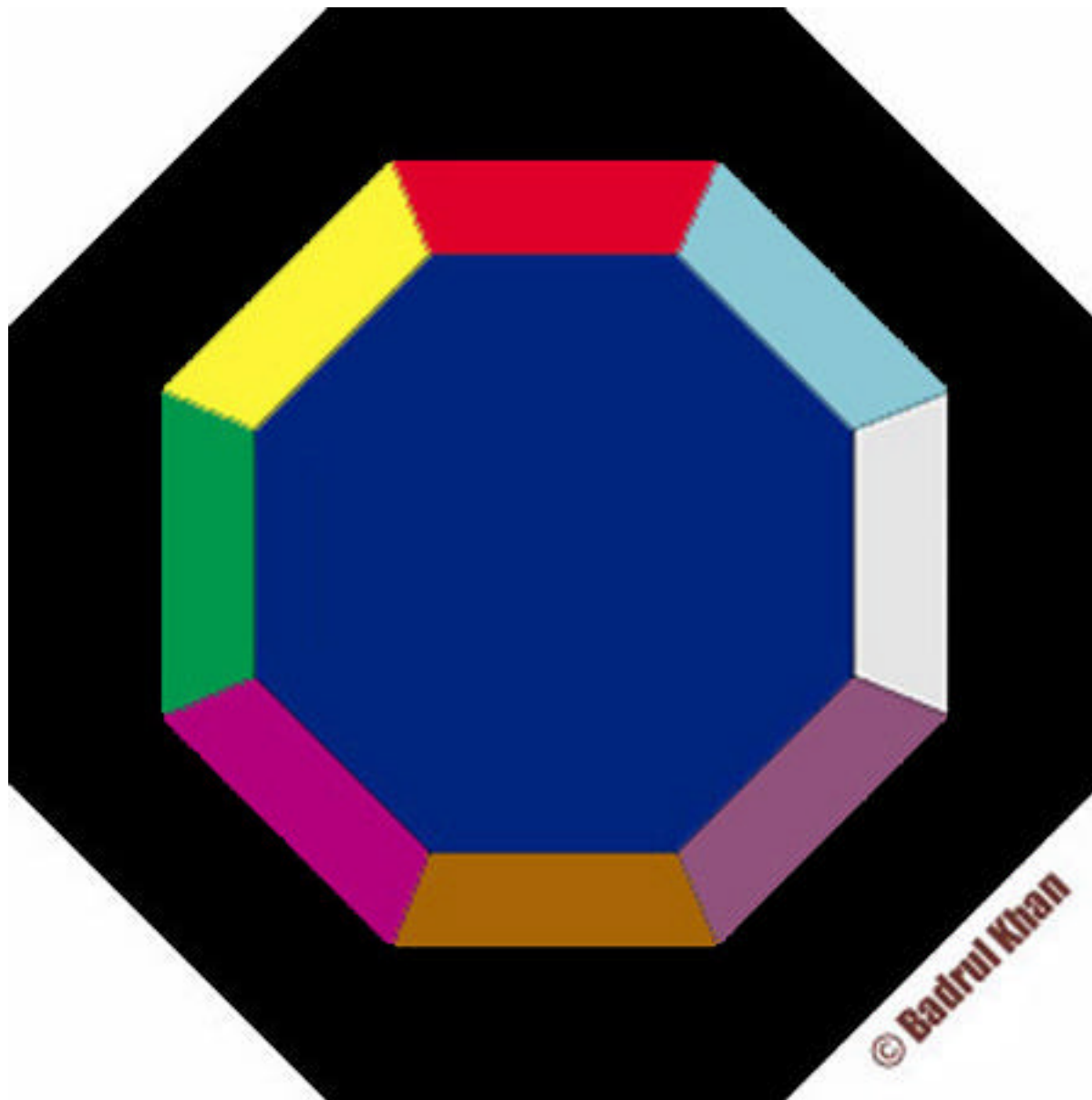
Institutional

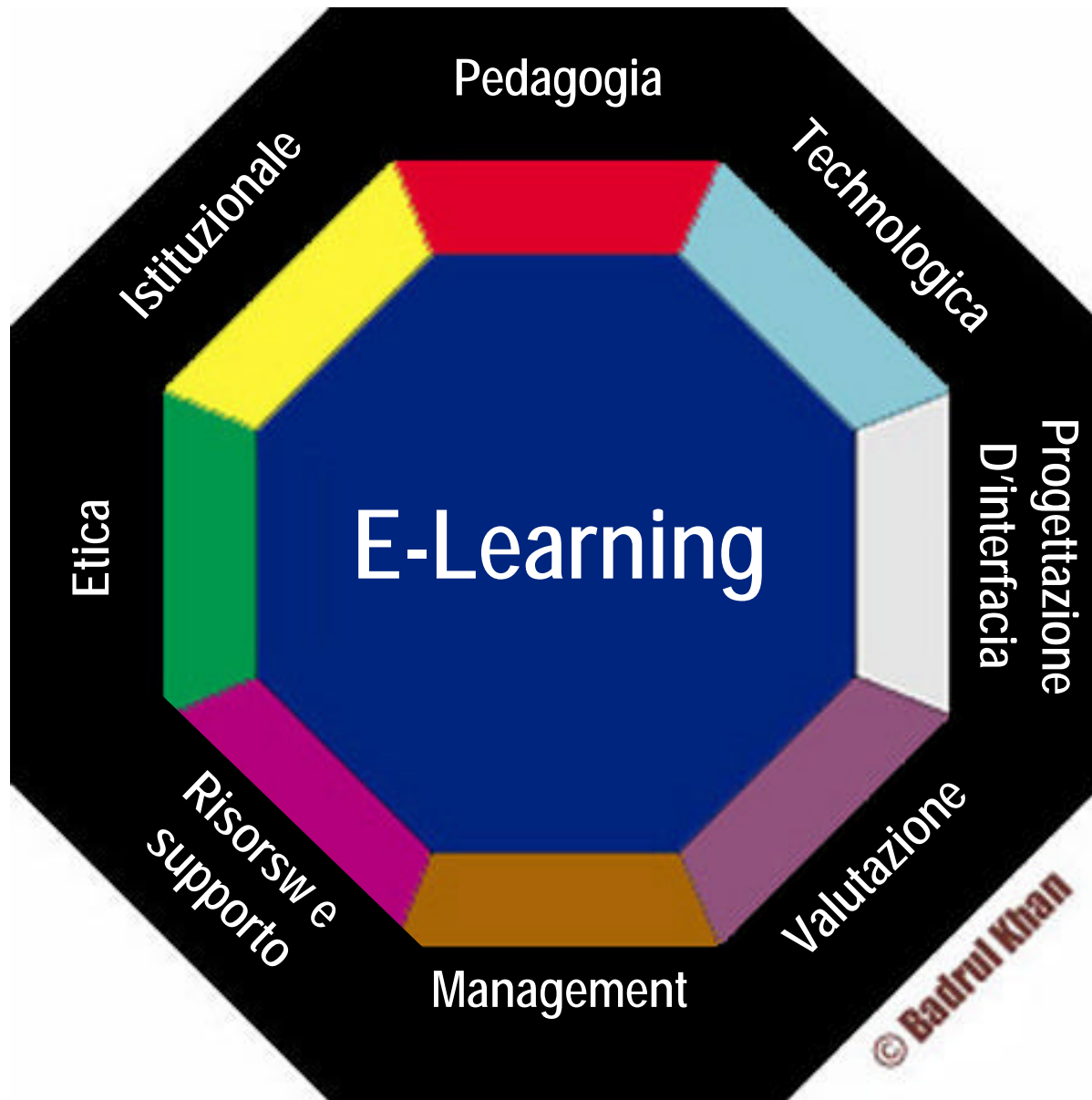
Administrative
Affairs
Academic
Affairs
Student
Services

**Are instructor/tutor
and technical staff
available during online
orientation?**

Within the scope of today' s presentation, I presented *few* e-learning issues in the form of *questions* that you can ask yourself when planning, designing, evaluating or implementing e-learning.

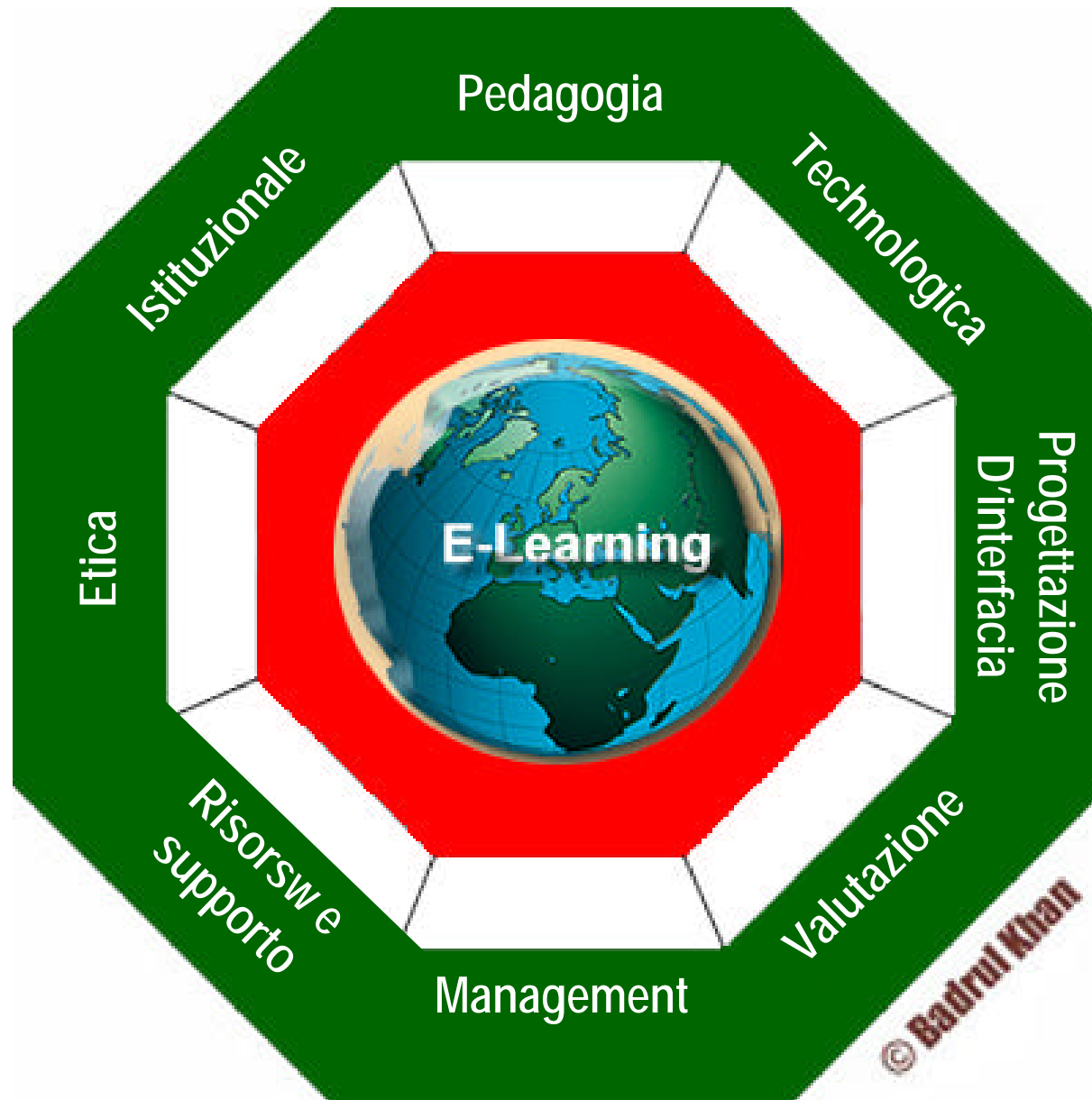
As the scope of e-learning design expands, design projects change from one-person operations to complex team efforts. The *eLearning Framework* can be used to ensure that *no important essential factor is omitted* from the design of e-learning, whatever its scope or complexity.



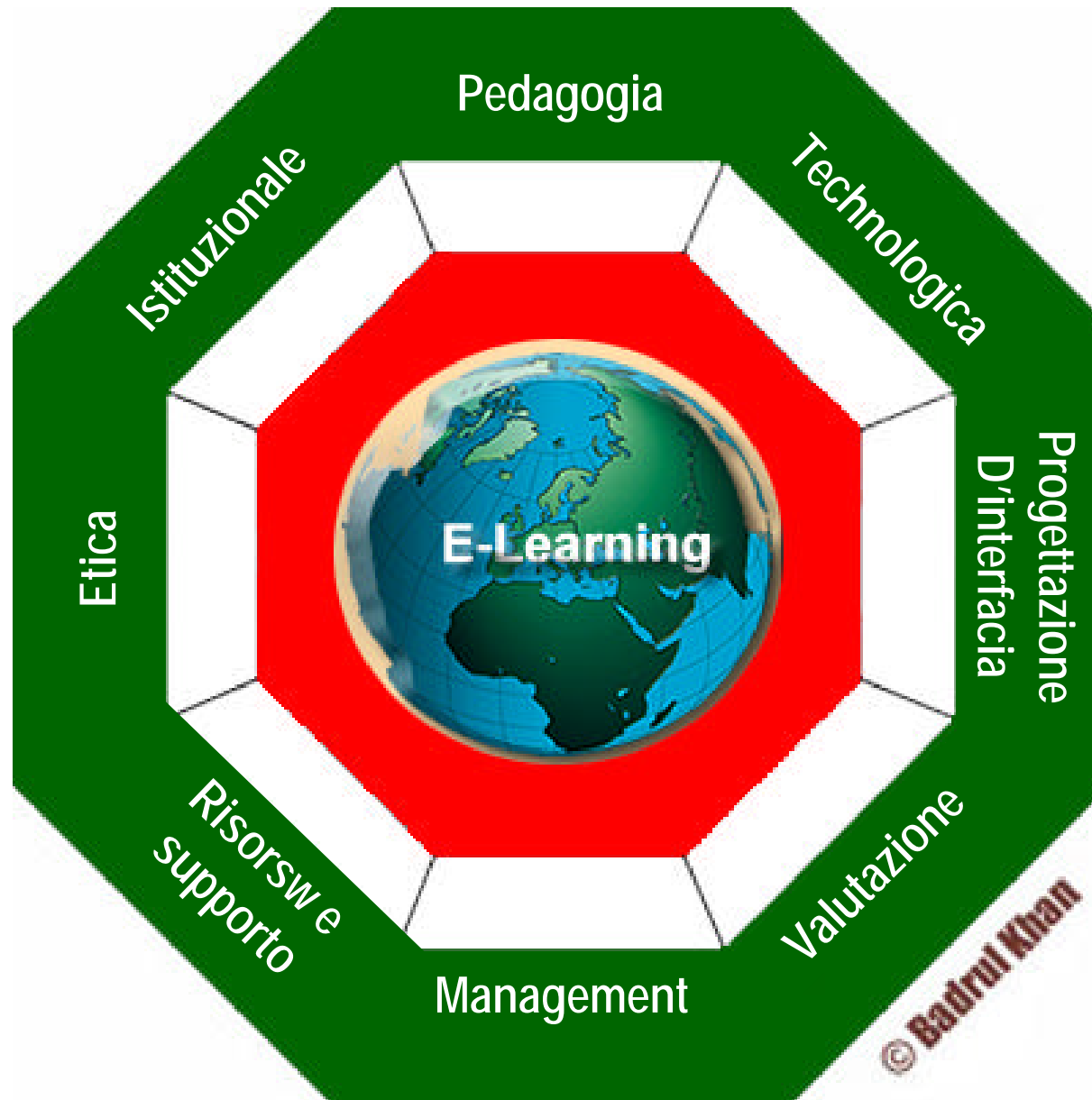


**Italy has the greatest
potential for eLearning**

A Framework for e-Learning **In Italy**



A Framework for e-Learning **In Italy**



I strongly believe that the **e-Learning Framework** can provide guidance in the design, development, evaluation and implementation of:

- Online Courses
- e-Learning Environments
- Distance Education Programs
- Virtual Universities
- Learning Management Systems

Furthermore, the e-Learning Framework can be used by the Ministry of Higher Education to formulate and evaluate:

- - **Virtual Education Policies for Higher Education**
- - **Accreditation Criteria for eLearning Programs**
- - **Technology Infrastructure for eLearning Programs**
- - **Research Funding Criteria for eLearning Projects**
- - **National Orientation Plan for eLearners**
- - **Online Faculty and Staff Training**



I welcome questions and comments, and we look forward to the bright future of e-learning in Italy.

REFERENCE

My E-Learning book in Italian



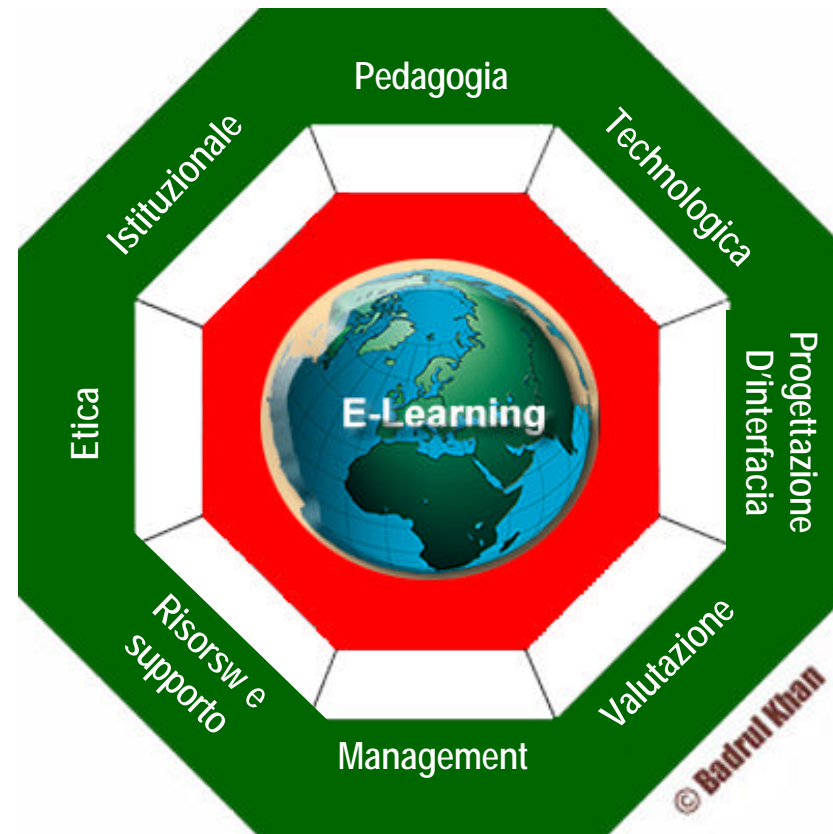
My Website

<http://BadrulKhan.com/khan>



THANK YOU

Essential Factors for a Successful e-Learning Program



BADRUL H KHAN

Lifelong Learning and E-Learning Conference
Rome, Italy