SUBMISSION GUIDELINES FOR ONLINE COURSES, WEBINARS & PODCASTS

The CPD Standards Office is a unique organisation and was founded with the vision of understanding and enabling positive and successful CPD and learning experiences. As a highly specialised expert team, our university led research has equipped us with extensive expertise on all things CPD.

Between the work of the Professional Development Consortium and the CPD Standards Office dual CPD research and accreditation activities sharpen our knowledge and expertise. This enables us to work with individual coaches, training providers, employers, and 'membership organizations' as a collaborative CPD network & community.

This factsheet provides advice and guidance on making a submission for accreditation.

Guidelines on Submitting an Online Activity for Accreditation

1. Background

- When we talk about 'online courses' we have to be clear that they are activities and should not just be thought of as courses in the conventional sense e.g. it could be a trainer interacting with a candidate online via a video link.
- Activities delivered online are becoming more diverse with the development of technology. Providers need to remain mindful of the fast-moving pace of change in the digital world.
- When a customer is buying any training activity, it is not just the actual activity they are receiving but the whole experience from the marketing of the activity, the service they receive before, during and after purchase, and the actual course itself.

2. What Makes a Course Great?

- Online courses are activities & should not just be thought of as courses in the conventional sense e.g. it could be a trainer interacting with a candidate online via a video link so we should maybe start using the term 'activity' rather than 'online'.
- Activities delivered online are becoming more diverse with the development of technology therefore providers need to remain mindful of the fast-moving pace of change in the digital world.

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- And remember, the purchaser may not be the end-user.

3. What is a Submission

- A provider seeking accreditation is required to complete a submission form as well as provide additional information & any specified documentation. The assessment takes into account the type of activity and considers the delegates' learning experience.
- The assessment of submissions is based upon extensive research and findings of the CPD Research Project launched at Kingston University Business School in 2010.
- The project is ongoing and will continue to inform the criteria required for modern day Continuous Professional Development.
- All assessments are undertaken against the criteria derived from the project and subsequent acquired experience.

4. What is the Assessor looking for?

- <u>Content</u> - structured & sequenced; focused on the participants needs to ensure learning progresses in meaningful steps; reviewed by a third party; kept up to date.
- <u>Interface</u> - straightforward, clear and understandable; easy to use; enhances the learning experience.
- <u>Navigation</u> - participants can see where they are going & see how the content is organised; they can see where they are on the journey & they can jump forward or go back.
- <u>Motivation</u> – the activity will engage the user to learn effectively; it is clear how tasks are linked to desired outcomes; feedback is early and frequent.
- <u>Technical considerations</u> – make the joining instructions clear; ease of login is essential; consider the devices where the activities will be delivered – PC, tablet, mobile, etc.
- <u>Assessment of learning</u> – takes into account the need for assessment, and the form it takes; designed to not only assess the learning but also be used to inform learning.

5. What to Submit

The assessment form contains five sections. You should note the following:

- Answer every question in each section with as much detail as appropriate
- Where indicated on the submission form, supply the requested supporting documentation.
- The assessment cannot be completed if there are missing answers/information – this may delay the process if not provided at the time of your submission.
- Provide FULL details to allow the assessor access to review ALL online material including the URL as well as any login details e.g. username and password.
- When supplying login details, ensure they work outside your own IT environment – it is not unusual for invalid details to be provided to us.
- Login details should not be timebound but can be deleted after accreditation.

6. How to Submit
- The form may be submitted either in MS Word or PDF format using a font no larger than 12pt.

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- Supporting documents may be submitted either as attachments or hyperlinks.

Your CPD assessment will only be progressed once your annual membership subscription has been paid in full.

We hope you have found this factsheet helpful.

Please see www.cpdstandards.com for more information on our accreditation services or call 0203 745 6463 for further advice.

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