RECEIVING CPD RECOGNITION FOR ONLINE LEARNING PLATFORMS AND LMS

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 organisation's as a collaborative CPD network & community.

This factsheet provides advice and guidance for accreditation of online learning platforms (OLP's) and learning management systems (LMS).

CPD Recognition and Independent Accreditation for Online Learning Platforms and Learning Management Systems

The CPD Standards Office (CPDSO) officially recognises and accredits online learning platforms that deliver training activities, content, or host community forums. CPDSO has worked with a range of LMS systems, covering a multitude of sectors or specialisms.

How does an Online Learning System function?

These online platforms are either "open to the public" to purchase online, or are delivered as closed in-house company learning solutions.

- Colleges, universities, school districts and schools use a Learning Management System (LMS) to deliver online courses and augment on-campus courses.
- LMS's also act to augment the lessons the teacher is giving in a bricks and mortar environment, not just replace them.
- Corporate training departments use LMSs to deliver online training, as well as to automate record-keeping and employee registration.
- An LMS is a software application for the administration, documentation, tracking, reporting and delivery of electronic educational technology (also called e-learning) courses or training programs
- LMS can be linked to HR processes, such as appraisal requirements and performance management systems.

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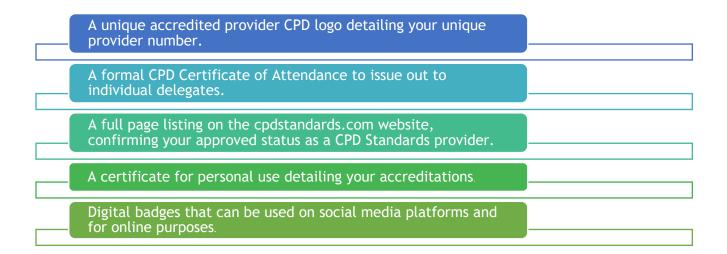
- LMS tends to be delivered on a bespoke basis to large organisations in the private, public and third sectors, and often host a wide variety of training content, as well as the functionality to record individual training activities.
- LMS range from systems for managing training and educational records to software for distributing online or blended/hybrid college courses over the Internet with features for online collaboration.
- Learning Management Systems (LMS) can also be officially recognised as accredited CPD activities and recording resources.

How the CPDSO accredits Learning Management Systems

The CPD Standards Office (CPDSO) has worked with a range of LMS systems, covering a multitude of sectors or specialisms, and understands the importance of linking these systems to HR processes.

On becoming accredited with the CPD Standards Office, you will receive a wide variety of benefits, and opportunities which position you as an online provider that offers authoritative educational content.

Consequently the CPD Standards accreditation will enable you to stand out within your market place as a leading CPD provider. On achieving successful accreditation with the Office you will receive:

> A unique accredited provider CPD logo detailing your unique provider number.

> A formal CPD Certificate of Attendance to issue out to individual delegates.

> A full page listing on the cpdstandards.com website, confirming your approved status as a CPD Standards provider.

> A certificate for personal use detailing your accreditations.

> Digital badges that can be used on social media platforms and for online purposes.

Your Accredited CPD Logo –

Within your CPD accreditation documents, you will receive a CPD accredited logo that details your unique 5-digit provider number, and the timeframe in which your accreditation is valid. It will require a CPD check up by our assessment team just prior to the 2nd anniversary of accreditation to ensure that the content is current and up to date.

Focus no 1: Understand Your Delegate Learning Experience

The CPD Standards Office assessment focuses on the 'end to end' delegate learning experience.

The journey for a delegate using the LMS must be an enjoyable one in order for them to gain faith in it and themselves. Your LMS should take into account the learning experience touch points, including the 'Before, During and After' in order for you to manage and improve their journey.

You must ask questions about how to improve each journey touch point in the experience, including:

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Before Learning

From the moment a learner receives information about the online platform, do they receive any marketing communications from you?

What security do you provide the learner? Do you give them registration and log-in details?

What is the landing page look like and does it help the learner navigate through to the first training module easily?

During Learning

- How the delegate navigates the site, how can they access the content and how they complete each course, module, or section.
- How do learners engage with the training content, and how 'sticky' is it? Does it ensure the learner stay focused and do not switch off?
- Do you provide a variety of delivery methods for your content, including video, downloadable PDFs, quizzes, formal assessment, questions with multiple choice answer options with immediate results?
- How does the learner complete formal assessment tools such as exams?
- What is the reflective learning process and can learners give statements with feedback?

After the Learning

How do you ensure leaners transfer their learning to their specific skills set, professional practice or working environment?

What content do you give learners to help them complete their training?

Focus no 2: Ensure the Learning Content is Authoritative and Educational

Make sure your accredited logo is used effectively on your training, learning or coaching materials, including:

- PowerPoint Slides
- Workbooks or Handouts
- Evaluation forms
- Any other training materials

Focus no 3: Draw Attention to the forthcoming CPD Accreditation:

Make sure you get full value out of your CPD Standards Accreditation Status by following this marketing tick list:

- ✓ Make sure your CPD Standards accredited provider logo is present on your website, email signatures and all marketing communications.
- ✓ Create a dedicated webpage on your site detailing your accreditation and the activities that are CPD approved (make sure it's then easy to book, or find out more information)
- ✓ Capture delegate success stories and use them within your PR activities
- ✓ Draw attention to your the CPD Certificate of Attendance, formal accreditation document that you can provide your delegates. The certificate is a double-sided document with an award on the front side and a 'CPD Learning Tool' on the back side.

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- ✓ Make it clear in your marketing communications that a CPD Certificate will be available after full attendance, or completion of the CPD activity.
- ✓ Use your digital badges on your social media channels, website etc. so show that you are CPD accredited.

Many of our CPD providers find that the ability to issue CPD Standards CPD certificates improves the appeal of their training or learning activity and adds credibility to their reputation.

Within regulated sectors, delegates or students will be primarily attracted to you as a CPD provider because they can obtain a CPD Certificate that can subsequently be included within their formal CPD record for their professional body, regulator or employer. To get the most out of your CPD Certificates:

- ✓ Make clear to your delegates that they are able to claim CPD hours or points, and certification from your accredited training activities.
- ✓ We recommend that you issue these certificates on demand only (so not to give yourself an administrative burden each time you run a course)
- ✓ It is also advisable to link the certificate to your feedback and evaluation form and processes, so that you as the CPD provider receive feedback on your activities in return for the certificate of completion

Focus no 4: Prepare your sales and business development activities

The CPD Standards Office does not have a pass or fail philosophy.

The assessment team will work with you to ensure that you achieve the CPD accreditation successfully.

Once you are registered with the Office, it is important for you to begin to prepare your sales and business development activities so that they include the CPD Standards accreditation

Many large organisations, especially in regulated sectors such as law, accountancy, construction and financial services have large CPD training budgets.

Focus no 5: Understand your membership and subscription fees

To get your LMS assessed and accredited by the CPDSO, your membership fee can range depending on the number of training modules you have designed.

Once you are accredited and an active member of the CPD Standards Office, you will enjoy many benefits, business and networking opportunities, including:

More sales –

Many organisations have allocated CPD training budgets, and professional individuals are always seeking CPD approved training and learning activities to complete their annual CPD requirements for their professional body or employer.

Enhanced reputation –

Through the assessment, feedback, and ongoing guidance the CPD Standards Office team provides you can be assured you provide a quality CPD product. As a result of these processes, the Consortium has a premium community of CPD providers and employers, held in high regard by universities, professional bodies, and regulators.

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Membership within the CPD Standards Office community…

Your membership with the CPD Standards Office will include access to free member events held regularly in central London.

The events are enormously popular, and provide excellent networking opportunities with other CPD Standards providers. In addition, there is a wealth of information on training best practice, current CPD issues and interactive discussions on delivery and evaluation of CPD activities across different sectors.

You will also receive our regular member broadcasts by email – which include a wealth of information.

Don't just take our word for it - visit www.cpdstandards.com to see up to date testimonials

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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