



DISTANCE EDUCATION MATERIALS – CATEGORY A

COL's Excellence in Distance Education Awards (EDEA) 2008

GUIDELINES

This award is for **Category A** in recognition of excellence in distance education materials produced by publicly funded or not-for-profit organisations of Commonwealth countries.

Category A is print or other "low-end" media materials, such as audio/video tapes, or a combination of these

In 2008, COL will present up to three awards in each category.

The distance education materials in Category A may support **subject/course/programme/multi-media product** at any level of study across all sectors of education and training, from basic education to tertiary education including continuing professional development.

The materials may be in any language used in the Commonwealth; however, an English version of the material should be available for evaluation. The materials for Category A should emphasise supported learning and can use any technology such as print, ICT or audio-video.

Only applications following the guidelines outlined below will be considered. Please make sure that you include all elements to ensure that the application can be considered.

- A. *Contact information:* Provide name, address, email, telephone and fax numbers of the person making the application and to whom all correspondence is to be addressed.
- B. *Subject/course/programme/multi-media product description:* Give a brief description of the subject/ course/programme/multi-media product. **(not more than 500 words).**

This paragraph should be an overview/introduction to your subject/course/ programme/ multi-media product. Ensure that you cover all the points under this section. See the proforma for more guidance.

- C. *Further details:* All submissions will be examined on the basis of the following key criteria **(not more than 200 words in each criterion).**
 - 1. Fitness for need and purpose
 - 2. Design and presentation to suit distance learning
 - 3. Use of a systematic course/multi-media product development process
 - 4. Coherence and integration of media and technology in the study materials
 - 5. Evidence of impacts and benefits derived from evaluation
 - 6. Learner support provided beyond the actual materials.



This section addresses each of these criteria and has guiding definitions and questions to assist you to complete the proforma. We are particularly keen to reward innovation and creativity. You may wish to reflect this in your responses in this section (Section C) or in Section D that follows.

- D. *Additional information:* We are giving you scope under this section to cover those things that you may not have been able to outline above but which are important to you. We strongly advise you to complete this section. **Do not write more than 200 words.**

The proforma must be accompanied by a covering letter from the Chief Executive Officer of the organisation endorsing the submission and verifying that the organisation is publicly funded or not for profit. Please submit sample materials (not more than 2 modules/CDs/audio-video cassettes/multi-media products) together with your application for review. DO NOT submit the entire package of materials. COL judges will use the proforma to draw up a list of programmes to be examined in detail.

Those short-listed will be requested to send a complete set of materials for further consideration. HOWEVER, COL WILL NOT RETURN MATERIALS. They will be kept as exemplars of good practice by COL.

Submission should be sent to:

Ms. Patricia Schlicht
The Commonwealth of Learning
Suite 1200, 1055 West Hastings Street
Vancouver, B.C.
CANADA V6H 3X8
Telephone: +1.604.775.8227; fax: +1.604.775.8210; email: pschlicht@col.org

CLEARLY STATE ON YOUR SUBMISSION THAT YOUR SUBMISSION IS FOR THE "AWARD OF EXCELLENCE FOR DISTANCE EDUCATION MATERIALS – CATEGORY A ". The entry deadline is **October 31, 2007**.

We regret that we will not be able to respond to requests on the status of your application. All winners will be notified by the end of May 2008. The awards will be given at the Pan-Commonwealth Forum in London, United Kingdom, scheduled from July 13-17, 2008.



PROFORMA FOR DISTANCE EDUCATION MATERIALS

COL's Excellence in Distance Education Awards (EDEA)

A. PLEASE PROVIDE NAME, ADDRESS, EMAIL, TELEPHONE, AND FAX NUMBERS OF THE PERSON MAKING THE APPLICATION AND TO WHOM ALL CORRESPONDENCE WILL BE ADDRESSED.

First Name: _____

Last Name: _____

Designation: _____

Address: _____

Telephone: _____

Fax: _____

Email: _____

B. SUBJECT/COURSE/PROGRAMME/MULTI-MEDIA PRODUCT DESCRIPTION

Give a brief description (not more than 500 words) of the subject/course/programme/multi-media product.

You should see this paragraph as an overview/introduction to your subject/course/programme/multi-media product. The questions below are aimed at eliciting from you more detailed information on the different elements of your subject/course/programme/multi-media product.

Ensure that you cover all of the following points:

- The educational context in which the materials are being used.
- The general goals and specific objectives of the study materials.
- Are the materials linked with the societal development and how?
- How long has the programme/multi-media product been in use?
- The media/technology used and the pedagogical approach to learning and teaching that has been applied.
- Length of time students study subject/course/programme/multi-media product, if appropriate. (Extent, if any, of tutor support and the assessment process).
- Brief statement of the nature of impacts on student learning.



C. FURTHER DETAILS ON YOUR SUBJECT/COURSE/PROGRAMME/MULTI-MEDIA PRODUCT

All submissions will be examined on the basis of the following key criteria.

1. Fitness for need and purpose
2. Design and presentation to suit distance learning
3. Use of a systematic course/multi-media product development process
4. Coherence and integration of media and technology in the study materials
5. Evidence of impacts and benefits derived from evaluation
6. Learner support provided in the course beyond the actual materials

This section of the proforma addresses each of these criteria and has guiding definitions and questions to assist you to complete the proforma. We are particularly keen to reward innovation and creativity. You may wish to reflect this in your responses in this section (Section C) or in Section D that follows. **Please do not write more than 200 words under each of these criteria.**

Fitness for need and purpose (not more than 200 words)

This refers to the appropriateness/suitability of your subject/course/programme/multi-media product to the need and purpose identified for it. You will need to demonstrate and justify your case. You may find it helpful to address the following points:

- The aims of your subject/course/programme/multi-media product.
- The target audience. What prior knowledge or skill level was assumed?
- The content of the materials, the media/technology selected to deliver it, and the pedagogical approach to learning and teaching that has been applied.
- How do you know that this choice of media/technology and pedagogical approach has been best for the needs and purposes that were identified?
- How have you evaluated the success or failure of your materials in achieving your goals and objectives?

Design and presentation to suit distance learning (not more than 200 words)

By design and presentation to suit distance learning, we mean how you have approached the learning and teaching process. This covers the presentation of subject matter content in the study materials, the assessment of learning outcomes, and the learning support that has been provided such as: engagement and activation of learning, and provision of feedback, etc. You may find it helpful to address the following points:

- How did you ensure in the design and development of your subject/course/programme/multi-media product that your aims were being met?
- Describe the outstanding features of the design of the materials such as interactivity, learner centricity and diverse learner preferences.
- What are the access devices incorporated into the material that make it conducive to self-learning?



- How did you ensure that the content is relevant, accurate, up to date, accessible and free of all gender, race, class, caste, ethnic bias?
- How have you designed the learning support, if required?
- If appropriate, describe the advice given to tutors on supporting the subject/course/programme/multi-media product.
- Describe and explain how learning outcomes are assessed.
- Have you designed a mechanism to elicit feedback from learners? If yes, describe.

Use of a systematic course/multi-media product development process (not more than 200 words)

We want to know the systematic steps and processes followed by your organisation in developing the materials, including the various personnel involved in this. You may find it helpful to address the following points:

- Describe the steps and processes involved in developing the materials.
- Describe the competencies of personnel involved at various stages of development.
- Identify the components of formative evaluation involved in the process of development.
- Mention any uniqueness in the material development process.

Coherence and integration of media and technology in the study materials (not more than 200 words)

We are seeking to elicit how strategically you selected your chosen media/technology and the extent to which it has been used to leverage the learning and teaching process. You may find it helpful to address the following points:

- What media/technology have you chosen?
- What were the considerations that led you to choose the technologies and media that you have?
- How effective have your choices been?

Evidence of impacts and benefits derived from evaluation (not more than 200 words)

Here we are inviting you to demonstrate successful practice. Tell us why your subject/course/programme/multi-media product worked well with the evidence to support this. You may find it helpful to address the following points:

- How have you evaluated the use and utility of your materials in achieving your goals and objectives?
- What have you found so far? What have been its successes and failures?
- What do you plan to do or have you done in light of your findings?



Learner support provided in the course beyond the actual materials (not more than 200 words)

We are requesting you to describe the various components of learner support designed and organised by the organisation for the course which helps the learner study through the materials more effectively. You may find it helpful to address the following points:

- What are the learner support components of your course?
- How have you integrated these components with the learning materials?
- How effective have been the learner support components in facilitating learning?
- What are the devices/modalities in the learner support system to cater to varied needs of learners?

D. ADDITIONAL INFORMATION (not more than 200 words)

We are giving you scope here to cover those things that you may not have been able to outline above, but which are important to you. We strongly advise you to complete this section addressing the following questions:

- What particular features of your subject/course/programme/multi-media product are you most proud of?
- Why do you think that your subject/course/programme/multi-media product qualifies for the award of excellence?