

# HOW TO ASSURE QUALITY OF DIGITAL LEARNING?

Presenting our innovative FIBAA Quality Seal “Excellence in Digital Education” as a reliable instrument for quality assurance of online education

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## Background

Digital learning formats in Higher Education have been significantly further developed in recent years and are faced with major challenges. Quality assurance is essential, thus FIBAA has developed a new certification called “Excellence in Digital Education” – an innovative instrument to evaluate and assure quality of digital learning.

In 2020, FIBAA started the process of developing the certification for purposes of raising the profile of digital transformation in Higher Education Institutions (HEIs) and educational providers. The FIBAA Quality Seal is based on the European Standards and Guidelines (ESG) and the subject of „Considerations for quality assurance of e-learning provision“ from the „Occasional Paper 26“ of the European Association for Quality Assurance in Higher

Education (ENQA). The input of external experts from higher education management as well as workshops held by the FIBAA office also contributed to the development of the FIBAA Quality Seal.

In order to test the FIBAA Quality Seal in practice, three pilot procedures (in Germany, Austria and Switzerland) were carried out in 2021. During the procedures, the participating universities were able to take a close look at their progress in the digital transformation of teaching as well as receive valuable input for future growth. On the other hand FIBAA was able to prove the viability of the new invented FIBAA Quality Seal. The pilot procedures were then followed by another evaluation of the FIBAA Quality Seal’s assessment criteria.

## Method

The certification with the FIBAA Quality Seal “Excellence in Digital Education” is carried out in a peer review process.

Representing a holistic approach, the assessment of the quality assurance of a digital teaching and learning environment is carried out on the basis of five standards and 23 associated criteria, all anchored in a detailed Assessment Guide.

All standards are considered equally important and need to interact in order to produce excellent digital learning experiences.

## FIBAA Standards

### DIGITALISATION STRATEGY

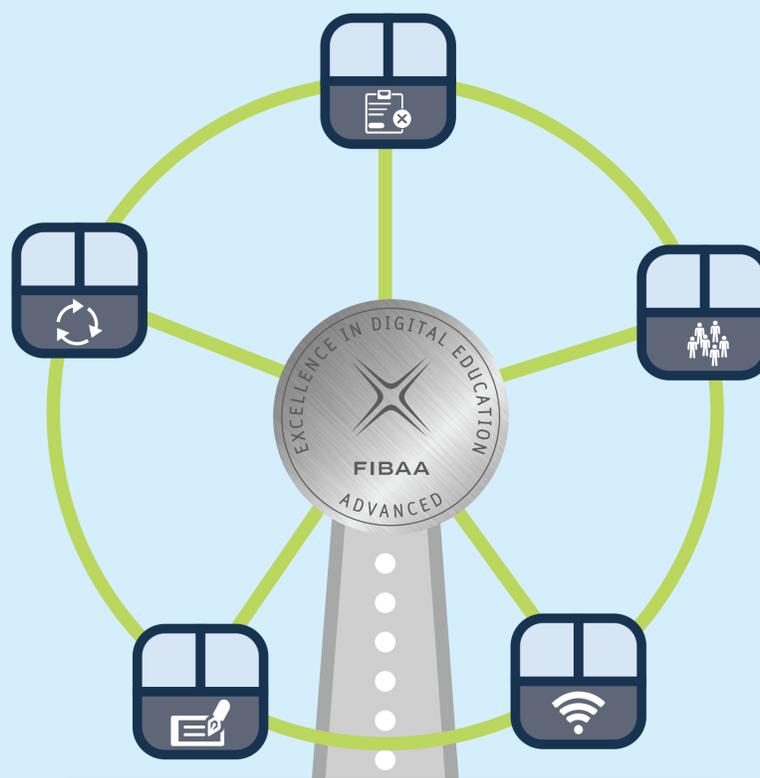
- Objective
- Implementation of the strategy
- Review and measures
- Future orientation

### QUALITY ASSURANCE

- Integration into the QM system
- Quality assurance of teaching
- Learning Analytics
- Quality assurance of technology
- Continuous improvement

### DIDACTIC DESIGN

- Didactic concept
- Teaching methods
- Learning materials
- Forms of examination
- Academic support for students



### STAFF

- Staffing
- Further qualification
- Support
- Knowledge management

### TECHNOLOGY

- Technical organisational unit
- Technical infrastructure
- Teaching and learning platform
- Data analysis system
- Technical support for student

## Conclusion and Benefits

- The FIBAA Quality Seal “Excellence in Digital Education” takes into account the different perspectives of online teaching and evaluates them using tried and tested standards and criteria.
- By dividing the FIBAA Quality Seal into two different quality categories – “Advanced” and “Premium” – Higher Education Institutions (HEIs) and educational providers are given the opportunity for further organisational development.
- Applying institutions not only gain insights during the self-assessment process but also receive valuable suggestions for further development from an Expert Panel as well as the FIBAA Accreditation and Certification Committee.
- In addition, acquiring the FIBAA Quality Seal offers the opportunity to advance the digital transformation in teaching and learning and to become visible to the outside world as an innovative HEI or educational provider.

