



Schweizerisches Qualitätszertifikat für Weiterbildungsinstitutionen
Certificat suisse de qualité pour les institutions de formation continue
Certificato svizzero di qualità per istituzioni di formazione continua

eduQua, the Swiss Quality Label in AE

International Andragogical Symposium

Zadar, May 28 / 2015



History

Founders

Objectives

Basic orientation

Target Group

Criteria

Trainers

Cost and Duration

Organisation

Documentation



History

Start 1998

- Many institutions offering Adult Learning
- No quality measurement and criterias for subsidies
- No transparency for the clients



History

History

Founders

Objectives

Basic orientation

Target Group

Criteria

Trainers

Costs and Duration

Organisation

Documentation

- Implemented in 2000
- 2004 First Handbook
- 2013 Revised Handbook
eduQua:2012 (ISO 17021 / 29990)
- 2015: 1050 certified institutions
- 7 certifying bodies





History

Founders

Objectives

Basic orientation

Target Group

Criteria

Trainers

Costs and Duration

Organisation

Documentation



Who are the „fathers“?

- Swiss Federal Office for Training and Technology (BBT) (SBFI)
- State Secretariat for Economic Affairs (SECO)
- The Swiss Vocational Training Conference
- The Labor Market
- SVEB representing AL institutions



Objectives of eduQa

History
Founders
Objectives
Basic orientation
Target Group
Criteria
Trainers
Cost and Duration
Organisation
Documentation

- *Transperancy*: Description of the courses, improve the service for customers
- To ensure the *quality of the institution*
- To create a *basis for governmental decisions (subsidies)*
- *Further development* of the standard





History
Founders
Objectives
Basic orientation
Target Group
Criteria
Trainers
Costs and Duration
Organisation
Documentation



Basic orientation

eduQua:2012

is a quality management system

- Process orientation
- Customer orientation (22 standards)
- Andragogy (Trainers)
- Evaluation: Self evaluation as a Management Tool



History

Founders

Objectives

Basic orientation

Target Group

Criteria

Trainers

Costs and Duration

Organisation

Documentation



Target Group

All Institutions dealing with AL

- Institutions with subsidies by the Cantons
- Institutions offering courses for unemployed persons
- Private institutions
- Internal trainings (f.e. Banks Insurance Companies)



The 6 eduQua criteria

History

Founders

Objectives

Basic orientation

Target Group

Criteria

Trainers

Costs and Duration

Organisation

Documentation

1. Courses: educational need of the customers

2. Information: transparent information of the courses and its mission statement

3. Education is permitting learning, demands, supports and mediates learning success





The 6 eduQua criteria

History

Founders

Objectives

Basic orientation

Target Group

Criteria

Trainers

Costs and Duration

Organisation

Documentation

4. Trainers are professional and have methodical-didactical competences

5. Quality management system:
Agreements and promises /
development of quality

6. Leadership: customer oriented,
economical, efficient and effective





What is the focus on Trainers?

History
Founders
Objectives
Basic orientation
Target Group
Criteria
Trainers
Costs and Duration
Organisation
Documentation

- Teaching more than 150 hours a year:
SVEB 1 / SVEB 1 equal
- Teaching less, the institution has to provide meetings with pedagogical or andragogical themes
- Visits by colleagues and supervisors
- Updating the own knowledge





Costs and Duration

History
Founders
Objectives
Basic orientation
Target Group
Criteria
Trainers
Costs and Duration
Organisation
Documentation



- 3 different Proceedings
 - A: Below 25'000 customers x lessons
 - B: From 25'000 to 100'000 c x l
 - C: Over 100'000 c x l**A: cost limit CHF 3'950 excl. VAT**
- **Duration: 3 years**
- 2 Intermediate audits (on site or conference call)
evaluation of a course



History
Founders
Objectives
Basic orientation
Target Group
Criteria
Trainers
Costs and Duration
Organisation
Documentation



How to apply for a certificate

1. To choose a certifying body (7)
2. self-evaluation and appropriate documents (including one course, chosen by the certifying body)
3. On site audit for clarifying open questions
4. Report of the certifying body
5. To receive the certificate or to be denied



Loop: Institution

4. Trainers:

Trainers are disposing of high professional and methodical-didactical competence.

5. Quality management system:

Agreements and promises are verified and adhered to. A continuous quality development is taking place.

6. Leadership:

Leadership is ensuring customer oriented, economical, efficient and effective performance.

To define values

17. Institutional mission statement

To further develop performance and quality

14. Activities of continuing education and development
22. Controlling and further development

To monitor performance and quality

21. Customer satisfaction in general
22. Controlling and further development

Objective oriented leadership

16. Quality assurance and quality development
18. Management instruments
19. Organization
6. Information about the provider

Planning and maintaining of resources

20. Class rooms and infrastructure

Hiring of trainers

13. Profile of qualification, general qualifications





Loop: Opportunity of learning

1. Courses:

Courses are meeting the educational need and the educational necessity of customers.

2. Information:

Information is the transparent illustration of courses of the provider and its mission statement.

5. Quality management system:

Agreements and promises are verified and adhered to. A continuous quality development is taking place.

To further develop courses
5. Evaluation of courses

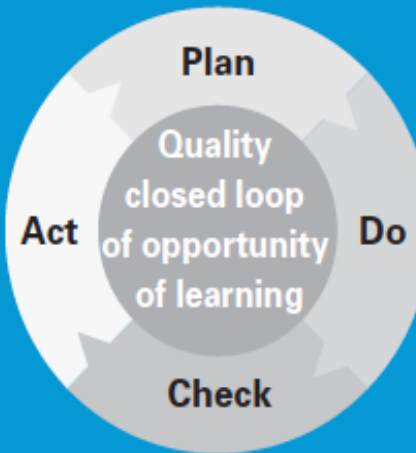
To determine need and necessity of education
1. To define courses

To develop courses
2. Learning objectives
3. Learning content
4. Verification of the achieved learning success / termination

To inform customers
7. Information to the courses
8. Selection of customers

To implement courses
9. Lesson planning
10. Teaching and learning methods
11. Teaching instruments and media
12. Transfer of learning
4. Verification of the achieved learning success / termination

To evaluate courses
5. Evaluation of courses





Loop: Teaching

3. Education:

Education enables learning and supports learning success.

5. Quality management system:

Agreements and promises are verified and are adhered to. A continuous quality development is taking place.

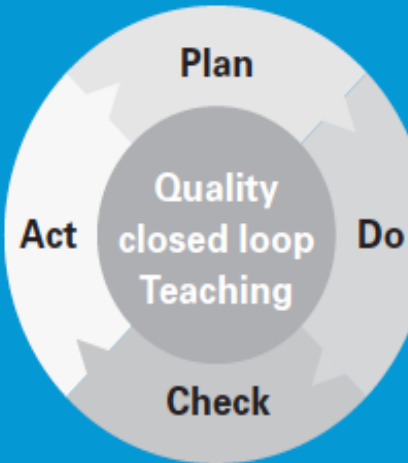
To define the andragogic guiding principles
17. Andragogic guiding principles

To develop teaching
15. Feed back for trainers

Teaching
9. Lesson planning

To obtain feedback regarding management/professional authority
15. Feedback for trainers

To obtain feedback regarding customers
15. Feedback for trainers





Documents required

History
Founders
Objectives
Basic orientation
Target Group
Criteria
Trainers
Costs and Duration
Organisation
Documentation



- **self evaluation**
- brochures, course descriptions and any other relevant information, website
- vision/mission statement
- organisation chart
- certificates of quality assurance from other bodies, or a report on its internal definition of quality within the organisation
- minutes of a typical trainers' meeting



Documents required

History
Founders
Objectives
Basic orientation
Target Group
Criteria
Trainers
Costs and Duration
Organisation
Documentation

- feedback reports from the customers
- breakdown of examination statistics
- teachers' profiles
- policy statement on lesson observations
- sample lesson observation report
- policy statement and plans for internal teacher training workshops
- descriptions of how client satisfaction is measured





What do we do?

History
Founders
Objectives
Basic orientation
Target Group
Criteria
Trainers
Costs and Duration
Organisation
Documentation

- Main Office: Owner of the Label
- Evaluation, Promotion, Presentation
- Updating of the Handbook
- Evaluation
- Mediation, Consulting
- Working together with the certifying bodies (CHF 400)





History
Founders
Objectives
Basic orientation
Target Group
Criteria
Trainers
Costs and Duration
Organisation
Documentation



Thank you very much
for your attention!

For more information

www.eduqua.ch

or

ruth.jermann@alice.ch