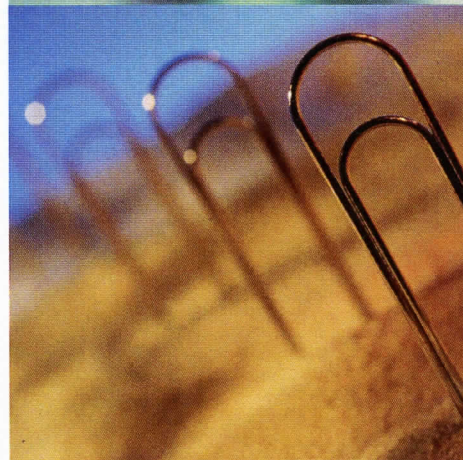
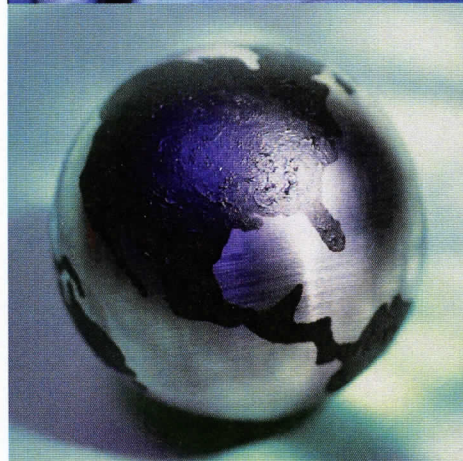
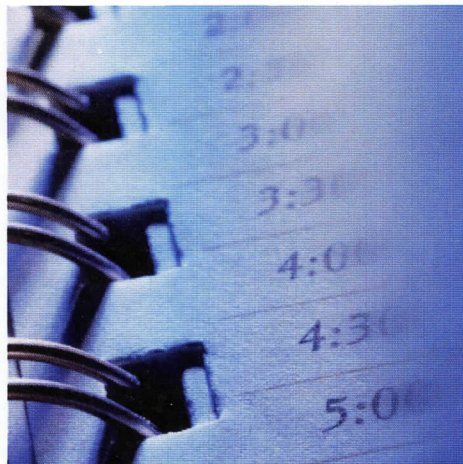


EADL

**European Association
for Distance Learning**



About EADL – the History



EADL is the European Association for Distance Learning. It represents nearly all member countries of the European Union as well as members from Norway, Russia, Switzerland and Turkey. Altogether EADL members provide 4,000 different courses and the members of EADL work with more than one million students all over Europe.

EADL (called AECS until 1999) was established in 1985 by a merger between the two existing Associations CEC and EHSC. There is a long record of conferences and workshops, of support of research both in member schools and at other institutions, and of publications. The merger between CEC and EHSC inaugurated a new period of broader co-operation and exchange of experience in distance learning in Europe.

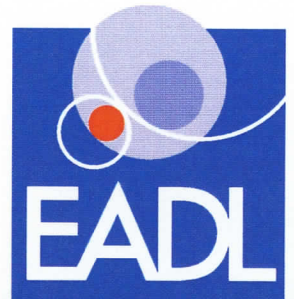
If you want to meet people with practical experience in distance learning you should join EADL!



The EADL Vision and Mission

- EADL works to maximise the contribution market-based distance learning can make to enhancing the skills and achievements of the people of Europe.
- EADL promotes learning, wherever and however it occurs. EADL supports and promotes the use of all media to facilitate and enhance the learning process, and to increase its geographical and societal spread.
- EADL's understanding of distance learning encompasses any form of supported learning in which the support offered is not primarily face-to-face. This includes correspondence courses, distributed learning, e-learning and blended learning.
- EADL members believe that both learners and providers can profit from learning. They work in the market, and are sensitive to the opportunities and constraints afforded by the market.
- EADL promotes open discussion of strategy in the business, marketing, and educational aspects of distance learning within an environment in which commercial sensitivities are respected. Ideas and good practice are shared, and projects and partnerships explored, with trusted colleagues aware of each other's needs and aspirations.
- EADL puts a premium on quality. All members must meet the EADL Quality Standards and comply with its Code of Conduct. Europe-wide, EADL membership is regarded as a seal of quality.
- EADL membership is open to all who share its vision and honour the implications of that vision. Those who take an active part in its work benefit most from it.
- EADL members include organisations and individuals working within private sector provision, public sector providers sympathetic to the advantages and needs of the private sector, national associations of distance learning providers, corporate human resources and training departments, educational publishers, developers of educational software, and educational consultants.
- EADL aims to increase its membership substantially in the near future, and to establish itself in Brussels as the organisation representing and speaking for market-financed distance learning providers.

The objectives of EADL



- promote learning, wherever and however it occurs
- promote the use of all media to facilitate and enhance the learning process, and to increase its geographical and societal spread
- improve the acceptance of distance learning to achieve parity of esteem with other forms of education
- promote research into the methods of distance learning
- promote open discussion of strategy in the business, marketing, and educational aspects of distance learning within an environment in which commercial sensitivities are respected
- share ideas and good practice, and explore projects and partnerships, with trusted colleagues aware of each other's needs and aspirations
- promote quality and professional and ethical standards in distance learning
- gather and communicate information about new developments in distance learning
- maintain contacts with and co-operate with the European Commission, national government agencies and non-governmental educational organisations and networks, and other bodies directly or indirectly interested in distance learning
- promote and protect the interests of members and learners
- promote the establishment of and co-operation with national councils and associations of distance learning providers, and develop strategic partnerships with them
- do all other things incidental or conducive to the attainment of the above objects



Benefits of EADL membership

- A competitive advantage leading to increased business. As an EADL member you can use the EADL logo in your advertising and publicity materials. The EADL logo is widely considered a seal of quality and conveys the message that your school works to principles of quality that meet with respect Europe-wide, and are a guarantee of good service.
- EADL offers opportunities to take part in interesting meetings, talk to experts and send employees to useful workshops.
- EADL membership means you are part of an organisation that effectively aims to establish the credibility of distance learning more firmly and to achieve parity of esteem with other forms of education.
- EADL membership gives you the benefit of a special section for students on the EADL website, with a link to your own school. This special section tells students why to give preference to EADL institutions over non-members, emphasising the quality of services offered, a fair deal for money and the effectiveness of this way of learning. It also gives information about the ease of access to tutors and the general convenience of studying at home.
- EADL membership gives you European visibility and credibility.
- EADL membership means that you belong to an exclusive group of international experts at whose meetings you can acquire knowledge and information to help your business that is not generally available.
- EADL membership also gives you:
 - access to the restricted "Knowledge Sharing" section of the EADL website
 - the right to serve on EADL committees and play an active role in giving shape to the association's policy
 - a membership certificate to prove that you have agreed to conform to the Quality Standards of the association
 - access to a regular flow of information from the EADL office
 - discounts on fees for EADL Conferences and Conferences of organisations EADL has set up partnerships with such as the Distance Education and Training Council in the US discounts on EADL publications

Major Activities



■ EADL CONFERENCES

These are popular events and are given a high level of priority in the Association. They are arranged once a year - usually in May - in different European countries and with various themes. They provide a platform for the exchange of ideas, experience and research results between members and others with an interest in distance learning.

■ EADL ISO 29990 QUALITY GUIDE

ISO 29990 is a new international standard reflecting the the experience of European Distance Learning providers with quality standards and quality management systems. The Guide offers reliable assistance for the implementation of the ISO 29990 . It is based on the importance of customer orientation, which is central for the EADL approach.

■ QUALITY GUIDE

EADL has developed quality guidelines in order to safeguard standards and maintain and improve the quality of courses and services to ensure the credibility of distance learning. This project was supported by EU funding. A revised edition was published in 2003.

■ ROLL OF HONOUR

The purpose of this is to honour outstanding people in the field of distance learning, to promote the idea of distance learning not only in the field of education but also among politicians, and in general to bring prestige to distance learning. Nominations can be made by members and non-members alike. The criteria are that the nominee should meet one or more of the following: he or she should be (1) an extraordinary promoter of distance learning, (2) an outstanding researcher in distance learning, (3) a substantial influence in distance learning.

■ DIRECTORY OF THE PRIVATE DISTANCE EDUCATION INSTITUTES AND ASSOCIATIONS IN EUROPE

This gives an overview of the major institutes in Europe. The directory is produced and updated on a regular basis by EADL.



Membership and Organisation

There are four categories of members of EADL:

Ordinary members, (2) National association members, (3) Associate members and Honorary members

- Ordinary membership is open to privately-owned and to non-governmental organisations active in the provision of distance learning in Europe. It is also open to public sector providers sympathetic to the advantages and needs of the private sector; corporate human resources and training departments; educational publishers; developers of educational software; and educational consultants. To qualify for ordinary EADL membership, an institution must comply with the Code of Conduct of the Association.
- National Associations of distance learning providers may apply for National Association Membership. Such membership gives them full voting rights but no rights of membership of EADL will accrue to the members of the National Association.
- Associate members are those who support the aims and activities of EADL. Both institutions (which do not qualify as Ordinary members) and individuals can be associate members of EADL.
- Honorary members are individuals approved for life membership by the Annual General Meeting on the recommendation of the Executive Committee.

EADL is governed by the Executive Committee. The members of the Executive Committee are elected from representatives of the ordinary members (including the national association members) and represent at least five nationalities. The President, Treasurer and one of the Vice-Presidents are elected by the Annual General Meeting on the basis of specific nominations. The Executive Committee has appointed an Executive Director to support its work. It has also established a Research and Development Committee, a Quality and Strategy Committee and the Roll of Honour Managing Board.



Associate bodies

EADL has established working relationships with a number of other organisations in the field of distance learning. These include DETC (Distance Education and Training Council) in Washington, ICDE (International Council for Distance Education), and EDEN (European Distance and E-Learning Network).

How to become a member

The best way for EADL to meet its objectives and carry out its mission is for more members to join and thus strengthen the organisation and broaden its scope. For details about membership and an application form contact

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More information about EADL is also available on the web-site: www.eadl.org

EADL – Profit from Learning