



RE VICA



Reviewing traces of European Virtual Campuses

Virtual campus - MELIs

A Major E-Learning Initiative (MELI):

- Requires at least 1% of the institutional budget
- Affects or will affect at least 10% of students
- Is led by a person with rank and salary equivalent to a senior university professor
- Has a section of the institution to manage and deliver it, with autonomy within guidelines
- Is overseen by a Steering Group chaired by a senior manager in the institution
- Is part of the institution's business plan and is not totally dependent on externally grants
- Is guided by up to date strategy, planning and operational documents (including costs and benefits)
- Has a channel to the head of the institution for major issues and problems
- Ensures that the head of the institution can discuss the initiative with other heads

Critical Success Factors

- Regularly updated e-Learning Strategy, integrated with related strategies
- Effective leadership capability to lead decisions regarding e-learning
- Effective decision-making for e-learning in departments and committees
- The e-learning IT service is easy to use and highly reliable
- All staff are trained in e-learning use, appropriate to job type and retrained when needed
- Staff workload planning system which effectively deals with e-learning courses
- Appropriate costing approach for e-learning
- Hub and spokes structure for management and support
- Adapts Quality Agency precepts for e-learning for institutional use
- Recognises and rewards e-learning experts
- Effective approach to collaboration in e-learning with other institutions
- Reasoned approach to managing brand values in respect of e-learning
- Reasoned approach to managing Unique Selling Propositions
- E-learning courses are developed quickly
- Students are recruited cost-effectively and quickly for e-learning courses
- Management style in respect of e-learning is fit for purpose and accepted by staff
- Choice of languages for teaching is evidence-based
- Service levels to all students are uniform across modes and locations of study
- Technology and pedagogic foresight is well developed
- Market research for e-learning is effective
- Skills in selling e-learning are effective

