



NZATD Education Trust Awards

eLearning Award

Guidelines for Entrants

Focus of Award

NZATD introduced this award to recognise excellence in the design and implementation of eLearning initiatives within organisations. The key focus of the award is to find examples of best practice, where the eLearning solution is best suited to the environment in which it is delivered and is an integral part of meeting organisational outcomes.

The winning entry may come from individuals or teams, and will need to be:

- An eLearning project or programme designed to address a specific organisational need that achieved the desired outcome during the two years immediately prior to the submission date for entry
- An eLearning programme implemented for the first time during the two years immediately prior to the submission date for entry, which is contributing towards the organisation's desired outcomes and is intended to be continued as part of "business as usual" in the future
- A specific eLearning intervention that significantly raised the profile of learning and developing in the organisation and had a notable impact on individual and/or organisational performance and processes.

Key Date

Entries must be received by no later than 5pm on Monday 1 September 2014.

The Judging Process

All entries will need to meet a set of baseline criteria before they can be considered for ranking against other entries. Baseline criteria refer to those criteria that **all entries must meet** before they can be considered as finalists in any category. Once adherence to base line criteria is confirmed, these criteria will not be used to differentiate between submissions. Where an entry is missing any of the base line criteria, a representative of the Judging Panel will contact the entrant to advise them of any actions required to meet the criteria, providing the entry was submitted prior to the submission deadline. Assessment against baseline criteria will be done on a meet/does not meet basis.

All entries meeting baseline criteria will then be assessed according to a predefined set of evaluation criteria to enable differentiation between all eligible entries. This will be done using a weighted grading scale using the following process:

- A mark from 1 (low) to 10 (high) will be applied by three judges independently, using the stated assessment criteria.
- The judges will then meet to discuss entries further and at this stage, without knowledge of the other marks, may refine their individual marks.
- Each judge's final mark in each category will be aggregated and then weighted, using the weightings indicated alongside the criteria.
- The marks in all categories will be added together to determine the overall grading.
- In the event of a tie, the judges reserve the right to deliberate further to determine an outright winner.
- The judges reserve the right not to award in this category if no entries achieve a final assessment rating of at least 70%.

Baseline Criteria - eLearning Award

Criteria	Explanation	Meets Criteria Y/N?
Timing of entry	<p>The award has been received within the stipulated entry period.</p> <p>The dates for entry will be publicised. The closing date is the date by which all entries must be received at the awards address. Entries should be received by 5pm on the closing date.</p> <p>In rare circumstances, extensions may be given. This will be considered the exception rather than the rule. The panel has the right not to consider any late entries at their sole discretion. Applications for extensions must be received prior to the closing date and only one extension per entry will be permitted.</p>	
Timing of initiative	<p>The initiative being submitted has been undertaken within the past two years.</p> <p>One of the following must apply to the two years immediately preceding the submission date:</p> <ul style="list-style-type: none"> • Introduction and implementation of the eLearning initiative for a sufficient time to allow for a meaningful evaluation of that initiative, or • Completion of an eLearning initiative with its subsequent evaluation, where the initiative was originally implemented not more than three years ago. 	
Location of initiative	<p>The initiative being submitted must meet one or more of the following criteria:</p> <ul style="list-style-type: none"> • Initiated either in whole or in part in New Zealand • Initiated by a New Zealand citizen/resident/organisation overseas • Initiated in a New Zealand registered company/organisation • Initiated in a New Zealand division of an overseas company/organisation prior to being initiated in any overseas division. 	

Criteria	Explanation	Meets Criteria Y/N?
Provision of information	<p>The entry must include a completed and signed application form signed by the entrant and submitted as per the process described on the application form. It should include:</p> <ul style="list-style-type: none"> • An outline of: <ul style="list-style-type: none"> ○ the context for the eLearning initiative ○ the organisational aims and planned outcomes for the initiative ○ the scope of the initiative ○ a summary of the initiative, including, but not limited to: <ul style="list-style-type: none"> - an outline of the initiative and what was involved - who was involved and how the initiative was delivered - what and how resources were used - how the initiative was received. • Evaluations completed including, but not limited to: <ul style="list-style-type: none"> ○ the perceptions of learners and end users ○ the change in behaviour resulting from the initiative ○ the value to the organisation, in whatever terms the organisation finds meaningful, e.g: <ul style="list-style-type: none"> - financial - economic - social - community, etc. • An overall summary of outcomes and why the initiative is considered worthy of an award. <p>Please note: Joint entries are permitted. Where an organisation employs external parties to assist in the development of an initiative, this should be stated. If a joint submission is not being presented but two or more parties were involved, please identify those parts of the initiative that were designed/undertaken by parties who are not included in this entry.</p>	

Criteria	Explanation	Meets Criteria Y/N?
<p>Evidence to support entry</p>	<p>Evidence is required to enable judges to fairly evaluate entries.</p> <p>Judges all sign a confidentiality agreement and agree not to disclose information beyond the evaluation panel without permission. Any evidence that is withheld from the judges due to confidentiality (or other) concerns cannot be considered during the evaluation.</p> <p>Examples of suitable evidence may include, but are not necessarily limited to:</p> <ul style="list-style-type: none"> • The business case and submissions to management • Documentation relating to planning and organising • Copies of resources, such as participant workbooks, CDs, posters, custom-made resources etc. • Examples of communications • Progress reports to management • Evidence of changes to organisational and individual measures, e.g. productivity • Forms and templates used for assessment and evaluation • Letters of support from those: <ul style="list-style-type: none"> ○ impacted by the initiative ○ sponsoring the initiative ○ delivering the initiative • Copies of the collated evaluations, e.g. an evaluation report • Any other documentation or examples that support the entry. 	

Criteria	Explanation	Meets Criteria Y/N?
Referees	<p>Referees should include people that have direct knowledge of the initiative undertaken. These may be, but are not limited to:</p> <ul style="list-style-type: none"> • Sponsors of the initiative • Participants in the initiative • Managers of participants in the initiative • Managers of those involved in delivering the initiative. • People impacted by the initiative, e.g <ul style="list-style-type: none"> ○ Customers ○ Vendors ○ The public, etc. <p>Ideally referees covering a range of the above should be included, chosen for their ability to comment knowledgeably on the initiative from their own perspective.</p> <p>For each referee please provide the following information:</p> <ul style="list-style-type: none"> • Name • Job role • Preferred telephone number • Alternative contact phone number • Preferred email address • Category of referee as per the above list in this page (e.g. sponsor, participant etc.) • Preferred time to be contacted. 	

Criteria	Explanation	Meets Criteria Y/N?
Referees (continued)	<p>Referees may be approached to help verify the information supplied with in the entry. They should be willing and able to confirm assertions and achievement within the entry by:</p> <ul style="list-style-type: none"> ○ having an appropriate level of knowledge about initiative ○ understanding the organisational requirements and outcomes ○ having a general knowledge of best practice within the learning and development area relevant to the initiative, and/or ○ witnessing real change as a result of the initiative. <p>Judges will look for the value the referee places on the work of the practitioner, e.g.</p> <ul style="list-style-type: none"> ○ Their opinion on the quality of the initiative ○ Examples of how the initiative has helped them ○ Willingness to keep employing/working with/re-engage the services of the practitioners responsible for the initiative. <p>Please Note:</p> <p>It is the intention of judges to contact referees of short-listed entrants. Provision of referee contact details will be considered agreement for the panel to contact them. Entrants are strongly advised to gain permission from their referees and notify them that they may be contacted prior to submitting their entry.</p> <p>Referees who are unavailable to be contacted should not be included. Consideration of a referee will be discounted if, after reasonable attempts have been made, he/she cannot be reached.</p>	

Evaluation Criteria - eLearning Award

Criteria	Factors taken into account	Weight
Scope of initiative	<ul style="list-style-type: none"> • Relationship and relevance of the initiative to the learning and development field. • Scale of the initiative, relative to the organisation. • Ability of the initiative to impact organisational performance and processes. 	10%
Planning	<ul style="list-style-type: none"> • The way in which the business case clearly identifies a need or opportunity and demonstrates considered judgement in the selection of an initiative that will achieve positive outcomes for the organisation. • Relationship of the initiative to organisational outcomes and organisational performance measures. • Quality of the plan including: <ul style="list-style-type: none"> ○ The purpose ○ Participant outcome(s) ○ Organisational outcomes ○ Participant responsibilities ○ The different roles of those involved in the initiative and how these roles inter-relate ○ The communication plan ○ The process followed to introduce and consolidate the initiative ○ Any equipment / resources / technology used ○ Any written material required / available ○ Summary of planned assessment and evaluation. 	25%

Criteria	Factors taken into account	Weight
The initiative	<ul style="list-style-type: none"> • The suitability of the eLearning initiative to meet planned individual and organisational outcomes. • The eLearning initiative is fit for purpose. • The eLearning initiative complements other learning and development strategies. • The intervention demonstrates initiative in the way it blends new resources and /or ideas to meet the required organisational context. • The implementation of the eLearning initiative, relative to the resource available: <ul style="list-style-type: none"> ○ makes effective use of available resources to deliver the intervention ○ provides sufficient training and support to those tasked with implementing the intervention to foster success ○ selects the appropriate technologies to meet the need within the constraints of the organisation. • Mechanisms are established to ensure that the eLearning initiative and related learning is sustained, e.g.: <ul style="list-style-type: none"> ○ Preparation of the organisation for the introduction of the initiative ○ Transition processes show how the initiative and / or outcomes arising from the initiative are (or will be) integrated into "business as usual". ○ Workplace support provided for participants. ○ Feedback channels established for continuous improvement. • Managerial support demonstrated for the initiative, etc. 	35%

Criteria	Factors taken into account	Weight
Assessment and Evaluation	<ul style="list-style-type: none"> • The quality of assessment and evaluation including: <ul style="list-style-type: none"> ○ the range of techniques employed ○ the suitability of techniques employed relative to their intended purpose ○ the correct application of techniques ○ the measures used. • How feedback was used to refine the initiative during implementation, if relevant. • Evaluation of the benefits to the individual, including: <ul style="list-style-type: none"> ○ the perception of participants toward the initiative ○ demonstrated change of behaviour / attitude / knowledge and / or indicators of personal development. • Evaluation of the benefits to the organisation will be considered across a range of dimensions, which may include, but are not limited to: <ul style="list-style-type: none"> ○ cost/benefit analysis ○ the value to the organisation, in whatever terms the organisation finds meaningful, e.g.: <ul style="list-style-type: none"> - financial - economic - social - community, etc. ○ Contribution to defined outcomes as demonstrated in changes to individual and organisational measures, e.g. productivity. ○ lessons learned from the initiative and how these will contribute to future planning. <p>Note: Evaluations at higher levels i.e. organisational impact and ROI will carry more weight than those at lower levels.</p>	30%