

**IADL**

International Association for  
Distance Learning

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**Brochure 2012**

# International Association for Distance Learning

Promoting excellence and benchmarking in distance, open and online learning worldwide.

The International Association for Distance Learning promotes excellence in open, distance, and online learning worldwide, and provides benchmarks through which global consumers can gauge the quality of courses offered by our membership.

IADL is an independent organization offering elective evaluation of performance capability and quality assurance benchmarking for providers of open, distance and online learning programmes. Membership is open to course-providers regardless of geographic location and subject to terms and conditions imposed by IADL. Current Members are located on five continents and offer a range of courses and programmes in a variety of different fields and areas of specialization. Our principal administrative office is in London in the United Kingdom.

Our officers, assessors, and evaluators are all qualified and experienced in their own particular fields. Through a process of continuing quality control, the IADL will monitor the services provided by its membership as an ongoing assurance that standards are maintained.

Admission to membership of the IADL includes appraisal of a course-provider's administrative procedures, methods of course-delivery, and its educational and publicity materials. Consideration is also given to in-house quality control systems. Members are assessed to ensure that learners receive a product which is consistent with the values and policies set by the IADL. Members are required to undergo periodic re-assessment.

Distance and online course-providers whose products and services conform to the standards set by the IADL, may apply for either **Approved Membership** or **Accredited Membership**.

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## IADL Members include

- ▣ elearning websites
- ▣ private training companies
- ▣ schools
- ▣ NGOs
- ▣ colleges
- ▣ universities



## Types of Membership

Upon application, the IADL will evaluate and assess the products and services offered by distance, open, and online course providers, and through a process of appraisal and evaluation, ensure that those products and services conform to the standards set by the IADL.

Organisations which satisfactorily meet these conditions may apply for either:

☑ **Approved Membership**

or

☑ **Accredited Membership**

involving different benchmarking standards and quality evaluation procedures.

*The initial evaluation and appraisal procedures may be abridged or waived completely if the applicant is licenced by virtue of central, regional or local government authority, or has undergone a formal accreditation process and obtained accredited status from a body duly recognised by the IADL for that purpose.*

*Any part or parts of the membership application process may be varied or waived at the absolute discretion of the IADL, without formal notice.*



## Types of Membership

### Approved Membership

IADL Approved Membership is a system of review which periodically evaluates the extent to which an institution or programme achieves its own objectives and meets the standards determined by IADL. Evaluation addresses operational and curricular issues fundamental to the delivery of quality education and training, via the medium of online, distance or open learning.

Approved Members may acknowledge IADL membership and display the IADL Logo on websites, prospectuses, course certificates, course materials and other publicity or promotional material. A Certificate of Membership will be issued for the duration of the membership period. An Approved Member may use the statement:

☑ **Approved Member of the International Association for Distance Learning.**

Approved Members are normally required to upgrade to Accredited Member status after the second year of membership.

Approved Membership DOES NOT confer IADL accreditation on the member institution or organization, and it is prohibited for Approved Members to claim or imply accredited status.

### Accredited Membership

IADL Accredited Membership is a process which assures the general public that an institution has clearly defined and appropriate objectives and maintains conditions under which their achievement can reasonably be expected. It encourages improvement through continuous self-evaluation and review. It fosters excellence through the development of principles and guidelines for assessing pedagogical effectiveness.

Accredited Members may acknowledge IADL membership and display the IADL Logo on websites, prospectuses, course certificates, course materials and other publicity or promotional material. A Certificate of Accredited Membership will be issued for the duration of the membership period. An Accredited Member may use the statement:

☑ **Fully-Accredited Member of the International Association for Distance Learning.**

IADL will confirm membership status to any third-party enquirer, by email, fax, telephone or regular mail.



## Membership Application Process

The membership application process broadly includes the following stages:-

- An initial application, consisting of a completed application form for either Approved Member or Accredited Member status. The applicant will be required to make a detailed submission, describing its distance programme and how it meets IADL standards. Samples of brochures, prospectuses and other publicity or promotional literature may be required. Applicants may also be requested to provide samples of texts and other tuition materials.
- Evaluation and appraisal by IADL assessors.
- Preparation of assessors' report for consideration and final decision by the IADL.
- A review of the prospective member's application.
- Clarification of issues arising from the review, including possible evaluation of courses by a specialist, and onsite inspection by designated assessors, if required by IADL. If problems arise, our officers and assessors will try to work with the provider to help it reach the required standard.

IADL assessors and quality assurance auditors will give particular consideration to the following:

- **Publicity, Advertising and Pre-course Information**  
Ensures that relevant courses are as advertised and give a clear and truthful description of the courses offered by the member.
- **Selection and Admission of Course Participants**  
Ensures that prospective students, candidates, and participants hold the appropriate qualifications for the courses for which they have applied.

### ○ Course Process and Evaluation and Assessment

Examines how each institution marks student coursework and measures the consistency in assessment. This helps ensure course monitoring for all accredited members.

### ○ Course Structure, Syllabus and Content

Ensures that material provided to students is the same or not substantially different to that which was originally presented at submission to the Membership Committee. Where material updates have been introduced, verifies that these are within specified parameters of each appropriate course or programme.

### ○ Progress and Assessment and Course Administration

Monitors student progress and ensures that any student grievances are responded to appropriately.

### ○ Staffing

Ensures that teaching, tutorial, and academic staff are adequately qualified and experienced and monitors any change to staffing arrangements, and that the staff to course participant ratio is sufficient.

### ○ Course Evaluation and Quality Assurance Procedures

Ensures that internal procedures to monitor and maintain internal standards on delivery of courses are available.

Members agree to follow the IADL Code of Practice, and are required to provide evidence that suggestions and recommendations made by IADL assessors and evaluators have been acted upon.



## Membership Fees

Fees may be paid in UK Pounds, US Dollars, or Euros. IADL will inform you of payment options if your application is approved. Please DO NOT send payment with your initial application.

	APPROVED MEMBERSHIP	ACCREDITED MEMBERSHIP
<b>REGISTRATION FEE<sup>1</sup></b>	GPB £50 USD \$90 EUR €65	GPB £100 USD \$160 EUR €125
<b>ANNUAL MEMBERSHIP FEE</b>	GPB £130 USD \$230 EUR €165	GPB £175 USD \$310 EUR €225
<b>3 YEAR MEMBERSHIP FEE<sup>2</sup> (SAVE 20%)</b>	APPROVED MEMBERS ARE REQUIRED TO UPGRADE TO ACCREDITED MEMBER STATUS AFTER 2 YEARS	GPB £420 USD \$680 EUR €510
<b>5 YEAR MEMBERSHIP FEE<sup>2</sup> (SAVE 30%)</b>		GPB £612 USD \$990 EUR €740
Membership is valid for 12 months from the date of registration. Applications are accepted at any time.		
<sup>1</sup> The Registration Fee is payable ONCE only upon initial application, and will be added to the first Membership Fee.		
<sup>2</sup> Accredited Members who elect to pay the Membership Fee in advance for a 3 or 5 year period will be exempt from any increase in Fees for the membership term.		

IADL reserves the right to request full payment of the annual membership fee in advance, or payment of a security deposit, before processing any membership application and completing due-diligence procedures. The amount of any security deposit will be deducted from the first annual membership fee, if the application is successful. If the application for membership is unsuccessful, we will refund any advance payment or security deposit less a 20% administration fee.



## Benefits of Membership

Membership of the Association demonstrates to learners, clients, peers, and government licensing bodies that the course-provider is committed to providing a quality product. It inspires confidence and can help lower sales-resistance. It also allows networking with other IADL members worldwide and may provide and facilitate business opportunities.

## How to Apply

To apply for Membership, please complete and submit the online application form from our website (click on the button below or visit <http://www.iadl.org.uk/apply.htm>).

Our initial appraisal and evaluation will be based on the information in the form, and the process takes approximately 10 to 15 days.

We look forward to welcoming you as a member of IADL.

[APPLY NOW](#)

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