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# ELQN

# MEMBERSHIP HANDBOOK

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This Membership Handbook delineates the criteria and expectations set by the E-Learning Quality Network, providing a comprehensive outline of the procedures and related details.

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# WELCOME

“Embracing the future of education requires both reverence for the age-old quest for knowledge and a passion for innovation. As we navigate this digital era, we invite you to join us on a journey where every lesson, interaction, and discovery bridges the gap between tradition and tomorrow. Welcome to the next chapter of learning.”

# ABOUT US

## — E-LEARNING QUALITY NETWORK (ELQN)

We are an international hub for e-learning excellence. Founded with a vision to elevate quality of online education, ELQN is a collective of institutions, educators, instructional designers and tech enthusiasts dedicated to fostering quality in the digital learning industry.

Welcome to E-Learning Quality Network (ELQN), the foremost platform committed to fostering excellence in the industry of digital education. Our organization was established with a resolute vision to elevate the standards of online education, recognizing the pivotal role it plays in shaping the future of learning. We are a collective of institutions, educators, instructional designers and tech enthusiasts deeply dedicated to enriching the digital learning landscape.

Our mission is anchored in the belief that quality education is the cornerstone of progress and empowerment. As the digital world continues to expand, we understand the critical need to uphold rigorous standards and best practices in e-learning. With a strong emphasis on innovation, collaboration, and continuous improvement, ELQN serves as a catalyst for transforming the way knowledge is disseminated and acquired in the digital age.

In an era where online education has become not just an alternative but a necessity, ELQN stands as a beacon of guidance and assurance. We recognize that effective e-learning is not solely about delivering content; it is about creating immersive, interactive, and impactful learning experiences that resonate with learners worldwide.

Our commitment to excellence is reflected in our unwavering dedication to harnessing the power of technology to facilitate an inclusive and accessible learning environment for all.

At ELQN, we believe in the transformative power of education and its ability to shape a more informed, connected, and empowered global community. By fostering a culture of collaboration and knowledge-sharing, we aim to cultivate a rich tapestry of ideas and practices that elevate the standards of digital education. Our platform serves as a dynamic space where educators, learners, and industry professionals converge to exchange insights, explore innovative methodologies, and contribute to the advancement of e-learning on a global scale.

# EMPOWERING E-LEARNING EXCELLENCE

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## OUR PHILOSOPHY

At E-Learning Quality Network (ELQN), we believe that quality is fundamental to all aspects of learning. E-learning transcends boundaries, fostering accessible and dynamic education. We envision an inclusive digital education that stimulates critical thinking and lifelong learning. Through innovation, we aim to propel education to new levels of excellence. Collaboration is central to our philosophy, fostering growth through diverse perspectives. Our commitment to continuous improvement drives us to leverage cutting-edge technologies for impactful learning experiences. Quality education is the cornerstone of progress, and we are dedicated to advancing this principle through our work at ELQN.



## MISSION



Here at E-Learning Quality Network (ELQN), our mission is to revolutionize the digital educational landscape by elevating standards, advocating new teaching and administrative practices, and ensuring consistent quality across all e-learning platforms.

Why Our Mission Matters? The e-learning industry is characterized by its fluidity, exponential growth, and crucial role in forging future global education. It becomes pivotal that this industry not only sets strong benchmarks but also adheres to exemplary methods- enriching students with essential skills and knowledge that ensure their various triumphs. As we emphasize quality, we enhance immediate academic journeys while laying bricks for an enlightened future filled with knowledge.

## VISION



Our vision is rooted in the belief that education is the cornerstone of progress and empowerment. We aspire to be at the forefront of shaping a dynamic and interactive e-learning environment that adapts to the evolving needs of the digital age. Through our commitment to excellence and our relentless pursuit of cutting-edge methodologies, we aim to set new standards for educational quality and accessibility, ensuring that every learner has the opportunity to thrive and succeed in an increasingly interconnected world.

# TYPES OF MEMBERSHIP



## ASSOCIATE MEMBER

As the Associate Member of the E-Learning Quality Network (ELQN), you gain foundational access and valuable insights into e-learning quality standards. This initial tier is designed for those starting their journey towards ensuring top-notch quality in digital education. Through your membership, you will have the opportunity to access essential resources and guidance, laying the groundwork for understanding and implementing quality compliance measures in e-learning. As an Associate Member, you will be supported in adopting the fundamental principles necessary to enhance the quality and efficacy of online education, setting the stage for further advancement within the ELQN network.



## APPROVED MEMBER

The Approved Membership tier at ELQN is designed for institutions and individuals ready to demonstrate their commitment to e-learning quality. By becoming an Approved Member, you are showcasing a proactive approach to enhancing the standards of digital education, signaling to learners and stakeholders your dedication to maintaining excellence. This tier offers access to comprehensive tools and resources that facilitate the integration of partial e-learning quality standards compliance. As an Approved Member, you will have the opportunity to elevate your institution's e-learning quality practices, positioning yourself as a key contributor to the advancement of educational excellence in the digital sphere.



## ACCREDITED MEMBER

The Accredited Membership tier signifies a pinnacle achievement in the realm of e-learning quality compliance. As an Accredited Member, you exemplify excellence by fully aligning with ELQN's rigorous e-learning quality standards and best practices. This esteemed tier is reserved for institutions and individuals who have demonstrated a comprehensive understanding and implementation of top-tier quality assurance measures in digital education. Accredited Members gain access to a network of like-minded peers, exclusive resources, and cutting-edge insights that further elevate their institution's standing within the digital education landscape. By attaining Accredited Membership, you are solidifying your position as a trailblazer in championing quality and innovation in e-learning.

# EVALUATION PROCEDURE

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## INFORMATION ON THE PROCESS FOR MEMBERS EVALUATION

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### 01 APPLICATION SUBMISSION

Begin your journey by submitting a comprehensive application as well as a compliance checklist that details your institution's e-learning practices. Attach relevant evidence that demonstrates your alignment with the ELQN standards.

This initial step is crucial, as it provides a foundational understanding of your e-learning commitment and readiness for assessment.

### 02 DOCUMENT REVIEW

Once we receive your application and the accompanying checklist, it will undergo our thorough evaluation process. Our team of dedicated assessors will delve deep into the documents you've provided.

The team will cross-check every piece of evidence against the core criteria of ELQN to ascertain that your institution truly embodies the values and standards we uphold.

### 03 CORRECTIVE ACTIONS

There might be instances where certain practices or details don't completely align with our criteria. In such cases we will provide detailed feedback, highlighting the areas of concern. You'll then have an opportunity to rectify these issues. With our guidance, you can ensure that the corrective measures you undertake effectively address the highlighted nonconformities.

### 04 MEMBERSHIP DECISION

After all corrections, and additional requirements have been met, your application enters the final review phase. Here, we holistically evaluate all facets of your application, ensuring a fair and informed decision-making process. Upon conclusion, we'll communicate our decision to you, marking a significant milestone in your membership journey.

### 05 MEMBERSHIP FEE PAYMENT

With the evaluative stages completed, you'll be directed towards our organized payment procedure. This step is not merely transactional. By navigating this phase, you emphasize your commitment to becoming an ELQN member and upholding the benchmarks of e-learning quality.

### 06 CERTIFICATE & REGISTRY

Once your payment is processed, your efforts are formally recognized. An official ELQN membership certificate will be issued in your institution's name. Your institution will also be proudly listed in our registry. This inclusion is more than just a listing; it's a testament to your institution's unwavering commitment to achieving and promoting e-learning excellence.



# APPEALS

ELQN is committed to fairness and transparency in its membership application process, especially when dealing with instances where an application does not proceed as expected. Understanding the importance of each application, ELQN provides a structured and thorough appeals process for institutions whose applications face rejection after the Stage 4 membership evaluation. This process ensures that every institution has an ample opportunity to address concerns raised during the evaluation. Institutions are encouraged to review the evaluation report, submit additional documentation if necessary, and engage with the Membership Committee's review process.

ELQN recognizes the value of diverse institutions in its network and strives to ensure that all applicants are given a fair and equitable chance to present their case.

## PROCEDURE

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Occasionally, a membership application may face rejection after the Stage 4 membership evaluation. In such instances, the institution's representative can request a review of the evaluation report and may also submit additional documentation addressing the reasons for rejection. If any members of the Membership committee were absent during the primary decision-making meeting, they would be given an opportunity to review the report and any newly submitted documents. The Membership Committee may decide to uphold the appeal, advancing the process to the third stage of the membership procedure. However, if they confirm the original decision, the institution can further appeal as outlined below.

An institution can request an appeal hearing before the ELQN Appeals Committee if:

1. The Membership application remains rejected after both the Stage 4 evaluation and subsequent review.
2. The Membership was revoked for reasons other than the deliberate provision of false information.

Only those members of the Membership Committee who had no part in the initial decision will serve on the Appeals Committee. The appellant is required to submit a comprehensive statement detailing the appeal's basis and any supporting documentation within 10 business days of being informed of their right to appeal. The Appeals Committee aims to assemble within 10 business days of receiving this appeal.

Following their review, the Appeals Committee may:

1. Dismiss the appeal.
2. Commission a fresh evaluation, with costs borne by ELQN.
3. Recommend the Membership Committee either grant or reinstate the institution's Membership.

The Appeals Committee Chair will then relay the meeting's outcome to the executive head, explaining the decision reached and suggesting any additional actions for the Membership Committee.

The Appeals Committee's decision is final, with no further avenues for appeal within ELQN. Institutions looking to appeal further will be subject to an initial fee, refundable only if the appeal succeeds.

# COMPLAINTS

ELQN values the integrity of its membership process and is committed to addressing valid complaints against ELQN-membered institutions. However, complaints will only be considered if the complainant has first pursued the institution's available complaint procedures.

All complaints should be directed in writing form to the ELQN Customer Relations Manager to ensure authenticity. For a complaint to be valid, it should precisely describe the issue and be linked to the institution's failure to adhere to membership criteria. While ELQN won't entertain complaints outside this scope, we take valid grievances seriously. ELQN will do its utmost to address the issue, ensuring solutions are satisfactory for all parties involved.

## PROCEDURE

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When the ELQN Customer Relations Manager receives a complaint, the following process is initiated:

1. The complainant will be contacted, requesting an e-copy of the complaint, duly signed and dated, accompanied by relevant documents. This includes:
  - A detailed written account of the issue, backed by evidence such as the institution's response or proof of a prior complaint submission.
  - Any additional evidence supporting the complaint. ELQN may seek more documents from the complainant to aid the investigation.
2. The complainant must confirm they've fully pursued the institution's complaint mechanisms without a satisfactory resolution or that such mechanisms weren't relevant. Hence, the complainant authorizes ELQN's involvement to seek a resolution.

Following these initial steps, ELQN will:

1. Log each complaint individually, acknowledging receipt.
2. Review the provided documents, seeking further documentation if needed.
3. Contact the institution's head, asking them to probe the complaint and revert with details within 10 working days.
4. Remind the institution's representative of their obligation under the membership process to cooperate in resolving the complaint.
5. Detail the complaint(s) to the institution, suggesting potential resolutions, initially in writing and, if required, through a subsequent meeting.
6. Analyze the institution's response to ensure they are abiding by their membership obligations.
7. Inform the complainant of the results and any recommendations made to the institution.

Both the complainant and the institution's head will be notified upon the conclusion of a complaint. If a more comprehensive investigation is warranted, ELQN will appoint an inspector to conduct an announced visit, examining the foundation of the complaint. If necessary, relevant authorities, will be informed of the complaint and the status of ELQN's resolution efforts.

# MEMBERSHIP CRITERIA

## 01

### SECTION 1 MANAGEMENT AND STAFF RESOURCES

1.1 THE INSTITUTION IS EXPECTED TO BE OFFICIALLY REGISTERED AND LICENSED.

Evidence: Business Registration Certificate

1.2 THE INSTITUTION HAS A CLEAR ORGANIZATIONAL STRUCTURE AND HIERARCHY.

Evidence: Organizational structure diagram

1.3 THE INSTITUTION COMPLIES WITH LOCAL, REGIONAL, AND INTERNATIONAL EDUCATIONAL REGULATIONS.

Evidence: Recognition Certificate and/or any other supporting documents.

# MEMBERSHIP CRITERIA

## 02

### SECTION 2 DIGITAL INFORMATION TRANSPARENCY

2.1 THE INSTITUTION MAINTAINS A FUNCTIONAL AND MOBILE-FRIENDLY WEBSITE WITH AN INTUITIVE INTERFACE.

Evidence: Visual evidence of the website layout, demonstrating design elements.

2.2 THE INSTITUTION'S WEBSITE INCLUDES DETAILED COURSE DESCRIPTIONS, SYLLABI, AND INFORMATION ON TEACHING STAFF INVOLVED IN EACH COURSE.

Evidence: Direct URLs to course pages containing comprehensive course descriptions, learning outcomes, and course modules.

2.3 THE INSTITUTION'S WEBSITE PRESENTS A TRANSPARENT PRICING STRUCTURE WITH NO HIDDEN FEES.

Evidence: Direct URLs to the website sections where course prices are clearly listed.

2.4 THE INSTITUTION MAINTAINS ACTIVE AND REGULARLY UPDATED SOCIAL MEDIA CHANNELS.

Evidence: Direct URLs to social media pages.

# MEMBERSHIP CRITERIA

## 03

### SECTION 3 CERTIFICATION AND RECOGNITION

#### 3.1 THE INSTITUTION OFFERS CERTIFICATES UPON COURSE COMPLETION.

Evidence: A digital or physical copy of a certificate issued by the institution to a student upon completing a course and a screenshot or direct link to the part of the website where it states that certificates are awarded upon course completion.

#### 3.2 THE INSTITUTION OFFERS CERTIFICATES THAT ARE RECOGNIZED BY RELEVANT PROFESSIONAL BODIES OR INSTITUTIONS (IF APPLICABLE).

Evidence: Letters or statements from professional bodies or institutions acknowledging the recognition of the institution's certificates or direct links to the professional bodies' websites where they list the recognized courses or institutions.

# MEMBERSHIP CRITERIA

## 04

### SECTION 4 CONTRACTS AND TERMS OF SERVICE

#### 4.1 THE INSTITUTION PROVIDES CLEARLY DEFINED TERMS OF SERVICE OR USER AGREEMENT.

Evidence: Direct link to the section or page on the institution's website where the Terms of Service or User Agreement is posted.

#### 4.2 THE INSTITUTION PROVIDES CLEARLY DEFINED PRIVACY POLICY.

Evidence: Direct link to the section or page on the institution's website where the Privacy Policy is posted.

#### 4.3 THE INSTITUTION PROVIDES CLEARLY DEFINED REFUND POLICY.

Evidence: Direct link to the section or page on the institution's website where the Privacy Policy is posted.

#### 4.4 ALL LEGAL DOCUMENTS, INCLUDING TERMS OF SERVICE, PRIVACY POLICIES, AND REFUND POLICIES, ARE EASILY ACCESSIBLE BY USERS.

Evidence: Screenshots and links showcasing the clearly marked sections on the website where users can find the documents.

#### 4.5 MECHANISMS FOR USERS TO ACKNOWLEDGE TERMS ARE IN PLACE, WITH RECORDED ACKNOWLEDGMENTS.

Evidence: Screenshots or a description of the mechanism, such as a checkbox during signup or course enrollment, where users must agree to the terms.

# MEMBERSHIP CRITERIA

## 05

### SECTION 5 LEARNING PLATFORM AND TECHNOLOGY

5.1. THE INSTITUTION UTILIZES A STABLE LEARNING MANAGEMENT SYSTEM (LMS) WHICH COULD BE COMPLIANT WITH E-LEARNING STANDARDS SUCH AS SCORM, XAPI, OR OTHER RELEVANT STANDARDS.

Evidence: Screenshots, demo videos or demo access showcasing the LMS's functionality.

5.2 THE LMS IS ACCESSIBLE TO ALL USERS, INCLUDING THOSE WITH DISABILITIES, AND IS COMPLIANT WITH WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG).

Evidence: A list or documentation from the LMS highlighting accessibility features like screen reader compatibility, keyboard navigation, etc.

5.3 THE INSTITUTION ENSURES DATA REPORTING AND TRACKING MECHANISMS RELATED TO EDUCATIONAL PROCESSES (E.G., STUDENT PROGRESS TRACKING, COURSE COMPLETION RATES, ETC.)

Evidence: Screenshots showcasing the LMS's data tracking capabilities.

5.4 THE INSTITUTION IMPLEMENTS LEGAL, CLEAR AND SECURE PAYMENT METHODS AND PROCEDURES.

Evidence: Screenshots or walkthroughs of the payment process.

5.5 THE INSTITUTION IMPLEMENTS MECHANISMS TO PREVENT DISRUPTIONS (E.G., BACKUP SYSTEMS, CLOUD STORAGE).

Evidence: Documents highlighting the institution's policies for data backup, frequency, storage, and recovery procedures.

# MEMBERSHIP CRITERIA

## 06

### SECTION 6 CONTENT QUALITY

6.1 THE INSTITUTION ENSURES THAT COURSES AND/OR ACADEMIC SUBJECT AREAS ARE MANAGED BY APPROPRIATELY QUALIFIED AND EXPERIENCED STAFF.

Evidence: CV/Resume that display the qualifications, certifications, and relevant experience of the teaching staff or course managers.

6.2 THE INSTITUTION INCORPORATES MECHANISM FOR PERIODICALLY REVIEWING AND UPDATING COURSE CONTENT TO KEEP IT CURRENT.

Evidence: Procedure showing periodic review of the course content.

6.3 THE INSTITUTION SETS CLEAR LEARNING OBJECTIVES FOR EACH COURSE OR MODULE.

Evidence: Documents or web links to course syllabi that outline clear learning objectives for each module or course.

6.4 TOPICS WITHIN COURSES ARE DECOMPOSED AND STRUCTURED EFFECTIVELY.

Evidence: Screenshots that display the breakdown of topics,

6.5. THE INSTITUTION ENSURES CONTENT HAS MINIMUM LEVELS OF INTERACTIVITY AND ENGAGEMENT.

Evidence: Screenshots or demo links to interactive elements within courses like quizzes, simulations, or discussions.

6.6. CONTENT IS DESIGNED TO BE DIVERSE AND INCLUSIVE (E.G., VIDEOS HAVE CAPTIONS OR ALTERNATIVE TEXT RESOURCES).

Evidence: Screenshots showing alternative multimedia content.



# MEMBERSHIP CRITERIA

## 07

### SECTION 7 ASSESSMENT AND FEEDBACK

#### 7.1 THE INSTITUTION USES VALID TESTING METHODS.

Evidence: Documentation detailing the methods and principles adhered to when creating tests, showcasing their alignment with best practices.

#### 7.2 THE INSTITUTION PROVIDES FEEDBACK IN A TIMELY MANNER.

Evidence: Documentation specifying the expected timeframe for feedback provision after tests, assignments, or queries.

#### 7.3 THE INSTITUTION INCORPORATES INTERACTIVE ELEMENTS, SUCH AS QUIZZES, ASSIGNMENTS, AND ONLINE DISCUSSIONS.

Evidence: Screenshots, videos, or demo links highlighting quizzes, assignments, or discussion boards within courses.

#### 7.4 THE INSTITUTION PROVIDES OPPORTUNITIES FOR PEER-TO-PEER LEARNING AND NETWORKING ARE FACILITATED BY THE INSTITUTION.

Evidence: Links or screenshots of online forums, discussion boards, or other platforms provided for peer networking.

# MEMBERSHIP CRITERIA

## 08

### SECTION 8 SUPPORT AND COMMUNICATION

#### 8.1 THE INSTITUTION PROVIDES DEDICATED SUPPORT CHANNELS (E.G., EMAIL, CHAT, PHONE).

Evidence: A webpage showing the available support channels (email addresses, chat links, phone numbers) and screenshots of the support or contact us page on the institution's website.

#### 8.2 INQUIRIES AND TROUBLESHOOTING REQUESTS ARE ADDRESSED PROMPTLY.

Evidence: Reports or data showing the average response and resolution times for inquiries and troubleshooting requests.

#### 8.3 THE INSTITUTION HAS A WELL-DEFINED AND ACCESSIBLE SUPPORT PROCEDURE.

Evidence: A document or webpage detailing the steps for users to seek support, what to expect, and how issues are addressed.

#### 8.4 THE INSTITUTION HAS A WELL-DEFINED AND ACCESSIBLE COMPLAINTS PROCEDURE.

Evidence: A document or webpage detailing the steps users should follow to file a complaint, how the complaint will be processed, and what resolution they can expect.

# MEMBERSHIP CRITERIA

## 09

### SECTION 9 EDUCATIONAL STAFF MANAGEMENT

9.1 THE INSTITUTION ENSURES TEACHING STAFF POSSESS RELEVANT QUALIFICATIONS, VERIFIED BY RECOGNIZED BODIES.

Evidence: Documentation or certificates from recognized bodies that have verified the qualifications of the tutors.

9.2 DEFINED AND APPROVED TEACHING STYLES ARE IN PLACE.

Evidence: A documented guide or manual that describes the approved teaching styles and methods endorsed by the institution.

9.3 THE INSTITUTION HAS A COMPREHENSIVE HIRING PROCEDURE, INCLUDING TEMPLATES AND GUIDELINES.

Evidence: A detailed document outlining each step of the hiring process, from job posting to onboarding.

# MEMBERSHIP CRITERIA

## 10

### SECTION 10 DATA SECURITY AND PRIVACY

10.1 THE INSTITUTION FOLLOWS BEST PRACTICES IN DATA PROTECTION, INCLUDING COMPLIANCE WITH GDPR OR EQUIVALENT REGULATIONS.

Evidence: Documentation, compliance report and records showing staff training on data protection best practices.

10.2 THE INSTITUTION HAS A WELL-DEFINED AND ACCESSIBLE DATA PROTECTION POLICY THAT OUTLINES HOW PERSONAL DATA IS COLLECTED, PROCESSED, STORED, AND PROTECTED.

Evidence: Direct link or screenshot of the data protection policy, available to users, detailing how data is managed.

10.3 THE INSTITUTION HAS A WELL-DEFINED AND ACCESSIBLE DISCLOSURE AGREEMENT DETAILING ANY POTENTIAL SHARING OR USE OF USER DATA WITH THIRD PARTIES, ENSURING USERS ARE INFORMED AND CAN PROVIDE INFORMED CONSENT.

Evidence: Direct link or screenshot of the disclosure agreement, detailing the extent and reasons for any data sharing with third parties. Screenshots showing how users are given clear options to allow or deny the sharing of their data with third parties.

# MEMBERSHIP CRITERIA

## 11

### SECTION 11 CULTURAL INCLUSIVITY AND RESPECT

11.1 THE INSTITUTION PROMOTES CULTURAL UNDERSTANDING AND RESPECT AMONG ONLINE PARTICIPANTS.

Evidence: Direct link to a webpage or documentation promoting cultural understanding and respect.

11.2 DIVERSE VIEWPOINTS ARE ENCOURAGED IN ONLINE DISCUSSIONS AND FORUMS.

Evidence: Documentation or screenshots of guidelines and instructions given to participants emphasizing the importance of diverse viewpoints.

11.3 A DIVERSITY, INCLUSION, AND CULTURAL COMPETENCE POLICY IS IN PLACE AND ADHERED TO.

Evidence: A copy or link to the institution's diversity, inclusion, and cultural competence policy.

# MEMBERSHIP CRITERIA

## 12

### SECTION 12 INTEGRITY AND ETHICS

12.1. THE INSTITUTION HAS A CLEARLY DEFINED CODE OF CONDUCT OR ETHICS POLICY FOR BOTH EDUCATORS AND LEARNERS.

Evidence: Direct link to the institution's official Code of Conduct or Ethics Policy, applicable to both educators and learners. Documents have explicit expectations regarding academic honesty.

12.3 PROCEDURES FOR REPORTING AND ADDRESSING VIOLATIONS ARE ESTABLISHED VIA THE INSTITUTION'S COMPLAINTS HANDLING PROCEDURE.

Evidence: Descriptions or screenshots of online systems where learners or educators can report violations, reinforcing the institution's commitment to address concerns.

## CONTACT



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