Business-Plan

EduPlan

1. Objectives of the project

EduPlan is designed as a self-assessment tool that should enable the providers of lifelong learning to evaluate ther quality management by revealing its strengths and weakness. It is a tool to improve, modify and develop best practices in the field of education/lifelong learning. In a commercial context, it is designed to help businesses to present the quality of their services, improve the results of their employees (trainers), and to satisfy their customers needs.

The survey contains max. 44 questions, concerning different measures of quality management in lifelong learning. They relate to planning, implementation and assessment of the vocational training and adult education. It is aimed at assessing customer satisfaction, trainers' performance as well as management and organization of a particular institution or company in general.

The survey has been divided into 3 areas:
- related to education / lifelong learning providers (44 questions), i.e. provides of further education, chambers of commerce, industrial associations, companies, vocational education institutions,
- related to educators (39 questions), i.e. training managers, academics, course instructors, trainers and administrative authorities
- learners (18 questions) i.e. course participants.

The survey provides assessment of the following areas
→ information about efficiency, problems and quality management of a company or an educational institution,
→ information about efficiency, problems and quality management regarding trainers and course instructors,
→ satisfaction of trainees and course participants.

1.1. The quality of the product

Not the questionnaire itself will be sold, but a service will be provided to give the customers / providers the opportunity to assess and improve the quality of their institutions. The tool will also allow to measure the customer satisfaction and, if required to implement improvement measures. And – most important – to compare the results after a certain timeframe.

1.1.1. Advanced quality characteristics of the product

The various national organizations (partners of EduPlan) will offer additional consulting services. They work together with an IT-specialist Thortsen Koch, who will deal with all technical aspects of the web-based tool. Based on the results of the survey, the actual situation will be analyzed. This will allow to set up the goals to improve the quality management.

Optionally, consulting services can be expanded to process analysis, implementation tactics, etc.

2. System requirements

The tool should enable the customers to evaluate the quality of their processes and provide them with the crucial datas without substantial effort.
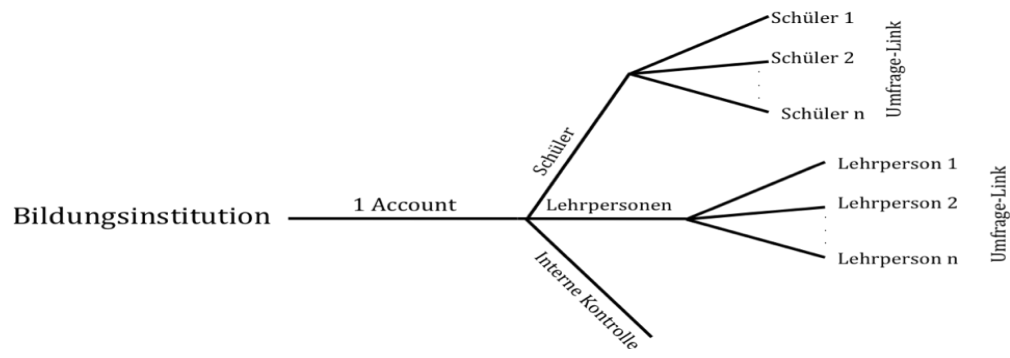
Specific requirements with regard to the tool, will be specially provided to a new costumer. Institution X aims to evaluate the quality of its educational process. Therefore, it looks for a quality test tool, which will be found under www.eduplan.info. The website contains a handbook, how to use the tool and statements from customers, who were satisfied with the tool. In addition, a documentation related to lifelong learning will be available to point out the expertise and knowledge of the field.

In order to register it is required to submit certain compulsory data, such as: address, company name, company size. Optionally, the customer can share further information, i.e. industrial sector, etc.

Once the registration is completed, the customer gains access to the tool and can start the survey. For example: The evaluation of a training lesson about „computer skills" can be sent as a link to all the participants, who will be able to access the survey / evaluation and anonymously answer the questions.

The answers from the participants will be stored and analyzed by the tool, so that the trainer or provider will get these results and obtains statistically important information. Based on the results, the provider / institution gets new insights, how to improve the management of quality.
The institution will be also informed that further consulting services can be obtained from the EduPlan consortium.

Bildungsinstitution —— 1 Account —— Schüler / Lehrpersonen / Interne Kontrolle

Schüler 1
Schüler 2
Schüler n
Umfrage-Link

Lehrperson 1
Lehrperson 2
Lehrperson n
Umfrage-Link

3. Target group and costs

Target group 1: companies/institutions with up to 10 accesses

Company/institution can gain access for 2 years for a fee of € 1.500. It includes access to EduPlan for up to 10 participants. Each participant will get his own password. The EduPlan tool can be then used as often as required.

The users will be able to attend a 1-day coaching session - 3 hrs, half-day or full-day sessions can be chosen depending on the requirements by a company/institution.

Target group 2: companies /institutions with up to 20 accesses

Company/institution can gain access for 2 years for a fee of € 2.500. It includes access to EduPlan for up to 20 participants. Each participant will get his own password. The EduPlan tool can be then used as often as required.

The users will be able to attend a 1-day coaching session - 3 hrs, half-day or full-day sessions can be chosen depending on the requirements by a company/institution.

Target group 3: company requiring an evaluation

Advanced consulting services can be provided during a half-day session for a fee of € 600. It is possible to arrange for workshops for several customers at the same time, depending on the demand

4. Consortium

The consortium consists of the partners of EduPlan who are engaged in the project during its term. The Project Manager is Thomas Eckert, who represent the Ludwig-Maximillians-Universität München (LMU)

Funds collected will be shared as follows:
60% goes to a partner who gets a new customer involved in project
40% goes to the consortium leader

The 40% of funds collected will be divided as follows:

10% remains with LMU

15% goes to IT-specialist Thorsten Koch, who deals with technical aspects of the project

15% goes to Verein Lernende Regionen Deutschland (LRD) who oversees the execution of the project in Germany.

In order to share the funds, the LMU will conclude a 2-year agreement with the consortium partners as well as a 2-year agreement with IT-specialist Thorsten Koch.

Ruth Jermann / Jutta Thinesse Demel